



City of Las Vegas

Agenda Item No.: 131.

**AGENDA SUMMARY PAGE PLANNING & DEVELOPMENT
CITY COUNCIL MEETING OF NOVEMBER 5, 2008**

DEPARTMENT: PLANNING & DEVELOPMENT
DIRECTOR: M. MARGO WHEELER

Consent Discussion

SUBJECT: PAR-2965 - VARIANCE - PUBLIC HEARING - APPLICANT: SIEGEL COMPANIES, INC. - OWNER: PARADISE SUITES LLC - Request for a Variance TO ALLOW SIX FREESTANDING SIGNS (ONE 5'-FOOT FREESTANDING AND FIVE FIVE-FOOT TALL FREESTANDING SIGNS) WHERE TWO ARE ALLOWED; TO ALLOW A ONE-FOOT SETBACK FOR ONE FIVE-FOOT FREESTANDING SIGNS WHERE FIVE FEET IS THE MINIMUM REQUIRED; TO ALLOW FOR A 50-FOOT TALL, 504 SQUARE-FOOT FREESTANDING SIGN WHERE 12 FEET IN HEIGHT AND 48 SQUARE FEET IN AREA IS THE MAXIMUM ALLOWED; TO ALLOW A DISTANCE SEPARATION OF LESS THAN 100 FEET BETWEEN FREESTANDING TO MONUMENT SIGN, AND FREESTANDING TO FREESTANDING SIGN WHERE 100 FEET IS THE MINIMUM REQUIRED; AND TO ALLOW AN EXISTING 9.5-FOOT TALL MONUMENT SIGN WHERE 8 FEET IS THE MAXIMUM HEIGHT ALLOWED on 1.66 acres at 2000 Paradise Road (APN 162-03-411-012), R-5 (Apartment) Zone, Ward 3 (Reese). The Planning Commission (7-0 vote) and staff recommend APPROVAL

PROTESTS RECEIVED BEFORE:

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.	2	Planning Commission Mtg.	1
City Council Meeting	4	City Council Meeting	3

RECOMMENDATION:

The Planning Commission (7-0 vote) and staff recommend APPROVAL, subject to conditions.

BACKUP DOCUMENTATION:

1. Location and Aerial Maps
2. Conditions and Staff Report
3. Supporting Documentation
4. Photos
5. Justification Letter
6. Protest Postcard
7. Submitted after Final Agenda Protest/Support Postcards
8. Submitted at Meeting Site Plans by Attorney Liz Sorokac
9. Submitted after Meeting Support Postcard
10. Submitted after Meeting - Recordation Notice of City Council Action and Conditions of Approval
11. Backup Referenced from the 10-09-2008 Planning Commission Meeting Item 29

Motion made by GARY REESE to Approve subject to conditions and amending Condition 2 as follows:

CITY COUNCIL MEETING OF: NOVEMBER 5, 2008

2. Approval of a new 35-foot freestanding sign is allowed on the St. Louis frontage, the location to be approved by the Planning and Development Department.

3. Only five amenity signs will be allowed. Location to be approved by the Planning and Development Department.

Passed For: 6; Against: 0; Abstain: 0; Did Not Vote: 1; Excused: 0
RICKI Y. BARLOW, LOIS TARKANIAN, ERIC BROWN, OSCAR B. GOODMAN,
GARY REESE, STEVE WOLSON; (Against-None); (Abstain-None); (Did Not Vote-STEVEN
D. ROSS); (Excused-None)

Minutes:

MAYOR GOODMAN declared the Public Hearing open.

ATTORNEY ELIZABETH SOROKAC, 3800 Howard Hughes Parkway, appeared representing the applicant, accompanied by JUDITH PEREZ and MIKE WHITEHOUSE of Siegel Companies.

ATTORNEY SOROKAC explained that Siegel Companies is very successful in purchasing run-down properties, renovating them and making them habitable. Prior to reshaping the properties, Siegel Companies has to notify the public of the changes and has come to rely on branding for its success; therefore, substantial advertising is necessary, which is the reason for this application.

ATTORNEY SOROKAC referred to plans submitted by MS. PEREZ and described the various signs, pointing to their location on the property. The existing monument sign along the Paradise Road boundary is an additional foot and a half in height due to the need to level off the property because of grade difference from the property to the street level. Five of the six freestanding signs along the entire perimeter of the property would advertise the amenities offered. On the northwest corner of the property would be the main sign for the property. The original request was for a 50-foot sign, but after a neighborhood meeting, the applicant indicated a willingness to reduce the height to 35 feet.

TED RUSSELL, Las Vegas resident, supported this application, stating that Siegel Companies really does a good job of improving the properties it acquires. He commended Siegel on its property at Bonanza Road and Las Vegas Boulevard.

COUNCILWOMAN TARKANIAN agreed with MR. RUSSELL that Siegel is a very responsible property owner.

COUNCILMAN REESE clarified that the Planning Commission approved the application with a 12-foot freestanding sign, but he opted for approval of the 35-foot sign. MARGO WHEELER, Director of Planning and Development, noted that Condition 2 would necessitate an amendment.

MAYOR GOODMAN declared the Public Hearing closed.