



City of Las Vegas

Agenda Item No.: 87.

**AGENDA SUMMARY PAGE PLANNING & DEVELOPMENT
CITY COUNCIL MEETING OF DECEMBER 3, 2008**

DEPARTMENT: PLANNING & DEVELOPMENT
DIRECTOR: M. MARGO WHEELER

Consent Discussion

SUBJECT: VAR-2965 - VARIANCE - PUBLIC HEARING - APPLICANT: SIEGEL COMPANIES, INC. - OWNER: ST. LOUIS SUITES, LLC (Reese) for a Variance TO ALLOW A PROPOSED 250 SQUARE-FOOT WALL SIGN WHERE 150 SQUARE FEET IS THE MAXIMUM ALLOWED on 1.90 acres at 3500 S. St. Louis Avenue (APN 162-06-312-016), R-5 (Apartment) Zone, Ward 3 (Reese) NOTE: THE APPLICATION HAS BEEN AMENDED TO ALLOW FOUR EXISTING FIVE-FOOT TALL FREESTANDING SIGNS WHERE ONE IS PERMITTED, TO ALLOW A DISTANCE SEPARATION OF LESS THAN 100 FEET BETWEEN FREESTANDING FIVE-FOOT TALL SIGN WHERE 100 FEET IS THE MINIMUM REQUIRED, AND TO ALLOW FOR THE FOUR EXISTING FIVE-FOOT TALL FREESTANDING SIGNS TO BE SETBACK ONE-FOOT WHERE FIVE FEET IS THE MINIMUM SETBACK REQUIRED. Staff recommends DENIAL. The Planning Commission (4 -2 vote) recommends APPROVAL

PROTESTS RECEIVED BEFORE:

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.	<input type="text" value="20"/>	Planning Commission Mtg.	<input type="text" value="1"/>
City Council Meeting	<input type="text" value="5"/>	City Council Meeting	<input type="text" value="2"/>

RECOMMENDATION:

Staff recommends DENIAL. The Planning Commission (4-2 vote) recommends 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. Submitted after Final Agenda Protest/Support Postcards
7. Submitted after Meeting Support Postcard
8. Backup Referenced from the 11-06-2008 Planning Commission Meeting Item 8

Motion made by GARY REESE to Approve subject to condition

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0
RICKI Y. BARLOW, LOIS TARKANIAN, LARRY BROWN, OSCAR B. GOODMAN,
GARY REESE, STEVE WOLFSON, STEVEN D. ROSS; (Against-None); (Abstain-None);
(Did Not Vote-None); (Excused-None)

CITY COUNCIL MEETING OF: DECEMBER 3, 2008

Minutes:

MAYOR GOODMAN declared the Public Hearing open.

ATTORNEY TABITHA FIDDYMENT, KKBR&F, 3800 Howard Hughes Parkway, appeared on behalf of and with the applicant, accompanied by MARK WHITE, Market House, and JUDY PEREZ, Siegel Companies, Inc.

ATTORNEY FIDDYMENT explained that the requested variance was for the wall sign flushed with the building, noting that it is only visible from Las Vegas Boulevard and on Paradise Road and is completely invisible to the neighbors to the east of the property. Moreover, the variance application includes a request for a non-typical freestanding amenities sign, which is common at all apartment complexes for the advertisement of amenities.

She assured the Council that at the request of COUNCILMAN REESE a neighborhood meeting was held and it was very positive. The residents were very supportive of what the Siegel Companies was doing to redevelop the property. ATTORNEY FIDDYMENT requested approval.

TOM MCGOWAN, Las Vegas resident, pointed out that he recommended 250-square-foot freestanding sign panels in comparison to the nearby 1,400-tall sign of the Stratosphere Tower. He recommended approval.

TED RUSSELL, Las Vegas resident, praised Siegel Companies for providing amazing services.

COUNCILMAN REESE thanked ATTORNEY FIDDYMENT for holding a neighborhood meeting, adding that the neighbors he spoke with were all in support.

MAYOR GOODMAN declared the Public Hearing closed.

