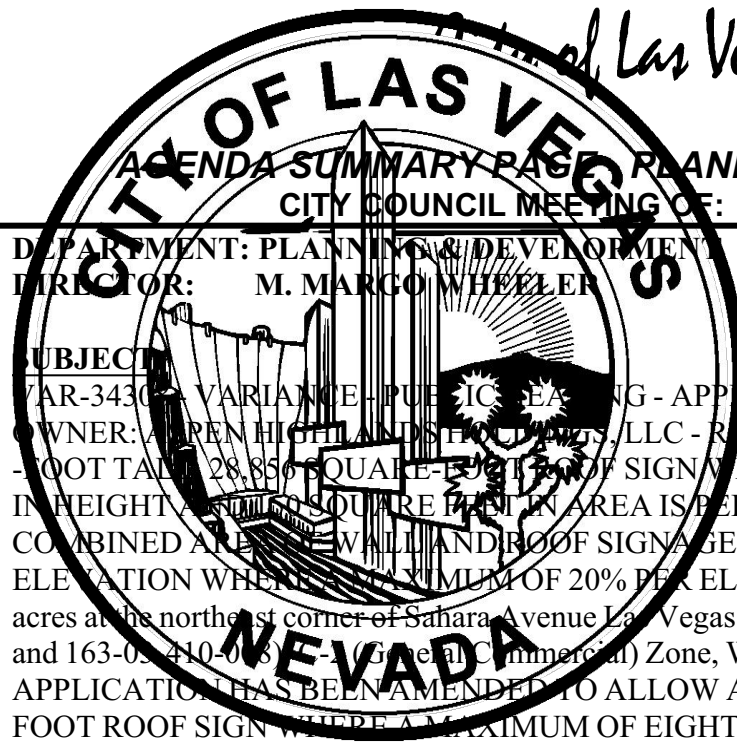




City of Las Vegas

Agenda Item No.: 127.

AGENDA SUMMARY PAGE - PLANNING & DEVELOPMENT
CITY COUNCIL MEETING OF: AUGUST 5, 2009

DEPARTMENT: PLANNING & DEVELOPMENT
DIRECTOR: M. MARGO WHEELER

☐ Consent ☒ Discussion

SUBJECT: VAR-3430 - A VARIANCE - PUBLIC HEARING - APPLICANT: GEORGE RAINHART - OWNER: AMREN HIGHLANDS HOLDINGS, LLC - Request for a Variance TO ALLOW A 507 - FOOT TALL, 28,856 SQUARE-FOOT ROOF SIGN WHERE A MAXIMUM OF EIGHT FEET IN HEIGHT AND 150 SQUARE FEET IN AREA IS PERMITTED, AND TO ALLOW THE COMBINED AREA OF WALL AND ROOF SIGNAGE TO BE 56% OF THE SOUTH ELEVATION WHERE A MAXIMUM OF 20% PER ELEVATION IS PERMITTED on 2.17 acres at the northeast corner of Sahara Avenue Las Vegas Boulevard (APN 162-04-813-070, 071 and 163-05-410-003) - A (General Commercial) Zone, Ward 3 (Reese). NOTE: THIS APPLICATION HAS BEEN AMENDED TO ALLOW A 98-FOOT TALL, 11,210 SQUARE-FOOT ROOF SIGN WHERE A MAXIMUM OF EIGHT FEET IN HEIGHT AND 150 SQUARE FEET IN AREA IS PERMITTED, AND TO ALLOW THE COMBINED AREA OF WALL AND ROOF SIGNAGE TO BE 79%, 23% AND 101% OF THE SOUTH, EAST AND WEST ELEVATIONS, RESPECTIVELY, WHERE A MAXIMUM OF 20% PER ELEVATION IS PERMITTED. Staff recommends DENIAL. The Planning Commission (4-0-2 vote) recommends APPROVAL

PROTESTS RECEIVED BEFORE:

Planning Commission Mtg.

22

City Council Meeting

11

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.

9

City Council Meeting

4

RECOMMENDATION:

Staff recommends DENIAL. The Planning Commission (4-0-2 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. Protest/Support Postcards
7. Submitted after Final Agenda Protest/Support Postcards for Items 127 and 128 and Protest Postcard for Items 127-130
8. Submitted after Meeting Support Postcards for Items 127 and 128 and Recordation Notices of Council Action and Conditions of Approval for Items 127-130
9. Backup referenced from the July 9, 2009 Planning Commission Meeting Item 11

Motion made by GARY REESE to Approve subject to conditions

CITY COUNCIL MEETING OF: AUGUST 5, 2009

Passed For: 6; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 1

RICKI Y. BARLOW, LOIS TARKANIAN, STEVE WOLFSON, OSCAR B. GOODMAN, GARY REESE, STEVEN D. ROSS; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-STAVROS S. ANTHONY)

Minutes:

MAYOR GOODMAN declared the Public Hearing open for Items 127-130.

ATTORNEY CHRIS KAEMPFER and BOB GENZER appeared representing the applicant. ATTORNEY KAEMPFER stated that in considering development for this corner site, the Mayor charged the applicant with doing something special as it is the gateway to downtown Las Vegas. Therefore, in conjunction with the casino and retail components, first-class New York-type signage will be utilized that can be programmed to periodically welcome visitors to fabulous Downtown Las Vegas. The project should be completed by end of next year. MAYOR GOODMAN reminded ATTORNEY KAEMPFER that the project should be completed within that time frame in order to use monies available for advertising improvements.

STEVE JOHNSON, owner of the property, came forward in support of MAYOR GOODMAN, who advised him that he wants a gentlemen's agreement from him that, given the rare unrestricted gaming license he possesses, he will build a first-class casino that people can frequent and that will compete with any casino in town. He said the City is affording him the ability to serve liquor. Also, Mayor Goodman will hold MR. JOHNSON to this. If at any time, MAYOR GOODMAN sees that MR. JOHNSON is not following through on his gentlemen's agreement, he will ensure that the license is not renewed.

COUNCILMAN REESE concurred with the comments of the Mayor and wished MR. JOHNSON success.

TEDDY RUSSELL regarded this project as the new model for profitability in the downtown area. He recommended approval.

ANTON PALLE said he lives half a block from this site and wished MR. JOHNSON well on this much needed project.

COUNCILMAN REESE noted that although staff recommended denial because not all the standards were met, he is in support of the project.

MAYOR GOODMAN declared the Public Hearing closed for Items 127-130.