



City of Las Vegas

Agenda Item No.: 70.

AGENDA SUMMARY PAGE - PLANNING
CITY COUNCIL MEETING OF NOVEMBER 2, 2011

DEPARTMENT: PLANNING
DIRECTOR: FLINN BAGO

☐ Consent ☒ Discussion

SUBJECT: ROC-42233 - ABEYANCE ITEM - REVIEW OF CONDITION - PUBLIC HEARING - APPLICANT/OWNER: STERLING HOMEOWNERS ASSOCIATION - For possible action on a request for Review Condition to delete Condition Number 2 of an approved Plot Plan and Building Elevation Review [Z-0054, 0055] WHICH REQUIRED THE SUBMITTAL OF A MASTER SIGN PLAN TO THE DEPARTMENT OF COMMUNITY PLANNING AND DEVELOPMENT FOR REVIEW AND APPROVAL PRIOR TO THE ISSUANCE OF BUILDING PERMITS FOR ANY INDIVIDUAL ON-PREMISE SIGNS on 4.50 acres at 7400-7580 West Sahara Avenue (A/Ns 13, 03-411, 003; 005; 007; 009 through 016), C-1 (Limited Commercial) and P-R (Professional Office and Parking) Zones, Ward 1 (Tarkanian). The Planning Commission (6-0-1 vote) and Staff recommend APPROVAL.

PROTESTS RECEIVED BEFORE:

Planning Commission Mtg.

4

City Council Meeting

3

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.

3

City Council Meeting

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RECOMMENDATION:

The Planning Commission (6-0-1 vote) and Staff recommend APPROVAL, subject to conditions:

BACKUP DOCUMENTATION:

1. Location and Aerial Maps
2. Conditions and Staff Report ROC-42233 and VAR-42234
3. Supporting Documentation
4. City Council Approval Letter for Z-50-90
5. Photos
6. Justification Letters
7. Protest/Support Postcards
8. Submitted after Meeting Recordation Notices of the City Council Action and Conditions of Approval
9. Backup referenced from the September 13, 2011 Planning Commission Meeting Items ROC-42233 and VAR-42234

Motion made by LOIS TARKANIAN to Approve

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

LOIS TARKANIAN, STEVE WOLFSON, CAROLYN G. GOODMAN, STAVROS S. ANTHONY, STEVEN D. ROSS, BOB COFFIN; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-RICKI Y. BARLOW)

Minutes:

MAYOR GOODMAN declared the Public Hearing open.

RICH HINSHAW, Young Electric Sign Company, appeared before the Council to request approval.



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TODD FARLOW, Las Vegas resident, asked for photos of the sign to be shown and stated his opposition to removing the trees in order to replace the sign.

ANTHONY HODGES, Las Vegas resident, stated there comes a time when progress has to be made, but consideration should be given to landscaping.

ATTORNEY NEIL BELLER, on behalf of the applicant, stated they are not taking out the trees, but are modifying existing trees to accommodate the new sign. As per the Planning Commission meeting, if trees are removed they must be replaced.

MAYOR GOODMAN received confirmation from MR. HINSHAW the sign will be closer to the road than a nearby sign for D. Luca and Associates. He displayed architectural renderings on the overhead, discussed the construction design of the sign and confirmed it is digital and will have changing graphics.

ATTORNEY BELLER clarified there are two neighboring parks, Sterling Park 1 and Sterling Park 2 that were designed to mirror each other, but have separate owners.

ATTORNEY JOHN BERTOLDO, Benson, Bertoldo, Baker and Carter (BBBC), explained there are separate owners' associations within each park and that approval from each was received. He confirmed for COUNCILWOMAN TARKANIAN that the Council is not considering the Sterling Park sign today and is only considering the application for the BBBC sign.

MR. HINSHAW explained it is possible to cantilever a sign over the building, but feels the current application is more aesthetically pleasing and in keeping with the neighborhood. COUNCILWOMAN TARKANIAN stated the current design is more aesthetically pleasing than a cantilever.

COUNCILMAN ANTHONY received confirmation from ATTORNEY BELLER the new sign will improve visibility, cost less, and stay in alignment with Planning requirements. He confirmed they will only advertise for BBBC. In response to the Mayor, he stated City Codes will prevent more Sterling Park 2 tenants installing signs.

FLINN FAGG, Director of Planning, explained the reason for denial was based on setback concerns.

COUNCILMAN COFFIN stated this is in alignment with that area of West Sahara.

ATTORNEY BERTOLDO thanked the Mayor for her time and efforts.

MAYOR GOODMAN declared the Public Hearing closed.