



City of Las Vegas

Agenda Item No.: 26.

**AGENDA SUMMARY PAGE PLANNING & DEVELOPMENT
PLANNING COMMISSION MEETING OF: DECEMBER 16, 2010**

DEPARTMENT: PLANNING & DEVELOPMENT
DIRECTOR: M. MARGO WHEELER

☐ Consent ☒ Discussion

SUBJECT: MSP-4013 - MASTER SIGN PLAN - PUBLIC HEARING - APPLICANT/OWNER: WMCV PHASE I, INC. ET AL - Request for WMCV Amendment to a previously approved Master Sign Plan (MSP-6344) TO ADD 11 ONE-FEET HIGH WALL SIGNS TOTALING 232,400 SQUARE FEET ON EIGHT BUILDING FACES WITHIN AN EXISTING COMMERCIAL DEVELOPMENT. THE WAIVERS OF THE DOWNTOWN CENTENNIAL PLAN PARKWAY CENTER SIGNAGE STANDARDS on 21.04 acres at 455, 475 and 495 South Grand Central Parkway (APNs 139-33-610-014, 022 and 023), PD (Planned Development) Zone, Ward 5 (Barlow). Staff recommends DENIAL.

P.C.: FINAL ACTION (Unless Appealed Within 10 Days)

PROTESTS RECEIVED BEFORE:

Planning Commission Mtg.

0

City Council Meeting

0

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.

0

City Council Meeting

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RECOMMENDATION:

Staff recommends DENIAL.

BACKUP DOCUMENTATION:

1. Location and Aerial Maps
2. Conditions and Staff Report
3. Supporting Documentation
4. Photos
5. City Council Approval Letter for MSP-6344
6. Justification Letter
7. Site Photos
8. Recordation Notices of Planning Commission Action and Conditions of Approval

Motion made by BYRON GOYNES to Approve subject to conditions and deleting Condition 8

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

GUS FLANGAS, VICKI QUINN, GLENN TROWBRIDGE, RICHARD TRUESDELL, STEVEN EVANS, BYRON GOYNES; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-TODD L. MOODY)

Minutes:

CHAIR TRUESDELL declared the Public Hearing open.

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DOUG RANKIN, Planning and Development, indicated that staff recommended denial, as the proposed signs, which will be interchangeable pressure sensitive vinyl wraps, exceed the restrictions of the Downtown Centennial Parkway Center District. He noted the request is only for on-premise signs. The signs are not compatible with the scale of the development in the surrounding area.

JESSICA GREEN, representing the applicant, disagreed with staff because the signs are dwarfed by the World Market Center. The signage being requested is currently approved for the garage, and it is also being done in the County. The intent is to bring the same type of signage into the City to incentivize the downtown area.

TODD FARLOW, Las Vegas resident, could not support the requested signage for the buildings.

COMMISSIONER QUINN was concerned that the owner might be approached with an offer from an establishment such as Treasures. COMMISSIONER TROWBRIDGE pointed out and confirmed with staff that the proposed signs would only be for on-premise businesses. DEPUTY CITY ATTORNEY JAMES LEWIS noted that Barneys New York, of which a rendering was shown, is not in the World Market Center. MS. GREEN noted that the renderings submitted are a prototype to demonstrate the intent. She assured the commissioners that only on-premise businesses would be advertised.

LUCIEN BAET, Public Works, indicated that Conditions could be removed as it does not apply.

CHAIR TRUESDELL understood the concept being proposed.

COMMISSIONER QUINN verified with MARGO WHEELER, Director of Planning and Development, that a different application would have to be made for off-site signage.

CHAIR TRUESDELL declared the Public Hearing closed.