



City of Las Vegas

Agenda Item No.: 19.

**AGENDA SUMMARY PAGE - PLANNING
PLANNING COMMISSION MEETING OF: AUGUST 12, 2014**

DEPARTMENT: PLANNING
DIRECTOR: FLINN RAGG

Consent Discussion

SUBJECT:
VAR-55026 - VARIANCE - PUBLIC HEARING - APPLICANT: ELITE MEDIA - OWNER:
CITY OF LAS VEGAS - For possible action on a request for a Variance TO ALLOW A 92-FOOT
TALL OFF-REMISE SIGN WHERE 35 FEET IS THE MAXIMUM HEIGHT ALLOWED at
3100 Stewart Avenue, APN 139-36-504-001, C-V (Civic) Zone, Ward 3 (Coffin) [PRJ-54759].
Staff recommends APPROVAL.

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

PROTESTS RECEIVED BEFORE:

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.	0	Planning Commission Mtg.	0
City Council Meeting	0	City Council Meeting	0

RECOMMENDATION:

Staff recommends APPROVAL, subject to conditions:

BACKUP DOCUMENTATION:

1. Location and Aerial Maps - VAR-55026 and SUP-54828 [PRJ-54759]
2. Conditions and Staff Report - VAR-55026, SUP-54828, VAR-55027 and SUP-55829 [PRJ-54759]
3. Supporting Documentation - VAR-55026, SUP-54828, VAR-55027, SUP-55829 and VAR-55028 [PRJ-54759]
4. Photos - VAR-55026, SUP-54828, VAR-55027 and SUP-55829 [PRJ-54759]
5. Justification Letter - VAR-55026, SUP-54828, VAR-55027, SUP-55829 and VAR-55028 [PRJ-54759]

Motion made by TRINITY HAVEN SCHLOTTMAN to Approve subject to conditions

Passed For: 5; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2
TRINITY HAVEN SCHLOTTMAN, VICKI QUINN, BYRON GOYNES, GUS FLANGAS,
TODD L. MOODY; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-
RICHARD TRUESDELL, RICHARD P. BONAR)

NOTE: COMMISSIONER SCHLOTTMAN disclosed that he works for Urban Lofts who owns the property across the street from the proposed sign, but they have no intention on developing the property and he has no financial interest on the property; therefore, he will vote on the item.

Minutes:

PLANNING COMMISSION MEETING OF: August 12, 2014

CHAIR FLANGAS declared the Public Hearing open for Items 19 and 20.

GREG KAPOVICH, Planner, reported that the proposed off-premise sign would be the second at the subject site. The sign meets all minimum code requirements with the exception of the overall height. The Variance would allow the sign to be 92 feet tall where the maximum height allowed is 75 feet. The sign would be located adjacent to the elevated US 95 freeway and its accompanying 20-foot tall sound attenuation wall. The additional height is necessary to achieve full sign visibility from the freeway. Therefore, staff recommended approval of both applications.

ATTORNEY MAREN PARRY, Ballard Spahr, 100 City Parkway, appeared on behalf of the applicant and indicated that the City of Las Vegas has been partnering with Elite Media for City advertising. The Parquee agreement provides that any revenue from the Parquees will be shared with the City of Las Vegas, and the City has the opportunity to place City related advertising at no cost on the signs. After a site review and analysis, Elite proposes to place two additional Parquee signs on the subject property. The site is home to an existing Parquee sign and the parcel's northern property line makes an ideal location for a Parquee. It has excellent visibility and it meets the distance separation requirements from the nearest residential. The proposed signage will be identical to the existing sign and is proposed to be constructed at 92 feet. The variance request is due to the long and narrow shape of the parcel and the curve of the freeway. The approval of the additional height at this location will have no detrimental impact on any residence.

COMMISSIONER SCHUCHMAN verified with the M.S. PARRY that one item is for the actual location of the sign and the second item is for the height increase. CHAIR FLANGAS confirmed for COMMISSIONER SCHUCHMAN that there are two separate signs at the same address.

COMMISSIONER SCHUCHMAN remarked that the billboard is better looking than most, but his concern is the LED brightness. He suggested the City conduct a brief study on LED signage to see what impact it might have on motorists. Few signs along Charleston Boulevard and Las Vegas Boulevard are blinding. FLINN FAGG, Director of Planning, responded that the Planning Department Work Plan for the next year will include the introduction of a Text Amendment to address LED for off-premise and on-premise signage.

CHAIR FLANGAS declared the Public Hearing closed for Items 19 and 20.