



City of Las Vegas

Agenda Item No.: 40.

AGENDA SUMMARY PAGE - PLANNING
PLANNING COMMISSION MEETING OF: NOVEMBER 1, 2016

DEPARTMENT: PLANNING
DIRECTOR: TOM PERRIGO

☐ Consent ☒ Discussion

SUBJECT: MSP-6682 - MASTER SIGN PLAN - PUBLIC HEARING - APPLICANT/OWNER: WMCV PHASE I, LLC, ET AL - For possible action on a request for a Major Amendment to a previously approved Master Sign Plan (MSP-6342) TO ADD TWO ON-PREMISE WALL SIGNS ON BUILDING "A" AND ADD SIX ON-PREMISE WALL SIGNS ON THE PARKING GARAGE, AND TO CHANGE THE LOCATION OF TWO EXISTING ILLUMINATED ON-PREMISE WALL SIGNS ON BUILDING "B" WITHIN AN EXISTING COMMERCIAL DEVELOPMENT WITH WAIVERS OF THE DOWNTOWN CENTENNIAL PLAN PARKWAY CENTRAL SIGNAGE STANDARDS on 21.81 acres at 455, 475 and 495 South Grand Central Parkway (APNs 159-33-610-014 and 023; and 159-33-511-011), PD (Planned Development) Zone, Map 5 (Redew) [PRJ-66783]. 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
2. Conditions and Staff Report
3. Supporting Documentation
4. Photo(s)
5. Justification Letter

Motion made by SAM CHERRY to Approve subject to conditions

Passed For: 4; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 3

GLENN TROWBRIDGE, TODD L. MOODY, TRINITY HAVEN SCHLOTTMAN, SAM CHERRY; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-CEDRIC CREAR, VICKI QUINN, GUS FLANGAS)

Minutes:

CHAIR MOODY declared the Public Hearing open.

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PETER LOWENSTEIN, Planning Section Manager, explained that this is the seventh amendment to the Master Sign Plan originally approved in 2005. The request includes the addition of allowable signs on the east elevation of the garage from five to ten. Typically, the signs are installed approximately two weeks before a trade show begins and are removed one week following the show. Additionally, the request amends the entitled and not currently installed LED Signs F and K on Building B. The amendment would decrease the size from 18,000 square feet and 14,400 square feet to 8,400 square feet each and move to the corner of their respective facades to create an LED-illuminated corner display. Finally, Sign J on the north elevation of Building A would be replaced by two building wrap signs, increasing sign area from 7,950 square feet to 38,358 square feet. Staff supports the proposed amendment to the Master Sign Plan as the proposed changes match the size and design of the previously approved signs, and the signs are appropriate for the scale of the buildings and are compatible with the surrounding land uses.

KERRY KRAMER appeared on behalf of the applicant and thanked staff for the approval recommendation.

COMMISSIONER MOODY asked if there is any limitation on when signs can be displayed, and if it was limited during trade shows or all year round. MS. KRAMER replied that they are not limited, but currently the applicant only puts up signs during the trade shows. There is no requirement that they take them down, but generally they are taken down after the trade show is over. CHAIR MOODY asked whether there would be a benefit to limiting the display. MS. KRAMER indicated that the applicant would only display signs for events happening within the World Market Center with a licensed tenant or someone with a long-term lease. ASSISTANT CITY ATTORNEY BRIAN SCOTT commented that it might be hard to enforce because there is no way of knowing when the trade shows would be taking place. CHAIR MOODY stated that MS. KRAMER'S clarification satisfied his concern.

CHAIR MOODY declared the Public Hearing closed.