



Agenda Item No.: 56.

AGENDA SUMMARY PAGE - PLANNING
PLANNING COMMISSION MEETING OF: SEPTEMBER 12, 2017

DEPARTMENT: PLANNING

DIRECTOR: ROBERT SUMMERFIELD ACTING

☐ Consent ☒ Discussion

SUBJECT:

VAR-71349 - VARIANCE - PUBLIC HEARING - APPLICANT/OWNER: CHETAK DEVELOPMENT CORPORATION. Possible action on a request for a Variance TO ALLOW A PROPOSED 55-FOOT TALL OFF-PREMISE SIGN WHERE 40 FEET IS ALLOWED on the northwest corner of Sahara Avenue and Paradise Road (APN 162-03-411-011), C-2 (General Commercial) Zone, Ward 3 (Coffin) [PRJ-71325]. Staff recommends DENIAL.

P.C.: FINAL ACTION Unless Appeared Within 10 Days)

PROTESTS RECEIVED BEFORE:

Planning Commission Mtg.

6

City Council Meeting

0

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.

1

City Council Meeting

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RECOMMENDATION:

Staff recommends DENIAL, if approved, subject to conditions:

BACKUP DOCUMENTATION:

1. Location and Aerial Maps - VAR-71349 and SUP-71350 [PRJ-71325]
2. Conditions and Staff Report - VAR-71349 and SUP-71350 [PRJ-71325]
3. Supporting Documentation - VAR-71349 and SUP-71350 [PRJ-71325]
4. Photo(s) - VAR-71349 and SUP-71350 [PRJ-71325]
5. Justification Letter - VAR-71349 and SUP-71350 [PRJ-71325]
6. Submitted after Final Agenda - Protest/Support Postcards for VAR-71349 and SUP-71350 [PRJ-71325]

Motion made by SAM CHERRY to Approve subject to conditions

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

DONNA TOUSSAINT, CEDRIC CREAR, VICKI QUINN, TRINITY HAVEN
SCHLOTTMAN, SAM CHERRY, CHRISTINA ROUSH, LOUIS DE SALVIO; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-None)

NOTE: For Items 56 and 57, COMMISSIONER QUINN disclosed that she spoke with RICHARD TRUESDELL on the telephone regarding this matter, but not with JUSTIN MICHAELS, who is her neighbor but does not know him well. She indicated she would not have a conflict in voting on these matters.

Minutes:

CHAIR SCHLOTTMAN declared the Public Hearing open for Items 56 and 57.

PLANNING COMMISSION MEETING OF: SEPTEMBER 12, 2017

SCOTT RUEDY, Sr. Management Analyst, gave the staff report and stated the applicant requested relocation of an off-premise sign on the site along with a height increase to 55 feet. No evidence of a unique or extraordinary hardship has been presented to justify the variance. Additionally, the existing sign was approved with a condition limiting the height to 40 feet. Staff recommended denial of VAR-71349 and recommended approval of SUP-71350.

RICHARD TRUESDELL, 820 Rancho Lane, and JUSTIN MICHAELS were present. MR. TRUESDELL thanked staff for his recommendation on the sign relocation, but he disagreed with the denial recommendation of the height increase. He referred to a picture of the sign and stated that the height for this sign has always been requested at 55 feet. Historically, there was an approval for 55 feet and the sign was built to that height due to visual impairments before Walgreens was constructed. When the application was considered for digital display the 55-foot height was approved. He understood staff's concerns, but insisted that the sign is situated in the middle of aerial lines, and the Walgreens has an off-premise sign that is well over 55 feet. The variance will allow a better visual effect without encroaching on other area properties.

MIKE BROWN-CESTERO was not opposed to the sign; however, he requested an automatic dimming feature for the sake of the drivers.

DAYVIN FIGLER, John S. Park Neighborhood Association President, asked if this pertains to an LED sign for the nearby pawn shop or a rotating sign with animation. He mentioned this is a unique corner and it should be indicated whether the intended sign is appropriate for the area. With the SLS Hotel and Casino, a new side and Walgreens nearby, MR. FIGLER could understand the requested height. However, the area is really being cleaned up and is the gateway to some neighborhoods.

MR. TRUESDELL indicated that the sign will have an automatic dimmer, includes standard LED and will have a rotating message. It is a gate-nubout V board, which will prevent light overflow into the residential areas. Consideration is being given to removing the bottom cage, making it lighter and preventing issues with birds. A large investment has been made into this center, and he is aware of the concerns of the residents but is also sensitive to them.

Given the scale of what exists in the area, COMMISSIONER CHERRY felt the 55-foot height will work fine. He expressed support.

COMMISSIONER ROUSH also supported the applications and wondered if the Thai restaurant will get an appropriate sign.

CHAIR SCHLOTTMAN verified with PETER LOWENSTEIN, Planning Section Manager, that the requirement about dimming is in the conditions by reference to the code requirements.

CHAIR SCHLOTTMAN declared the Public Hearing closed for Items 56 and 57.