

**ALL ITEMS ON THIS AGENDA ARE SCHEDULED FOR ACTION UNLESS SPECIFICALLY NOTED OTHERWISE**

**AGENDA  
CITY OF LAS VEGAS  
CENTENNIAL HILLS ARCHITECTURAL REVIEW COMMITTEE (CHARC)  
TUESDAY DECEMBER 6, 2005  
12:00 PM**

**SAM DUNNAM  
DAVID STEINMAN  
RONNI COUNCIL  
JEFF GALE**

**CALL TO ORDER: CITY OF LAS VEGAS PLANNING AND DEVELOPMENT DEPARTMENT  
DEVELOPMENT SERVICES CENTER—731 SOUTH FOURTH STREET  
CONFERENCE ROOM 2B**

**ANNOUNCEMENT: COMPLIANCE WITH THE OPEN MEETING LAW**

**NOTICE: THIS MEETING HAS BEEN PROPERLY NOTICED AT THE FOLLOWING LOCATIONS:**

**DEVELOPMENT SERVICES CENTER, 731 SOUTH FOURTH STREET  
COURT CLERK'S OFFICE BULLETIN BOARD, CITY HALL PLAZA  
LAS VEGAS LIBRARY, 833 LAS VEGAS BOULEVARD NORTH  
CLARK COUNTY GOVERNMENT CENTER, 500 SOUTH GRAND CENTRAL PARKWAY  
GRANT SAWYER BUILDING, 555 EAST WASHINGTON AVENUE**

**ITEM 1: APPROVAL OF OCTOBER 4, 2005 MEETING MINUTES BY REFERENCE**

**ITEM 2: ELECTION OF CHAIRMAN AND VICE-CHAIRMAN**

**ITEM 3: ARC-9972 – REQUEST FOR APPROVAL OF A MASTER SIGN PLAN  
AMENDMENT OF Z-0076-98(1) FOR THE NORTHWEST CORNER OF  
CENTENNIAL CENTER BOULEVARD AND WEST AZURE DRIVE FOR A  
TERRIBLE HERBST DEVELOPMENT.**

**ITEM 4: ARC-10385 – REQUEST FOR APPROVAL OF A MASTER SIGN PLAN FOR A  
COMMERCIAL DEVELOPMENT, SHUCKS TAVERN III, AT 7155 NORTH  
DURANGO DRIVE.**

**ITEM 5: ARC-10390 – REQUEST FOR APPROVAL OF A MASTER SIGN PLAN  
AMENDMENT FOR THE NORTHWEST CORNER OF GRAND MONTECITO  
PARKWAY AND DURANGO DRIVE.**

**ITEM 6: CITIZENS PARTICIPATION**

**ITEM 7: SET NEXT MEETING DATE/ADJORNMENT**

**CITIZENS PARTICIPATION: PUBLIC COMMENT DURING THIS PORTION OF THE AGENDA MUST BE LIMITED TO MATTERS WITHIN THE JURISDICTION OF THE CENTENNIAL HILLS ARCHITECTURAL REVIEW COMMITTEE NO SUBJECT MAY BE ACTED UPON BY THE CENTENNIAL HILLS ARCHITECTURAL REVIEW COMMITTEE UNLESS THAT SUBJECT IS ON THE AGENDA AND IS SCHEDULED FOR ACTION. IF YOU WISH TO BE HEARD, GIVE YOUR NAME FOR THE RECORD. THE AMOUNT OF DISCUSSION ON ANY SINGLE SUBJECT, AS WELL AS THE AMOUNT OF TIME ANY SINGLE SPEAKER IS ALLOWED, MAY BE LIMITED.**

**Facilities are provided throughout City Hall for the convenience of disabled persons. Special equipment for the hearing impaired is available for use at meetings. If you need an accommodation to attend and participate in this meeting, please call the Planning and Development Department at 229-6301 and advise of your need at least 48 hours in advance of the meeting. The City's TDD number is 386-9108.**

**Las Vegas City Council  
Mayor Oscar B. Goodman  
Mayor Pro-Tem Gary Reese, Ward 3  
Councilman Larry Brown, Ward 4  
Councilman Lawrence Weekly, Ward 5  
Councilwoman Lois Tarkanian, Ward 1  
Councilman Steve Wolfson, Ward 2  
Councilman Steven D. Ross, Ward 6  
City Manager Douglas A. Selby**

**CITY OF LAS VEGAS  
CENTENNIAL HILLS ARCHITECTURAL REVIEW COMMITTEE (CHARC)  
Tuesday, December 6, 2005  
12:00 PM  
Development Services Center  
731 South Fourth Street  
Las Vegas, NV 89101**

**ANNOTATED MINUTES**

**Members Present**

**Sam C. Dunnam  
David Steinman  
Ronni Council  
Jeff Gale**

**Members Excused**

**Members Absent**

**Citizens**

**Daneen Hroza - Vision Sign  
Lyndsee Hill - Shucks' Tavern  
Steve Meatovich - Shucks' Tavern  
Mike Young - HBW  
Aaron Kazarian - HBW  
George Garcia - GC Garcia**

**City Staff**

**Yorgo Kagafas  
Nora Lares**

**ANNOUNCEMENT: OPEN MEETING LAW/CALL TO ORDER**

The meeting was called to order at 12:02 p.m. by Jeff Gale. This meeting has been properly noticed in accordance with the Open Meeting Law.

**ITEM 1: APPROVAL OF OCTOBER 4, 2005 MINUTES BY REFERENCE**

Sam Dunnam made a motion to accept the October 4, 2005 minutes; David Steinman seconded the motion; approved.

**ITEM 2: ELECTION OF CHAIRMAN AND VICE-CHAIRMAN**

Sam Dunnam nominated David Steinman as Chairman. David Steinman accepted the nomination. Jeff Gale seconded the nomination. Unanimously Approved.

Jeff Gale nominated Ronni Council as Vice-Chairman. Ronni Council accepted the nomination. Sam Dunnam seconded the nomination. Unanimously Approved.

**ITEM 3: ARC-9972**

**REQUEST FOR APPROVAL OF A MASTER SIGN PLAN AMENDMENT OF Z-0076-98(1) FOR THE NORTHWEST CORNER OF CENTENNIAL CENTER BOULEVARD AND WEST AZURE DRIVE FOR A TERRIBLE HERBST DEVELOPMENT.**

David Steinman presented the item to the committee. Yorgo Kagafas read the staff report recommending Approval subject to the following:

Staff Recommendation: APPROVAL, subject to the following conditions:

1. All freestanding signage shall be set back a minimum of five (5) feet from the property line.
2. Conformance to the sign elevations and documentation dated October 20, 2005 as submitted in conjunction with this request, except as modified herein.
3. All signage shall have proper permits obtained through the Building and Safety Department.
4. Any additional signage for the development shall require an amendment to the Master Sign Plan, approved by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).

Sam Dunnam motions to approve item 3 (ARC-9972) subject to all staff's recommendations. Ronni Council seconded the motion. Unanimously Approved.

**ITEM 4: ARC-10385**

**REQUEST FOR APPROVAL OF A MASTER SIGN PLAN FOR A COMMERCIAL DEVELOPMENT, SHUCKS TAVERN III, AT 7155 NORTH DURANGO DRIVE.**

David Steinman presented the item to the committee. Yorgo Kagafas read the staff report recommending approval subject to the following:

Staff Recommendation: APPROVAL, subject to the following conditions:

1. All neon shall be removed from the project.
2. Signage on the water tower feature shall be lowered so as to be entirely before the roof line of the building.
3. The wall sign on the west elevation of the building shall be removed.
4. Conformance to the sign elevations and documentation dated November 15, 2005 as submitted in conjunction with this request, except as modified herein.
5. All signage shall have proper permits obtained through the Building and Safety Department.
6. Any additional signage for the development shall require an amendment to the Master Sign Plan, approved by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).

Sam Dunnam motions to approve item 4 (ARC-10385) amending conditions 1, 2 and 3. Ronni Council seconded the motion. David Steinman abstained from voting. Motion Approved (2:1) subject to amended conditions of approval. **NOTE: Amended conditions shall read as followed:**

1. All **exposed border** neon shall be removed from the project.
2. Signage on the water tower feature shall be lowered **to make the top of the last "S" no more than 5' above** ~~so as to be entirely before~~ the roof line of the building.
3. The wall sign on the west elevation of the building shall be removed **and replaced to the east end of the south elevation.**
4. Conformance to the sign elevations and documentation dated November 15, 2005 as submitted in conjunction with this request, except as modified herein.
5. All signage shall have proper permits obtained through the Building and Safety Department.
6. Any additional signage for the development shall require an amendment to the Master Sign Plan, approved by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).

#### **ITEM 5: ARC-10390**

#### **REQUEST FOR APPROVAL OF A MASTER SIGN PLAN AMENDMENT FOR THE NORTHWEST CORNER OF GRAND MONTECITO PARKWAY AND DURANGO DRIVE.**

David Steinman presented the item to the committee. Yorgo Kagafas read the staff report recommending approval subject to the following:

**Staff Recommendation: APPROVAL, subject to the following conditions:**

1. All freestanding signage shall be set back a minimum of five (5) feet from the property line.
2. Conformance to the sign elevations and documentation dated November 16, 2005 as submitted in conjunction with this request, except as modified herein.
3. That the monument sign be reduced in size to conform to the Town Center Development Standard.
4. That four pylon signs be permitted, two for each street frontage and that the signs be at least two hundred feet away from each other.
5. All signage shall have proper permits obtained through the Building and Safety Department.
6. Any additional signage for the development shall require an amendment to the Master Sign Plan, approved by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).

Sam Dunnam motions to approve item 5 (ARC-10390) amending condition of approval #1. Ronni Council seconds the motion. Motion Unanimously Approved subject to the amended conditions of approval. **NOTE: Amended conditions shall read as followed:**

1. **The monument sign shall be set back a minimum of 15' from the property line and All the remaining** freestanding signage shall be set back a minimum of five (5) feet from the property line.
2. Conformance to the sign elevations and documentation dated November 16, 2005 as submitted in conjunction with this request, except as modified herein.
3. That the monument sign be reduced in size to conform to the Town Center Development Standard.
4. That four pylon signs be permitted, two for each street frontage and that the signs be at least two hundred feet away from each other.
5. All signage shall have proper permits obtained through the Building and Safety Department.
6. Any additional signage for the development shall require an amendment to the Master Sign Plan, approved by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).

#### **ITEM 6: CITIZENS PARTICIPATION**

None

#### **ITEM 7: SET NEXT MEETING DATE/ADJOURNMENT**

The next Centennial Hills Architectural Review Committee (CHARC) meeting is set for January 3<sup>rd</sup>, 2006.

David Steinman adjourned the meeting at 1:02p.m.

# PLANNING & DEVELOPMENT



DEVELOPMENT SERVICES CENTER

731 S. Fourth Street  
Las Vegas, NV 89101

TTY 702-386-9108

Voice:

Administration 229-6353

Comp Planning 229-6022

Current Planning 229-6301

[www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)

December 6, 2005

Terrible Herbst  
5195 Las Vegas Boulevard South  
Las Vegas, NV 89119

**RE: ARC-9972**

Dear Applicant:

The Centennial Hills Architectural Review Committee considered your request for approval of a Master Sign Plan amendment of Z-0076-98(1) for the northwest corner of Centennial Center Boulevard and West Azure Drive for a Terrible Herbst development, on December 6, 2005.

The Centennial Hills Architectural Review Committee voted to **APPROVE** your request for a Master Sign Plan, subject to the following conditions of approval:

1. All freestanding signage shall be set back a minimum of five (5) feet from the property line.
2. Conformance to the sign elevations and documentation dated October 20, 2005 as submitted in conjunction with this request, except as modified herein.
3. All signage shall have proper permits obtained through the Building and Safety Department.
4. Any additional signage for the development shall require an amendment to the Master Sign Plan, approved by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).

This action by the Centennial Hills Architectural Review Committee on December 6, 2005 is final unless a written appeal is filed with the City Clerk within ten days of the date of the Centennial Hills Architectural Review Committee's decision.

Mayor  
Oscar B. Goodman

City Council  
Gary Reese  
(Mayor Pro Tem)  
Larry Brown  
Lawrence Weekly  
Steve Wolfson  
Lois Tarkanian  
Steven D. Ross

City Manager  
Douglas A. Selby

Sincerely,

Yorgo Kagafas  
Urban Design Coordinator  
Planning & and Development Department



ARC-9972

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cc Daneen Hroza  
Vision Sign Inc  
3625 South Polaris Avenue  
Las Vegas, NV 89103

Mr. Bruce Barton  
Centennial Centre LLC  
7448 West Sahara Avenue, Suite 101  
Las Vegas, NV 89117

YK:nl

Enclosures

# PLANNING & DEVELOPMENT



DEVELOPMENT SERVICES CENTER

731 S. Fourth Street  
Las Vegas, NV 89101

TTY 702-386-9108

Voice:

Administration 229-6353

Comp Planning 229-6022

Current Planning 229-6301

www.lasvegasnevada.gov

December 6, 2005

Shuck's Tavern III  
Mr. Steve Meatovich  
7155 N. Durango Drive  
Las Vegas, Nevada 89129

**RE: ARC-10385**

Dear Applicant:

The Centennial Hills Architectural Review Committee considered your request for approval of a Master Sign Plan for a commercial development, Shucks Tavern III, at 7155 North Durango Drive, on December 6, 2005.

The Centennial Hills Architectural Review Committee voted to **APPROVE** your request for a Master Sign Plan, subject to the following amended conditions of approval:

1. All **exposed border** neon shall be removed from the project.
2. Signage on the water tower feature shall be lowered **to make the top of the last "S" no more than 5' above** so as to be ~~entirely before~~ the roof line of the building.
3. The wall sign on the west elevation of the building shall be removed **and replaced to the east end of the south elevation.**
4. Conformance to the sign elevations and documentation dated November 15, 2005 as submitted in conjunction with this request, except as modified herein.
5. All signage shall have proper permits obtained through the Building and Safety Department.
6. Any additional signage for the development shall require an amendment to the Master Sign Plan, approved by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).

This action by the Centennial Hills Architectural Review Committee on December 6, 2005 is final unless a written appeal is filed with the City Clerk within ten days of the date of the Centennial Hills Architectural Review Committee's decision.

Sincerely,

Yorgo Kagafas  
Urban Design Coordinator  
Planning & and Development Department

Mayor  
Oscar B. Goodman

City Council  
Gary Reese  
(Mayor Pro Tem)  
Larry Brown  
Lawrence Weekly  
Steve Wolfson  
Lois Tarkanian  
Steven D. Ross

City Manager  
Douglas A. Selby



ARC-10385

Page Two

cc Shuck's Tavern (Landlord)  
Mr. Steve Meatovich  
9770 W. Cheyenne  
Las Vegas, Nevada 89129

Sign Innovations  
Lyndsee Hill  
242 Sunpac Avenue  
Las Vegas, Nevada 89015

YK:nl  
Enclosures

# PLANNING & DEVELOPMENT



DEVELOPMENT SERVICES CENTER

731 S. Fourth Street  
Las Vegas, NV 89101

TTY 702-386-9108

Voice:

Administration 229-6353

Comp Planning 229-6022

Current Planning 229-6301

[www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)

December 6, 2005

Centennial Hills Center, LLC.  
Mr. John F. Bobs  
7201 W. Lake Mead Blvd., Suite #203  
Las Vegas, Nevada 89128

**RE: ARC-10390**

Dear Applicant:

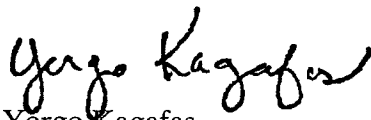
The Centennial Hills Architectural Review Committee considered your request for approval of a Master Sign Plan amendment for the northwest corner of Grand Montecito Parkway and Durango Drive, on December 6, 2005.

The Centennial Hills Architectural Review Committee voted to **APPROVE** your request for a Master Sign Plan, subject to the following amended conditions of approval:

1. **The monument sign shall be set back a minimum of 15' from the property line and All the remaining** freestanding signage shall be set back a minimum of five (5) feet from the property line.
2. Conformance to the sign elevations and documentation dated November 16, 2005 as submitted in conjunction with this request, except as modified herein.
3. That the monument sign be reduced in size to conform to the Town Center Development Standard.
4. That four pylon signs be permitted, two for each street frontage and that the signs be at least two hundred feet away from each other.
5. All signage shall have proper permits obtained through the Building and Safety Department.
6. Any additional signage for the development shall require an amendment to the Master Sign Plan, approved by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).

This action by the Centennial Hills Architectural Review Committee on December 6, 2005 is final unless a written appeal is filed with the City Clerk within ten days of the date of the Centennial Hills Architectural Review Committee's decision.

Sincerely,



Yorgo Kagafas  
Urban Design Coordinator  
Planning & and Development Department

Mayor  
Oscar B. Goodman

City Council  
Gary Reese  
(Mayor Pro Tem)  
Larry Brown  
Lawrence Weekly  
Steve Wolfson  
Lois Tarkanian  
Steven D. Ross

City Manager  
Douglas A. Selby



ARC-10390

Page Two

cc G.C. Garcia, Inc.  
Mr. George Garcia  
1711 Whitney Mesa Drive, Suite #110  
Las Vegas, Nevada 89014

YK:nl  
Enclosures

**12/06/05 - ARC-9972; ARC-10385 & ARC-10390**  
**Centennial Hills Architectural Review Committee (CHARC)**

**Members Information**

NAME	PHONE	ADDRESS	DATE CALLED	ATTENDED	ABSENT	EXCUSED
<b>Sam C. Dunnam, P.E.</b> - Planning Commissioner	Work # 798-1088 Cell # 682-1715 Fax # 367-8145 E-mail: <a href="mailto:sdunnam@dunnamce.com">sdunnam@dunnamce.com</a>	3471 W. Oquendo Rd #101 Las Vegas, NV 89118	11/21/05 @ 9:43 am W/Dunnam - Will attend	✓		
<b>David Steinman</b> - Planning Commissioner	Cell # 493-9728 >(use this # 1 <sup>st</sup> ) Home # 240-7716 E-mail: <a href="mailto:dwsteinman@cox.net">dwsteinman@cox.net</a>	2616 High Range Drive Las Vegas, NV 89134	11/21/05 @ 9:46am W/Steinman -Will attend	✓		
<b>Ronni Council</b> - Committee Member	Home # 645-0296 Cell # 274-2208	6621 Cowboy Trail Las Vegas, NV 89131	11/30/05 @ 11:15am W/Ronnie -Will attend	✓		
<b>Jeff Gale</b> - Committee Member	Work # 658-7660 Cell # 808-2405 E-mail: <a href="mailto:jeff@vegas.com">jeff@vegas.com</a>	6722 North Rainbow Blvd Las Vegas, NV 89131	11/21/05 @ 9:48am W/Geanie -Will attend	✓		
<b>Jacque Hollan</b> - Committee Member	Home # 631-5337	8236 Fawnbrook Las Vegas, NV 89149	11/29/05 @ 4:55pm W/Jacque -Will not attend and cannot accept post.	<b>Cannot accept appointment as member, cannot attend mid-day meetings.</b>		
<b>Yorgo Kagafas</b> - staff member	Work # 229-6196	P&D 731 S 4 <sup>th</sup> Street Las Vegas, NV 89101		✓		
<b>Nora Lares</b> - staff member	Work # 229-5264	P&D 731 S 4 <sup>th</sup> Street Las Vegas, NV 89101		✓		
<b>Byron Goynes</b> - Alternate Planning Commissioner	Work # 636-0623 x2159 Voice Mail # 593-3903 Cell # 524-4475 Fax # 645-6873 E-mail: <a href="mailto:yobyron@aol.com">yobyron@aol.com</a>	8728 Tala Street Las Vegas, NV 89131				

Meeting Attendance Sheet

Project Name CENTENNIAL HILLS ARCHITECTURAL REVIEW COMMITTEE

Page 1 of 1  
 Date 12/06/05  
 Time 12:00 am  pm

Name	Company/Department	Address	Phone	Fax
1. Daneen Hroza	Vision Sign	3625 S. Polaris Ave LV NV	895-7474	895-7444
2. Yorlwo	LVC P&D			
3. Steve Reboach	Sticks Tavern		604-6430	365-3211
4. Lyndsee Hill	Shucks Tavern		566-3091	566-6904
5. Ronni Council	6621 Cowboy trail		274-2208	
6. <i>(Signature)</i>	Commissioner			
7. SAM JENNAM	Comm			
8. <i>(Signature)</i>	Comm			
9. Mike Young	HBW	7201 W. Lake MEAD	341-8809	
10. ARON KAZARIAN	HBW	6580 Donald Nelson Las Vegas, NV 89131	341-8809	
11. George Gancic	GC Gancic Inc 1711 Whitney Press #110		935-9901	
12.				
13.				
14.				
15.				
16.				
17.				

AFFIDAVIT OF POSTING

(Posting required under the provision of NRS 241, Sec 1.3 and 1.5)

State of Nevada )  
County of Clark )  
City of Las Vegas )

John Hollaway, an employee of the Planning & Development Department of the city of Las Vegas, being first duly sworn, deposes and says that on the 28 day of Nov., 2005 at the hour of 3:00, there were posted copies of the CHARC AGENDA, for the Dec. 6, 2005 meeting, the attached of which is a true and correct copy, at the following locations:

1. In the Clark County Government Center  
500 South Grand Central Parkway
2. In the Las Vegas Library  
833 Las Vegas Boulevard North
3. In the Grant Sawyer Building  
555 East Washington Boulevard
4. On the Public Bulletin Board in the Development Services Center  
731 South Fourth Street
5. On the Public Bulletin Board at the Plaza Level to the City Hall  
400 Stewart Avenue  
(Near the entrance to the Court Clerk's Office)

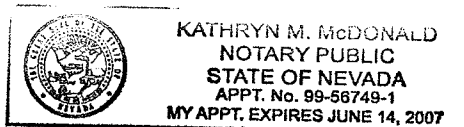
John Hollaway  
(Signature)

Planning and Development Department

Subscribed and sworn to before me

This 28 day of Nov., 2005.

Kathryn M. McDonald  
Notary Public in and for said County and State



# **Memorandum**

City of Las Vegas  
Planning and Development  
Department

To: Centennial Hills Architectural Review Committee (CHARC)  
From: Yorgo Kagafas, Urban Design Coordinator  
CC: Margo Wheeler, Director  
Flinn Fagg, Current Planning Manager  
Date: November 22, 2005  
Re: CHARC application #ARC-9972

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## **APPLICATION REQUEST**

### A) Action Requested

This is a request for approval of a Master Sign Plan amendment of Z-0076-98(1) for the northwest corner of Centennial Center Boulevard and West Azore Drive for a Terrible Herbst development.

### B) Applicant's Justification

The applicant states that they have submitted an application for two (2) dual face illuminated monument signs. While these signs differ from the original signs submitted in the Master Plan for this shopping center, they are the signs typically used by Terrible Herbst and Chevron at its other locations throughout the valley. Additionally, these signs do not exceed the total square footage allocated for this location.

## **BACKGROUND INFORMATION**

### A) Previous Actions

- 12/07/98 The City Council approved a rezoning (Z-0076-98) to TC (Town Center) on this parcel as part of a larger request.
- 02/08/99 The City Council approved a Site Development Plan Review [Z-0076-98 (1)] for 827,00 square feet of retail commercial development.
- 09/05/01 The City Council approved a Special Use Permit (U-0082-01) for a car wash on pad 21 of Centennial Center in conjunction with a proposed convenience store.

11/19/03 The City Council approved an Extension of Time of an approved Special Use Permit, which allowed a Car Wash in conjunction with a proposed convenience store located on the northeast corner of the intersection of Tropical parkway and Centennial Center Boulevard.

B) Pre-Application Meeting

10/13/05 Staff met with the applicant and went over the CHARC requirements for submittal consideration. The proposal meets with all Town Center signage standards.

### DETAILS OF APPLICATION REQUEST

A) Existing Land Use

Subject Property: Undeveloped  
North: US 95 Right-of-Way  
South: Commercial Shopping Center  
East: Undeveloped  
West: Commercial

B) Planned Land Use

Subject Property: TC  
North: US 95 Right-of-Way  
South: TC  
East: TC  
West: TC

C) Existing Zoning

Subject Property: GCTC (General Commercial, Town Center)  
North: GC-TC (General Commercial, Town Center)  
South: SC-TC (Service Commercial, Town Center)  
East: GC-TC (General Commercial, Town Center)  
West: GC-TC (General Commercial, Town Center)

D) General Plan Compliance

This site is located within the Town Center Plan Area of the Centennial Hills Sector Plan of the General Plan. The site is designated as GC-TC (General Commercial – Town Center) within the Town Center Land Use Map, which allows all types of retail, service, and office use of a more intense commercial character.

### ANALYSIS

A) Zoning Code Compliance

The following signage is proposed for the property:

- Two (2) Monument Signs

No other signage is proposed as part of this Master Sign Plan.

A1) Residential Separation Standards

All proposed signs are located more than 330' away from the nearest residential property and thus meets the Residential Separation Standards.

A2) Sign Standards

Pursuant to Section D-1(G)(1) of the Town Center Development Standards Manual, the following Sign Standards apply to the subject proposal:

Monument Sign Standards	Allowed	Provided	Complies
Maximum Number	1 per 300' lineal feet of street frontage	2	Yes
Maximum Area	75' sq. ft.	75' sq. ft.	Yes
Maximum Height	8'	6'	Yes
Minimum Setback	5'	5'	Yes
Illumination	No fugitive light	No fugitive light	Yes

B) General Analysis and Discussion

This Master Sign Plan Amends Z-0076-98(1) for this site. The proposed Monument signs are typical of the Terrible Herbst signs throughout the valley. The proposed stone base will match the stone that is found on the building facades. Both of the proposed Monument signs are in full compliance of the Town Center Standards for commercial signage.

**Staff Recommendation:** APPROVAL, subject to the following conditions:

1. All freestanding signage shall be set back a minimum of five (5) feet from the property line.
2. Conformance to the sign elevations and documentation dated October 20, 2005 as submitted in conjunction with this request, except as modified herein.
3. All signage shall have proper permits obtained through the Building and Safety Department.
4. Any additional signage for the development shall require an amendment to the Master Sign Plan, approved by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).

# **Memorandum**

City of Las Vegas  
Planning and Development  
Department

To: Centennial Hills Architectural Review Committee (CHARC)  
From: Yorgo Kagafas, Urban Design Coordinator  
CC: Margo Wheeler, Director  
Flinn Fagg, Current Planning Manager  
Date: November 22, 2005  
Re: CHARC application #ARC-10390

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## **APPLICATION REQUEST**

### A) Action Requested

This is a request for approval of a Master Sign Plan amendment for the northwest corner of Grand Montecito Parkway and Durango Drive.

### B) Applicant's Justification

The applicant states that they have submitted a request for two extra pylon signs due to the nature of the project having two separate components on acreage that is greater than 20 acres. They go on to state that the pylon signs will be spread out over a significant distance and will be designed to be compatible with the surrounding area.

## **BACKGROUND INFORMATION**

### A) Previous Actions

- 02/05/03 The City Council approved a Petition to Annex the subject property (A-0038-02) located at the southeast corner of Regena Avenue and Riley Street. The effective date was 02/14/03. The Planning Commission and staff recommended approval on 10/24/02.
- 11/19/04 The City Council approved a Site Development Plan Review (SDR-4985) and Rezoning (ZON-4991) for a medical/ office/ retail development on 22.31 acres located at the southeast corner of Regena Avenue and Riley Street.
- 11/03/05 The Planning Commission recommend approval of Site Development Plan Review (SDR-8066) for a request for a Site Development Plan Review for 239,400 square-foot office complex on 23.5 acres adjacent to the northwest corner of Grand Montecito Parkway and Durango Drive. A companion

request for a Major Modification (MOD-8064) to the 08/21/02 The City Council approved a General Plan Amendment (GPA-0019-02) for the area along the north side of the Durango Drive S-Curve, of which the subject parcel is a part.

Centennial Hills Town Center Development Standards Manual will be reviewed concurrently.

11/16/05 The City Council approved Planning a request for a Major Modification to the Town Center Development Standards Manual (MOD-8064) to allow three-story buildings under certain conditions within the SC-TC (Service Commercial - Town Center) special land use designation. The Planning Commission and staff recommended approval on 10/20/05.

B) Pre-Application Meeting

11/10/05 Staff met with the applicant and went over the CHARC requirements for submittal consideration. The applicant was notified that they would need to provide justification for the two additional pylon signs and the larger area of the monument sign in the proposal.

**DETAILS OF APPLICATION REQUEST**

- A) Existing Land Use
  - Subject Property: Undeveloped
  - North: Commercial
  - South: Undeveloped
  - East:: Undeveloped
  - West: Undeveloped
- B) Planned Land Use
  - Subject Property: TC
  - North: TC
  - South: L
  - East: TC
  - West: TC
- C) Existing Zoning
  - Subject Property: SCTC (Service Commercial, Town Center)
  - North: GC-TC (General Commercial, Town Center)
  - South: U(L) Undeveloped Low Density Residential
  - East: GC-TC (General Commercial, Town Center)
  - West: SX-TC (Suburban Mixed-Use), Town Center)

D) General Plan Compliance

This site is located within the Town Center Plan Area of the Centennial Hills Sector Plan of the General Plan. The site is designated as SC-TC (Service Commercial – Town Center) within the Town Center Land Use Map, which allows low to medium intensity types of retail, service, and office use to serve primarily the Centennial Hills area.

**ANALYSIS**

A) Zoning Code Compliance

The following signage is proposed for the property:

- One (1) Monument Sign
- Four (4) Pylon Signs

No other signage is proposed as part of this Master Sign Plan.

A1) Residential Separation Standards

All proposed pylon signs are located more than 330' away from the nearest residential property.

A2) Sign Standards

Pursuant to Section D-1(G)(1) of the Town Center Development Standards Manual, the following Sign Standards apply to the subject proposal:

<b>Monument Sign Standards</b>	<b>Allowed</b>	<b>Provided</b>	<b>Complies</b>
Maximum Number	1	1	Yes
Maximum Area	75' sq. ft.	240' sq. ft.	No
Maximum Height	8'	8'	Yes
Minimum Setback	5'	5'	Yes
Illumination	No fugitive light	No fugitive light	Yes

<b>Pylon Signage Standards</b>	<b>Allowed</b>	<b>Provided</b>	<b>Complies</b>
Maximum Number	1 per street frontage	4	No
Maximum Height	24'	24'	Yes
Minimum Setback	5'	5'	Yes
Illumination	No fugitive light	No fugitive light	Yes

## B) General Analysis and Discussion

This Master Sign Plan Amends CHR-0010-03 for this site. The proposed Monument sign is 165 feet larger in area than permitted by Town Center Development Standards. The applicant states that due to the large size of the project (23 acres) that the sign will be compatible in scale and architecture with all on-site buildings. Staff doesn't believe that the provided justification warrants a deviation from the Town Center standards for this monument sign and recommends that the monument sign meet the current Town Center standards of a maximum area of 75 square feet in area.

The applicant is proposing four (4) pylon signs, two for the Grand Montecito street frontage and two (2) for the Durango Drive street frontage where one (1) per street frontage is permitted. Staff concurs with the applicant that the project is really two distinct areas, one being dominated by retail and the other by office uses. This fact, coupled with the relatively large area of the project, would seem to justify two pylon signs per street frontage. Each of the pylon signs is much greater than the minimum distant requirement of 100 feet between signs. Staff recommends approval of the four pylon signs.

**Staff Recommendation:** APPROVAL, subject to the following conditions:

1. All freestanding signage shall be set back a minimum of five (5) feet from the property line.
2. Conformance to the sign elevations and documentation dated November 16, 2005 as submitted in conjunction with this request, except as modified herein.
3. That the monument sign be reduced in size to conform to the Town Center Development Standard.
4. That four pylon signs be permitted, two for each street frontage and that the signs be at least two hundred feet away from each other.
5. All signage shall have proper permits obtained through the Building and Safety Department.
6. Any additional signage for the development shall require an amendment to the Master Sign Plan, approved by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).

# **Memorandum**

City of Las Vegas  
Planning and Development  
Department

To: Centennial Hills Architectural Review Committee (CHARC)  
From: Yorgo Kagafas, Urban Design Coordinator  
CC: Margo Wheeler, Director  
Flinn Fagg, Current Planning Manager  
Date: November 22, 2005  
Re: CHARC application #ARC-10385

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## **APPLICATION REQUEST**

### **A) Action Requested**

This is a request for approval of a Master Sign Plan for a commercial development, Shucks Tavern III, at 7155 North Durango Drive.

### **B) Applicant's Justification**

The applicant states that the sign package submitted is in conformance with the Town Center Standards. They also note that the water tower on which the primary sign will be attached was approved during the building permit process and that it was approved as an architectural feature.

## **BACKGROUND INFORMATION**

### **A) Previous Actions**

01/17/01 The City Council approved a petition to Annex (A-0003-99) property generally located west of El Capitan Way and east of Hualapai Way between Grand Teton Drive and Rome Avenue, containing approximately 615 acres, including the subject site. The Planning Commission and staff recommended approval on 03/25/99. The effective date was 01/26/01.

09/18/02 The City Council approved a request for a Rezoning (Z-0064-02) from U (Undeveloped) Zone [PCD (Planned Community Development) General Plan Designation] and U (Undeveloped) Zone [PCD (Planned Community Development) General Plan Designation] under Resolution of Intent to C-1 (Limited Commercial) Zone, to R-PD7 (Residential Planned Development - 7 Units Per Acre) on approximately 7.4 acres adjacent to the north side of

Grand Teton Drive, approximately 225 feet west of Durango Drive. The Planning Commission and staff recommended approval on 08/22/02.

- 09/18/02 The City Council approved a request for a Site Development Plan Review and a Reduction of the Perimeter Landscaping Requirements to allow a six-foot wide landscape planter on the south property line where an eight-foot wide landscape planter is required (Z-0064-02(1)) for a 45-lot single-family residential development on approximately 7.4 acres adjacent to the north side of Grand Teton Drive, approximately 225 feet west of Durango Drive. The Planning Commission and staff recommended approval on 08/22/02.
- 11/20/02 The City Council approved a request for a Rezoning (Z-0085-02) from U (Undeveloped) Zone [TC (Town Center) General Plan Designation] to TC (Town Center) on 5.0 acres located adjacent to the southwest corner of Elkhorn Road and El Capitan Way [Proposed Durango Drive Alignment]. The Planning Commission and staff recommended approval on 10/24/02.
- 11/20/02 The City Council approved a request for a Special Use Permit (U-0129-02) for a proposed Tavern adjacent to the southwest corner of Elkhorn Road and El Capitan Way (Durango Drive Alignment). The Planning Commission and staff recommended approval on 10/24/02.
- 11/20/02 The City Council accepted a request to withdraw without prejudice a request to amend a portion of the Centennial Hills Sector Plan of the General Plan (GPA-0038-02) from ML-TC (Medium-Low Residential - Town Center) and UC/TC (Urban Center Mixed-Use - Town Center) to GC-TC (General Commercial - Town Center) on 15.0 acres adjacent to the southwest corner of Elkhorn Road and El Capitan Way (Durango Drive Alignment). Staff had recommended denial. The Planning Commission recommended approval on 10/24/02.
- 03/17/04 The City Council approved a request for a Variance (VAR-3736) to allow 109 parking spaces where 138 parking spaces are the minimum required in conjunction with a proposed office/retail development on 1.75 acres adjacent to the west side of Durango Drive, approximately 350 feet south of Elkhorn Road. The Planning Commission and staff recommended approval on 02/12/04.
- 03/17/04 The City Council approved a request for a Site Development Plan Review and Waivers of the Town Center Development Standards for the two-story minimum height requirement in the Urban Center Mixed Use District and the 70 percent clear glazing requirement at the ground floor level along primary pedestrian routes (SDR-3657) for a 12,200 square-foot commercial development on 1.75 acres adjacent to the west side of Durango Drive, approximately 350 feet south of Elkhorn Road (the south half of the subject site). The Planning Commission and staff recommended approval on 02/12/04.

04/22/04 The Planning Commission approved a request for a Tentative Map (TMP-3657) for a one-lot commercial subdivision on 4.00 acres adjacent to the southwest corner of Elkhorn Road and Durango Drive. Staff had recommended approval.

09/23/04 The City Council approved a request for a Site Development Plan Review and Waivers of the Town Center Development Standards for the two-story minimum height requirement in the Urban Center Mixed-Use District and the 70 percent clear glazing requirement at the ground floor level along primary pedestrian routes, for a proposed 43,200 square-foot commercial development on 3.94 acres adjacent to the southwest corner of Durango Drive and Elkhorn Road.

B) Pre-Application Meeting

10/12/05 Staff met with the applicant and went over the CHARC requirements for submittal consideration. The applicant was notified that they would need to provide a sign analysis table with the application.

**DETAILS OF APPLICATION REQUEST**

A) Existing Land Use

Subject Property: Undeveloped  
North: Undeveloped Commercial  
South: Undeveloped Commercial  
East: Undeveloped Commercial  
West: Undeveloped Residential

B) Planned Land Use

Subject Property: TC  
North: TC  
South: TC  
East: TC  
West: TC

C) Existing Zoning

Subject Property: SCTC (Service Commercial, Town Center)  
North: SCTC (Service Commercial, Town Center)  
South: SCTC (Service Commercial, Town Center)  
East: SCTC (Service Commercial, Town Center)  
West: M-TC (Medium Residential, Town Center)

D) General Plan Compliance

This site is located within the Town Center Plan Area of the Centennial Hills Sector Plan of the General Plan. The site is designated as SC-TC (Service Commercial – Town Center)

within the Town Center Land Use Map, which allows low to medium intensity types of retail, service, and office use to serve primarily the Centennial Hills area.

**ANALYSIS**

A) Zoning Code Compliance

The following signage is proposed for the property:

- A) 24" and 18" open pan channel letters painted red, red returns, clear red neon illumination mounted to a raceway. Race way will be painted to resemble wood mounted to tower on south elevation.
- B) 5' x 10' illuminated single face cabinet with a white plex face to have blue red & gray vinyl copy. Returns and trim cap to be painted silver to match building installed on.
- C) 5' x 10' illuminated single face cabinet with a white plex face to have gray digital vinyl oyster and blue vinyl copy. Returns and retainer to be painted to resemble wood to match building installed on.
- D) 5' x 10' illuminated single face cabinet with a white plex face to have gray digital vinyl oyster and blue vinyl copy. Returns and retainer to be painted to resemble wood to match building installed on.
- E) 5' x 10' illuminated single face cabinet with a white plex face to have gray digital vinyl oyster and blue vinyl copy. Returns and retainer to be painted to resemble wood to match building installed on.
- F) 160 linear feet of 15 mm clear red border neon on south, west and north elevations.

No other signage is proposed as part of this Master Sign Plan.

A1) Residential Separation Standards

No pylon signs are requested with this application. The main sign mounted on the water tower architectural feature acts in a similar manner as a pylon sign and is within 330' of the residential development to the west however, it is considered a wall sign for review purposes.

A2) Sign Standards

Pursuant to Section D-1(G)(1) of the Town Center Development Standards Manual, the following Sign Standards apply to the subject proposal:

**Wall Signage**

<u>Elevation</u>	<u>Sq. Ft.</u>	<u>Signage Sq. Ft.</u>	<u>15%</u>	<u>Complies</u>
a. West Bldg Elevation	1,007 sq.ft.	50 sq.ft.	5%	Yes
b. North Bldg Elevation	2,342 sq.ft.	50 sq.ft.	2%	Yes
c. East Bldg Elevation	1,145 sq.ft.	50 sq.ft.	4%	Yes

d. South Bldg Elevation      2,810 sq.ft.              95 sq.ft.              3%      Yes

B)      General Analysis and Discussion

On the south elevation, sign A (Shucks Tavern, on the water tower feature) is considered a wall sign under the Town Center Standards. As such, the sign cannot be higher than the roof line. Staff recommends that this sign be lowered to meet this standard. No justification was made for a deviation of this standard.

Under Town Center Development Standards D(1)E(6) prohibited exterior materials, neon is listed. Staff recommends that all neon be removed from this project to conform to the standard. This is especially important given the proximity of the residential development adjacent to this project on the west.

Staff recommends the removal of the signage on the west elevation. This signage faces the residential neighborhood adjacent to the project and serves no other purpose. This is a stand-alone project and patrons will know where they are once they turn into the parking lot off of Durango Drive.

The remaining wall signs are in conformance with the Town Center Standards.

**Staff Recommendation:** APPROVAL, subject to the following conditions:

1. All neon shall be removed from the project.
2. Signage on the water tower feature shall be lowered so as to be entirely below the roof line of the building.
3. The wall sign on the west elevation of the building shall be removed.
4. Conformance to the sign elevations and documentation dated November 15, 2005 as submitted in conjunction with this request, except as modified herein.
5. All signage shall have proper permits obtained through the Building and Safety Department.
6. Any additional signage for the development shall require an amendment to the Master Sign Plan, approved by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).