

**CITY OF LAS VEGAS  
CENTENNIAL HILLS ARCHITECTURAL REVIEW COMMITTEE (CHARC)  
Tuesday April 3, 2007  
12:00 P.M.  
Development Services Center  
731 South Fourth Street – Conference Room 2B  
Las Vegas, NV 89101**

**ANNOTATED MINUTES**

**Members Present**

David Steinman  
Ronni Council  
Sam Dunnam  
Jeff Gale (arrived at 12:02 pm)

**Members Excused**

Andrea Allred

**Members Absent**

**Citizens**

Brandon Scott (Vision Sign)  
Maria Van Den Ouden (Diamond Head Sign)

**City Staff**

Yorgo Kagafas  
Angie Horn

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

The meeting was called to order by David Steinman at 12:00 p.m. This meeting has been properly noticed in accordance with the Open Meeting Law.

**ITEM 1: APPROVAL OF MARCH 6, 2007 MINUTES BY REFERENCE**

Ronni Council made a motion to accept the March 6, 2007 minutes. Sam Dunnam abstained from voting since he was not present at the March 6, 2007 meeting. Motion was unanimously approved.

**ITEM 2: ARC-20626**

Applicant: Vision Signs - Owner: Cash America, Inc. of Nevada - Request for a Master Sign Plan and exterior elevation for a proposed Pawn Shop at 7095 N. Durango Drive (APN 125-20-114-004), SC-TC (Service Commercial Town Center) Zone, Ward 6 (Ross).

David Steinman opened the item to the committee for discussion. Yorgo Kagafas briefed the committee noting that this proposal would permit wall signage on three elevations of a Super Pawn building located at 7095 N. Durango Drive. The signage would face the north, east, and south and would be within Town Center Development Standards. All three signs consist of internally-illuminated pan-channel letters in cabinets.

This parcel was originally part of the Montecito Marketplace Master Sign Plan, but since it was sold, it doesn't fall under that plan and thus a new Master Sign Plan was required.

Staff recommends approval with the following three conditions:

1. Conformance to the sign elevations, sign criteria, and documentation as submitted and date stamped March 19, 2007 in conjunction with this request, except as modified herein.
2. All signage shall have proper permits obtained through the Building and Safety Department.
3. 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).

Upon David Steinman's request, Brandon Scott with Vision Signs introduced himself stating his address as 3625 S. Polaris, Ave, Las Vegas, Nevada 89103. Mr. Scott asked the committee for approval commenting that the signage is within the square footage allowed, designed in a way to hold the center, and done in a very tasteful way.

There was discussion among the committee members and the applicant.

Ronni Council made a motion to approve Item 2 (ARC-20626) subject to Staff's recommended conditions of approval (as stated above). Motion was unanimously approved.

Yorgo Kagafas notified the applicant that the effective date of the letter of approval would reflect the ten (10) day written appeal process unless either a member of the City Council and / or the Planning Commission appeals this decision.

### **ITEM 3: ARC-20653**

ARC-20653 – Applicant / Owner: Cliff Findlay - Request for a Master Sign Plan and a Waiver of the Town Center Development Standard to allow two 17'-7" monument signs where 8' is the height limit for a proposed Automobile Dealership at 7494 W. Azure Drive (APN 125-27-101-036), GC-TC (General Commercial Town Center) Zone, Ward 6 (Ross).

David Steinman opened the item to the committee for discussion. Yorgo Kagafas briefed the committee stating that this is a request by Findlay-Shack Honda for a Master Sign Plan that includes a waiver of the monument sign height of 8 feet. The proposed wall signage is within the Town Center signage standards.

The waivers, if approved, would permit two monument signs to be 17'-7" high when the maximum height is 8'. The applicant was informed about proposing a pylon sign which would have required a waiver of the multi-tenant requirement. Staff believes the monument sign in the rear of the property, next to the freeway, is justified at the 17'-7" height, which is shorter than the maximum height of a pylon sign. However, staff could not find a justifiable reason to permit or recommend the 17'-7" height along Azure Drive.

The amount of wall signage being sought is a fraction of what is permitted by code. In addition, there are two internal directional signs that also are designed within code standards.

Staff recommends approval of this request with the following six conditions:

1. Conformance to the sign elevations, sign criteria, and documentation as submitted and date stamped March 20, 2007 in conjunction with this request, except as modified herein.
2. The requested Waiver from Town Center Development Standards to allow one 17' - 7" monument sign on the rear of the property, facing the 215 Northern Beltway is approved.
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).
5. Future wall signage to be centered above the eight service bays on the eastern section of the south elevation is approved as long as the total signage on the south elevation remains under 15% of the total elevation surface.
6. Minor amendments that meet the Town Center Development Standards Manual to this Master Sign Plan can be administratively approved by Planning & Development Department staff.

Upon David Steinman's request, Maria Van Den Ouden with Diamond Head Sign Company introduced herself as the applicant's representative and stating her address as 3750 W. Tompkins Ave., Las Vegas, Nevada 89103. Ms. Van Den Ouden asked for clarification of Staff's recommendation regarding condition five. Yorgo Kagafas explained that the condition was worded to allow for flexibility in the signage over the service bays, should this request be approved by the committee.

Ms. Van Den Ouden wanted to clarify that this is a single-owned parcel with one business and that is why Findlay Shack Honda is requesting its own identity signage.

Jeff Gale commented that the signage location on the freeway is mute because eventually the freeway will be standing above it. He stated that there originally was not to be any car dealerships on the north side of the freeway, he does not like the idea, and is totally against the freeway signage.

Sam Dunnam stated he has a problem with the sign on Azure Drive and that they have enough signage on faces of buildings.

Ronni Council asked for further clarification of the beltway. Jeff Gale stated that at this location the freeway is always going to be depressed, so cars won't be able to see the sign from the freeway and will probably end up with a sound wall.

David Steinman stated that if a sound wall goes up, this sign will be a waste.

Maria Van Den Ouden commented that the 17'-7" sign on the back property is more important to Mr. Findlay than the sign on the front property being 17'-7". He would be willing to waive the request for the 17'-7" sign on Azure Drive back down to the 8' overall height and mainly concentrate on the back wall; and if a sound wall does block it, its money well spent.

Sam Dunnam made a motion to approve Item 3 (ARC-20653) subject to Staff's recommended conditions of approval (as stated above) with the following modification to condition two:

2. One 8' high monument sign on Azure Drive frontage with a 5' setback is approved.

Jeff Gale seconded. Motion was unanimously approved.

Yorgo Kagafas notified the applicant that the effective date of the letter of approval would reflect the ten (10) day written appeal process unless either a member of the City Council and / or the Planning Commission filed an appeal of this decision.

#### **ITEM 4: CITIZENS PARTICIPATION**

None

#### **ITEM 5: SET NEXT MEETING DATE / ADJOURNMENT**

There is currently one item to be heard by the Centennial Hills Architectural Review Committee next month; therefore next month's meeting date is set for May 1, 2007.

David Stein adjourned the meeting at 12:28 p.m. without objection.

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

**AGENDA  
CITY OF LAS VEGAS  
CENTENNIAL HILLS ARCHITECTURAL REVIEW COMMITTEE  
(CHARC-TC)  
TUESDAY APRIL 3, 2007  
12:00 P.M.**

**COMMITTEE MEMBERS:**

**David Steinman - Chairman  
Ronni Council - Vice-Chairman  
Andrea Allred  
Jeff Gale  
Sam Dunnam**

**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 Requirement

**NOTICE:** This meeting has been properly noticed at the following locations:

**City Clerk's Bulletin Board, City Hall Plaza, 2nd Floor Skybridge  
Bulletin Board, City Hall Plaza (next door to Metro Records)  
Development Services Center, 731 South Fourth Street  
Las Vegas Library, 833 Las Vegas Boulevard North  
Clark County Government Center, 500 South Grand Central Pkwy  
Grant Sawyer Building, 555 East Washington Avenue**

**ITEM 1:** Approval of the March 6, 2007 Meeting Minutes

**ITEM 2:** ARC-20626 – Applicant: Vision Signs / Owner: Cash America, Inc. of Nevada - Request for a Master Sign Plan and exterior elevation for a proposed Pawn Shop at 7095 N. Durango Drive (APN 125-20-114-004), SC-TC (Service Commercial Town Center) Zone, Ward 6 (Ross).

**ITEM 3:** ARC-20653 – Applicant / Owner: Cliff Findlay - Request for a Master Sign Plan and a Waiver of the Town Center Development Standard to allow two 17'7" monument signs where 8' is the height limit for a proposed Automobile Dealership at 7494 W. Azure Drive (APN 125-27-101-036), GC-TC (General Commercial Town Center) Zone, Ward 6 (Ross).

**ITEM 4:** Citizens Participation

**ITEM 5:** Set Next Meeting Date / Adjournment

**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 any accommodations to attend and participate in this meeting, please call the Department of Planning and Development at (702) 229-6301 and advise of your need at least 48 hours in advance of the meeting. The City's TDD number is (702) 386-9108.

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

INTER-OFFICE MEMORANDUM

Date

April 3, 2007

YORGO KAGAFAS  
PLANNING & DEVELOPMENT DEPARTMENT  
COMPREHENSIVE PLANNING DIVISION

FROM:

CITY CLERK

SUBJECT:

APPEAL ON CENTENNIAL HILLS ARCHITECTURAL  
REVIEW COMMITTEE ACTION

COPIES TO:

This is to certify that the following action relative to Centennial Hills Architectural Review Committee decision on the application of:

**FILE NO.:** ARC-20653  
**APPLICANT:** DIAMOND HEAD SIGN COMPANY  
**WARD:** 6 (ROSS)

Appeal by applicant or any other aggrieved person: Yes  No

Review requested by City Council/Planning Commission: Yes  No

5/4/2007  
DATE

Vicky Darling  
CITY CLERK

By: Vicky Darling, CMC  
Acting Chief Deputy City Clerk

**PLANNING AND DEVELOPMENT DEPARTMENT INFORMATION:**

Date of Centennial Hills Architectural Review Committee Action. **April 3, 2007**

Last day for filing an appeal by applicant or any other aggrieved person. (Appeal period is ten (10) days after the date of the CHARC decision.) **April 13, 2007**

Last day for a review being requested by the Planning Commission or the City Council. (Review period is ten (10) days after the date of the CHARC decision.) **April 13, 2007**



April 3, 2007

Ms. Maria Van Den Ouden  
Diamond Head Sign Company  
3750 W Tompkins Ave  
Las Vegas, Nevada 89103

**RE: ARC-20653**

Dear Applicant:

The Centennial Hills Architectural Review Committee considered your request for approval of a Master Sign Plan and a Waiver of the Town Center Development Standard to allow two 17'7" monument signs where 8' is the height limit for a proposed Automobile Dealership at 7494 W. Azure Drive (APN 125-27-101-036), GC-TC (General Commercial Town Center) Zone, Ward 6 (Ross).

The Centennial Hills Architectural Review Committee voted to **APPROVE** your request subject to the following amended conditions of approval:

1. Conformance to the sign elevations, sign criteria and documentation as submitted and date stamped March 20, 2007 in conjunction with this request, except as modified herein.
2. One 8' high monument sign on Azure Drive frontage with a 5' setback is approved.
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).
5. Future wall signage to be centered above the 8 service bays on the eastern section of the south elevation is approved as long as the total signage on the south elevation remains under 15% of the total elevation surface.
6. Minor amendments that meet the Town Center Development Standards Manual to this Master Sign Plan can be administratively approved by Planning & Development Department staff.

This action by the Centennial Hills Architectural Review Committee on April 3, 2007 becomes final on April 13, 2007 unless a written

CHARC-TC 04-03-07 ARC-20653 Action Letter

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LAS VEGAS CITY COUNCIL

OSCAR B. GOODMAN  
MAYOR

GARY REESE  
MAYOR PRO TEM

LARRY BROWN  
STEVE WOLFSON  
LOIS TARKANIAN  
STEVEN D. ROSS  
WARD 5 (VACANT)

DOUGLAS A. SELBY  
CITY MANAGER

CITY OF LAS VEGAS  
400 STEWART AVENUE  
LAS VEGAS, NEVADA 89101

VOICE 702.229.6011

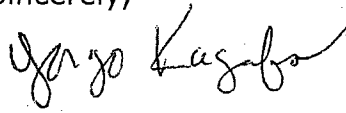
TDD 702.386.9108

www.lasvegasnevada.gov



appeal is filed with the City Clerk within ten days of the date of the Centennial Hills Architectural Review Committee's decision.

Sincerely,

A handwritten signature in cursive script that reads "Yorgo Kagafas".

Yorgo Kagafas, AICP  
Urban Design Coordinator  
Planning and Development Department  
Comprehensive Planning Division

cc: Mr. Allen Lee  
7494 Azure Dr  
Las Vegas, Nevada 89130

YK:ah





April 3, 2007

Mr. Brandon Scott  
Vision Sign  
3625 S Polaris Ave  
Las Vegas, Nevada 89103

**RE: ARC-20626**

Dear Applicant:

The Centennial Hills Architectural Review Committee considered your request for approval of a Master Sign Plan and exterior elevation for a proposed Pawn Shop at 7095 N. Durango Drive (APN 125-20-114-004), SC-TC (Service Commercial Town Center) Zone, Ward 6 (Ross).

The Centennial Hills Architectural Review Committee voted to **APPROVE** your request subject to the following amended conditions of approval:

1. Conformance to the sign elevations, sign criteria and documentation as submitted and date stamped March 19, 2007 in conjunction with this request, except as modified herein.
2. All signage shall have proper permits obtained through the Building and Safety Department.
3. 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 April 3, 2007 becomes final on April 13, 2007 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, AICP  
Urban Design Coordinator  
Planning and Development Department  
Comprehensive Planning Division

cc: Mr. Austin Nettle  
1600 W 7<sup>th</sup> Street  
Ft Worth, Texas 76102

YK:ah

CHARC-TC 04-03-07 ARC-20626 Action Letter

LAS VEGAS CITY COUNCIL

OSCAR B. GOODMAN  
MAYOR

GARY REESE  
MAYOR PRO TEM

LARRY BROWN  
STEVE WOLFSON  
LOIS TARKANIAN  
STEVEN D. ROSS  
WARD 5 (VACANT)

DOUGLAS A. SELBY  
CITY MANAGER

CITY OF LAS VEGAS  
400 STEWART AVENUE  
LAS VEGAS, NEVADA 89101

VOICE 702.229.6011  
TDD 702.386.9108  
www.lasvegasnevada.gov



# Memorandum

## City of Las Vegas Planning & Development

To: Planning Commissioner Richard Truesdell  
Planning Commissioner Byron Goynes  
Planning Commissioner Steven Evans  
Planning Commissioner Leo Davenport  
Planning Commissioner David Steinman  
Planning Commissioner Glenn Trowbridge  
Planning Commissioner Sam Dunnam

From: Angie Horn, Office Specialist II

Date: April 3, 2007

Re: Centennial Hills Architectural Review Committee

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Attached are the appeal memos and action letters for items acted upon by the Centennial Hills Architectural Review Committee at the April 3, 2007 Centennial Hills Architectural Review Committee (CHARC) meeting. All actions by the Centennial Hills Architectural Review Committee are final unless an aggrieved person files an appeal or a member of the City Council/Planning Commission files an appeal.

The following appeal period applies:

Within ten (10) days (April 13, 2007)

/ah

Attachments

# Memorandum

## City of Las Vegas Planning & Development

To: Mayor Oscar Goodman  
Mayor Pro Tem Gary Reese  
Councilman Larry Brown  
Councilman Steve Wolfson  
Councilwoman Lois Tarkanian  
Councilman Steven Ross  
City Manager Douglas Selby

From: Angie Horn, Office Specialist II

Date: April 3, 2007

Re: Centennial Hills Architectural Review Committee

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Attached are the appeal memos and action letters for items acted upon by the Centennial Hills Architectural Review Committee at the April 3, 2007 meeting. All actions by the Centennial Hills Architectural Review Committee (CHARC) are final unless an aggrieved person files an appeal or a member of the City Council / Planning Commission files an appeal.

The following appeal period applies:

Within ten (10) days (April 13, 2007)

/ah

Attachments

**Centennial Hills Architectural Review Committee (CHARC)**

**Attendance List – ARC-20626 / 20653**

**Meeting Date: April 3, 2007**

**Time: 12:00 P.M.**

NAME	PHONE	ADDRESS	MEMBER NOTIFIED	ATTENDED	ABSENT	EXCUSED
<b>David Steinman</b> Chair 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	03/22/07 3:26 pm – email 03/26/07 11:15 am – confirmed attendance via phone 04/02/07 8:24 am – reminder call	√		
<b>Sam C. Dunnam,</b> P.E. - Planning Commissioner	Work # 798-1088 Cell # 682-1715 Fax # 367-8145 E-mail: <a href="mailto:sdunnam@dunnamce.com">sdunnam@dunnamce.com</a>	3471 West Oquendo Road #101 Las Vegas, NV 89118	03/22/07 3:26 pm – email 03/26/07 11:18 am – confirmed attendance via phone 04/02/07 8:25 am – reminder call	√		
<b>Andrea Allred</b> Committee Member	Home # 655-1052 E-mail: <a href="mailto:Eallred@cox.net">Eallred@cox.net</a>	9316 Grassy Butte Court Las Vegas, NV 89149	03/22/07 3:26 pm – email 03/26/07 – 11:21 am – can't make it, <b>but call if need for quorum.</b>			√
<b>Jeff Gale</b> Committee Member	Work # 658-7660 Cell # 808-2405 E-mail: <a href="mailto:jeff@vegas.com">jeff@vegas.com</a> <a href="mailto:jgalindo@vegas.com">jgalindo@vegas.com</a>	6722 North Rainbow Blvd Las Vegas, NV 89131	03/22/07 3:26 pm – email 03/26/07 11:25 pm – LMTCB 03/29/07 10:37 am – LMTCB (cell) 03/29/07 11:23 am – confirmed attendance via phone 04/02/07 8:26 am – reminder call (LM)	√		
<b>Ronni Council</b> Vice-Chair Committee Member	Home # 645-0296 Cell # 274-2208	6621 Cowboy Trail Las Vegas, NV 89131	03/22/07 3:31 pm – LM on cell phone 03/29/07 10:38 am – LMTCB (cell) 04/02/07 8:28 am – reminder call, confirmed attendance	√		
<b>Yorgo Kagafas</b> Staff Member	Work # 229-6196	P&D 731 South Fourth Street Las Vegas, NV 89101	NA	√		
<b>Angie Horn</b> Staff Member	Work # 229-4734	P&D 731 South Fourth Street Las Vegas, NV 89101	NA	√		
<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	NA	NA		

Email members to notify of meeting ASAP, then call to ensure quorum. With five members, three needed for quorum and a minimum of one committee member has to be a Planning Commissioner. **One day prior to meeting, call and/or email reminders to committee members.**



**Meeting Attendance Sheet**

**CHARC-TC**

Date:	04-03-07
Time:	12:00 PM
Page	1 of 1

Name	Company/Department	Address	Phone	Fax
1	Brandon Scott	Vision Sign / Sales	36253 Polaris Ave	Phone 895 7474 Fax 895 7444
		Las Vegas, NV 89103		
2	MARIA VANDEN DUDEN	Diamond Head Sign Co.	3750 W TOMPKINS AVE LV 89103	Phone 792-9995 Fax 792-9993
3			Phone	Fax
4			Phone	Fax
5			Phone	Fax
6			Phone	Fax
7			Phone	Fax
8			Phone	Fax
9			Phone	Fax
10			Phone	Fax
11			Phone	Fax
12			Phone	Fax
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14			Phone	Fax
15			Phone	Fax
16			Phone	Fax
17			Phone	Fax

# Memorandum

City of Las Vegas  
Planning and Development  
Department

To: Centennial Hills Architectural Review Committee (CHARC)  
From: Yorgo Kagafas, AICP, Urban Design Coordinator *yke*  
CC: Flinn Fagg, AICP, Comprehensive Planning Manager  
Date: April 3, 2007  
Re: CHARC application #ARC-20653

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## **APPLICATION REQUEST**

### A) Action Requested

This is a request for approval of a Master Sign Plan (ARC-20653) and a Waiver of Town Center Development Standard to allow two 17'7" monument signs where 8' is the height limit for the Findlay-Shack Honda automobile dealership for APN 125-27-101-036 on 11.57 acres located at 7494 West Azure Drive.

### B) Applicant's Justification

The applicant states that the purpose of this request is essentially pertinent to the success of this business and to be used for the sole purpose of identity and advertisement. The additional height is requested due to the location of the business along the northern beltway.

## **BACKGROUND INFORMATION**

### A) Previous Actions

- 12/07/98      The City Council approved a Rezoning (Z-0076-98) to TC (Town Center) of a 1,468-acre portion of the Northwest, including the subject site. The Planning Commission and staff recommended approval.
- 12/21/05      The City Council approved a Site Development Plan Review (SDR-9641) for an automobile dealership and waivers of the Town Center Development Standard for Parking Lot Landscape Requirements, Open Space Requirements, Building Placement Requirements, and Streetscape Requirements. Staff and Planning Commission recommended Approval of these requests.

B) Pre-Application Meeting

03/12/07 The applicant was advised to provide reasonable justification in the required justification letter and to include the sign criteria that they want adopted. They were also advised of the CHARC review process and related deadlines.

**DETAILS OF APPLICATION REQUEST**

A) Existing Land Use

Subject Property: Commercial/Undeveloped  
North: 215 Northern Beltway  
South: Commercial/Undeveloped  
East: Commercial  
West: Commercial/Undeveloped

B) Planned Land Use

Subject Property: GC-TC (General Commercial - Town Center)  
North: 215 Northern Beltway  
South: SX-TC (Suburban Mixed Use - Town Center)  
East: SX-TC (Suburban Mixed Use - Town Center)  
West: GC-TC (General Commercial - Town Center)

C) Existing Zoning

Subject Property: T-C (Town Center)  
North: 215 Northern Beltway  
South: T-C (Town Center)  
East: T-C (Town Center)  
West: T-C (Town Center)

D) General Plan Compliance

The General Plan designation of the subject parcel on the Centennial Hills Sector Plan map is TC (Town Center), with special land use designation of GC-TC (General Commercial Use - Town Center) under the Town Center Development Standards Manual. The planned automobile dealership is in compliance with these standards.

**ANALYSIS**

A) Zoning Code Compliance

- This project adheres to the zoning code requirements.

A discussion of the compliance of the signage with the Town Center Development Standards Manual follows.

A1) Residential Separation Standards

The proposed signage is in conformance with the Residential Separation Standards.

A2) Sign Standards

Pursuant to Section F-2(B)(1)(a)(4) of the Town Center Development Standards Manual, monument signs must have a minimum five foot setback. The two monument signs will adhere to this requirement. There are no pylon signs being considered with this request.

**Monument Signs:**

<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>	<b>Complies</b>
Maximum Number	1/300' Street frontage 3 – Azure Drive (north)	2 – 1 on Azure Drive (north) and 1 on the rear of the property facing 215	Yes
Maximum Area	75 SF /sign	64 SF maximum	Yes
Maximum Height	8 Feet	17'-7" Feet	No
Minimum Setback	5 Feet	5 Feet	Yes
Illumination	No fugitive light	Internally illuminated by 15mm neon tubing	Yes

**Wall Signs: South**

<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>	<b>Complies</b>
Maximum Number	15% of building elevation (1,125 sq. ft.)	Less than 6% building elevation (Four signs that total 405 sq. ft.)	Yes
Maximum Height	N/A	N/A	N/A
Illumination	No fugitive light	Internally illuminated by 15mm neon tubing	Yes

**Wall Signs: North**

<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>	<b>Complies</b>
Maximum Number	15% of building	Less than 2% building elevation (One sign that	Yes

	elevation (1,125 sq. ft.)	totals 141 sq. ft.)	
Maximum Height	N/A	N/A	N/A
Illumination	No fugitive light	Internally illuminated by 15mm neon tubing	Yes

**Wall Signs: West**

Standards	Allowed	Provided	Complies
Maximum Number	15% of building elevation (1,125 sq. ft.)	Less than 1% building elevation (One sign that totals 55 sq. ft.)	Yes
Maximum Height	N/A	N/A	N/A
Illumination	No fugitive light	Internally illuminated by 15mm neon tubing	Yes

**B) General Analysis and Discussion**

The size, font and colors as well as the proposed illumination of the wall signage adheres to the Town Center Development Standards Manual. All of the proposed wall signs are internally illuminated channel style letters and single faced cabinets.

The applicant is requesting a waiver of the maximum height limit for two monument signs. The applicant is requesting that the monument signs exceed the 8' maximum by 9' – 7" for a total height of 17' – 7". Staff recommends approval of the additional height request for the monument sign located on the rear of the property and facing the 215 Northern Beltway. The Beltway is elevated at this location and the additional height is required for clear visibility. However, staff does not believe the applicant has a valid justification for additional monument sign height in front along Azure Drive.

Pylon signs are not permitted for single tenant projects without a waiver. The applicant chose to request larger monument signs instead of requesting the waiver for a pylon sign.

In addition to the two monument signs and wall signage discussed above, two interior directional signs each 4' – 6" high and 4' wide are included with this request. Both signs will have arrows pointing to where Service, Parts and Parking is located on one side and Exit on the other.

The south elevation is showing future signage to be centered above the west eight service bays. This signage may be administratively approved by Planning & Development Staff as long as the total signage for the south elevation is less than 15% of the elevation.

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

1. Conformance to the sign elevations, sign criteria and documentation as submitted and date stamped March 20, 2007 in conjunction with this request, except as modified herein.
2. The requested Waiver from Town Center Development Standards to allow one 17' – 7" monument sign on the rear of the property, facing the 215 Northern Beltway is approved.
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).
5. Future wall signage to be centered above the 8 service bays on the eastern section of the south elevation is approved as long as the total signage on the south elevation remains under 15% of the total elevation surface.
6. Minor amendments that meet the Town Center Development Standards Manual to this Master Sign Plan can be administratively approved by Planning & Development Department staff.



March 29, 2007

Ms. Maria Van Den Ouden  
Diamond Head Sign Company  
3750 W Tompkins Ave  
Las Vegas, Nevada 89103

**RE: ARC-20653**

Dear Applicant:

Please be advised your request, as referred to above, will be considered by the **Centennial Hills Architectural Review Committee** on **April 3, 2007**. This meeting will be held at 12:00 P.M. at the Development Services Center, 731 South Fourth Street, in Conference Room 2B, Las Vegas, Nevada.

Enclosed please find a copy of staff's recommendations and any conditions related to your application along with an agenda for the April 3, 2007 meeting.

The Centennial Hills Architectural Review Committee requires that you or your representative be present at this meeting.

Sincerely,

Yorgo Kagafas, AICP  
Urban Design Coordinator  
Planning and Development Department  
Comprehensive Planning

cc: Mr. Allen Lee, GM  
7494 Azure Dr  
Las Vegas, Nevada 89130

YK:ah

Enclosures

LAS VEGAS CITY COUNCIL

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DOUGLAS A. SELBY  
CITY MANAGER

CITY OF LAS VEGAS  
400 STEWART AVENUE  
LAS VEGAS, NEVADA 89101

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# Memorandum

City of Las Vegas  
Planning and Development  
Department

To: Centennial Hills Architectural Review Committee (CHARC)  
From: Yorgo Kagafas, AICP, Urban Design Coordinator *YK*  
CC: Flinn Fagg, AICP, Comprehensive Planning Manager  
Date: April 3, 2007  
Re: CHARC application #ARC-20626

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## **APPLICATION REQUEST**

### A) Action Requested

This is a request for approval of a new Master Sign Plan (ARC-20626) to allow for wall signage on the north, east and south elevations for a Super Pawn to be located on APN 125-20-114-004 on .68 acres located at 7095 N. Durango Drive.

### B) Applicant's Justification

The applicant has purchased this parcel and would like to adopt their company's sign standards for this development. The proposed signage is within the requirements of the Town Center Development Manual guidelines for wall signage.

## **BACKGROUND INFORMATION**

### A) Previous Actions

04/07/04 The City Council approved a Rezoning (ZON-3840) from U (Undeveloped) to TC (Town Center) and a Modified Site Development Review Plan (MOD-3763) of the Montecito Marketplace on 5.00 acres adjacent to the northwest corner of Durango Drive and Durrell Lane. The Planning Commission and staff recommended approval.

08/04/04 The City Council approved Special Use Permits (SUP-4509 through SUP-4509) to allow a pawn shop, financial institution-specified, a drive-thru and a second hand sales business adjacent to the northwest corner of Durango Drive and Durrell Lane. Staff recommended Approval of these requests.

B) Pre-Application Meeting

03/14/07 The applicant was advised that this request would need the approval of the Centennial Hills Architectural Review Committee and that they would need to include a justification letter and a sign analysis table with the application.

**DETAILS OF APPLICATION REQUEST**

A) Existing Land Use

Subject Property: Commercial/Undeveloped  
North: Commercial/Undeveloped  
South: Commercial/Undeveloped  
East: Commercial  
West: Single Family Residential

B) Planned Land Use

Subject Property: SC-TC (Service Commercial)  
North: SC-TC (Service Commercial)  
South: SC-TC (Service Commercial)  
East: SC-TC (Service Commercial)  
West: M-TC (Medium Residential)

C) Existing Zoning

Subject Property: T-C (Town Center)  
North: T-C (Town Center)  
South: T-C (Town Center)  
East: T-C (Town Center)  
West: T-C (Town Center)

D) General Plan Compliance

The General Plan designation of the subject parcel on the Centennial Hills Sector Plan map is TC (Town Center), with special land use designation of SC-TC (Service Commercial - Town Center) under the Town Center Development Standards Manual. The planned pawn shop is in compliance with these standards.

**ANALYSIS**

A) Zoning Code Compliance

- This project adheres to the zoning code requirements.

A discussion of the compliance of the signage with the Town Center Development Standards Manual follows.

A1) Residential Separation Standards

No monument or pylon signs are a part of this request. Residential Separation Standards will continue to be met if this request is approved.

A2) Sign Standards

**Wall Signs: East Elevation**

<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>	<b>Complies</b>
Maximum Area	Up to 15% of building elevation (204.9 sq. ft)	3.7% (53 sq. ft.)	Yes
Maximum Height	N/A	N/A	N/A
Illumination	No fugitive light	Internal, external (subject to approval)	Yes

**Wall Signs: North Elevation**

<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>	<b>Complies</b>
Maximum Area	Up to 15% of building elevation (378.15 sq. ft)	2.1% (53 sq. ft.)	Yes
Maximum Height	N/A	N/A	N/A
Illumination	No fugitive light	Internal, external (subject to approval)	Yes

**Wall Signs: South Elevation**

<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>	<b>Complies</b>
Maximum Area	Up to 15% of building elevation (388.6 sq. ft)	1.1% (28 sq. ft.)	Yes
Maximum Height	N/A	N/A	N/A
Illumination	No fugitive light	Internal, external (subject to approval)	Yes

B) General Analysis and Discussion

The size, font and colors as well as the proposed illumination of the wall signage adheres to the Town Center Development Standards. All signage consists of internal illuminated pan

channel letters and cabinets. All three elevations (east, north and south) will have a sign that reads, "Cash America Super Pawn". This sign will have "Cash America" outlined in blue, the word, "Super" in yellow and the word "Pawn" in white. The north and east elevations will also feature a sign in white, none-exposed neon, that reads, "Jewelry Center Payday Advance".

This parcel was originally a part of the Montecito Marketplace which has an approved Master Sign Plan (CHARC 0019-05) however, since it was sold to a new owner, it no longer falls under that sign plan and hence the need for this proposal.

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

1. Conformance to the sign elevations, sign criteria and documentation as submitted and date stamped March 19, 2007 in conjunction with this request, except as modified herein.
2. All signage shall have proper permits obtained through the Building and Safety Department.
3. 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).



March 29, 2007

Mr. Brandon Scott  
Vision Sign  
3625 S Polaris Ave  
Las Vegas, Nevada 89103

**RE: ARC-20626**

Dear Applicant:

Please be advised your request, as referred to above, will be considered by the **Centennial Hills Architectural Review Committee** on **April 3, 2007**. This meeting will be held at 12:00 P.M. at the Development Services Center, 731 South Fourth Street, in Conference Room 2B, Las Vegas, Nevada.

Enclosed please find a copy of staff's recommendations and any conditions related to your application along with an agenda for the April 3, 2007 meeting.

The Centennial Hills Architectural Review Committee requires that you or your representative be present at this meeting.

Sincerely,

Yorgo Kagafas, AICP  
Urban Design Coordinator  
Planning and Development Department  
Comprehensive Planning

cc: Mr. Austin Nettle  
Cash America Inc of Nevada  
1600 W 7<sup>th</sup> Street  
Ft Worth, Texas 76102

YK:ah

Enclosures

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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     )

Ed Oakley, an employee of the Planning & Development Department of the city of Las Vegas, being first duly sworn, deposes and says that on the 29<sup>th</sup> day of March, 2007 at the hour of 9:00 a.m., there were posted copies of the CHARC-TC AGENDA, for the April 3, 2007 meeting, the attached of which is a true and correct copy, at the following locations:

1.     Clark County Government Center  
       500 South Grand Central Parkway
2.     Las Vegas Library  
       833 Las Vegas Boulevard North
3.     Grant Sawyer Building  
       555 East Washington Boulevard
4.     Public Bulletin Board in the Development Services Center  
       731 South Fourth Street
5.     City Clerk's Bulletin Board, City Hall Plaza, 2<sup>nd</sup> Floor Skybridge  
       400 Stewart Avenue
6.     Bulletin Board, City Hall Plaza (Next door to Metro Records)  
       400 Stewart Avenue



(Signature)  
Planning and Development Department

Subscribed and sworn to before me

This 29<sup>th</sup> day of March, 2007.



Notary Public in and for said County and State

