



AGENDA MEMO

CITY COUNCIL MEETING DATE: OCTOBER 18, 2006

DEPARTMENT: PLANNING AND DEVELOPMENT

ITEM DESCRIPTION: MSP-15823 - APPLICANT: WORLD MARKET CENTER -

OWNER: WMCV PHASE 2, LLC, ET AL

**** CONDITIONS ****

The Planning Commission (7-0 vote) and staff recommend APPROVAL, subject to:

Planning and Development

1. All signs shall conform with the Master Sign Plan Amendment for World Market Center Phase II Plans date stamped 08/09/06, except as amended by conditions herein.
2. Any future Signage Amendments may be approved via the Administrative Process by Planning & Development Staff.
3. All City Code requirements and design standards of all City departments must be satisfied.

Public Works

4. Signs shall not be located within the public right-of-way, existing or proposed public sewer or drainage easements, or interfere with Site Visibility Restriction Zones.
5. Site development to comply with all applicable conditions of approval for the Parkway Center subdivision and all other applicable siterelated actions.

**** STAFF REPORT ****

APPLICATION REQUEST

This is a request for a Master Sign Plan Amendment for Phase II of the World Market at 495 South Grand Central Parkway.

EXECUTIVE SUMMARY

Staff states that the proposed signage is consistent with the intent of the Las Vegas Parkway Center Sign Design and Phase I of the World Market Center. The signage designs in place are tasteful, created with the owners needs in mind, complimenting the buildings and keeping with the overall feel and look of Las Vegas.

BACKGROUND INFORMATION

A) Related Actions

- | | |
|----------|---|
| 11/23/98 | The City Council approved a Rezoning (Z-0100-97) to PD (Planned Development) on the subject property. The Planning Commission and staff recommended approval. |
| 05/16/01 | The City Council approved a Site Development Plan Review [Z-0100-97(3)] for a proposed 1,000,000 square foot commercial development (Furniture Mart) on approximately 36.11 acres at the northwest corner of the intersection of Bonneville Avenue and Grand Central Parkway. The Planning Commission and staff recommended approval. |
| 05/18/05 | The City Council approved a Review of Condition (ROC-6466) and (ROC-6467) to allow the required landscaping to be installed in phases and to change the location of a required trail. |
| 06/15/05 | The City Council approved a Master Sign Plan for a proposed business park at 495 South Grand Central Parkway. The Planning Commission and staff recommended approval. |
| 07/06/05 | The City Council approved Phase II of the World Market Center for a 1,619,219 square foot building. The Planning Commission and staff recommended approval. |

08/15/06 The Parkway Center Architectural Review committee approved (ARC-PC-15602) for a Major Signage Amendment to Master Sign Plan (MSP-6344).

09/21/06 The Planning Commission voted 7-0 to recommend APPROVAL (PC Agenda Item #2/yk).

B) Pre-Application Meeting

07/13/06 At the pre-application conference the need to amend the approved Master Sign Plan for the development was discussed. The applicant was informed that the request would have to be reviewed by the Parkway Center Review Committee prior to being heard by the Planning Commission.

C) Neighborhood Meetings

A neighborhood meeting is not required as part of this application request, nor was one held.

DETAILS OF APPLICATION REQUEST

A) Site Area

Net Acres: 8.95 Acres

B) Existing Land Use

Subject Property: Furniture Mart

North: Furniture Mart (under construction)

South: Outlet Mall

East: Undeveloped (Union Park)

West: Furniture Mart (under construction)

C) Planned Land Use

Subject Property: MXU (Mixed-Use)

North: MXU (Mixed-Use)

South: MXU (Mixed-Use)

East: MXU (Mixed-Use)

West: MXU (Mixed-Use)

D) Existing Zoning

Subject Property: PD (Planned Development)

North: PD (Planned Development)

South: PD (Planned Development)

East: PD (Planned Development)

West: PD (Planned Development)

E) General Plan Compliance

The Downtown Redevelopment Area Plan of the Southeast General Plan designates the subject site as MXU (Downtown Mixed Use). This land use category allows low and high-density residential, manufacturing, office, service and general commercial and public facilities. The proposal conforms to the GC (General Commercial) category, which is allowed in the MXU (Downtown Mixed Use) designation.

<i>SPECIAL DISTRICTS/ZONES</i>	Yes	No
Special Area Plan	X	
Downtown Centennial Plan	X	
Redevelopment Plan Area	X	
Development Impact Notification Assessment		X
Project of Regional Significance		X

Downtown Centennial Plan

The parcel is within the Las Vegas Downtown Centennial Plan boundaries, and is located in the Parkway Center District. The district is intended to accommodate a wide variety of commercial, public and residential uses within vertically or horizontally mixed-use configuration. The development is consistent with the goals and objectives of the Downtown Centennial Plan.

Redevelopment Plan Area

The parcel is within the boundaries of the Las Vegas Redevelopment Area, with a Mixed-Use land use designation. The use is in conformance with the Redevelopment Plan.

<i>MASTER SIGN PLAN REQUIREMENTS FOR ON-PREMISE SIGNAGE</i>		
THRESHOLD	YES	NO
Non-Residential project with a site larger than 2.5 acres	X	
Non-Restricted Gaming Establishment		X
Residential project containing more than 500 units and/or 160 acres in area		X
To establish the requirements/limitations for signs located in the Gaming and Downtown Overlay Districts, and any uses not required elsewhere in 19.14 located in the Planned Community and Planned Development Districts		X
To establish requirements/limitations for signs in a specific development		X

ANALYSIS

A) Zoning Code Compliance

A1) Development Standards

The applicant is not proposing to add square footage to the building. Aside from the signage no other improvements are part of this application request.

A2) Residential Adjacency Standards

Title 19.06.060 exempts properties within the Downtown Centennial Plan area from the automatic application of Residential Adjacency Standards.

A3) Parking and Traffic Standards

As with other development standards, the property is exempt from the automatic application of parking requirements due to its being located within the boundaries of the Downtown Centennial Plan area. Parking is not a consideration of this application.

A4) Landscape and Open Space Standards

This property is subject to the streetscape standards of the Downtown Centennial Plan and Parkway Center Development Standards. Landscaping is not a consideration of this application.

A5) Sign Standards

All signage must adhere to the Parkway Center Sign Standards. A Master Sign Plan (MSP-6344) was approved for the development in 2005. The applicant is requesting to amend this plan with the following wall signs for building II:

Parkway Center Wall Sign Standards	Provided	Complies
Size is consistent with the scale of the building	193 x 24	Y
Color and texture are appropriate for building	Blue and Orange letters with internally illuminated fabricated aluminum open back channel letters with halo-illumination	Y
Signs above second floor shall be limited to two tenants of the building for the name of a hotel.	Three (3) one each for the south, west and northeast elevations	Y
Size of letters determined by PC-ARC	8 6 x 8 6	N/A
Font of letters determined by PC-ARC	Not provided	N/A
Character of sign determined by PC-ARC	Clear modern style	N/A
Address signs must be minimum of 6 high	12 high	Y

B) General Analysis and Discussion

- **Zoning**

The World Market Center is a permitted use in the Planned Development (PD) Zone.

- **Site Plan**

Building II is located on the southwest corner of the World Market complex. No site plan revisions are a part of this application.

- **Landscape Plan**

Landscaping will comply with previously approved Site Development Review Plans and are not a part of this application.

- **Elevations**

The elevations of building II consist of a smooth two-tiered grey colored concrete and panel surface with windows along the top floor. The shape of the building is similar to a cube with a second cube projecting from the center of the first. The northeast corner of the building is a steel framed glass curtain from ground to roof in a diagonal shape.

- Floor Plans

This is a previously approved building with no interior changes included with this application.

- Signage

A total of three (3) wall signs are being proposed for building II of the World Market Center. Two address signs are also included with this application. The proposed signs on the south and west elevations are identical in size to the wall sign approved for the east elevation of building I. However, the lettering will be blue and orange whereas building I letter colors are silver.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED

24

ASSEMBLY DISTRICT 6

SENATE DISTRICT 4

NOTICES MAILED 40 by Planning Department

APPROVALS 0

PROTESTS 0