



AGENDA MEMO

CITY COUNCIL MEETING DATE: FEBRUARY 21, 2007
DEPARTMENT: PLANNING AND DEVELOPMENT
ITEM DESCRIPTION: SDR-18751 - APPLICANT/OWNER: CITY OF LAS VEGAS

**** CONDITIONS ****

The Planning Commission (6-0-1/se vote) and staff recommend APPROVAL, subject to:

Planning and Development

1. Approval of and conformance to the Conditions of Approval for Rezoning (ZON-18755) shall be required.
2. This approval shall be void two years from the date of final approval, unless a building permit has been issued for the principal building on the site. An Extension of Time may be filed for consideration by the City of Las Vegas.
3. All development shall be in conformance with the site plan, landscape plan, and building elevations, date stamped 13 December 2006, except as amended by conditions herein.
4. All free-standing and monument signage shall be located a minimum of five feet from any property line.
5. Any restored historic neon signage shall be exempt from the application of height, area, and illumination restrictions contained in Title 19.14 relative to signage in the C-V (Civic) zoning district.
6. The sidewalk along the Las Vegas Boulevard frontage of the properties shall be increased to 10 feet in width.
7. All handicap parking spaces shall conform to the dimensional standards as adopted by the City of Las Vegas.
8. A technical landscape plan, signed and sealed by a Registered Architect, Landscape Architect, Residential Designer or Civil Engineer, must be submitted prior to or at the same time application is made for a building permit. A permanent underground sprinkler system is required, and shall be permanently maintained in a satisfactory manner; the landscape plan shall include irrigation specifications.
9. Pre-planting and post-planting landscape inspections are required to ensure the appropriate plant material, location, size of planters, and landscape plans are being utilized. The Planning and Development Department must be contacted to schedule an inspection prior to the start of the landscape installation and after the landscape installation is completed. A certificate of occupancy will not be issued or the final inspection will not be approved until the landscape inspections have been completed.

10. Reflective glazing at the pedestrian level is prohibited. Glazing above the pedestrian level shall be limited to a maximum reflectance rating of 22% (as defined by the National Institute of Standards and Technology).
11. All mechanical equipment and air conditioners shall be fully screened in views from the abutting streets.
12. A trash enclosure shall be required in accordance with the requirements of Title 19.08.050. The trash enclosure shall comply with Residential Adjacency Standards.
13. All utility boxes exceeding 27 cubic feet in size shall meet the standards of LVMC Title 19.12.040.
14. Parking lot lighting standards shall be no more than 30 feet in height and shall utilize downward-directed lights with full cut-off luminaires. Lighting on the exterior of buildings shall be shielded and shall be downward-directed. Non-residential property lighting shall be directed away from residential property or screened, and shall not create fugitive lighting on adjacent properties.
15. All City Code requirements and design standards of all City Departments must be satisfied, except as modified herein.

Public Works

16. Coordinate with the City Surveyor regarding recordation of a Reversionary Map for this site. Comply with the recommendations of the City Surveyor.
17. Maintain the existing sanitary sewer lines and associated 10-foot public utility easements that are located within the parcels that comprise this site. Alternatively, submit a relocation plan that also maintains service to upstream connections, to the Collection Systems Planning section of the Department of Public Works for approval prior to issuance of any permits. Any existing public sewer easements in conflict with the proposed structures shall be vacated and new easements granted, if necessary, prior to the issuance of any permits for this site.
18. Landscape and maintain all unimproved rights-of-way, if any, on Las Vegas Boulevard, McWilliams Street, and Encanto Drive adjacent to this site.
19. Submit an Encroachment Agreement for all landscaping and private improvements, if any, located in the public rights-of-way adjacent to this site prior to occupancy of this site.
20. All landscaping and private improvements installed with this project shall be situated and maintained so as to not create sight visibility obstructions for vehicular traffic at all development access drives and abutting street intersections.
21. Site development to comply with all applicable conditions of approval for Zoning Reclassification ZON18755, ZON-3256 and all other applicable site-related actions.

22. Provide pedestrian walkway easements for all public sidewalks located outside of public street right-of-way.

**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a request for a Site Development Plan Review for a proposed 2,768 square foot museum and park facility on 2.10 acres at 501 through 509 East McWilliams Avenue, 731 North 9th Street, and 770 North Las Vegas Boulevard.

The proposed facilities are consistent with the land use plan and goals and objectives for the Cultural Corridor area; consequently, approval of the project is recommended.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc.</i>	
01/07/04	The City Council approved a Rezoning (ZON-3256) and a related Site Development Plan Review (SDR-3257) application for a portion of the subject site. The Planning Commission and staff both recommended approval of the requests. The Site Development Plan Review application (SDR-3257) expired in January 2006, as no building permits were submitted; however, the subject properties have since been hardzoned to C-V (Civic).
01/25/07	The Planning Commission recommended approval of companion item ZON-18755 concurrently with this application. The Planning Commission voted 6-0-1/se to recommend APPROVAL (PC Agenda Item #12/ff).
<i>Related Building Permits/Business Licenses</i>	
08/07/97	A demolition permit was issued for the property at 731 North 9 th Street (a portion of the subject site).
09/29/00	An electrical permit was issued for the property at 770 North Las Vegas Boulevard (a portion of the subject site).
07/06/05	A permit was issued to demolish the duplex structure at 501 East McWilliams.
04/12/06	A permit was issued to demolish the existing residential structure at 505 East McWilliams.
<i>Pre-Application Meeting</i>	
11/29/06	A pre-application conference was conducted with the applicants; issues were discussed relative to the coordination of the development plans between the Neon Museum site and public park site, and it was noted than any wall structures in the right-of-way would require an encroachment permit from Public Works.
<i>Neighborhood Meeting</i>	
N/A	A neighborhood meeting is not required for this application request, nor was one held.

Details of Application Request	
Site Area	
Net Acres	2.10 acres

Surrounding Property	Existing Land Use	Planned Land Use	Existing Zoning
Subject Property	Museum (storage facility); Undeveloped	PF (Public Facilities)	C-1 [Limited Commercial to be rezoned to C-V(Civic)]; C-V (Civic)
North	Parking Lot (Cashman Center)	PF (Public Facilities)	C-V (Civic)
South	Retail Use; Multifamily Residential Use	MXU (Mixed-Use)	C-2 (General Commercial)
East	Single-Family Use; Multifamily Residential Use	MXU (Mixed-Use)	R-1 (Single Family Residential); R-3 (Medium-Density Residential)
West	Cultural Facility (Reed Whipple Center); Undeveloped	PF (Public Facilities); MXU (Mixed-Use)	C-V (Civic); C-2 (General Commercial)

Special Districts/Zones	Yes	No	Compliance
Special Area Plan			
Redevelopment Plan Area	Y		Y
Special Districts/Zones	Yes	No	Compliance
Special Purpose and Overlay Districts			
C-V (Civic) District	Y		Y
A-O (Airport Overlay) District	Y		Y
Las Vegas Boulevard Scenic Byway Overlay District	Y		Y
Trails	Y		N*
Rural Preservation Overlay District		N	Y
Development Impact Notification Assessment		N	Y
Project of Regional Significance		N	Y

*A General Plan Amendment (GPA-18403) is in process to remove the trail designation from the frontage of the property.

DEVELOPMENT STANDARDS

Pursuant to Title 19.06.020, the following development standards shall apply:*

Standard	Required/Allowed	Provided	Compliance
Min. Lot Size <ul style="list-style-type: none"> • North Parcel • South Parcel 	N/A	0.97 acres 1.13 acres	N/A
Min. Lot Width <ul style="list-style-type: none"> • North Parcel • South Parcel 	N/A	105 120	N/A
Min. Setbacks North Parcel <ul style="list-style-type: none"> • Front • Side • Corner 	N/A	82 28 32	N/A
Min. Setbacks South Parcel <ul style="list-style-type: none"> • Front • Side • Corner 	N/A	22-7 0 24-5	N/A
Max. Lot Coverage <ul style="list-style-type: none"> • North Parcel • South Parcel 	N/A	2% 6%	N/A
Max. Building Height <ul style="list-style-type: none"> • North Parcel • South Parcel 	N/A	19-2 29-7	N/A
Trash Enclosure	N/A	Not indicated	Not indicated
Mech. Equipment	N/A	Screened	N/A

*Per Title 19.06.020(E), development standards for properties in the C-V (Civic) zoning district are determined upon approval of a Site Development Plan Review application.

Pursuant to Title 19.08.060, the following Residential Adjacency Standards shall apply:

Residential Adjacency Standards	Required/Allowed	Provided	Compliance
3:1 proximity slope	88-9	185	Y
Adjacent development matching setback	20	185	Y
Trash Enclosure	50	Not indicated	Not indicated

Pursuant to Title 19.06.020*, the following standards shall apply:

Landscaping and Open Space Standards				
Standards	Title 19.12 Standards		Provided	Compliance
	Ratio	Trees		
Parking Area	1 Tree/6 Spaces	5 Trees	10 Trees	N/A
<ul style="list-style-type: none"> • North Lot • South Lot 		3 Trees	3 Trees	N/A
Buffer: Min. Trees	1 Tree/30 Linear Feet	30 Trees	19 Trees	N/A
<ul style="list-style-type: none"> • North Parcel • South Parcel 		37 Trees	4 Trees	
TOTAL		75 Trees	36 Trees	N/A
Min. Zone Width	8 Feet		0 10	N/A
Wall Height	6 Feet		9-6	N/A

*Per Title 19.06.020(E), development standards for properties in the C-V (Civic) zoning district are determined upon approval of a Site Development Plan Review application. The landscape requirements from Title 19.12 are shown here for comparative purposes only.

Pursuant to Title 19.10, the following parking standards apply:

Parking Requirement							
Use	Gross Floor Area or Number of Units	Parking Ratio	Required		Provided		Compliance
			Parking		Parking		
			Regular	Handi-capped	Regular	Handi-capped	
Museum	2,768 SF	1/300	10				
Park	2.10 Acres	2/Acre	6				
SubTotal	--	--	16	1	41	3	
TOTAL			16		44		Y*
Loading Spaces			1				Y**

*While the amount of parking provided exceeds the amount required by code, the two handicap parking spaces shown in the parking lot adjacent to the public park do not conform to the minimum dimensions required by Title 19.10.

**Although no specific loading space on the site plan is identified, the walled storage area at the northeast corner of the site has been specifically configured to allow delivery trucks to enter the area through the gate on N. 9th Street or through the gate located in the parking area. The walled storage area shall be considered to fulfill the loading space requirement, as it is screened from the adjacent residential properties and meets the minimum dimensional requirements.

Freestanding Signs: Title 19.14.060(C)		
Standards	Allowed	Provided
Maximum Number	1/Street frontage 6 total	2 Las Vegas Blvd. 2 total
Maximum Area	48 SF	448 SF*
Maximum Height	12 Feet	66 Feet*
Minimum Setback	5 Feet	0 Feet*
Illumination	Direct/Internal	External

Monument Signs: Title 19.14.060(C)		
Standards	Allowed	Provided
Maximum Number	1/Street frontage 6 total	1/Las Vegas Blvd. 1 total
Maximum Area	75 SF	Not indicated
Maximum Height	8 Feet	Not indicated
Minimum Setback	5 Feet	0 Feet*
Illumination	Direct/Internal	Not indicated

*The proposed signage does not conform to the generic standards contained in Title 19.14.060(C), but is consistent with the Scenic Byway Overlay Standards. Due to the nature of this public museum, any historic restored signage used on the property shall be exempt from the standards contained in Title 19.14, and shall be considered to be part of the museum display.

ANALYSIS

The proposed development will include the development of a public park on the north side of McWilliams Avenue, and the construction of the Neon Museum facilities on the south side of McWilliams. The Neon Museum site will incorporate the historic La Concha lobby structure as part of the museum facilities, with an addition to the rear of the structure to accommodate restrooms for the public and facilities for the museum staff. The majority of the site will be devoted to an enclosed outdoor yard, where restored neon signage will be displayed. A parking lot will be provided immediately to the east of the La Concha structure.

The public park is being developed with SNPLMA (Southern Nevada Public Lands Management Act) funds, as part of the program for the development of parks, trails and natural areas. The park will be a passive park, with a shade structure for picnic tables, benches, a walking path, restored historic neon signage and interpretive kiosks. An additional parking area will be provided immediately east of the park; further east of the parking lot will be a walled storage area for signage that is awaiting restoration. A wall will also be provided around the park facilities and its associated parking lot in order to protect the signage and facilities; the proposed wall will generally match the design of the Neon Museum wall, so that there is consistency between the northern and southern portions of the development site.

The subject site is located within the Las Vegas Boulevard Scenic Byway District; the restored neon signage is consistent with the district standards and supports the Scenic Byway designation. The site is also within the boundaries of the Downtown North Land Use Plan area, and the proposed facilities are consistent with the land use designation and advance the goals and objectives of the plan. The site subject to the Airport Overlay District; however, the proposed structures will only be one story in height and will not impact air traffic patterns.

Per Title 19.06.020(E), development standards for properties in the C-V (Civic) zoning district are determined upon approval of a Site Development Plan Review application. The setbacks and lot coverage for the proposed development are consistent with the use, and will not impact adjacent properties. The proposed structures also comply with residential adjacency requirements. No trash enclosure is shown on either the north parcel or the south parcel; a trash enclosure shall be required in accordance with Title 19.08.050, and shall be located a minimum of 50 feet from any residential property.

The proposed landscape materials are appropriate for the desert area, and will be used to provide shade and highlight architectural features where appropriate. The amount of landscaping is generally less than what would be expected for commercial development; however, due to the nature of the museum facilities, additional landscaping would interfere with the exhibits. Perimeter walls will be provided around the north and south parcels, which will assist to buffer the uses from the adjacent residential properties and provide security for the restored neon signage. The wall around the park will utilize an open picket design, so as to allow surveillance into the park area will still providing the necessary security when the park is closed. The plan shows that some of the proposed walls encroach into the public rights-of-way; an encroachment permit will be required where such conditions exist, and may need to be relocated if the permit is not granted.

A required trail route is designated along the Las Vegas Boulevard frontage of the property at 501 East McWilliams; however, a General Plan Amendment (GPA-18403) is currently in process, which would move the trail route further north. This will relieve the applicant of providing trail facilities along the frontage of the property. Regardless, it is recommended that the sidewalk along the Las Vegas Boulevard frontage be increased to 10 feet in width in order to accommodate pedestrian traffic between the museum and other Cultural Corridor institutions.

Two parking areas will be provided for the convenience of visitors to the park and museum facilities. The parking provided exceeds the amount of parking required by Title 19.10. It should be noted that the two handicap parking spaces shown adjacent to the park do not meet the minimum dimensional requirements of the City of Las Vegas, and will need to be redesigned. For the purposes of this development, the required loading space shall be considered to be within the outdoor storage area at the northeast corner of the site.

Two freestanding signs are proposed along the Las Vegas Boulevard frontage of the subject site. One sign will be the restored La Concha Motel sign, which will be approximately 66 feet in height and will be located in front of the La Concha building. The second freestanding sign will be approximately 37 feet in height and will be located within the park, and will utilize individual restored neon letters to identify the park and museum facilities. A single monument sign is shown adjacent to the park entrance, but no additional information is given about the sign. The proposed signage exceeds the height, area, and illumination restrictions listed in Title 19.14 for C-V (Civic) properties; however, the proposed signage is consistent with the nature and use of the facilities. In addition, the restored signage is consistent with the Scenic Byway Overlay regulations, and contributes to the scenic qualities of Las Vegas Boulevard.

The relocated La Concha Motel lobby building will serve as the entrance to the Neon Museum facilities, and is an appropriate reuse of the structure while preserving it for future generations to enjoy. The modest addition to the structure respects the character of the original building, and has been reviewed by the Historic Preservation Commission. The park facilities will include a substantial shade structure with a distinctive butterfly roof, which is architecturally consistent with the era of the La Concha building, and provides an angular contrast to the curving form of the La Concha roof. The perimeter walls around both the north and south parcels will utilize a painted concrete block in a straight-stack pattern, which is also characteristic of the period of the La Concha building. The perimeter walls will include a perforated cmu block as an appropriate decorative element.

FINDINGS

In order to approve a Site Development Plan application, per Title 19.18.050 the Planning Commission and/or City Council must affirm the following:

- 1. The proposed development is compatible with adjacent development and development in the area;**

The proposed Neon Museum and public park will be located in the Cultural Corridor along Las Vegas Boulevard, and will increase the cultural offerings in the area. While there are residential properties to the east of the site, adequate separation and buffers will be in place to minimize any potential conflicts.

- 2. The proposed development is consistent with the General Plan, this Title, the Landscape, Wall and Buffer Standards, and other duly-adopted city plans, policies and standards;**

The proposed development is consistent with the Las Vegas 2020 Master Plan and the Downtown North Land Use Plan. The design of the facilities is generally consistent with Title 19; the proposed free-standing signage exceeds height and area limitations, but is part of the museum collection.

3. Site access and circulation do not negatively impact adjacent roadways or neighborhood traffic;

The principal driveways will be located on McWilliams Avenue, so as to minimize impacts to Las Vegas Boulevard and the residential neighborhood located to the east of the site. While the delivery area will be accessed from North 9th Street which is primarily a residential street, the amount of delivery traffic will be minimal.

4. Building and landscape materials are appropriate for the area and for the City;

The proposed building materials and plant materials are appropriate for the area and for the city, and are consistent with the era of the relocated La Concha Motel building.

5. Building elevations, design characteristics and other architectural and aesthetic features are not unsightly, undesirable, or obnoxious in appearance; create an orderly and aesthetically pleasing environment; and are harmonious and compatible with development in the area;

The proposed addition to the historic La Concha lobby is consistent with the original architecture of the structure; the materials and design of the proposed perimeter wall around the exterior of the site is appropriate to the era of the historic structure.

6. Appropriate measures are taken to secure and protect the public health, safety and general welfare.

The proposed site development will be subject permits, and adequate measures will be taken to protect the public health, safety and welfare.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 12

ASSEMBLY DISTRICT 10

SENATE DISTRICT 5

NOTICES MAILED 149 by Planning Department

APPROVALS 0

PROTESTS 0