

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: March 6, 2007
Re: CHARC application #ARC-20019

APPLICATION REQUEST

A) Action Requested

This is a request for approval of a new Master Sign Plan (ARC-20019) that will replace the existing Master Sign Plan (DIR-3572) and for waivers of the Town Center Development Standard F(2)(B)(2) to allow wall signage to face an existing residential development outside of the Town Center limits and F(2)(B)(2)(e) to allow for wall signage to be located on the second level of buildings "A" and "B" for APN 125-27-114-001 on 10.06 acres located on 7425-7495 Azure 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 company has stricter design standards for the wall signs than either the current Master Sign Plan or the Town Center Development Standards. However, the proposed locations of over half of the wall signs will require the approval of two waivers. The first waiver would allow wall signage to face an existing residential development to the south of the project. They state that since their sign criteria does not allow for any type of illumination of wall signs on the south elevations of all buildings and the west elevation of building "G" that the intent of the condition will remain and no harm will be caused to the residential development. The second waiver would permit wall signage on the second level of buildings "A" and "B". They are requesting that the four monument signs and the locations that were previously approved remain.

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 easterly portion of the subject site. The Planning Commission and staff recommended approval.

04/04/01 The City Council approved a Site Development Plan Review [Z-0076-98(20)] for the overall commercial development. Associated requests for Special Use Permits (U-0006-01 through U-0013-01, U-0015-01, U-0016-01, and U-0019-01 through U-0023-01) to allow seven supper clubs, one restaurant with drive-up, one restaurant service bar, two restricted gaming locations, and two requests for the sale of packaged liquor on the larger subject site were also approved at that time. The Planning Commission had voted to recommend denial of requests for Special Use Permits (U-0013-01, U-0014-01, and U-0022-01) for two supper clubs and one restaurant service bar, but had recommended approval of all of the other applications. Staff recommended Approval of these requests.

06/18/03 The City Council approved an Extension of Time for the approved Site Development Plan Review (EOT-2152) for the site. The Council also approved related Extensions of Time for approved Special Use Permits (EOT-2153, EOT-2154, EOT-2155, EOT-2156, EOT-2157, EOT-2158, EOT-2159, EOT-2160, EOT-2162, EOT-2163, EOT-2164, and EOT-2165) for seven supper clubs, one restaurant with drive-up, two restricted gaming locations, one restaurant service bar, and two requests for the sale of packaged liquor on the subject site. The Planning Commission had recommended approval of the requests. Staff recommended Approval of these requests.

01/08/04 The Planning Commission approved Master Sign Plan (DIR-3572) for Tenaya Village located on both the NWC and SWC's of Tenaya Way and Azure Drive. Staff recommended approval.

B) Pre-Application Meeting

02/09/07 The applicant was advised to provide reasonable justification in the required justification letter and to include the sign criteria that they want adopted.

DETAILS OF APPLICATION REQUEST

A) Existing Land Use

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

B) Planned Land Use

Subject Property: SX-TC (Suburban Mixed Use - Town Center)
North: SX-TC (Suburban Mixed Use - Town Center) and
GC-TC (General Commercial – Town Center)
South: R-PD7 (Residential Planned Development)
East: SX-TC (Suburban Mixed Use - Town Center)
West: SX-TC (Suburban Mixed Use - Town Center)

- C) Existing Zoning
Subject Property: T-C (Town Center)
North: T-C (Town Center)
South: R-PD7 (Residential Planned Development)
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 SX-TC (Suburban Mixed Use - Town Center) under the Town Center Development Standards Manual. The planned office/retail complex 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

This request does not change the distance requirements for the four monument signs already approved. Residential Separation Standards will continue to be met if this request is approved.

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 feet setback from the property line. The four monument signs will adhere to this requirement. There are no pylon signs being considered with this request.

Pursuant to Section F-2(B)(2) of the Town Center Development Standards Manual, no wall signs shall face existing residential development that is outside of the Centennial Hills Town Center limits. This request does not adhere to this requirement and will need to have a waiver of this condition to be approved. The applicant is requesting that if approved, the signs on the south elevation of all buildings and the signs on the west elevation of building "G" will not be illuminated.

Pursuant to Section F-2(B)(2)(e) of the Town Center Development Standards Manual, no wall signs are permitted above the ground level except for high-rise buildings over 12 stories. This request is seeking a waiver of this standard for buildings "A" and "B".

Monument Signs:

Standards	Allowed	Provided	Complies
Maximum Number	1/300' Street frontage 4 – Azure Drive (south)	4 – Azure Drive (south)	Yes
Maximum Area	75 SF /sign	25 SF maximum	Yes
Maximum Height	8 Feet	8 Feet	Yes
Minimum Setback	5 Feet	5 Feet	Yes
Illumination	No fugitive light	H.O. Fluorescent Lamps	Yes

Wall Signs:

Standards	Allowed	Provided	Complies
Maximum Number	15%/building elevation	15%/building elevation	Yes
Maximum Height	N/A	N/A	N/A
Illumination	No fugitive light	Internal, external (subject to approval)	Yes
Facing Residential Property	No	Yes	No
Above Ground Level	No	Yes	No

B) General Analysis and Discussion

Staff concurs with the applicant that the four monument signs that were approved in DIR-3572 should also be approved with this request. The size, font and colors as well as the proposed illumination of the wall signage either adheres to or exceeds the Town Center Development Standards Manual except for the requested waivers.

However, staff does not concur with the requested waiver to allow wall signage to face existing residential development outside of the Town Center limits. This condition was adopted at the request of the residential property owners that were already there when the Town Center Development Standards were adopted. This condition was needed in order to protect residents in the area. Although the applicant would require the signage to be non-

illuminated, it still would not meet the spirit or the intent of the condition. In this case, the requested waiver has not been justified in staff's view.

Staff does recommend approval of the waiver to allow wall signage on the second level of buildings "A" and "B" on the north elevation only. The north elevation faces other commercial development and the freeway and will not cause any impact to any residential properties in the area.

Staff Recommendation: APPROVAL, subject to the following conditions:

1. Conformance to the sign elevations, sign criteria and documentation as submitted and date stamped February 20, 2007 in conjunction with this request, except as modified herein.
2. The requested Waiver from the Town Center Development Standards to allow wall signage on the south elevations of all buildings and the west elevation of building "G" is **DENIED**.
3. The requested Waiver from Town Center Development Standards to allow wall signage above the ground level on buildings "A" and "B" is approved for the north elevations only.
4. All signage shall have proper permits obtained through the Building and Safety Department.
5. This approval replaces the sign plan approved under DIR-3572 for APN 125-27-114-001 only. DIR-3572 shall continue to apply for the remaining parcels that were included as part of that approval.
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).