



**AGENDA MEMO**

**CITY COUNCIL MEETING DATE: APRIL 18, 2007**  
**DEPARTMENT: PLANNING AND DEVELOPMENT**  
**ITEM DESCRIPTION: MSP-19558 - APPLICANT: LAS VEGAS ATHLETIC CLUB -**  
**OWNER: JERMAC**

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**\*\* CONDITIONS \*\***

The Planning Commission (5-2/lid/sd vote) and staff recommend APPROVAL, subject to:

**Planning and Development**

1. Conformance to the sign elevations and documentation as submitted in conjunction with this request, date stamped 02/01/07, except as amended by conditions herein.
2. Illumination of the wall signage shall comply with Title 19.14.070 Residential Protection Standards.
3. Tenant signage shall not exceed the width of the tenant space and shall be centered above said tenant space. Tenant signage is not to extend beyond mid-column to either side of the tenant space entrance.
4. All signage shall have proper permits obtained through the Building and Safety Department.
5. Any future amendments to the Master Sign Plan which are in compliance with the requirements of Title 19.14 for the subject zoning district may be reviewed and approved administratively by the Planning and Development Department.

**Public Works**

6. Signs shall not be located within the public right-ofway, existing or proposed public sewer or drainage easements, or interfere with Site Visibility Restriction Zones.
7. Site development to comply with all applicable conditions of approval for SDR-1527 and all other subsequent siterelated actions.

**\*\* STAFF REPORT \*\***

**PROJECT DESCRIPTION**

This is a request for an amendment to an approved Master Sign Plan (MSP-8319) for a proposed additional tenant sign on the east elevation, to allow channel letters versus the approved vinyl letters, and to allow increased signage area per tenant sign for a commercial development on 14.09 acres at 1725 North Rainbow Boulevard. The applicant indicates that the revised sign criterion is compatible and appropriate for the area.

The proposed signage changes are in compliance with the standards as set forth in the City of Las Vegas Sign Code (Title 19.14) for a multi-tenant commercial development in a C-1 (Limited Commercial) zone. Therefore, approval of this request is recommended.

**BACKGROUND INFORMATION**

<i>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc.</i>	
10/03/84	The subject property was Annexed [A-0015-84(A)] into the City of Las Vegas as part of a larger request.
11/21/84	The City Council approved a Rezoning (Z-0074-84) from N-U (Non-Urban) Zone to C-1 (Limited Commercial) Zone on the southern portion of this site, and from N-U (Non-Urban) to R-3 (Medium Density Residential) on the northern portion of this site as part of a larger request. The Planning Commission recommended approval of the C-1 (Limited Commercial) portion and denial of the R-3 portion.
01/16/85	The City Council approved a Rezoning (Z-0095-84) on the northern portion of this site from N-U (Non-Urban) under Resolution of Intent to R-3 (Medium Density Residential) to C-1 (Limited Commercial). The Planning Commission recommended approval.
06/21/89	The City Council approved a Special Use Permit (U-0055-89) for two (2) 40-foot tall, 14-foot by 48-foot off-premise advertising (billboard) signs on this site, under condition that the billboards may only be used as Subdivision Development Directional Signs for the first five years. The Board of Zoning Adjustment recommended denial, citing the incompatibility of the signs at this location.
07/20/94	The City Council approved a Required five-year Review [U-0055-89(1)] on an approved Special Use Permit for two (2) 40-foot tall, 14-foot by 48-foot off-premise advertising (billboard) signs on this site. The Board of Zoning Adjustment recommended approval.

11/03/99	The City Council approved a Required five-year Review [U-0055-89(2)] on an approved Special Use Permit for two (2) 40-foot tall, 14-foot by 48-foot off-premise advertising (billboard) signs on this site. The Planning Commission recommended approval, with the condition that the northern billboard sign be removed within 60 days.
02/08/01	The Planning Commission accepted the applicants request to Withdraw without Prejudice a Site Development Plan Review [Z-0095-84(1)] for a proposed 70,976 athletic/fitness club with retail uses on the northern portion of the site.
08/21/02	The City Council approved a Required two-year Review [U-0055-89(3)] on an approved Special Use Permit for two (2) 40-foot tall, 14-foot by 48-foot off-premise advertising (billboard) signs on this site. The off-premise signs will be subject to a Required two-year Review. The Planning Commission recommended denial, citing the incompatibility of the signs with new development in the area.
03/19/03	The City Council approved a Site Development Plan Review (SDR-1527) for a 88,372 square-foot athletic/fitness club with retail uses on the northern portion of the site. The Planning Commission and staff recommended approval.
07/16/03	The City Council approved a Variance (VAR-2292) to allow a proposed 65-foot tall off-premise advertising (billboard) sign on this site where 40 feet is the maximum height permitted and a Special Use Permit (SUP-2291) for a proposed 65-foot tall, 14-foot by 48-foot off-premise advertising (billboard) sign. The Planning Commission and staff recommended denial.
09/07/05	The City Council approved a Review of Condition (ROC-8320) of Condition Number 11 of an approved Site Development Plan Review (SDR-1527) to allow approval of a required Master Sign Plan by the Planning Commission only where both Planning Commission and City Council are required to approve in conjunction with a Health Club. Staff recommended approval of the subject case.
11/16/05	The City Council approved a Master Sign Plan (MSP-8319) for a proposed commercial development on 14.09 acres at 1725 North Rainbow Boulevard. The Planning Commission and staff recommended denial.
04/13/06	The Planning Commission approved a Site Development Plan Review (SDR-11443) for an existing 285 space parking lot and a waiver of the perimeter landscape buffer requirements. Staff recommended denial.
05/17/06	The City Council approved a Required two-year Review [U-0055-89(3)] on an approved Special Use Permit for a 40-foot tall, 14-foot by 48-foot off-premise advertising (billboard) signs on this site. The off-premise sign will be subject to a Required Five-year Review. The Planning Commission recommended denial, citing the incompatibility of the signs with new development in the area.
01/05/07	Staff administratively approved a Site Development Plan Review (SDR-18829) for a proposed 222 space expansion of an existing parking lot.

03/08/07	The Planning Commission tabled a Site Development Plan Review (SDR-19276) for an 80,000 square foot three-story office building and a three-level parking garage on the southern portion of the 14.09 acres at 1725 North Rainbow Boulevard.
03/22/07	The Planning Commission voted 5-2/ld/sd to recommend APPROVAL (PC Agenda Item #9/rts).
<b><i>Related Building Permits/Business Licenses</i></b>	
07/17/03	A building permit application, plan check C-221-03, was submitted for the site. The permit was issued 01/28/04. The Planning and Development Department review began 09/23/03 and recorded approval on 12/10/03. There have been multiple revisions and reviews added to this plan check with the latest being for two trash enclosures that was completed on 01/23/06.
11/19/04	A sign permit application, plan check L-3900-04, was submitted for the site. The permit was issued 11/19/04. The Planning and Development Department reviewed and recorded approval on 11/19/04. This plan check approved three wall signs at the Las Vegas Athletic Club located at 1725 North Rainbow Boulevard. The first sign is located on the southern elevation and is approximately 21-10 x 5-8. The second sign is located on the east elevation and is 67-10 x 9-3. The third sign is located on the west elevation and is 48 x 13. The Building and Safety Department approved the final sign inspection on 08/09/05.
05/19/05	A business license for a H08 (Health and Fitness Club - Any business that is open to the public and that provides the use of equipment or facilities for the maintenance or development of physical fitness or the control of weight. The term does not include any business that sells memberships) category license was processed in by the Department of Finance and Business Services. This license (H08-00049) was approved by the Planning and Development Department on 11/10/05 and issued by Business Services on 11/17/05.
09/21/05	A business license for an A18 (Accommodation Facility - This license is required when a commercial business establishment, not directly related to child care, provides limited facilities for the customers children (while on premises), not to exceed three & 1/2 hours in any 24 hour period) category license was processed in by the Department of Finance and Business Services. This license (A18-00020) was approved by the Planning and Development Department and issued by Business Services on 11/17/05.
11/03/05	A business license for a R05 (Restaurant - Take Out Only - An establishment designed for selling prepared foods for off-premise consumption) category license was processed in by the Department of Finance and Business Services. This license (R05-00477) was approved by the Planning and Development Department on 11/08/05 and issued by Business Services on 11/29/05.

02/22/06	A sign permit application, plan check L-0319-06, was submitted for the site. The permit was issued 02/23/06. The Planning and Development Department reviewed and recorded approval on 02/22/06. This plan check approved three wall signs at the Las Vegas Athletic Club located at 1725 North Rainbow Boulevard. The first sign is located on the eastern elevation and is approximately 47-foot x 7-foot. The second and third signs are located on the western elevation and are 16-foot x 14-foot and 24-foot x 14-foot. The Building and Safety Department approved the final sign inspection on 02/07/07.
07/25/06	A business license for a H22 (Health & Fitness Consultant - Any person who coaches or teaches another person the development and care of the human body by means of regular periods of physical activity, i.e. Personal Trainer) category license was processed in by the Department of Finance and Business Services. This license (H22-00107) was approved by the Planning and Development Department and issued by Business Services on 08/03/06.
09/15/06	A business license for a H22 (Health & Fitness Consultant - Any person who coaches or teaches another person the development and care of the human body by means of regular periods of physical activity, i.e. Personal Trainer) category license was processed in by the Department of Finance and Business Services. This license (H22-00111) was approved by the Planning and Development Department on 09/27/06 and issued by Business Services on 09/29/06.
12/18/06	A business license for a T33 (Tanning Salon - A business that provides the service and sales of a tan or tanning products to the general public) category license was processed in by the Department of Finance and Business Services. This license (T33-00044) was approved by the Planning and Development Department on 12/22/06 and issued by Business Services on 01/02/07.
12/21/06	A business license for a B03 (Bank - Any corporation, including a commercial bank or a banking corporation, that is under a State or Federal charter and that conducts the business or receiving money as demand deposits or otherwise carrying on a banking and trust business) category license was processed in by the Department of Finance and Business Services. This license (B03-00181) was approved by the Planning and Development Department on 12/27/06 and issued by Business Services on 01/29/07.
<b><i>Pre-Application Meeting</i></b>	
01/21/07	A pre-application meeting was held and elements of this application were discussed. Submittal requirements were discussed.
<b><i>Neighborhood Meeting</i></b>	
A neighborhood meeting is not required nor was one held.	

<b>Details of Application Request</b>	
<b>Site Area</b>	
Gross Acres	14.1
Net Acres	13.2

<b>Surrounding Property</b>	<b>Existing Land Use</b>	<b>Planned Land Use</b>	<b>Existing Zoning</b>
Subject Property	Health Club	SC (Service Commercial)	C-1 (Limited Commercial)
North	Hotel, Motel, or Hotel Suites	SC (Service Commercial)	C-2 (General Commercial)
South	Commercial Recreation/Amusement (Outdoor) Center	SC (Service Commercial)	C-1 (Limited Commercial)
East	Single Family, Detached	ML (Medium Low Density Residential)	R-CL (Single Family Compact-Lot)
	Undeveloped	ML (Medium Low Density Residential)	U (Undeveloped) [ML (Medium-Low Density Residential) General Plan Designation]
	General Retail and Service Station	SC (Service Commercial)	C-1 (Limited Commercial)
West	Interstate 95	ROW (Interstate)	ROW (Interstate)

<b>Special Districts/Zones</b>	<b>Yes</b>	<b>No</b>	<b>Compliance</b>
<b>Special Area Plan</b>			N/A
<b>Special Districts/Zones</b>	<b>Yes</b>	<b>No</b>	<b>Compliance</b>
<b>Special Purpose and Overlay Districts</b>			
Billboard Exclusionary Zone exempt area	X		Y
A-O (Airport Overlay) District	X		Y
<b>Trails</b>		X	N/A
<b>Rural Preservation Overlay District</b>		X	N/A
<b>Development Impact Notification Assessment</b>		X	N/A
<b>Project of Regional Significance</b>		X	N/A

<b>Master Sign Plan Requirements for On-Premise Signage</b>		
<b>Threshold</b>	<b>Yes</b>	<b>No</b>
Non-Residential project with a site larger than 15 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*	

\* A Master Sign Plan was required pursuant to the approved Site Development Plan Review (SDR-1527)

## DEVELOPMENT STANDARDS

*Pursuant to Title 19.14, the following sign standards apply:*

<b>Wall Signs: [E]</b>		
<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>
Maximum Number	No limit	6
Maximum Area	Approximately 2,392 SF	6-87.5 square foot signs (525 SF of Tenant Sign Area Total)
Maximum Projection	2 Feet	As conditioned
Illumination	Internal/External	Internal/Internal

<b>Summary of Proposed Changes</b>				
	<b>MSP-8319</b>	<b>MSP-19558</b>	<b>Difference</b>	<b>Percent Change</b>
<b>Tenant Wall Signs:</b>				
Number of Signs	4 – East Elev. 1 – South Elev.	5 – East Elev. 1 – South Elev.	+1 – East Elev. 0 – South Elev.	≈ 17.0% Increase in no. of Tenant Signs
Allowable Square Footage per Sign	36 SF	87.5 SF	+51.5 SF	≈ 243% Increase
Type of Construction Material	Vinyl	Pan Channel Letters	N/A	N/A
Illumination	Internal	Internal	N/A	N/A

## ANALYSIS

The subject site is designated SC (Service Commercial) within the Southwest Sector Plan of the General Plan. This category permits a variety of low to medium intensity retail, office, or other commercial uses that serve primarily local area patrons and that do not include more intense general commercial characteristics. The present zoning of C-1 (Limited Commercial) is in conformance with this land use designation.

The Master Sign Plan process is a method used to coordinate signage for multi-tenant developments and coordinate signage with architecture and was specifically required as a part of the Site Development Plan Review (SDR-1527) which approved this commercial development. There is existing signage at this location as approved under the Master Sign Plan (MSP-8319). Signage has been installed on the south, east, and west elevation in varying sizes as depicted in the approved plan that includes:

- South Elevation a Las Vegas Athletic Club logo sign [Sign A (21-foot 10-inch x 5-foot 8-inch)];
- East Elevation a Las Vegas Athletic Club logo sign [Sign B (67-foot 10-inches x 9-foot 3-inch)] and an illuminated flex face sign [Sign D2 (47-foot x 7-foot)]; and
- West Elevation a Las Vegas Athletic Club logo sign [Sign C (48-foot x 13-foot)], an illuminated tenant cabinet sign [Sign D (16-foot x 14-foot)], and an illuminated flex face sign [Sign D1 (24-foot x 14-foot)].

The site includes two previously approved off-premise billboard signs, which are located on the northwest and southwest portions of the parcel. The existing billboards were approved as a part of a Special Use Permit (U0055-89) for two (2) signs 40-foot tall, 14-foot by 48-foot Off-premise Advertising (Billboard) Signs on this site, under condition that the billboards may only be used as Subdivision Development Directional Signs for the first five years. The Board of Zoning Adjustment recommended denial on 05/25/89, citing the incompatibility at this location.

This amendment to the approved Master Sign Plan (MSP-8319) would establish additional signage and amended signage criteria for the tenant spaces along the eastern and southeastern portion of the Las Vegas Athletic Club located at on the subject site.

The amended Master Sign Plan proposes six wall signs (Sign E) for the tenant spaces where five signs were approved. Further, the applicant proposes to allow pan channel letter signs where vinyl signage had been approved. Finally, the applicant proposes to increase the allowable signage area for each sign from 36 square feet (3 feet by 12 feet) to 87.5 square feet (3.5 feet by 25 feet).

The proposed number of wall signs (Sign E) exceeds the four tenant signs approved for the east elevation and are of an increased signage area. Title 19.14.060 (F)(11) allows an unspecified number of wall signs provided that the total amount of area taken up by wall signage does not exceed 20 percent of the buildings elevation. For multi-tenant buildings the signage area may not exceed 20 percent of the elevation of the tenant space. The proposed changes to the approved Master Sign Plan (MSP-8319) will allow an increase in the signage area and the number of tenant signs.

but will remain within the constraints of Title 19.14.060(F)(11) for wall signs within a C-1 (Limited Commercial) zone. A condition has been added that all tenant signs be centered over the tenant space and that the signage not extend past the mid-point of any column to either side of the tenants entry way.

Pursuant to Title 19.08, Residential Adjacency Standards apply to the subject proposal. The proximity slope calculation provides that the maximum height allowed for the signage is to be one-third the distance of the nearest edge of the sign to the nearest point on any property planned or zoned for residential use. This distance is 30 feet. Therefore, the proposed signage complies with the height requirement since the residential use is approximately 150 feet to the east. The tenant wall signage does not encroach on the minimum 40-foot setback requirement.

Pursuant to Title 19.14.070, Residential Protection Standards apply to the subject proposal. The proposed tenant signs are to be illuminated via pan channel lettering. Since the signage will be within 200 feet of property zoned as single-family residential, the tenant signage must adhere to Title 19.14.070(B)(2). Pan channel lettering is an internally illuminated type of signage that does not include exposed neon, bare bulbs, or animation. Therefore, the proposed signage complies with the protection requirement since the residential use, at approximately 150 feet to the east, is greater than 40 feet away and does not exceed the allowable illumination standards.

The applicants proposed tenant signage for the Las Vegas Athletic Club site is a minor change to better accommodate the commercial developments existing and potential tenants. The signage meets the requirements of the City of Las Vegas Sign Code (Title 19.14). Therefore, staff is recommending approval of the amendment to the approved Master Sign Plan as proposed.

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED** 8

**ASSEMBLY DISTRICT** 34

**SENATE DISTRICT** 3

**NOTICES MAILED** 335 by Planning Department

**APPROVALS** 0

**PROTESTS** 0