

Memorandum

City of Las Vegas
Planning and Development
Department

To: Centennial Hills Architectural Review Committee (CHARC)
From: Yorgo Kagafas, AICP, Urban Design Coordinator *YJK*
CC: Flinn Fagg, AICP, Comprehensive Planning Manager
Date: June 5, 2007
Re: CHARC application #ARC-22117

APPLICATION REQUEST

A) Action Requested

This is a request for approval of a Master Sign Plan (ARC-22117) and Waivers of Town Center Development Standard to allow a one-tenant pylon sign where multiple tenants are required, to allow a 50' high pylon sign where 24' is the maximum height allowed, to allow one wall sign to be located above the second floor window, where the bottom of the second floor window is the permitted height and to allow for the monument sign to have 113.6 square feet of signage where 75' square feet is the maximum permitted for a new medical office building for APN 125-20-803-006 located on the northeast corner of Centennial Parkway and Riley Street.

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 of the pylon sign is requested due to the location of the business along the northern beltway. The wall signage is requested to be just below the roof line in order to be visible while traffic is stopped at the future signal on Centennial Parkway & Riley Street.

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.
- 5/16/07 The City Council approved the rezoning (ZON-20185) of the property from U (undeveloped) Zone [SC-TC (Service Commercial-Town Center) Special Land Use Designation] to T-C (Town Center) Zone [SC-TC (Service Commercial – Town Center) Special Land Use Designation] and Site

Development Plan Review (SDR-20186) for a medical office building. Staff and Planning Commission recommended Approval of these requests.

B) Pre-Application Meeting

05/15/07 The applicant was advised to provide reasonable justification in the required justification letter for the waivers 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/Undeveloped
West: Commercial/Undeveloped

B) Planned Land Use

Subject Property: SC-TC (Service Commercial - Town Center)
North: 215 Northern Beltway
South: GC-TC (General Commercial - Town Center)
East: SC-TC (Service Commercial - Town Center)
West: SC-TC (Service 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 SC-TC (Service Commercial Use - Town Center) under the Town Center Development Standards Manual. The planned medical office building 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. The nearest residential property is 395 feet from the site, on the other side of commercially zoned property.

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 monument sign will adhere to this requirement.

Monument Sign: 1 on Centennial Parkway frontage

Standards	Allowed	Provided	Complies
Maximum Number	1/300' Street frontage and at least one per street frontage when located on a corner	One (1) on Centennial Parkway	Yes
	1 – Riley Street and 1- on Centennial Parkway		
Maximum Area	75 SF /sign	113.6 SF	No
Maximum Height	8 Feet	8 Feet	Yes
Minimum Setback	5 Feet	5 Feet	Yes
Illumination	No fugitive light	Internally illuminated by fluorescent lamps	Yes

Wall Signs: South Elevation

Standards	Allowed	Provided	Complies
Maximum Number	15% of building elevation (903 sq. ft.)	Less than 3% building elevation (184.26 sq. ft.)	Yes
Maximum Height	Below Second Floor Window Level	Above Second Floor Window Level	No
Illumination	No fugitive light	Internally illuminated by fluorescent lamps	Yes

Pylon Sign: One (1) North side of property

Standards	Allowed	Provided	Complies
Maximum Number	None (One permitted for multiple tenant advertisement)	One	No
Maximum Height	24'	50'	No
Maximum Area	N/A	300'	Yes
Illumination	No fugitive light	Internally illuminated by 15mm neon tubing	Yes

Per code, this project is permitted to have up to two monument signs, one for each street frontage. This project is requesting one monument sign for the Centennial Parkway frontage however, it exceeds the maximum area allowed per sign by 38.6 square feet. Staff recommends approval of the waiver since the applicant is requesting only one monument sign and it is within the permitted maximum height of 8 feet.

Only one wall sign is being requested for this project and it faces the Centennial Parkway, a major arterial. The proposed sign requires a waiver as it is being proposed above the second floor window where the maximum height allowed is below the second floor window. As there are no residential properties adjacent to this project and the fact that the proposed sign will have no lighting through the face of the letters, staff recommends approval of the waiver.

This project is proposing one pylon sign where no pylon signs are permitted by code. In order to allow for this pylon sign, two waivers are required. The first waiver would permit a pylon sign to advertise one tenant where multiple tenants are required to be advertised. The applicant states that three tenants will occupy the building under the general name of Desert Orthopaedic Center. Although the sign will not reflect this fact, theoretically the condition could be met. The second waiver is required to allow a 50' high pylon sign where 24' is the maximum height permitted for pylon signs in Town Center. Staff doesn't recommend approval for this waiver request. Medical buildings generally service local neighborhood area clients and therefore advertising along the 215 Northern Beltway does not appear to be justified. Additionally, there is no exit at Riley Street and the nearest exit is at Durango Drive.

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. The proposed wall sign is internally illuminated channel style letters and single faced cabinets. A waiver is required to allow for the sign to be located below the roof line and above the second floor window.

Although the applicant did not request a waiver for the additional signage area on the one proposed monument sign, it is needed. The sign is 38.6 square feet more than permitted for monument signs. Staff is in favor of this waiver since the applicant are permitted by code to have two monument signs but are only request one.

Pylon signs are not permitted for single tenant projects without a waiver. Technically, there will be three tenants in the building although only one overall tenant, Desert Orthopaedic Center will be advertised. Staff recommends approval of this waiver.

The applicant is requesting an additional waiver of the height limit for the pylon sign. Pylon signs in Town Center are permitted by code to be 24' in height. The applicant is requesting one, 50' high pylon sign and has cited the elevation of the Northern Beltway as the reason for the request. Staff doesn't support this request.

Overall, the sign package is designed in the same style as the approved building, using similar colors and material.

Staff Recommendation: APPROVAL, subject to the following conditions:

1. Conformance to the sign elevations, sign criteria and documentation as submitted and date stamped May 18, 2007 in conjunction with this request, except as modified herein.
2. The requested Waiver from Town Center Development Standards to allow the monument sign to exceed the 75 square feet area by 38.6 square feet is approved.
3. The requested Waiver from Town Center Development Standards to allow one wall sign on the south elevation of the building to be located above the second window level is approved.
4. The requested Waiver from Town Center Development Standards to allow one pylon sign to advertise one tenant where multiple tenant advertisements are required is approved.
5. The pylon sign shall not exceed 24 feet in height.
6. All signage shall have proper permits obtained through the Building and Safety Department.
7. Any additional signage that exceeds Town Center Development Standards Manual for the development shall require an amendment to the Master Sign Plan, approved by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).
8. Minor amendments that meet the Town Center Development Standards Manual to this Master Sign Plan can be administratively approved by Planning & Development Department staff.