

**CITY OF LAS VEGAS  
CENTENNIAL HILLS ARCHITECTURAL REVIEW COMMITTEE (CHARC)  
Tuesday June 5, 2007  
12:00 P.M.  
Development Services Center  
731 South Fourth Street – Conference Room 2B  
Las Vegas, NV 89101**

**ANNOTATED MINUTES**

**Members Present**

David Steinman  
Sam Dunnam  
Andrea Allred

**Members Excused**

Ronni Council

**Members Absent**

Jeff Gale

**Citizens**

Michael Pendleton – Desert Orthopaedic Center  
Bob Failing – Vision Sign  
Oliran Johnson – HKS  
Richard Purvis – Fluoresco Lighting & Sign

**City Staff**

Yorgo Kagafas  
Angie Horn

**ANNOUNCEMENT: OPEN MEETING LAW / CALL TO ORDER**

The meeting was called to order by David Steinman at 12:00 p.m. This meeting has been properly noticed in accordance with the Open Meeting Law.

**ITEM 1: APPROVAL OF APRIL 3, 2007 MINUTES BY REFERENCE**

Sam Dunnam made a motion to accept the April 3, 2007 minutes as written. Motion was approved with Andrea Allred abstaining since she was not at the meeting.

**ITEM 2: APPEAL NOTICE PROCESS**

David Steinman questioned this agenda item. Yorgo Kagafas commented that staff added this item to the agenda since there has been some concern that the applicants and committee members understand the appeal process and how it works.

David Steinman recommended for future meetings that a handout be given to the applicant after the case has been approved or denied instead of putting the appeal process on the agenda. Staff agreed.

Yorgo Kagafas then notified the applicants that the effective date of letters of approval would reflect the ten (10) day written appeal process. If no member of either the City Council and / or the Planning Commission appeals the committee's decision within ten (10) calendar days, permits can then be pulled.

### **ITEM 3: ARC-22117**

Applicant/Owner: Centennial Riley Development - Request for a Master Sign Plan and Waivers of the Town Center Development Standards Manual to allow one 50' high pylon sign advertising one tenant sign where 24' high advertising multiple tenants is required, to allow one wall sign to be located above the second floor window where below the second floor window is the height permitted, and to allow one monument sign to have 113.6 square feet area where 75 square feet is allowed by code for a proposed medical office building at the northeast corner of Centennial Parkway and Riley Street (APN 125-20-803-006), SC-TC (Service Commercial Town Center) Zone, Ward 6 (Ross).

Yorgo Kagafas presented staff's report stating that the applicant is requesting four waivers with this application and cites the projects location adjacent to the Northern Beltway and Centennial Parkway as reasons to approve the waivers. Staff took this into consideration when evaluating the project.

Overall, the Master Sign Plan is in line with similar sized medical buildings in the northwest. This building is only two-stories high. Regarding the request for a pylon sign: although the building will have at least three separate tenants, the applicant is requesting that all are to be under the general sign of Desert Orthopaedic Center. Staff believes that since more than three tenants will be within the project that the intent of the code would be met if the waiver to allow a pylon sign to advertise only one tenant is approved. This would also leave open the possibility of changing the face of the pylon sign in the future to reflect these multiple tenants. Therefore, staff is recommending the approval of this waiver. However, the applicant is also requesting that the pylon sign be 50' in height where the code permits a maximum height of 24'. Staff does not believe the applicant has provided adequate justification for this waiver.

The wall sign is within Town Center Development Standards as for size, design, lighting, and number. Actually, the code permits wall signs on all elevations and the applicant is only asking for one sign and then only on the south elevation facing Centennial Parkway. A waiver is required in order for the wall sign to be located above the second story window level. Since this project only has one sign that architecturally blends well with the style of the building, staff supports the requested waiver. In addition, it should be noted that only commercial development is planned for the south side of Centennial Parkway and thus no residential properties would be affected by the proposed height of the wall sign.

This project is permitted by code to have up to three monument signs. However, the applicant is only requesting one to be located on the southwest corner of the project at the intersection of Centennial Parkway and Riley Street. Although the height of the monument sign is within code at 8' high, the area is about 40% more than what is permitted. Staff is in agreement with the area request since it would still be less than if two separate monument signs were approved.

Staff recommends approval, subject to the following eight 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.

David Steinman asked applicant to introduce himself. Applicant responded that he is Michael Pendleton, CEO of Desert Orthopaedic Center, 8765 La Sundor Circle, Las Vegas, Nevada 89129 and that the physicians of Desert Orthopaedic are the members of Centennial Riley Development LLC.

Mr. Pendleton asked to discuss Item 5, the height of the pylon sign, stating they are flexible, but would like to have signage on the north side above the 215 freeway which is 25' in height.

David Steinman asked the other representative to introduce himself. Bob Failing of Vision Sign introduced himself noting his address as 3625 S. Polaris, Las Vegas, Nevada 89103. Mr. Failing questioned the future advertising of other tenants. Yorgo Kagafas stated the requested waiver meets the intent of the sign code.

Andrea Allred commented there is no reason to have a sign there if the applicant has to comply with the required 24' since the 215 freeway is 25' in height. Ms. Allred stated she does not see any purpose to it.

There was further discussion among the committee members and the applicant regarding the pylon sign and alternative signage possibilities.

David Steinman asked if 35' or 40' would work for the sign company.

Bob Failing stated that although not optimal, 40' is acceptable.

Andrea Allred made a motion to approve Item 3 (ARC-22117) subject to Staff's recommended conditions of approval (as stated above) with the following change in Item 5.

5. The pylon sign shall not exceed 40 feet in height.

Sam Dunnam seconded. Motion was unanimously approved.

#### **ITEM 4: ARC-22160**

Applicant: HKS, INC. - Owner: Valley Health System, LLC - Request for a Master Sign Plan and Waivers of the Town Center Development Standards Manual to allow wall signs to be located above the second floor window where below the second floor window is the height permitted, to allow five monument signs to be 8'-6" high where 8' is the permitted height, to allow directional signs to be 8'-6" high where 7' is the permitted height, to allow directional signage to be up to 51' square feet in area where 12 square feet is maximum, to allow one monument sign to be 125' in area where 75' is the maximum permitted, to allow one monument sign to have fugitive light where no fugitive light is permitted for an approved hospital and medical office building at 6900 North Durango Drive (APN:125-20-610-003), UC-TC (Urban Center Mixed Use Town Center) Zone, Ward 6 (Ross).

Yorgo Kagafas presented staff's report stating that this is a comprehensive Master Sign Plan for a hospital and medical building with several waiver requests. Staff concurred with the applicant's justification for the waivers based on the community service provided and the life / safety issues involved in getting to the hospital and once there, navigating the campus in a timely manner.

Staff is recommending approval of all the requested waivers with the exception of one---this is the waiver that would permit the one monument sign closest to the hospital (E-11) to have up-shooting spotlights for lighting. Although if approved, it would not negatively reflect on any other property since it is located nearly in the center of the campus, it would be a precedent for Town Center. Staff recommends that this waiver be denied.

With that said, staff found this Master Sign Plan to be well thought out and planned with the customer in mind and recommends approval, subject to the following nine conditions:

1. Conformance to the sign elevations, sign criteria, and documentation as submitted and date stamped May 22, 2007 in conjunction with this request, except as modified herein.
2. The requested Waiver from Town Center Development Standards to allow two wall signs to be located above the second window for the hospital and two wall signs to be located above the second window of the medical building is approved.

3. The requested Waiver from Town Center Development Standards to allow five monument signs to be 8'-6" high where 8' is the maximum height allowed is approved.
4. The requested Waiver from Town Center Development Standards to allow monument sign E-11 to exceed 75 square feet to a maximum of 125 square feet is approved.
5. The requested Waiver from Town Center Development Standards to allow internal directional signs to be 8'-6" high where 7' is the maximum height allowed is approved.
6. The requested Waiver from Town Center Development Standards to allow internal directional signs to be up to 51' square feet in area where 12 square feet maximum is approved.
7. All signage shall have proper permits obtained through the Building and Safety Department.
8. 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).
9. Minor amendments that meet the Montecito and / or Town Center Development Standards Manual to this Master Sign Plan can be administratively approved by Planning & Development Department staff.

Staff would like to note that this project is located both within the Montecito and the Town Center overlay districts and the sign criteria were adopted accordingly.

David Steinman asked applicant to introduce himself. Oliran Johnson with HKS, Inc. introduced himself stating his address as 1919 McKinney Ave, Dallas, Texas. Mr. Johnson asked to discuss the request for denial waiver for sign type E-11 which is south of the main entrance to the hospital. All the other exterior signs within the campus will be painted aluminum signs. It is the client's desire to have some sort of welcoming entrance sign and he believes having another aluminum sign here would not be as graceful and as welcoming as the E-11 design.

Mr. Johnson gave an overview of the proposed E-11 sign stating it would be painted the same colors as the building with ten mounted letters. It sits in a heavily landscaped area with flowers below the sign and three flag poles directly behind it. They want to have a low spot-light effect cascading on front of the 5' wall that would be more subtle, more welcoming than neon lettering on the wall. The lighting will not be shining on the building.

There was discussion among the committee members and the applicant regarding the proposed E-11 sign and the fugitive lighting issue.

At the Committee's request, Yorgo Kagafas proposed a tenth condition to address the fugitive light issue.

Andrea Allred made a motion to approve Item 4 (ARC-22160) subject to Staff's recommended conditions of approval (as stated above) with the addition of Condition 10 as follows:

10. The requested waiver from Town Center Development Standards to allow fugitive lighting where no fugitive lighting permitted is approved for E-11 sign only.

Sam Dunnam seconded. Motion was unanimously approved.

Yorgo Kagafas reiterated appeal process.

### **ITEM 5: ARC-22217**

Applicant: FT Automotive II, LLC. - Owner: FA Acquisitions V, et al - Request for a Master Sign Plan for an approved automotive dealership at 5750 North Sky Pointe Drive (APN: 125-27-402-005), SC-TC (Service Commercial Town Center) Zone, Ward 6 (Ross).

Yorgo Kagafas presented staff's report stating that this request is for an existing auto dealership that was present before the adoption of the Town Center Development Standards Manual. However, not all of the existing signs have current sign permits. In fact, only two of the signs have current city approved sign permits and they are for the pylon sign and for the wall signage on the west elevation; specifically for the words "United" and "Dodge." As such, these two signs will automatically be approved as part of this application as they are grandfathered in.

Staff is recommending that all "painted on" wall signage on the south elevation be removed as well as all signage on the perimeter wall be either painted on or otherwise.

The remainder of the existing wall signage, the monument, and the directional signage are within Town Center Development Standards and are recommended for approval with the condition that they obtain current sign permits within 30 days of approval of this Master Sign Plan.

No waivers are included with this request.

Only two new logo wall signs are being requested which kicked in the requirement to obtain a Master Sign Plan for the entire project in the first place. They are for a new red, white, and blue "U" logo. One will go on the west elevation between the words "United" and "Dodge" and the other on the north elevation above the parts entry.

Staff recommends approval, subject to the following six conditions:

1. Conformance to the sign elevations and documentation dated May 24, 2007 as submitted in conjunction with this request, except as modified herein.
2. All signage shall have proper permits obtained through the Building and Safety Department within 30 days of approval of this application.

3. All painted-on wall signage on the south elevation shall be removed and the wall re-painted to match the existing color scheme within 30 days of approval of this application.
4. All signs painted on the concrete block fence shall be removed within 30 days of approval of this application.
5. Any additional signage for the development shall conform to this Master Sign Plan, or be submitted for review and approval by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).
6. Minor amendments to this Master Sign Plan that conform to the Town Center Development Standards Manual can be administratively approved by Planning & Development staff.

David Steinman asked applicant to introduce himself. Richard Purvis with Fluorseco Lighting & Sign introduced himself stating his address as 5028 Whistling Acres, Las Vegas, Nevada 89131.

Mr. Purvis stated he was asked to do one new logo sign in the shape of the letter U and to reface an existing sign cabinet and put the new logo on it. It was during the process of trying to get approved art work submitted for the permits that he was made aware of the Centennial Hills Architectural Review Committee and has since been working with staff to get all the documentation in place.

David Steinman asked the applicant if he agreed or disagreed with staff's conditions of approval.

Richard Purvis commented that he disagreed with Item 3 addressing painted-on wall signage on the south elevation.

Yorgo Kagafas stated that those signs are not permitted, and if the applicant did come in for request for approval, they would not meet code because they're too big. Code does not allow any signage on perimeter walls or fences.

There was discussion among the committee members and the applicant regarding non-permitted signs, temporary banners, painted-on wall signage, and the requirement for a Master Sign Plan for the entire site.

Sam Dunnam made a motion to approve Item 5 (ARC-22217) subject to Staff's recommended conditions of approval (as stated above) with the addition of Condition 7 as follows:

7. All existing temporary banner signs shall be removed within 30 days of approval of this application.

Andrea Allred seconded. Motion was unanimously approved.

#### **ITEM 6: CITIZENS PARTICIPATION**

None

**ITEM 7: SET NEXT MEETING DATE / ADJOURNMENT**

There are currently no items to be heard by the Centennial Hills Architectural Review Committee next month; therefore no date is set for next month's meeting.

David Steinman adjourned the meeting at 1:05 p.m. without objection.