

**AGENDA MEMO**

**PLANNING COMMISSION MEETING DATE: JANUARY 24, 2008**  
**DEPARTMENT: PLANNING AND DEVELOPMENT**  
**ITEM DESCRIPTION: MSP-25930 - APPLICANT/OWNER: DECATUR III, ET AL**

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

**STAFF RECOMMENDATION:**      **APPROVAL**, subject to:

1. Conformance to the sign elevations and documentation as submitted in conjunction with this request, date stamped 12/07/07, except as amended by conditions herein.
2. Illumination of the wall signage shall comply with Title 19.14.070 Residential Protection Standards.
3. All signage shall have proper permits obtained through the Building and Safety Department.
4. 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**

5. The proposed signs shall not be located within the public right-ofway or interfere with Site Visibility Restriction Zones. The proposed ground mounted bases shall not be located within existing or proposed public sewer or drainage easements.

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

**PROJECT DESCRIPTION**

This is a request for approval of a Master Sign Plan for approved retail center on 36.43 acres at the northwest corner of Decatur Boulevard and Tropical Parkway. The Master Sign Plan is being submitted in accordance with Condition of Approval #16 of SDR-22582 which granted approval of a 458,053 square foot retail center on the subject properties. The proposed signs will not have a negative affect on the site or the surrounding area. Approval of this request is recommended.

**BACKGROUND INFORMATION**

<i>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc.</i>	
08/07/85	The City Council approved the Community Profiles of the City of Las Vegas General Plan by Resolution. On this plan, the subject properties were designated for Rural Density Residential land uses (if residential) with a maximum density of two dwelling units per acre.
03/12/92	The Planning Commission approved the three Land Use Sector Maps of the General Plan. The site was designated for M (Medium Density Residential) and SC (Service Commercial) land uses.
12/08/97	The City Council approved a General Plan Amendment (GPA-0058-97) from ML (Medium-Low Density Residential) to SC (Service Commercial), and approved a Rezoning (Z-0109-97) from R-E (Residence Estates) and R-E (Residence Estates) under Resolution of Intent to R-PD8 (Residential Planned Development - 8 Units Per Acre) to C-1 (Limited Commercial) on the site. The City Council also approved a Rezoning (Z-0110-97) from R-E (Residence Estates) under Resolution of Intent to R-PD8 (Residential Planned Development - 8 Units Per Acre) to R-PD15 (Residential Planned Development - 15 Units Per Acre) on the western portion of the site. The Planning Commission and staff recommended approval.
05/24/99	The City Council approved the Centennial Hills Sector Map (GPA-0001-99) of the city of Las Vegas General Plan, which replaced the Northwest Sector Map.
09/06/00	The City Council approved the Las Vegas 2020 Master Plan. This site is within the Centennial Hills Area as described in the Plan.
06/06/01	The City Council approved a General Plan Amendment (GPA-0008-01) from M (Medium Density Residential) to SC (Service Commercial) and a Rezoning (Z0018-01) from a Resolution of Intent to RPD15 (Residential Planned Development - 15 Units Per Acre) to C-1 (Limited Commercial) on this site. The Planning Commission and staff recommended approval of both items.

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07/05/01	The City Council approved a Site Development Plan Review [(Z-0018-01(1), Z0109-97(1), Z-0110-97(2)] which allowed a proposed 262,640 square foot retail commercial development, which included this parcel. The Planning Commission and staff recommended approval.
07/24/03	The City Council approved Extensions of Time (EOT-2504 and EOT-2502) of an approved Rezoning (Z-0018-01) to C-1 (Limited Commercial) and a Site Development Plan Review [(Z-0018-01(1), Z0109-97(1), Z-0110-97(2)] for a proposed commercial development on this site, subject to expire on 07/05/05. The Planning Commission and staff recommended approval.
08/20/03	The City Council granted an Extension of Time (EOT-2493) of an approved Site Development Plan Review [Z-0110-97(1)] for a proposed 140-unit multi-family residential development on 9.35 acres immediately to the west of the subject property. The Planning Commission and staff recommended approval. This extension will expire 06/29/05.
08/12/04	The Planning Commission approved a Tentative Map (TMP-3624) for a two-lot commercial subdivision (Decatur III) on 27.38 acres adjacent to the northwest corner of Decatur Boulevard and Tropical Parkway. Staff recommended approval. A Final Map for this site has not been submitted.
07/06/05	The City Council approved Extensions of Time (EOT 6798 and EOT-6799) of an approved Rezoning (Z-0018-01) an approved Site Development Plan Review [(Z-0018-01(1), Z-0109-97(1), Z-0110-97(2)] for a proposed commercial development on this site.
10/18/06	The City Council tabled a General Plan Amendment (GPA-14118), Rezoning (ZON-14120), Variance (VAR-14122) and Site Development Plan Review (SDR-14114) that would have created a PCD designation with a PD zoning district to create a residential and commercial master development.
06/06/07	The City Council approved an Extension of Time (EOT-20771) for an approved Rezoning (Z-0018-01). This request extends the Resolution of Intent to C-1 (Limited Commercial) on 3.6 acres of the project site. Staff recommended approval.
09/19/07	The City Council approved a General Plan Amendment (GPA-22584), a Rezoning (ZON-22583), and a Site Development Plan Review (SDR-22582) on the subject property. The Planning Commission and staff recommended approval of the General Plan Amendment and Rezoning. Regarding the Site Development Plan Review: the Planning Commission recommended approval. Staff recommended denial.
11/29/07	The Planning Commission approved a Tentative Map (TMP-25055) for a one lot Commercial Subdivision on 36.43 acres at the subject property. Staff recommended approval.
12/05/07	The City Council approved a Review of Condition (ROC-25100) to remove condition #1 of EOT-20771 which stated that the Rezoning (Z-0018-01) shall expire on June 6, 2008 unless another Extension Of Time is approved. Staff and Planning Commission recommend approval.

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<b><i>Related Building Permits/Business Licenses</i></b>	
There are no permits or licenses related to this development.	
<b><i>Pre-Application Meeting</i></b>	
11/27/07	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><i>Details of Application Request</i></b>	
<b><i>Site Area</i></b>	
Gross Acres	36.43 Acres

<b>Surrounding Property</b>	<b>Existing Land Use</b>	<b>Planned Land Use</b>	<b>Existing Zoning</b>
Subject Property	Undeveloped	SC (Service Commercial)	R-E (Residence Estates) under Resolution of Intent to C-1 (Limited Commercial) and C-1
North	215-Beltway	215-Beltway	215-Beltway
South	Single Family Residential	M (Medium Density Residential)	R-PD8 (Residential Planned Development 8 Units per Acre)
East	Undeveloped	North Las Vegas	North Las Vegas (C-1 and C-2)
West	Single Family, Detached	ML (Medium Low Density Residential)	R-PD6 (Residential Planned Development - 6 Units Per Acre)
	Single Family, Detached	ML (Medium Low Density Residential)	R-CL (Single Family Compact-Lot)
	Single Family, Detached	ML (Medium Low Density Residential)	R-1 (Single Family Residential)

<b><i>Special Districts/Zones</i></b>	<b><i>Yes</i></b>	<b><i>No</i></b>	<b><i>Compliance</i></b>
<b>Special Area Plan</b>		X	N/A
<b><i>Special Districts/Zones</i></b>	<b><i>Yes</i></b>	<b><i>No</i></b>	<b><i>Compliance</i></b>
<b>Special Purpose and Overlay Districts</b>			
<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

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**DEVELOPMENT STANDARDS**

<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		
To establish requirements/limitations for signs in a specific development	X	

<b>Freestanding Signs: Two Pylon Signs</b>		
<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>
Maximum Number	1 / 200 LF of Street frontage; Total monument and freestanding signs not to exceed 1 / 200 LF of street frontage (3400 LF of street frontage total)	1 / Street frontage 2 total (One Pylon at main project entry fronting Decatur Blvd.; One Pylon at I-215 Frontage)
Maximum Area	2 SF of sign area per 1 LF of street frontage (6800 SF total)	314 SF for Pylon sign fronting Decatur Blvd.; 790 SF for Pylon sign fronting I-215
Maximum Height	40 Feet; 80 Feet when within 200 feet of the right-of-way of I-215 when authorized by City Council after review by the Planning Commission	40 Feet for pylon fronting Decatur Blvd; 60 Feet for pylon fronting I-215 (Pylon sign is within 200 feet of the right-of-way)*
Minimum Setback	5 Feet	Not Provided
Illumination	Internal/External	Internal

\* The 60 Pylon Sign fronting I-215 is within 270 feet of residential zoned property. Residential Protection Standards are only applicable when a sign is within 200 feet of residential zoned property; therefore the Residential Protection Standards do not apply to this sign.

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<b>Monument Signs: 1 Center Identification Sign + 3 Multi-Tenant Monument Signs</b>		
<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>
Maximum Number	1 / 200 LF of Street frontage; Total monument and freestanding signs not to exceed 1 / 200 LF of street frontage (3400 LF of street frontage total)	2 / Street frontage 4 total
Maximum Area	75 SF /sign	Center Identification 81 SF; Multi-Tenant monuments 76 SF / sign
Maximum Height	10 Feet	10 Feet
Minimum Setback	5 Feet	Not provided
Illumination	Direct/Internal	Internal

<b>Wall Signs: Anchor Tenant (1 Total on Site); Anchor A</b>		
<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>
Maximum Number	N/A	Full signage on north and south elevations; Company logo on east elevations; No signage on west elevations; Secondary signage advertising major services/departments permissible however total not to exceed 25% of total sign area
Maximum Area	20% of building elevation / sign	950 SF Max area per elevation; 1.5 SF of sign area per linear foot of leased premises; Width not to exceed 70% of adjacent building length & height not to exceed 165 (Height not to exceed 12 for rear elevation fronting I-215 freeway)
Maximum Projection	4 Feet from face of building; 12 above roof line	No max projection; Height to be 14 above roofline
Illumination	Internal/External	Internal

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<b>Wall Signs: Major Tenants (6 Total on Site) Major A-F</b>		
<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>
Maximum Number	N/A	N/A; Secondary signage advertising major services/departments permissible however total not to exceed 25% of total sign area
Maximum Area	20% of building elevation / sign	350 SF Max area per elevation; 1.5 SF of sign area per linear foot of leased premises; Width not to exceed 70% of adjacent building length & height not to exceed 6
Maximum Projection	4 Feet from face of building; 12 above roof line	N/A; Not to project above top of parapet, roof line at the wall or roof line
Illumination	Internal/External	Internal*
<b>Wall Signs: Pad Tenants (6 Total on Site) Rest. A-E; Bank</b>		
<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>
Maximum Number	N/A	N/A; Secondary signage advertising major services/departments permissible however total not to exceed 25% of total sign area
Maximum Area	20% of building elevation / sign	150 SF Max area per elevation; 1.5 SF of sign area per linear foot of leased premises; Three signs allowed on any elevation; If pad is split into multi-tenant building the sign plan allows for two signs for each tenant, one per elevation; End cap tenants are allowed three signs each, one per elevation; Width not to exceed 70% of adjacent building length & height not to exceed 4
Maximum Projection	4 Feet from face of building; 12 above roof line	N/A; Not to project above top of parapet, roof line at the wall or roof line
Illumination	Internal/External	Internal

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<b>Wall Signs: Shop Tenants (8 Total Inline Buildings on Site) Retail A-G; Shops A</b>		
<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>
Maximum Number	N/A	N/A; No Secondary signage
Maximum Area	20% of building elevation / sign	100 SF Max area per elevation; 1.5 SF of sign area per linear foot of leased premises; Width not to exceed 70% of adjacent building length & Height not to exceed 3
Maximum Projection	4 Feet from face of building; 12 above roof line	N/A; Not to project above top of parapet, roof line at the wall or roof line
Illumination	Internal/External	Internal*

\* The building elevations of Major Tenants A, B and C and portions of the Retail A and D buildings fall within 80 of residential zoned property. Per residential adjacency standards, if a sign is located more than 40 feet zoned for residential use but within 200 feet of such property, the sign may be interior lit or lighted indirectly but shall not contain bare bulbs, exposed neon tube, animation or an electronic message unit. Direct lighting fixtures for such signs shall be aimed up and/or away from the property zoned for residential use. Per the sign design criteria provided, this Master Sign Plan does not allow for exposed lamps, tubing or neon crossovers, flashing, moving or audible signs.

<b>Directory Signs: 4 Directional Signs Located Throughout the Interior Parking Lot of the Project</b>		
<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>
Maximum Number	1 / building or driveway, whichever is greater (12 buildings on site = 12 directional signs permitted)	4 total
Maximum Area	24 SF / sign	14 SF / sign
Maximum Height	8 Feet	6 Feet
Minimum Setback	25 Feet	Not provided
Illumination	Direct/Internal	Non Illuminated

**ANALYSIS**

The subject site is designated SC (Service Commercial) within the Northwest 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.

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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-22582, Condition of Approval #16) which approved this commercial development.

The Master Sign Plan for the Decatur 215 project establishes certain standards for the tenant signage. All monument, pylon and directional signage The Master Sign Plan includes certain criteria which are more restrictive than what is currently allowed by Title 19.14. These restrictions prohibit exposed raceways, exposed junction boxes, lamps, tubing or neon crossovers of any type, signs painted directly on the surface of a building, flashing, moving or audible signs, wall signs which project above the top of a parapet, the roof line at the wall, or roof line, with one exception. Within the Master Sign Plan, the anchor tenant (Target) is allowed to project its company logo above the roof line 14, where by comparison, Title 19.14 allows wall signs to project above the roof line 12. In addition, the proposed Master Sign Plan allows for some minor deviations to what is currently allowed by Title 19.14. One deviation is found in the monument signs allowable areas, which exceed the allowable sign area by 1 to 6 square feet (76 and 80 SF where code allows for 75 SF). The other deviation or missing notation is a minimum setback for the Freestanding, Monument and Directional Signs. Title 19.14 allows for a minimum setback of 5 feet for Freestanding and Monument signs and 25 feet for Directional signs. The Decatur 215 Master Sign Plan does not address this.

The remainder of the Master Sign Plan sets the tone for the Decatur 215 Development. As expressed in the above sign tables, signs are classified into seven different types, including Freestanding, Monument, Wall Signs Anchor Tenant, Wall Signs Major Tenant, Wall Signs Pad Tenant, Wall Signs Shop Tenant and Directional Signs. Each has their own square footage limitations and dimensional limitations based on the classification of tenant signage. The Pylon, Monument and Directional signs create a cohesive theme throughout the development by utilizing the same paint colors and stone veneers found on the proposed building throughout the site as well as incorporating the project name on each sign.

The proposed wall signs will not have a negative affect on the site or the surrounding area. The applicant has provided a cohesive sign package which unifies the project while creating visibility for the future tenants. Approval of this request is recommended.

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED**

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**ASSEMBLY DISTRICT** 13

**SENATE DISTRICT** 9

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**NOTICES MAILED**            519

**APPROVALS**                    5

**PROTESTS**                      6