



AGENDA MEMO

CITY COUNCIL MEETING DATE: JANUARY 9, 2008
DEPARTMENT: PLANNING AND DEVELOPMENT
ITEM DESCRIPTION: MSP-24914 - MASTER SIGN PLAN - PUBLIC HEARING -
APPLICANT: SPRINGS PRESERVE - OWNER: LAS VEGAS VALLEY WATER
DISTRICT

** CONDITIONS **

The Planning Commission (6-0-1/ld vote) recommends DENIAL. Staff recommends APPROVAL subject to:

Planning and Development

1. Conformance with the sign elevations and documentation as submitted in conjunction with this request.
2. Any future amendments to the Master Sign Plan that are in compliance with the requirements of Title 19.14.130 for the subject site may be reviewed and approved administratively by the Planning and Development Department.

**** STAFF REPORT ****

PROJECT DESCRIPTION

This application is a Major Modification of an approved Master Sign Plan (MSP-18047) to add a 260 square-foot wall sign facing towards the US-95 freeway. There are three separate large-scale desert animal sculptures consisting of a gila monster, road runner, and fox that accompany the signage but are not considered a part of this review. The illuminated sign consists of five-foot high, internally-illuminated yellow channel lettering. The applicant is seeking approval to add signage that will assist the public in knowing about the location of the Las Vegas Springs Preserve in order to increase visitors.

Staff recommends approval of the signage as it is in scale with the US-95 freeway, does not pose a safety risk to the drivers, and does not negatively impact residential property. Additionally, the signage with the accompanying desert wildlife sculptures are tastefully presented and will be a positive asset to the public image of the Las Vegas Springs Preserve.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc.</i>	
7/01/92	The City Council approved a Rezoning (Z-0026-92) to the C-V (Civic) zoning district on the subject site as part of a larger request. The Planning Commission recommended approval on 5/28/92.
2/07/01	The City Council approved a request for a Site Development Plan Review [Z-0026-92(4)] of the Master Plan for a proposed 110-acre public use facility, including approximately 266,100 square feet of building area for a visitor center, interpretive center, museum, research area, garden support, and administrative offices for the Las Vegas Valley Water District. The Planning Commission recommended approval on 12/21/00.
5/02/01	The Planning and Development Department administratively approved a request for an administrative Site Development Plan Review [Z-0026-92(5)] for Phase 1, including a 26,600 square foot pumping station building, of an approved 110-acre public use facility (Las Vegas Springs Preserve) on 175.58 Acres located on the east side of Valley View Boulevard, between Alta Drive on the south and the US 95 Highway on the north.
7/10/01	The Planning and Development Department administratively approved a request for an Administrative Site Development Plan Review [Z-0026-92(6)] for streetscape improvements generally located along Valley View Boulevard between Alta Drive and US-95, and along Alta Drive from Valley View Boulevard eastward 1,350 feet, adjacent to the subject site.

1/18/02	The Planning and Development Department administratively approved a request for an administrative Site Development Plan Review [Z-0026-92(8)] for a proposed 54,500 square foot desert living center consisting of four buildings located adjacent to the northeast corner of the intersection of Alta Drive and Valley View Boulevard.
1/02/03	The Planning and Development Department administratively approved a request for a Site Development Plan Review (SDR-1465) for a proposed 75,032 square foot visitors center in conjunction with the Las Vegas Springs Preserve.
6/12/03	The Planning and Development Department administratively approved a Site Development Plan Review (SDR-2258) for trails, canopies, ramadas, an interpretive pavilion and displays in conjunction with the Las Vegas Springs Preserve, located adjacent to the northeast corner of the intersection of Alta Drive and Valley View Boulevard.
12/21/06	The Planning Commission approved a Master Sign Plan for an approved Government Facility at 351 South Valley View Boulevard. Staff recommended approval. NOTE: MSP-18047 covers all addresses affiliated with APNs 139-29-401-001; 139-30-804-001; 139-31-602-003; and 139-32-101-001.
11/29/07	The Planning Commission voted 6-0-1/ld to recommend DENIAL (PC Agenda Item #15/mh).

Field Check	
10/30/07	<p>A filed check was performed by staff with the following observations:</p> <ul style="list-style-type: none"> Existing ten-foot tall (approximate) soundwall along the north end of subject property Wall is architecturally textured and painted with murals facing towards Interstate Highway US-95 Proposed location of illuminated wall approximately 330 feet away from Single Family Residential property to the north.

Details of Application Request	
Site Area	
Gross Acres	180 acres

Surrounding Property	Existing Land Use	Planned Land Use	Existing Zoning
Subject Property	Las Vegas Springs Preserve	PF (Public Facilities)	C-V (Civic)
North	US 95 Single Family Dwellings	L (Low Density Residential)	R-1 (Single Family Residential)

South	Municipal Water Utility	PF (Public Facilities)	C-V (Civic)
East	Single Family Dwellings	DR (Desert Rural Density Residential)	R-E (Residence Estates)
West	Shopping Center Single Family Dwellings	SC (Service Commercial) L (Low Density Residential)	C-1 (Limited Commercial) R-1 (Single Family Residential)

<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Area Plan		X	
<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Purpose and Overlay Districts			
C-V (Civic) District	X		Y
Trails	X		Y
Rural Preservation Overlay District			Y
Development Impact Notification Assessment		X	Y
Project of Regional Significance		X	Y

DEVELOPMENT STANDARDS

<i>Summary of Proposed Changes</i>				
	<i>MSP-18047</i>	<i>MSP-24914</i>	<i>Difference</i>	<i>Percent Change</i>
Number of Signs	5 (Freestanding)	1 (Wall Sign)	NA	NA
Illumination	Internal	Internal	NA	NA
Total Square Footage of Approved Signage	75 SF (Approximate)	260 SF (Approximate)	185 SF	71%*

**Per Title 19.14.130, any change greater than 10% of the total number or size of freestanding or consolidated signs of the approved Master Sign Plan qualifies as a Major Amendment.*

ANALYSIS

- **Zoning**

The following sign standards have been provided for comparison of the proposed Master Sign Plan changes to the Title 19.14.060(C) Sign Standards for the C-V (Civic) Zoning District. However, as a Master Sign Plan has been initiated, staff has followed the procedural conditions for Major Amendments to an approved Master Sign Plan as outlined in Title 19.14.130 (E)

Wall Signs: [E]		
Standards	Allowed	Provided
Maximum Number	1 sign per building elevation that faces a street	1 wall sign facing public Right-of-Way (US-95)
Maximum Area	No more than 10% of the building elevation	Less than 10%
Maximum Projection	No more than 24 inches	8 inches
Illumination	Internal or direct external	Internal

- **Residential Adjacency Standards**

The proposed wall sign is oriented towards US-95 and will be located over 600 feet from the nearest residential property. Therefore, the sign will not be subject to Residential Adjacency Standards.

- **Master Sign Plan Standards**

The applicant is adding a five-foot tall by 52-foot long illuminated wall sign to the perimeter sound walls at the northern edge of the Las Vegas Springs Preserve. As the applicant has secured approval for a previous Master Sign Plan (MSP-18047), the signage standards have been set. The total area of the approved signage of the original Master Sign Plan is calculated at approximately 75 square-feet from the five 15 square-foot freestanding signs. As the additional 260 square-foot wall sign constitutes a substantial increase greater than 10% of the approved total gross signage of the original Master Sign Plan (MSP-18047), staff has determined that a Major Amendment is required as per Title 19.14.130(E). Because the proposed wall sign will not have a negative affect on this site or the surrounding area, approval of this request is recommended.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 18

ASSEMBLY DISTRICT 6

SENATE DISTRICT 3

NOTICES MAILED 742 by Planning Department

APPROVALS 2

PROTESTS 5