

Memorandum

City of Las Vegas Planning and Development Department

To: Centennial Hills Architectural Review Committee (CHARC)

From: Yorgo Kagafas, AICP, Urban Design Coordinator *YK*

CC: Flinn Fagg, AICP, Comprehensive Planning Manager

Date: February 5, 2008

Re: CHARC application #ARC-26500

APPLICATION REQUEST

A) Action Requested

This is a request for a revision to a previously approved Master Sign Plan (ARC-26094) and a waiver of the Town Center Development Standards to allow exposed neon border trim on a building where no neon is permitted.

B) Applicant's Justification

The applicant believes that there are several businesses in the area that have exposed neon and that allowing it on their automobile dealership building will not harm the area.

BACKGROUND INFORMATION

A) Previous Actions

05/20/64 The City Council approved an annexation (A-0003-64) of land generally located north of Cheyenne Avenue and west of Decatur Boulevard, containing approximately 10,136 acres, including the entire portion of the subject site. The effective date of this annexation was May 29, 1964.

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 entire portion of the subject site. The Planning Commission and staff recommended approval.

02/02/99 The City Council approved a Rezoning (Z-0076-98(1)) and an associated Master Sign Plan for the Centennial Centre Development to allow three 79' high pylon on property adjacent to the northeast of Centennial Boulevard and west of U.S. 95.

03/15/06 The City Council approved Site Development Plan Review (SDR-11200) and Special Use Permit (SUP-11201) for a new motor vehicle sales facility with service bays at 6200 North Centennial Center Boulevard.

01/02/08 The Centennial Hills Architectural Review Committee approved a Master Sign Plan (ARC-26094) and a waiver of the Town Center Development Standards to allow a pylon sign to advertise one tenant where multi-tenant advertisement is required for the site.

B) Pre-Application Meeting

1/18/08 At the pre-application conference, the applicant was informed of the Town Center Development Standards that do not permit exposed neon. The applicant was advised to provide reasonable justification in the required justification letter for the requested waiver. The applicant was also advised that staff would not be in support of such a deviation from these standards.

DETAILS OF APPLICATION REQUEST

A) Existing Land Use

Subject Property: Undeveloped
North: Undeveloped
South: Commercial
East: U.S. 95 ROW
West: Commercial

B) Planned Land Use

Subject Property: GC-TC (General Commercial - Town Center)
North: GC-TC (General Commercial - Town Center)
South: GC-TC (General Commercial - Town Center)
East: U.S. 95 ROW
West: GC-TC (General Commercial - Town Center)

C) Existing Zoning

Subject Property: T-C (Town Center)
North: T-C (Town Center)
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 parcels on the Centennial Hills Sector Plan map is TC (Town Center), with special land use designations of GC-TC (General Commercial - Town Center) under the Town Center Development Standards Manual. An auto dealership is a permitted use in GC-TC. The project is in compliance with the provisions of the Development Agreement.

ANALYSIS

A) Zoning Code Compliance

A discussion of the compliance of the signage with the Town Center Development Standards Manual follows.

A1) Residential Separation Standards

No additional new freestanding signage is being proposed with this application.

A2) Sign Standards

The applicant is proposing to add approximately 342 linear feet of 15 mm horizon blue skeleton tube neon décor border to the northeast, northwest, southeast and southwest elevations of the primary building on the site.

B) General Analysis and Discussion

A waiver of the Town Center Development Standards Manual is required for the neon to be installed on the building. The code does not permit any exposed neon within the Town Center boundaries. Although there are some businesses that have exposed neon approved prior to adoption of the Town Center Standards in the area, additional neon is not advised as it would contribute to the visual clutter of the area. The Town Center area was designed to be an active suburban-type retail corridor that is found in many other western cities. To further this goal, exposed neon was not allowed in the design standards. The applicant has not provided convincing justification to deviate from the code and as a result, staff is not in support of the waiver request.

Staff Recommendation: Denial. However if approved then the following conditions would apply:

1. Conformance to the sign elevations and documentation as submitted and date stamped January 22, 2008 in conjunction with this request, except as modified herein.
2. All signage shall have proper permits obtained through the Building and Safety Department.
3. Waiver from the Town Center Development Standards to allow exposed neon border to the primary building is approved.
4. Any additional signage or modification to this sign plan may be administratively approved by Planning & Development Department staff if the changes are in accordance with the Town Center Development Standard Manual.