



**AGENDA MEMO**

**PLANNING COMMISSION MEETING DATE: AUGUST 28, 2008**  
**DEPARTMENT: PLANNING AND DEVELOPMENT**  
**ITEM DESCRIPTION: MSP-29008 - APPLICANT/OWNER: SIMON CHELSEA LAS VEGAS DEVELOPMENT, LLC**

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

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

***Planning and Development***

1. Conformance with the sign elevations and documentation as submitted in conjunction with this request, date stamped 7/15/05.
2. All signage shall have proper permits obtained through the Building and Safety Department.
3. 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.

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

**PROJECT DESCRIPTION**

This application is a Major Modification of an approved Master Sign Plan (MSP-10136) to add signage to parking garages A and B at an approved retail shopping outlet center on 34.53 acres at the southwest corner of Bonneville Avenue and Grand Central Parkway. The applicant is seeking a Waiver from the Downtown Centennial Parkway Center Standards: Section 6. f. 5 To allow signage above the bottom of the second floor windowsill, as well as to allow more than two tenants signs, above the second floor window sill.

Staff recommends approval of the signage as it does not negatively impact the surrounding properties. The signage with the accompanying architectural enhancements on the garage elevations are tastefully presented and will be a positive asset to the public image and the surrounding area.

**BACKGROUND INFORMATION**

<i>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc.</i>	
04/15/92	The City Council approved a Special Use Permit (U-0315-91) to allow for an 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign on the subject site
11/23/98	The City Council approved a Rezoning (Z-0100-97) From M (Industrial) Zone to PD (Planned Development) for this site as part of an action on a 222-acre site including the subject site. The approval was subject to conditions, including a requirement that a Master Development Plan and Development Standards be approved by the Planning Commission in conjunction with submittal of a Site Development Plan Review for any part of the larger site.
06/14/99	The City Council approved a Development Standard and Master Plan Review [Z-0100-97(1)] for a proposed Mixed-Use development on Lot 1 of the Parkway Center Planned Development. The Planning Commission recommended approval of this request.
07/05/00	The City Council approved the Las Vegas Downtown Centennial Plan. The subject site is within the area designated as the Parkway Center.
02/07/01	The City Council approved a Required Review [Z-0100-97(2)] for 13 Off-Premise Advertising (Billboard) Signs on a larger parcel that included the subject property. The Planning Commission recommended approval of the request.

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11/07/01	The City Council approved a Major Modification [Z-0100-97(5)] to amend and or delete provisions of the Master Development Plan for Lot 1 of Parkway Center. In addition, a Site Development Plan Review [Z-0100-97(6)] application was also approved at that time, to allow a 478,028 square-foot retail mall on the site. The Planning Commission recommended approval of the requests.
04/23/02	The City Council approved a Required Review [Z-0100-97(7)] for 12 Off-Premise Advertising (Billboard) Signs on a larger parcel that included the subject property.
09/26/02	The Planning Commission approved a Master Sign Plan (MSP-0007-02) for an approved 478,028 square-foot outlet mall on a larger parcel that included the subject property.
05/21/03	The City Council approved a Required Review (RQR-1974) for 12 Off-Premise Advertising (Billboard) Signs on a larger parcel that included the subject property. The Planning Commission recommended approval of this request on 4/23/03.
01/07/04	The City Council approved a Special Use Permit (SUP-3268) to allow a Restaurant Service Bar within the outlet mall development. The Planning Commission recommended approval of the request on 12/04/03.
09/07/05	City Council withdrew MOD-7865 without prejudice. The Planning Commission recommended denial of a Major Modification (MOD-7685) for the subject property.
<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>	
05/20/08	A pre-application meeting was held with the applicant and the requirements for the signage and architectural enhancements on the garage elevations were reviewed.
<b><i>Neighborhood Meeting</i></b>	
A neighborhood meeting is not required nor was one held.	

<b><i>Field Check</i></b>	
07/26/08	A field check was conducted and found that the subject location is an existing retail center with retail establishments and there were no new visible signs displayed or new enhancements added to the garage elevations.

<b><i>Details of Application Request</i></b>	
<b><i>Site Area</i></b>	
Net Acres	34.53

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<b>Surrounding Property</b>	<b>Existing Land Use</b>	<b>Planned Land Use</b>	<b>Existing Zoning</b>
Subject Property	Shopping Center	MXU(Mixed-Use)	PD (Planned Development)
North	Retail	MXU (Mixed-Use)	PD (Planned Development)
South	I-15 ROW Entry Ramp	ROW (Right-of-Way)	ROW (Right-of-Way)
East	Government Facility	PF (Public Facilities)	C-V (Civic)
West	I-15 ROW	ROW (Right-of-Way)	ROW(Right-of-Way)

<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>			
Downtown Centennial Plan	X		Y
<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>			
A-O (Airport Overlay) District (175)	X		Y
<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

### **Downtown Centennial Plan**

The parcel is located within the Las Vegas Downtown Centennial Plan boundaries, and is located in the Parkway Center District. The district is intended to accommodate a wide variety of commercial, public and residential uses within a mixed-use configuration. The proposed project is consistent with the goals and objectives of the Downtown Centennial Plan.

### **Airport Overlay District**

The subject property is within the boundaries of the Airport Overlay District, which requires the approval of a Special Use Permit for any structure over 175 feet in height. The applicant is required to notify the FAA regional office and the Clark County Department of Aviation of the application prior to submittal, and may be subject to entering into an aviation easement agreement.

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**DEVELOPMENT STANDARDS**

<b>Waiver</b>		
<b>Request</b>	<b>Requirement</b>	<b>Staff Recommendation</b>
Allow signs above 2 <sup>nd</sup> floor windowsill	Signs above this height may be allowed for a maximum of two (2) tenants per office building or for the name of a hotel and are limited letter signs, either illuminated or non-illuminated, with one (1) square box sign allowed in which a logo can be illuminated	Approval

<b>Wall Signs: Retail Tenants and Property on Parking Garage Elevations A and B</b>			
<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>	
Maximum Number	N/A	(Garage A) 6 signs	(Garage B) 6 signs
Maximum Area	The size of any sign shall be consistent with the proportions of the scale of the building elements in the façade.	5 signs at 130 square feet and 1 at 490 square feet	6 signs at 130 square feet each
Maximum Height	No building signs shall be permitted above the bottom of the second floor windowsill.	Signs will not project above top of wall	Signs will not project above top of wall
Illumination	Internal or external	Internal	Internal

**ANALYSIS**

- **Zoning**

The following sign standards have been provided by the Downtown Centennial Plan Parkway Center District for comparison to the proposed garage elevations. Staff has reviewed and will follow the procedural conditions for Major Amendments to an approved Master Sign Plan as outlined in Title 19.14.130(E).

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- **Residential Adjacency Standards**

The proposed wall signs are oriented towards I-15 and will be located over 2,500 feet from the nearest residential property. Therefore, the sign will not be subject to Residential Adjacency Standards.

- **Master Sign Plan Standards**

The applicant is proposing a total of 6 wall signs to parking garage A exterior elevations; 4 signs on the west elevation and 2 wall signs on the south elevation where none currently exist. The applicant is also proposing 6 signs for parking garage B elevations; 2 signs on the southwest elevation and 4 signs on the northwest elevation. Both garages are also receiving architectural enhancements just below the signage with contrasting colors to match the existing buildings on the site. The total area of the signage for parking garage A is 1140 square feet and the total area of the signage for parking garage B is 780 square feet. The wall signage is permitted and meets the sign standards of the Parkway Center District in the Downtown Centennial Plan Area with the exception of the location of the signage above the second floor windowsill as well as to allow more than two tenants above the second floor windowsill. Because the proposed wall signs on the garage elevations are in proportion to scale of the buildings and do not have a negative affect on this site or the surrounding area, approval of this request is recommended.

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED**                      23

**ASSEMBLY DISTRICT**                      6

**SENATE DISTRICT**                      3

**NOTICES MAILED**                      91

**APPROVALS**                      1

**PROTESTS**                      0