

Memorandum

City of Las Vegas RECEIVED
Planning & Development
OCT 24 2006

To: CHARC Committee Members
From: Yorgo Kagafas, Urban Design Coordinator
Date: February 15, 2006
Re: Town Center Signage Report

Background

The Centennial Centre Design Standards (The Brown Book) were adopted by City Council via Z-0076-98(1) on February 8, 1999. This governs signage within the designated boundaries (See Map). If the applicant wants to deviate from those standards, and the Centennial Centre, LLC management does not agree, then the case would come before CHARC. This is the only way signage within this area will make its way to CHARC.

The Town Center Development Standards Manual was adopted by City Council Ordinance 5389 via Bill 2001-100 on November 7, 2001. This is the document that created the Centennial Hills Architectural Review Committee (CHARC) and provides the authority to address signage in all areas of the Town Center boundaries, outside of the above. The first CHARC meeting was held on May 7, 2002. Decisions by CHARC are final unless the applicant appeals to the Planning Commission and/or City Council.

ARC-11465

This case is before CHARC because Centennial Centre, LLC has informed the applicant that two items need to be approved by the City (CHARC) before they will approve. The two specific areas are:

1. On the east elevation the letters C and Y are above the roof line; and
2. On the north elevation, the "flag" does not meet with the MSP of Centennial Centre, LLC.

It should be noted that Centennial Centre, LLC has directed the applicant that "1) Sign faces to be acrylic plastic; the Town Center standards do not allow exposed neon and the master sign plan does not allow unshielded light bulbs; and 2) The combined height of the "Roadrunner" and "True West" sign total 60-inches which exceeds the 48-inch maximum allowed in the master sign plan."

The applicant is requesting CHARC approval of the sign plan as proposed.

History of Past Signs

1. Centennial Center/Wal-Mart: City Records show that City Council approved these signs on August 18, 1999 via Z-0076-98(5). There was no clear indication why these particular signs went before Council.

WVR-29865
11/06/08 PC

OCT 24 2008

2. Montana Meat Co.: City Staff approved this sign permit on April 11, 2005. No letter of approval was found in the record from Centennial Centre, LLC. However, since the permit was issued, there has been no communication from Centennial Centre, LLC of their disapproval.
3. Del Taco: City Staff approved this sign permit on November 29, 2001. A letter of approval from Territory Incorporated, i.e. Centennial Centre, LLC dated March 22, 2001 was part of the file.
4. Peoples: City Staff approved this sign permit on July, 25, 2003. No letter of approval was found in the record from Centennial Centre, LLC. However, since the permit was issued, there has been no communication from Centennial Centre, LLC of their disapproval and thus conclude that they are in approval of the signage.

Summary

None of the signs presented by the applicant went before the CHARC for review. As all of the presented signs are located within the Centennial Centre, LLC boundaries, they would have only been referred to CHARC if the applicant had not secured the approval of Centennial Centre LLC. Centennial Centre, LLC or their designate, has sole authority to deviate from the approved design standards at-will. If they do not approve of a proposed sign package then the applicant has the choice to bring the proposal before CHARC.

The signage proposal for "Roadrunner" is before the CHARC for review because the applicant has failed to receive approval from Centennial Centre, LLC. The applicant is seeking relief from the Centennial Centre design standards. Specifically, the applicant:

- a. Would like to include a large, 13'-6" x 21', corrugated metal overlay "American flag" on the north elevation;
- b. Would like the letters "C" and "Y" to be above the roof line;
- c. Would like to use neon;
- d. Would like to have exposed light bulbs; and
- e. Would like to exceed the 48-inch maximum letter height.

NOTE: Centennial Centre, LLC is willing to permit "a" and "b" if CHARC concurs. They are opposed to "c", "d", and "e". Copies of the letters from Centennial Centre, LLC are attached.

RECEIVED

OCT 24 2008

Per Section V of the "Centennial Centre Design Standards", management reserves the right to approve any exceptions to the sign design standards as it sees fit.

The Town Center Development Standards Manual does not allow neon as an exterior material. Staff has interpreted this to mean no "exposed" neon as it relates to signage.

Town Center Signage

Within the Town Center Master Plan area, there are several parcels that were originally approved, and continue to be regulated under, the Centennial Centre plan, otherwise known as the "Brown Book". Unlike the T-C Development Standards, exposed neon is not specifically prohibited in the Brown Book area, and all signs are reviewed and approved by the landlord, with full rights to approve exceptions to listed sign standards. The parcels included in the Brown Book area are:

APN NUMBER	ADDRESS	Business (if known)
125-28-110-002	6520 Centennial Center	Towbin Superstores / Prestige Infiniti
125-28-510-001	Not Addressed	Vacant
125-28-510-003	Not Addressed	Vacant
125-28-610-010	6200 Centennial Center	Northwest Hyundai
125-28-610-002	6030 Centennial Center	Terrible Herbst
125-28-610-005	5958 Centennial Center	Roadrunner Saloon
125-28-610-006	5930 Centennial Center	Kentucky Fried Chicken / Long John Silver
125-28-610-007	5904 Centennial Center	Centennial Center Pylon Sign Only
125-28-110-004	6551 Centennial Center	Centennial Toyota
125-28-110-005	6501 Centennial Center	People's Mazda / Mitsubishi / Suzuki
125-28-110-006	6401 Centennial Center	People's GMC / Pontiac / Buick
125-28-610-004	7880 W Tropical (Master Address)	Mall (N of Tropical). Includes Montana Meat Co.
125-28-210-001	8080 W Tropical (Master Address)	Mall (N of Tropical)
125-28-210-002	8060 W Tropical (Master Address)	Mall (N of Tropical)
125-28-713-002	7891 W Tropical (Master Address)	Mall (S of Tropical)
125-28-713-003	7881 W Tropical (Master Address)	Mall (S of Tropical)
125-28-713-007	7701 W Tropical (Master Address)	Mall (S of Tropical)
125-28-713-006	5881 Centennial Center (Master Address)	Mall (S of Tropical)

It should be noted that there is a neon clock at the KFC / Long John Silver location that does not appear to have been permitted properly. Sign permit application L-1438-04 shows the clock in an elevation drawing, but specifically calls out "YUM CLOCK BY OTHERS". I could not find a separate permit for the clock.

There is a picture showing the Jim Marsh auto dealership with border neon located on APN 125-29-510-003; the permits indicating approval of the neon were approved prior to adoption of the Town Center Development Standards in November of 2001, and would have been evaluated according to existing Title 19 requirements.

The "On The Border" restaurant located at APN 125-27-411-009 had signage approved by L-3360-06, and included border neon as an architectural embellishment.

The "In-N-Out Burger" restaurant located at APN 125-27-411-007 had signage approved by L-1250-06 and included LED strips for border accent lighting (not neon). The Town Center Development Standards do not specifically prohibit the use of LED lighting for signage or architectural embellishment. The approved sign plan (CHR-0009-03) does not show the border LED lighting on elevation drawings, but does not specifically prohibit the use of LED lighting.

There is a pylon sign located at APN 125-27-411-011 with neon lettering at the top. The sign does not appear to match the submitted plans (L-1507-05), nor does it match the approved master sign plan (CHR-0009-03). The sign permit (6000780) was issued on 02/02/06. It expired and was renewed on 06/18/07, but has since expired again as of 12/29/07. The sign has not received a Planning final inspection.

WVR-29865
11/06/08 PC

Last updated 04/23/08