



AGENDA MEMO

PLANNING COMMISSION MEETING DATE: NOVEMBER 18, 2010

DEPARTMENT: PLANNING AND DEVELOPMENT

ITEM DESCRIPTION: APPLICANT/OWNER: FAIRWAY CHEVROLET COMPANY

** STAFF RECOMMENDATION(S) **

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
MSP-39809	Staff recommends APPROVAL.	

** CONDITIONS **

MSP-39809 CONDITIONS

Planning and Development

1. Conformance to the conditions of approval for Site Development Plan Review (SDR-38855).
2. Conformance to the sign elevations and documentation as submitted in conjunction with this request, date stamped 10/28/10, except as amended by conditions herein.
3. All signage shall have proper permits obtained through the Building and Safety Department.
4. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit.
5. Any future amendments to the approved signage within the Master Sign Plan in conformance with Title 19 standards may be reviewed and approved administratively by the Planning and Development Department.
6. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

Conditions Page Two
November 18, 2010 - Planning Commission Meeting

Public Works

7. The proposed signs shall not be located within the public right-of-way 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.

Staff Report Page One
November 18, 2010 - Planning Commission Meeting

**** STAFF REPORT ****

PROJECT DESCRIPTION

The subject site, which is located at 3100 and 3222 East Sahara Avenue, contains an existing Motor Vehicles Sales (New) establishment. In August 2010, modifications were approved for the development that will require new signage and replacement or relocation of existing signage. Current as well as new signage will be included within a master sign plan. As the existing nonconforming signage is compatible with surrounding development and the proposed signage is in compliance with Title 19.14 sign standards, staff recommends approval with conditions. If denied, approval of a new master sign plan would be necessary to allow any new signage on the site, as the master sign plan was required as a condition of approval of SDR-38855.

ISSUES

- Title 19.14 requires commercial developments of greater than 15 acres in size to have an approved master sign plan in place prior to installation of on-premise signage.
- In addition to the Title 19.14 requirement, Site Development Plan Review (SDR-38855) requires approval of a Master Sign Plan prior to the issuance of any sign permits for any additional signage in the development.
- Several of the existing signs included in the master sign plan are nonconforming and will be allowed to continue in use pursuant to Title 19.14.160.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
08/19/70	The Board of City Commissioners approved a Rezoning (Z-0043-70) from R-1 (Single Family Residence) and R-2 (Two Family Residence) to C-2 (General Commercial) and a Plot Plan Review for a proposed new car dealership generally located on the north side of Sahara Avenue between McLeod Street and Boulder Highway. The Planning Commission and staff recommended approval.
05/27/71	The Board of Zoning Adjustment approved a Variance (V-0023-71) to allow two ground signs and three protruding signs per street frontage where one ground sign and one protruding sign is permitted on property located at 3100 East Sahara Avenue. Staff recommended denial.

Staff Report Page Two
November 18, 2010 - Planning Commission Meeting

11/08/72	The Board of City Commissioners approved a Rezoning (Z-0080-72) from R-1 (Single Family Residence) and R-2 (Two Family Residence) to C-2 (General Commercial) and a Plot Plan Review for expansion of an existing new car dealership generally located on the north side of Sahara Avenue between McLeod Street and Fremont Street, east of the area rezoned by Z-0043-70. The Planning Commission and staff recommended approval.
06/07/72	The Board of City Commissioners approved a Plot Plan Review (Z-0043-70) for a second body shop associated with an existing new car dealership generally located on the north side of Sahara Avenue between McLeod Street and Boulder Highway. The Planning Commission recommended approval.
02/22/73	The Board of Zoning Adjustment approved a Variance (V-0071-72) to allow a fourth freestanding sign where one is permitted and three were previously approved on property located at 3100 East Sahara Avenue. Staff recommended approval. The Metropolitan Beautification Committee recommended denial.
10/16/74	The Board of City Commissioners approved a Plot Plan Review (Z-0043-70) for a 1,600 square-foot addition to the existing office and an addition to the existing paint and body shop on property generally located on the north side of Sahara Avenue between McLeod Street and Boulder Highway. The Planning Commission and staff recommended approval.
04/16/75	The Board of City Commissioners approved a Plot Plan Review (Z-0043-70) for a proposed 2,079 square-foot masonry file storage building on property generally located on the north side of Sahara Avenue between McLeod Street and Boulder Highway. The Planning Commission and staff recommended approval.
08/06/75	The Board of City Commissioners approved a Plot Plan Review (Z-0043-70) for a proposed 8,085 square-foot, 36-bay garage for storage of antique automobiles on property generally located on the north side of Sahara Avenue between McLeod Street and Boulder Highway. The Planning Commission and staff recommended approval.
10/07/87	The City Council approved a Rezoning (Z-0083-87) from R-1 (Single Family Residence) and R-2 (Two Family Residence) to C-2 (General Commercial) on 5.10 acres adjacent to the north side of Sahara Avenue, west of Fremont Street. The Planning Commission recommended approval without a cul-de-sac to be provided on Scarlet Oak Avenue. Staff recommended approval with a cul-de-sac to be provided on Scarlet Oak Avenue.
12/17/87	The City Council approved a Review of Condition to delete Condition Number 7 of a previously approved Rezoning (Z-0083-87), which required installation of a six-foot wide landscape planter along the north property line of 5.10 acres located adjacent to the north side of Sahara Avenue, west of Fremont Street. The Planning Commission and staff recommended approval.

Staff Report Page Three
November 18, 2010 - Planning Commission Meeting

06/27/89	The Planning Commission approved a Plot Plan Review (Z-0083-87) for a proposed 4,460 square-foot addition to an existing service building at 3222 East Sahara Avenue. Staff recommended approval.
09/14/89	The Planning Commission approved a Plot Plan Review (Z-0083-87) for a proposed new service building at 3222 East Sahara Avenue. Staff recommended approval.
05/16/07	The City Council approved a Waiver of Title 18.12.130 (WVR-19784) to allow no circular cul-de-sac at the termination of Scarlet Oak Avenue where such is required; a Special Use Permit (SUP-19359) to allow a Motor Vehicle Sales (New) Facility and a Waiver to allow service bays to face the public right-of-way; and a Site Development Plan Review (SDR-19363) for a proposed 251,828 square-foot Motor Vehicle Sales (New) Facility and a Waiver to allow no perimeter landscape buffer along the east property line where an eight-foot buffer is required on 17.01 acres at 3100-3200 East Sahara Avenue. The Planning Commission and staff recommended approval. The Special Use Permit and Site Development Plan Review approvals expired on 05/16/09.
06/14/07	A Merger and Resubdivision Parcel Map (PMP-19451) to combine three parcels into one lot comprising 17.01 acres was recorded.
08/26/10	The Planning Commission approved a Site Development Plan Review (SDR-38855) for the addition of 32,667 square feet of floor area, chain link, and site modifications to an existing Motor Vehicle Sales (New) establishment with a waiver of perimeter landscape buffer requirements to allow zero feet on the south perimeter where five feet was previously approved on the subject site. Staff recommended denial.

<i>Most Recent Change of Ownership</i>	
04/25/07	A deed was recorded for a change in ownership.

04/25/07	A deed was recorded for a change in ownership.
----------	--

<i>Related Building Permits/Business Licenses</i>	
09/14/71	A Certificate of Occupancy was issued for a Motor Vehicle Sales (New) showroom, offices, maintenance facility and detail building at 3100 East Sahara Avenue.
1971	A business license (A16-00009) was issued for automobile sales at 3100 East Sahara Avenue. The license is still active.
04/29/71	A building permit (#59983) was issued for a 20 square-foot double-faced electric sign at 3100 East Sahara Avenue. A final inspection was approved 07/19/71.

09/14/71	A Certificate of Occupancy was issued for a Motor Vehicle Sales (New) showroom, offices, maintenance facility and detail building at 3100 East Sahara Avenue.
1971	A business license (A16-00009) was issued for automobile sales at 3100 East Sahara Avenue. The license is still active.
04/29/71	A building permit (#59983) was issued for a 20 square-foot double-faced electric sign at 3100 East Sahara Avenue. A final inspection was approved 07/19/71.

Staff Report Page Four
November 18, 2010 - Planning Commission Meeting

04/29/71	A building permit (#59984) was issued for a 245 square-foot double-faced electric sign at 3100 East Sahara Avenue. A final inspection was approved 05/10/71.
06/23/71	A building permit (#81073) was issued for a 42 square-foot double-faced electric sign at 3100 East Sahara Avenue. A final inspection was approved 06/25/71.
	A building permit (#81074) was issued for a sign less than 25 square feet at 3100 East Sahara Avenue. A final inspection was approved 06/25/71.
	A building permit (#81075) was issued for a 121 square-foot double-faced electric sign at 3100 East Sahara Avenue. A final inspection was approved 06/25/71.
09/12/72	A building permit (#7164) was issued for a 16 square-foot wall sign at 3100 East Sahara Avenue. A final inspection was approved 09/13/72.
	A building permit (#7165) was issued for a 16 square-foot double-faced electric sign at 3100 East Sahara Avenue. A final inspection was approved 09/13/72.
03/12/73	A building permit (#9829) was issued for a 121 square-foot double-faced electric freestanding pole sign at 3100 East Sahara Avenue. A final inspection could not be verified.
05/08/73	A building permit (#11132) was issued for a 32 square-foot wall sign at 3100 East Sahara Avenue. A final inspection was approved 05/15/73.
02/13/75	A building permit (#480) was issued for two 16 square-foot wall signs at 3100 East Sahara Avenue. A final inspection was approved 06/04/75.
05/05/88	A building permit (#9970) was issued for one freestanding pole sign and four directional signs at 3200 East Sahara Avenue. A final inspection was approved 07/07/88.
07/12/88	A building permit (#2580) was issued for a 16 square-foot wall sign at 3222 East Sahara Avenue. A final inspection was approved 11/03/88.
10/27/88	A business license was issued for a new car dealership at 3222 East Sahara Avenue. The license was marked out of business.
06/05/92	A building permit (#92148292) was issued for an 87 square-foot wall sign at 3222 East Sahara Avenue. A final inspection was approved 07/20/92.
12/28/94	A building permit (#94361658) was issued for a 260 square-foot wall sign and light bar at 3100 East Sahara Avenue. A final inspection could not be verified.
01/26/95	A building permit (#95364984) was issued for a 140 square-foot wall sign at 3222 East Sahara Avenue. A final inspection could not be verified.
08/26/97	A building permit (#97017661) was issued for a 236 square-foot wall sign at 3100 East Sahara Avenue. A final inspection was approved 09/24/97.
10/27/97	A building permit (#97021710) was issued for a 36 square-foot neon directional sign at 3100 East Sahara Avenue. A final inspection was approved 01/22/98.

Staff Report Page Five
November 18, 2010 - Planning Commission Meeting

11/20/97	A building permit (#97023439) was issued for an 11 square-foot wall sign (“Bowtie”) at 3100 East Sahara Avenue. A final inspection was approved 03/04/98.
02/12/98	A business license (A19-00123) was issued for automobile rental at 3100 East Sahara Avenue. The license was marked out of business on 12/03/08.
07/19/99	A building permit (#99013969) was issued for a 21 square-foot wall sign at 3100 East Sahara Avenue. A final inspection could not be verified.
07/27/99	A building permit (#99014791) was issued for an interior neon sign at 3100 East Sahara Avenue. A final inspection was approved 10/01/99.
08/14/08	A business license (A16-01295) was issued for automobile sales at 3222 East Sahara Avenue. The license is still active.
05/15/09	A business license (A19-00155) was issued for automobile rental at 3222 East Sahara Avenue. The license is still active.
09/21/10	City Staff approved civil improvement plans for a 251,828 square-foot Motor Vehicle Sales establishment at 3100 East Sahara Avenue.
09/24/10	City Staff approved a Commercial Plan Check (39385) for a motor vehicle sales showroom expansion and façade improvements at 3222 East Sahara Avenue.
09/27/10	A building permit (171127) was issued for onsite improvements in conjunction with expansion of the motor vehicle sales establishment at 3222 East Sahara Avenue. A final inspection has not been approved.

Pre-Application Meeting

09/24/10	A pre-application meeting was held with the applicant, where submittal requirements for a Master Sign Plan application were discussed. Other major issues discussed included the following: • Several existing signs on the site are believed to be legally nonconforming. • The applicant was concerned that signage proposed for a canopy would not meet Title 19 area standards. The applicant was informed that a variance would be required for signs not in compliance with Title 19. • Existing signage that is not listed on the sign plan will be removed at the time of site construction. • Changes to signage after approval of the Master Sign Plan will require a minor review.
----------	---

Neighborhood Meeting

A neighborhood meeting is not required, nor was one held.

Staff Report Page Six
November 18, 2010 - Planning Commission Meeting

Field Check	
10/15/10	A field check was conducted, where the following items were noted: • The Motor Vehicle Sales (New) establishment is under renovation. • There are six existing on-premise freestanding signs along Sahara Avenue, in addition to directional, wall and canopy signage on the interior. • There are numerous signs posted on streetlights along Sahara Avenue, as well as pennants and banners.

Details of Application Request	
Site Area	
Net Acres	17.01

Surrounding Property	Existing Land Use Per Title 19.04	Planned or Special Land Use Designation	Existing Zoning District
Subject Property	Motor Vehicle Sales (New)	GC (General Commercial)	C-2 (General Commercial)
North	Single Family Dwelling, Detached	L (Low Density Residential)	R-1 (Single Family Residential)
South	Motor Vehicle Sales (New)	GC (General Commercial)	C-2 (General Commercial)
	Motor Vehicle Sales (New)	CG (Commercial General) – Clark County	C-2 (General Commercial) – Clark County
	Mobile Home Park	RH (Residential High) – Clark County	R-T (Manufactured Home Residential) – Clark County
East	Motor Vehicle Sales (New)	GC (General Commercial)	C-2 (General Commercial)
West	Motor Vehicle Sales (New)	GC (General Commercial)	C-2 (General Commercial)
	Outside Vehicle Storage	PF (Public Facilities)	C-2 (General Commercial)

Staff Report Page Seven
November 18, 2010 - Planning Commission Meeting

<i>Master Plan Areas</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Master Plan Area		X	N/A
<i>Special Purpose and Overlay Districts</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Purpose and Overlay Districts		X	N/A
Trails		X	N/A
Rural Preservation Overlay District		X	N/A
Las Vegas Redevelopment Plan Area		X	N/A
Development Impact Notification Assessment		X	N/A
Project of Regional Significance		X	N/A

DEVELOPMENT STANDARDS

<i>Functional Classification of Street(s)</i>	<i>Governing Document</i>	<i>Street Width (Feet)</i>	<i>Compliance with Street Section</i>
<i>Sahara Avenue -- Primary Arterial</i>	Master Plan of Streets and Highways	100	N

<i>Freestanding Signs: [Signs C, E, F, G, J, K (all existing)]</i>			
Standard	Allowed	Provided	Compliance
Maximum Number	1 per 200 feet of frontage or portion thereof 5 total	6 total	N*
Maximum Area	2 SF/foot frontage total 2,112 SF	710 SF	Y
Maximum Height	40 feet	47 feet	N**
Minimum Setback	5 feet	4 feet	N***
Minimum Separation	100 feet	105 feet	Y
Illumination	Internal/External/ Animated/EMU	Internal only	Y

*Freestanding signs along Sahara Avenue are nonconforming with respect to number.

**Two existing freestanding signs (E and G) are nonconforming with respect to height.

***One existing freestanding sign (F) is nonconforming with respect to setback.

Staff Report Page Eight
November 18, 2010 - Planning Commission Meeting

<i>Incidental Signs (Directional): [Signs D, H, X (2 existing, 1 proposed)]</i>			
Standard	Allowed	Provided	Compliance
Maximum Number	Two signs per driveway or access 10 total	3 total	Y
Maximum Area per sign	12 SF	39 SF	N*
Maximum Height per sign	7 feet	9 feet	N**
Minimum Setback	5 feet	5 feet	Y
Illumination	Internal only	Internal	Y
Other	Up to 50% of sign area may contain logo	0% (no logo)	Y

*One existing freestanding directional sign (H) is nonconforming with respect to sign area.

**Two existing freestanding directional signs (D and H) are nonconforming with respect to height.

<i>Canopy Signs: [Signs P, R, S, S1, S2, S3, T, U (all proposed)]</i>			
Standard	Allowed	Provided	Compliance
Maximum Number	Limited by area	8 total	Y
Maximum Area	25% of canopy face	23.5%	Y
Illumination	Internal/External/ Animated/EMU	Internal only	Y

<i>Wall Signs: [Signs A1, A2, B, L, M, N1, N2, Q, V, W1, W2, W3, Y, Z (all proposed)]</i>			
Standard	Allowed	Provided	Compliance
Maximum Number	Limited by area	14 total	Y
Maximum Area	20% of building elevation	Less than 20% of any one elevation	Y
Maximum Projection	4 Feet	Less than 4 Feet	Y
Illumination	Internal/External/ Animated/EMU	Internal only	Y

ANALYSIS

Title 19.14.130 requires approval of a master sign plan for any nonresidential project on a site larger than 15 acres prior to installation of any on-premise signage. The most recent Site Development Plan Review (SDR-38855) approval also required the master sign plan pursuant to Title 19.14.

Staff Report Page Nine
November 18, 2010 - Planning Commission Meeting

Two of the existing freestanding signs located along Sahara Avenue are taller than what is currently allowed by Code. At the time of their construction, Las Vegas Municipal Code did not specify a height restriction for on-premise signs in the C-2 (General Commercial) District. As nonconforming signs, they are allowed to continue in use pursuant to Title 19.14.160. In particular, sign copy may be changed as long as the change does not increase the area of the sign face. The applicant indicates that no changes will be made to any of the six existing freestanding signs. Additionally, Sign “F” slightly encroaches into the required five-foot setback as shown on the site plan. The governing code at the time of construction allowed sign encroachment up to the property line and into the right-of-way, provided that signs remain at least three feet from the street curb. Two Variances (V-0023-71 and V-0071-72) also allowed more signs along the Sahara Avenue street frontage than code allowed. The current zoning code allows the current spacing of the existing freestanding signs along Sahara Avenue.

The two existing directional signs are nonconforming with respect to height and sign area. Sign “D” is about nine percent taller than currently allowed by Code, and the height of Sign “H” deviates by about 30 percent. Sign “H” is also 225 percent larger than currently allowed. These signs are still useful for directing traffic and do not pose any harm to the public good.

All proposed signs are in full compliance with Title 19.14.060(F) sign standards for the C-2 (General Commercial) zoning district.

No sign submitted in the proposed master sign plan is subject to the Residential Protection Standards in Title 19.14.070. Property zoned for single-family residential use is 340 feet from the nearest sign on the subject property.

Numerous other signs currently exist on the property. Those not listed in the proposed master sign plan will be removed at the time of construction. This includes signage currently on structures proposed to be removed or replaced.

The proposed master sign plan is compatible with the scale and arrangement of buildings on the site. The signage does not interfere with site circulation, parking or loading requirements. For these reasons, staff recommends approval of the master sign plan with conditions. Any future amendments to the approved signage within the Master Sign Plan in conformance with Title 19 standards may be reviewed and approved administratively by the Planning and Development Department. All new signage proposed must be in conformance with Title 19.14 standards; otherwise, a variance is required.

NOTICES MAILED 251

APPROVALS 1

PROTESTS 0