



AGENDA MEMO

PLANNING COMMISSION MEETING DATE: DECEMBER 16, 2010
DEPARTMENT: PLANNING AND DEVELOPMENT
ITEM DESCRIPTION: APPLICANT: YOUNG ELECTRIC SIGN COMPANY - OWNER:
GREAT WASH PARK, LLC

**** STAFF RECOMMENDATION(S) ****

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
MSP-40230	Staff recommends APPROVAL.	

**** CONDITIONS ****

MSP-40230 CONDITIONS

Planning and Development

- 1.Conformance to the sign elevations and documentation as submitted in conjunction with this request, date stamped 11/15/10, except as amended by conditions herein.
- 2.All signage shall have proper permits obtained through the Building and Safety Department prior to installation.
- 3.These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permits.
- 4.Any future amendments to the approved signage within the Master Sign Plan, including size and locations, which are in conformance with Title 19 may be reviewed and approved administratively by the Planning and Development Department.
- 5.Proposed “Grand Blade Signs” shall conform to Title 19.14 requirements for projecting signs.
- 6.All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

YK

Conditions Page Two
December 16, 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
December 16, 2010 - Planning Commission Meeting

**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a request for a Master Sign Plan for a Mixed Use development located at 302 South Rampart Boulevard. The project, The Village at Queensridge, was inspired by Old World charm with artistry and craftsmanship to meet the contemporary lifestyles of vibrant people. The signage package is reflective of this design concept. The request is for a variety of wall and projecting signs in varied sizes. As the proposed signage conforms to the requirements of Title 19.14 for a property zoned C-2 (General Commercial), staff recommends approval with conditions. If denied, no signage would be allowed.

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-10770) requires approval of a Master Sign Plan prior to the issuance of any sign permits.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
01/26/98	The City Council approved a Rezoning (Z-0127-97) from U (Undeveloped) zone, M (Medium Density Residential) and SC (Service Commercial) General Plan Designation), under Resolution of Intent to R-PD16 (Residential Planned Development – 16 Units per Acre), to C-2 (General Commercial) at the northeast corner of the intersection of Alta Drive and Rampart Boulevard. The Planning Commission and staff recommended approval of the request.
03/02/05	The City Council approved a request for a Site Development Plan Review (SDR-5657) to allow a Mixed-Use development to include 700,000 square feet of commercial space and 375 residential condominium units in one 10-story and two five-story residential condominium buildings on 30.21 acres adjacent to the northeast corner of Alta Drive and Rampart Boulevard. The Planning Commission and staff recommended approval of the request.
	The City Council approved a request for a Special Use Permit (SUP-5853) to allow a proposed Mixed-Use commercial and residential development adjacent to the northeast corner of Alta Drive and Rampart Boulevard. The Planning Commission and staff recommended approval of the request.

**Staff Report Page Two
December 16, 2010 - Planning Commission Meeting**

<p>04/19/06</p>	<p>The City Council approved a request for a Variance (VAR-10773) to allow 3,955 parking spaces where 4,961 parking spaces is the minimum number of parking spaces required for a proposed Mixed-Use development on 28.69 acres at 8750 Alta Drive. The Planning Commission recommended approval, but staff recommended denial of the request.</p>
	<p>The City Council approved a request for a Site Development Plan Review (SDR-10770) for a 10-story Mixed-Use development consisting of 699,000 square feet of commercial space and 340 residential units on 28.69 acres 8750 Alta Drive. The Planning Commission recommended approval, but staff recommended denial of the request.</p>
<p>06/06/07</p>	<p>The City Council approved a Review of Condition (ROC-21668) to modify Condition Number 9 of an approved Site Development Plan Review (SDR-10770), which stated that all perimeter landscape buffers shall comply with the minimum requirements listed in Title 19.12. Tree spacing within the buffers shall conform to the minimum requirements listed in Title 19.12. The revised condition is to allow a four-foot landscape buffer along the south property line where eight feet is the minimum required for an approved mixed-use development on 28.69 acres at 420 South Rampart Boulevard. Staff recommended approval of the request.</p>
<p>07/12/07</p>	<p>The Planning Commission approved a Tentative Map (TMP-20197) for a 324 unit Mixed-Use development on 28.62 acres at 302 South Rampart Boulevard. Staff recommended approval of the request.</p>

Most Recent Change of Ownership

<p>01/16/04</p>	<p>A deed was recorded for a change in ownership.</p>
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Related Building Permits/Business Licenses

<p>09/14/07 to present</p>	<p>There have been numerous building permits and business licenses issued for this site. None of the permits have addressed signage.</p>
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Pre-Application Meeting

<p>10/04/10</p>	<p>Staff reviewed the requirements for a Master Sign Plan application with the applicant. A sign analysis table was required for each building.</p>
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Neighborhood Meeting

No neighborhood meeting was required, nor was one held.

Staff Report Page Three
December 16, 2010 - Planning Commission Meeting

<i>Field Check</i>	
11/09/10	Staff conducted a site visit and noted the project was under construction. No permanent signage was found.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	28.69

<i>Surrounding Property</i>	<i>Existing Land Use Per Title 19.04</i>	<i>Planned or Special Land Use Designation</i>	<i>Existing Zoning District</i>
Subject Property	Mixed-Use Development (under construction)	GC (General Commercial)	C-2 (General Commercial)
North	Angel Park	PR-OS (Parks/Recreation and Open Space)	C-V (Civic)
South	Shopping Center	SC (Service Commercial)	PD (Planned Development)
East	Single-Family Dwellings	L (Low Density Residential)	R-1 (Single Family Residential)
West	Casino	SC (Service Commercial)	C-1 (Limited Commercial)

<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		Y
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

Staff Report Page Four
December 16, 2010 - Planning Commission Meeting

DEVELOPMENT STANDARDS

<i>Street Name</i>	<i>Functional Classification of Street(s)</i>	<i>Governing Document</i>	<i>Street Width (Feet)</i>	<i>Compliance with Street Section</i>
Rampart Boulevard	Primary Arterial	Master Plan of Streets and Highways	100	Yes
Alta Drive	Secondary Collector	Master Plan of Streets and Highways	80	Yes

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-10770) approval also requires the master sign plan pursuant to Title 19.14.

Staff reviewed the sign analysis table submitted with the application and found it to be in compliance with the permitted signage for a C-2 (General Commercial) project. The signage plan is well thought out and blends with the architecture of the buildings. All proposed wall signs are less than twenty percent of each building elevation. There are no freestanding signs proposed with this project.

There is a Multi-Use Non-Equestrian Pedestrian Path located on the east side of Rampart Boulevard but it will not be impacted by this proposal.

There are 12 distinct districts “Villages” proposed, each with its own identity based on an Old World European village. Although each village will have its own distinct identity, the signage will be consistent and seamless between them. Approximately 1,265 wall signs could be installed as well as an undetermined number of arcade and projecting signs should this application be approved. These numbers will be determined by the square footage of each business as well as the number and location of the entrances to each. The wall signs range from two feet by eight feet to 12’ x 35’ in size. The maximum size of each arcade and projecting sign will be eight square feet with the number to be determined based on leasing agreements. There are also 70 Grand Blade Signs (defined as Projecting signs under Title 19.14) proposed, each at 30 square feet. These are also within Title 19.14 standards. However, the property owner will have to decide which size to use for each space as only one sign per entrance will be permitted by Title 19.14. Regardless of the number of signs proposed, all are permitted under Title 19.14 and no building elevation will have more than 20% of its façade covered in signage.

**Staff Report Page Five
December 16, 2010 - Planning Commission Meeting**

The proposal also includes an extensive incidental signage plan that does not require permits but must conform to the standards in Title 19.14. The traffic signs are exempt from these standards.

FINDINGS

The size, style and location of the proposed signs are all allowed under Title 19.14.060(F) and are appropriate to the arrangement of buildings and scale of the project. Staff recommends approval.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 12

NOTICES MAILED 412

APPROVALS 12

PROTESTS 6