



AGENDA MEMO

PLANNING COMMISSION MEETING DATE: DECEMBER 16, 2010

DEPARTMENT: PLANNING AND DEVELOPMENT

ITEM DESCRIPTION: APPLICANT/OWNER: WMCV PHASE I, LLC, ET AL

** STAFF RECOMMENDATION(S) **

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
MSP-40138	Staff recommends DENIAL, if approved subject to conditions:	

** CONDITIONS **

MSP-40138 CONDITIONS

Planning and Development

1. Conformance to the Conditions of Approval for Master Sign Plans MSP-6344, MSP-15823, MSP-34474 and MSP-36336.
2. Conformance to the sign elevations and documentation as submitted in conjunction with this request, date stamped 11/08/10 and 11/02/10, except as amended by conditions herein.
3. A Waiver of the Parkway Center Standards of the Downtown Centennial Plan is hereby approved, to allow 11 wall signs ranging in size from 7,950 to 45,000 square feet where 50 square feet is the maximum area allowed per sign.
4. A Waiver of the Parkway Center Standards of the Downtown Centennial Plan is hereby approved, to allow wall signs to extend above the bottom of the second floor window sill where such is not allowed.
5. All signage shall have proper permits obtained through the Building and Safety Department.
6. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit.

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7.All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

Public Works

8.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.

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**** STAFF REPORT ****

PROJECT DESCRIPTION

The applicant proposes to amend the existing Master Sign Plan for the World Market Center to add 11 on-premise wall signs to Buildings 1, 2 and 3, which currently contain only the name and logo of the complex. The proposed wall signs are pressure sensitive vinyl wraps that would cover a significant area of eight different façades. This amendment, if approved, would allow for each sign to be removable and interchangeable with respect to the dimensions and areas requested. According to the applicant, the signs will depict only advertisements of the property owner, existing tenants and business affiliates of the property owner. As the signs would exceed the restrictions of the Downtown Centennial Plan Parkway Center District, the applicant proposes to waive Parkway Center height and area standards. In addition to requiring waivers, the signs are not compatible with the scale of development in the surrounding area. Staff therefore recommends denial. If denied, the existing approved Master Sign Plan will remain unchanged and no additional signage may be installed on the site without first amending the Master Sign Plan.

ISSUES

- Signage is proposed to cover the majority of eight unique facades on World Market Center Buildings 1, 2 and 3.
- A Waiver of Downtown Centennial Plan Parkway Center Standards is required to allow the height of a wall sign to exceed the height of any second floor window sill, except as permitted by the Parkway Center standards. The tallest proposed individual wall sign is 350 feet in height.
- A Waiver of Downtown Centennial Plan Parkway Center Standards is required to allow the area of a wall sign to exceed 50 square feet. There are 11 wall signs proposed, ranging in size from 7,950 to 45,000 square feet in area.
- No new off-premise signage is permitted within the Parkway Center District, pursuant to Subsection VII.E.6d of the Downtown Centennial Plan.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
11/23/98	The City Council approved a Rezoning (Z-0100-97) from M (Industrial) to PD (Planned Development) on 178 acres, including the subject property. The Planning Commission and staff recommended approval.
07/05/00	The City Council adopted Ordinance #5238, thereby adopting the Downtown Centennial Plan, which contains standards for the subject site.

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05/16/01	The City Council approved a Site Development Plan Review [Z-0100-97(3)] for a proposed 1,000,000 square foot commercial development (World Market Center Phase I) and a Waiver of off-street parking requirements at the southwest corner of Grand Central Parkway and Bonneville Avenue. The Planning Commission and staff recommended approval.
06/15/05	The City Council approved a Master Sign Plan (MSP-6344) for World Market Center Phase I at 495 South Grand Central Parkway. The Planning Commission, Parkway Center Architectural Review Committee (PC-ARC) and staff recommended approval.
07/06/05	The City Council approved a Site Development Plan Review (SDR-6593) for a 1,619,219 square-foot commercial center (World Market Center Phase II). The Planning Commission, PC-ARC and staff recommended approval of the request.
01/06/06	Code Enforcement opened a case (37399) investigating alleged holes in the sidewalk adjacent to 495 South Grand Central Parkway, as well as trash, debris and broken pieces of cement on the sidewalk. Code Enforcement resolved the case on 01/09/06.
01/12/06	The Planning Commission approved a Site Development Plan Review (SDR-10427) for a proposed four level parking garage with 2,175 parking spaces and Waivers of Parkway Center Development Standards at 475 Grand Central Parkway. The PC-ARC and staff recommended approval.
06/07/06	The City Council approved a Major Amendment (SDR-12636) of a previously approved Site Development Plan Review (SDR-10427) to add five levels to the approved parking garage and for the World Market Center Phase III development. The Planning Commission and staff recommended approval.
09/07/06	Planning and Development Department staff approved a Minor Amendment (SDR-16509) to an approved Site Development Plan Review (SDR-12636) to reduce commercial square footage, reduce the height of the parking garage by one story, and revise parking requirements for World Market Center Phase III.
10/18/06	The City Council approved a Major Amendment (MSP-15823) to an approved Master Sign Plan (MSP-6344) to add signage for World Market Center Phase II at 475 and 495 South Grand Central Parkway. The Planning Commission and staff recommended approval.
03/26/08	Planning and Development Department staff approved the relocation of a 4,472 SF wall sign from the west elevation of Building 2 (475 South Grand Central Parkway) to the west elevation of Building 3 (455 South Grand Central Parkway).
01/29/09	Planning and Development Department staff approved a Temporary Sign Permit (TSP-33226) for the temporary installation of four (4) proposed 53-foot by 56-foot wall signs on the existing parking garage structure at 445 South Grand Central Parkway, from 01/30/09 to 02/28/09.

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03/11/09	Planning and Development Department staff approved a Temporary Sign Permit (TSP-33790) for the temporary installation of one (1) proposed 62-foot by 55-foot wall sign on the existing parking garage structure at 445 South Grand Central Parkway, from 03/23/09 to 04/21/09.
06/11/09	Planning and Development Department staff approved a Minor Amendment (MSP-34474) of a previously approved Master Sign Plan (MSP-6344) for additional signage within the existing World Market Center commercial development.
12/03/09	The Planning Commission approved a Major Amendment (MSP-36336) to a previously approved Master Sign Plan (MSP-6344) to add wall signage on the existing parking structure at 445 South Grand Central Parkway, with waivers of the Downtown Centennial Plan Parkway Center Signage Standards. Staff recommended approval.

Most Recent Change of Ownership

09/29/05	A deed was recorded for a change in ownership on APN 139-33-610-023.
09/30/05	A deed was recorded for a change in ownership on APN 139-33-610-014.
12/29/06	A deed was recorded for a change in ownership on APN 139-33-610-022.

Related Building Permits/Business Licenses

05/23/05	A building permit (#05003496) was issued for exterior signage (directional, wall and freestanding signs) at 495 South Grand Central Parkway. A final inspection was completed on 10/04/05.
08/10/06	A building permit (#06005248) was issued for an eight-foot tall monument sign at 495 South Grand Central Parkway. A final inspection was completed on 09/26/06.
01/03/07	A building permit (#07000039) was issued for wall signage (1,440 square feet) at 495 South Grand Central Parkway. A final inspection was completed on 02/03/10.
03/27/08	A building permit (#08000042) was issued for exterior signage at 455 South Grand Central Parkway. A final inspection was completed on 07/11/08.

Pre-Application Meeting

10/25/10	Submittal requirements for a Master Sign Plan were discussed. There were no major issues discussed; however, the applicant was informed that waivers of Downtown Centennial Plan Parkway Center Standards would be required.
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Neighborhood Meeting

A neighborhood meeting is not required, nor was one held.	
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Field Check	
11/10/10	Staff conducted a field check of the subject property. Existing wall signage included only the establishment name and logo.

Details of Application Request	
Site Area	
Net Acres	21.04

Surrounding Property	Existing Land Use Per Title 19.04	Planned or Special Land Use Designation	Existing Zoning District
Subject Property	Trade Center/Wholesale Showroom	MXU (Mixed Use)	PD (Planned Development)
North	Surface Parking, Parking Structure	MXU (Mixed Use)	PD (Planned Development)
	Off-Premise Sign	MXU (Mixed Use)	PD (Planned Development)
South	Surface Parking, Parking Structure	MXU (Mixed Use)	PD (Planned Development)
East	Office, Medical	MXU (Mixed Use)	PD (Planned Development)
West	Freeway (I-15)	ROW (Right-of-Way)	ROW (Right-of-Way)

Master Plan Areas	Yes	No	Compliance
Master Plan Area			
Downtown Centennial Plan	X		N
Special Purpose and Overlay Districts	Yes	No	Compliance
Special Purpose and Overlay Districts			
PD (Planned Development) District	X		Y
Downtown Centennial Plan Overlay District – Parkway Center	X		N
A-O (Airport Overlay) District (175 Feet)	X		Y
Downtown Casino Overlay District	X		Y
Trails	X		Y
Rural Preservation Overlay District		X	N/A
Las Vegas Redevelopment Plan Area	X		Y
Development Impact Notification Assessment		X	N/A
Project of Regional Significance		X	N/A

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DEVELOPMENT STANDARDS

Wall Signs: Pursuant to Title 19.14 and the Downtown Centennial Plan Parkway Center Standards, the following standards apply:				
Standards	Allowed	Previously Approved	Proposed	Compliance
Maximum Number	All signs shall fit within the architectural frame or sign band of the storefront, or occupy the same square footage to enhance the architectural character of the buildings	4 wall signs on Bldgs 1, 2 and 3	11 additional wall signs on Bldgs 1, 2 and 3	Y
Maximum Area	Max. 50 SF for wall signs. Size shall be consistent with the scale of the building	23' tall x 192' wide identifier with logo (4,472 SF)	300' tall x 150' wide (45,000 SF)	N
Location Requirements	Signs above second floor shall be limited to two tenants of the building or the name of a hotel	Limited to name of establishment, near top of buildings	Proposed signage extends above second level; advertises building tenants	N
Design	All signs should establish a façade rhythm, scale and proportion where not currently existing	Façade rhythm, scale and proportion exist	Signs are at similar scale as building	N
Material	All signs should be appropriate in color and texture to the building on which it is placed	Signs contrast with buildings for clarity	Sign does not consider context of building color or texture; sign contains vinyl with laminate material	N
Illumination	Internal/External; no animation	Illuminated letters/logo	Non-Illuminated; no animation	Y

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Waivers		
Requirement	Request	Staff Recommendation
<u>Downtown Centennial Plan VII.E (6)(c)</u> – Permitted signs: Modular wall signs shall be no greater than 50 square feet in area.	Installation of 11 wall signs of ranging in size from 7,950 SF to 45,000 SF	Denial
<u>Downtown Centennial Plan VII.E (6)(f)</u> – No building signs shall be permitted above the bottom of the second floor window sill. Signs above this height may be allowed for a max. of two (2) tenants per office building for the name of a hotel and are limited to letter signs, either illuminated or non-illuminated, with one (1) square box sign allowed in which a logo can be illuminated.	Installation of wall signs ranging in height from 150 to 350 feet that will extend above the second floor of each building	Denial

ANALYSIS

The subject site is located within a PD (Planned Development) District and is subject to the requirements of the Downtown Centennial Plan Parkway District contained therein. The site is also located within the Airport Overlay District and Downtown Casino Overlay District; this action would not affect requirements of those overlays.

The applicant proposes changes to the approved Master Sign Plan (MSP-6344) to allow interchangeable signs on Buildings 1, 2 and 3 that would only advertise services and products of the tenants located on the site. No new off-premise signage is permitted within the Downtown Centennial Plan Parkway Center District. Signs with a maximum area of 2,968 SF were previously approved for the parking garage facades north of the subject site and are not a part of this application. The percentage of deviation for the proposed signage area ranges from 15,800% to 89,900%, far exceeding the requirements and limitations of the Parkway Center Standards. Additionally, the signage extends well above the second floor and disrupts the rhythm of each façade on which it is proposed. The previously approved Master Sign Plan and amendments contained signs that also exceeded the Parkway Center Standards; however, as building identifiers they were considered to be appropriate in size and location for the scale of the development on the site.

The nearest residential property is located approximately 890 feet to the west across Interstate 15, and the proposed signs are therefore not subject to Residential Protection Standards as described by Title 19.14.070.

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The applicant plans to utilize the signs in anticipation of a trade show in late January 2011 and change them out for subsequent shows in the future. It is noted that approval of the proposed amendment to the previously approved Master Sign Plan would allow the proposed signs in perpetuity unless additional conditions were imposed at the time of approval limiting their use.

FINDINGS

Although the Parkway Center Standards were originally intended to apply to much smaller office buildings on smaller sites, the signage proposed detracts from the aesthetics of the buildings themselves in terms of scale, proportion, color and materials. As such, they are not compatible with or complementary to the overall development. Staff recommends denial of the waiver requests and the amendment to the Master Sign Plan.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 45

NOTICES MAILED 45

APPROVALS 0

PROTESTS 0