



## AGENDA MEMO - PLANNING

**PLANNING COMMISSION MEETING DATE: NOVEMBER 8, 2011**

**DEPARTMENT: PLANNING**

**ITEM DESCRIPTION: APPLICANT/OWNER: CENTENNIAL RILEY DEVELOPMENT, LLC**

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### \*\* STAFF RECOMMENDATION(S) \*\*

| <i>CASE<br/>NUMBER</i> | <i>RECOMMENDATION</i>                             | <i>REQUIRED FOR<br/>APPROVAL</i> |
|------------------------|---------------------------------------------------|----------------------------------|
| <b>MSP-43340</b>       | Staff recommends APPROVAL, subject to conditions: |                                  |

### \*\* CONDITIONS \*\*

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## MSP-43340 CONDITIONS

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### Planning

1. Conformance to the approved conditions for Site Development Plan Review (SDR-20186) and Master Sign Plan (ARC-22117), except as modified herein.
2. All future sign amendments in conformance with the Town Center Development Standards may be administratively considered.
3. Waivers to allow wall signs to be located above the second floor window panes for signs on the east and west elevations are approved.
4. This approval shall be void two years from the date of final approval, unless exercised pursuant to the provisions of LVMC Title 19.16. An Extension of Time may be filed for consideration by the City of Las Vegas.
5. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit.
6. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

**Staff Report Page One**  
**November 8, 2011 - Planning Commission Meeting**

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

**PROJECT DESCRIPTION**

This is a request for a Major Amendment to a previously approved Master Sign Plan (ARC-22117) to install wall signs above the second floor window panes on the east and west elevations of an existing two-story medical office building at 8402 W. Centennial Parkway. The Town Center Development Standards Manual does not allow signs above the second floor window pane without an approved waiver. The original Master Sign Plan (ARC-22117) included waivers to allow such wall signs on the north and south elevations. Staff supports the request, with conditions. If denied, no additional wall signage would be permitted.

**ISSUES**

- Waivers are required to allow wall signage to be located above the second floor window panes on the east and west elevations. Staff supports the request.

**BACKGROUND INFORMATION**

| <b><i>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc</i></b> |                                                                                                                                                                                                                                                                                                                                                               |
|--------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 02/14/02                                                                 | The City Council approved a request for Annexation (A-0038-02) of 1.79 acres at 8402 West Centennial Parkway as part of a larger 687.3 acre request. The Planning Commission and staff recommended approval.                                                                                                                                                  |
| 02/21/07                                                                 | The City Council approved a Vacation (VAC-14766) for a portion of the public right-of-way at the intersection of Centennial Parkway and Riley Street. Staff recommended approval.                                                                                                                                                                             |
| 05/16/07                                                                 | The City Council approved a request for a Site Development Plan Review (SDR-20186) for a two story, 21,730 square foot medical office building and a waiver to allow no landscape buffer along the west property line on 1.61 acres at 8402 West Centennial Parkway. The Planning Commission and staff recommended approval.                                  |
|                                                                          | The City Council approved a Rezoning (ZON-20185) from: U (Undeveloped) zone [SC-TC (Service Commercial – Town Center) Special Land Use Designation] To: T-C (Town Center) Zone [SC-TC (Service Commercial – Town Center) Special Land Use Designation] on 1.61 acres at 8402 West Centennial Parkway. The Planning Commission and staff recommended approval. |

**Staff Report Page Two**  
**November 8, 2011 - Planning Commission Meeting**

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| 08/15/07 | The City Council approved a Master Sign Plan (ARC-22117) to allow one 50' high pylon sign advertising one tenant where a 24' high sign advertising multiple tenants is required, to allow one wall sign to be located above the second floor window where below the second floor window is the height permitted, and to allow one monument sign to have 113.6 square feet area where 75 square feet is allowed by code for a proposed medical office building at 8402 West Centennial Parkway. The Centennial Hills Architectural Review Committee – Town Center recommended approval and staff recommended denial. |
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| <b><i>Most Recent Change of Ownership</i></b> |  |
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| 07/02/04 | A deed was recorded for a change in ownership. |
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| <b><i>Related Building Permits/Business Licenses</i></b> |  |
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| 04/23/08 | A Building Permit (#8000116) was issued for a sign at 8402 West Centennial Parkway. The permit was not finalized. |
| 05/02/08 | A Building Permit (#8000135) was issued for a sign at 8402 West Centennial Parkway. The permit was not finalized. |

| <b><i>Pre-Application Meeting</i></b> |  |
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| 09/15/11 | Staff met with the applicant and discussed the requirements to amend a previously approved Master Sign Plan (ARC-22117) application with a Waiver of Town Center Development Standards. The Waiver is required, since the proposed wall signage will be located above the bottom of the second floor window panes. |
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| <b><i>Neighborhood Meeting</i></b> |  |
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| A neighborhood meeting was not required, nor was one held. |  |
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| <b><i>Field Check</i></b> |  |
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| 09/29/11 | Staff visited the site and found a well maintained medical office building. |
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| <b><i>Details of Application Request</i></b> |  |
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| <b><i>Site Area</i></b> |  |
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| Net Acres | 1.79 |
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**Staff Report Page Three**  
**November 8, 2011 - Planning Commission Meeting**

| <b><i>Surrounding Property</i></b> | <b><i>Existing Land Use Per Title 19.12</i></b> | <b><i>Planned or Special Land Use Designation</i></b> | <b><i>Existing Zoning District</i></b> |
|------------------------------------|-------------------------------------------------|-------------------------------------------------------|----------------------------------------|
| Subject Property                   | Office, Medical                                 | SC-TC (Service Commercial – Town Center)              | T-C (Town Center)                      |
| North                              | 215 Right-of-way                                | ROW                                                   | ROW                                    |
| South                              | Undeveloped                                     | GC-TC (General Commercial – Town Center)              | T-C (Town Center)                      |
|                                    | Parking Lot                                     |                                                       |                                        |
| East                               | Undeveloped                                     | SC-TC (Service Commercial – Town Center)              | T-C (Town Center)                      |
| West                               | Undeveloped                                     | SC-TC (Service Commercial – Town Center)              | T-C (Town Center)                      |

| <b><i>Master Plan Areas</i></b>                     | <b><i>Yes</i></b> | <b><i>No</i></b> | <b><i>Compliance</i></b> |
|-----------------------------------------------------|-------------------|------------------|--------------------------|
| Town Center Master Plan                             | X                 |                  | Y                        |
| <b><i>Special Purpose and Overlay Districts</i></b> | <b><i>Yes</i></b> | <b><i>No</i></b> | <b><i>Compliance</i></b> |
| T-C (Town Center) District                          | X                 |                  | Y                        |
| 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**

| <b><i>Wall Signs (East): [Town Center Development Standards F(2)A]</i></b> |                       |                        |
|----------------------------------------------------------------------------|-----------------------|------------------------|
| <b><i>Standards</i></b>                                                    | <b><i>Allowed</i></b> | <b><i>Provided</i></b> |
| Maximum Number                                                             | N/A                   | 1                      |
| Maximum Area                                                               | 391 SF                | 53 SF                  |
| Percent of Elevation                                                       | 15%                   | 2.03%                  |
| Illumination                                                               | Internal or External  | Internal               |

| <b><i>Wall Signs (West): [Town Center Development Standards F(2)A]</i></b> |                       |                        |
|----------------------------------------------------------------------------|-----------------------|------------------------|
| <b><i>Standards</i></b>                                                    | <b><i>Allowed</i></b> | <b><i>Provided</i></b> |
| Maximum Number                                                             | N/A                   | 1                      |
| Maximum Area                                                               | 391 SF                | 98 SF                  |
| Percent of Elevation                                                       | 15%                   | 3.75%                  |
| Illumination                                                               | Internal or External  | Internal               |

**Staff Report Page Four**  
**November 8, 2011 - Planning Commission Meeting**

| <i><b>Waivers</b></i>                                               |                                                                                                        |                                    |
|---------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|------------------------------------|
| <i><b>Requirement</b></i>                                           | <i><b>Request</b></i>                                                                                  | <i><b>Staff Recommendation</b></i> |
| No wall signs shall be located above the second floor window panes. | To allow wall signs to be located above the second floor window panes on the east and west elevations. | Approval                           |

### **ANALYSIS**

The applicant is requesting a Waiver of the Town Center Development Standards Section F(2)A(2)e that prohibits wall signage to be located above the bottom of the second floor window line. The applicant is seeking to install one new wall sign on both the east and west elevations above the second floor window line. The original Master Sign Plan (ARC-22117) granted such a waiver request for signage on the north and south elevations due to the location of the project. The proposed signs will meet all other sign code development standards. Since the project is located adjacent to the 215 freeway, all property around it is designated for commercial purposes and the fact that a similar request was granted, staff recommends approval of the request.

### **NEIGHBORHOOD ASSOCIATIONS NOTIFIED**

12

**NOTICES MAILED** 153

**APPROVALS** 1

**PROTESTS** 0