

**AGENDA MEMO - PLANNING****PLANNING COMMISSION MEETING DATE: NOVEMBER 8, 2011****DEPARTMENT: PLANNING****ITEM DESCRIPTION: APPLICANT/OWNER: JIM MARSH AMERICAN CORPORATION****** STAFF RECOMMENDATION(S) ****

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
SDR-43247	Staff recommends DENIAL, if approved subject to conditions:	

**** CONDITIONS ****

SDR-43247 CONDITIONS

Planning

- 1.Conformance to the Conditions of Approval for all previously approved cases for this site except as amended herein shall be required, if approved.
- 2.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.
- 3.All development shall be in conformance with the site plan and sign elevations, date stamped 09/15/11, except as amended by conditions herein.
- 4.A Waiver from Town Center Development Standards F(2)a1(b)7 is hereby approved, to allow a reader board on an existing pylon (freestanding) sign.
- 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

The applicant is requesting a Site Development Plan Review to install a reader board to an existing 24-foot tall freestanding (pylon) sign at 8555 Centennial Parkway in Town Center. Staff recommends denial since it is not compatible and will change the aesthetics of the area. If denied, no reader board could be installed on the site.

ISSUES

- A Waiver from Town Center Development Standards F.2.A.1.b7 is required, to allow a reader board on an existing freestanding (pylon) sign. Staff does not support the request.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
09/10/99	The City Council approved an annexation (A-0010-98(A) of this property as part of a larger application. The Planning Commission and staff recommended approval.
10/06/99	The City Council approved a Site Development Plan Review (SD-0020-99) for a 38,295 square-foot automobile dealership at 8555 West Centennial Parkway. The Planning Commission and staff recommended approval.
12/02/99	The Planning Commission approved a Tentative Map (TM-0046-99) for a one lot commercial subdivision at 8555 West Centennial Parkway. Staff recommended approval.
08/21/02	The City Council approved a request for a Rezoning (Z-0043-02) from U (Undeveloped) [L (Low Density Residential) General Plan Designation], U (Undeveloped) [ML (Medium Low Density Residential) General Plan Designation] and U (Undeveloped) [ML (Medium Low Density Residential) General Plan Designation] under Resolution of Intent to C-2 (General Commercial) to TC (Town Center). The Planning Commission and staff recommended approval.

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

08/21/02	The City Council approved a request for a request to amend a portion of the southern boundary of the Centennial Hills Sector Town Center Plan (GPA-0019-02) to match the alignment of the proposed S Curve; and to amend the future land use within the revised boundary area from ML (Medium Low Density Residential), L (Low Density Residential), GC (General Commercial) and SC-TC (Service Commercial - Town Center) to GC-TC (General Commercial - Town Center), SX-TC (Suburban Mixed Use - Town Center), SC-TC (Service Commercial - Town Center) and PF-TC (Public Facilities - Town Center) on parcels north of the proposed S Curve, south of Centennial Parkway and west of Durango Drive. The Planning Commission and staff recommended approval.
11/04/04	The Planning Commission approved a request for a Site Development Review (SDR-5283) and Waivers of perimeter setback buffering and landscaping requirements and to allow a zero-foot setback along the west property line for a proposed 8,346 square-foot auto body shop and a proposed 1,976 square-foot office with a 5,205 square-foot canopy as additions to an existing auto dealership on 4.28 acres at 8555 West Centennial Parkway. Staff recommended approval.

Most Recent Change of Ownership

01/07/02	A deed was recorded for a change in ownership.
----------	--

Related Building Permits/Business Licenses

01/22/01	A Building Permit (#1001158) was issued for a sign at 8555 West Centennial Parkway. The Permit was finalized on 04/27/01.
02/28/01	A Building Permit (#1003195) was issued for a sign at 8555 West Centennial Parkway. The Permit was finalized on 04/27/01.
06/26/01	A Building Permit (#1011523) was issued for a pole sign at 8555 West Centennial Parkway. The Permit was finalized on 07/10/01.
08/14/02	A Building Permit (#2015913) was issued for a sign at 8555 West Centennial Parkway. The Permit was finalized on 11/26/02.
04/02/04	Code Enforcement issued a Notice of Violation (#8992) for illegal signage at 8555 West Centennial Parkway. The case was resolved on 04/05/04.
06/11/08	Code Enforcement issued a Notice of Violation (#66529) for illegal banners on trees at 8555 West Centennial Parkway. The case was resolved on 06/27/08.
07/25/08	A Building Permit (#120847) was issued for a double face illuminated freestanding sign at 8555 West Centennial Parkway.

Staff Report Page Three
November 8, 2011 - Planning Commission Meeting

03/03/09	A Building Permit (#134671) was issued to raise an existing double face illuminated freestanding sign to 24 feet at 8555 West Centennial Parkway.
04/28/11	Code Enforcement issued a Notice of Violation (#101297) for illegal balloons, banners, flags, and portable signs at 8555 West Centennial Parkway. The case was resolved on 05/12/11.

<i>Pre-Application Meeting</i>	
09/07/11	Staff met with the applicant and reviewed the requirements for a Site Development Plan Review with a Waiver to allow a reader board on an existing freestanding sign.

<i>Neighborhood Meeting</i>	
No neighborhood meeting is required, nor was one held.	

<i>Field Check</i>	
09/29/11	Staff conducted a field check and found a well maintained new automobile dealership. The freestanding sign being requested for modification was to code and also well maintained.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	3.98

<i>Surrounding Property</i>	<i>Existing Land Use Per Title 19.12</i>	<i>Planned or Special Land Use Designation</i>	<i>Existing Zoning District</i>
Subject Property	Motor Vehicle Sales (New)	GC-TC (General Commercial – Town Center)	T-C (Town Center)
North	Undeveloped	GC-TC (General Commercial – Town Center)	T-C (Town Center)
South	Office	GC-TC (General Commercial – Town Center)	T-C (Town Center)

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

<i>Surrounding Property</i>	<i>Existing Land Use Per Title 19.12</i>	<i>Planned or Special Land Use Designation</i>	<i>Existing Zoning District</i>
East	Motor Vehicle Sales (New)	GC-TC (General Commercial – Town Center)	T-C (Town Center)
West	Parking Lot	GC-TC (General Commercial – Town Center)	T-C (Town Center)
	Single Family Dwelling, Detached		

<i>Master Plan Areas</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Town Center Master Plan	X		Y
<i>Special Purpose and Overlay Districts</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
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

<i>Street Name</i>	<i>Functional Classification of Street(s)</i>	<i>Governing Document</i>	<i>Actual Street Width (Feet)</i>	<i>Compliance with Street Section</i>
Centennial Parkway	Frontage Road	Town Center Development Standards Manual	100	Y

<i>Freestanding Signs: Town Center Development Standards F(2)A(1)b</i>		
<i>Standards</i>	<i>Allowed</i>	<i>Provided</i>
Maximum Number	1 / Street frontage 1 total	1
Maximum Area	N/A	120 SF
Maximum Height	24 Feet	24 Feet
Minimum Setback	5 Feet	5 Feet
Illumination	No fugitive light or exposed neon	LED

Staff Report Page Five
November 8, 2011 - Planning Commission Meeting

<i>Waivers</i>		
<i>Requirement</i>	<i>Request</i>	<i>Staff Recommendation</i>
No Reader Board signs permitted.	To permit a Reader Board sign.	Denial

ANALYSIS

The applicant is requesting to install a reader board on an existing 24-foot tall freestanding sign at an automobile dealership at 8555 Centennial Parkway. The purpose of this request is to promote community events, such as high school football games and neighborhood meetings, etc. The applicant has indicated that no revenue will be collected for these notices and no off-premise commercial advertising will take place.

The development of the Town Center included extensive community meetings and public hearings before it was approved by City Council on November 7, 2001. When the Town Center Development Standards were adopted, a provision was made to forbid the installation of any reader board signs in the Town Center boundaries. As a result, a waiver of this standard is required. The content displayed on the reader board was not at issue when the ban was proposed; it was the aesthetic affect such signs would have on the area in general. The residents did not want the Town Center to have the same look and feel as downtown and the Strip and one avenue to prevent this was to ban all reader board signs in Town Center.

The Town Center Development Standards specifically prohibit the use of reader board signs in Town Center. Approval would change the aesthetics of the area and would not be compatible. For these reasons, staff recommends denial.

FINDINGS (SDR-43247)

In order to approve a Site Development Plan application, per Title 19.16.100(E) the Planning Commission and/or City Council must affirm the following:

1. The proposed development is compatible with adjacent development and development in the area;

The proposed reader board sign is not compatible with adjacent development since such signs are prohibited in the area.

2. The proposed development is consistent with the General Plan, this Title, the Design Standards Manual, the Landscape, Wall and Buffer Standards, and other duly-adopted city plans, policies and standards;

Staff Report Page Six
November 8, 2011 - Planning Commission Meeting

This proposal is not consistent with the Town Center Development Standards in that a waiver is being requested to allow a reader board sign where such signs are specifically prohibited. The proposal does not meet Policy 2.4.8 of the 2020 Master Plan, which requires the city to improve the quality and appearance of signage through the consistent application of its sign code.

3.Site access and circulation do not negatively impact adjacent roadways or neighborhood traffic;

The proposed reader board sign will not have an impact on access and circulation to the site.

4.Building and landscape materials are appropriate for the area and for the City;

The proposed material for a reader board sign is not appropriate for the area.

5.Building elevations, design characteristics and other architectural and aesthetic features are not unsightly, undesirable, or obnoxious in appearance; create an orderly and aesthetically pleasing environment; and are harmonious and compatible with development in the area;

The proposed reader board sign will create an undesirable aesthetic on the area if a waiver is granted.

6.Appropriate measures are taken to secure and protect the public health, safety and general welfare.

The proposed sign would require staff review and inspection for adherence to all safety requirements to protect the public.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED

12

NOTICES MAILED

60

APPROVALS

1

PROTESTS

0