Memorandum

City of Las Vegas
Planning and Development
Department

To: Centennial Hills Architectural Review Committee (CHARC)

From: Yorgo Kagafas, Urban Design Coordinator

CC: Flinn Fagg, Current Planning Manager

Date: March 6, 2007

Re: CHARC application #ARC-20049

APPLICATION REQUEST

A) Action Requested

This is a request for approval of a Master Sign Plan (ARC-20049) for a new commercial development, Holiday Inn Express, and Waivers of the Town Center Development Standards to allow for a 65' high pylon sign where 24' is the limit, to allow for a pylon sign for one tenant where advertisement for multiple tenants is required and to allow for a 12' high monument sign where 8' is the limit for APN 125-27-410-004 on 1.83 acres located at 5701 Sky Pointe Drive on the southwest corner of Sky Pointe Drive and Tenaya Way.

B) Applicant's Justification

The applicant requests review and approval of the proposed Master Sign Plan to comply with Town Center development standards. They state that the increased height is needed due to the lower elevation of the property in relation to the surrounding roadways.

BACKGROUND INFORMATION

A) Previous Actions

12/07/98 The City Council approved a rezoning (Z-76-98) of this site to TC (Town Center) as part of a larger overall request.

02/22/07 The Planning Commission approved Site Development Review Plan (SDR-19097) with a waiver of the perimeter landscape buffer width of 14 feet where 15 feet is required for a hotel. Variance (VAR-19098) for reduced parking and Special Use Permit (SUP-19100) to allow a hotel and reduce the distance requirement to 80 feet where 330 feet is required from a residential development. The item will be heard by City Council on 03/21/07.

B) Pre-Application Meeting

01/17/07 Staff met with the applicant for Holiday Inn Express and went over the CHARC requirements for submittal consideration. The applicant was notified that a Master Sign Plan was a requirement of the Town Center Development Standards Manual and that they would need to justify the three waivers needed for their request.

DETAILS OF APPLICATION REQUEST

A) Existing Land Use

Subject Property:	Undeveloped Commercial
North:	Commercial
South:	Commercial
East:	Commercial
West:	Commercial

B) Planned Land Use

Subject Property:	TC
North:	TC
South:	C
East:	TC
West:	TC

C) Existing Zoning

Subject Property:	SC-TC (Service Commercial, Town Center)
North:	SC-TC (Service Commercial, Town Center)
South:	C (General Commercial)
East:	SC-TC (Service Commercial, Town Center)
West:	SC-TC (Service Commercial, Town Center)

D) General Plan Compliance

This site is located within the Town Center Plan Area of the Centennial Hills Sector Plan of the General Plan. The site is designated as SC-TC (Service Commerical – Town Center) within the Town Center Land Use Map, which allows low to medium intensity retail, office or other commercial uses that serve the local area.

ANALYSIS

A) Zoning Code Compliance

The proposed hotel project is permitted within the Service Commercial Zone of Town Center and recently received Planning Commission approval for a Site Development Plan Review.

A1) Sign Standards

The following new signage is proposed for the property:

A) South Building Elevation: This elevation fronts Ann Road. Applicant is proposing a 204 +/- square feet standard wall signage with logo for the top center of the elevation.

B) North Building Elevation: This elevation fronts on Sky Pointe Drive. Applicant is proposing a 204 +/ square feet standard wall signage with logo for the top center of the elevation.

C) East Building Elevation: This elevation faces a commercial strip mall. Applicant is proposing a 153 +/- square feet standard wall signage with logo for the top center of the elevation that can be seen from Tenaya Way as well as the residential development to the east of Tenaya Way.

D) West Building Elevation: This elevation faces a commercial building. Applicant is proposing a 153 +/- square feet standard wall signage with logo for the top center of the elevation.

E) Pylon Sign: The applicant is proposing one 65-feet high pylon sign, with a 432 square feet double faced sign and logo. The sign sits on the southwest corner of the property and can be seen from Ann Road and US 95.

F) Monument Sign: The applicant is proposing one 12-feet high monument sign, with an 82.6 square feet double faced sign and logo. The sign fronts on Sky Pointe Drive.

Monument Sign:

Standards	**Allowed**	**Provided**	**Complies**
Maximum Number	1/300' Street frontage 1 – Sky Pointe Drive (south)	1- Sky Pointe Drive (south)	Yes
Maximum Area	75 SF /sign	82.6 SF maximum	No
Maximum Height	8 Feet	12 Feet	No
Minimum Setback	5 Feet	5 Feet	Yes
Illumination	No fugitive light	H.O. Fluorescent Lamps	Yes

Pylon Sign:

Standards	Allowed	Provided	Complies
Maximum Number	One per Street frontage with tenant at least 20,000 square feet or greater in area 1 – Sky Pointe Drive (south)	Tenant is over 20,000 square feet in area 1- Sky Pointe Drive (south)	Yes
Maximum Number	One per Street frontage that advertises multiple tenants	Only one tenant	No
Maximum Area	N/A	N/A	Yes
Maximum Height	24 Feet	65 Feet	No
Minimum Setback	5 Feet	5 Feet	Yes
Illumination	No fugitive light	H.O. Fluorescent Lamps	Yes

Wall Signs:

Standards	Allowed	Provided	Complies
Maximum Number	Up to 15% of each building elevation	Less than 15% of each building elevation	Yes
Maximum Height	N/A	N/A	N/A
Illumination	No fugitive light	Internal, external (subject to approval	Yes
Facing Residential Property	No	No	Yes
Above Ground Level	Yes –Hotels and buildings over 12 stories	Yes	Yes

A2) Residential Separation Standards

The proposed pylon sign is located on the southwest corner of the property with the nearest single-family residential property over 400' away from the sign and thus meets the 330' distance requirement.

B) General Analysis and Discussion

The applicant is requesting a signage package that requires three waivers of the Town Center Development Standards Manual. The first waiver would allow a 65' high pylon sign where the maximum height allowed is 24' in order for the signage to be visible from US 95 and Ann Road, both of which are much higher in elevation then the property in question. Although staff does not support the request, it should be noted that the City Council recently approved a 90' pylon sign on the west side of US 95 for just such a reason. The pylon sign would also need to have a waiver of the condition that pylon signs must advertise multiple tenants. In this case, there is only one tenant so a waiver is required. The third waiver is needed to allow a 12' high monument sign where 8' is the height limit permitted. The applicant states this is needed in order for guests to find the hotel once they exit off of US 95. Staff does not concur with any of the requested waivers.

The wall signage is minimal in design, size and consists of illuminated pan channel letters that is within the Town Center Development Standards Manual requirements.

Staff Recommendation: APPROVAL, subject to the following conditions:

1. Conformance to the sign elevations and documentation dated February 21, 2007 as submitted in conjunction with this request, except as modified herein.

2. All signage shall have proper permits obtained through the Building and Safety Department.

3. No waivers are approved with this application. Wall signs shall be permitted as submitted; pylon sign and monument sign shall conform to Town Center Development Standards Manual.

4. Any additional signage for the development shall conform to this Master Sign Plan, or be submitted for review and approval by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).