



AGENDA MEMO - PLANNING

PLANNING COMMISSION MEETING DATE: NOVEMBER 1, 2016

DEPARTMENT: PLANNING

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-66826	Staff recommends APPROVAL, subject to conditions:	

** NOTIFICATION **

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 34

NOTICES MAILED 37

APPROVALS 0

PROTESTS 0

**** CONDITIONS ****

MSP-66826 CONDITIONS

Planning

1. This approval is a major amendment to the original Master Sign Plan approval (MSP-6344). 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.
2. Conformance with the site plan, sign elevations and documentation date stamped 09/15/16, except as amended by conditions herein.
3. A Waiver of the Parkway Center Standards is hereby approved, to allow eight (8) new large wall signs ranging in size from 2,296 to 19,429 square feet where 50 square feet is the maximum area allowed per sign.
4. A Waiver of the Parkway Center Standards is hereby approved, to allow eight (8) new large wall signs to extend above the bottom of the second floor window sill where such is not allowed.
5. All signs shall contain on-premise advertising only, as required by the Downtown Centennial Plan Parkway Center Standards.
6. Prior to submittal for a building permit for any new sign in this Master Sign Plan amendment, the applicant shall provide staff with an integrated Master Sign Plan that incorporates all previous sign approvals.
7. All large wall signs included in this master sign plan using LED illumination shall be limited to static images that change no more frequently than once every six seconds. Such illumination shall adjust brightness automatically in response to changes in surrounding light levels so as not to be unreasonably bright. At no time shall the brightness of LED illumination exceed 300 nits. Illumination shall also be subject to all applicable federal and state standards governing the illumination of signs near federal and state highways and that are more restrictive than those listed in this condition.
8. Lighting fixtures for external illumination, if used, shall be shielded so that the light source is not directly visible from adjacent properties or rights-of-way.

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9. All necessary building permits shall be obtained and final inspections shall be completed in compliance with Title 19 and all codes as required by the Department of Building and Safety.
10. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit.
11. Future amendments to the approved signage within the Master Sign Plan in conformance with the Master Sign Plan and new signage in conformance with Title 19 standards may be reviewed and approved administratively by the Department of Planning.
12. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

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**** STAFF REPORT ****

PROJECT DESCRIPTION

The applicant is requesting several changes to the existing Master Sign Plan for the World Market Center development to coincide with upcoming trade show events. The changes are summarized as follows:

- Building A (495 South Grand Central Parkway): add two large wall signs to the north elevation;
- Building B (475 South Grand Central Parkway): move two previously approved large LED wall signs (Signs F and K) from the south and west elevations to the southwest corner of the building to create a wraparound display visible from Interstate 15; and
- Parking Garage (445 South Grand Central Parkway): add five large wall signs to the east elevation and add one large wall sign to the north elevation.

ISSUES

- A Major Amendment of an approved Master Sign Plan (MSP-6344) is required, as new large wall signs requiring waivers of the Parkway Center Standards are requested.
- The nearest single-family dwellings are located 1,320 feet to the northwest and 2,005 feet to the southeast. These measurements are taken from the nearest approved or proposed sign.
- Conditions of approval applicable to LED-illuminated large wall signs are imposed in order to protect adjacent properties from potential nuisances and hazards.
- Staff will require as a condition of approval an integrated Master Sign Plan that incorporates all previous sign approvals.

ANALYSIS

Development within this site is subject to the Parkway Center Standards contained within the Downtown Centennial Plan. It is noted that the “placeholders” for large wall signs on the various building faces at the World Market Center were approved per Parkway Center Standards prior to approval of the supergraphic sign ordinance; therefore, waivers were required to exceed maximum area and height restrictions. The same waivers of the Parkway Center Standards are required for the eight new large wall signs proposed as part of this amendment.

This is the seventh amendment to the Master Sign Plan (MSP-6399), originally approved in 2005. The applicant has been using temporary sign permits to enable the installation of large wall signs on the parking garage. The current request would allow for these signs on a permanent basis, where the on-premise content would change from trade show to trade show. Typically, the signs are installed approximately two weeks before a trade show begins and are

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removed one week following a trade show. The number of allowable signs on the east elevation of the garage would double from five to ten. These signs would be made of SuperPrint and UltraMesh banner material, although as in previous Master Sign Plan approvals the option of using LED illumination is requested. The entitled (not currently installed) Signs F and K on Building B would decrease in size from 18,000 square feet and 14,400 feet to 8,400 square feet each and move to the corner of their respective facades to create an LED-illuminated corner display. Images on these signs would remain independent of each other. Sign J on the north elevation of Building A would be replaced by two building wrap signs, increasing sign area from 7,950 square feet to 38,858 square feet.

The Parkway Center Standards are silent with regard to sign illumination and defer to Title 19. Per Title 19.08.120, electronic message units, animated signs and flashing signs are prohibited within 200 feet of property planned or zoned for residential use unless the design of the sign or its location and orientation ensure that the electronic message unit, animated or flashing portion of the sign, or any other light from the sign will not be visible from the property planned or zoned for residential use. The nearest property zoned for residential use is located 1,320 feet to the northwest of the west facades of Buildings A and B. There are intervening buildings and a freeway (Interstate 15) between the existing single-family dwellings and the World Market Center buildings, although unobstructed views are possible. Another single-family dwelling is located 2,005 feet to the southeast of the east façade of Building B; however, this property is zoned C-M (Commercial/Industrial).

The new wall signs proposed on the garage elevations would face Symphony Park, the Smith Center and a large surface parking lot. These signs match the size and design of the previously approved garage signs, are appropriate for the scale of the building and are compatible with the surrounding land uses. As with the previous approvals, these signs may be illuminated but must remain sensitive to surrounding development. Movement of the two illuminated signs on Building B to join at the southwest corner will actually create a less intense visual, as the signs are reduced in size and will appear as a single wraparound sign. The two signs on the north façade also would be visible from Symphony Park. They are appropriate for the scale of the building and consistent with the previous sign approvals.

No new off-premise signage is permitted within the Parkway Center District, pursuant to Subsection VII.E.6d of the Downtown Centennial Plan. Only products that are being offered onsite may be advertised while the signs are visible. In addition, the signs' illumination should be such that neighboring properties are not negatively affected. As with previous approvals, conditions have been added for protection of these properties.

FINDINGS (MSP-66826)

The proposed changes to the Master Sign Plan match the size and design of the previously approved signs. These signs are appropriate for the scale of the buildings and are compatible with the surrounding land uses. Staff therefore recommends approval, subject to conditions.

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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.
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 Bonnevill 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.
01/12/06	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.
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 administratively 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) through the approved MSP-15823 action.
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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<i>Related Relevant City Actions by P&D, Fire, Bldg., etc.</i>	
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.
12/16/10	The Planning Commission approved a Major Amendment (MSP-40138) to an approved Master Sign Plan (MSP-6344) to add 11 on-premise wall signs totaling 232,400 square feet on eight building faces within an existing commercial development with waivers of the Downtown Centennial Plan Parkway Center Signage Standards on 21.04 acres at 455, 475 and 495 South Grand Central Parkway. Staff recommended denial.
02/19/14	The City Council approved a Major Amendment (MSP-50453) to an approved Master Sign Plan (MSP-6344) to add 14.68 acres to the master sign plan site area; to add one 30-foot tall freestanding sign with four electronic reader boards; to add six (6) 2,968 square-foot LED display wall signs on the existing parking garage; and to allow LED on the 11 existing wall signs approved by MSP-40138 where they were approved only for vinyl and laminate materials on 35.72 acres at 445, 455, 475, and 495 South Grand Central Parkway. The Planning Commission recommended denial; staff recommended approval.

<i>Most Recent Change of Ownership</i>	
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.
01/15/15	A deed was recorded for a change in ownership on APN 139-33-511-011.

<i>Related Building Permits/Business Licenses</i>	
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.

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<i>Related Building Permits/Business Licenses</i>	
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.
08/15/12	A Temporary Sign Permit (TSP-46460) was issued for one 22-foot by 18-foot sign at 445 South Grand Central Parkway, to be displayed from 08/20/12 to 09/07/12.
07/15/14	A Temporary Sign Permit (TSP-55023) was issued for one 41-foot by 56-foot large wall sign (King Koil), three 53-foot by 56-foot large wall signs (Sealy, Sunpan, and Feizy Rugs); one (1) 50-foot by 56-foot large wall sign (Lexington) on the parking garage at 445 South Grand Central Parkway, and one 248-foot by 24-foot large wall sign (The New Sleeping Pill) on the building at 495 South Grand Central Parkway, to be displayed from 07/16/14 to 08/15/14.
01/19/16	A Temporary Sign Permit (TSP-57586) was issued for five on-premise wall signs that include one 53-foot by 56-foot sign (Tommy Bahama), three 50-foot by 56-foot signs (Sunpan Trading, King Koil, Feizy Rugs), and one 41-foot by 56-foot (Synchrony) sign on the building at 445 South Grand Central Parkway, to be displayed from 01/16/15 to 02/15/15.
07/15/15	A Temporary Sign Permit (TSP-60252) was issued for five on-premise wall signs that include one 53-foot by 56-foot sign (Tommy Bahama), three 50-foot by 56-foot signs (Sunpan Trading, King Koil, Feizy Rugs), and one 41-foot by 56-foot (Spring Air) sign on the building at 445 South Grand Central Parkway, to be displayed from 07/16/15 to 08/14/15.
01/19/16	A Temporary Sign Permit (TSP-63050) was issued for five on-premise wall signs that include one 53-foot by 56-foot sign (Tommy Bahama), three 50-foot by 56-foot signs (Sunpan Trading, Tommy Bahama, Feizy Rugs), and one 41-foot by 56-foot (Spring Air) sign on the building at 445 South Grand Central Parkway, to be displayed from 01/19/16 to 02/17/16.
07/11/16	A Temporary Sign Permit (TSP-65635) was issued for five on-premise wall signs that include one 53-foot by 56-foot sign (Tommy Bahama), three 50-foot by 56-foot signs (Sunpan Trading, Tommy Bahama, Feizy Rugs), and one 41-foot by 56-foot (Spring Air) sign on the building at 445 South Grand Central Parkway, to be displayed from 07/11/16 to 08/09/16.

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<i>Pre-Application Meeting</i>	
09/15/16	Staff met with the applicant's representatives to discuss submittal requirements for a Master Sign Plan.

<i>Neighborhood Meeting</i>
A neighborhood meeting is not required, nor was one held.

<i>Field Check</i>	
09/26/16	The site contains three large wholesale showroom buildings and a parking garage to the north. All buildings were free of wall signage at the time, except the west elevation of Building 'B', on which a temporary banner is adhered about three-quarters of the way to the top of the building.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	21.81

<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	Trade Center/Wholesale Showroom	MXU (Mixed Use)	PD (Planned Development)
	Off-Premise Sign		
North	Warehouse	MXU (Mixed Use)	PD (Planned Development)
	Off-Premise Sign		
South	General Retail Store	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)

<i>Master Plan Areas</i>	<i>Compliance</i>
Downtown Centennial Plan	Y

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<i>Special Purpose and Overlay Districts</i>	<i>Compliance</i>
DCP-O (Downtown Centennial Plan Overlay District) Parkway Center District	Y
A-O (Airport Overlay) District (175 Feet)	Y
DC-O (Downtown Casino Overlay District)	Y
PD (Planned Development) District	Y
<i>Other Plans or Special Requirements</i>	<i>Compliance</i>
Trails	Y
Las Vegas Redevelopment Plan Area	Y
Project of Significant Impact (Development Impact Notification Assessment)	N/A
Project of Regional Significance	N/A

DEVELOPMENT STANDARDS

New Signs

Pursuant to the approved Master Sign Plan (MSP-6344) as amended and the Downtown Centennial Plan Parkway Center Standards, the following standards apply:

<i>Large Wall Signs: [1,2 (Bldg B); 3,4 (Bldg A); 6,7,8,9,10,11 (parking garage)]</i>		
<i>Standards</i>	<i>Allowed</i>	<i>Provided</i>
Maximum Area	45,000 SF (per previous approvals)	19,429 SF
Design	Signs should establish a façade rhythm, scale and proportion where not currently existing	Signs are in keeping with the large scale of the buildings
Material	Signs should be appropriate in color and texture to the building surface	Supreme Mesh, vinyl or LED are appropriate for buildings
Illumination	Internal/External	Internal LED; no external direct lighting is proposed at this time

Sign Plan Detail Summary (does not include names or logos)

<i>Sign Key</i>	<i>Location</i>	<i>Type</i>	<i>Height (feet)</i>	<i>Area (SF)</i>	<i>Illumination</i>	<i>Animation</i>
<i>Existing Entitled Signs</i>						
A	Bldg C/ W elevation	wall	180	27,000	Internal/ External/ LED	Yes
B	Bldg C/ W elevation	wall	180	27,000	Internal/ External/ LED	Yes

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<i>Sign Key</i>	<i>Location</i>	<i>Type</i>	<i>Height (feet)</i>	<i>Area (SF)</i>	<i>Illumination</i>	<i>Animation</i>
C	Bldg C/ S elevation	wall	150	15,000	Internal/ External/ LED	Yes
D	Bldg B/ W elevation	wall	150	15,000	Internal/ External/ LED	Yes
E	Bldg B/ W elevation	wall	150	18,000	Internal/ External/ LED	Yes
F	Bldg B/ W elevation	wall	150	18,000	Internal/ External/ LED	Yes
G	Bldg A/ E elevation	wall	350	40,250	Internal/ External/ LED	Yes
H	Bldg C/ N elevation	wall	300	45,000	Internal/ External/ LED	Yes
I	Bldg A/ S elevation	wall	150	7,950	Internal/ External/ LED	Yes
J	Bldg A/ N elevation	wall	150	7,950	Internal/ External/ LED	Yes
K	Bldg B/ S elevation	wall	120	14,400	Internal/ External/ LED	Yes
L	SW corner Grand Central Pkwy and World Market Center Dr	Freestanding	40	264	Internal	No
M	W side of Grand Central Pkwy, S of Symphony Park Ave	Freestanding	30	220	Internal/LED	Yes
N	Garage/ E elevation	wall	56	2,968	Internal/ External/ LED	Yes
O	Garage/ E elevation	wall	56	2,968	Internal/ External/ LED	Yes

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Sign Key	Location	Type	Height (feet)	Area (SF)	Illumination	Animation
P	Garage/ E elevation	wall	56	2,968	Internal/ External/ LED	Yes
Q	Garage/ E elevation	wall	56	2,968	Internal/ External/ LED	Yes
R	Garage/ E elevation	wall	56	2,968	Internal/ External/ LED	Yes
S	Garage/ S elevation	wall	56	2,968	Internal/ External/ LED	Yes
<i>Proposed Changes and New Signs</i>						
1*	Bldg B/ W elevation	wall	140	8,400	Internal/ External/ LED	Yes
2*	Bldg B/ S elevation	wall	140	8,400	Internal/ External/ LED	Yes
3†	Bldg A/ N elevation	wall	125.75	19,429	Internal/ External/ LED	Yes
4†	Bldg A/ N elevation	wall	125.75	19,429	Internal/ External/ LED	Yes
5	Not used	N/A	N/A	N/A	N/A	N/A
6	Garage/ E elevation	wall	50	2,800	Internal/ External/ LED	Yes
7	Garage/ E elevation	wall	50	2,800	Internal/ External/ LED	Yes
8	Garage/ E elevation	wall	50	2,800	Internal/ External/ LED	Yes
9	Garage/ E elevation	wall	41	2,296	Internal/ External/ LED	Yes

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Sign Key	Location	Type	Height (feet)	Area (SF)	Illumination	Animation
10	Garage/ E elevation	wall	53	2,968	Internal/ External/ LED	Yes
11	Garage/ N elevation	wall	41	2,296	Internal/ External/ LED	Yes

*Signs 1 and 2 replace entitled Signs F and K.

†Signs 3 and 4 replace entitled Sign J.

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 8 new large wall signs ranging in size from 2,296 SF to 19,429 SF	Approval
<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 maximum 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 8 new large wall signs ranging in height from 41 to 126 feet that will extend above the second floor of each building	Approval