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September 30, 2020

City of Las Vegas Planning and Zoning
333 North Rancho Drive
Las Vegas, Nevada 89106

RE: Centennial Subaru 125-28-510-004 within the Town Center District. General Plan Amendment (Trails) Site Development Plan Review.

Dear Mr. Stewart,

On behalf of our client, we respectfully request consideration to evaluate the above mentioned parcel for an auto sales use. The subject 5.49 acre parcel is undeveloped. It is located within a segment of Centennial Center Blvd that is characterized by several auto dealerships. This operation in this design qualifies as a conditional use of Motor Vehicle Sales as it meets Town center standards as follows: (see page 21 *Town Center Development Standards Manual*):

- A) This is a franchised new car dealer and, as such, may sell used cars if available.
- B) The dealership can operate without a outdoor address/bell system.
- C) The building has 47 interior service bays as well as an indoor parts shipping and receiving room. New and used parts are never placed outside the building.
- D) Exterior lighting is focused onto the subject property.
- E) Four covered drive aisles lead cars requiring maintenance into the building. All vehicle services are done inside the building.
- F) There are three entrances into the 47 bay interior area. None are visible from Centennial Center Blvd. The first is on the northwest side at a lower grade than the I-95 on-ramp. The second (east side) is positioned behind an employee parking ramp and a screening wall. The third (southwest) is located inside the covered service drive. Note that the second level parking ramp is also designed so as not to be visible from Centennial Center Blvd.
- G) Accessory auto rental is not relevant to this matter at this time.
- H) The site is more than five acres which exceeds (ten-fold) the 25,000 SF minimum site area required for this use.
- I) Vehicles are not parked in streetside landscaping areas.
- J) Interim Storage is not requested at this time.

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Building Orientation (waiver C.2.G): Town Center guidelines encourage parking lots to be placed behind buildings and away from an intersection. Car dealerships typically place inventory in an area visible from the right-of-way. To otherwise meet the intent of this guideline, Centennial Subaru has designed the building and site to minimize the visibility of non display vehicles. For example, employees are provided roof top parking that is placed behind a parapet. Customer's serviced vehicles are stored behind the building and at a grade lower than the freeway. The customer parking lot is located between display vehicles and the building. Cars visible from Centennial Center Boulevard are new, uniform and attractive in appearance.

Parking lot (waiver): The parking lot meets Town Center design guidelines for parking structures, articulated walkways, separation, surface treatments and parking lot landscaping. We request to waive portions of perimeter landscaping required per G.12 (*page 59 Town Center Design Standards*). The function of this code is to minimize the visual disarray caused by the front end of multiple vehicles parked adjacent to the right of way. However, a motor vehicle sales use presents a unique circumstance in that the dealership can ensure a tidy presentation by stationing like model new cars parked in an orderly position. It is in the dealerships interest to maintain an attractive frontage on the property.

Articulated roofline and building facade – Like many dealerships on this boulevard, the design lacks an articulated roofline. In lieu of three dimensional decorative roof treatments the roofline is painted with the signature Subaru blue trimming. This revised roofline standard not detract from the visual interest of the building. The proposed new standard is paired with second story illuminated "jewel showrooms" which are pop out windows displays. These display cases function as focal points that are more attractive when the roofline is not articulated.

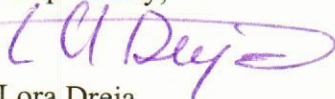
Additional visual interest is provided by an plaza/courtyard designed as a covered inlet in the streetside façade. This open air courtyard is provided for customers awaiting servicing. It contains plants, benches tables and wifi and brings visual activity to the streetside elevation.

The purpose of the **General Plan Amendment** is to address the Trails Element of the Town Center Master Plan. A multi-use trail is shown adjacent to the site in the exhibit dated 2006. Topographical constraints make this segment of the trail unable to connect to other segments of the trail. At this time, Public Works has confirmed this portion of the trail will be removed from the General Plan. However, a time frame to memorialize this adjustment has not been set. This request is to formalize the trails element as it relates to this site in order to move forward with the development of this site at this time.

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Please phone me if you have considerations or suggestions.

Respectfully,



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