

10/03/23 PC AGENDA SHEET

SIGNAGE  
(TITLE 30)

FLAMINGO RD/VALLEY VIEW BLVD

PUBLIC HEARING  
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST  
**WS-23-0481-JAS ORTON AND SONS, LLC:**

**WAIVER OF DEVELOPMENT STANDARDS** to reduce separation for monument signs.  
**DESIGN REVIEW** for a monument sign in conjunction with an approved shopping center on a portion of 7.8 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the south side of Flamingo Road and the west side of Valley View Boulevard within Paradise. MN/sd/syp (For possible action)

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RELATED INFORMATION:

**APN:**

162-19-512-002; 162-19-512-004; 162-19-512-008; 162-19-512-015; 162-19-512-010; 162-19-512-016; 162-19-512-021 ptn

**WAIVER OF DEVELOPMENT STANDARDS:**

Reduce the distance between an existing sign and proposed monument sign on the same side of the street to 92 feet where 100 feet is required along a street frontage per Table 30.72-1 (an 8% reduction).

**LAND USE PLAN:**

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 3841 W. Flamingo Road
- Site Acreage: 7.8 (portion)
- Project Type: Monument signage
- Sign Height (feet): 10
- Square Feet: 60

**Site Plan & History**

The plans depict an existing retail shopping center that was originally approved under a previous application UC-0703-16 on 8.6 acres. These developments included a shopping center, a hotel, and a multiple family residential development, as well as signage including 3 monument signs on Flamingo Road, one on Valley View Boulevard, and another on Hugh Hefner Drive. Subsequent land use applications have been approved for modifications to the hotel and the multiple family

residential development. The plans depict a shopping center consisting of 5 buildings that include 4 restaurants (Wahoo's, Denny's, Chick-fil-A, and Del Taco) and a Walgreens. The Chick-fil-A and Del Taco restaurants will have drive-thru services. The shopping center has frontage along Flamingo Road to the north, Valley View Boulevard to the east, and Hugh Hefner Drive to the west, and the plans depict access from each of these streets. The parcel has since been subdivided and the site includes a multiple family development located on a separate parcel from the shopping center and hotel developments.

The application submitted is for a monument sign located along the ingress/egress for Chick-fil-A restaurant centrally located along Flamingo Road. Currently, there are several signs along Flamingo Road, both monument and freestanding, and with the addition of this proposed monument sign, which will be located 92 feet away from an adjacent monument sign for Del Taco to the west, and 225 feet from Walgreens sign to the east. The sign is set back the minimum 2 feet from the property line. The noted location for the new monument sign is along Flamingo Road.

Landscaping

Landscaping is not a part of this application.

Sign Elevations

The plans depict a monument sign at 9 feet, 6 inches high with a sign face of approximately 45 square feet. The monument sign includes fabricated aluminum cap and cabinet, white polycarbonate vinyl with an aluminum frame, with grey stacked stone veneer base to match the other existing signage.

Applicant's Justification

The applicant states that there is no signage identification along the west bound and east bound traffic on Flamingo Road. The applicant is requesting a monument sign to maximize customer visibility and business identification.

**Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
DR-18-0707	A restaurant in conjunction with an approved shopping center	Approved by BCC	October 2018
WS-18-0261	Shopping center and hotel with waivers to increase building height, reduced setbacks, reduced parking, alternative landscaping, and alternative driveway design	Approved by BCC	May 2018
WS-18-0112	Increased the number of animated signs and a design review for signage in conjunction with an approved shopping center	Approved by BCC	April 2018
TM-0009-17	A map consisting of a commercial lot and a residential lot with 290 multi-family residential units	Approved by PC	March 2017
VS-0054-17	Vacated a 5 foot wide portion of right-of-way being Valley View Boulevard	Approved by PC	March 2017

**Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
UC-0703-16	Increased density and building height with waivers of development standards to reduce setback from an arterial street and reduce parking for a multi-family residential development and design reviews for a multi-family residential development, hotel, and shopping center	Approved by BCC	January 2017
UC-0314-08	Resort hotel and expansion of the Gaming Enterprise District - expired	Approved by BCC	August 2008
UC-1253-05	Shopping center - expired	Approved by BCC	October 2005
UC-0884-04	Planned unit development consisting of 542 residential units - expired	Approved by BCC	August 2004
ZC-1404-94	Reclassified the subject site to H-1 zoning	Approved by BCC	September 1994

**Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District</b>	<b>Existing Land Use</b>
North, South, East & West	Entertainment Mixed-Use	H-1	Retail, hotel, & multiple family residential

**STANDARDS FOR APPROVAL:**

The applicant shall demonstrate that the proposed request meets the goals and purposes of Title 30.

**Analysis**

**Comprehensive Planning**

Waiver of Development Standards

According to Title 30, the applicant shall have the burden of proof to establish that the proposed request is appropriate for its existing location by showing that the uses of the area adjacent to the property included in the waiver of development standards request will not be affected in a substantially adverse manner. The intent and purpose of a waiver of development standards is to modify a development standard where the provision of an alternative standard, or other factors which mitigate the impact of the relaxed standard, may justify an alternative.

Waiver of Development Standards & Design Review

Title 30 requires at least a 100 foot separation between monument and freestanding signs. Along Flamingo Road there are several existing signs with 6 monument signs and 1 freestanding sign. The applicant is requesting to reduce the required separation to less than 100 feet. The regulations for separation between signs (freestanding or monument) on a street frontage is to ensure better visibility and prevent visual clutter. The request for a waiver of this separation can be seen as appropriate given the location of the signs on the parcel along Flamingo Road. The sign is limited in size and appropriately scaled for the existing retail center. In addition, the other signage along Flamingo Road are monument signs and have a maximum height of more than 10

feet. Proper placement and thoughtful site design regarding signage are important to the success of any business. The on-site placement of the monument signs considers visibility not only from Flamingo Road, but sight zones for customers entering the property from Flamingo Road. The design minimizes the monument sign, which is less than the maximum 10 feet in height, and is also setback from the right-of-way by 25 feet and will help minimize any potential impacts often associated with signage with the surrounding area or the existing retail center; therefore, staff can support these requests.

### **Staff Recommendation**

Approval.

If this request is approved, the Board and/or Commission finds that the application is consistent with the standards and purpose enumerated in the Master Plan, Title 30, and/or the Nevada Revised Statutes.

### **PRELIMINARY STAFF CONDITIONS:**

#### **Comprehensive Planning**

- Applicant is advised that the County has adopted a rewrite to Title 30 effective January 1, 2024, and future land use applications, including applications for extensions of time, will be reviewed for conformance with the regulations in place at the time of application;; a substantial change in circumstances or regulations may warrant denial or added conditions to an extension of time; the extension of time may be denied if the project has not commenced or there has been no substantial work towards completion within the time specified; and that this application must commence within 2 years of approval date or it will expire.

#### **Public Works - Development Review**

- No comment.

#### **Fire Prevention Bureau**

- No comment.

#### **Clark County Water Reclamation District (CCWRD)**

- No comment.

**TAB/CAC:** Paradise - approval.

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** NATIONAL SIGN & MARKETING

**CONTACT:** NATIONAL SIGN & MARKETING, 13580 FIFTH STREET, CHINO, CA 91710