

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-24-0060-FORT APACHE, LTD

SIGN DESIGN REVIEWS for signage in conjunction with a proposed multiple family residential development on 9.1 acres within an RM32 (Residential Multi-Family 32) Zone.

Generally located on the west side of Fort Apache Road and the south side of Pebble Road within Enterprise. JJ/hw/ng (For possible action)

RELATED INFORMATION:

APN:

176-19-501-006 through 176-19-501-008; 176-19-501-025

SIGN DESIGN REVIEWS:

1. Permit a variation to residential adjacency standards by allowing internally luminated signs to be oriented toward residential districts per Section 30.04.06.
2.
 - a. Allow a canopy sign within an RM32 zone per Section 30.05.02.
 - b. Allow 10 foot high project entrance signs per Section 30.05.02.
 - c. Allow two, 72 square foot entrance signs (a total of 144 square feet) per Section 30.05.02.
 - d. Allow 4 wall signs within an RM32 zone per Section 30.05.02.

PROPOSED LAND USE PLAN:

ENTERPRISE - URBAN NEIGHBORHOOD (GREATER THAN 18 DU/AC)

BACKGROUND:

Project Description

General Summary

- Site Address: N/A
- Site Acreage: 9.1
- Project Type: Canopy, project entrance signs, and wall
- Sign Height (feet): 5.4 (canopy & wall)/10 (project entrance sign)
- Square Feet: 20.6 (canopy & wall)/72 (project entrance sign)

Sign Plans

The plans show that a total of 7 signs are proposed for the subject site, with 4 wall signs located along the northern, eastern, and southern building fascia, 2 project entrance signs located on north and south sides of the driveway along Fort Apache Road, and 1 canopy sign located above the canopy located on the eastern façade of the clubhouse building. A total of 247 square feet of signage is being proposed.

The plans show that all 4 walls are identical and will be a total of 20.6 square feet each for a total of 82.4 square feet of wall signage. In general, each wall sign is 5.4 feet tall and 3.8 feet wide and is constructed of pan channel letters that will project a maximum of 5 inches from the building face. The letters will be white with a yellow accent. The wall signs will more specifically be located on the eastern portion of the southern façade, the southern and northern portions of the eastern façade, and the eastern portion of the northern façade. Each side will be located approximately 44 feet high on each façade.

The project entrance signs are more specifically shown to be at an angle facing Fort Apache Road located on the north and south sides of the drive aisle within the required landscaping area. The project entrance signs are shown to be an overall height of 10 feet with the signs consisting of a 2 foot tall concrete CMU block base with pan channel letter signs extending 8 feet above the base. The pan channel letters are shown to be white and between 3.9 feet and 5.6 feet tall with a yellow streak accent extending upward. The overall area of each project entrance sign is shown to be 72 square feet for a total of 144 square feet of project entrance signage.

Additionally, the canopy sign is located on top of the canopy that runs along the eastern façade of the clubhouse building located in the eastern portion of the site. The plans show that the canopy sign is nearly identical to the wall and project entrance signs. The canopy is shown to be 20.6 square feet and is an overall height of 5.4 feet tall and 3.8 feet wide with white pan channel letters and a yellow pan channel accent streak. The canopy sign extends 4.8 feet above the canopy with the canopy itself is located 15 feet above the ground.

Applicant's Justification

The applicant indicates the signage provided is overall very minimal and is similar to other signage that has been approved for similar projects. The applicant indicates the signage should not disturb any adjacent residential developments as it is relatively small and does not directly face any residential developments. The applicant indicates the proposed signage is needed to provide the necessary branding for the site and should not be overbearing.

Prior Land Use Requests

Application Number	Request	Action	Date
ZC-0918-05	Reclassified the site from R-E to C-2 zoning for a future neighborhood shopping center	Approved by BCC	July 2005
ZC-0852-97	Reclassified the site from R-E to C-2 zoning for a shopping center – expired	Held Indefinitely	June 1997
WT-0779-95	40 foot tall overhead transmission lines	Approved by PC	June 1995

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Open Lands	RS20	Undeveloped

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
South	Mid-Intensity Suburban Neighborhood (up to 8 du/ac) & Open Lands	RS3.3 & RS20	Single family residential & undeveloped
East	Mid-Intensity Suburban Neighborhood (up to 8 du/ac)	CG & RS20	Undeveloped
West	Corridor Mixed-Use & Open Lands	RS3.3	Single family residential

The subject site is in the Public Facilities Needs Assessment (PFNA) area.

Related Applications

Application Number	Request
PA-24-700002	A plan amendment to redesignate the existing land use category from Corridor Mixed-Use (CM) to Urban Neighborhood (UN) is a companion item on this agenda.
ZC-24-0058	A zone change reclassifying the site from CG to RM32 zoning is a companion item on this agenda.
WS-24-0059	A waiver for a 288 unit multiple family apartment complex is a companion item on this agenda.
VS-24-0061	A vacation and abandonment of a BLM right-of-way grant, patent easements, and rights-of-way is a companion item on this agenda.

STANDARDS FOR APPROVAL:

The applicant shall demonstrate that the proposed request is consistent with the Master Plan and is in compliance with Title 30.

Analysis

Comprehensive Planning

Sign Design Reviews

The proposed signage on the subject property is reviewed to determine 1) compatibility, in terms of scale and architectural features, with the site and surrounding area; 2) harmony with the character of the neighborhood; 3) impact on the surrounding land uses; and 4) the health, safety, and welfare of the inhabitants of the area.

Sign Design Review #1

Staff finds that the proposed signage that will be facing the residential areas is relatively small in comparison to the overall scale of the building. The signage is integrated into the architecture of the building and is not unsightly. In addition, staff finds that the signage that will face onto the surrounding residential district will be less impactful than similar commercial signage due to the number of signs and their size. For these reasons, staff does not foresee any major issues with the signage provided all other standards are met; however, since staff is not supporting the other sign design review, staff is unable to support this request.

Sign Design Review #2

Overall, staff finds that the proposed signage is minimal for the size of the building and the site itself, with the wall signage representing a total of less than 1% of the overall square footage of the building facades. In addition, the number of wall signs being provided is typical of such branded apartment complexes and does not face any adjacent residential developments. The project entrance signs while larger than permitted, are still relatively small and will pose less of a disturbance than a typical freestanding sign. The signs have no motion and are completely static, which should help reduce any potential visual disturbance from motorists passing by. Additionally, the proposed canopy sign is relatively small and is built into the structure of the proposed canopy. In addition, the sign is static and located over 100 feet from Fort Apache Road and is otherwise screened by the surrounding apartment building from the other abutting property lines. Staff also finds that all proposed signs are built into the architecture of the building and complementary in nature to the design of the building and the site. For these reasons, staff could support this sign design review, but since staff is not able to support the other companion items staff cannot support this request.

Staff Recommendation

Denial. This item has been forwarded to the Board of County Commissioners' meeting for final action.

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.

PLANNING COMMISSION ACTION: April 16, 2024 – APPROVED – Vote: Aye: Castello, Kirk, Lee, Mujica, Stone Nay: Kilarski Absent: Frasier

Comprehensive Planning

- Applicant is advised within 2 years from the approval date the application must commence or the application will expire unless extended with approval of an extension of time; 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; changes to the approved project will require a new land use application; and the applicant is solely responsible for ensuring compliance with all conditions and deadlines.

Public Works - Development Review

- Applicant is advised that signs are not permitted within the right-of-way.

Fire Prevention Bureau

- Applicant is advised to submit plans for review and approval prior to installing any gates, speed humps (speed bumps not allowed), and any other Fire Apparatus Access Roadway obstructions; and that fire/emergency access must comply with the Fire Code as amended.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Enterprise - denial.

APPROVALS: 1 card

PROTESTS: 9 cards, 1 letter

APPLICANT: THE CALIDA GROUP

CONTACT: KAEMPFER CROWELL, 1980 FESTIVAL PLAZA DRIVE, SUITE 650, LAS VEGAS, NV 89135