

ROOF SIGNS
(TITLE 30)

LAS VEGAS BLVD S/CACTUS AVE

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

WS-23-0134-ROOHANI KHUSROW FAMILY TRUST & ROOHANI KHUSROW TRS:

WAIVER OF DEVELOPMENT STANDARDS to allow roof signs.

DESIGN REVIEW for modifications to an approved comprehensive sign package in conjunction with an existing convenience store on 1.4 acres in a C-2 (General Commercial) Zone.

Generally located on the east side of Las Vegas Boulevard South and the north side of Cactus Avenue within Enterprise. MN/hw/syp (For possible action)

RELATED INFORMATION:

APN:

177-28-410-006

LAND USE PLAN:

ENTERPRISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 10480 Las Vegas Boulevard S.
- Site Acreage: 1.4
- Project Type: Roof signs
- Building Height (feet): 20.3 (canopy with roof signs)
- Square Feet: 9 (per sign)/27 (total)

History & Site Plans

The convenience store, gasoline station, and vehicle wash facility in conjunction with a shopping center were previously approved by the Board of County Commissioners in June 2017 via ZC-0238-17. Waivers of development standards for alternative landscaping with an attached sidewalk along Las Vegas Boulevard South and to permit alternative driveway geometrics were also approved. A design review for modifications to a previously approved convenience store, gasoline station, vehicle wash facility, and smog check facility was approved by the Board of County Commissioners in June 2019 via DR-19-0290. A condition of approval of that design review was any further proposed lighting and/or signage would require review by the Board of County Commissioners. A design review for a freestanding sign, monument sign, and six wall

signs in conjunction with the gasoline station and convenience store was approved through DR-20-0505 and acted as a comprehensive sign plan for the site.

The approved plans depict a convenience store (Green Valley Grocery) with a gasoline station, a vehicle wash facility (carwash), and a smog check facility. The convenience store is centrally located on the parcel with the gasoline service canopy located to the west of the convenience store. The carwash is located on the north side of the convenience store with the smog check building located on the north side of the carwash. The site has cross access with the northern and eastern portions of the overall project site. Access to the convenience store is granted via a commercial driveway along Las Vegas Boulevard South and Cactus Avenue.

Landscaping

The approved landscaping will remain as is as no change to the existing landscaping is proposed.

Signage

The plans depict 3 roof signs that will be attached to the 18 foot tall fuel canopy associated with the convenience store on the site. The signs are 3 feet by 3 feet for a total of 9 square feet each and a total of 27 square feet. The roof signs are red and yellow shell-shaped signs that will be placed on the western side of the northern edge of the fuel canopy, on the southern side of the west edge of the fuel canopy, and on the east side of the southern edge of the fuel canopy. The signs will be anchored against the upper 8 inches of the 3 foot tall canopy siding and will extend above the top of the upper edge of the canopy siding by 2.2 feet. The proposed roof signs will replace existing canopy wall signs one for one that are already located on the fuel canopy. The addition of the roof signs will raise the height of the fuel canopy to 20.3 feet tall.

Table summarizing the signage is provided below:

Type of sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	# of existing signs	# of proposed signs	Total # of signs
Freestanding	212	0	212	366	1	0	1
Monument	70	0	70	70	1	0	1
Wall	206	0	206	432	6	0	6
Roof	0	27	27	0	0	3	3
Overall Total	488	27	515	N/A	8	3	11

Applicant's Justification

The applicant states that the proposed roof signs are being requested as part of a national rebranding campaign by their fuel supplier. They indicate that the proposed roof signs will replace existing wall signs on the canopy and the proposed roof signs will not produce any additional ambient light to the surrounding area. They state that there will be no negative impacts to the surrounding area as a result of the proposed roof signs.

Prior Land Use Requests

Application Number	Request	Action	Date
DR-20-0505	Freestanding, monument, and wall signs for an approved convenience store and gasoline station	Approved by BCC	January 2021
ET-20-400093 (ZC-0238-17)	Second extension of time for a proposed shopping center	Approved by BCC	October 2020
DR-20-0298	Lighting in conjunction with an approved convenience store	Approved by BCC	August 2020
VS-19-0828	Vacated and abandoned 5 feet of Giles Street, traffic control device easement, and pedestrian driveway access easement	Approved by PC	December 2019
DR-19-0290	Modifications to an approved convenience store	Approved by BCC	June 2019
WC-19-400051 (ZC-0238-17)	Waived the condition of a zone change requiring an on-site pedestrian realm along Las Vegas Boulevard South	Approved by BCC	June 2019
ADET-19-900230 (ZC-0238-17)	First extension of time for a proposed shopping center	Approved by ZA	April 2019
ZC-0238-17	Reclassified the site from H-1 to C-2 zoning for a proposed shopping center	Approved by BCC	June 2017
TM-0117-16	Commercial subdivision	Approved by PC	November 2016
RS-0118-16	Record of Survey	Reviewed by Staff	July 2016
VS-0197-11	Vacated and abandoned government patent easements	Approved by PC	July 2011
RS-0038-11	Record of Survey	Reviewed by Staff	May 2011
ZC-1241-04 (ET-0252-07)	First extension of time to reclassify the site from H-1 to U-V zoning for a mixed-use high-rise residential development - expired	Approved by BCC	September 2007
UC-0680-06	Resort condominiums and residential condominiums in a high-rise tower with kitchens - expired	Approved by PC	June 2006
ZC-1241-04	Reclassified the site from H-1 to U-V zoning for a mixed-use high-rise residential development - expired	Approved by BCC	August 2004

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Entertainment Mixed-Use	C-2 & H-1	Undeveloped
South	Entertainment Mixed-Use & Corridor Mixed-Use	C-2	Shopping center

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
East	Entertainment Mixed-Use	C-2, R-2, & R-4	Undeveloped & single family residential
West	Entertainment Mixed-Use	H-1	Undeveloped

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 & Design Review

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.

Staff finds that the addition of the proposed roof signs is consistent with the current signage on the property both with regard to visual similarities and consistency, but also size and location. Staff also finds that the increase in height brought on by the addition of the roof signs is minimal and would not significantly impact the surrounding area due to the size of the signs. The maximum height of the signs would still be lower than many portions of the existing convenience store building. Given that the proposed roof signs are similar in nature to the existing wall signs and will not face any residential area, staff does not anticipate lighting to be an issue to surrounding residential areas. The Master Plan, through Policy 1.3.1 encourages the integration of unique signage that contribute to a distinct neighborhood identity, and staff finds that the addition of these signs helps to encourage the unique character of signage along the Las Vegas Boulevard South corridor. For these reasons, staff can support both the waiver of development standards and the design review.

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 is currently rewriting Title 30 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: Enterprise - approval.

APPROVALS:

PROTESTS:

APPLICANT: MARK WHITEHOUSE

CONTACT: MARK WHITEHOUSE, HIGH IMPACT SIGN AND DESIGN, 820 S. WIGWAM PARKWAY #100, HENDERSON, NV 89014