

SIGNAGE
(TITLE 30)

DESERT INN RD/MCLEOD DR

PUBLIC HEARING
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST
WS-21-0032-DIV REALTY, LLC:

WAIVER OF DEVELOPMENT STANDARDS to increase the animated sign area.
DESIGN REVIEWS for the following: **1)** signage; and **2)** lighting in conjunction with an existing cannabis establishment on 1.1 acres in a C-2 (General Commercial) Zone.

Generally located on the north side of Desert Inn Road, 240 feet west of McLeod Drive within Winchester. TS/jor/jd (For possible action)

RELATED INFORMATION:

APN:
162-12-417-005

WAIVER OF DEVELOPMENT STANDARDS:
Increase the animated sign (electronic message unit) area to 171 square feet where 100 square feet is the maximum per Table 30.72-1 (a 71% increase).

LAND USE PLAN:
WINCHESTER/PARADISE - COMMERCIAL GENERAL

BACKGROUND:
Project Description

General Summary

- Site Address: 2900 E. Desert Inn Road
- Site Acreage: 1.1
- Project Type: Cannabis establishment signage (Jardin)
- Number of Stories: 2
- Building Height (feet): 39
- Square Feet: 20,989 (existing building) /3,245 (lease space)

Site Plan

The site plan depicts an existing commercial building approved via DR-2088-95 located on the north side of Desert Inn Road, 240 feet west of McLeod Drive. The building is oriented north to south, with the main entrances to the lease spaces located along the west side of the building. Access to the site is provided via driveways along Desert Inn Road, and cross access from the adjacent parcels to the west (dental/medical office buildings). Parking is located along the north property line, and the west half of the subject parcel (centrally located between the commercial

building and the dental/medical offices). Currently, there is an existing freestanding sign along the south property line, set back 14 feet from the right-of-way (Desert Inn Road). The requests related to this application are for proposed lighting and signage upgrades.

Landscaping

There is existing landscaping on-site along the south property line adjacent to an attached sidewalk, and adjacent to the west side of the building. Parking lot landscaping is also present on-site. Changes to the existing landscaping is neither required nor a part of this request.

Elevations

The existing 2-story building has an overall height of 39 feet, and the building design consists of white stucco exterior walls, white sandstone accent tile, a silver colored second floor railing, and aluminum door and window systems. The plans also show an existing art mural on a portion of west facing sandstone accent wall, and the south facing elevation of the building.

Lighting

There is existing on-site lighting via down-shielded light poles throughout the parking lot area, down lighting at the top of the south facing building elevation, column flood lights adjacent to the applicant's lease space area, and down lighting at the top of the west facing accent wall (with the mural).

The applicant is proposing decorative flexible LED (green neon) building border lighting around the south facing elevation, and the west facing elevation of the building. The existing column flood lights (adjacent to the lease space) will be removed, and new LED (green neon) down lights will be affixed at the top portion of the building columns on the west facing elevation.

Signage

There is an existing wall sign and freestanding sign tenant panel for the existing cannabis establishment (Jardin) which was approved via WS-0759-16 and meets today's Title 30 standards, and no changes are proposed to the existing wall sign. The existing freestanding sign (permitted via BD01-35710-S1) has an overall height of 15 feet and overall area of 76 square feet along the south property line. This freestanding sign is set back 14 feet from the right-of-way (Desert Inn Road). Per the applicant, there are no other tenants in the building; therefore, the cannabis establishment is the only business utilizing the freestanding sign.

The sign plans show the new design consisting of increasing the sign height from 15 feet to 31 feet (where 50 feet is the maximum per code), and the sign area to increase from 76 square feet to 171 square feet (where 187 feet is the maximum per Table 30.72-1). The entire sign area of 171 square feet will be an animated LED display for electronic messaging, where 100 square feet is the maximum per Table 30.72-1.

The proposed freestanding sign design upgrade also depicts a painted light grey sheet metal base, with a medium gray square tube accent and light grey pop outs. The new design will be a double faced (east to west) LED display with the acrylic address numbers at the bottom of the LED display. Any existing landscaping will remain at the base of the sign.

Applicant's Justification

Per the applicant's justification letter, the cannabis establishment would benefit from an upgraded freestanding sign. There is major vehicular traffic along Desert Inn Road and the existing sign blends in with surrounding existing signage and landscaping. Furthermore, the existing building is set back approximately 60 feet from the right-of-way, and the existing wall sign for the cannabis establishment is west facing only. The proposed sign upgrade would allow their clientele to accurately locate the cannabis establishment. Lastly, the proposed green lighting only highlights the outline of the building, and the additional proposed lighting are down lights only.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-0387-17 (AR-0159-17)	First application for review for a marijuana establishment (retail marijuana store) in conjunction with an existing dispensary within a commercial building	Approved by BCC	February 2018
UC-0387-17	Original application for a marijuana establishment (retail marijuana store)	Approved by BCC	June 2017
UC-0759-16	Increased wall sign area, freestanding sign area, and logo sign area for a medical marijuana establishment (dispensary)	Approved by BCC	December 2016
UC-0285-16	Change of ownership for an approved medical marijuana establishment (dispensary)	Approved by BCC	June 2016
UC-0328-14 (ET-0134-15)	First extension of time for a medical marijuana establishment (dispensary)	Approved by BCC	December 2015
UC-0328-14	Initial application for a medical marijuana establishment (dispensary)	Approved by BCC	June 2014

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Commercial General	C-2	Mini-warehouse
South	Commercial General	C-2	Shopping Center
East	Commercial General	C-2	Restaurant with drive-thru & vacant retail building
West	Commercial General	C-2	Medical office & mini-warehouse

STANDARDS FOR APPROVAL:

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

Analysis

Current 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.

The plans show that the design upgrades are architecturally compatible to the site and provide an aesthetic upgrade to the streetscape. The proposed sign includes pop-outs, paint colors to match the cannabis establishment building, and the support poles are covered with custom fabricated light grey and dark grey sheet metal which modernizes the overall design. The immediate area consists of several freestanding signs associated with neighboring businesses that are not as aesthetically pleasing, and exhibit a much more outdated design. Increasing the overall animated sign area does not pose negative impacts to the surrounding areas since the adjacent parcels are zoned commercial. The provided renderings show that the sign is not out of character along Desert Inn Road; therefore, staff supports this request.

Design Review #1

The plans show a proposed design upgrade for the existing freestanding sign which is harmonious to the existing commercial building. The design is appropriate for the site, and since staff supports the waiver of development standards, staff also supports this request.

Design Review #2

The proposed building border lighting and down lights do not create adverse effects to the surrounding neighborhood. None of the proposed or existing lighting project toward any residential areas, since the surrounding parcels are C-2 zoned. The proposed building border lighting serves as an accent light only, and the down lights at the top of the columns project downward as required per Section 30.56.135; therefore, staff supports this request.

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 Comprehensive Master Plan, Title 30, and/or the Nevada Revised Statutes.

PRELIMINARY STAFF CONDITIONS:

Current 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.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Winchester - approval.

APPROVALS:

PROTESTS:

APPLICANT: DIV REALTY LLC

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