

12/04/24 BCC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-24-0553-TOWNE STORAGE UNIVERSITY, LC

SIGN DESIGN REVIEWS for the following: **1)** waive residential adjacency standards; and **2)** signage in conjunction with an existing mini-warehouse facility on 1.36 acres in a CG (Commercial General) Zone within the Airport Environs (AE-60) and Maryland Parkway Overlays.

Generally located on the east side of University Center Drive, 150 feet south of Northrop Avenue (alignment) within Paradise. TS/nai/kh (For possible action)

RELATED INFORMATION:

APN:

162-15-801-001

SIGN DESIGN REVIEWS:

1.
 - a. Allow an illuminated wall sign on the side of the building that faces an adjacent property in a residential district where not permissible per Section 30.04.06I.1.
 - b. Allow an illuminated wall sign to be oriented towards a residential district where not permissible per Section 30.04.06I.3.
 - c. Allow an illuminated wall sign within 100 feet of a property subject to Residential Adjacency standards where not permissible per Section 30.04.06I.4.
2. Wall signs.

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3910 University Center Drive
- Site Acreage: 1.36
- Project Type: Wall signs
- Sign Height: 6 feet, 9 inches (Sign 1)/8 feet (Sign 2)/6 feet, 9 inches (Sign 3)
- Square Feet: 131 feet, 6 inches (Sign 1)/129 feet (Sign 2)/131 feet, 6 inches (Sign 3)

Site Plan & History

The plan depicts 2 existing mini-warehouse buildings on a 1.36 acre lot. Access to the site is provided from University Center Drive. Building A is adjacent to the north property line and 1 wall sign will be installed on the west facade. Building B is adjacent to the south property line

and 2 wall signs will be installed; one on the west façade and one on the south facade. A design review for signage was required as a condition of approval of ZC-19-0905. This sign design review application also addresses the waivers from residential adjacency standards for Sign 3 only.

Sign Plan

The plans show 3 wall signs made from vinyl channel letters that will be internally illuminated with white LED lights. The signs will be installed on the upper portions of the buildings.

Sign 1 (S1) is located along the west building facade of Building A. The front of the building has several facades, with the façade containing the sign being 2,204 square feet and the sign is 131.6 square feet, which is 6% of the building facade. This sign consists of 2 words, “Towne Storage.” The “Towne” word will be dark emerald green with yellow trim and the “Storage” word will be white with green trim.

Sign 2 (S2) is located along the west building façade of Building B. The building façade is 2,204 square feet and the sign is 129 square feet which is 5.85% of the building façade. This sign consists of 3 words, “Towne Storage Office.” The colors will be the same as Sign 1 for “Towne” and “Storage,” however, the “Office” word will be yellow.

Sign 3 (S3) is located along the south building façade of Building B. The building façade is 11,492.25 square feet and the sign is 131.6 square feet which is 1.14% of the building façade. This sign consists of 2 words, “Towne Storage.” The colors will be the same as Sign 1 for “Towne” and “Storage.”

Applicant’s Justification

The applicant is requesting 3 illuminated wall signs for an existing mini-warehouse. All 3 signs will be illuminated from 7:00 a.m. to 9:00 p.m.

Prior Land Use Requests

Application Number	Request	Action	Date
ET-21-400067 (ZC-18-0905)	First extension of time for a mini-warehouse facility with waivers of developments for increased height and waived requirement for sidewalks or buffer around the building and a design review	Approved by BCC	June 2021
DR-21-0198	Increased finished grade	Approved by BCC	June 2021
ZC-18-0905	Reclassified to C-1 zoning for a mini-warehouse facility	Approved by BCC	April 2019
DR-0790-03	140 unit senior apartment complex - expired	Approved by BCC	August 2006
ZC-1365-02	Reclassified this site to U-V zoning for a mixed-use development - expired	Approved by BCC	March 2003

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North, South, East, & West	Entertainment Mixed-Use	RM50	Multi-family residential

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

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. Additionally, comprehensive sign plans shall demonstrate the proposal will improve the aesthetics of the development and will not have an adverse impact on the use, enjoyment, or value of property.

The purpose of analyzing signs is to ensure they do not create any negative impacts, nuisance, or visual burdens to the neighboring properties. Other than the residential adjacency standards for Sign 3, all 3 signs comply with the sign standards in Chapter 30.05. Sign 1 and Sign 2 will be placed along the west side of the buildings, which face University Center Drive. There will not be any impact on the properties on the west side of the street. Sign 3 will be installed on the south side of Building B on the western most portion of the building, facing the tennis court of the multi-family complex, while the condominium building is set farther east on the property. There will not be any impact or burden placed on that property; 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 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

- No comment.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC:

APPROVALS:

PROTESTS:

APPLICANT: CARLENE FREEMAN

CONTACT: CARLENE FREEMAN, ALLIED ELECTRIC SIGN & AWNING, 3255 PEPPER LANE, SUITE 110, LAS VEGAS, NV 89120