

08/18/21 BCC AGENDA SHEET

SIGNAGE  
(TITLE 30)

BLUE DIAMOND RD/EL CAPITAN WY

PUBLIC HEARING  
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST  
**WS-21-0326-DFILV II, LLC:**

**WAIVER OF DEVELOPMENT STANDARDS** to allow roof signs.  
**DESIGN REVIEW** for signage with an approved retail center on 1.3 acres in a C-2 (General Commercial) Zone.

Generally located on the southeast corner of Blue Diamond Road and El Capitan Way within Enterprise. JJ/lm/jo (For possible action)

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RELATED INFORMATION:

**APN:**  
176-20-601-023

**WAIVER OF DEVELOPMENT STANDARDS:**  
Allow roof signs where not permitted per Chapter 30.72.

**LAND USE PLAN:**  
ENTERPRISE - COMMERCIAL GENERAL

**BACKGROUND:**  
**Project Description**  
General Summary

- Site Address: N/A
- Site Acreage: 1.3
- Project Type: Signage for retail building with restaurant and drive-thru
- Number of Stories: 1
- Building Height: 27.5
- Square Feet: 218 (freestanding sign)/512 (wall signs)/232 (roof signs)

**Site Plan**

The request is for signage in conjunction with an approved retail building and a restaurant with drive-thru centrally located on the parcel which is part of a retail complex that includes a tavern on the parcel to the west. The approved building is set back 144 feet from the south property line and 69 feet from the east property line with a drive-thru access lane located on the east side of the proposed building and separated from the entrance drive aisle. Access to the site is provided by a driveway on Blue Diamond Road and a driveway on El Capitan Way. Parking is located to the south and west of the proposed building and shared with the tavern to the west.

### Landscaping

Landscaping is not part of this request.

### Signage

The proposed freestanding sign is located in the center of the parcel along Blue Diamond Road and set back more than 10 feet from the right-of-way. The freestanding sign is 28 feet in height with a total of 218 square feet including 5 tenant panels in illuminated tenant cabinets with painted aluminum finish and decorative stone veneer around the base of the sign to match approved buildings. The freestanding sign is located within the street frontage landscape area, and 1 tree along the street frontage will be relocated 10 feet to the north to provide a sufficient area for the freestanding sign. The proposed illuminated wall signs include 4 wall signs on the west building façade (192 square feet total), 1 wall sign on the north building parapet (64 square feet), 1 wall sign on the south building parapet (64 square feet), and 5 wall signs on the east building façade (192 square feet total). Wall signs consist of pan channel letters attached to the wall, and sign cabinets. The proposed illuminated roof (canopy) signs will vary in size and are constructed with face lit channel letters with aluminum back. The roof signs are located on the entry canopies and include 2 signs on the west elevation (168 square feet total), and 1 roof sign on the north elevation (64 square feet). None of the proposed signs will be animated.

### Applicant's Justification

The applicant indicates that the designers looked at various locations to place the freestanding sign but there is a retaining wall that has a 3 foot wide footing and the relocation of the existing tree will maintain the location of the landscaping horizontally across the street frontage. Additionally, similar roof (canopy) signs have been approved along Blue Diamond Road and the request will be an asset to the community.

### **Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
ADR-21-900275	Retail building with restaurant and drive-thru	Approved by ZA	July 2021
DR-18-0158	Signage and lighting in conjunction with an approved tavern	Approved by BCC	April 2018
DR-0486-16	Commercial complex and a landscape plan as required per ZC-0051-16	Approved by BCC	September 2016
ZC-0051-16	Reclassified 7.3 acres to C-2 zoning for a shopping center with a design review as a public hearing for lighting, signage, and final landscape plan	Approved by BCC	March 2016

### **Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District</b>	<b>Existing Land Use</b>
North	Residential Suburban (up to 8 du/ac)	H-2	Undeveloped
South	Residential Suburban (up to 8 du/ac)	R-2	Single family residential

### **Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District</b>	<b>Existing Land Use</b>
East	Residential Suburban (up to 8 du/ac)	R-2 & P-F	Single family residential
West	Commercial General	C-2	Convenience store & childcare facility

### **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.

Staff finds that the proposed freestanding sign and roof signs enhance the visual appearance of the shopping center while maintaining aesthetics of a commercial property. The roof signs will not be visually obtrusive and are compatible with typical shopping centers. Likewise, the roof signs are part of the canopy and will not extend above the roofline of the building. The proposed roof signs comply with Urban Specific Policy 20 of the Comprehensive Master Plan which states that all signage should be compatible with surrounding developments. The proposed request will not adversely impact the surrounding area. Therefore, staff can support this request.

##### Design Review

This proposal complies with Urban Specific Policy 93 of the Comprehensive Master Plan that encourages all structures including signs on a development site to be of compatible architectural design, style, and color. Staff finds the signage to be consistent with the building architectural details with matching or similar materials. Staff also finds the relocated tree along the street frontage to be within the requirements for street landscaping and will have no impact to the required landscaping along the street frontage. Additionally, the proposed freestanding sign (28 feet) is of similar height to the approved retail building (27.5 feet). However, staff is concerned about the illuminated signage on the south side of the building which could have an impact on the residential properties to the south. With the addition of limiting sign illumination on the south building façade to daytime hours, staff can support the requested 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 Comprehensive Master Plan, Title 30, and/or the Nevada Revised Statutes.

**PRELIMINARY STAFF CONDITIONS:****Current Planning**

- South façade illuminated signs limited to daytime hours.
- 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:** Enterprise - approval (delete Current Planning bullet point #1 and replace with the following: signage on south elevation to be non-illuminated).

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** DFILV II, LLC

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