

02/04/26 BCC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-25-0848-JHGV TWO, LLC

SIGN DESIGN REVIEWS for the following: **1)** allow an electronic message unit, video; **2)** modify residential adjacency standards; and **3)** proposed signage in conjunction with an approved restaurant on 0.46 acres in a CG (Commercial General) Zone within the Maryland Parkway (MPO) Overlay.

Generally located south of Elizabeth Avenue and east of Maryland Parkway within Paradise.
JG/mh/kh (For possible action)

RELATED INFORMATION:

APN:

162-23-403-001

SIGN DESIGN REVIEWS:

1. Allow an electronic message unit, video, where not permissible per Section 30.05.02H.
2.
 - a. Increase the height of a freestanding sign to 35 feet where a maximum of 20 feet is permitted per Section 30.04.06I (a 75% increase).
 - b. Allow a sign adjacent to and visible from a residential district without minimized visibility where not permissible per Section 30.04.06I.
 - c. Allow a sign within 100 feet of a residential district to be illuminated where not permissible per Section 30.04.06I.
 - d. Allow the luminance of an electronic message unit to not be reduced by 25% when visible from a residential district where not permissible per Section 30.04.06I.
 - e. Allow an illuminated sign to operate between the hours of 10:00 p.m. and 6:00 a.m. where not permissible per Section 30.04.06I.
3. Allow 150 square feet of proposed signage (freestanding sign with an electronic message unit, video) in conjunction with an approved restaurant.

LAND USE PLAN:

WINCHESTER/PARADISE - CORRIDOR MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 4856 S. Maryland Parkway
- Site Acreage: 0.46
- Project Type: Freestanding sign with electronic message unit
- Sign Height (feet): 35 (proposed freestanding sign)

- Square Feet: 149.85 (proposed freestanding sign)/118.33 (proposed tenant panels)/31.52 (proposed electronic message unit, video)

Site Plan

This request is for a proposed freestanding sign, which includes a video electronic message unit (EMU), and is associated with an approved restaurant. The site is located on the southeast corner of Maryland Parkway and Elizabeth Avenue, with access to the site provided via existing driveways along both streets. The proposed freestanding sign is located in the northwest corner of the site, set back 10 feet from the northwest property line.

Sign Plan

- The two-sided freestanding sign is 35 feet in height and 149.85 square feet and is located in the northwest corner of the site.
- The two-sided tenant panels are 118.33 square feet and are affixed near the top of the sign support column.
- The two-sided electronic message unit (EMU), video sign is 31.52 square feet and is affixed near the middle of the sign support column.

Tables summarizing the signage are 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	0	118.33	118.33	417	0	1	1
EMU, Video	0	31.52	31.52	None	0	1	1

Applicant's Justification

The applicant states that the proposed sign will face Maryland Parkway, a busy commercial corridor. The existing 22 foot high building on-site will shield the EMU video from the multi-family development to the east. The EMU sign is compatible with and appropriate for the area.

Prior Land Use Requests

Application Number	Request	Action	Date
ADR-25-900498	Administrative design review for Maryland Parkway Overlay artwork	Approved by ZA	July 2025
WS-24-0688	Waivers of development standards and design review for modifications to an existing commercial development	Approved by BCC	January 2025
WS-0764-16	Waivers of development standards and design review for modifications to the exterior of an existing commercial development - expired	Held by PC	February 2017
UC-0258-14	Use permit for a medical marijuana establishment (dispensary)	Denied by BCC	December 2014

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Corridor Mixed-Use	CG (MPO)	Shopping center
South	Corridor Mixed-Use	CG (MPO)	Restaurant
East	Compact Neighborhood (up to 18 du/ac)	RM32 (MPO)	Multi-family residential
West	Corridor Mixed-Use & Public Use	CG (MPO) & CG (MPO & AE-60)	Financial services & restaurant

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.

While staff can understand the applicant's desire to install signage along Maryland Parkway to advertise the businesses on-site, staff has several concerns with the proposed signage. The proposed freestanding sign is 35 feet in height, while Title 30 allows a maximum of 20 feet when adjacent to a residential district and while the sign will be separated from the residences to the east by a building, the building is only 22 feet high and the advertising portion of the tenant panels on the sign begins at 25 feet in height, so it will not be adequately screened by the building. Additionally a video electronic message unit, is unprecedented in the immediate area and thus incompatible with surrounding development. The applicant has not provided any justification as to why the visibility of the sign cannot be minimized, reduced in intensity, or turned off from 10:00 p.m. to 6:00 a.m. Staff finds that the signage could be redesigned to comply with Title 30 standards. Therefore, staff cannot support the sign design reviews.

Staff Recommendation

Denial.

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

If approved:

- 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

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: JHGV TWO, LLC

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