

## 05/20/25 PC AGENDA SHEET

### PUBLIC HEARING

#### APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**SDR-25-0256-3400 WESTERN AVENUE, LLC**

**SIGN DESIGN REVIEWS** for the following: **1)** allow electronic message units, video signs; **2)** increase the area of a projecting sign; **3)** allow a roof sign; and **4)** increase the area of wall signs in conjunction with an existing cannabis establishment (retail store, dispensary, cultivation facility, and production facility) on 6.06 acres in an IL (Industrial Light) Zone.

Generally located on the south side of Desert Inn Road and the east side of Western Avenue within Paradise. TS/lm/kh (For possible action)

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#### RELATED INFORMATION:

##### **APN:**

162-17-503-012

##### **SIGN DESIGN REVIEWS:**

1. Allow electronic message unit, video signs (freestanding and wall signs) where not permitted per Section 30.05.02H.
2. Increase the area of a projecting sign (arrow) to 75 square feet where 32 square feet is allowed per Section 30.05.02O (a 134% increase) and where 71 was previously approved (a 6% increase).
3. Allow a roof sign (Curaleaf) where not permitted per Section 30.05.02P.
4.
  - a. Increase the area of a wall sign (north facing) to 376 square feet where 70 square feet is allowed per Section 30.05.02Q (a 437% increase).
  - b. Increase the area of a wall sign (west facing) to 493 square feet where 98.6 square feet is allowed per Section 30.05.02Q (a 400% increase).

##### **LAND USE PLAN:**

WINCHESTER/PARADISE - BUSINESS EMPLOYMENT

##### **BACKGROUND:**

###### **Project Description**

###### General Summary

- Site Address: 3400 Western Avenue
- Site Acreage: 6.06
- Project Type: Signs
- Sign Height (feet): 40.17 (freestanding)/ 15.5 (projecting)/ 8 (roof sign)
- Square Feet: 197 (freestanding EMU - C face)/ 376 (north wall sign EMU video)/ 493 (west wall sign EMU video)/ 75 (projecting)/ 105 (roof sign)

### History, Request, and Site Plan

The site was previously approved for a cannabis facility that includes cultivation, production, dispensary, and retail. Recently, the structure and site were approved for an exterior and interior remodel (WS-24-0736). The signage for the site was approved previously via WS-19-0551 which permitted the location of the existing freestanding sign with 3 sign faces (A, B, and C) and a projecting sign. The A and B faces of the freestanding sign were approved with Electronic Message Unit (EMU) video units, with the C face constructed with Lexan signage. The applicant is now requesting to add an EMU video unit to the C face of the freestanding sign. Additionally, the approved projecting sign is part of this request to update the sign logo and lettering and to update the sign area. Part of the approved remodel of the building included a tower feature at the northwest corner of the site. The applicant is now proposing to include EMU video units on the north and west faces of the tower. On the west side of the remodeled building and to the south of the main entry is a proposed roof sign.

The plan depicts an existing 108,852 square foot dispensary (cultivation, production, dispensary, and retail facility) on the southeast corner of Desert Inn Road and Western Avenue. The existing triangular freestanding sign is located at the northwest corner of the site outside of the sight visibility zone and is set back 10 feet from Desert Inn Road and Western Avenue. Access to the site is from Western Avenue.

### Sign Plan

The plan depicts a total of 5 new signs:

#### Freestanding sign:

The plan depicts an existing 40.17 foot tall freestanding sign located at the northwest corner of the site, with EMU video displays on two of the three faces. The structure of the sign will remain the same, with the two northerly previously approved EMU video units (A and B) facing Desert Inn Road. The existing A and B elevations have an overall sign area of 320 square feet with 130 square foot EMU video display. The south face towards Western Avenue was approved without an electronic message unit (EMU) display (WS-19-0551) which is proposed be replaced in part with a new EMU video display measuring 197 square feet. The south elevation sign lettering was previously updated (BD25-11159), as shown on the elevation drawing.

#### Wall signs with EMU video:

At the northwest corner of the remodeled building are 2 new wall-mounted EMU video units located on the entry tower structural feature. The north facing EMU video display towards Desert Inn Road consists of 376 square feet, while the west facing EMU video display towards Western Avenue consists of 493 square feet.

All proposed EMU video units will display videos that last less than 6 seconds and may transition with special effects like a television screen.

#### Projecting sign (Arrow):

On the existing building, there is an existing projecting sign facing Western Avenue. This sign was originally approved (WS-19-0551) with 71 square feet. This sign will be relocated and refurbished with new coloring, logos, and text and have an overall area of 75 square feet.

Roof sign (Curaleaf):

A new roof sign is proposed on the west elevation of the building located adjacent to the main entry. The sign has an overall area of 105 square feet and dimensions of 8 feet by 13.2 feet. The majority of the sign is attached to the parapet wall with only 1.5 feet of the sign extending above the parapet wall.

#### Applicant's Justification

The applicant indicates that the proposed signage is to amend the previously approved signs (WS-19-0551) in conjunction with an approved cannabis establishment. The applicant also indicates that additional future signage may be provided and will meet the development code requirements. Finally, they state that the signage proposed is consistent with other dispensaries in the area.

#### **Prior Land Use Requests**

| <b>Application Number</b> | <b>Request</b>   | <b>Action</b>   | <b>Date</b>    |
|---------------------------|--|-----------------|----------------|
| WS-24-0736                | Waivers for street landscaping, attached sidewalks, and modified driveway standards, and Design review for site modifications for a cannabis establishment | Approved by BCC | February 2025  |
| VS-24-0737                | Vacated an abandoned portion of right-of-way   | Approved by BCC | February 2025  |
| WS-19-0551                | Waivers for animated sign, increased sign area, and projection sign. Design review for freestanding sign and projection sign                               | Approved by PC  | September 2019 |
| WS-18-0700                | Waiver of landscape requirement. Design review for parking lot   | Approved by PC  | October 2018   |
| AR-18-400088 (UC-0384-17) | Use permit application for review for cannabis establishment   | Approved by BCC | June 2018      |
| DR-0893-17                | Design review for parking lot  | Approved by BCC | December 2017  |
| DR-0892-17                | Design review for building expansion for cannabis establishment  | Approved by BCC | December 2017  |
| UC-0384-17                | Use permit for cannabis establishment  | Approved by BCC | June 2017      |
| WS-0798-15                | Waivers for increased wall sign area and alternative wall signs  | Approved by BCC | January 2016   |
| WS-0670-15                | Waivers for landscaping and non-standard improvements  | Approved by BCC | November 2015  |
| UC-0513-15                | Use permit for cannabis dispensary. Waiver to reduce parking   | Approved by BCC | September 2015 |
| WS-0193-15                | Waivers for reduced setbacks and increased wall height, and Design review for cannabis establishment.  | Approved by BCC | May 2015       |
| UC-0333-14                | Use permit for cannabis establishment, Waiver for reduced parking, and Design review for parking lot   | Approved by BCC | June 2014      |

**Prior Land Use Requests**

| <b>Application Number</b> | <b>Request</b>   | <b>Action</b>   | <b>Date</b>    |
|---------------------------|--|-----------------|----------------|
| UC-0332-14                | Use permit for dispensary, Waiver for reduced parking, and Design review for parking lot   | Denied by BCC   | December 2014  |
| UC-0331-14                | Use permit for medical marijuana, Waiver to reduce parking, and Design review for a parking lot  | Approved by BCC | June 2014      |
| NZC-1746-04               | Zone change to U-V, Use permit for building height, Waivers for reduced setbacks, landscaping, commercial area, airspace encroachment, and Design review for mixed-use development | Approved by BCC | February 2005  |
| WS-1176-00                | Waivers for off-premises sign separation and off-premise sign height   | Approved by PC  | September 2000 |

**Surrounding Land Use**

|       | <b>Planned Land Use Category</b> | <b>Zoning District (Overlay)</b> | <b>Existing Land Use</b>                                     |
|-------|----------------------------------|----------------------------------|--|
| North | Business Employment              | IL                               | Dispensary & warehouse                                       |
| South | Business Employment              | IL                               | MGM contact center   |
| East  | Business Employment              | IL                               | Retail center, contractor, vehicle maintenance, & car rental |
| West  | Business Employment              | IL                               | Retail   |

**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.

The proposed sign plan is consistent in design, which provides signage continuity for the development and with the remodeled building. Staff finds that the projecting sign will be re-faced only; however, the area is now increased due to the way the projecting sign area is calculated per the new development code. Furthermore, the proposed signage is similar to existing signage at other dispensaries in the area (Planet 13, Thrive, and Cultivate Las Vegas), and the Resort Corridor uses nearby to the east of the railroad tracks and Sammy Davis Jr. Drive. Additionally, the signs as designed may improve the aesthetics of the development and will not have an adverse impact on the surrounding uses, which consist of industrial uses to the east and west, a highway interchange to the south, and a dispensary to the north. The proposed signage, if approved, will comply with the spirit of Section 30.05.01, which promotes a balanced system of regulations that

promote aesthetically pleasing and compatible signage and will not impede pedestrian or vehicle traffic. Therefore, staff can support the new signage.

### **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**

- 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:**

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** MICHAEL LEBLUE

**CONTACT:** NICHOLAS FROST, 5119 S. CAMERON STREET, LAS VEGAS, NV 89118