

03/18/26 BCC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-26-0067-LV BLUE RAINBOW, LLC:

SIGN DESIGN REVIEWS for the following: **1)** proposed wall signs; and **2)** modify residential adjacency standards for proposed signage in conjunction with an existing retail center on 1.85 acres in a CG (Commercial General) Zone.

Generally located west of Rainbow Boulevard and north of Meranto Avenue within Enterprise.
JJ/dd/cv (For possible action)

RELATED INFORMATION:

APN:

176-22-713-001

SIGN DESIGN REVIEWS:

1. Allow 2 internally illuminated wall signs.
2. a. Allow an illuminated wall sign visible from an area subject to residential adjacency where not permissible per Section 30.04.06I.
b. Allow an internally illuminated wall sign oriented toward a residential district where not permissible per Section 30.04.06I.

LAND USE PLAN:

ENTERPRISE - NEIGHBORHOOD COMMERCIAL

BACKGROUND:

Project Description

General Summary

- Site Address: 9375 S. Rainbow Boulevard
- Site Acreage: 1.85
- Project Type: Wall signs
- Square Feet: 110 (proposed Wall Sign A1.0)/110 (proposed Wall Sign A1.1)

History & Site Plan

The subject site was originally approved in August 2021 via NZC-21-0254 with plans depicting a retail center consisting of 2 in-line retail buildings and 1 restaurant pad site building with a drive-thru. The pad site building (southeast corner) and the smaller in-line retail building (northeast corner) were depicted along Rainbow Boulevard and the larger in-line retail building was shown along the west property line. Cross-access is provided to the parcel to the north. Parking is distributed throughout the site with most of the parking spaces shown in the middle of the site. Today, the 2 in-line retail buildings have been constructed while the restaurant pad site is undeveloped. The proposed signage will be located on the in-line retail building near the west

property line, visible from the residential development to the west, thus necessitating a sign design review. Additionally, all signage in this shopping center is subject to a sign design review per NZC-21-0254.

Sign Plan

The applicant is proposing the installation of 2 identical internally illuminated wall signs located on the north and east faces of the in-line retail building. The signs consist of internally illuminated channel letters and a business logo. Both signs measure 110 square feet each for a total wall signage addition of 220 square feet for the site. One wall sign will face east toward Rainbow, and the other wall sign will face north towards the existing shopping center.

Applicant’s Justification

The applicant states this request is partly a result of a condition of approval from the previous application (NZC-21-0254), which as part of the review mandated that all future signage and lighting be subject to a design review as a public hearing. The applicant also states that their signage matches what has been previously approved for other tenants, and that it does not face directly at the residential property to the west and therefore will have minimal impact.

Prior Land Use Requests

Application Number	Request	Action	Date
DR-23-0507	Design review for a lighting plan for an approved retail center	Approved by BCC	September 2023
DR-23-0039	Design review for a freestanding sign	Approved by PC	March 2023
VS-21-0255	Vacated easements and right-of-way - recorded	Approved by BCC	August 2021
NZC-21-0254	Zone change from R-E to C-1 zoning, waivers, and design review for retail center	Approved by BCC	August 2021

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Corridor Mixed-Use	CG	Shopping center
South	Neighborhood Commercial	CG	Retail center
East	Business Employment	IP	Warehouse facility
West	Ranch Estate Neighborhood (up to 2 du/ac)	RS20 (NPO-RNP)	Single-family residential

The subject site is within the Public Facilities Needs Assessment (PFNA) area.

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 does not normally support applications for internally illuminated signage visible from residential developments, staff finds that the only sign that will be visible from the residence will not be oriented directly towards the west, rather it will be oriented north towards the existing shopping center. Per the applicant, the sign will not remain illuminated throughout the night and will be shut off at 10:00 p.m., which will lessen the visual impact to the neighbors to the west. Finally, the applicant is proposing the use of channel letters without cabinets for the signage, which is more visually appealing and less impactful to the surrounding area. For these reasons, staff can support 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 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: Enterprise - approval.

APPROVALS:

PROTESTS:

APPLICANT: UNIQUE SIGNS

CONTACT: UNIQUE SIGNS & LIGHTING, 4325 W. PATRICK LANE #155, LAS VEGAS,
NV 89118