

05/21/25 BCC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-25-0250-GS-OI SOUTH LAS VEGAS BOULEVARD OWNER, LLC

SIGN DESIGN REVIEW to increase the height of a proposed project entrance sign area on a portion of 11.84 acres in conjunction with a previously approved multi-family residential development within an RM32 (Residential Multi-Family 32) Zone.

Generally located on the east side of Las Vegas Boulevard South and the south side of Chartan Avenue within Enterprise. MN/rk/cv (For possible action)

RELATED INFORMATION:

APN:

177-33-401-008 ptn

SIGN DESIGN REVIEW:

Increase the height of a proposed project entrance sign area to 6 feet, 4 inches where 5 feet is the maximum allowed per Section 30.05.02 (a 27% increase).

LAND USE PLAN:

ENTERPRISE - ENTERTAINMENT MIXED-USE

ENTERPRISE - NEIGHBORHOOD COMMERCIAL

BACKGROUND:

Project Description

General Summary

- Site Address: 11210 Las Vegas Boulevard South
- Site Acreage: 11.84 (portion)
- Project Type: Project entrance sign
- Sign Height: 6 feet, 4 inches

Site Plan

The site was previously approved for a multi-family residential development consisting of 324 units per NZC-22-0056. The nonconforming zone change was approved to reclassify the site from H-2 (General Highway Frontage) Zone to R-4 (now RM32).

The approved plans depict 324 units divided between 10 buildings that are distributed throughout the site. The site has frontage along Las Vegas Boulevard South, Chartan Avenue, and Giles Street. The development will be a gated community with access from Las Vegas Boulevard South to the west and an exit only gate from Chartan Avenue to the north. This multi-family residential development has active permits and construction is nearly complete. A condition of approval for NZC-22-0056 stated the applicant is to complete a design review for proposed signage.

Sign Plan

The sign plan depicts 2 proposed signs. Sign A1 and Sign A2 are project entrance signs with an overall area of 19 square feet per sign and are located at the main entrance of the multi-family development. These signs are adjacent to Las Vegas Boulevard South and are set back 2 feet from right-of-way within a landscape area. The plans depict single sided CMU signs with backlit pan channel letters shown to be white and between 1 foot to 2 feet tall with a logo.

No other signs are proposed for this development other than an address sign on the clubhouse.

Applicant's Justification

The applicant indicates that minimal signage is being requested for this site which only consists of 2 project entrance signs. As part of this signage request, the applicant is requesting to allow a height of 6 feet, 4 inches for the signs. This will allow Greystar to provide signage that is a critical part of their developments. The signs are located along Las Vegas Boulevard South, orientated away from residential, and are appropriate size for the overall complex. Lastly, the applicant states similar requests for multi-family signage have been approved in the past.

Prior Land Use Requests

Application Number	Request	Action	Date
NZC-22-0056	Reclassified this site to R-4 zoning for a multi-family development	Approved by BCC	June 2022
VS-22-0057	Vacated and abandoned various rights-of-way	Approved by BCC	June 2022

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Entertainment Mixed-Use & Neighborhood Commercial	CR	Undeveloped
South	Entertainment Mixed-Use	CG	Convenience store, gasoline station, & retail center
East	Ranch Estate Neighborhood (up to 2 du/ac) & Mid-Intensity Suburban Neighborhood (up to 8 du/ac)	RS20 (NPO-RNP) & RS5.2	Single-family residential
West	Entertainment Mixed-Use	C-2	Undeveloped

The subject site and surrounding area are located in 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

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 signage for the most part complies with Section 30.05.01 which promotes aesthetically pleasing and compatible signage. The proposed plans are consistent in design and provides signage continuity for the development. Although the applicant is requesting a slight increase in height for each project entrance sign, the area of the signage is well below the maximum area allowed which is 35 square feet. Staff finds that the proposed signs are over 675 feet north from any single-family residences, resulting in a minimal impact to the surrounding neighborhood. 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: GREYSTAR DEVELOPMENT WEST, LLC

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