

08/18/21 BCC AGENDA SHEET

SIGNAGE
(TITLE 30)

MILLER LN/SAHARA AVE

PUBLIC HEARING
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST
WS-21-0335-SAHARA PALM PLAZA, LLC:

WAIVER OF DEVELOPMENT STANDARDS to increase animated sign area.
DESIGN REVIEW for an animated sign located on an existing freestanding sign in conjunction with an existing commercial complex on a 1.0 acre portion within a 3.0 acre complex in a C-1 (Local Business) Zone.

Generally located on the south side of Sahara Avenue and the east side of Miller Lane within Spring Valley. JJ/jgh/jo (For possible action)

RELATED INFORMATION:

APN:
163-09-518-002; 163-09-518-003; 163-09-518-005

WAIVER OF DEVELOPMENT STANDARDS:
Increase the animated sign area to 157 square feet where 100 square feet is the maximum allowed per Table 30.72-1 (a 57% increase).

LAND USE PLAN:
SPRING VALLEY - COMMERCIAL NEIGHBORHOOD

BACKGROUND:
Project Description

General Summary

- Site Address: 7875 W. Sahara Avenue
- Site Acreage: 1 (sign location)/3 (overall commercial complex)
- Project Type: Freestanding sign (increase animated area)
- Sign Height (feet): 30
- Square Feet: 157 (LED message/animation panel)

Site Plan

The site plan depicts an existing commercial complex on the south side of Sahara Avenue and the east side of Miller Lane. The commercial complex consists of 3 separate parcels which totals 3 acres for the complex. Access to the site is located along Miller Lane (east side) and Sahara Avenue (south side). The applicant is proposing to increase the animated sign area on a previously approved, freestanding sign along Sahara Avenue. The improvements being made to the freestanding sign are to help bring visibility to the existing businesses in the complex.

Landscaping

Landscaping is existing on-site and additional landscaping is neither required nor a part of this request.

Signage

The submitted plan shows the proposed improvements will increase the electronic message panel from 90 square feet to 157 square feet. The total area of the sign (animated area and tenant panels) will be a total of 432 square feet (no change to total square footage), which does not deviate from what was previously approved.

Applicant's Justification

The applicant states that the proposed change is to improve visibility by increasing the current LED display size. The proposal is to replace the existing 90 square foot LED display with a 157 square foot LED display. The larger LED display will bring more attention to the property and the tenant names displayed on it.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-18-0630	Secondhand sales	Approved by PC	October 2018
AR-18-400127 (UC-0370-17)	Application to review a use permit for a cannabis establishment	Approved by BCC	July 2018
UC-0370-17	Cannabis establishment	Approved by BCC	June 2017
UC-0250-17	Banquet facility and live entertainment	Approved by PC	May 2017
UC-0425-16	On-premises consumption of alcohol	Approved by PC	August 2016
UC-0387-14 (ET-400130-15)	Extension of a use permit for a medical cannabis establishment	Approved by BCC	December 2015
UC-0387-14	Medical cannabis establishment - expired	Approved by BCC	June 2014
UC-1034-08	Place of worship in an existing retail building within a shopping center	Approved by PC	December 2008
UC-1183-05	Service bar added to an existing restaurant	Approved by PC	September 2005
UC-0966-05	Secondhand sales within an existing commercial center	Denied by PC	September 2005
WS-0697-05	Waiver to reduce the setback from a public right-of-way for a freestanding sign	Approved by PC	June 2005
UC-0606-05	Dry cleaner operation within an existing commercial center	Approved by PC	May 2005
VS-1410-01	Vacated and abandoned government patent easements	Approved by PC	December 2001

Prior Land Use Requests

Application Number	Request	Action	Date
TM-0350-01	1 commercial lot in a C-1 zone	Approved by PC	December 2001
ZC-0761-01	Reclassified 3.9 acres from R-E to C-1 zoning with a waiver to reduce parking	Approved by BCC	August 2001

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	City of Las Vegas	Office (O)	Office complex
South	Commercial Neighborhood	C-P	Single family residential
East	Commercial General	C-1	Commercial & office spaces
West	Commercial Neighborhood	C-P, C-1, & C-2	Commercial & office spaces

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.

The applicant is proposing to make improvements to a previously approved freestanding sign. Staff finds that the increase in size to the animated, LED area of the sign, is compatible with the rest of the commercial complex and the rest of the signs along Sahara Avenue. The proposed improvements are not facing any residential areas and are consistent with Urban Policy 67 of the Comprehensive Master Plan that states, through site planning and building design, ensure that commercial developments are compatible with abutting uses. Signage should be considered and integrated into commercial developments. Staff finds this request to be appropriate and finds that the proposed improvements are consistent with the surrounding area. This request does not pose any negative impacts to the surrounding area therefore, staff can support this request.

Design Review

Staff finds this request to be appropriate and finds that the proposed improvements are consistent with the surrounding area. Along Sahara Avenue, there are many animated and multi-tenant signs. 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 Comprehensive Master Plan, Title 30, and/or the Nevada Revised Statutes.

PRELIMINARY STAFF CONDITIONS:**Current Planning**

- 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; 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: Spring Valley - denial.

APPROVALS:

PROTESTS:

APPLICANT: SAHARA PALM PLAZA, LLC

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