

## 06/17/25 PC AGENDA SHEET

### PUBLIC HEARING

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

#### **SDR-25-0310-MMB APEX AUCTION, LLC**

**SIGN DESIGN REVIEWS** for the following: **1)** increase freestanding sign height; **2)** allow a freestanding sign adjacent to a freeway; and **3)** increase the number of canopy signs in conjunction with an approved truck stop, convenience store, and fuel canopies on a 4.0 acre portion of 24.74 acres in an IL (Industrial Light) Zone within the Airport Environs (AE-70) Overlay.

Generally located on the north side of Clark Petersen Boulevard and east side of Las Vegas Boulevard North within the Northeast County Planning Area. MK/dd/cv (For possible action)

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#### RELATED INFORMATION:

##### **APN:**

122-09-310-001 ptn

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

1. Increase the height of a freestanding sign (Sign D) to 80 feet where 50 feet is the maximum height allowed per Section 30.05.02L (a 60% increase).
2. Allow a freestanding sign (Sign D) to be located along a freeway where not permitted per Section 30.05.02L.
3. Allow 2 signs per canopy face (truck fuel canopy) where only 1 is permitted per Section 30.05.02D (a 100% increase).

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

NORTHEAST COUNTY (APEX) - INDUSTRIAL EMPLOYMENT

##### **BACKGROUND:**

##### **Project Description**

###### General Summary

- Site Address: 10150 Clark Petersen Blvd.
- Site Acreage: 24.74 (portion)
- Project Type: Signage
- Sign Height (feet): 80 (freestanding sign 'D')/ 31 (freestanding sign 'C')/ 100 (flagpole)

##### **Site Plan**

The site plan depicts a Terrible's truck stop/convenience store and 2 fuel canopies approved in October of 2020 by ZC-20-0356. The site will only be accessible via 2 driveways from Clark Petersen Boulevard to the south. The convenience store building will be oriented in a north/south direction centrally located on the site, with 1 fuel canopy to the east and 1 to the west. The eastern fuel canopy will be primarily for trucks, while the western fuel canopy is for automobiles. Truck parking is provided within the eastern half of the development and standard parking for

automobiles is provided in the western half of the development. The remainder of the parcel to the east of the site currently has no plans for development.

### Sign Plan

The first freestanding sign (Sign D) will be located on the northeast corner of the site, and will be oriented northeast and southwest to be visible from the freeway to the north (I-15). This sign is designed to have multiple connected cabinets that feature the Chevron company name and logo, fuel type information, and a truck graphic. The total signage area is 620 square feet, and the sign is proposed at 80 feet in height.

The second freestanding sign (Sign C) will be located on the southwest corner of the site. This sign will be oriented north and south and will be visible internally from Clark Petersen Boulevard to the south and Las Vegas Boulevard North to the west. This sign is also comprised of multiple connected cabinets that feature the Chevron company name and logo, fuel type & price information, a truck graphic, and the convenience store name. The total signage area is 187 square feet, and the sign is proposed at 31 feet in height.

Both freestanding signs will be set back a minimum of 10 feet from the property lines. There is also a flagpole shown near the southwest corner of the approved convenience store.

The development will also feature canopy signs on the fuel canopies. Fuel Canopy A features a 5 square foot Chevron logo and a 22 square foot Chevron brand name signage, and Fuel Canopy B features these same signs along with an additional 16 square foot truck sign on 2 of its faces.

There are several wall signs on each face of the convenience store building that total 844 square feet.

### Landscaping

No changes to the previously approved landscaping are proposed or required with this request.

### Applicant's Justification

The applicant states that they are attempting to provide brand-consistent signage for the businesses on site. Additionally, the applicant states that the 80 foot high freestanding sign will help customers locate the business from the freeway, and that the truck logos on fuel canopy 'B' will help guide large commercial vehicles to the correct gas canopy.

### **Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
ET-23-400149 (ZC-20-0356)	First extension of time for the reclassification of a 4 acre portion of the site from M-2 to M-1, waivers for commercial driveway improvements and off-sites, and a design review for a truck stop	Approved by BCC	December 2023
SC-22-0575	Street name change for an unnamed cul-de-sac to Moulton Ranch Court	Approved by PC	December 2022

**Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
ZC-20-0356	Reclassified a 4 acre portion of the site from M-2 to M-1, waivers for commercial driveway improvements and off-sites, and a design review for a truck stop	Approved by BCC	October 2020
ADR-0843-10	Auction building	Approved by ZA	December 2010
UC-0631-09	Outside storage for equipment sales, waiver to eliminate screening requirements, eliminate landscaping and off-site improvements, and design review for outside storage yard	Approved by PC	November 2009
ZC-1499-06	Reclassified from M-2 (AE-70) to M-1 (AE-70) zoning, use permits for a restaurant, on premise consumption of alcohol, retail sales and convenience store with gasoline pumps, waiver for hillside development standards, and design review for truck stop - expired	Approved by BCC	May 2007
UC-1819-03	Outside storage area, waived screening from right-of-way and paving requirements; waivers for on-site paving, off-site improvements, landscape and screening requirements, right-of-way dedication for range line and section line streets, and site disturbance	Approved by BCC	December 2003

**Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District (Overlay)</b>	<b>Existing Land Use</b>
North & West	City of North Las Vegas	IH (AE-70)	Undeveloped
South & East	Open Lands	OS (AE-65 & AE-70)	Undeveloped

**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.

### Sign Design Review #1

While signage is important for advertising a business' location and function, staff finds that the proposed 80 foot high freestanding sign adjacent to the freeway is unnecessary and excessive for the operation of the business on site. The overall height of this sign could be a distraction for drivers, and in that sense may pose a safety issue. Additionally, the business should be clearly visible from the freeway, and a shorter sign should have the same effect. For this reason, staff cannot support this request.

### Sign Design Review #2

Freestanding signage is only to be located adjacent to a freeway when the property is accessible from a frontage road to reduce the number of freestanding signs located along the freeway. In this case, while the property is not accessible from a frontage road, staff finds that the signage and the business which the signage is advertising is relevant to freeway travel. However, since staff is not supporting the sign design review for the overall height, staff cannot support this request.

### Sign Design Review #3

Staff finds that the addition of a second canopy sign to Fuel Canopy B would not have a negative impact on the site; conversely, the addition of the truck logo on Fuel Canopy B is to guide large trucks to their designated fuel pumps, and should help automobiles and large trucks to maintain their distance from one another within the parking area. For these reasons, staff can support this request.

### **Staff Recommendation**

Approval of sign design review #3; denial of sign design reviews #1 and #2.

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:**

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** MICHAEL KORN

**CONTACT:** MICHAEL KORN, PATRICK'S SIGNS, 5115 S. ARVILLE STREET, LAS VEGAS, NV 89118