

04/02/25 BCC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-25-0060-USA

SIGN DESIGN REVIEW to allow a project entrance sign to not be located within a curbed landscaped area of a proposed campground on a 16.0 acre portion of a 260.0 acre site in an RS80 (Residential Single-Family 80) Zone within the Red Rock Overlay.

Generally located on the west side of Hualapai Way, 865 feet north of Gomer Road (alignment) within Red Rock. JJ/hw/kh (For possible action)

RELATED INFORMATION:

APN:

175-24-301-001

SIGN DESIGN REVIEW:

Allow a project entrance sign to not be located within a curbed landscape or rockscaped area where required per Section 30.05.02N.

LAND USE PLAN:

NORTHWEST COUNTY (RED ROCK) - OPEN LANDS

BACKGROUND:

Project Description

General Summary

- Site Address: N/A
- Site Acreage: 16 (site area)/260 (overall parcel)
- Project Type: Project entrance sign
- Sign Height (feet): 5
- Square Feet: 4.8 (copy area)/21 (sign area)

Sign Plans

The plans provided depict an overall 21 square foot project entrance sign located within the eastern portion of the site along the frontage of Hualapai Way. The sign is shown to be 5 feet tall with an overall base width of 10 feet. The bottom 2 feet will consist of a decorative base with the upper 3 feet consisting of the sign area with additional decorative elements. The sign itself will consist of a logo with an 0.8 foot tall and 6 foot wide letter copy area. The project entrance sign will not be illuminated and will be integrated into the fence and will have complementary design colors as the rest of the site. The sign will generally be constructed of wood, block, and painted stucco. The sign will be set back 75 feet from the front property line but will be located approximately 60 feet behind the street landscaping area.

Applicant's Justification

The applicant states the sign is a 10 foot wide, 5 foot tall structure that displays the name "Whispering Cactus" in a rectangle of size 6 feet by 0.8 feet. The applicant indicates there is a logo positioned above the text to reinforce branding and there will be no illumination of the lettering or the logo. Finally, the applicant indicates the sign's design is simple and sturdy with a base that provides a modern yet natural aesthetic and will complement the surrounding environment.

Prior Land Use Requests

Application Number	Request	Action	Date
ADR-1200-07	Permitted the construction of a pumping station on a portion of the site in conjunction with a water reservoir facility	Approved by ZA	September 2007
UC-1317-04	Allowed hazard materials storage on a portion of the site in conjunction with a water reservoir facility	Approved by BCC	October 2004
ZC-1202-04	Reclassified a portion of the site from R-U to P-F zoning for a communication tower and water reservoir facility	Approved by BCC	August 2004
VS-1275-03	Vacated and abandoned patent easements on a portion of the site - recorded	Approved by PC	September 2003

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Outlying Neighborhood (up to 0.5 du/ac); Edge Neighborhood (up to 1 du/ac); & Open Lands	RS80 & RS40 (RRO)	Undeveloped & single-family residential
South	Outlying Neighborhood (up to 0.5 du/ac) & Open Lands	RS80	Undeveloped
East	Mid-Intensity Suburban Neighborhood (up to 8 du/ac)	RS3.3	Single-family residential
West	Open Lands	RS80 (RRO)	Undeveloped

Related Applications

Application Number	Request
UC-25-0059	A use permit for a campground with waivers of development standards and a design review is a companion item on this agenda.

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.

Staff finds the proposed project entrance sign will complement the development with limited disturbance to the surrounding area due to there being no illumination of the sign and its integration with the entrance feature. Additionally, the sign is relatively smaller than most project entrance signs and is set back 75 feet from the edge of the Hualapai Way right-of-way. The design of the sign is modern and aesthetically pleasing with the letter copy and logo being complementary to the site and not overbearing. The sign complies with all residential adjacency and Red Rock Overlay requirements. While the sign is normally required to be within a landscaped area, the proposed location of the sign along the entrance gate and the sign's increased setback from the street is preferred. 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:
APPROVALS:
PROTESTS:

APPLICANT: WHISPERING CACTUS, LLC

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