

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-24-0588-COUNTY OF CLARK (PUBLIC WORKS)

SIGN DESIGN REVIEWS for the following: **1)** increase the sign area of a proposed electronic message unit, video (wall) sign; **2)** allow a proposed electronic message unit, video (wall) sign to extend above a wall; **3)** allow a roof sign; **4)** increase the sign area of a proposed directional sign; and **5)** reduce the clearance height of a proposed directional sign for a proposed recreational facility on 1.25 acres in a CU (Commercial Urban) Zone.

Generally located on the north side of Harmon Avenue and the west side of Polaris Avenue within Paradise. MN/jor/kh (For possible action)

RELATED INFORMATION:

APN:

162-20-212-005

SIGN DESIGN REVIEWS:

1. Increase the sign area of a proposed electronic message units, video (wall) sign up to 3,064 square feet where 150 square feet is the maximum allowed per Section 30.05.02.H.
2. Allow a proposed electronic message units, video (wall) sign to extend above the top of the wall where the electronic message unit, video (wall) sign shall not extend above the top of the wall per Section 30.05.02.H.
3. Allow a roof sign within a CU Zone per Section 30.05.02.P.
4. Increase the sign area of a proposed directional sign to 21 square feet where 12 feet is the maximum allowed per Section 30.05.02.E (a 75% increase).
5. Reduce the clearance height of a proposed directional sign (clearance bar) to 8 feet where 14 feet is required per Section 30.05.05B (a 42.9% reduction).

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 4495 Polaris Avenue
- Site Acreage: 1.25
- Project Type: Proposed signage

Site Plan

The plan depicts a proposed recreational facility located north of Harmon Avenue and west of Polaris Avenue, on 1.25 acres. Access to the facility is provided via entrances to the ground floor

parking garage facing east toward Polaris Avenue. The proposed signage will be installed on the south, east, and west facing elevations of the proposed building.

Sign Plan

The proposed comprehensive sign plan depicts the following:

North Elevation Signage:

- No signage proposed.

South Elevation Signage:

- S-1W is a proposed electronic message unit, video (wall) sign with an overall area of 3,064 square feet.
- S-1R is a proposed roof sign portion of S-1W. This portion extends above the roofline and has an overall area of 939 square feet.
- S-2W is a proposed electronic message unit, video (wall) sign with an overall area of 843 square feet.
- S-2R is a proposed roof sign portion of S-1W. This portion extends above the roofline and has an overall area of 258 square feet.
- These signs face south toward Harmon Avenue.

East Elevation Signage:

- E-1W is a proposed electronic message unit, video (wall) sign with an overall area of 2,336 square feet.
- E-1R is a proposed roof sign portion of E-1W. This portion extends above the roofline and has an overall area of 1443 square feet.
- N-1W is a proposed electronic message unit, video (wall) sign with an overall area of 755 square feet. This sign will be installed on the east facing elevation but faces north.
- N-1R is a proposed roof sign portion of N-1W. This portion extends above the roofline and has an overall area of 888 square feet.
- E2 is a proposed directional sign and faces east toward Polaris Avenue. This sign will be installed at the northeastern most entrance of the building. E2 has an overall area of 21 square feet.
- E3 is an additional proposed directional sign and faces east toward Polaris Avenue. This sign will be installed at the northeastern most entrance of the building with sign E2. In addition, this sign has an overall area of 5 square feet.
- E4 is the third proposed directional sign and will also face east toward Polaris Avenue. This sign has an overall area of 15 square feet and will be installed south of E3.
- E-2 and E-3 will have a clearance bar installed below the directional sign. The clearance bar height from the finished grade will be 8 feet 2 inches, where 14 feet is required per Section 30.05.05B. The actual directional sign will be installed more than 9 feet above finished grade.

West Elevation:

- W-1W is a proposed electronic message unit, video (wall) sign with an overall area of 1,626 square feet. This sign faces west toward the freeway.
- W-1R is a proposed roof sign portion of W-1W. This portion extends above the roofline and has an overall area of 498 square feet.

Applicant's Justification

Per the applicant's justification letter, the applicant is proposing signage which will provide high resolution video at a distance and is comparable and similar to many of the modern LED signs located on the Las Vegas Strip.

The applicant is proposing electronic messaging video units around the proposed building with an overall cumulative area of 12,694 square feet. S-1W is a proposed electronic message unit, video (wall) sign with an overall area of 3,064 square feet, where 150 square feet is the maximum allowed per Code. The proposed signage provides an informative and artistic visual impact which supports the recreational facility. This signage is located to maximize the visibility from the Harmon Avenue/Valley View Boulevard interchange to the west and will become an immediately recognizable and familiar icon for the community.

The applicant also requests the allowance of roof signs where not permitted within the CU zoning. The proposed roof signage is a portion of the proposed wall signage that extends beyond the top of the building roofline. This signage is integral to not only the building design, but the operations of the facility itself.

Lastly, the applicant is proposing directional signage with an overall area of 21 square feet. Title 30 allows a maximum area of 12 square feet. The request to increase the sign area and reduce the clearance height is due to the multiple points of entry and exits.

Prior Land Use Requests

Application Number	Request	Action	Date
TM-0195-01	1 lot commercial subdivision	Approved by PC	July 2001
VS-0760-01	Vacated patent easements - recorded	Approved by PC	August 2001
DR-0687-96	7-up distribution center which included a 2 story, 45,080 square foot building with a 10,000 square foot office area - this complex no longer exists	Approved by PC	May 1996
VC-1053-95	Allowed a modular office building to be a permanent structure with a variance to allow temporary structure to be permanent and reduced the side street setback for the modular office building - this building no longer exists	Approved by PC	July 1995

Prior Land Use Requests

Application Number	Request	Action	Date
VC-0496-94	Carports for an existing office warehouse complex, with a variance which reduced the front setback to 7 feet where 20 feet is required in an M-1 Zone - these structures no longer exist	Approved by PC	May 1994
AC-0225-83	5,800 building addition to an existing 7,900 office building, approved new carports, a parking garage, and expansion of an outdoor storage yard - these structures no longer exist	Approved by PC	January 1984
AC-0111-80	Addition to an existing office building - this building no longer exists	Approved by PC	July 1980

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North & South	Entertainment Mixed-Use	IL	Office warehouse buildings
East	Entertainment Mixed-Use	RS20	NV Energy substation
West	Entertainment Mixed-Use	IL	Right-of-way on-ramps

Related Applications

Application Number	Request
ZC-24-0587	A zone change to reclassify the site from IL to CU zoning is a companion item on this agenda.
UC-24-0589	A use permit, waivers of development standards, and a design review for a proposed recreational facility 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.

The proposed comprehensive sign plan is consistent in design which provides signage continuity for the development. Furthermore, the proposed signage is similar to existing signage located within the Resort Corridor which is 1,600 feet to the east. Additionally, comprehensive sign plans shall demonstrate the proposal will improve the aesthetics of the development and will not have an adverse impact on the use, enjoyment, or value of property. The proposed signage complies

with Section 30.05.01 which promotes a balanced system of regulations which promote aesthetically pleasing and compatible signage.

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

- No comment.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC:

APPROVALS:

PROTESTS:

APPLICANT: MARK SHUNOCK

CONTACT: CARPENTER SELLERS DEL GATTO ARCHITECTS, 8882 SPANISH RIDGE AVENUE, LAS VEGAS, NV 89148