

SIGNS
(TITLE 30)

HIGHLAND DR/EDNA AVE

PUBLIC HEARING
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST
WS-22-0358-ALDABBAGH, OMAR:

WAIVERS OF DEVELOPMENT STANDARDS for the following: **1)** increased wall sign area; and **2)** increased average letter height of a wall sign.

DESIGN REVIEW for proposed signage in conjunction with an existing adult cabaret establishment on 0.9 acres in an M-1 (Light Manufacturing) Zone in the Adult Use Overlay District.

Generally located on the west side of Highland Drive, 636 feet south of Edna Avenue within Winchester. TS/jor/tk (For possible action)

RELATED INFORMATION:

APN:
162-08-705-013

WAIVERS OF DEVELOPMENT STANDARDS:

1.
 - a. Increase the cumulative area of proposed wall signs of the north building face of the 2 story building addition to 490 square feet where 200 square feet is allowed per Title 30 (a 145% increase).
 - b. Increase the proposed wall sign area of the east facing elevation of the 2 story building addition to 258.7 square feet where 186 square feet is allowed per Title 30 (a 40% increase).
2. Increase the average letter height to 7 feet 6 inches where 4 feet is the maximum allowed on a site that is less than 5 acres per Title 30 (an 87% increase).

LAND USE PLAN:
WINCHESTER/PARADISE - CORRIDOR MIXED-USE

BACKGROUND:
Project Description

General Summary

- Site Address: 2995 Highland Drive
- Site Acreage: 0.9
- Project Type: Signage
- Number of Stories: 2
- Building Height (feet): 38

- Square Feet: 490 (wall signs at the new north wall face - building addition)/238 (wall signs south facing elevation)/258 (wall sign at the new east facing building addition elevation)/150 (wall sign at the new west facing building addition elevation)

History & Site Plan

The site plan depicts an existing adult use establishment (Scores Cabaret) located on the west side of Highland Drive, 636 feet south of Edna Avenue. The primary existing building is located on the south side of the site and is oriented east to west. WS-20-0076 previously approved a 2 story building addition on the west side of the primary building and an accessory building (kitchen pod) west of the building addition (southwest corner of the site). The site plan depicts a re-designed parking lot which now includes 63 parking spaces where 61 parking spaces are required. UC-20-0437 was approved to allow outside dining and drinking and approved waivers of development standards to eliminate a pedestrian access around the perimeter of the outside dining and drinking patio area, increased wall height to 8 feet, and eliminated parking lot landscaping. The parking lot was also re-designed under UC-20-0437.

Elevations

The existing primary building has an overall height of 23 feet 6 inches with tan and brown plastered walls with stone veneer accents. UC-20-0437 approved a 2 story building addition to be constructed on the west end of the existing main building with an overall height of 38 feet. The exterior finishes of the building addition include brown and tan plaster walls to match the existing primary building color. A staircase on the west end of the building addition leads to the second floor of the building addition.

Signage

UC-0649-16 was previously approved to allow a roof sign and the existing wall signs on the north, east, and south facing elevation of the original cabaret building. WS-18-0979 and WS-19-0901 were both approved for an animated freestanding sign located in the landscape area along Highland Drive. However, the final design of the existing freestanding sign stems from WS-19-0901. The freestanding sign is set back 10 feet from the right-of-way and has an overall height of 40 feet and includes animation.

Today, the applicant is requesting to increase the wall sign area on the north, east, south, and west facing elevations of the 2 story building addition (western portion of the overall cabaret building). The proposed signage is as follows:

North building face elevation of the new 2 story addition:

- This area (building face) is considered separate from the existing north facing elevation of the original cabaret building due to new elevator wall pop-out which breaks-up the overall span of the building.
- The building face will consist of 4 wall signs with an overall area of 122.5 square feet for each internally illuminate cabinet.
- The applicant is proposing to increase the wall sign area to 490 square feet where 290 square feet is the maximum allowed per Title 30.

South facing building elevation of the new 2 story addition:

- The south facing elevation of the new building addition includes 4 new wall signs where each cabinet has an overall area of 59.5 square feet each.
- There are 3 existing wall signs which are centrally located on the south wall (with the exact same design) will be relocated slightly higher on the wall since the site was approved for an increase in perimeter wall height to 8 feet.
- The southeast wall elevation will remain the same. There is a previously approved roof sign and 3 wall signs that will not be reconfigured.

East facing building elevation of the new 2 story addition:

- This section includes 1 set of pan channel letters with front illumination which has an overall area of 258 square feet.
- The applicant is proposing to increase the average letter height to 7 feet 6 inches where 4 feet is the maximum allowed on a site that is less than 5 acres per Title 30.

West facing building elevation of the new 2 story addition:

- This section includes 1 set of pan channel letters with front illumination which has an overall area of 147 square feet.
- The applicant is proposing to increase the average letter height to 5 feet where 4 feet is the maximum allowed on a site that is less than 5 acres per Title 30.

Applicant's Justification

Scores, the subject adult cabaret on Highland Drive, recently completed construction of a 2 story building expansion from the original 1 story building. This request is to add signage to the newer portion of the building. It should be noted that because windows are not appropriate for an adult cabaret, the initial sign package used framed photos to create visual interest on the building in lieu of fenestration. With the original signage review in 2016, more than half of the wall signage on Scores Cabaret functioned with this fenestration/articulation. The size of these faux windows are scaled appropriately to the building. This wall signage is not animated. Currently, the newly constructed building extension appears to be an anomaly to the existing structure as it is taller with blank expressionless walls. The proposed signage will lend consistency to the appearance.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-20-0437	Allowed outside dining and drinking, waivers for pedestrian access, increased wall height, and parking lot landscaping, and a design review for the outside dining/drinking patio area, and parking lot re-design	Approved by BCC	November 2020
WS-20-0076	Established an alternative parking requirement, a design review to expand an existing adult cabaret and for building addition and accessory building	Approved by ZA	March 2020

Prior Land Use Requests

Application Number	Request	Action	Date
WS-19-0901	Allowed increased animated sign area, increased area for a freestanding sign, and design review for signage	Approved by BCC	March 2020
WS-18-0979	Increased animated freestanding signage	Approved by BCC	February 2019
WS-18-0643	Request for signage including an animated (video) sign for a cannabis establishment	Approved by BCC	January 2019
DR-18-0071	Parking lot expansion (added 11 parking spaces) in conjunction with an existing adult cabaret, site was originally 2 separate parcels and were a part of an industrial complex with shared parking, both parcels were purchased and are no longer a part of the complex, site has been combined via PM 124-99	Approved by BCC	June 2018
UC-0649-16	Hookah lounge in conjunction with an existing tavern and adult cabaret, permit a roof sign and increased sign area, exterior improvements to existing tavern and adult cabaret	Approved by BCC	November 2016
UC-0436-15	Expansion of an adult use and exterior remodeled tavern within an existing commercial/warehouse complex with a design review	Approved by BCC	August 2015
WS-0200-02	Allowed an off-premises sign on the north parcel (site has been combined via PM 124-99)	Approved by PC	March 2002
WS-1105-01	Reduced parking for an appliance store and industrial uses	Approved by PC	October 2001
ADR-0761-01	Exterior remodeled of an adult cabaret	Approved by ZA	August 2001
ADR-0535-01	Exterior remodeled of an adult cabaret	Approved by ZA	June 2001
ADR-1019-00	Allowed an adult cabaret	Approved by ZA	December 2000
VC-0125-00	Reduced parking for a retail store, tavern, and warehouse	Approved by PC	March 2000

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Corridor Mixed-Use & Business Employment	M-1	Industrial buildings
South	Business Employment	M-1	Warehouse/office building
East	Business Employment & City of Las Vegas	M-1 & M	Industrial buildings
West	Business Employment	M-1	Industrial buildings & mini-warehouse

STANDARDS FOR APPROVAL:

The applicant shall demonstrate that the proposed request meets the goals and purposes of Title 30.

Analysis**Current Planning**Waivers 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.

Waivers of Development Standards & Design Review

Staff does not object to the proposed wall signs since the proposed signage is consistent with the signs that were previously approved with the original cabaret building. Increasing the wall sign area does not negatively impact the site, nor does increasing the letter height. Staff finds that similar signage exists throughout the Adult Use Overlay District, and the proposed signage will complete the exterior aesthetics of the 2 story building addition. Staff supports both waivers of development standards requests and the design review.

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:**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; 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; and that this application must commence within 2 years of approval date or it will expire.

Public Works - Development Review

- No comment.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC:

APPROVALS:

PROTESTS:

APPLICANT: SCORES CABARET

CONTACT: LORA DREJA, BROWN, BROWN, AND PREMSRIRUT, 520 S. FOURTH STREET, LAS VEGAS, NV 89101