

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

WS-25-0754-UNCOMMONS LIVING BLDG 1, LLC:

AMENDED WAIVERS OF DEVELOPMENT STANDARDS for the following: **1)** increase sign height; and **2)** increase sign area (previously not notified).

DESIGN REVIEW for modifications to a previously approved comprehensive sign package in conjunction with an existing mixed-use project on 32.5 acres in a U-V (Urban Village - Mixed-Use) Zone within in the CMA Design Overlay District.

Generally located east of Durango Drive and south of CC 215 within Spring Valley. MN/rg/cv
(For possible action)

RELATED INFORMATION:

APN:

176-04-211-002 through 176-04-211-007; 176-04-211-009 through 176-04-211-015; 176-04-301-003; 176-04-301-004; 176-04-301-014

WAIVERS OF DEVELOPMENT STANDARDS:

1. Increase height of a proposed freestanding sign to 40 feet where 28 feet is the maximum allowed per Section 30.48.680 and 34 feet was previously approved (a 28% increase).
2. Increase the sign area of proposed freestanding signs to 1,220 square feet where 945 square feet is the maximum allowed per Table 30.72-1 (a 29% increase).

LAND USE PLAN:

SPRING VALLEY - BUSINESS EMPLOYMENT

SPRING VALLEY - CORRIDOR MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: N/A
- Site Acreage: 32.5
- Project Type: Modifications to comprehensive sign package

History & Site Plan

This application proposes modifications to a previously approved comprehensive sign package (WS-23-0718) for a partially completed development named the “UnCommons.” The proposed revisions include waivers of development standards to increase the height and sign area of a proposed freestanding sign, a design review to increase the number of freestanding signs from 2 to 3, and a design review for the relocation of the previously approved monument sign.

The project was originally approved under ZC-19-0343 on June 27, 2019. Subsequent approvals include:

- WS-20-0507 - Approval of the original comprehensive sign package
- WS-23-0718 - Revisions to the sign package to increase the number of directional, animated (video), and roof signs

Signage

The applicant proposes revisions to the existing sign package, including an increase in the total number of freestanding signage from 2 freestanding signs to 3 freestanding signs. Via WS-20-0507 the first freestanding sign was approved to be located south of the 215 Beltway along the north property line of the development, simultaneously the second sign was approved on the southwest corner of the site at the intersection of Durango Drive and Maule Avenue. The applicant is proposing a 3rd freestanding sign along the street frontage of Gagnier Boulevard adjacent to the east property line of the site. A waiver of development standards is requested to allow for a 6 foot increase in height of the 3rd proposed freestanding sign to go from 34 feet to 40 feet high.

Previously approved waivers under WS-23-0718 included a height increase for a freestanding sign allowing 34 feet where 28 feet is the maximum permitted. The current request includes an increase of 480 square feet in freestanding sign area, resulting in a total of 1,220 square feet. The freestanding and monument signs will be illuminated.

The applicant also proposes relocating the previously approved monument sign from the southwest corner of Roy Horn Way and Gagnier Boulevard to the northeast corner of Tom Rodriguez Street and Maule Avenue. No changes to the design and height of the monument sign are proposed.

The following tables are a summary of the modified signage:

Type of Sign	Approved (sq. ft.)	Proposed Additional (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	Percent Increase	# of Proposed Signs	# of Additional Signs	Total # of Signs
Freestanding	740	480	1,220	945	64.9%	2	1	3
Project Identification	337	0	337	840	0%	6	0	6
Monument	378	0	378	840	0%	7	0	7
Wall*	18,637	0	18,637	89,134	0%	237	0	237
Directional	389	0	389	120	0%	37	0	37
Projecting	656	0	656	672	0%	29	0	29
Nameplate	200	0	200	200	0%	5	0	5
Roof	2,220	0	2,220	N/A	0%	60	0	60
Overall Total	23,557	480	24,037	92,801	2.04%	383	0	383

The details for animated signs were listed in the approved WS-23-0718:

Type of sign	Existing (sq ft)	Proposed (sq ft)	Total (sq ft)	Allowed per Title 30 (sq ft)	Percent increase	# of existing signs	# of proposed signs	Total # of signs
Animated	0	755	755	70	979%	N/A	3	3

Applicant's Justification

The applicant is requesting modifications to the previously approved Comprehensive Sign Package for the UnCommons development. Specifically, the request includes an increase in the total sign area from 23,557 square feet to 24,037 square feet, and an increase in the number of freestanding signs from 2 to 3. The applicant also seeks to increase the area of one freestanding sign by 480 square feet, resulting in a total of 1,220 square feet, and to increase the height of that sign from 34 feet to 40 feet. Additionally, the request includes the relocation of a previously approved monument sign from the southwest corner of Roy Horn Way and Gagnier Boulevard to the northeast corner of Maule Avenue and Tom Rodriguez Street. These changes require a revision to the overall sign package to reflect the updated design and placement.

Prior Land Use Requests

Application Number	Request	Action	Date
ET-25-400042 (WS-23-0718)	First extension of time of waiver for signage and design review for modifications to comprehensive sign package	Approved by BCC	May 2025
ET-25-400044 (UC-23-0604)	First extension of time request of modified pedestrian realm and alternative design for Phase II of High Impact mixed-use project	Approved by BCC	May 2025
WS-23-0718	Waiver for signage and design review for modifications to comprehensive sign package	Approved by BCC	December 2023
UC-23-0604	Modifications to pedestrian realm and alternative design for Phase II of High Impact mixed-use project	Approved by BCC	November 2023
WS-23-0333	Waivers for approach distance, throat depth, and driveways and design review for Phase II of High Impact mixed-use project and finished grade	Approved by BCC	August 2023
ET-22-400041 (DR-20-0098)	First extension of time request for outdoor theater and revisions to High Impact mixed-use project	Approved by BCC	May 2022
ET-22-400040 (WS-20-0099)	First extension of time request for temporary parking lot for High Impact mixed-use project	Approved by BCC	May 2022
ET-22-400039 (ZC-19-0343)	First extension of time request for a High Impact mixed-use project	Approved by BCC	May 2022
DR-22-0011	Finished grade	Approved by BCC	April 2022
WS-20-0507	Waivers for setbacks, signage, non-standard improvements in right-of-way, design reviews for building modifications and comprehensive signage package for High Impact mixed-use project	Approved by BCC	January 2021
WS-20-0098	Temporary parking lot for High Impact mixed-use project	Approved by ZA	March 2020
DR-20-0098	Outdoor theater and modifications to previously approved High Impact Project and mixed-use	Approved by ZA	March 2020

Prior Land Use Requests

Application Number	Request	Action	Date
TM-20-500013	Mixed-use project consisting of 4 commercial lots on 43.4 acres	Approved by ZA	March 2020
ZC-19-0343	Reclassified the site to U-V zoning for a High Impact mixed-use project	Approved by BCC	June 2019
VS-19-0253	Vacated and abandoned government patent easements and a portion of right-of-way being Pamalyn Avenue	Approved by BCC	May 2019
VS-0794-16	Vacated and abandoned patent easements and a portion of right-of-way being Butler Street	Approved by BCC	April 2017
UC-1202-02	Off-premises sign	Denied by BCC	February 2003
UC-1199-02	Off-premises sign	Denied by BCC	February 2003
VS-1518-02	Vacated and abandoned a portion of the Durango Flood Channel	Approved by PC	December 2002
ZC-1415-02	Reclassified a 12.2 acre portion of the site to C-2 zoning for a future development	Approved by BCC	November 2002
ZC-1107-02	Reclassified a 2 acre portion of the site to C-2 zoning for an office building	Approved by BCC	September 2002
ZC-1065-02	Reclassified a 2.5 acre portion of the site to C-2 zoning for a restaurant	Approved by BCC	September 2002

Surrounding Land Use*

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North**	Corridor Mixed-Use	RS20 & CG	Undeveloped & office building
South	Urban Neighborhood & Business Employment	CG & RM50	Undeveloped & multiple family residential
East	Business Employment & Urban Neighborhood (greater than 18 du/ac)	CG & RM50	Undeveloped & multiple family residential
West	Entertainment Mixed-Use	H-1	Multiple family residential & approved resort hotel/casino (Durango Station)

The subject site is within the Public Facilities Needs and Assessment (PFNA) area.

**The CC 215 is located directly north of the site.

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

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.

The applicant is requesting one additional freestanding sign at a height of 40 feet to be located at a primary ingress/egress point within the UnCommons development at Gagnier Boulevard and Roy Horn Way. The proposed freestanding sign and its location are necessary to direct residents and visitors effectively to the site, as this is a large development with both public and private streets and a myriad of uses throughout. A previous approval under WS-23-0718 granted a waiver to allow a freestanding sign height of 34 feet, where 28 feet is the maximum permitted. The current request exceeds that previously approved height and therefore requires an additional waiver of development standards. The increased height is intended to improve visibility and wayfinding across the 32.5-acre mixed-use site. Given the scale of the development and the variety of uses it contains, the proposed sign is appropriately sized. Its impact on the surrounding area is expected to be minimal, as it is designed to serve internal circulation needs and enhance the overall functionality of the site. Therefore, staff can support this request

Design Review

Sign standards are created in part to provide reasonable yet appropriate conditions for identifying businesses and services by controlling the size, type, and design of signs in relationship to the type and size of establishment.

The proposed revision to the previously approved Comprehensive Sign Package is in accordance with the requirements of Section 30.72 and is appropriate for a mixed-use development of this size and complexity. This application specifically addresses the addition of one freestanding sign and the relocation of a previously approved monument sign. The additional freestanding sign is intended to enhance visibility and wayfinding at a key entry point to the site, while the relocated monument sign will provide improved identification at a location that previously lacked signage. Both signs are designed to be compatible with the overall architectural character of the development and will contribute to a cohesive signage program that supports branding and navigation throughout the project.

The architectural features and sign package will result in a development character which is compatible with existing approvals in the area and as anticipated by Title 30 for a mixed-use development. Additionally, the feature and signage will enhance the site and area and comply with the intent of Title 30 which encourages other similar well-designed projects. Overall, staff finds that the signs will enhance the unique aesthetic environment of this high impact mixed-use project. Therefore, 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.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Spring Valley - approval.

APPROVALS:

PROTESTS:

APPLICANT: KELLY LAWSON

CONTACT: LEBENE AIDAM-OHENE, BROWN BROWN & PREMSRIRUT, 520 S. FOURTH STREET #200, LAS VEGAS, NV 89101