

SIGNAGE
(TITLE 30)

SPRING MOUNTAIN RD/VALLEY VIEW BLVD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

WS-23-0385-HARSCH INVESTMENT PPTYS-NV, LLC:

WAIVER OF DEVELOPMENT STANDARDS to reduce setbacks for a freestanding sign.

DESIGN REVIEW for modifications to an existing freestanding sign to include an LED message unit (animation) on 1.6 acres in a C-2 (General Commercial) Zone.

Generally located on the southeast corner of Spring Mountain Road and Valley View Boulevard within Paradise. JJ/al/syp (For possible action)

RELATED INFORMATION:

APN:

162-17-201-001

WAIVER OF DEVELOPMENT STANDARDS:

Reduce the setback for a freestanding sign to 6 feet where a minimum of 10 feet is required per Table 30.72-1 (a 40% reduction).

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3755 Spring Mountain Road
- Site Acreage: 1.9
- Project Type: Modifications to a freestanding sign
- Sign Height (feet): 32
- Square Feet: 197

Site Plan

The request is to modify an existing freestanding sign for a retail center. The retail center is located at the southeast corner of Spring Mountain Road and Valley View Boulevard and consists of 3 buildings. Access to the site is provided by 1 driveway each on Spring Mountain Road and Valley View Boulevard. The sign is located on the west side of the driveway on Spring Mountain Road, approximately 160 feet east of Valley View Boulevard. The current sign is set back approximately 3 feet from the street. The sign was constricted prior to the widening

of Spring Mountain Road, which reduced the setback to the existing sign. The modifications to the sign will increase the setback to the street to approximately 6 feet.

Landscaping

No changes are proposed or required to existing landscape areas with this request.

Signage

The existing freestanding sign is approximately 45 feet in height with an area of 197 square feet consisting of the name of the center with panels for the tenants of the facility. The area of the modified sign will be the same as the existing sign, however, the height of the sign will be reduced to 32 feet. The existing cabinet at the top of the sign will be removed and replaced with a cabinet that is narrower from side to side but longer from top to bottom than the existing sign cabinet, which is why the setback for the sign is being increased from 3 feet to 6 feet. The proposed sign will have the name of the center and smaller tenant panels which will make up approximately 98 square feet of the sign’s area. The remaining 99 square feet of the sign’s area will be for an LED message unit.

Applicant’s Justification

The applicant indicates that the proposed sign is needed to improve visibility and property identification. The proposed sign will increase the setback from the street which is an improvement to the site.

Prior Land Use Requests

Application Number	Request	Action	Date
ADR-0992-04	Drive-thru service in conjunction with an existing restaurant	Approved by ZA	September 2004
UC-0273-03	Outside dining area in conjunction with a shopping center	Approved by PC	April 2003
ZC-1372-01	Reclassified the site from M-1 to C-2 zoning for a retail center	Approved by BCC	December 2001

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Entertainment Mixed-Use	C-2	Undeveloped
South	Entertainment Mixed-Use	M-1	Warehouse
East	Entertainment Mixed-Use	M-1	Cannabis facility, adult bookstore, & undeveloped
West	Entertainment Mixed-Use	M-1	Shopping center

STANDARDS FOR APPROVAL:

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

Analysis

Comprehensive Planning

Waiver of Development Standards and Design Review

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 proposing to modify an existing freestanding sign by reducing the height of the structure and adding a new sign cabinet with an LED message unit that will increase the setback for the sign from the street. The proposed reduction in height and increased setback for the sign will be an improvement to the site bringing the proposed sign closer to conformance to Code than the existing sign; 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 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: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: SCHNITZER PROPERTIES - NEVADA LLC

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