

02/18/26 BCC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-25-0899-AMERICANA-HARAWAY, LLC:

SIGN DESIGN REVIEWS for the following: **1)** allow electronic message unit, video; **2)** reduce the separation between freestanding signs; **3)** increase the area of a proposed freestanding sign; and **4)** proposed signage in conjunction with an existing office building and mini-warehouse complex on 2.21 acres in a CG (Commercial General) Zone.

Generally located south of Sahara Avenue and west of Monte Cristo Way within Spring Valley.
JJ/hw/cv (For possible action)

RELATED INFORMATION:

APN:

163-10-110-002; 163-10-110-003 ptn

SIGN DESIGN REVIEWS:

1. a. Allow an electronic message unit, video, where not permitted per Section 30.05.02H.
- b. Increase the area of an electronic message unit, video, to 233 square feet where 150 square feet is the maximum area permitted per Section 30.05.02H (a 55% increase).
2. Increase the area of a proposed freestanding sign to 294 square feet where 263 square feet is the maximum area permitted per Section 30.05.02L (a 12% increase).
3. Reduce the separation between a proposed freestanding sign and an existing freestanding sign on the same side of the street to 160 feet where 300 feet is the minimum separation required per Section 30.05.02L (a 47% reduction).
4. Allow a 294 square foot (freestanding sign with an electronic message unit, video) in conjunction with an existing office building and mini-warehouse complex.

LAND USE PLAN:

SPRING VALLEY - NEIGHBORHOOD COMMERCIAL

BACKGROUND:

Project Description

General Summary

- Site Address: 7475 W. Sahara Avenue
- Site Acreage: 2.21 (subject site)/3.93 (entire complex)
- Project Type: Freestanding sign with electronic message unit, video
- Sign Height (feet): 36
- Square Feet: 233 (electronic message unit, video)/294 (freestanding sign)

Signage Plans

The plans provided depict an existing office building and mini-warehouse complex located on a 3.93 total acre site, south of Sahara Avenue and west of Monte Cristo Way. The proposed freestanding sign will be located on the west parcel of the complex containing a 24,077 square foot office building. The subject site already contains an existing 25 foot tall, 300 square foot freestanding sign located 10 feet from the north property line and just to the west of the driveway along Sahara Avenue. The existing freestanding sign will be replaced with the new proposed and updated sign.

The proposed freestanding sign setback will remain the same which is 10 feet from the north property line adjacent to Sahara Avenue. The plans show that the proposed sign will be located approximately 160 feet from another existing freestanding sign located on the adjacent parcel to the west where a minimum 300 feet is required per Code. The dimensions of the proposed freestanding sign has an overall height of 36 feet and is 12 feet wide and includes a total sign area of 294 square feet where 263 square feet is the maximum sign area allowed. The freestanding sign will contain a variety of sign elements with the main portion of the sign area consisting of a 233 square foot (20 foot by 11.5 foot) LED video electronic message unit (EMU) located in the upper center of the freestanding sign. A sign design review is required for the video EMU portion of the sign as such signs are not permitted within the CG zone and the sign is being increased above the 150 square feet allowed by Code. Additional sign elements include black acrylic lettering above the video EMU sign along with a metal and polycarbonate tenant sign panel cabinet located and channel letter embellishments located below the EMU sign. The sign supports will be covered with painted metal panels that will match the existing structures on the site.

Applicant's Justification

The proposed freestanding sign will increase visibility and communication for the uses on the site compared to the current sign, as the current sign has become obstructed by the mini-warehouse building adjacent to the sign. The increased sign size will allow the sign to be visible in both directions of traffic and will better communicate information and messages. The use of the EMU sign will help to make the sign more visible and will increase the impact of the sign given the location and volume of traffic in the area. Additionally, there are other businesses in the area that have similar EMU units. The freestanding sign will be under 300 feet from another freestanding sign, but this sign is only 100 square feet and is the only other sign within the vicinity.

Prior Land Use Requests

Application Number	Request	Action	Date
WS-23-0092	Waiver of development standards for a porte-cochere addition to an existing office building - expired	Approved by PC	April 2023
UC-20-0441	Use permit for a mini-warehouse facility	Approved by BCC	November 2020
WS-19-0537	Waiver of development standards for a restaurant and office buildings in conjunction with an existing office building - expunged	Approved by BCC	September 2019
VC-0435-00	Variance for a supper club with outside dining - expired	Approved by PC	May 2000

Prior Land Use Requests

Application Number	Request	Action	Date
VC-0174-99	Variance for a freestanding sign with increased area and permitted off-premises advertising	Approved by PC	April 1999
DR-0982-98	Design review for a proposed office building	Approved by BCC	July 1998
TM-0072-97	Tentative map for 1 lot commercial subdivision	Approved by PC	May 1997
ZC-0409-97	Zone change from R-E to C-1 for an office/retail shopping center	Approved by BCC	May 1997

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	City of Las Vegas	C-1	Office complex
South	Ranch Estate Neighborhood (up to 2 du/ac)	RS20 (NPO-RNP)	Single-family residential
East	Corridor Mixed-Use & Ranch Estate Neighborhood (up to 2 du/ac)	CG & RS20 (NPO-RNP)	Commercial complex & single-family residential
West	Neighborhood Commercial	CG	Mini-warehouse facility

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

Sign Design Reviews

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.

Sign Design Reviews #1 & #4

Staff finds the purpose of limiting the size and location of video EMU signs is to make sure these signs are concentrated in areas where they will not be a distraction and will not greatly impact surrounding businesses and residential areas. The proposed video EMU sign will be located on a freestanding sign located along Sahara Avenue, that is higher speed and higher traffic volume arterial street. The issue, however, is that there are no similar video EMU signs or signs of the size proposed located along the south side of Sahara Avenue on properties within Clark County. As a result, staff finds the proposed video EMU could become a distraction and would represent a negative precedent for the area. Staff is also concerned without similar signage in the area, the size, motion, and lighting of the sign could impact surrounding businesses, and could also impact

abutting RNP-NPO properties to the south and east of the site due to their close proximity. For these reasons, staff is unable to support these requests.

Sign Design Reviews #2 & #3

Staff finds the proposed freestanding sign will have a similar sign area as the currently existing freestanding sign and will be placed in a similar location to the existing sign. Additionally, within the block between Monte Cristo Way and Pioneer Way, the properties have generally small frontages and driveway cuts have been minimized resulting in limited suitable locations for freestanding to be placed. As a result, staff could support these requests as the sign is in line with previous approvals on the site and existing signage with no reported problems. Additionally, there are limited number of signs within the block and the signs that are within the block are placed as far apart as logically and physically possible. Therefore, staff can support these portions of the request.

Staff Recommendation

Approval of sign design reviews #2 and #3; denial of sign design reviews #1 and #4.

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

If approved:

- 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: Spring Valley - approval.

APPROVALS:

PROTESTS:

APPLICANT: AMERICANA-HARAWAY, LLC

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