

07/16/24 PC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**SDR-24-0242-1900 DESERT INN, LLC:**

**SIGN DESIGN REVIEWS** to reduce setback for a freestanding sign in conjunction with an existing office on 0.54 acres in a CR (Commercial Resort) Zone.

Generally located on the north side of Desert Inn Road and the east side of Seneca Drive within Winchester. TS/lm/ng (For possible action)

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RELATED INFORMATION:

**APN:**

162-11-815-001; 162-11-815-002

**SIGN DESIGN REVIEW:**

To reduce the setback for a freestanding sign to 9 feet from property line where 10 feet is required per Section 30.05.02L (a 10% reduction).

**LAND USE PLAN:**

WINCHESTER/PARADISE - NEIGHBORHOOD COMMERCIAL

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 1900 E. Desert Inn Road
- Site Acreage: 0.54
- Project Type: Freestanding sign
- Sign Height (feet): 16 (freestanding)
- Square Feet: 120 (freestanding)/42.3 (electronic message unit, static)

Site Plan

The plan depicts an existing office building constructed in 1986, with a proposed freestanding sign. The proposed sign is located within an existing planter on the west side of the west driveway along Desert Inn Road.

Sign Plan

The proposed freestanding sign consists of 120 square feet with approximately 42.3 square foot static electronic message unit (EMU). The freestanding sign has an overall height of 16 feet and the overall height of the existing building is 22 feet. The sign material includes white stucco face with painted blue lettering and blue metal cap with rounded corners to match the architectural elements and finish of the existing building.

### Landscaping

There are no proposed changes to the existing site landscaping located along Desert Inn Road and Seneca Drive.

### Applicant's Justification

The applicant indicates that the proposed signage is to promote and identify the new business, provide the most exposure, and attract customers. The location of the proposed signage is necessary because the layout of the parking lot and landscape does not allow for a more adequate location.

### **Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
VC-0314-86	Allowed 2 monument signs – expired	Approved by PC	July 1986
VC-0032-86	Reduced sign setback to 3 feet	Denied by PC	February 1986
VC-0614-85	Reduced sign setback to 3 feet	Denied by PC	January 1986
AC-0214-84	Office building	Approved by PC	December 1984
UC-0198-84	Office building	Approved by PC	November 1984

### **Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District (Overlay)</b>	<b>Existing Land Use</b>
North	Mid-intensity Suburban Neighborhood (up to 8 du/ac)	RS5.2	Single-family residential
South	Mid-intensity Suburban Neighborhood (up to 8 du/ac) & Corridor Mixed-use	RS5.2 & CG	Single-family residential & Las Vegas National Golf Course
East & West	Neighborhood Commercial	CR	Office

### **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 Review

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 sign complements the architectural style of the building with rounded corners, a white sign face with blue accents, and a lower overall sign height than the existing building. While the sign is set back from the right-of-way to accommodate the sight zones and within the existing planter, staff is concerned with the location of the sign and its close proximity to the sidewalk and right-of-way. Staff finds that the sign could be moved to the east portion of the site and meet the setback standards as required.

### **Staff Recommendation**

Denial.

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; and that signs, structures, and landscaping shall not encroach into public right-of-way, easements, or sight-visibility zones; and 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:** Winchester - no recommendation due to tie vote.

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** PEJMAN KHARAZI

**CONTACT:** UNIQUE SIGNS, 4325 W. PATRICK LANE #155, LAS VEGAS, NV 89118