

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-25-0304-DEAN MARTIN BUSINESS CENTER, LLC I:

SIGN DESIGN REVIEWS for the following: **1)** increase the area of a proposed electronic message unit, static; **2)** allow a proposed freestanding sign along a freeway; **3)** reduce the setback of a proposed freestanding sign; **4)** increase the number of proposed monument signs; and **5)** proposed signage for a previously approved office/retail/warehouse complex on 13.5 acres in an IP (Industrial Park) Zone.

Generally located on the south side of Wigwam Avenue and the east side of Dean Martin Drive within Enterprise. JJ/mh/kh (For possible action)

RELATED INFORMATION:

APN:

177-17-311-001

SIGN DESIGN REVIEWS:

1. Increase the area of a proposed electronic sign (electronic message unit, static) to 648 square feet where a maximum of 100 square feet is permitted per Section 30.05.02G (a 548% increase).
2. Allow a proposed freestanding sign to be located along a freeway without property access from a frontage road where required per Section 30.05.02L.
3. Reduce the setback of a proposed freestanding sign to 2 feet where 10 feet is required per Section 30.05.02L (an 80% reduction).
4. Increase the number of monument signs to 3 where a maximum of 2 are permitted per Section 30.05.02M (a 50% increase).
5. Proposed signage for a previously approved office/retail/warehouse complex.

LAND USE PLAN:

ENTERPRISE - BUSINESS EMPLOYMENT

BACKGROUND:

Project Description

General Summary

- Site Address: N/A
- Site Acreage: 13.5
- Project Type: Proposed freestanding and monument signs
- Sign Height (feet): 39 (proposed freestanding)/18 (proposed electronic message unit, static)/6.5 (proposed monument)
- Square Feet: 702 (proposed freestanding)/324 per side, 648 overall (proposed electronic message unit, static)/144 (proposed monument)

Site Plan

The plan depicts an office/retail/warehouse complex currently under construction, which was approved via ZC-20-0091 in June of 2020. The plan depicts 3 proposed monument signs along the west property line and 1 proposed freestanding sign featuring a static electronic message unit along the east property line. The first proposed monument sign in the northwest corner is set back 11 feet, 10 inches from the property line. The second proposed monument sign south of the driveway along the west property line is set back 9 feet, 2 inches from the property line. The third proposed monument sign in the southwest corner is set back 12 feet from the property line. The proposed freestanding sign is set back 2 feet from the east property line where 10 feet is required per Title 30, and is located along the I-15 freeway without property access from a frontage road as required by Title 30.

Sign Plan

The proposed monuments signs are each 48 square feet in area and 6 feet, 6 inches in height (including the base) and will not be illuminated. The monument signs will feature the name of the development, along with the addresses of the buildings within the development. The proposed freestanding sign is 702 square feet in area and 39 feet in height. The static electronic message unit portion of the freestanding sign is 324 square feet in area and 18 feet in height. The freestanding sign is double-sided, with no signage on the sides, while the overall square footage of the static electronic message unit portion is 324 square feet per side. The freestanding sign will be painted to match the buildings, with the name of the development and tenants included on the sign and internally illuminated. The signs meet the residential adjacency standards of Title 30 since the proposed freestanding sign with the static electronic message unit is fully screened from the residential zone to the west, while the proposed monument signs are not illuminated.

Proposed Signage

Type of Sign	# of Signs	# of Signs allowed per Title 30	Proposed (sq. ft.)	Total (sq. ft.)	Total (sq. ft) allowed per Title 30
Freestanding*	1	1 per street frontage	702 (2-sided)	702 (2-sided)	2,438
Monument	3	2	48	144	160
EMU, Static	1	1	324 (2-sided)	324 (2-sided)	100

*The freestanding sign also contains an Electronic Message Unit (static).

Landscaping

There are no proposed changes to landscaping associated with this request.

Applicant's Justification

The applicant states that the lack of illuminated signage along Ford Avenue, Dean Martin Drive, and Wigwam Avenue, along with the signage size and color, is to meet the residential adjacency standards for the residential properties abutting the subject site. The freestanding sign will not be visible from Dean Martin Drive and will be entirely screened by the 41 foot high building along the west property line. The setback reduction for the freestanding sign is consistent with other properties along the freeway, which have walls built on the property line. The 1,915 feet of street frontage will also limit the impact of the additional monument sign being requested.

Prior Land Use Requests

Application Number	Request	Action	Date
ADR-24-900772	Administrative design review for revised plans for ZC-20-0091	Approved by ZA	December 2024
ET-24-400064 (ZC-20-0091)	First extension of time of a zone change from R-E and H-2 to M-D zoning	Approved by BCC	July 2024
ET-22-400088 (VS-20-0090)	First extension of time to vacate and abandon easements and right-of-way	Approved by BCC	August 2022
ZC-20-0091	Zone change from R-E and H-2 to M-D zoning	Approved by BCC	June 2020
TM-20-500026	1 lot commercial tentative map	Approved by BCC	June 2020
VS-20-0090	Vacated and abandoned easements and right-of-way - recorded	Approved by BCC	June 2020
SC-0138-05	Street name change from Industrial Road to Dean Martin Drive	Approved by BCC	April 2005

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Entertainment Mixed-Use & Business Employment	RS20, H-2, CG, & IP (AE-60)	Undeveloped, office trailers with outside storage, office building, & outside storage
South	Business Employment	RS20, CG, & H-2	Landscape contractor yard, undeveloped, office trailer & outside storage, & undeveloped
East	Entertainment Mixed-Use & Business Employment	CG & CR	I-15, undeveloped, & multi-family residential development
West	Ranch Estate Neighborhood (up to 2 du/ac)	RS20 (NPO-RNP & AE-60)	Undeveloped & single family residential

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

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, #2, & #3

While staff can understand the applicant's desire to locate the freestanding sign with the static electronic message unit along the freeway, staff has concerns with the design and location of the sign. Title 30 limits the square footage of static electronic message units to 100 square feet in the IP Zone to mitigate potential negative impacts on adjacent properties and rights-of-ways. The significant increase requested for the electronic message unit creates visual clutter due to the existing off-premises signs to the north and south of the subject site. The proposed setback reduction to 2 feet will increase the visibility of the sign from the I-15, exacerbating the visual clutter created by the sign. The proposed freestanding sign is utilized for directional purposes to lead customers to the site, but since there is no frontage road along the I-15 freeway, the sign does not comply with Title 30. Staff finds that the freestanding sign can be redesigned and relocated to meet the Title 30 standards for the area of static electronic message units and the setbacks for freestanding signs. Therefore, staff cannot support these requests.

Sign Design Review #4

Staff finds that the site has 1,200 feet of street frontage along Dean Martin Drive, which will help reduce the impact of the additional monument sign by providing a greater distance between the monument signs. Staff finds that only 1 of the monument signs will be across from the existing single-family residential neighborhood to the west of the subject site, while the monument signs on the southwest portion of the site will be spaced 320 feet apart. None of the monument signs will be illuminated, minimizing the visual impact on surrounding development. Therefore, staff can support this request.

Sign Design Review #5

Staff finds that the proposed freestanding and monument signs are generally suitable for the subject site in terms of size and design. However, staff has concerns about the potential safety risks associated with the design and location of the freestanding sign with a static electronic message unit along the I-15 freeway. The freestanding sign could be redesigned and relocated to comply with Title 30 standards, while mitigating the impact on the public right-of-way. Therefore, staff cannot support this request.

Staff Recommendation

Approval of sign design review #4; denial of sign design reviews #1, #2, #3, and #5.

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: Paradise - approval of sign design review #4; denial of sign design reviews #1, #2, #3, and #5.

APPROVALS:

PROTESTS:

APPLICANT: DEAN MARTIN BUSINESS CENTER, LLC I

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