

12/07/21 PC AGENDA SHEET

SIGNAGE
(TITLE 30)

MOAPA VALLEY BLVD/PERKINS AVE
(MOAPA VALLEY)

PUBLIC HEARING
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST
WS-21-0478-WEST COAST PROPERTIES, LLC:

WAIVER OF DEVELOPMENT STANDARDS for alternative sign (roof sign).

DESIGN REVIEW for a proposed roof sign in conjunction with an existing commercial restaurant use on 0.3 acres in a C-2 (General Commercial) Zone in the Moapa Valley Overlay District.

Generally located on the west side of Moapa Valley Boulevard and the south side of Perkins Avenue within Moapa Valley. MK/bb/jo (For possible action)

RELATED INFORMATION:

APN:
070-13-801-007

WAIVER OF DEVELOPMENT STANDARDS:
Allow a roof sign where not allowed per Section 30.72.040.

LAND USE PLAN:
NORTHEAST COUNTY (MOAPA VALLEY) - COMMERCIAL GENERAL

BACKGROUND:
Project Description
General Summary

- Site Address: 309 Moapa Valley Blvd.
- Site Acreage: 0.3
- Project Type: Roof sign
- Number of Stories: 1
- Building Height (feet): 15.5
- Square Feet: 42

Site Plan

The site plan depicts a single story, 2,120 square foot commercial building, on 0.3 acres with a paved parking lot and access from Perkins Avenue and Moapa Valley Boulevard. The applicant is remodeling the existing restaurant.

Landscaping

The property has small palm trees on the north side of the building. Landscaping is not a part of this application.

Elevations

The plans depict a single story building with access doors and windows on the north, east, and west sides of the building. The building has been repainted with new decorative brick accents. The mansard style parapet wall has been painted grey.

Signage

The plan depicts 4, approximately 1 foot by 8 foot, LED channel letter wall signs totaling 32 square feet on the eastern elevation facing Moapa Valley Boulevard. The roof sign is a cabinet with illuminated channel letters, approximately 42 square feet, oriented towards Moapa Valley Boulevard. The sign is 8 feet wide and sits upon an aluminum mounting plate on the top of the parapet wall.

Applicant's Justification

The owner is operating a restaurant in Moapa Valley and proposing a new roof sign to draw the attention of the public. The roof sign cabinet will have illuminated channel letters and will be 5 feet high by over 8 feet wide. The applicant is proposing a roof sign to get the most exposure possible.

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North, South, & East	Commercial General	C-2	Commercial development
West	Commercial General	C-2	Single family residence

STANDARDS FOR APPROVAL:

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

Analysis

Current Planning

Waiver of Development Standards & 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 remodeling a longstanding restaurant within Moapa Valley. The building has been updated with paint and decorative brick elements. The color scheme and signage are part of the improvements to the site. Staff does not anticipate any negative impacts from the sign as it is facing away from

the residential property to the west. In addition, the sign will not be any more of an impact than the existing mechanical equipment on the roof.

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 Comprehensive Master Plan, Title 30, and/or the Nevada Revised Statutes.

PRELIMINARY STAFF CONDITIONS:

Current 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.

Building Department - Fire Prevention

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC:

APPROVALS:

PROTESTS:

APPLICANT: UNIQUE SIGNS

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