

SIGNAGE
(TITLE 30)

MAULE AVE/BUFFALO DR

PUBLIC HEARING
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST
WS-21-0615-LV MAULE, LLC:

WAIVER OF DEVELOPMENT STANDARDS to allow freestanding signs in a Residential Zone on 13.9 acres in an R-4 (Multiple Family Residential - High Density) Zone and an R-4 (Multiple Family Residential - High Density) (AE-60) Zone in the CMA Design Overlay District.

Generally located on the north side of Maule Avenue and the west side of Buffalo Drive within Spring Valley. MN/bb/jo (For possible action)

RELATED INFORMATION:

APN:
176-04-601-021

WAIVER OF DEVELOPMENT STANDARDS:
Allow freestanding signs in a residential zoning district where not permitted per Table 30.72-1.

LAND USE PLAN:
SPRING VALLEY - BUSINESS AND DESIGN/RESEARCH PARK

BACKGROUND:
Project Description
General Summary

- Site Address: N/A
- Site Acreage: 13.9
- Number of Lots/Units: 344
- Density (du/ac): 21.8
- Project Type: Freestanding signs
- Number of Stories: 2 & 3
- Building Height (feet): Up to 35

Site Plans

The plans depict a multiple family residential development consisting of 344 dwelling units. The apartment complex has a total of 20 apartment buildings including 4 carriage unit buildings with garages, covered parking structures, a clubhouse, and 2 pools. Access to the site will be from Maule Avenue. The property is adjacent to Buffalo Drive on the east and CC 215 beltway on the

north. The proposed signs are on the south side of the property at the Maule Avenue entrance and along the east property line adjacent to Buffalo Drive, south of CC 215.

Landscaping

A 15 foot wide landscape area with a detached sidewalk is located along Maule Avenue. A 15 foot wide landscape area is located along the eastern property line adjacent to the CC 215/Buffalo Drive off-ramp and a 10 foot wide landscape area is located along the north and west property lines. Additional landscaping is located adjacent to the apartment buildings and clubhouse. A combination of decorative fencing and decorative walls surround the site. The proposed signs are located in the entryway landscape area and the landscape areas along Buffalo Drive.

Elevations

The plans depict multiple building types for the apartments between 34 feet and 35 feet in height. There are four, 2 story carriage unit buildings with garages that are 24 feet in height. The clubhouse is a single story building up to 26 feet in height. All of the buildings have a similar architectural façade including flat roofs with parapet walls and pop-outs that create a varied roofline, stucco siding, decorative panels, railings, and deck fascia.

Signage

One Project Identification Sign is proposed to be 20 feet high with a 66 foot span across the entry and exit lanes off of Maule Avenue. The signage portion of the entryway identification structure is 35 square feet. Four freestanding signs are proposed with 140 square feet of area.

Table summarizing the signage are provided below:

Type of Sign	Approved /Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	Percent Increase	# of Existing Signs	# of Proposed Signs	Total # of Signs
Wall	0	0	0	50	N/A	0	0	0
Project ID	0	35	35	210	N/A	0	1	1
Monument	0	0	0	70	N/A	0	0	0
Freestanding	0	35	140	0	N/A	0	4	4
Overall Total	0	70	175	330	N/A	0	5	5

Applicant's Justification

The signs are constructed of materials and color accents consistent with the project's overall design theme and requested for vehicular wayfinding as well as an architectural upgrade to the overall design of the project. The project identification sign will span the entryway at Maule Avenue. The 4 proposed freestanding signs along Buffalo Drive are more artistic than most signs and will match the character of the neighborhood.

Prior Land Use Requests

Application Number	Request	Action	Date
VS-19-0729	Vacated and abandoned easements	Approved by PC	November 2019

Prior Land Use Requests

Application Number	Request	Action	Date
NZC-19-0402	Apartment complex and landscaping	Approved by BCC	August 2019
UC-0483-06	Temporary batch plant on a portion of the site	Approved by PC	May 2006
ZC-1114-04	Reclassified the eastern portion of the site from R-E to C-2 zoning for an office/retail facility	Approved by BCC	July 2004
ZC-1360-03	Reclassified the western portion of the site from R-E to C-2 zoning for future commercial development	Approved by BCC	October 2003

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Business and Design/Research Park	R-E & C-2	CC 215 & undeveloped
South	Business and Design/Research Park	R-3 & R-E	Multiple family residential & undeveloped
East	Business and Design/Research Park	C-2	Undeveloped
West	Business and Design/Research Park	U-V	Mixed-use project under development

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

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.

Title 30 does not allow freestanding signs within any residential zone; however, monument signs are permitted. There are no freestanding signs along Buffalo Drive, south of Maule Avenue. In addition, there are no other freestanding signs along Badura Avenue in an area with residential and commercial developments. The sign does not complement the area, which as stated in Urban Specific Policy 20, all signage should be compatible with building styles on-site and also with surrounding development. In addition, monument signs are encouraged per this policy and staff finds a monument sign to be more appropriate for a residential development; therefore, staff cannot support this request.

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

PRELIMINARY STAFF CONDITIONS:**Current Planning**

If approved:

- 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: Spring Valley - denial.

APPROVALS:

PROTESTS:

APPLICANT: BRITTNEY TERRY

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