

EXTERIOR IMPROVEMENTS
(TITLE 30)

SPRING MOUNTAIN RD/STOBER BLVD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

DR-21-0660-MAXIMIZER HOLDING, LLC:

DESIGN REVIEWS for the following: **1)** exterior remodel; and **2)** freestanding sign in an existing shopping center on a portion of 2.8 acres in a C-2 (General Commercial) Zone in the Asian Design Overlay District.

Generally located on the south side of Spring Mountain Road, 400 feet west of Stober Boulevard within Paradise. JJ/sd/jd (For possible action)

RELATED INFORMATION:

APN:

162-18-210-004; 162-18-210-005 ptn

LAND USE PLAN:

WINCHESTER/PARADISE - CORRIDOR MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 4671 & 4661 Spring Mountain Road
- Site Acreage: 2.8 (portion)
- Project Type: Exterior improvements & signage
- Number of Stories: 1
- Sign Height (feet): 25
- Square Feet: 250 (entire sign face)/100 (animation display)/54 (tenant panels)/14 (business name display)

Site Plan

The plan depicts an existing 33,942 square foot shopping center consisting of 5 buildings situated on 2.8 acres. The application is for a portion of the shopping center (4661 & 4671 Spring Mountain Road) where the applicant is upgrading the façade of the existing buildings and proposing a new freestanding sign that will serve the shopping center. There is no increase to the area of the buildings. Access to the site is granted via existing commercial driveways along Spring Mountain Road and Stober Boulevard. The shopping center requires 170 parking spaces where 178 parking spaces are provided.

Landscaping

All street and site landscaping exists, and no additional landscaping is proposed or required.

Signage & Building Elevations

The plans depict an upgrade to the existing exterior of the buildings for 4661 & 4771 Spring Mountain Road. The eastern building, (4661 Spring Mountain Road) will be upgraded to match the architecture of 4771 Spring Mountain Road and includes the exterior façade along the east and north portions of the buildings. The new façade will incorporate updated and modified materials and maintain similar geometric parapet treatments to conceal any rooftop equipment. Architectural elements for the façade includes stone veneer, with storefront door and glazed windows, exterior flat semi-gloss paint, and aluminum co-extrusion core with an outer covering of composite wood.

The proposed freestanding sign will replace an existing freestanding sign in the same location and will incorporate animation features with LED display, pylon cabinet with frosted acrylic face, pan channel letters, silver border, with tenant panels for other businesses in the same complex. Overall height is 25 feet, where 50 feet is the maximum allowed per Code. The freestanding sign includes a 2 foot high faux brick fascia McNeal brick with white FCO address numbers. The animation portion of the sign is approximately 100 square feet.

Applicant's Justification

The applicant states that the existing freestanding pole sign is proposed to be replaced with a 2 foot wide by 11 foot, 10 inches long by 24 feet, 9 inches high sign, which includes 100 square feet of animated electronic display. The sign also includes 53 square feet of tenant panels and 14 square feet for the main business name display. The proposed height is no taller than the existing freestanding sign and will help revitalize the existing property. The changes to the façade will be more pleasing and attractive to complement the upscale character of the area.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-0733-17	Supper club	Approved by PC	October 2017
VC-1004-96	Variance to permit a second freestanding sign on the same side of the street frontage of a shopping center	Approved by PC	August 1996

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Mid-Intensity Suburban Neighborhood (up to 8 du/ac) & Corridor Mixed-Use	C-P & C-2	Office
South	Residential High (from 8 to 18 du/ac)	R-4	Multiple family residential
East & West	Corridor Mixed-Use	C-2	Commercial

STANDARDS FOR APPROVAL:

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

Analysis**Current Planning**

Staff finds that the proposed freestanding sign complies with Urban Land Use Policy 20 of the Master Plan, which encourages all signage to be compatible with building styles on-site and with surrounding development. The animated portion of the proposed freestanding sign does not exceed the maximum allowed of 100 square feet per Code and is consistent in design and scale with signage on the property, within the immediate area, and will not negatively impact the existing site or the surrounding developments; therefore, staff supports this request.

The proposed enhancements of the exterior will upgrade the existing building with a more modern look. The enhancements of the building facades include geometric parapet treatments that will be used as an integrating architectural element, which will help screen rooftop equipment. In addition, the exterior design as proposed includes window treatments with geometric patterns, including columns, storefront, and windows. The proposed exterior enhancements will incorporate design characteristics for the east side of the building to match those shown along the north exterior facing Spring Mountain Road. Staff can support the design review as shown by the applicant.

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

PRELIMINARY STAFF CONDITIONS:**Current Planning**

- Applicant is advised that the animation sign is limited to static messages only; 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.

Clark County Water Reclamation District (CCWRD)

- Applicant is advised that the property is already connected to the CCWRD sewer system; and that if any existing plumbing fixtures are modified in the future, then additional capacity and connection fees will need to be addressed.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: MAXIMIZER HOLDING, LLC

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