

FREESTANDING SIGN
(TITLE 30)

PARADISE RD/HARMON AVE

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

ET-22-400038 (UC-19-0990)-EAGLE PARADISE LLC & THAYERACK LLC:

WAIVERS OF DEVELOPMENT STANDARDS FIRST EXTENSION OF TIME for the following: **1)** increase animated sign area; and **2)** increase freestanding sign area.

DESIGN REVIEW for a freestanding sign with increased animated sign area in conjunction with a shopping center on 5.3 acres in a C-2 (General Commercial) (AE-65) Zone.

Generally located on the north side of Harmon Avenue and the east side of Paradise Road within Paradise. JG/sd/syp (For possible action)

RELATED INFORMATION:

APN:

162-22-202-007

WAIVERS OF DEVELOPMENT STANDARDS:

1. Increase animated sign area to 684 square feet where 100 square feet is permitted per Table 30.72-1 (a 684% increase).
2. Increase freestanding sign area to 1,249 square feet where 877.5 square feet is permitted per Table 30.72-1 (a 42.3% increase).

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 4480 Paradise Road
- Site Acreage: 5.3
- Project Type: Freestanding sign
- Sign Height (feet): 48 feet 4 inches
- Square Feet: 729

Site Plans

The approved plans showed the replacement of an existing non-animated freestanding sign in conjunction with a shopping center with a new animated freestanding sign. The existing shopping center consists of 2 retail buildings with an area of 58,000 square feet. Access to the shopping center is granted from Paradise Road, Harmon Avenue, and University Center Drive. The existing sign is located on the southeastern corner of the site and will be removed to allow

the placement of the new sign, which will be set back a minimum of 10 feet from the street. No changes are proposed or required with the existing buildings or parking lots with this request.

Signage

There is another existing 520 square foot freestanding sign located on the western portion of the parcel, located in a landscape island within the parking lot for the shopping center. This sign is located approximately 300 feet to the northwest of the proposed sign, is oriented toward Paradise Road, and is set back 67 feet from Paradise Road and 52 feet from Harmon Avenue.

The previously approved freestanding sign is 47 feet in height with an area of 567 square feet. 551 square feet of animated sign area was previously approved with WS-19-0418 in July 2019.

The proposed sign depicts 48.4 feet in height with an area of 729 square feet that includes 684 square feet of animation. The animated portion of the sign consists of a digital LED display, which will be used to advertise the shopping center and the individual stores within the center.

Previous Conditions of Approval

Listed below are the approved conditions for WS-19-0990:

Current Planning

- Applicant is advised that 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

- Applicant is advised that signs, structures, and landscaping shall not encroach into public right-of-way, easements, or sight-visibility zones.

Applicant's Justification

The applicant states that this request is due to supply chain issues with materials, labor shortage, and the overall economy. With such issues seemingly stable, the applicant has stated that they wish to move forward in completing this project immediately.

Prior Land Use Requests

Application Number	Request	Action	Date
WS-19-0990	Waived standards for increased animated signage & freestanding sign area; with a design review for increased animated freestanding sign	Approved by PC	February 2020
WS-19-0418	Increase animated area of freestanding sign	Approved by PC	July 2019
UC-19-0261	Hookah lounge in conjunction with a restaurant within the shopping center	Approved by PC	May 2019
UC-18-0474	Massage establishment	Approved by BCC	August 2018

Prior Land Use Requests

Application Number	Request	Action	Date
ADR-0668-11	Converted an existing off-premises sign (billboard) to a digital face	Approved by ZA	July 2011
ADR-0589-07	Off-premises sign (billboard)	Approved by ZA	May 2007
WS-0333-05	Animated roof sign	Approved by BCC	April 2005
UC-0649-03	Shopping center with alternative landscaping including alternative street trees and different quantity of parking lot trees	Approved by BCC	May 2003

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Entertainment Mixed-Use	H-1 & C-P	Motel & off-premises sign
South	Entertainment Mixed-Use	C-2	Restaurant & commercial development
East	Public Use	P-F	UNLV softball field
West	Entertainment Mixed-Use	H-1	Hard Rock Hotel and Casino

STANDARDS FOR APPROVAL:

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

Analysis**Current Planning**

Title 30 standards of approval on an extension of time application state that such an application may be denied or have additional conditions imposed if it is found that circumstances have substantially changed. A substantial change may include, without limitation, a change to the subject property, a change in the areas surrounding the subject property, or a change in the laws or policies affecting the subject property. Using the criteria set forth in Title 30, no substantial changes have occurred at the subject site since the original approval.

This application represents a first extension of time request for this property and the issues described by the applicant have been a common issue delaying various projects. In addition, the applicant has submitted various permits related to this property, including submission for commercial permits for signage. The signage proposed by the applicant is consistent and compatible with signage that has been allowed for other uses in this area. Staff can support this request for an extension of time for an animated freestanding sign.

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

- Until February 18, 2024 to commence.
- 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; and that 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.

Public Works - Development Review

- Compliance with previous conditions.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTEST:

APPLICANT: COREY SPOUND

CONTACT: COREY SPOUND, TAMARACK RES, INC., 15300 VENTURA BLVD., SUITE 200, SHERMAN OAKS, CA 91403