

SIGNAGE
(TITLE 30)

RAINBOW BLVD/PEBBLE RD

PUBLIC HEARING
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST
DR-22-0185-DOLLAR SELF STORAGE 22, LLC:

DESIGN REVIEW for proposed signage in conjunction with a previously approved mini-warehouse facility on a 4.3 acre portion of 5.0 acres in a C-1 (Local Business) Zone.

Generally located on the northeast corner of Rainbow Boulevard and Pebble Road within Enterprise. JJ/jor/syp (For possible action)

RELATED INFORMATION:

APN:
176-14-401-012 ptn

LAND USE PLAN:
ENTERPRISE - NEIGHBORHOOD COMMERCIAL

BACKGROUND:
Project Description
General Summary

- Site Address: N/A
- Site Acreage: 4.3 (previously approved mini-warehouse)/0.7 (previously approved convenience store with a gasoline station - not a part)
- Project Type: Proposed signage
- Number of Stories: 1
- Building Height (feet): 26
- Square Feet: 3,500
- Parking Required/Provided: 14/21

History & Site Plan

NZC-18-0006 reclassified 5 acres from R-E zoning to C-1 zoning for a mini-warehouse facility. In addition, UC-19-0794 was approved for a convenience store with a gasoline station on 0.7 acre portion of the overall 5 acres. The site plan depicts a 4.3 acre portion of the subject parcel which is primarily for the previously approved mini-warehouse facility (Dollar Storage). The subject parcel is located on the northeast corner of Rainbow Boulevard and Pebble Road. The proposed mini-warehouse is located in the northwest and central area of the parcel, and the entire eastern portion of the development. NZC-18-0006 was approved subject to signage being reviewed through a design review.

The site plan shows the main access to the mini-warehouse facility (Dollar Storage) at the northwest corner of the site (along Rainbow Boulevard). The main office, Building A1 through Building A5 is located along the north property line. Building B is located along the east property line, Building C is located along the south property line, Building D is centrally located on the site (east of the convenience store), and Building E is the largest of all of the buildings and is centrally located on the site.

Per the plans, the building setbacks are as follows: the buildings along the north property line (main office and Building A1 through A5) are set back 10 feet to 30 feet from the north property line, Building B is set back 30 feet from the east property line, Building C is set back 15 feet from the south property line, Building D is set back 5 feet from the convenience store building to the west, and Building E has a minimum setback of 30 feet from the buildings on the perimeter of the site, since it is centrally located.

Signage

The applicant is proposing 4 signs within the mini-warehouse facility.

Sign A -

Sign A is a proposed freestanding sign with an overall height of 12 feet, 2 inches. The plans show that Sign A has an overall area of 122 square feet. The exterior materials include faux stone veneers, a front-lit cabinet for signage, and a full color electronic message unit (static) with an overall area of 18 square feet. Sign A is located at the northwest corner of the site, adjacent to the main entrance and is set back 10 feet from the property line to the west.

Sign B1 -

Sign B1 is located at the main office building (northwest corner of the site). The plans show that the applicant will install a wall sign (front-lit channel letters) on the west facing elevation of the main office building. Sign B1 has an overall area of 43.5 square feet.

Sign B2 -

Similarly, Sign B2 is also located at the main office building but will be installed on the north facing elevation of the building. The plans also show that the proposed wall sign (front-lit channel letters) mirror Sign B1's design, and also has an overall area of 43.5 square feet.

Sign C -

Sign C is a third proposed wall sign and will be installed at a southwest facing angle in between Building C and Building D (southwest portion of the mini-warehouse; east of the convenience store). The plans state that structural steel angle supports will span between the exterior walls of both Building C and Building D at a 45 degree angle to support the proposed wall sign. The wall sign will face in the general direction of Pebble Road and Rainbow Boulevard. The plans show that the overall area of Sign C is 84 square feet and includes illuminated channel letters on a backer pan.

Applicant's Justification

Per the applicant's justification letter, the proposed signage is compliant with Chapter 30.72 and there are no waivers being requested. Sign A is a proposed freestanding sign with an overall height of 12 feet, 2 inches where 35 feet is the maximum allowed per Title 30. The proposed LED display is 18 square feet where 100 square feet is allowed which is a reduction of 82% in allowable square footage. Furthermore, Signs B1 and B2 and proposed wall signs, that are underutilizing the allowable square footage by 82%, the combined wall signage square footage is 171 square feet where the allowable is 960 square feet. Lastly, the sign plan will be compatible in materials with the building's architecture and consistent with the brand image for Dollar Storage and will not negatively impact the surrounding neighborhood.

Prior Land Use Requests

Application Number	Request	Action	Date
ET-21-400188 (UC-19-0794)	First extension of time for a convenience store and gasoline station with a waiver for a setback reduction, allowed an attached sidewalk, alternative driveway geometrics, and a design review for the site	Approved by BCC	February 2022
ET-21-400050 (NZC-18-0006)	First extension of time of a nonconforming zone change to reclassify 5 acres to C-1 zoning for a mini-warehouse with alternative driveway geometrics on Rainbow Boulevard	Approved by BCC	May 2021
VS-20-0401	Vacated and abandoned easements	Approved by PC	November 2020
UC-19-0794	Allowed a convenience store with a gasoline station with waivers to reduce the separation from a residential use, allowed an attached sidewalk, and alternative driveway geometrics	Approved by BCC	January 2020
NZC-18-0006	Reclassified the site to C-1 zoning for a mini-warehouse with alternative driveway geometrics on Rainbow Boulevard	Approved by BCC	May 2018

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Neighborhood Commercial & Ranch Estate Neighborhood (up to 2 du/ac)	C-P & R-E	The Goddard School & single family residential
South	Corridor Mixed-Use	C-2 & R-2	Undeveloped & single family residential
East	Ranch Estate Neighborhood (up to 2 du/ac)	R-E (RNP-I)	Undeveloped
West	Corridor Mixed-Use	C-2	Undeveloped

STANDARDS FOR APPROVAL:

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

Analysis

Current Planning

The proposed signage is compatible in design to the mini-warehouse facility and is harmonious to the surrounding parcels. Furthermore, the proposed signage complies with Title 30 standards for proposed freestanding and wall signs. Staff recommends approval of the design review.

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 only static messages, not video, are permitted on the electronic message unit; 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

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

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Enterprise - approval.

APPROVALS:

PROTESTS:

APPLICANT: STADIUM PROPERTIES, LLC

CONTACT: KAEMPFER CROWELL, 1980 FESTIVAL PLAZA DR., STE 650, LAS VEGAS, NV 89135