

SIGNS
(TITLE 30)

RUSSELL RD/POLARIS AVE

PUBLIC HEARING
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST
WS-22-0192-SN INVESTMENT PROPERTIES, LLC:

WAIVER OF DEVELOPMENT STANDARDS for a roof sign.
DESIGN REVIEW for signage in conjunction with an existing adult use (Crazy Horse III) on 4.3 acres in an M-1 (Light Manufacturing) (AE-60) Zone in the Adult Use Overlay District.

Generally located on the south side of Russell Road, 390 feet west of Polaris Avenue within Paradise. MN/nr/syp (For possible action)

RELATED INFORMATION:

APN:
162-32-101-041

LAND USE PLAN:
WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:
Project Description

General Summary

- Site Address: 3525 W. Russell Road
- Site Acreage: 4.3
- Project Type: Roof sign

Site Plans

The plans show an existing adult use (Crazy Horse III), with the proposed signage located on the roof of the existing building. The adult use is located within a building that is on the southern half of the parcel, the northern half is dedicated to parking. No changes are proposed to the overall site.

Landscaping

Landscaping is not a part of this request.

Signage

The plan shows a 512 square foot roof sign within a parapet architectural feature in the center of the building. The plan shows that the new parapet will match the existing parapets on either side of the building. The signage will be illuminated reverse pan channel letters with the letters themselves being black and the lighting to illuminate the parapet creating a backlit effect.

Applicant's Justification

The applicant indicates that the location of the proposed signage will resemble the Roman style that is existing on the building. The proposed architectural feature will enhance the look of the building and the signage will not have a negative impact on the area.

Prior Land Use Requests

Application Number	Request	Action	Date
WS-18-0246	Modifications to an existing freestanding sign	Withdrawn without prejudice	May 2018
DR-0639-17	Parking lot with modifications to existing parking areas in conjunction with the Crazy Horse III	Approved by BCC	September 2017
VS-0069-11	Vacated and abandoned patent easements along the east, south, and west	Approved by PC	April 2011
ZC-0160-05	Reclassified from R-E to M-1 zoning for a parking lot	Approved by BCC	March 2005
ADR-0597-03	Adult use cabaret (Penthouse Club)	Approved by ZA	June 2003
UC-0312-03	Expanded a previously approved on-premises consumption of alcohol establishment (tavern) and restaurant in conjunction with an approved adult cabaret	Approved by PC	April 2003
UC-0664-02	9,900 square foot tavern within a portion of an existing 40,000 square foot building	Approved by PC	June 2002

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Entertainment Mixed-Use	M-1	NV Energy substation
South	Entertainment Mixed-Use	M-1	Commercial businesses
East	Entertainment Mixed-Use	M-1	Convenience store
West	Entertainment Mixed-Use	M-D	Bank

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.

Waiver of Development Standards & Design Review

Staff does not object to the applicants proposed design for signage in conjunction with the adult use. The submitted plans reflect a proposed sign that is harmonious to the overall development and is architecturally compatible to the building. Staff finds that the proposed roof sign enhances the visual appearance while maintaining the aesthetics of the building. Likewise, the roof sign parapet will be the same elevation as the existing parapets. The proposed request will not adversely impact the surrounding area. Therefore, staff can support these requests.

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 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.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC:

APPROVALS:

PROTESTS:

APPLICANT: CRAZY HORSE III

CONTACT: MARK WHITEHOUSE, HIGH IMPACT SIGN AND DESIGN, 820 S. WIGWAM PARKWAY #100, HENDERSON, NV 89014