

COMPREHENSIVE SIGN PLAN
(TITLE 30)

MARTIN AVE/FORT APACHE RD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

DR-22-0301-FORT APACHE PROFESSIONAL PARK, LLC:

DESIGN REVIEWS for the following: **1)** an existing monument sign; **2)** permit wall signs to face an adjacent residential development; **3)** increase the number of wall signs; **4)** increase the maximum area of wall signs; and **5)** a comprehensive sign plan on 4.5 acres in a C-P (Office and Professional) Zone in conjunction with an existing office complex.

Generally located on the east side of Fort Apache Road and the south side of Martin Avenue within Spring Valley. JJ/md/jo (For possible action)

RELATED INFORMATION:

APN:

176-05-227-002 through 176-05-227-007

DESIGN REVIEWS:

1. Permit an existing monument sign.
2. Permit wall signs to face an adjacent residential development unless separated by a street where required per Table 30.72-1.
3. Increase the number of wall signs per building elevation to 3 where a maximum of 1 wall sign per building elevation is permitted per Table 30.72-1 (a 200% increase).
4. Increase the maximum area of wall signs per building elevation to 150 square feet where a maximum area of 50 square feet per building elevation is permitted per Table 30.72-1 (a 200% increase).
5. Comprehensive sign plan.

LAND USE PLAN:

SPRING VALLEY - MID-INTENSITY SUBURBAN NEIGHBORHOOD (UP TO 8 DU/AC)

BACKGROUND:

Project Description

General Summary

- Site Address: 6710 through 6780 S. Fort Apache Road
- Site Acreage: 4.5
- Project Type: Comprehensive sign plan
- Sign Height (feet): 7 (monument sign)/3 (wall sign)
- Square Feet: 70 (monument sign)/50 (wall sign)

History & Request

The Board of County Commissioners approved NZC-20-0057 reclassifying the 4.5 acre project site to a C-P zoning district in May 2020 for an office complex. The Development Code requires a design review for a comprehensive sign plan for development within the C-P zoning district. The applicant has submitted a design review request for the signage associated with the existing office complex consisting of an existing monument sign and proposed wall signs, in accordance with Code requirements.

Site Plan

The plans depict an office complex consisting of 5 buildings centrally located within the project site. The setbacks for the office complex are as follows: 1) 78 feet from the north property line adjacent to Martin Avenue; 2) 85 feet from the west property line adjacent to Fort Apache Road; 3) 63 feet from the south property line adjacent to an existing commercial development; and 4) 85 feet from the west property line adjacent to an existing single family residential development. Parking spaces and drive aisles circle around the perimeter of the site. A driveway is located on the southernmost portion of the site from Fort Apache Road, and a second driveway is located on the easternmost portion of the site on Martin Avenue. Enhanced paving is provided for all pedestrian walkways that cross a vehicular path, and bicycle parking racks are provided per Title 30 standards. Trash enclosures are located on the north and south sides of the site, and a loading space is in the southeast portion of the site. The office complex requires 205 parking spaces where 231 parking spaces are provided.

Landscaping

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

Signage

The plans depict an existing monument sign measuring 7 feet in height with an area of 70 square feet approved via building permit BD-21-51136. The monument sign is located at the southwest corner of the project site, with a minimum setback of 15 feet from Fort Apache Road. The color palette of the monument sign matches the exterior colors of the office complex. Wall signage is proposed along the north, west, and east sides of Building A and the south, east, and west sides of Building D. Wall signage is proposed along the west sides of Building B and Building C, oriented towards Fort Apache Road, and the east sides of Building E and Building F, facing towards an existing single family residential development. The design review application is utilized to modify signs exceeding regulations in the C-P zoning district. The following modifications are requested with the comprehensive sign plan: 1) allow non-illuminated channel letters as proposed along the east elevations of Buildings A, D, E, and F to face the existing single family residential development; 2) increase the number of wall signs per building elevation from 1 sign to 3 signs; and 3) increase the maximum permitted area of wall signs per building elevation.

The following is a table of the area and location of the proposed wall signs:

Building	Location of Signs - Elevations	# of Proposed Signs per each Elevation	# of Proposed Signs per Building	Proposed (sq. ft.) per each Elevation	Total (sq. ft.)
A	North, East, & West	3	9	150	450
B	West	3	3	150	150
C	West	3	3	150	150
D	South, East, & West	3	9	150	450
E	West	3	3	150	150
F	West	3	3	150	150

The following table is a summary of the proposed signage:

Type of sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
Wall	0	1,500	1,500	300	0	30	30
Monument*	1	0	70	70	1	0	1
Overall Total	1	1,500	1,570	370	1	30	31

* Existing monument sign approved via building permit BD21-51136.

Applicant's Justification

The applicant states the proposed wall signage along the east elevation of the buildings will be non-illuminated. The separation from the adjacent residential development is 85 feet, in conjunction with existing landscaping along the east property line. The increase in the number of wall signs and area is necessary as each building will have 1 to 4 tenants and would permit each tenant to have a building sign.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-21-0531	Health club and personal services	Approved by PC	November 2021
WC-21-400100 (NZC-20-0057)	Waived a condition of the previous zone change requiring an 8 foot high wall adjacent to the residential development to the east	Approved by BCC	August 2021
NZC-20-0057	Reclassified this site to C-P zoning for an office complex	Approved by BCC	May 2020
TM-20-500017	1 lot commercial subdivision on 5 acres	Approved by BCC	May 2020
VS-20-0060	Vacated and abandoned easements	Approved by BCC	May 2020

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Corridor Mixed-Use	C-2	Mini-storage facility
South	Mid-intensity Suburban Neighborhood (up to 8 du/ac)	C-2	Shopping center, convenience store, & gasoline station
East	Mid-intensity Suburban Neighborhood (up to 8 du/ac)	R-2	Single family residential
West	Neighborhood Commercial	R-2	Single family residential

STANDARDS FOR APPROVAL:

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

Analysis**Current Planning**Design Review #1

Staff has no objection to the design and location of the existing monument sign, which complies with the requirements of the Development Code. The design and color palette of the existing monument sign match the colors of the existing office complex; therefore, staff recommends approval.

Design Reviews #2 through #5

The purpose of the C-P zoning district is to provide for the development of low intensity office and professional uses that provide a buffer between the more intensive commercial districts and the residential districts. Furthermore, the intent of the sign regulations within the C-P zoning district is to ensure a more subdued signage program particularly for office complexes immediately adjacent to residential developments. Staff is concerned with the proliferation of wall signage consisting of the 12 non-illuminated wall signs along the east elevations of Buildings A, D, E, and F adjacent to the existing single family residential development. Furthermore, the increase in the total number of wall signs and area for the office complex is excessive. The intent of not allowing wall signs immediately adjacent to a residential development is to mitigate any impact signage may have on residential dwellings. Although the proposed wall signage located on the east elevations of the buildings is set back a minimum of 85 feet from the existing single family residential development, staff finds the applicant has not provided sufficient justification to warrant a recommendation of approval. Therefore, staff recommends denial of the requests subject to an “if approved” condition for the channel letters along the east building elevations to be non-illuminated.

Staff Recommendation

Approval of design review #1; denial of design reviews #2 through #5.

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

If approved:

- Channel letters along the east elevations of Buildings A, D, E, and F to be non-illuminated.
- 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: MONICA LYNN HASKIN

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