

11/15/22 PC AGENDA SHEET

ROOF SIGN
(TITLE 30)

BLUE DIAMOND RD/BUFFALO DR

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

WS-22-0523-BLUE DIAMOND M-E, LLC & ALBERTSON'S, LLC LEASE:

WAIVER OF DEVELOPMENT STANDARDS to allow a roof sign.

DESIGN REVIEW for a proposed roof sign in conjunction with an existing business within a shopping center on 13.9 acres in a C-2 (General Commercial) Zone.

Generally located on the on the south side of Blue Diamond Road between Cimarron Road and Buffalo Drive within Enterprise. JJ/rk/syp (For possible action)

RELATED INFORMATION:

APN:

176-21-717-013

LAND USE PLAN:

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

BACKGROUND:

Project Description

General Summary

- Site Address: 7875 Blue Diamond Road
- Site Acreage: 13.9
- Project Type: Roof sign
- Number of Stories: 1
- Square Feet: Approximately 78 (signage)

Site Plan

The roof sign is for a health and wellness business and is located within a large commercial center. The shopping center contains an anchor store, retail shops, and various smaller in-line shops and pad site buildings. The wellness center is in 1 of the in-line retail buildings located in the back half of the property.

Signage

The roof sign is located on the entry canopy/trellis and will be internally illuminated with channel letters. The sign is approximately 10 feet wide and sits upon an aluminum mounting plate with a total area of 78 square feet.

Applicant's Justification

Based on the configuration of this storefront and having the trellis structure take up the entire storefront, it is most naturally the area in which a sign should be mounted to advertise the business. The applicant also provided 5 examples of existing roof signs in the general area.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-18-0910	Reduced the setback from an outside dining and drinking establishment to a residential use (Shop 8B) and the required setback from an on-premises consumption of alcohol establishment (supper club) to a residential use	Approved by PC	January 2019
UC-0678-16	Reduced the setback from an outside dining and drinking establishment to a residential use (Shop 8B), reduced the separation from a convenience store to a residential use, reduced the separation from a vehicle wash facility to a residential use, allowed a vehicle repair facility in a C-2 zone, and reduced the separation from a vehicle repair facility to a residential use	Approved by BCC	November 2016
WS-0501-16	Waived the separation between monument type signage, and a design review for an overall sign plan for the commercial development	Approved by BCC	September 2016
ZC-0043-16	Reclassified a portion of this site (2.5 acres) to C-2 zoning for a supper club in conjunction with a restaurant, a convenience store with gasoline sales, and vehicle car wash, and a use permit for the reduction in the separation from a supper club to a residential use (at another location)	Approved by BCC	March 2016
UC-1433-06	Redesign of a mixed-use development	Approved by BCC	December 2006
ZC-1004-05	Reclassified portions of the property to C-2 zoning for a mixed-use development	Approved by BCC	August 2005

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North, East, & West	Mid-Intensity Suburban Neighborhood (up to 8 du/ac)	C-2	Remaining areas of the shopping center & mixed-use development
South	Mid-Intensity Suburban Neighborhood (up to 8 du/ac)	R-3	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

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 finds that the proposed roof sign does not pose a negative impact to the existing commercial building or overall shopping center. The design is architecturally compatible to existing signs along Blue Diamond Road and the sign does not face any residences to the south. Likewise, the roof sign is part of the canopy/trellis and will not extend above the roofline of the building; therefore, staff supports 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: DHS SIGN SERVICE, LTD

CONTACT: DHS SIGN SERVICE LTD, 3350 W. ALI BABA LANE, SUITE A, LAS
VEGAS, NV 89118