

SIGNAGE
(TITLE 30)

DURANGO DR/SUNSET RD

PUBLIC HEARING
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST
WS-23-0038-SDP DEVELOPMENT, LLC:

WAIVER OF DEVELOPMENT STANDARDS to increase freestanding sign height.
DESIGN REVIEW for proposed signage in conjunction with a retail center on 4.1 acres in a C-2 (General Commercial) Zone in the CMA Design Overlay District.

Generally located on the west side of Durango Drive and the north side of Sunset Road within Spring Valley. JJ/lm/syp (For possible action)

RELATED INFORMATION:

APN:
163-32-813-001

WAIVER OF DEVELOPMENT STANDARDS:
Increase freestanding sign height to 35 feet where 20 feet is allowed within the CMA Design Overlay District per Section 30.48 Part I (a 75% increase).

LAND USE PLAN:
SPRING VALLEY - CORRIDOR MIXED-USE

BACKGROUND:
Project Description
General Summary

- Site Address: 8640 Sunset Road
- Site Acreage: 4.1
- Project Type: Freestanding and site signage
- Freestanding Sign Height (feet): 35

Site Plan

The previously approved shopping center consists of retail and restaurant buildings. Access to the site is provided along Durango Drive by 2 driveway access points. Cross access was approved in conjunction with a future proposed retail center to the west via 3 driveways. Building heights were previously approved with an overall height of 24 feet.

Signage

The proposed 35 foot high freestanding sign is located at the southeast corner of the site at the intersection of Durango Drive and Sunset Road. The freestanding sign is set back over 10 feet

from the rights-of-way located in the landscape area. The freestanding sign includes multiple tenant panels with aluminum angle framework with channel letters attached to face panels, aluminum decorative support tubes and painted stripes to match the architectural details and colors of the approved buildings.

The proposed building signage includes a light box for each tenant. There is no signage facing north on Buildings E and F.

Applicant's Justification

The applicant indicates that the purpose of the increased sign height is to create sign visibility from the CC 215 and along adjoining streets. The site grade is lower than the CC 215 and with the speed of traffic along Sunset Road and Durango Drive, increased sign height is needed for visibility. Additionally, the site is located in an area along Sunset Road where signs have been approved up to 35 feet in height.

Prior Land Use Requests

Application Number	Request	Action	Date
ET-21-400046 (WS-18-0972)	First extension of time for reduced throat depth along Durango Drive, with design reviews for retail center, and alternative parking lot landscaping	Approved by PC	May 2021
VS-19-0422	Vacated and abandoned a portion of right-of-way being Durango Drive	Approved by PC	July 2019
TM-19-500094	Commercial subdivision	Approved by PC	July 2019
WS-18-0972	Reduced throat depth along Durango Drive, with design reviews for a retail center, and alternative parking lot landscaping	Approved by PC	May 2019
VS-18-0633	Vacated and abandoned government patent easements	Approved by PC	October 2018
VS-0757-16	Vacated and abandoned government patent easements	Approved by PC	December 2016
TM-0155-16	Commercial subdivision - expunged	Approved by PC	December 2016
ZC-0193-06	Reclassified 5.2 acres from C-2 to U-V zoning	Approved by BCC	October 2006

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Urban Neighborhood (greater than 18 du/ac)	R-4	Multiple family residential
South	Entertainment Mixed-Use	C-2	Wholesale & retail sales
East	Corridor Mixed-Use	C-2	Restaurant & service station
West	Corridor Mixed-Use	C-2	Undeveloped

The subject site is within the Public Facilities Needs Assessment (PFNA) area.

Related Applications

Application Number	Request
DR-23-0040	A design review for a restaurant with outside dining is a companion item on this agenda.

STANDARDS FOR APPROVAL:

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

Analysis**Comprehensive 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.

The design of the freestanding sign is compatible with the proposed commercial development; however, the sign does not meet the standards for height. Staff does not typically support waivers of development standards for freestanding sign height in the CMA Design Overlay District without mitigating circumstances. The proposed sign is significantly taller than the approved buildings on the site and the previously approved signage on the property to the west has expired. Staff cannot support the request.

Design Review

The design of the freestanding and building signs are compatible with the architectural character of the approved buildings. Each wall sign has similar size and design, and the applicant has provided an integrated design throughout the site respecting the impacts of signage on the residential property to the north. While staff supports the design of the proposed signage, staff is not supporting the increased sign height; therefore, staff cannot support the request.

Staff Recommendation

Denial.

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:

Comprehensive Planning

If approved:

- 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: Spring Valley - denial.

APPROVALS:

PROTESTS:

APPLICANT: JOESPH KENNEDY

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