

05/16/23 PC AGENDA SHEET

FREESTANDING SIGN  
(TITLE 30)

BLUE DIAMOND RD/DURANGO DR

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**WS-23-0078-BLUE DIAMOND RETAIL PARTNERS, LLC:**

**WAIVER OF DEVELOPMENT STANDARDS** to increase the number of freestanding signs.  
**DESIGN REVIEW** for a freestanding sign in conjunction with a proposed retail center on a portion of 4.1 acres in a C-2 (General Commercial) Zone.

Generally located on the south side of Blue Diamond Road and the east side of Durango Drive within Enterprise. JJ/hw/syp (For possible action)

---

RELATED INFORMATION:

**APN:**

176-21-201-012; 176-21-217-001 through 176-21-217-003 ptn

**WAIVER OF DEVELOPMENT STANDARDS:**

Increase the number of freestanding signs along Blue Diamond Road to 2 where 1 per street frontage is permitted by Table 30.72-1 (a 50% increase).

**LAND USE PLAN:**

ENTERPRISE - CORRIDOR MIXED-USE

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 8575 Blue Diamond Road (portion)
- Site Acreage: 1.9 (portion)/4.1 (overall site)
- Project Type: Freestanding sign
- Sign Height (feet): 25
- Square Feet: 170 (proposed)/370(total)

Site Plan

The plan depicts a previously approved retail center on the southeast corner of Blue Diamond Road and Durango Drive. The plans show that 3 buildings are proposed on the site, a vehicle wash in the northwest corner, a drive-thru restaurant in the northeast corner, and a retail building in the southern portion of the site. Parking is shown to be distributed throughout the site next to and between the proposed buildings. Cross access is provided to the commercial center to the east through an existing driveway in the northeast portion of the site. Street landscaping is shown with a 15.5 foot landscaping strip along Durango Drive, which includes a detached sidewalk, and

a 16 foot landscaping strip along Blue Diamond Road. The freestanding sign that is the subject of this request is shown to be located in the northwest corner of the site. It is shown to be set back 10 feet from Blue Diamond Road, approximately 80 feet from Durango Drive, and approximately 33 feet from the vehicle wash, which is the nearest structure on the site. The plans indicate that the sign will be located within the landscaping strip and at least 2 feet of the landscaping area will surround the base of the sign. The plans indicate that the proposed freestanding sign is 315.5 feet away from the next closest freestanding sign, which is a gasoline pricing sign that is located on the property to the east. Since there is cross access shared between the 2 commercial centers, it is treated as 1 overall shopping center for calculating signage.

Signage

The submitted plans depict a freestanding sign with an overall height of 25 feet. The design of the sign is contemporary in nature with a 7.8 foot wide and 3.25 foot deep support structure decorated with stucco and beige paint. On the street side of the support structure is a 13 foot high, 6.6 foot deep, and 3.25 foot wide internally illuminated tenant sign cabinet with space for 6 tenant signs. The cabinet is painted brown with perforated metal finishing above and below the cabinet. The freestanding sign is capped with a 3.25 foot wide brown painted, flat roof. The overall area of the sign is 170 square feet.

Based on building records (BD14-7660), the first existing freestanding sign on the overall site is an existing gasoline station pricing sign located on APN 176-21-217-001 and is associated with the convenience store and fuel station located on that parcel. It is 34.5 feet tall with 2 pricing boards and an overall square footage of 200 square feet.

Applicant’s Justification

The applicant indicates the proposed freestanding sign is needed as there is not adequate space on the signs already existing on the site for the businesses that will be located in the proposed retail center. The applicant further states the existing signs are not associated with the existing commercial development to the east, but due to the shared cross access the existing site and proposed site are considered 1 overall site for the purposes of signage. They also state that the proposed freestanding sign is designed in accordance with all Title 30 guidelines regarding setbacks, size, illumination, and height. Due to the cross access the addition of the sign exceeds the number of freestanding signs permitted for the frontage along Blue Diamond Road.

**Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
ET-22-400120 (UC-18-0617)	Second extension of time for a retail building, restaurant with drive-thru, vehicle wash, and water vending structure	Approved by BCC	December 2022
VS-21-0030	Vacated and abandoned pedestrian access easements and utility, streetlight, and traffic control easements along Durango Drive	Approved by PC	March 2021

### Prior Land Use Requests

Application Number	Request	Action	Date
ET-21-400002 (UC-18-0617)	First extension of time for a retail building, restaurant with drive-thru, vehicle wash, and water vending structure	Approved by BCC	March 2021
UC-18-0617	Retail building, restaurant with drive-thru, vehicle wash, and water vending structure	Approved by BCC	October 2018
ZC-1364-06 (ET-0075-12)	First extension of time to waive the condition of a zone change requiring full off-sites	Approved by BCC	December 2012
UC-0384-08 (ET-0068-12)	Second extension of time for residential separation reductions and a design review for a shopping center with a convenience store, gasoline sales, and vehicle maintenance facility	Approved by BCC	December 2012
DR-0038-12	Site and building lighting in conjunction with an approved grocery store	Approved by BCC	March 2012
DR-0466-10	Grocery store - expired	Approved by BCC	December 2010
UC-0384-08 (ET-0088-10)	First extension of time for residential separation reductions and a design review for a shopping center with a convenience store, gasoline sales, and vehicle maintenance facility	Approved by BCC	July 2010
ZC-1364-06 (WC-0089-10)	Waived the condition of a zone change requiring full off-sites	Approved by BCC	July 2010
UC-0384-08	Reduced residential separation to a convenience store and vehicle facility with a design review for a shopping center with a convenience store, gasoline sales, and vehicle maintenance facility	Approved by BCC	July 2008
DR-1185-07	Commercial center - expired	Approved by PC	November 2007
ZC-1364-06	Reclassified the site from H-2 to C-2 zoning for a shopping center including a convenience store with gasoline sales	Approved by BCC	November 2006
VS-1348-06	Vacated and abandoned a 33 foot government patent easement along the southern property line	Approved by PC	November 2006
MP-1336-04	Mountain's Edge Master Plan for the area south of Blue Diamond Road	Approved by BCC	October 2004
VS-0571-96	Vacated and abandoned a 33 foot government patent easement along the east property line	Approved by BCC	May 1996
UC-1910-95	90 foot communication tower with 336 square foot support building and associated equipment	Approved by PC	December 1995

\*Land use history is for the subject portion (APN 176-21-201-012) only.

### **Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District</b>	<b>Existing Land Use</b>
North	Corridor Mixed-Use	C-2	Retail shopping center
South & East	Mid-Intensity Suburban Neighborhood (up to 8 du/ac)	R-3	Multiple family residential (condominiums) - Mountain's Edge
West	Corridor Mixed-Use	C-2 & C-1	Undeveloped

### **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.

Staff finds that the separation of the sign is sufficient from other freestanding signs along Blue Diamond Road (315.5 feet) and the combined square footage (370 square feet) of both the existing and proposed freestanding sign does not exceed the permitted 758.5 square feet of freestanding signage permitted by Title 30 for the overall site. In addition, the sign's height (25 feet) is below the 28 feet allowed by residential protection standards and is shorter than the existing freestanding sign (34.5 feet). As a result, staff does not find that an additional freestanding sign would cause a sufficient visual burden or have a negative impact on the safety of the area. In addition, staff finds that the contemporary design provides an overall visual benefit to the Blue Diamond Road corridor and may provide a model for similar signs in the area in the future. For these reasons, staff can support this request.

##### Design Review

Overall, staff finds that proposed freestanding sign complies with the regulations of Title 30 with the appropriate setbacks from both the right-of-way, but also buildings on the site and other freestanding signs in the area. The proposed sign area (170 square feet) is within the permitted square footage for the subject portion (341.5 square feet) and the combined site when added to the square footage of the existing freestanding sign. The overall height of the proposed freestanding sign (25 feet) complies with height requirements for the C-2 zone, but also the residential protection standard indicated in Table 30.72-1. The design of the sign is attractive and appears to be architecturally compatible based on the plans provided in UC-18-0617 for the overall retail center. For these reasons, staff can support this request.

## **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:**

### **Comprehensive 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:** Enterprise - approval.

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** BLUE DIAMOND RETAIL PARTNERS, LLC

**CONTACT:** HIGH IMPACT SIGN, 820 WIGWAM PARKWAY #100, HENDERSON, NV 89014