

02/06/24 PC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-23-0831-SUNSET AND DURGANGO PARTNERS, LLC

SIGN DESIGN REVIEW for signage in conjunction with an approved shopping center on 6.5 acres in a CG (Commercial General) Zone.

Generally located on the north side of Sunset Road, 300 feet west of Durango Drive within Spring Valley. JJ/jud/syp (For possible action)

RELATED INFORMATION:

APN:

163-32-814-002

SIGN DESIGN REVIEW:

1. a. Allow a freestanding sign with 750 square feet of electronic message unit, static where 100 square feet is the standard per Section 30.05.02.G.
- b. Increase the height of project entrance signs to 6.5 feet where 5 feet is the standard per Section 30.05.02.N.
- c. Allow up to 3 projecting signs per tenant where 1 is permitted per Section 30.05.02.O.

LAND USE PLAN:

SPRING VALLEY - CORRIDOR MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 8670 W. Sunset Road
- Site Acreage: 6.5 (phase 1)
- Project Type: Sign package (Phase I only)

Site Plan

The Bend is a previously approved commercial development via WS-18-0093 & UC-22-0433 on 6.5 acres which features retail, office, and recreational development that will feature restaurants, live entertainment including a new recreational center known as Electric Pickle. Phase 1 is under construction, which is approximately 50,000 square feet of restaurants and retail among 5 buildings adjacent to Sunset Road.

Sign Plan

The applicant is proposing 1 freestanding pylon sign with a static electronic message unit at the main entrance on Sunset Road. It is double facing to be visible east and west along Sunset Road.

The size of the proposed electronic message unit is 750 square feet, where Code allows for 100 square feet. In addition, 2 project entrance signs as well as tenants' storefront signage (projecting and canopy signs) are included in this sign package. The project entrance signs are 6 feet 6 inches tall, where Code allows for a height of no more than 5 feet tall. The proposed sign package also includes 41 tenants' storefront projecting signs and 1 canopy sign.

The applicant is proposing the below signage for the overall site:

Type of Sign	Requested (sq. ft.)	# of Proposed Signs	Total (sq. ft.)
Freestanding	876*	1	876
Project Entrance	32	2	64
Projecting	32	41	1,312
Canopy	32	1	32
Overall		45	2,284

*750 square feet of the proposed sign will be electronic message unit, static.

Applicant's Justification

The applicant states that the reason for having a static electronic message unit in lieu of tenant panels is that there would be far too many static tenant signs, while the electronic sign can rotate tenant names every few seconds. The proposed freestanding and project entrance signs are clad in the same materials as the buildings for continuity for the overall project.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-22-0433	Request for recreational facility, retail and office use	Approved by BCC	September 2022
ET-21-400037 (VS-19-0025)	Extension of time for the vacation and abandonment of right-of-way for portions of Durango Drive and Sunset Road	Approved by PC	May 2021
ET-20-400084 (VS-18-0435)	Extension of time for the vacation and abandonment of easements	Approved by PC	September 2020
WS-19-0371	Comprehensive sign plan - expired	Approved by PC	July 2019
VS-19-0025	Vacated and abandoned right-of-way for portions of Durango Drive and Sunset Road - recorded	Approved by PC	March 2019
VS-18-0435	Vacated and abandoned easements - recorded	Approved by PC	July 2018
TM-18-500094	1 lot commercial subdivision	Approved by PC	July 2018
WS-18-0093	Shopping center consisting of multiple buildings, a movie theater, and subterranean parking garage	Approved by BCC	March 2018
ZC-0081-17	Reclassified the site to C-2 zoning for future commercial development	Approved by BCC	March 2017

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Corridor Mixed-Use	CG	The Bend Commercial Phase II
East	Corridor Mixed-Use	CG	Retail center
West	Corridor Mixed-Use	CG	Undeveloped
South	Entertainment Mixed-Use	CG	IKEA store

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

STANDARDS FOR APPROVAL:

The applicant shall demonstrate that the proposed request is consistent with the Master Plan and is in compliance with Title 30.

Analysis

Comprehensive Planning

The proposed signage on the subject property is reviewed to determine 1) compatibility, in terms of scale and architectural features, with the site and surrounding area; 2) harmony with the character of the neighborhood; 3) impact on the surrounding land uses; and 4) the health, safety, and welfare of the inhabitants of the area.

Overall, staff finds that the proposed signs are compatible with existing developments along Sunset Road. The proposed sign package complies with Policy 6.2.1 of the Master Plan which states that all new developments should be compatible with the established neighborhood in terms of building styles on-site as well as with Policy 6.2.3 which address neighborhood transition zones between commercial and residential areas. The previously approved shopping center serves as a transition to the residential to the north. The proposed freestanding sign, as well as the 2 project entrance signs, are located along a major arterial street. Staff finds that the proposed sign package follows Policy 5.1.3 and the proposed signage is appropriate and compatible with the surrounding uses and would contribute to the overall visual atmosphere. Therefore, staff can support this application.

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 within 2 years from the approval date the application must commence or the application will expire unless extended with approval of an extension of time; approval of this application does not constitute or imply approval of any County issued permit, license, or approval; 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; changes to the approved project will require a new land use application; and the applicant is solely responsible for ensuring compliance with all conditions and deadlines.

Public Works - Development Review

- Applicant is advised that signs are not permitted within the right-of-way.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Spring Valley - approval.

APPROVALS:

PROTESTS:

APPLICANT: SUNSET & DURANGO PARTNERS, LLC

CONTACT: GEORGE ROSS, DAPPER BUILDING COMPANY, LLC, 5030 PARADISE ROAD, C-214, LAS VEGAS, NV 89119