

SIGNAGE  
(TITLE 30)

RAFAEL RIVERA WY/LINDELL RD

PUBLIC HEARING  
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST  
**WS-20-0577-SUNBURST 215, LLC:**

**WAIVERS OF DEVELOPMENT STANDARDS** for the following: **1)** permit an existing banner sign where prohibited within the CMA Design Overlay District; and **2)** allow an existing temporary sign (banner) to be permanent.

**DESIGN REVIEW** for an existing banner sign in conjunction with an existing office/warehouse building on 2.3 acres in an M-D (Designed Manufacturing) (AE-60) Zone in the CMA Design Overlay District.

Generally located on the north side of Rafael Rivera Way, 350 feet west of Lindell Road (alignment) within Enterprise. MN/md/jd (For possible action)

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RELATED INFORMATION:

**APN:**  
176-01-110-002

**WAIVERS OF DEVELOPMENT STANDARDS:**

1. Permit an existing banner sign where prohibited within the CMA Design Overlay District per Section 30.48.680.
2. Allow an existing temporary sign (banner) to be permanent where not allowed per Section 30.72.070

**LAND USE PLAN:**

ENTERPRISE - BUSINESS AND DESIGN/RESEARCH PARK

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 5626 Rafael Rivera Way
- Site Acreage: 2.3
- Project Type: Signage in conjunction with an existing office/warehouse building
- Number of Stories: 2
- Building Height (feet): 44
- Square Feet: 40,425
- Sign height (feet): 30
- Sign area (square feet): 1,500

### Site Plans

The plans depict an existing office/warehouse building consisting of 40,425 square feet centrally located on a 2.3 acre site. Access to the site is granted via existing commercial driveway along Westwind Road and Rafael Rivera Way.

### Signage

The plans depict an existing 1,500 square foot banner sign affixed to the east side of the office/warehouse building, oriented towards Rafael Rivera Way and the 215 Beltway. The banner sign measures 30 feet in height with a width of 50 feet. The materials of the banner sign consist of matte vinyl with double stitched hemmed edges and direct printed graphics. According to the applicant, the sign is installed with industry standard hardware and aircraft cabling.

### Applicant's Justification

The applicant states the proposed banner sign is needed to adequately advertise the business. The existing development is also occupied by the main tenant, Sunburst Shutters, which has the primary signage on the building and the visibility for Bike Brain is severely restricted. Additionally, the only traffic that can view the banner is on the CC 215, heading west. As such, it is very difficult to see the signage, or locate the development. The sign does not impact any adjacent business since the adjacent parcel is vacant.

### **Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
WS-18-0181	Allowed alternative street landscaping in conjunction with design reviews for an office/warehouse building, alternative parking lot landscaping, and increased finished grade	Approved by BCC	April 2018
WS-0674-14	Waived cross-access with adjacent non-residential lots, alternative landscape and eliminate parking lot landscaping; and a design review for an office/warehouse building – expired	Approved by BCC	September 2014
ZC-0150-08	Reclassified the project site to M-D zoning for future industrial development	Approved by BCC	March 2008

### **Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District</b>	<b>Existing Land Use</b>
North & East	Business and Design/Research Park	M-D	Undeveloped
South	Business and Design/Research Park	M-D	CC 215, developing office/warehouse, & industrial buildings
West	Business and Design/Research Park	M-D	Office, warehouse, & manufacturing building

**Clark County Public Response Office (CCPRO)**

CE-20-18624 is an active Public Response Office violation for an existing banner sign without permits.

**STANDARDS FOR APPROVAL:**

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

**Analysis****Current Planning**Waivers 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.

Waivers of Development Standards & Design Review

Staff finds the applicant's request to make the temporary (banner) sign permanent excessive. There are not any grade, elevation, or topographical conditions that obstruct sign visibility from the CC 215 and Rafael Rivera Way. The Development Code permits a wall sign with a maximum area of 818 square feet, with an average letter height of 4 feet. Staff finds a wall sign can be designed per Code requirements that would be equally as effective as the existing banner sign. The existing sign is a self-imposed burden and adequate justification has not been provided to warrant a recommendation of approval; therefore, staff recommends denial.

**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 Comprehensive Master Plan, Title 30, and/or the Nevada Revised Statutes.

**PRELIMINARY STAFF CONDITIONS:****Current Planning**

If approved:

- 1 year to complete and obtain any permits and inspections, if necessary, with any extension of time to be a public hearing.
- Applicant is advised that signage for off-premises advertising purposes is prohibited; a substantial change in circumstances or regulations may warrant denial or added conditions to an extension of time; and that 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.

**Public Works - Development Review**

- No comment.

**Clark County Water Reclamation District (CCWRD)**

- No comment.

**TAB/CAC:**

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** HIGH IMPACT SIGN & DESIGN, LLC

**CONTACT:** TODD LEANY, 820 WIGWAM PKWY #100, HENDERSON, NV 89014