

SIGNS
(TITLE 30)

SAMMY DAVIS JR DR/RESORTS WORLD DR

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

WS-20-0587-SHAC MT, LLC & INDUSTRIAL ROAD HOLDINGS, LLC:

WAIVERS OF DEVELOPMENT STANDARDS for the following: **1)** allow animated signs (video units); **2)** allow an increase in sign square footage; **3)** increase the number of freestanding signs; and **4)** reduce separation between freestanding signs.

DESIGN REVIEW for signs in conjunction with an existing adult cabaret (Sapphire) on a portion of 6.2 acres in an M-1 (Light Industrial) Zone in the Adult Use Overlay District.

Generally located on the west side of Sammy Davis Jr. Drive, 645 feet northwest of Resorts World Drive within Winchester. TS/nr/jd (For possible action)

RELATED INFORMATION:

APN:

162-09-302-006

WAIVERS OF DEVELOPMENT STANDARDS:

1. a. Allow animated signs (video units) where only electronic message units are permitted per Table 30.72-1.
- b. Allow for 3 animated signs (video units) where only 1 is permitted per Table 30.72-1 (a 200% increase).
2. Increase directional signs to 15 square feet where 12 square feet is permitted per Table 30.72-1 (a 25% increase).
3. Increase the number of freestanding signs to 3 where 2 are permitted per Table 30.72-1 (a 50% increase).
4. Reduce the separation between freestanding signs on the same side of the street to 283 feet where 300 feet is required per Table 30.72-1 (a 5.7% decrease).

LAND USE PLAN:

WINCHESTER/PARADISE - COMMERCIAL GENERAL

BACKGROUND:

Project Description

General Summary

- Site Address: 3025 Sammy Davis Jr. Drive
- Site Acreage: 6.2
- Project Type: Signs
- Sign Height (feet): 15 (freestanding)/5 (directional)

Site Plan

The site plan depicts an existing adult cabaret with parking located on the north and south sides of the building. Access to the site is from 3 driveways on Sammy Davis Jr. Drive.

Landscaping

Landscaping on the site is existing, no new landscaping is proposed or required as part of this request.

Signage

The plans depict 3 free-standing signs, each 15 feet high and set back from the property line by 10 feet. The freestanding signs will be located approximately in the middle of the existing building on the site, the second sign will be located where an existing freestanding sign is located (the north side of the second entrance), and the third sign will be located on the south side of the northernmost entrance to the site. The proposed animated signs will be located on the freestanding signs and will be 25 square feet. The proposed directional signs will be located at the entrances to the site on the north side of the property.

Applicant's Justification

The applicant indicates that the proposed increase in signage will enhance the aesthetic of the business and the signs will enhance the commercial area.

Prior Land Use Requests

Application Number	Request	Action	Date
ADR-18-900557	New porte-cochere and other improvements	Approved by ZA	August 2018
WC-18-400081 (UC-0466-11)	Waiver of conditions related to an adult cabaret and daytime pool	Approved by BCC	March 2018
UC-0606-17	Expand an existing tavern	Approved by BCC	September 2017
WS-0707-16	Animated (video) freestanding sign	Approved by BCC	December 2016
DR-0991-14	Wall sign for an approved restaurant	Approved by PC	February 2015
UC-0466-11 (WC-0040-13) (CC-0060-13)	Clarification of conditions of a previous use permit and waiver of conditions for a daytime pool on a portion of this site	Approved by BCC	July 2013
UC-0466-11 (WC-0040-13)	Waiver of conditions of a previous use permit related to an adult use and the non-adult use daytime pool club in conjunction with an existing building consisting of an adult cabaret, other commercial uses, and tenant spaces	Approved by BCC	June 2013

Prior Land Use Requests

Application Number	Request	Action	Date
UC-0344-12	Restaurant & office uses with reduced parking	Approved by PC	September 2012
UC-0466-11	Original application for a pool and day club	Approved by BCC	November 2011
ADR-1520-08	Expansion of an existing adult cabaret	Approved by ZA	December 2008
DR-1702-02	Allowed an exterior building remodel, floor plan changes, and waived perimeter wall requirements	Approved by BCC	January 2003

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Commercial General	C-2	Office building
South	Commercial General	M-1	Industrial/commercial building with an adult use & commercial uses
East	Commercial Tourist & Public Facilities	H-1 & P-F	Developing Resorts World Resort Hotel & a fire station
West	City of Las Vegas	M	Developed property

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 & Design Review

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 proposed animated video sign units are in scale with the overall freestanding signs for the site. A 50 foot high existing sign with 199 square feet of animated video sign (approved with WS-0707-16) will be replaced with a smaller freestanding sign with 25 square feet of video signage. The proposed free-standing signs will match in design with the proposed directional signs for the site. Title 30 allows for alternative sign standards within the Resort Corridor that can be approved if the signs result in the development having a visual character which is compatible with adjacent development. The proposed signs are compatible with signage within the Resort Corridor. Staff finds that the proposed signage complies with Urban Specific Policy 20 of the Comprehensive Master Plan which states that all signage should be compatible

with building styles on-site and also with surrounding developments. Therefore, staff can support the waivers of development standards and the design review.

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 Comprehensive 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.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC:

APPROVALS:

PROTESTS:

APPLICANT: SHAC MT, LLC & INDUSTRIAL ROAD HOLDINGS, LLC

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