

06/01/21 PC AGENDA SHEET

FREESTANDING SIGN  
(TITLE 30)

SAHARA AVE/SANDHILL RD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**WS-21-0168-MEHLINGS SILVER LAKE ESTATES INC:**

**WAIVER OF DEVELOPMENT STANDARDS** to allow freestanding signs in a residential zone.

**DESIGN REVIEW** for a freestanding sign in conjunction with a manufactured home park on a portion of 42.2 acres in an R-T (Manufactured Home Residential) Zone.

Generally located on the north side of Sahara Avenue and the west side of Sandhill Road within Sunrise Manor. TS/ja/jo (For possible action)

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RELATED INFORMATION:

**APN:**

161-06-301-002; 161-06-301-005; 161-06-401-004 ptn

**WAIVER OF DEVELOPMENT STANDARDS:**

Allow a freestanding sign in a residential zoning district (R-T) where not permitted per Table 30.72-1.

**LAND USE PLAN:**

SUNRISE MANOR - RESIDENTIAL SUBURBAN (UP TO 8 DU/AC)

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 3601 E. Wyoming Avenue
- Site Acreage: 42.2 (portion)
- Project Type: Freestanding sign
- Sign Height (feet): 28
- Sign Area (square feet): 61

**Site Plans**

The plans show an existing manufactured home park (Maycliff Mobile Home Park) constructed in 1970. Access is from 1 entrance along Wyoming Avenue on the north and 2 entrances along Sandhill Road on the east. A proposed freestanding sign is shown at the most southern entrance along Sandhill Road (Central Drive), replacing the existing smaller freestanding sign. The sign is proposed inside the perimeter wall, set back 10 feet from Sandhill Road, on an empty manufactured home space at the entrance of the park. In addition, an existing freestanding sign

is located at the entrance to the park along Wyoming Road, which was installed prior to adoption of the current sign regulations.

### Signage

The proposed sign is 28 feet high and 61 square feet. The pole is 20 feet high and the rectangular face is located above the pole. The sign cabinet is rust colored with white lettering. The 18 inch by 18 inch pole cover is painted dusty rose. Five and a half inch aluminum lettering is shown on the pole as well.

### Applicant's Justification

The applicant indicates the existing sign located on Wyoming Avenue does not have adequate visibility as Wyoming Avenue is the least traveled road of the 3 street frontages surrounding the manufactured home park. The proposed sign will have visibility from US 95 to the east and Sahara Avenue to the south. The sign is harmonious with the park and the existing area. The applicant also adds that the freeway separates the sign from the residential development on the east side of the freeway.

### **Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
UC-0919-04	Communications tower	Approved by PC	July 2004
ZC-1083-00	Reclassified from T-C to R-T zoning with adoption of Title 30	Approved by BCC	September 2000

### **Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District</b>	<b>Existing Land Use</b>
North	Residential Suburban (up to 8 du/ac)	R-1 & R-T	Single family residential & manufactured home park
South	Neighborhood Commercial, Residential Urban Center (from 18 to 32 du/ac), & Commercial General	C-1, R-4, & C-2	Undeveloped, multiple family residential, & commercial center
East	Residential Suburban (up to 8 du/ac)	R-1	US 95 & single family residential
West	Residential Suburban (up to 8 du/ac)	R-T	Manufactured home park

### **STANDARDS FOR APPROVAL:**

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

## **Analysis**

### **Current Planning**

#### Waiver of Development Standards and 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.

Title 30 does not allow freestanding signs within any residential zones; however, monument signs are permitted. There are no freestanding signs along Sandhill Road north of Sahara Avenue. In addition, while there is 1 freestanding sign in a commercial zone across Sahara Avenue to the south, no other freestanding signs exist along Sahara Avenue from Sandhill Road until Palm Street, which is in a commercial zone. The proposed sign is 28 feet high, which is approximately twice the height of the existing manufactured homes. The sign does not complement the area, which as stated in Urban Specific Policy 20, all signage should be compatible with building styles on-site and also with surrounding development. In addition, monument signs are encouraged per this policy and staff believes a monument sign is more appropriate in conjunction with a residential development; 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 Comprehensive Master Plan, Title 30, and/or the Nevada Revised Statutes.

### **PRELIMINARY STAFF CONDITIONS:**

#### **Current Planning**

If approved:

- The sign shall be located within curbed landscaped or rockscaped area which extends no less than 2 feet from base of sign;
- The sign shall be removed when a manufactured home is placed on the subject manufactured home space.
- 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.

**Building Department - Fire Prevention**

- No comment.

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

- No comment.

**TAB/CAC:** Sunrise Manor - denial.

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** MEHLINGS SILVER LAKE ESTATES INC

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