

06/01/21 PC AGENDA SHEET

SIGNAGE  
(TITLE 30)

LAS VEGAS BLVD S/ERIE AVE

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**WS-21-0170-SOUTHERN HILLS MEDICAL CENTER, LLC:**

**WAIVER OF DEVELOPMENT STANDARDS** to allow an animated sign (video electronic message unit) where not permitted.

**DESIGN REVIEW** for a freestanding sign with a video electronic message unit in conjunction with an emergency care facility on 3.7 acres in a C-P (Office and Professional) Zone.

Generally located on the east side of Las Vegas Boulevard South, 660 feet north of Erie Avenue within Enterprise. MN/jt/jo (For possible action)

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RELATED INFORMATION:

**APN:**

177-33-201-008

**WAIVER OF DEVELOPMENT STANDARDS:**

Allow an animated sign (video electronic message unit) in a C-P zone where not allowed per Table 30.72-1.

**LAND USE PLAN:**

ENTERPRISE - COMMERCIAL TOURIST

ENTERPRISE - OFFICE PROFESSIONAL

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 10770 Las Vegas Boulevard South
- Site Acreage: 3.7
- Project Type: Signage
- Sign Height (feet): 35
- Animated Sign Area (square feet): 80
- Total Sign Area (square feet): 250

**Site Plan**

The site plan depicts an approved emergency care facility located on the western portion of the site. Setbacks for the building are 130 feet from Las Vegas Boulevard South, approximately 90 feet from the north and south property lines, and 285 feet from the east property line along Giles Street. Development will occur on the western portion of the site with 2 driveways on Las Vegas

Boulevard South and future cross access to the north and south. An approximately 185 square foot wide portion of the eastern side of the site will remain undeveloped as a buffer for the adjacent single family residences.

Parking spaces are located between the building and Las Vegas Boulevard South and on the south side of the building. A drive aisle encircles the building with an emergency drop-off area on the west side of the building and an ambulance drop-off area on the east side of the building. A trash enclosure and mechanical equipment area are located on the north side of the building.

#### Signage

The proposed freestanding sign will be in the street landscaping area along Las Vegas Boulevard South, adjacent to the southern driveway. Setbacks include approximately 17 feet from the western property line along Las Vegas Boulevard South and 70 feet from the southern property line.

Two poles with pole covers support the sign, and the total area is 250 square feet. This area consists of 247 square feet of signage at the top of the sign, which is 16 feet above grade, and a 13 square foot sign located 6 feet above grade. An 80 square foot video (animated) message unit is proposed in the upper portion of the sign. The applicant indicates the sign will display both static and video messages. Other portions of the sign will consist of aluminum cabinets with acrylic internally illuminated letters and numbers.

#### Applicant's Justification

According to the applicant, the video (animated) message unit is necessary to display important public health notifications along with information about wait times to the public. The applicant further states that the design of the sign is consistent with the building architecture, and the sign will not negatively impact any surrounding properties.

#### **Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
ZC-19-0183	Reclassified the site to C-P zoning for an emergency care facility	Approved by BCC	April 2019

#### **Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District</b>	<b>Existing Land Use</b>
North	Commercial Tourist & Office Professional	H-2	Undeveloped
South	Commercial Tourist & Office Professional	H-1	Undeveloped
East	Rural Neighborhood Preservation (up to 2 du/ac)	R-E (RNP-I)	Single family residential
West	Commercial Tourist	H-1	Undeveloped

The subject site and surrounding area are in the Public Facilities Needs Assessment (PFNA) area.

## **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

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.

Freestanding signs in the C-P zone are only allowed in conjunction with special uses and boarding stables. Since the emergency care facility was approved for the site with a special use permit, a freestanding sign is allowed. However, electronic message units are not allowed in the C-P zone. The purpose of the sign standards in Title 30 is to provide reasonable yet appropriate conditions for identifying businesses and services rendered in non-residential districts by controlling size, type, and design of signs. Staff finds that the electronic message unit is not necessary to identify the business or services rendered on-site. This section of Las Vegas Boulevard South is largely undeveloped, and a freestanding sign without animation will be easily visible for motorists. Furthermore, the animation will diminish the aesthetic environment of the largely undeveloped area; therefore, staff cannot support the request.

##### Design Review

Solid blue, red, and white components of the sign easily distinguish the medical facilities on the site, however the design could be more aesthetically pleasing if it was similar in height to the approved building and included similar materials. The approved building is 26 feet in height and includes painted stucco, brick veneer, and decorative metal panels. Meanwhile, the freestanding sign design includes painted aluminum panels with solid bold primary colors. As a result, the sign is not consistent with Urban Specific Policy 20 in the Comprehensive Master Plan, which states that all signage should be compatible with building styles on-site; 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:

- Limited to static messages only with minimum 2.5 second message display followed by breaks in the message.
- 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:**

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** SEVALUS

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