

SIGNAGE
(TITLE 30)

BLUE DIAMOND RD/DECATUR BLVD

PUBLIC HEARING
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST
WS-21-0407-DIADEM, LLC:

WAIVERS OF DEVELOPMENT STANDARDS for the following: **1)** reduce the separation between freestanding signs; and **2)** allow 3 freestanding signs on 1 street frontage.

DESIGN REVIEW for a proposed freestanding sign in conjunction with a proposed commercial complex on a portion of 2.0 acres in a C-2 (General Commercial) Zone.

Generally located south of Blue Diamond Road and west of Decatur Boulevard within Enterprise. JJ/jgh/jo (For possible action)

RELATED INFORMATION:

APN:
176-13-801-050 ptn

WAIVERS OF DEVELOPMENT STANDARDS:

1. Reduce the separation between freestanding signs to 275 feet where 300 feet is required per Table 30.72-1 (an 8% decrease).
2. Allow 3 freestanding signs on 1 street frontage where 2 freestanding signs are allowed per Table 30.72-1 (a 50% increase).

LAND USE PLAN:
ENTERPRISE - COMMERCIAL GENERAL

BACKGROUND:
Project Description

General Summary

- Site Address: 5025 Blue Diamond Rd
- Site Acreage: 2 (portion)
- Project Type: Freestanding sign
- Sign Height (feet): 35
- Square Feet: 329

Site Plan

The site plan depicts a proposed commercial complex on the south west corner of Blue Diamond Road and Decatur Boulevard. The proposed commercial complex will consist of 2 buildings, depicted on the site plan as Building A which is along the southern property line and Building B which is located on the eastern property line. When completed the site can be accessed from

Blue Diamond Road. This portion of the development is surrounded on 3 sides by commercial development with cross access.

Landscaping

Landscaping is neither required nor a part of this request.

Signage

The submitted plan shows the proposed sign along the frontage of Blue Diamond Road at the entrance of the development. The proposed improvements will increase the amount of signage along Blue Diamond Road and will reduce the separation between the proposed sign and the existing signs surrounding the complex. The proposed freestanding sign will have 2 toned colors, sheen grey and brown, to match the building. In addition, the sign will stand at 35 feet tall and will have 8 tenant panels.

Applicant’s Justification

The applicant indicates this request is needed because the site is surrounded by other commercial complexes owned by another developer. The owner of this development attempted several times to reach out and work with the developer of the surrounding properties but made no progress. The applicant indicates that this request is needed so that the subject parcel can have its own sign.

Prior Land Use Requests

Application Number	Request	Action	Date
VS-20-0237	Vacated and abandoned easements located between Blue Diamond Road and Pebble Road and between Decatur Boulevard and Edmond Street	Approved by PC	August 2020
ZC-19-0547	Reclassified 2.4 acres from H-2 to C-2 zoning	Approved by BCC	September 2019
VS-0653-02	Vacated and abandoned easements located between Blue Diamond Road and Pebble Road and between Decatur Boulevard and Lindell Road	Approved by PC	September 2002

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North, South, & East	Commercial General	C-2	Offices
West	Commercial General	C-2	Undeveloped

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.

The applicant is filing this request because the site is surrounded by existing commercial complexes that have existing signage. Staff finds that the proposed improvements are compatible with the rest of the signs along Blue Diamond Road. The proposed sign would not be facing any residential areas and would be consistent with Urban Policy 67 of the Comprehensive Master Plan that states, through site planning and building design, ensure that commercial developments are compatible with abutting uses. Signage should be considered and integrated into commercial developments. Staff finds this request to be appropriate and finds that the proposed improvements are consistent with the surrounding area. This request does not pose any negative impacts to the surrounding area; therefore, staff can support this request.

Department of Aviation

The development will penetrate the 100:1 notification airspace surface for McCarran International Airport. Therefore, as required by 14 CFR Part 77, and Section 30.48.120 of the Clark County Unified Development Code, the Federal Aviation Administration (FAA) must be notified of the proposed construction or alteration.

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.

Department of Aviation

- Applicant is required to file a valid FAA Form 7460-1, "Notice of Proposed Construction or Alteration" with the FAA, in accordance with 14 CFR Part 77, or submit to the Director of Aviation a "Property Owner's Shielding Determination Statement" and request written concurrence from the Department of Aviation;
- If applicant does not obtain written concurrence to a "Property Owner's Shielding Determination Statement," then applicant must also receive either a Permit from the Director of Aviation or a Variance from the Airport Hazard Areas Board of Adjustment (AHABA) prior to construction as required by Section 30.48 Part B of the Clark County Unified Development Code;
- No building permits should be issued until applicant provides evidence that a "Determination of No Hazard to Air Navigation" has been issued by the FAA or a "Property Owner's Shielding Determination Statement" has been issued by the Department of Aviation.
- Applicant is advised that the FAA's determination is advisory in nature and does not guarantee that a Director's Permit or an AHABA Variance will be approved; that FAA's airspace determinations (the outcome of filing the FAA Form 7460-1) are dependent on petitions by any interested party and the height that will not present a hazard as determined by the FAA may change based on these comments; that the FAA's airspace determinations include expiration dates; and that separate airspace determinations will be needed for construction cranes or other temporary equipment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Enterprise - approval.

APPROVALS:

PROTESTS:

APPLICANT: DIADEM, LLC

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