

COMPREHENSIVE SIGN PLAN
(TITLE 30)

BUFFALO DR/PATRICK LN

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

WS-21-0419-DIGITAL DESERT BP, LLC:

WAIVERS OF DEVELOPMENT STANDARDS for the following: **1)** allow roof signs; **2)** increase the number of monument signs; **3)** increase the number of project identification signs; **4)** reduce the separation between project identification signs and monument signs; and **5)** hanging signs.

DESIGN REVIEW for a comprehensive sign plan in conjunction with a previously approved mixed use development on 42.4 acres within a C-2 (Commercial General) Zone in the CMA Design Overlay District.

Generally located on the west side of Buffalo Drive and the south side of Patrick Lane within Spring Valley. MN/md/jo (For possible action)

RELATED INFORMATION:

APN:

163-33-715-001 through 163-33-715-011

WAIVERS OF DEVELOPMENT STANDARDS:

1. Allow roof signs where not permitted per Chapter 30.72.
2. Allow 2 monument signs where only 1 monument sign is permitted per pad site per Section 30.48.680 (a 100% increase).
3. Allow 2 project identification signs where only 1 project identification sign per corner is permitted per Table 30.72-1 (a 100% increase).
4. Reduce the separation between project identification signs and monuments signs to 20 feet where a minimum separation of 100 feet is required per Table 30.72-1 (an 80% reduction).
5.
 - a. Increase the area for hanging signs to 160 square feet where a maximum of 32 square feet is permitted per hanging sign per Table 30.72-1 (a 400% increase).
 - b. Allow multiple hanging signs per tenant where a maximum of 1 hanging sign per tenant is permitted per Table 30.72-1.

LAND USE PLAN:

SPRING VALLEY - COMMERCIAL GENERAL

BACKGROUND:

Project Description

General Summary

- Site Address: 6111 through 6271 S. Buffalo Drive
- Site Acreage: 42.4
- Project Type: Comprehensive sign plan
- Sign Height (feet): 10 (project identification signs)/20 (freestanding signs)/8 (monument signs)/5 (directional signs)/2 to 4 (roof signs)
- Square Feet (overall): 2,565 (walls signs)/240 (freestanding signs)/28 (directional signs)/62 (monument signs)/138 (project identification signs)/1,230 (roof signs)/1,056 (projecting signs)

History & Request

The plans depict a mixed use development project currently under construction that was approved via ZC-18-0507 by the Board of County Commissioners in December 2018. The previously approved plans depict a mixed use development consisting of 1,343 residential units on 42.4 gross acres with a density of 31.7 dwelling units per acre. The project consists of 14 buildings, which include 4 buildings for commercial uses, 9 buildings for residential units, and a clubhouse. The commercial buildings are located on the northeastern portion of the site. Access to the project is granted via 6 proposed driveways from Patrick Lane, Buffalo Drive, and Post Road that will provide ingress and egress to the site.

The purpose of this request is for a comprehensive sign plan, including the associated waiver of development standards requests, for the overall project site and the commercial building (D-2 Phase 1A) located at the northeast corner of the site. The detailed plans consist of wall, freestanding, directional, monument, project identification, roof, and projecting signs dispersed throughout the development. All proposed signage, including the materials and color palette, is consistent and compatible with the previously approved architecture and materials utilized for the commercial and residential buildings.

Site Plan

The plans depict 2 project identification signs and 2 monument signs located at the northeast corner of the project site, adjacent to the southwest corner of Patrick Lane and Buffalo Drive. The project identification signs each measure 10 feet in height with an area of 69 square feet. The monument signs each measure 8 feet in height with an area of 31 square feet. Per the Development Code (Code), 100 feet of separation is required between a project identification sign and a monument sign. The configuration of monument and project identification signs at the northwest corner of the project site necessitates a waiver of development standards. Furthermore, per the Code, only 1 monument sign is permitted per pad site where 2 monument signs are proposed, requiring a waiver. The monument and project identification signs are set back a minimum of 2 feet from the property lines, meeting Code requirements.

A shaded canopy, measuring approximately 20 feet in height is located at the northeast corner of the site, adjacent to the promenade consisting of landscaping and pedestrian walkways. A roof sign measuring 2 feet in height, with an overall area of 60 square feet, is affixed to the top of the canopy displaying the name of the mixed use development. The roof sign consists of fabricated,

internally illuminated letters. The shaded canopy is set back a minimum of 100 feet from the northeast corner of the project site, adjacent to Patrick Lane and Buffalo Drive.

A freestanding sign measuring 20 feet in height, with an area of 120 square feet, is located at the commercial driveway along Patrick Lane. More specifically, the freestanding sign is located within a landscape median, internal to the project site, with a minimum setback of 10 feet from the right-of-way. The freestanding sign is fabricated with aluminum consisting of an opaque background with illuminated names. The freestanding sign does not obstruct the sight visibility zone.

A second freestanding sign is proposed at the commercial driveway along Buffalo Drive. The freestanding sign measures 20 feet in height, with an area of 120 square feet. The freestanding sign is located within a landscape median, internal to the project site, with a minimum setback of 10 feet from the right-of-way. The freestanding sign is fabricated with aluminum consisting of an opaque background with illuminated letters. The freestanding sign does not obstruct the sight visibility zone. Both freestanding signs comply with the maximum height requirements established within the CMA Design Overlay District.

Four directional signs measuring 5 feet in height with an area of 7 square feet are dispersed throughout the interior of the site, providing direction to vehicles within the development. The signs consist of aluminum fabrication and will be non-illuminated. The directional signs will have minimal to no visibility from the adjacent streets, Patrick Lane and Buffalo Drive. A parking entrance sign measuring 14.5 feet in height with non-illuminated letters is located at the northeast corner of the site. The sign is set back 120 feet to the south of the commercial building (D-2 Phase 1A) and 140 feet from the east property line adjacent to Buffalo Drive and will not be visible from the right-of-way.

Elevations

A combination of projecting, wall, hanging, and roof signs are proposed for the commercial building (D-2 Phase 1A) located at the northeast corner of the project site. The roof signs are predominantly located above the first floor tenant suites on all 4 building elevations, affixed to the metal canopies located above the entrances. The roof signs measure 2 feet in height with an area of 30 square feet, consisting of illuminated, channel lettering. The remaining signs consist of hanging signs, each measuring 4 feet in height with an area of 160 square feet, are affixed below a canopy covering the third story of the building. The third story of the building features 4 hanging signs on the west elevation, oriented towards the interior of the site, 3 hanging signs on the east elevation, facing towards Buffalo Drive, 1 hanging sign on south elevation, oriented towards the interior of the site, and 1 hanging sign on the north elevation, facing towards Patrick Lane.

Wall signs measuring 2 feet to 3 feet in height with an area measuring between 30 square feet to 45 square feet each are located above the first and second floor on all 4 building elevations. The projecting signs are located above the first floor tenant suites. The projecting signs will not project more than 3 feet from the building, measure 32 square feet in area, and will not exceed more than 1 sign per tenant, per Code allowance. The projecting signs are a minimum of 9 feet above grade, meeting the Code requirement for pedestrian traffic.

The following table is a summary of the proposed signage:

Type of sign	Existing (sq ft)	Proposed (sq ft)	Total (sq ft)	Allowed per Title 30 (sq ft)	# of existing signs	# of proposed signs	Total # of signs
Wall	0	2,565	2,565	6,336*	0	35	35
Freestanding	0	240	240	4,912**	0	2	2
Directional	0	28	28	2 per entrance/exit	0	4	4
Monument	0	62	62	2,730	0	2	2
Project Identification	0	138	138	3 @ 70 sq. ft. each	0	2	2
Roof	0	1,230	1,230	N/A	0	25	25
Projecting	0	1,056	1,056	1 per tenant	0	33	33
Hanging	0	1,440	1,440	1 per tenant	0	9	9
Overall Total	0	6,759	6,759	N/A	0	112	112

* 1,056 linear feet of building frontage by 6 feet (maximum letter height)

** 3,930 linear feet of street frontage (Patrick Lane, Buffalo Drive, Post Road) by 1.25 square feet

Applicant's Justification

According to the applicant, the proposed signage is necessary to brand the development. Due to the overall design of the development, there is minimal visibility for identity signage from the northwest. Due to the unique design of the tenant spaces, the only suitable location for identity signage for first floor tenants is mounted to the entrance canopies. The signage will help stimulate businesses in this area and will add to the overall aesthetic to the community.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-21-0373	Major training facility (esthetic education)	Approved by PC	September 2021
VS-19-0512	Vacated and abandoned patent easement and right-of-way	Approved by BCC	September 2019
TM-19-500130	Mixed use project consisting of commercial lots and common elements	Approved by PC	August 2008
ZC-18-0507	Reclassified 42.4 acres from R-E to C-2 zoning; use permit for high impact project, mixed use project, increase residential density, building height and parking reduction; and design review for mixed use project	Approved by BCC	December 2018

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Residential Suburban (up to 8 du/ac) & Office Professional	R-1 & R-2	Single family residential

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
South	Commercial General & Business and Design/Research Park	M-D	Office building & an office/warehouse facility
East	Commercial General & Business and Design/Research Park	R-E & R-2	Single family residential & undeveloped
West	Residential High (from 8 to 18 du/ac)	R-2 & R-3	Single family residential & 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

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.

Waiver of Development Standards #1

The amount of roof signs requested with this proposal are excessive and should be consolidated reducing the number of signs. Staff is concerned the proliferation of roof signs located on all 4 elevations will potentially create visual clutter. Therefore, staff recommends denial.

Waivers of Development Standards #2 through #4

Staff finds the increase to the number of proposed monument and project identification signs is minimal and should not have a negative or detrimental impact on the surrounding land uses and properties. The additional signage will assist in identifying the mixed use development and commercial tenants located within the project site. Therefore, staff recommends approval.

Waiver of Development Standards #5

Staff does not object to the main hanging sign, measuring 160 square feet located on the north side of the commercial building, oriented towards Patrick Lane, and the south side of the building, facing towards the interior of the site. However, the amount of hanging signs requested with this proposal are excessive and should be consolidated reducing the number of signs. Therefore, staff recommends denial.

Design Review

The architectural design and materials of the proposed signage complies with Urban Specific Policy 20 of the Clark County Comprehensive Master Plan which states that signage should be compatible with building styles both on-site and the surrounding developments. However, staff finds the quantity of proposed roof signs can be consolidated, reducing the number of these signs

depicted on all elevations. Waiver of Development Standards #1 and #5, which staff is not supporting, cannot function independently from design review for the comprehensive sign plan. Therefore, staff recommends denial.

Staff Recommendation

Approval of waivers of development standards #2 through #4; denial of waivers of development standards #1 and #5, and the design review.

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:

- 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: DIGITAL DESERT BP, LLC

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