

SIGNAGE
(TITLE 30)

RENO AVE/FORT APACHE RD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

WS-21-0505-FAR APARTMENTS OWNERS SPE, LLC:

WAIVERS OF DEVELOPMENT STANDARDS for the following: **1)** allow a freestanding sign where not allowed; and **2)** allow wall signs where not allowed.

DESIGN REVIEW for signage in conjunction with an apartment complex on 6.3 acres in an R-5 (Apartment Residential) Zone.

Generally located on the north side of Reno Avenue, 180 feet west of Fort Apache Road within Spring Valley. JJ/jvm/jd (For possible action)

RELATED INFORMATION:

APN:

163-30-513-005

LAND USE PLAN:

SPRING VALLEY - COMMERCIAL GENERAL

BACKGROUND:

Project Description

General Summary

- Site Address: 5055 & 5065 S. Fort Apache Road
- Site Acreage: 6.3
- Number of Units: 206
- Density (du/ac): 33
- Project Type: Multiple family residential
- Number of Stories: 3
- Building Height (feet): 42
- Open Space Required/Provided: 21,800/74,923
- Parking Required/Provided: 338/338

Site Plan

The plan depicts a multiple family residential development consisting of 206 units with a density of 33 dwelling units per acre. The proposed development consists of 2 residential buildings centrally located on the site with parking distributed along the perimeter. The site has direct access to Reno Avenue and indirect access to Fort Apache Road via shared access with the existing retail development on the adjacent parcels to the east. The Fort Apache Road driveway

will be the primary access for the project, which is gated. A leasing office, clubhouse, and pool area are located between the 2 residential buildings.

Landscaping

A 10 foot wide landscape area adjacent to an attached sidewalk is located along Reno Avenue. A 10 foot wide landscape area with a single row of trees spaced 20 feet apart is located along the north, east, and west property lines. Interior parking lot trees are distributed throughout the site and additional landscaping is located adjacent to the buildings. A total of 74,923 square feet of open space is provided including the pool area located to the west of the clubhouse building, and a courtyard located in the middle of Building 1, the northern building. Landscape materials include trees, shrubs, and groundcover. There is an existing 6 foot high CMU block wall along the western property line and a proposed 6 foot high, decorative fence located along the north, east, and south property lines.

Elevations

The residential buildings are 3 story with flat roofs behind parapet walls with a varied roofline. The exterior walls have a stucco finish painted in various shades of gray. The residential buildings are designed with various pop-outs, recesses, CMU finish, aluminum storefront treatments, metal panels, metal canopies, and varying roof heights on all sides of the buildings to break-up the vertical and horizontal lines of the buildings. The clubhouse is a 22 foot high, single story building with a flat roof and façade similar to the residential buildings.

Floor Plans

The residential buildings consist of 133, one bedroom units; 64, two bedroom units; and 9, three bedroom units. The clubhouse includes a leasing office, club room, fitness area, and other accessory uses.

Signage

The applicant is proposing 1 freestanding sign and 2 wall signs in conjunction with a previously approved apartment complex. The freestanding sign is essentially a monument sign, but because of the height (11 feet), and size (90 square feet), it is classified as a freestanding sign and is proposed to be located at the main entrance off of Fort Apache Road. The 2 wall signs are 39 square feet each and are located on each of the 2 buildings and will face east toward the commercial complex and Fort Apache Road.

Applicant's Justification

The applicant states that the proposed signs are compatible with the commercial development in the area and match the applicant's branding throughout their sites in Southern Nevada.

Prior Land Use Requests

Application Number	Request	Action	Date
WS-20-0333	Waiver with a design review for reduced parking and a vehicle access gate	Approved by BCC	September 2020

Prior Land Use Requests

Application Number	Request	Action	Date
NZC-18-0479	Reclassified 6.3 acres from C-2 to R-5 zoning with a design review for a multiple family residential development	Approved by BCC	September 2018
DR-0110-08	Shopping center - expired	Approved by PC	March 2008
DR-0620-01	Shopping center on this site and the adjacent developed parcels to the east - expired	Approved by PC	June 2001
ZC-1515-00	Reclassified the eastern portion of the subject site and the adjacent parcels to the east to C-2 zoning	Approved by PC	November 2000
ZC-1749-99	Reclassified the western portion of the subject site and the adjacent parcels to the north to C-2 zoning	Approved by PC	December 1999

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North & East	Commercial General	C-2	Shopping center
South	Commercial General & Residential Suburban (up to 8 du/ac)	C-2 & R-2	Shopping center & single family residential
West	Residential High (8 du/ac to 18 du/ac)	R-3	Multiple family residential

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.

Staff finds that both the freestanding sign and wall signs are in keeping with the scale and design of the apartment complex. The proposed signs will not have a negative impact on this site or any of the surrounding developments which are primarily commercial development to the east of the proposed signage; therefore, staff can support these requests.

Design Review

Staff finds that the proposed wall signs are in keeping with the scale of the project and will not negatively impact any of the commercial developments to the east while still providing some visibility of the apartments from Fort Apache Road. The freestanding sign will act more like a monument/project identification sign and will be almost entirely not visible from Fort Apache Road; therefore, staff can support 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: Spring Valley - approval.

APPROVALS:

PROTESTS:

APPLICANT: FAR APARTMENTS OWNER SPE, LLC

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