



July 25, 2024

Seth Floyd, Director  
Planning and Development Department  
City of Las Vegas  
495 N Main St  
Las Vegas, NV 89104

RE: Justification Letter for Site Development Review (Freestanding Sign)  
Owens & I-15, NWC (120 W Owens)  
APN#s: 139-22-404-005

Dear Mr. Floyd:

On behalf of our client, 120 W Owens Self Storage LLC, please accept this letter for a Site Development Review for a freestanding sign on a previously approved mini-warehouse site located near the northwest corner of Owens Ave & I-15, NWC (260 W Owens). The project consists of a single parcel that is approximately 2.41+/- acres.

Currently the project site has a Commercial (COM) land use and General Commercial (C-2) zoning. The parcels to the north and west are also C-2 and mostly undeveloped. The parcel to the south across Owens is a City park zoned T4-M. The property to the east across the drainage channel and the I-15 is within the City of North Las Vegas and is developed as an industrial building.

#### **SITE DEVELOPMENT REVIEW**

The Site Development Review is for a proposed freestanding sign for a previously approved mini storage on the site. The mini storage is currently in review for building and a civil permit and early grading permit have been issued.

The site is permitted two free standing signs and up to a total of 652 SF of sign area. The plan proposes a single free-standing sign (pole sign) 360 SF in area. The sign will be set back 10 FT from the property lines near the southeast corner of the property closest to Owens Ave and I-15 freeway. The sign will be internally illuminated and 80 FT in height.

#### **Design Standards for Freestanding Signs 19.08.120.I**

1. Be constructed of materials that are similar or complementary to the materials utilized on the facade of the principal building on the same site; **The sign will use the same materials as the signage that is being placed on the building facades.**
2. Utilize architectural features and elements that are similar or complementary to the architecture of the principal building on the same site; **The building is of a simple modern design. The sign will be similar and will match the signage that is being used on the building façade.**
3. Utilize colors, finishes or textures that are similar or complementary to the architecture of the principal building on the same site; and **The sign uses the colors and finishes that are in line with the branding of Public Storage a nationally recognized mini-storage company and match the signage that will be on the main building as well.**



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A Planning & Development Services Corporation

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4. Consist of either two or more supports or of one continuous support which maintains the appearance of ground contact for at least three feet or 20 percent of the width of the sign, whichever is smaller. **The sign has a single continuous support that is 6 FT in width.**

Per code section 19.08.120(F) Table 12, a freestanding sign within two hundred feet of the right-of-way line and which can be read from Interstates 15 and 215, US 95 from the north city limits to the Oran K. Gragson Highway, the Oran K. Gragson Highway or Interstate 515 may be increased to a height equal to 80 feet, when authorized by the City Council, after review by the Planning Commission. The proposed sign is within 200 FT of I-15, and we respectfully request that the proposed height be approved. The sign otherwise complies with the requirements of Table 12.

The project site has a final floor elevation that is above the I-15 freeway just before the Owens street overpass. The design of the freeway uses the existing topography at this location to create a berm along with a double row of trees. In addition, an existing drainage channel also lies between the site and the freeway. This berm, and the distance from the freeway makes it difficult for any vehicle to see the location unless they are utilizing the Owens overpass. The proposed sign height will allow the sign to be visible from I-15 even with existing topography.

#### **SUMMARY JUSTIFICATION**

The proposed Site Development Review of the proposed freestanding sign is consistent with the code requirements and meets the requirements to allow the increased height for the freestanding sign. The signage is consistent with the brand image for Public Storage, a national brand as well as the mini-storage development that was approved for the site. For these reasons we respectfully request your approval of this application. Should you have any questions or concerns regarding this request, please contact this office.

Sincerely,



Melissa Eure  
President

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