



AGENDA MEMO - COMMUNITY DEVELOPMENT

PLANNING COMMISSION MEETING DATE: OCTOBER 10, 2023

DEPARTMENT: COMMUNITY DEVELOPMENT

**ITEM DESCRIPTION: APPLICANT: CLARK COUNTY SCHOOL DISTRICT - OWNER:
SCHOOL BOARD OF TRUSTEES**

**** STAFF RECOMMENDATION(S) ****

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
23-0426-MSP1	Staff recommends APPROVAL, subject to conditions:	

**** NOTIFICATION ****

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 30

NOTICES MAILED 1378

PROTESTS 0

APPROVALS 0

**** CONDITIONS ****

23-0426-MSP1 CONDITIONS

Planning

1. This approval shall be void two years from the date of final approval, unless exercised pursuant to the provisions of LVMC Title 19.16. An Extension of Time may be filed for consideration by the City of Las Vegas.
2. All development shall be in conformance with the site plan and sign elevations date stamped 08/16/23 and sign criteria date stamped 09/13/23.
3. Any future amendments to the approved signage within the Master Sign Plan in conformance with the Master Sign Plan and new signage in conformance with Title 19 standards may be reviewed and approved administratively by the Department of Community Development.
4. Animated signs containing a changeable electronic message shall consist of static images that have a minimum duration of six seconds for each message. The transition time between each message shall be no more than two seconds with no motion or animation during the transition between messages.
5. Animated signs containing a changeable electronic message utilizing LED illumination shall adjust brightness automatically in response to changes in surrounding light levels so as not to be unreasonably bright. At no time shall the brightness of LED illumination exceed 300 nits.
6. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

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**** STAFF REPORT ****

PROJECT DESCRIPTION

Clark County School District is requesting review of a Master Sign Plan for Eileen Conners Elementary School at 3810 Shadow Peak Street.

ISSUES

- Title 19.16.270.B.2 allows for an applicant to submit a Master Sign Plan to establish regulations for signs in the PD (Planned Development) zoning district not regulated elsewhere in Title 19.
- The applicant has submitted a list of sign criteria for the school site as part of the Master Sign Plan. Under these criteria, signs containing animated and electronic message units are permitted, subject to the standards for such signs contained in Title 19.08.120.B.11.
- The proposed animated wall sign conforms to the Residential Protection Standards of Title 19.08.120.C.

MASTER SIGN PLAN REQUEST

The request includes one, proposed 37 square-foot internally illuminated animated LED display wall sign on the west elevation of the existing school building facing Shadow Peak Street, and the existing non-illuminated lettering (totaling 30 square feet) identifying the school name on the same building elevation. The proposed LED-illuminated sign is intended to provide information pertinent to the school and onsite events. Messages would be displayed for a minimum of six seconds, with a static, maximum two-second transition time between messages as required by Title 19.08.120.

To clarify what types of signs are permitted on this PD (Planned Development) zoned site, the applicant has submitted a list of sign criteria as part of the Master Sign Plan. Per the criteria, all signage shall be subject to Title 19.10.020 sign standards governing C-V (Civic) zoned properties, with the exception that animated and electronic message unit signs shall be permitted, subject to the standards contained in Title 19.08.120.B.11 regarding brightness, transition and duration of messages.

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ANALYSIS

The school property includes two parcels that are zoned PD (Planned Development) with an OS-R (Open Space and Recreation) Lone Mountain Special Land Use Designation. The Lone Mountain Master Development Plan and Design Standards only address signage in a general manner in Section 3.7. There are no specific standards for development in the OS-R designation, which includes the existing school.

Title 19.10.040.I.1 determines the analogous Title 19 standards for signs in residential developments, but does not address signs for public institutions such as schools. Alternatively, Title 19.16.270.B.2 allows for an applicant to submit a Master Sign Plan to establish regulations for signs in P-C and PD zoning districts not regulated elsewhere in Title 19. The submitted criteria from the applicant that permits signage according to C-V (Civic) standards is acceptable, given that most schools are zoned C-V and a Master Sign Plan is requested for review of animated signage. The C-V District sign standards refer to other sections of the Unified Development Code, primarily Title 19.08.050 regarding standards for the P-O (Professional Office) zoning district. Animated signs are normally prohibited in the P-O zoning district, but the submitted criteria clarifies that such signs are permitted. Additional signs would be subject to an amendment of the Master Sign Plan; this is addressed as a condition of approval. Failure to meet the applicant's own sign criteria would result in possible Code Enforcement action or may prompt amendment of the Master Sign Plan.

Residential Protection Standards--Illuminated Signs

The nearest residential zoning district is located approximately 272 feet to the west of the proposed wall sign; being greater than 200 feet from residentially zoned property, the Residential Protection Standards of Title 19.08.120.C do not apply. For reference, Residential Protection Standards include the following:

Pursuant to Title 19.08.120(C), any illuminated sign requiring a sign certificate and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use shall be subject to the following additional lighting standards:

1. If the sign is located within 40 feet of the property planned or zoned for residential use and is or will be visible from such property, it may be internally illuminated or lighted with direct white light;

The proposed illuminated wall sign is not within 40 feet of property zoned for residential use; therefore, this standard does not apply.

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2. If the sign is located more than 40 feet from the property planned or zoned for residential use but within 200 feet of such property and the sign is or will be visible from such property, it may be interior-lit or lighted with direct white light, but it shall not contain bare bulbs, exposed neon tube, animation or an electronic message unit; and

The proposed illuminated wall sign is located 272 feet from property zoned PD (Planned Development) [MFM (Multi-Family Medium) Lone Mountain Special Land Use Designation)] to the west and 360 feet from PD zoned property [MLA (Medium-Low Attached) Lone Mountain Special Land Use Designation)] to the north; being greater than 200 feet from such properties, this standard does not apply to the proposed sign. Residential properties to the south of the school would not directly face the proposed sign.

3. Direct lighting fixtures for such signs shall be aimed up and/or away from the property planned or zoned for residential use.

The subject sign would consist of an internally lit animated display; exterior lighting fixtures are not part of this proposal.

Residential Protection Standards--Electronic Message Unit, Animated and Flashing Signs

Pursuant to Title 19.08.120(C), electronic message units, animated signs and flashing signs are prohibited within 200 feet of property planned or zoned for residential use unless the design of the sign or its location and orientation ensure that the electronic message unit, animated or flashing portion of the sign, or any other light from the sign will not be visible from the property planned or zoned for residential use.

The proposed animated wall sign is greater than 200 feet from the nearest property planned or zoned for residential use; therefore, these standards do not apply to this sign. Staff notes that if any sign on this PD-zoned property qualifies for treatment under the Residential Protection Standards that the proposed sign would still be subject to these standards. A major amendment of the Master Sign Plan would be required for discussion of any sign not meeting the Residential Protection Standards.

Other Considerations

The additional 30 square-foot wall sign included as part of this request is located on the west elevation of the school building. This is a non-illuminated Building Marker displaying the school name. Pursuant to Title 19.10.020.H.3, this is considered an “additional sign” in conjunction with a public institution that may be reviewed by the Planning Commission as to each case. Together with the proposed animated sign, wall signage occupies 1.2

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percent of the west elevation, where 10 percent is the maximum allowed by Title 19.08.050. Staff finds the existing sign to be appropriate within the school setting and compatible with the adjacent residential and commercial properties.

Through the proposed signage criteria, the proposed wall signage meets C-V (Civic) sign requirements and conforms to Residential Protection Standards for illuminated and animated signage. Staff therefore recommends approval of the proposed Master Sign Plan with conditions.

FINDINGS (23-0426-MSP1)

In approving a Master Sign Plan, the Planning Commission may impose such conditions, restrictions or limitations as the Commission may determine to be necessary to meet the general purpose and intent of this Title and to ensure that the public health, safety and welfare are being maintained. Conditions of approval may include a required review after a specified period to ensure that signage actually constructed conforms to required standards and is maintained in accordance with applicable requirements. Pursuant to Title 19.16.270, all signs in the Master Sign Plan shall:

1. **Either conform to all standards for the zoning district in which the sign will be located, under this Title, or establish sign requirements and limitations that are more restrictive than those set forth in this Title and that are consistent with the standards and criteria set forth in the following Subparagraphs (b) through (g) [of Title 19.16.270.D.2]. Master Sign Plans may also be used to establish the requirements and limitations for signs located in the Gaming Enterprise and Downtown Las Vegas Overlay Districts, and the Planned Community and Planned Development Districts;**

This Master Sign Plan is proposed to establish requirements and limitations for signs located on this site, which is located within the PD (Planned Development) zoning district. Under the proposed criteria, the signs conform to Title 19.10 C-V District sign standards, which allow for animated signs through approval of a Master Sign Plan. This procedure is similar for other public schools around the city.

2. **Conform to the Residential Protection Standards set forth in this Title;**

The proposed internally illuminated and animated LED display is not subject to Residential Protection Standards, as it is proposed to be located greater than 200 feet from property planned or zoned for residential use. Other signs included in the proposed sign plan are also not subject to the Residential Protection Standards.

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- 3. Conform to site plan and development standards regarding circulation and emergency exit patterns, parking and loading requirements and other standards related generally to the location of structures within a development;**

The existing and proposed wall signs will not interfere with site circulation or emergency exit patterns.

- 4. Be compatible with the architectural characteristics and spatial relationships of the buildings on which the signs are attached, and the placement of freestanding signs on the site, when considered in terms of location, scale, proportion, color, materials, and illumination;**

The proposed illuminated and animated wall sign is compatible with the architectural characteristics of the existing school. The height of the sign is in proportion with the height of the school building. The placement of the sign is in an area visible to parents and students. The existing non-illuminated wall sign is appropriately proportionate to the size of the building.

- 5. Be professionally designed and fabricated from materials that meet the physical demands of an urban setting;**

The proposed illuminated sign is required by Building Code to be designed and installed by a licensed sign contractor, or in this instance the Clark County School District Building Department.

- 6. Be creative in the use of two- and three-dimensional forms, iconographic representations, illumination and graphic design, including the use of color, pattern, typography, and materials; and**

The proposed illuminated sign utilizes design and materials that are appropriate for an educational campus.

- 7. Be designed as attractive and complementary features of the development, which it serves.**

The proposed design of the existing and proposed wall signs complements an educational campus.

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BACKGROUND INFORMATION

<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
06/23/97	The City Council approved a request for Rezoning (Z-0033-97) from C-V (Civic), N-U (Non-Urban), and N-U under Resolution of Intent to R-CL (Single Family Compact-Lot), R-PD9 (Residential Planned Development - 9 Units per Acre) and R-2 (Two-Family Residence) to PD (Planned Development) on 610.00 acres generally located on the north side of Cheyenne Avenue, east and west of Hualapai Way, including the subject site. The Planning Commission and staff recommended approval.
03/17/03	Department of Planning and Development staff administratively approved a request for a Site Development Plan Review (SDR-1162) for a proposed 67,171 square-foot public elementary school on 21.15 acres at the southeast corner of Bradshaw Road [now Constantinople Avenue] and Michelli Crest Way [now Shadow Peak Street]. The parking requirement at that time was 1.5 spaces per classroom.

<i>Most Recent Change of Ownership</i>	
12/28/60	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
There are no relevant building permits or business licenses related to the subject property.	

<i>Pre-Application Meeting</i>	
08/09/23	A pre-application meeting was held to discuss submittal requirements for a Master Sign Plan application.

<i>Neighborhood Meeting</i>	
09/27/23	A neighborhood meeting was not required; however, a voluntary neighborhood meeting was held September 27, 2023 at the Eileen Conners Elementary School Multipurpose Room, 3810 Shadow Peak Street, Las Vegas to discuss the proposed Master Sign Plan request.

<i>Field Check</i>	
09/13/23	The site contains an existing elementary school with metallic lettering of the school affixed to the west elevation, which faces an existing single-family detached development. The ground level of these adjacent homes is screened by a masonry wall and perimeter landscaping.

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Details of Application Request	
Site Area	
Net Acres	20.00

Surrounding Property	Existing Land Use Per Lone Mountain Master Plan or Title 19	Planned or Special Land Use Designation	Existing Zoning District
Subject Property	Public or Private School, Primary	OS-R (Open Space and Recreation) [Lone Mountain]	PD (Planned Development)
North	Residential, Single Family, Detached	MLA (Medium-Low Attached) [Lone Mountain]	PD (Planned Development)
	Residential, Multi-Family [Condominiums]	MFM (Multi-Family Medium) [Lone Mountain]	
South	Residential, Single Family, Detached	MLA (Medium-Low Attached) [Lone Mountain]	PD (Planned Development)
East	Residential, Multi-Family [Condominiums]	MFM (Multi-Family Medium) [Lone Mountain]	PD (Planned Development)
West	Residential, Single Family, Detached	MFM (Multi-Family Medium) [Lone Mountain]	PD (Planned Development)

Master and Neighborhood Plan Areas	Compliance
Las Vegas 2050 Master Plan Area: Lone Mountain	Y
Lone Mountain Master Plan	Y
Special Area and Overlay Districts	Compliance
PD (Planned Development)	Y
Other Plans or Special Requirements	Compliance
Trails	N/A
Las Vegas Redevelopment Plan Area	N/A
Interlocal Agreement	N/A
Project of Significant Impact (Development Impact Notification Assessment)	N/A
Project of Regional Significance	N/A

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DEVELOPMENT STANDARDS

Pursuant to Title 19.10.020 and the following proposed sign criteria, the following standards apply:

Proposed Sign Criteria date stamped 09/13/23:

All signage on this property shall be subject to Title 19.10.020 standards for the C-V (Civic) District, except for the following:

- Animated and electronic message unit signs shall be permitted, subject to standards contained in Title 19.08.120.B.11 regarding Animated Signs Containing a Changeable Electronic Message.

Based on the proposed PD sign criteria, the following standards would apply if approved:

Wall Signs: P-O (Professional Office) Zoning District			
Standards	Allowed	Provided	Compliance
Maximum Number	1 sign per tenant or per building elevation which faces a street or onsite parking area	(1) proposed animated sign, (1) existing noncommercial building ID sign facing Shadow Peak Street	Additional signs permitted with MSP per Title 19.10.020.H.3
Maximum Area	10% of building elevation (or max 554 SF)	1.20% (66.5 SF)	Y
Maximum Height	N/A	N/A	N/A
Minimum Projection	Shall not project more than 24 inches from the structure to which it is attached	6 inches	Y
Illumination and Residential Protection Standards	Internal and/or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use	Internal LED illumination West building elevation faces single-family residential property zoned PD, but sign is greater than 200 feet from property line of residential lot	Y

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<i>Standards</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Animated and electronic message units	Prohibited in P-O District, but permitted by the proposed PD sign criteria	32 SF animated LED display (cabinet area is 37 SF)	Additional sign permitted with MSP