



AGENDA MEMO - COMMUNITY DEVELOPMENT

PLANNING COMMISSION MEETING DATE: MARCH 11, 2025

DEPARTMENT: COMMUNITY DEVELOPMENT

ITEM DESCRIPTION: APPLICANT/OWNER: SILVER MEADOW PROPERTIES, LLC

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
24-0655-MSP1	Staff recommends APPROVAL, subject to conditions:	

**** NOTIFICATION ****

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 33

NOTICES MAILED 581

PROTESTS 0

APPROVALS 0

**** CONDITIONS ****

24-0655-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 signage shall be in conformance with the site plan and sign elevations date stamped 12/19/24, except as amended by conditions herein.
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 development standards and Cliffs Edge Master Development Plan and Design Guidelines 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

This is a Master Sign Plan review for an approved convenience store with car wash at the southwest corner of Grand Teton Drive and Hualapai Way.

ISSUES

- This Master Sign Plan application is the result of Condition of Approval number nine (9) of approved Site Development Plan Review (22-0347-SDR1) which states, "A Master Sign Plan shall be required for the subject site." The approval of this request will satisfy that condition of approval.

ANALYSIS

The subject property is zoned PD (Planned Development) and is subject to the Cliff's Edge Master Development Plan and Design Guidelines. On November 16, 2022, the City Council approved a Site Development Plan Review (22-0347-SDR1) for a 5,900 square-foot convenience store, 3,967 square-foot car wash and 5,000 square-foot fuel canopy development, which included a Condition of Approval requiring a Master Sign Plan for the subject site.

Cliff's Edge Master Development Plan and Design Guidelines only provides general regulations relating to prohibited signs, typeface, messages, materials, and safety. All other signage standards defer to Title 19.08.120 commercial and industrial sign standards. The submitted sign package includes two freestanding signs and seven wall signs. The proposed signage adheres to Title 19.08.120 signage standards as well as the Residential Protection Standards of Title 19.08.120 (C).

The proposed Master Sign Plan complies with Cliff's Edge Master Development Plan and Design Guidelines and Title 19 development standards. Therefore, staff recommends approval, subject to conditions.

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FINDINGS (24-0655-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 Title 19 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;**

The proposed Master Sign Plan conforms to all standards for the C-2 (General Commercial) zoning district and establishes sign requirements and limitations that are more restrictive than those set forth in this Title.

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

The proposed sign package conforms to the Residential Protection Standards set forth in Title 19.08.120(C).

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 proposed signage 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 sign package is typical of a convenience store development and is compatible with the architectural characteristics and spatial relationships of the buildings on which the proposed signs will be attached.

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

The proposed signs are required by Building Code to be designed and installed by a licensed sign contractor, ensuring that design and materials will meet the physical demands of an urban setting.

- 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 signs design standards are appropriate for a convenience store with car wash development.

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

The proposed sign package will ensure future tenant signs will be designed as attractive and complimentary features of the development.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
02/06/02	The City Council approved a request for a Petition to Annex (A-0028-01) approximately 10 acres on the southwest corner of Grand Teton Drive and Hualapai Way. The Planning Commission recommended approval of the request.
07/16/03	The City Council approved a request for a Rezoning (ZON-2184) from U (Undeveloped) [PCD (Planned Community Development) General Plan Designation] to PD (Planned Development) on 704 acres adjacent to the south side of Grand Teton Drive, between Hualapai Way and Puli Road. The Planning Commission recommended approval of the request.
03/17/04	The City Council adopted the Cliff's Edge Development Agreement.
11/16/22	The City Council approved a Major Modification (22-0347-MOD1) from PF (Public Facility) to VC (Village Commercial) Cliffs Edge Special Land Use Designation.
	The City Council approved a Special Use Permit (22-0347-SUP1) for a proposed 5,900 square-foot Liquor Sales (for on or off premise consumption) [Beer/Wine/Cooler Off-Sales] use at the southwest corner of Grand Teton Drive and Hualapai Way.

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<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
11/16/22	The City Council approved a Special Use Permit (22-0347-SUP2) for a proposed Gaming (Incidental Gaming Machines Only) use at the southwest corner of Grand Teton Drive and Hualapai Way.
	The City Council approved a Site Development Plan Review (22-0347-SDR1) for a proposed 5,900 square-foot convenience store, 3,967 square-foot car wash and 5,000 square-foot fuel canopy development with Waivers of perimeter landscaper buffer requirements at the southwest corner of Grand Teton Drive and Hualapai Way.

<i>Most Recent Change of Ownership</i>	
09/12/19	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
07/27/24	Civil Improvement plans (#L24-00614) were issued for water, sewer, storm drain infrastructure as well as other related offsite improvements for utility connections for an approved convenience store/gas station/ car wash development.
09/18/24	A building permit (#C24-01293) was issued for a new ground up construction of a convenience store with car wash at 7983 North Hualapai Way. The building permit is currently in inspections.

<i>Pre-Application Meeting</i>	
12/09/24	A pre-application meeting was held with the applicant to discuss the submittal requirements for a Master Sign Plan.

<i>Neighborhood Meeting</i>	
A neighborhood meeting was not required, nor was one held.	

<i>Field Check</i>	
01/27/25	Staff conducted a routine field check of the subject property and observed construction activity related to the approved convenience store, gas station, and car wash development. Nothing of concern was noted.

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<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	1.62

<i>Surrounding Property</i>	<i>Existing Land Use Per Title 19.12</i>	<i>Planned or Special Land Use Designation</i>	<i>Existing Zoning District</i>
Subject Property	Undeveloped	VC (Village Commercial - Cliffs Edge Special Land Use Designation)	PD (Planned Development)
North	Residential, Single Family, Detached	TND (Traditional Neighborhood Development)	T-D (Traditional Development)
South	Undeveloped	PF (Public Facility - Cliffs Edge Special Land Use Designation)	PD (Planned Development)
East	Residential, Single Family, Detached	ML (Medium Low - Grand Teton Special Land Use Designation)	PD (Planned Development)
West	Undeveloped	PF (Public Facility - Cliffs Edge Special Land Use Designation)	PD (Planned Development)

<i>Master and Neighborhood Plan Areas</i>	<i>Compliance</i>
Las Vegas 2050 Master Plan Area: La Madre Foothills	Y
Cliff's Edge	Y
<i>Special Area and Overlay Districts</i>	<i>Compliance</i>
No Applicable Special Area or Overlay Districts	N/A
<i>Other Plans or Special Requirements</i>	<i>Compliance</i>
Trails – Shared Use Trail (Grand Teton Drive – Constructed)	Y
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 19.08.120, the following standards apply:

<i>Freestanding Signs:</i> GVG_PY20#1 and #2			
<i>Standards</i>	<i>Required/Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Number	Corner lots are permitted to have signs for each street frontage	Two freestanding signs	Y
Maximum Area	2 SF per each LF of street frontage (560 SF Grand Teton Drive)	88 SF each / 176 SF total	Y
Maximum Area	2 SF per each LF of street frontage (566 SF Hualapai Way)		
Maximum Height	40 Feet	20 Feet	Y
Minimum Setback	5 Feet from all property lines	5 Feet	Y
Illumination	Internal/External	Internal. Signs are within 200 feet, but more than 40 feet from single-family residential and are not visible from protected properties.	Y
Electronic Message Unit	Prohibited within 200 feet of property planned or zoned for residential use unless lighting will not be visible from the property planned or zoned for residential use	Electronic message units are within 200 feet, but more than 40 feet from single-family residential and are not visible from protected properties.	Y

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Wall Signs: GVG_WID			
Standards	Allowed	Provided	Compliance
Maximum Number	No specific limit on the number of signs, although total sign area limits apply	1 total	Y
Maximum Area	20% of building elevation (200 SF)	80 SF	Y
Maximum Height	< 12 Inches above top of wall, marquee or parapet	3 feet, 6 inches / Below top of wall	Y
Maximum Projection	4 Feet	8 inches	Y
Illumination	Internal/External	Internal. Sign is not located within 200 feet of property zoned or planned for single-family residential.	Y

Wall Signs: GVG_WSH			
Standards	Allowed	Provided	Compliance
Maximum Number	No specific limit on the number of signs, although total sign area limits apply	1 total	Y
Maximum Area	20% of building elevation (200 SF)	38 SF	Y
Maximum Height	< 12 Inches above top of wall, marquee or parapet	2 feet, 5 inches / Below top of wall	Y
Maximum Projection	4 Feet	8 inches	Y
Illumination	Internal/External	Not illuminated.	Y

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Wall Signs: GVG_LGO 1,2			
Standards	Allowed	Provided	Compliance
Maximum Number	No specific limit on the number of signs, although total sign area limits apply	2 total	Y
Maximum Area	20% of building elevation (400 SF)	36 SF	Y
Maximum Height	< 12 Inches above top of wall, marquee or parapet	2 feet, 5 inches / Below top of wall	Y
Maximum Projection	4 Feet	8 inches	Y
Illumination	Internal/External	Internal. Signs are not located within 200 feet of property zoned or planned for single-family residential.	Y

Wall Signs: GVG_CID 1,2,3			
Standards	Allowed	Provided	Compliance
Maximum Number	No specific limit on the number of signs, although total sign area limits apply	3 total	Y
Maximum Area	20% of building elevation (96 SF)	48 SF	Y
Maximum Height	< 12 Inches above top of wall, marquee or parapet	4 Feet / Below top of wall	Y
Maximum Projection	4 Feet	8 inches	Y
Illumination	Internal/External	Internal. Signs are located within 200 feet ,but more than 40 feet from property zoned or planned for single-family residential.	Y