



**AGENDA MEMO - COMMUNITY DEVELOPMENT**

**PLANNING COMMISSION MEETING DATE: MAY 14, 2024**  
**DEPARTMENT: COMMUNITY DEVELOPMENT**  
**ITEM DESCRIPTION: APPLICANT: CLARK COUNTY SCHOOL DISTRICT - OWNER: SCHOOL BOARD OF TRUSTEES**

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
24-0101-MSP1	Staff recommends DENIAL, if approved subject to conditions:	

**\*\* NOTIFICATION \*\***

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED**                      39

**NOTICES MAILED**    566

**PROTESTS**    1

**APPROVALS**    1

**\*\* CONDITIONS \*\***

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**24-0101-MSP1 CONDITIONS**

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**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 02/20/24.
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 Dorothy Eisenberg Elementary School to add a new 37 square-foot wall sign with a 32 square-foot animated LED display on the west elevation of the main school building at 7350 Tealwood Street. The proposed sign would provide information pertinent to the school and onsite events. The existing lettering identifying the school name and area for future wall signage is also included this request.

**ISSUES**

- Pursuant to Title 19.10.020(H), signage within the C-V (Civic) zoning district is subject to the requirements of the P-O (Professional Office) zoning district and additional standards contained within Title 19.10.020(H), which allows Planning Commission review of additional signs in conjunction with public and semi-public institutions.
- Animated and electronic message unit signs for public institutions are permitted as part of a Master Sign Plan pursuant to Title 19.10.020(H) and Title 19.16.270(B).
- The proposed animated sign does not meet the Residential Protection Standards of Title 19.08.120(C).
- NOTE: This report was prepared prior to possible adoption of Bill 2024-8, which would repeal and replace LVMC 19.10.020 pertaining to the C-V (Civic) District. If adopted, references to subsections and paragraphs in Title 19.10.020 will have changed from those used in this report. As application for this Master Sign Plan preceded adoption, LVMC 19.10.020 as codified prior to March 25, 2024 applies to this request. Adoption of the bill does not change staff's recommendation for denial, as the proposed illuminated sign does not meet the Residential Protection Standards.

**ANALYSIS**

The school property is zoned C-V (Civic). Pursuant to Title 19.10.020(H), signage within the C-V (Civic) zoning district is subject to the requirements of the P-O (Professional Office) zoning district and additional standards contained within Title 19.10.020(H). Animated signs and electronic message units are prohibited by the P-O zoning district sign standards. However, pursuant to Title 19.10.020(H)(3) standards for signage within the C-V (Civic) District, "additional signs may be permitted in conjunction with public institutions subject to review and approval of the Planning Commission as to each use." For this reason staff has determined that a Master Sign Plan for the requested animated signage may be submitted for review by the Planning Commission.

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**Details of the Master Sign Plan Request**

As part of this Master Sign Plan request, the applicant is proposing to place one, 37 square-foot internally illuminated wall sign that contains a full color, 32 square-foot animated LED display on the west side of the building. The sign is intended to be visible from the parking lot, as well as north and southbound traffic on Tealwood Street. The proposed sign will be programmed to display messages for a minimum of six seconds, with a static two-second transition time between messages as required by Title 19.08.120.

Additionally, CCSD is requesting to include in the Master Sign Plan the existing signage identifying the school, consisting of 133 square feet of surface area along the west building elevation. This signage is not proposed to be illuminated. The 170 square feet of existing and proposed total sign area would be 2.1 percent of the area of the west elevation, which conforms to P-O sign standards.

The nearest residential zoning district is located 148 feet west of the proposed wall sign; being less than 200 feet from residentially zoned property, the Residential Protection Standards of Title 19.08.120(C) apply. These standards include the following:

*Residential Protection Standards--Illuminated Signs*

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.*

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

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*The subject wall sign is located 148 feet and would be visible from property zoned R-PD6 (Residential Planned Development - 6 Units per Acre) to the west; therefore, this standard applies. The proposed sign is internally illuminated. Animation is thus not permitted, except where approved as part of a Master Sign Plan as detailed above.*

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 would be visible from and proposed to be located 148 feet from the R-PD6 (Residential Planned Development - 6 Units per Acre) zoned property to the west of the subject site. Residential properties to the north and south of the school would not directly face the proposed sign.

The proposed animated LED wall sign does not meet Residential Protection Standards for illuminated signage. Such signs are prohibited unless approved through a Master Sign Plan. Although the sign is relatively small in size, it is directly visible from single-family residential properties along Tealwood Street. Staff therefore recommends denial of the Master Sign Plan request, subject to conditions if approved.

**FINDINGS (24-0101-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:

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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;**

Within the C-V (Civic) zoning district, Title 19.10.020 states that standards for signs within the C-V District shall be the same as those indicated in LVMC 19.08.120 for the P-O (Professional Office) District; additional signs may be permitted in conjunction with public and semi-public institutions subject to the review and approval of the Planning Commission as to each case. The proposed illuminated wall sign does not meet the requirements of Title 19.08.120 for animation or the Residential Protection Standards for illuminated or animated signs. The applicant therefore requests a Master Sign Plan pursuant to Title 19.10.020(H)(3) to establish signage for a public school through Planning Commission review. The additional signage proposed as part of this Master Sign Plan conforms to P-O sign standards.

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

The proposed wall sign with animated LED display does not meet Residential Protection Standards, as it is proposed to be located less than 200 feet from property zoned R-PD6 (Residential Planned Development - 6 Units per Acre) and is directly or indirectly visible from such properties.

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 wall 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;**

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The proposed wall signage is compatible with the architectural characteristics of the existing school. The placement of the signs is in an area visible to parents and students. There are no existing freestanding or wall signs on the west side of the school property except for the existing lettering identifying the name of the school and its slogans.

- 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 wall 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 proposed wall signage complements an educational campus.

**BACKGROUND INFORMATION**

<b><i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i></b>	
07/18/90	The City Council approved a request for a Rezoning (Z-0075-90) from R-E (Residence Estates) and C-2 (General Commercial) to R-PD6 (Residential Planned Development - 6 Units per Acre), C-1 (Limited Commercial) and C-2 (General Commercial) on property located south of Grand Teton Drive between Durango Drive and Pioneer Way. The Planning Commission and staff recommended approval. The C-2 zoning was limited by condition to the commercial site located at the intersection of Elkhorn Road and Durango Drive; all other commercial sites shall be C-1.
07/03/96	The City Council approved a request for a General Plan Amendment (GPA-0022-96) from ML (Medium Low Density Residential) to S (School) on 11.25 acres on the south side of Sunny Springs Lane, approximately 160 feet west of Buffalo Drive. The Planning Commission and staff recommended approval.

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<b>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</b>	
07/03/96	The City Council approved a request for a Rezoning (Z-0052-96) from R-E (Residence Estates) under Resolution of Intent to R-PD6 (Residential Planned Development - 6 Units per Acre) to C-V (Civic) on 11.25 acres on the south side of Sunny Springs Lane, approximately 160 feet west of Buffalo Drive. The Planning Commission and staff recommended approval.
03/20/24	The City Council adopted Ordinance #6863, which repealed and replaced LVMC 19.10.020 pertaining to procedures and development standards for the C-V (Civic) District, and to provide for other related matters.
04/09/24	The Planning Commission voted to HOLD IN ABEYANCE the request for a Master Sign Plan (24-0101-MSP1) to the May 14, 2024 Planning Commission meeting to allow for further discussion with the applicant.

<b>Most Recent Change of Ownership</b>	
01/16/97	A deed was recorded for a change in ownership.

<b>Related Building Permits/Business Licenses</b>	
09/20/96	A building permit (#96397917) was issued for an elementary school at 7350 Tealwood Street.

<b>Pre-Application Meeting</b>	
02/20/24	A pre-application meeting was held with the applicant to discuss submittal requirements for a Master Sign Plan application.

<b>Neighborhood Meeting</b>	
04/02/24	A neighborhood meeting was not required; however, a voluntary neighborhood meeting was held at the Betsy Rhodes Elementary School Multi-Purpose Room, 7350 Tealwood Street, Las Vegas to discuss the proposed Master Sign Plan request. Staff did not attend.

<b>Field Check</b>	
02/29/24	The proposed sign location is visible from residential properties to the west. There are several small trees and shrubs along the east side of Tealwood Street.

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<b>Details of Application Request</b>	
<b>Site Area</b>	
Net Acres	10.23

<b>Surrounding Property</b>	<b>Existing Land Use Per Title 19.12</b>	<b>Planned or Special Land Use Designation</b>	<b>Existing Zoning District</b>
Subject Property	Public or Private School, Primary	PF (Public Facility)	C-V (Civic)
North	Residential, Single Family, Detached	PCD (Planned Community Development)	R-PD6 (Residential Planned Development - 6 Units per Acre)
South	Public Park or Playground	PR-OS (Parks, Recreation and Open Space)	C-V (Civic)

<b>Surrounding Property</b>	<b>Existing Land Use Per Title 19.12</b>	<b>Planned or Special Land Use Designation</b>	<b>Existing Zoning District</b>
East	Public Park or Playground	PR-OS (Parks, Recreation and Open Space)	C-V (Civic)
West	Residential, Single Family, Detached	PCD (Planned Community Development)	R-PD6 (Residential Planned Development - 6 Units per Acre)

<b>Master and Neighborhood Plan Areas</b>	<b>Compliance</b>
Las Vegas 2050 Master Plan Area: Centennial Hills	Y
Elkhorn Ranch	Y
<b>Special Area and Overlay Districts</b>	<b>Compliance</b>
C-V (Civic) District	N
<b>Other Plans or Special Requirements</b>	<b>Compliance</b>
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

**DEVELOPMENT STANDARDS**

***Pursuant to Title 19.10.120, the following standards apply:***

<b><i>Wall Signs: P-O (Professional Office) Zoning District [west building elevation]</i></b>			
<b><i>Standards</i></b>	<b><i>Allowed</i></b>	<b><i>Provided</i></b>	<b><i>Compliance</i></b>
Maximum Number	1 sign per tenant or per building elevation which faces a street or onsite parking area	(1) proposed animated sign, (2) existing noncommercial murals/building ID sign facing Tealwood Street	Additional signs permitted with MSP
Maximum Area	10% of Building Elevation (or max 807 SF)	2.1% (170 SF)	Y

<b><i>Wall Signs: P-O (Professional Office) Zoning District [west building elevation]</i></b>			
<b><i>Standards</i></b>	<b><i>Allowed</i></b>	<b><i>Provided</i></b>	<b><i>Compliance</i></b>
Maximum Height	N/A	N/A	N/A
Maximum 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  Sign face is 148 feet from SFR property to west, 380 feet from SFR property to north and 565 feet from SFR property to south	N
Animated and electronic message units	Prohibited; however, may be reviewed as part of a Master Sign Plan pursuant to Title 19.08.120	32 SF animated LED display (cabinet area is 37 SF)	Additional signs permitted with MSP