



AGENDA MEMO - COMMUNITY DEVELOPMENT

PLANNING COMMISSION MEETING DATE: FEBRUARY 11, 2025
DEPARTMENT: COMMUNITY DEVELOPMENT
ITEM DESCRIPTION: APPLICANT/OWNER: PARADISE LAS VEGAS, LLC

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
24-0572-VAR1	Staff recommends DENIAL, if approved subject to conditions:	

**** NOTIFICATION ****

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 8

NOTICES MAILED 82

PROTESTS 0

APPROVALS 0

**** CONDITIONS ****

24-0572-VAR1 CONDITIONS

Planning

1. A Variance is hereby approved to allow a 234 square-foot sign area where 150 square feet is the maximum allowed.
2. A Variance is hereby approved to allow a 13-foot sign height where eight feet is the maximum allowed for a proposed roof sign.
3. 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.
4. All necessary building permits shall be obtained and final inspections shall be completed in compliance with Title 19 and all codes as required by the Building and Safety Division.
5. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit.
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

The applicant has requested a Variance to allow two proposed roof signs that do not comply with Title 19.08.120 sign height and sign area development standards on the northern and eastern elevations of an existing commercial building located at 3222 West Desert Inn Road.

ISSUES

- A Variance has been requested to allow a 234 square-foot sign area where 150 square feet is the maximum allowed to allow a 13-foot sign height where eight feet is the maximum allowed for two proposed roof signs. Staff recommends denial of the request.

ANALYSIS

The subject site is zoned M (Industrial) and is subject to Title 19 development standard requirements. Currently the subject site functions as an existing Commercial Recreation Amusement (Indoor and Outdoor) facility with Liquor Establishment (Tavern) and Nightclub uses. There are multiple land use entitlements associated with establishing the subject site. The following cases were approved by the Planning Commission or City Council which have altered the site design and Liquor Establishment (Tavern) and Nightclub uses on the subject site.

On June 18, 2024 the Planning Commission approved the following entitlements, which were associated with a new attraction at Area 15 called the “John Wick Experience”:

- Variance (24-0231-VAR1) to allow 985 parking spaces where 4,981 parking spaces are required
- Special Use Permit (24-0231-SUP1) for a proposed 11,599 square-foot Alcohol, On-Premise Full use at the southwest corner of Sirius Avenue and Rancho Drive
- Site Development Plan Review (24-0231-SDR1) for a Major Amendment of an approved Site Development Plan Review (SDR-70652) for the proposed conversion of a 11,599 square-foot portion of an existing 26,667 square-foot warehouse building into a Commercial Recreation/Amusement (Indoor) use with façade improvements for an existing Commercial Recreation/Amusement (Indoor And Outdoor) facility on 21.03 acres at the southwest corner of Sirius Avenue and Rancho Drive.

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Per Title 19.08.120 roof signs within this commercial development are limited to one sign per building elevation. The submitted site plan depicts that one roof sign will be located on the north elevation and the other sign on the east elevation of the proposed tenant space within the existing commercial building.

In addition, the maximum amount of signage area cannot exceed 150 square feet and cannot exceed a maximum height of eight feet above the top of wall, marquee or parapet to which it is attached. The submitted justification letter states the applicant “formally requests a Variance for the installation of two roof signs on the building located at 3222 West Desert Inn Road. The proposed signs will each measure 29 feet wide by 13 feet tall, exceeding the current code restrictions that limit roof signs to a maximum of 150 square feet and a height of eight feet.” The submitted sign elevations indicate the two proposed signs will state, “John Wick Experience” with black letters that are outlined with flexible neon LED strip illumination that is colored “Ruby Red” and “Noviol Gold”.

No evidence of a unique or extraordinary circumstance has been presented. Staff has determined that the proposed signage is inconsistent with the intent of the Title 19.08 sign development standards; therefore, staff recommends denial of this project.

FINDINGS (24-0572-VAR1)

In accordance with the provisions of Title 19.16.140(B), the Planning Commission and City Council, in considering the merits of a Variance request, shall not grant a Variance in order to:

1. Permit a use in a zoning district in which the use is not allowed;
2. Vary any minimum spacing requirement between uses;
3. Relieve a hardship which is solely personal, self-created or financial in nature.”

Additionally, Title 19.16.140(L) states:

“Where by reason of exceptional narrowness, shallowness, or shape of a specific piece of property at the time of enactment of the regulation, or by reason of exceptional topographic conditions or other extraordinary and exceptional situation or condition of the piece of property, the strict application of any zoning regulation would result in peculiar and exceptional practical difficulties to, or exceptional and undue hardships upon, the owner of the property, a variance from that strict application may be granted so as to relieve the difficulties or hardship, if the relief may be granted without substantial detriment to the public good, without substantial impairment of affected natural resources and without substantially impairing the intent and purpose of any ordinance or resolution.”

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No evidence of a unique or extraordinary circumstance has been presented, in that the applicant has created a self-imposed hardship by designing two proposed roof signs that exceed the maximum height and area allowed pursuant to Title 19.08.120 development standards. Alternative design of the two proposed roof signs would allow conformance to the Title 19 requirements. In view of the absence of any hardships imposed by the site's physical characteristics, it is concluded that the applicant's hardship is preferential in nature, and it is thereby outside the realm of NRS Chapter 278 for granting of Variances.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
11/20/03	The Planning Commission approved a request for a Site Development Plan Review (SDR-3101) for a Mixed-Use Residential and Commercial Development on 21.04 acres adjacent to the northwest corner of Desert Inn Road and Rancho Drive. Staff recommended approval of the request.
07/16/04	A Final Map (FMP-4056) for a one-lot commercial subdivision (Fletcher Jones Imports Property) on 21.04 acres at 3100 and 3200 South Rancho Drive was recorded.
03/02/05	The City Council approved a request for a Required Four Year Review (RQR-5513) of an approved Special Use Permit (U-0101-95) which allowed one 14-foot by 48-foot off-premise advertising (billboard) sign oriented toward interstate-15 at a height of 30 feet above the elevated freeway; and a second 14-foot by 48-foot off-premise advertising (billboard) sign oriented toward the desert inn road "super arterial" at a height of 55 feet above grade at 3200 South Rancho Drive. Staff recommended approval of the request.
05/17/06	The City Council approved a General Plan Amendment (GPA-9219) to add the subject property to the Las Vegas Redevelopment Area as part of a larger request and designate the area as C (Commercial). The Planning Commission and staff recommended approval
01/25/11	The Department of Community Development - Planning Division pulled a request for a Site Development Plan Review (SDR-33468) (Palace Station Parcel E SDR).

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Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.	
02/14/12	The Planning Commission accepted the applicants request to withdraw General Plan Amendment (GPA-42939) from C (Commercial) and SC (Service Commercial) to: LI/R (Light Industry/Research) on 37.85 acres at the northwest corner of Desert Inn Road and Rancho Drive. Staff recommended approval of the request.
	The Planning Commission accepted the applicants request to withdraw Site Development Plan Review (SDR-43352) for a proposed Commercial Recreation/Amusement (Outdoor) Facility and a corresponding request for encroachment into the rancho drive public right-of-way on 39.64 acres at the northwest corner of Desert Inn Road and Rancho Drive
	The Planning Commission accepted the applicants request to withdraw Variance (VAR-43353) to allow 2,125 parking spaces where 2,488 spaces are required on 39.64 acres at the northwest corner of Desert Inn Road and Rancho Drive.
08/16/17	The City Council approved a request for a Rezoning (ZON-70650) from C-1 (Limited Commercial) to C-2 (General Commercial) on 14.72 acres at the southwest corner of Sirius Avenue and Rancho Drive. The Planning Commission and staff recommended approval.
	The City Council approved a Site Development Plan Review (SDR-70652) for a proposed 146,494 square-foot Commercial Recreation/Amusement (Indoor and Outdoor) Development with Waivers to allow a building to not be oriented to the corner and street frontages where such is required, a non-coherent building design with no changes in wall plane or color, and large windowless areas on 21.03 acres at the southwest corner of Sirius Avenue and Rancho Drive. The Planning Commission and staff recommended approval.
08/14/18	The Planning Commission approved a request for a Major Amendment (SDR-73309) of an approved Site Development Plan Review (SDR-70652) for a proposed 59,478 square-foot addition to an approved 146,494 square-foot Commercial Recreation/Amusement (Indoor And Outdoor) Development on 21.03 acres at the southwest corner of Sirius Avenue and Rancho Drive
	The Planning Commission approved a request for a Special Use Permit (SUP-73921) for an Alternative Parking Standard to allow 921 parking spaces where 1,031 parking spaces are required on 21.03 acres at the southwest corner of Sirius Avenue and Rancho Drive
02/07/19	The Planning Department – Code Enforcement Division opened Code Enforcement Case #196427 for unpermitted signage on an existing building related to the proposed future recreation/amusement development on the subject site on adjacent APN: 162-08-418-003. The case remains open.

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<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
04/09/19	The Planning Commission approved a request for a Variance (VAR-75636) to allow proposed wall signs to cover 29 percent of the east elevation and 24 percent of the north elevation of the building where 20 percent is the maximum allowed at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended approval of the request.
	The Planning Commission approved a request for a Master Sign Plan (MSP-75637) for an approved Commercial Recreation/Amusement (Indoor and Outdoor) development at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended approval of the request.
06/25/19	The Planning Commission approved a request for a Variance (VAR-75852) to allow 921 parking spaces where 2,869 parking spaces are required at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Site Development Plan Review (SDR-75854) for a Major Amendment of an approved Site Development Plan Review (SDR-70652) for a proposed 7,776 square-foot indoor floor area addition to an approved 205,972 square-foot Commercial Recreation/Amusement (Indoor and Outdoor) development and proposed expansion of the parking lot area at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Special Use Permit (SUP-76362) for a proposed 213,748 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Special Use Permit (SUP-76663) for a proposed 213,748 square-foot Night Club use at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.

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Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.	
11/21/19	The Department of Planning administratively approved a request for a Special Use Permit (SUP-77736) for a Minor Amendment of a previously approved Special Use Permit (SUP-76663) for a proposed 4,151 square-foot addition to an existing 213,748 square-foot Nightclub use at the southwest corner of Sirius Avenue and Rancho Drive.
	The Department of Planning administratively approved a request for a Special Use Permit (SUP-77737) for a Minor Amendment of an approved Special Use Permit (SUP-75854) for a proposed 4,151 square-foot addition to an existing 213,748 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive.
	The Department of Planning administratively approved a request for a Site Development Plan Review (SDR-77738) for a Minor Amendment of an approved Site Development Plan Review (SDR-70652) for a proposed 4,151 square-foot addition to an existing 213,748 square-foot Commercial Recreation/Amusement (Indoor and Outdoor) development at the southwest corner of Sirius Avenue and Rancho Drive.
05/12/20	The Planning Commission approved a request for a Major Amendment (MSP-78543) to a previously approved Master Sign Plan (MSP-75637) for an approved commercial recreation/amusement (indoor and outdoor) development at the southwest corner of Sirius Avenue and Rancho Drive.
06/09/20	The Planning Commission approved a request for a Variance (VAR-78704) to allow 1,515 parking spaces where 3,710 parking spaces are required at the southwest and northwest corners of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Special Use Permit (SUP-78705) for a proposed 26,667 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Special Use Permit (SUP-78706) for a proposed 26,667 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request. The entitlement expired on 06/09/22.

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Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.	
06/09/20	The Planning Commission approved a request for a Special Use Permit (SUP-78766) for a proposed 26,667 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request. The entitlement expired on 06/09/22.
	The Planning Commission approved a request for a Special Use Permit (SUP-78767) for a proposed 35,000 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Major Amendment (SDR-78709) of an approved Site Development Plan Review (SDR-70652) for a proposed 115,001 square-foot addition to an existing 217,899 square-foot Commercial Recreation/Amusement (Indoor and Outdoor) development on 25.41 acres at the southwest and northwest corners of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
10/13/20	The Planning Commission approved a request for a Variance (20-0153-VAR1) to allow 1,027 parking spaces where 3,719 parking spaces are required at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
11/15/20	The Department of Planning approved a request for a Special Use Permit (20-0304-SUP1) for a Minor Amendment of an approved Special Use Permit (SUP-78767) to allow a 1,696 square-foot reduction to an approved 35,000 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive.
	The Department of Planning approved a request for a Site Development Plan Review (20-0304-SDR1) a Minor Amendment of an approved Site Development Plan Review (SDR-70652) to reconfigure the parking lot to put a new drive way on the western perimeter of the subject site at the southwest corner of Sirius Avenue and Rancho Drive.
04/13/21	The Planning Commission approved a request for a Variance (21-0073-VAR1) to allow 1,019 parking spaces where 1,105 parking spaces are required on 21.03 acres at the southwest corner of Sirius Avenue and Rancho Drive.
	The Planning Commission approved a request for a Special Use Permit (21-0073-SUP1) a Major Amendment of an approved Special Use Permit (SUP-76663) for a 7,945 square-foot addition of outdoor area to an approved 213,748 square-foot nightclub use at the southwest corner of Sirius Avenue and Rancho Drive.

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Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.	
04/13/21	The Planning Commission approved a request for a Special Use Permit (21-0073-SUP2) for a Major Amendment of an approved Special Use Permit (SUP-76362) for a 7,945 square-foot addition of outdoor area to an approved 213,748 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive.
	The Planning Commission approved a request for a Site Development Plan Review (21-0073-SDR1) a Major Amendment of an approved Site Development Plan Review (SDR-70652) for a proposed addition of a 7,945 square-foot outdoor area, including a 129-foot tall aerobar tower and 579 square-foot building to an approved 328,749 square-foot commercial recreation/amusement (indoor and outdoor) development at the southwest corner of Sirius Avenue and Rancho Drive.
08/18/21	The City Council approved a request for a General Plan Amendment (21-0326-GPA1) from C (Commercial), MXU (Mixed-Use), L (Low Density Residential) and LI/R (Light Industry/Research) to TOD-2 (Transit Oriented Development-2) on 91.10 acres generally bounded by Rancho Drive to the east, Desert Inn Road to the south, Teddy Drive to the north, and Richfield Boulevard to the west. The Planning Commission recommended approval of the request.
09/13/22	The Planning Commission approved a request for a Variance (22-0374-VAR1) to allow 967 parking spaces where 4,807 parking spaces are required at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Special Use Permit (22-0374-SUP1) for a proposed 118,174 square-foot Alcohol, On-Premise Full use with a 9,060 square-foot outdoor patio area at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Major Amendment (22-0374-SDR1) of an approved Site Development Plan Review (SDR-70652) for a proposed addition of a five-story tall, 123-room, 118,174 square-foot hotel and nightclub with a 9,060 square-foot outdoor dining and plaza area to an approved Commercial Recreation/Amusement (Indoor and Outdoor) development on 21.03 acres at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
09/15/23	The Department of Community Development - Planning Division administratively approved a Minor Amendment (23-0425-SDR1) to a previously approved Site Development Plan Review (SDR-75854) for the proposed removal of interior parking lot planting materials from the northwest parking lot area, replacement of planting materials on-site and parking lot reconfiguration at the southwest corner of Sirius Avenue and Rancho Drive.

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<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
04/09/24	The Planning Commission approved a request for a Variance (24-0069-VAR1) to allow a 70-foot tall Off-Premise Sign where 40 feet is the maximum allowed on 14.72 acres on the southwest corner of Sirius Avenue and Rancho Drive.
	The Planning Commission approved a request for a Special Use Permit (24-0069-SUP1) for a proposed conversion of an existing 70-foot tall, 28-foot by 20-foot Consolidated Sign into an Off-Premise Sign (not qualifying as a city communication sign) use on 14.72 acres on the southwest corner of Sirius Avenue and Rancho Drive.
06/18/24	The Planning Commission approved a request for a Variance (24-0231-VAR1) to allow 985 parking spaces where 4,981 parking spaces are required on 21.03 acres at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Special Use Permit (24-0231-SUP1) for a proposed 11,599 square-foot Alcohol, On-Premise Full use at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Site Development Plan Review (24-0231-SDR1) for a Major Amendment of an approved Site Development Plan Review (SDR-70652) for the proposed conversion of a 11,599 square-foot portion of an existing 26,667 square-foot warehouse building into a Commercial Recreation/Amusement (Indoor) use with façade improvements for an existing Commercial Recreation/Amusement (Indoor And Outdoor) facility on 21.03 acres at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.

<i>Most Recent Change of Ownership</i>	
02/06/23	A deed was recorded for a change in ownership.

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Related Building Permits/Business Licenses	
08/19/24	<p>A building permit (#C24-02565) was processed to manufacture and install various wall and roof signs (John Wick) at 3222 West Desert Inn Road. The permit has not been issued. The permit was denied by the Department of Community Development pending approval of a Variance with the following comments:</p> <ol style="list-style-type: none"> 1. Please revise site plan to show all proposed signs on the building 2. Clarify roof sign quantity as it is shown facing both north and east elevations; exceeds maximum allowed size of 150SF and exceeds the 20% allowed per elevation for all signs combined; a Variance is required. <p>Call out total elevation areas for both north and east elevations separately on architectural plan set Sheet A1.0.</p>

Pre-Application Meeting	
10/28/24	<p>Staff conducted a pre-application meeting with the applicant where the submittal requirements and deadlines were reviewed for a variance for two proposed roof signs for the previously approved Area 15 development.</p>

Neighborhood Meeting	
A neighborhood meeting was not required, nor was one held.	

Field Check	
12/26/24	<p>Staff conducted a routine field check and found an existing Commercial Recreation/Amusement (Indoor and Outdoor) development consisting of commercial and warehouse buildings. No issues were noted.</p>

Details of Application Request	
Site Area	
Net Acres	3.09

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Surrounding Property	Existing Land Use Per Title 19.12	Planned or Special Land Use Designation	Existing Zoning District
Subject Property	Commercial Recreation/Amusement (Indoor and Outdoor)	TOD-2 (Transit Oriented Development - Low)	C-2 (General Commercial)
			M (Industrial)
North	Undeveloped	TOD-2 (Transit Oriented Development - Low)	M (Industrial)
	Warehouse Auto Repair Garage, Major	LI/R (Light Industry/Research)	
South	Office, Other Than Listed	CT (Commercial Tourist) – Clark County	M-1 (Light Manufacturing) – Clark County
East	Interstate 15	Right-of Way	Right-of-Way
West	Office, Other than Listed	LI/R (Light Industry/Research)	M (Industrial)
	Warehouse		

Master and Neighborhood Plan Areas	Compliance
Las Vegas 2050 Master Plan Area: Charleston	Y
Special Area and Overlay Districts	Compliance
A-O (Airport Overlay) District - (140 Feet)	Y
Other Plans or Special Requirements	Compliance
Trails	N/A
Las Vegas Redevelopment Plan (Area 1)	Y
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

Street Name	Functional Classification of Street(s)	Governing Document	Actual Street Width (Feet)	Compliance with Street Section
Sirius Avenue	Local Street	Title 13	60	N/A
Rancho Drive	Minor Collector Street	Master Plan of Streets and Highways	47	N/A

Pursuant to Title 19.08.120(F)(25), the following standards apply:

Roof Signs: [3222 West Desert Inn Road - John Wick]			
Standards	Allowed	Provided	Compliance
Maximum Number	1 sign per building elevation	The submitted building elevation and site plan drawing indicates there will be a roof sign on the north and east elevation of the building.	Y
Maximum Area	20% of the building elevation to which the sign is most nearly parallel to, up to a maximum of 150 square feet. The total combined area of all wall, window, roof, awning and marquee signs shall not exceed 20% of the building elevation to which they are attached	234 SQ/FT	N*

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Roof Signs: [3222 West Desert Inn Road - John Wick]			
Standards	Allowed	Provided	Compliance
Maximum Height	A roof sign shall not extend more than 8 feet above the top of wall, marquee or parapet to which it is attached. The total height of the building, including the sign, shall not exceed permitted height of the building in the zoning district in which it is located	13 FT	N*
Minimum Setback	N/A	N/A	N/A
Minimum Projection	A roof sign shall not project horizontally more than 4 feet from the roof to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection	0 FT	Y
Additional Standards	See also Residential Protection Standards in LVMC 19.08.120 (C)	There are no residentially zoned properties in the surrounding area	Y
Illumination	Internal, external, animated and electronic message unit signs are permitted except on a building elevation visible from and located within two hundred feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use	External flexible LED tubing	Y