



**AGENDA MEMO - COMMUNITY DEVELOPMENT**

**PLANNING COMMISSION MEETING DATE: MARCH 11, 2025**

**DEPARTMENT: COMMUNITY DEVELOPMENT**

**ITEM DESCRIPTION: APPLICANT/OWNER: PECCOLE RANCH COMMUNITY ASSOCIATION**

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

<b>CASE NUMBER</b>	<b>RECOMMENDATION</b>	<b>REQUIRED FOR APPROVAL</b>
<b>25-0021-VAR1</b>	Staff recommends DENIAL, if approved subject to conditions:	

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

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED**                      10

**NOTICES MAILED**                      403

**PROTESTS**                      0

**APPROVALS**                      0

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

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**25-0021-VAR1 CONDITIONS**

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**Planning**

1. A Variance is hereby approved to allow an electronic message unit and animated sign in a residential zoning district where such is prohibited.
2. A Variance is hereby approved to allow an electronic message unit and animated sign within 200 feet of property zoned for residential use where such is prohibited.
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. 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.
6. 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.
7. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit.
8. 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 is requesting a Variance to allow an Electronic Message Unit (LED Illuminated Display) and animated sign in a residential zoning district and within 200 feet of property zoned for residential use where such are prohibited on 1.50 acres at 9501 Red Hills Road.

**ISSUES**

- The Peccole Ranch Master Plan (Phase 1) does not contain sign standards. Instead, standards for signs in R-PD zoned districts within the 2011 version of Title 19 are applied. The proposed sign conforms to height, area and setback standards, but does not meet illumination requirements, as electronic message unit or animated signs are prohibited in single-family residential zoning districts. A Variance is required, which staff does not support.
- The proposed illuminated display also does not meet Residential Protection Standards of Title 19. The subject animated sign is proposed to be located approximately 100 feet south of the nearest single-family residential property line where such displays are prohibited within 200 feet of property zoned for residential use. A Variance is required, which staff does not support.
- If approved, all necessary permits and inspections must be obtained from the City of Las Vegas.

**ANALYSIS**

The applicant is requesting to replace an existing monument sign on property containing the Peccole Ranch Association clubhouse, located at 9501 Red Hills Road. The Association has been using the sign to inform homeowners about community events, meetings and other pertinent information. The existing sign, which contains an internally illuminated cabinet with a static message board, is single-sided and set back approximately five feet from the north property line in front of a flag pole. The replacement sign is proposed to be seven feet tall and contain a double-sided, 14 square-foot digital LED display with changeable messages and static lettering spelling "Peccole Ranch" totaling about four square feet on each side. The new sign would be reoriented to face east and west toward oncoming traffic along Red Hills Road.

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The subject site is zoned R-PD7 (Residential Planned Development - 7 Units per Acre), considered a “legacy zone” by Title 19, as the current Unified Development Code no longer permits properties to be rezoned to R-PD. The Peccole Ranch Master Plan (Phase 1) does not contain sign standards. Instead, standards for signs in R-PD districts are applied through the version of Title 19 (2011) preceding the Unified Development Code. Signage within single-family R-PD districts is limited to institutional signs. The proposed sign qualifies under this category and conforms to height, area and setback standards for freestanding institutional signs, but does not meet illumination requirements, as electronic message unit or animated signs are prohibited in single-family residential zoning districts. A Variance from Title 19.14.060 requirements must be approved prior to the issuance of a permit for the sign. Staff notes that nonresidential uses may be permitted in the R-PD District depending on the original zoning approval and any applicable master plan development standards.

Additionally, under Title 19.14.070 (2011 version), electronic message units, flashing or animated signs are prohibited within 200 feet of property zoned for residential use. In order to obtain permits for this sign, a Variance from the Residential Protection Standards must first be approved. Although the new sign would be reoriented to face traffic from Red Hills Road, light from the sign would be visible from existing residences approximately 100 feet to the north zoned R-PD7 and thus not meet the code standard.

As there are no extraordinary circumstances related to the physical characteristics of the property that make conformance to Title 19 requirements an undue hardship, staff recommends denial of the Variance request, with conditions if approved.

**FINDINGS (25-0021-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.”

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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.”

No evidence of a unique or extraordinary circumstance has been presented, in that the applicant has created a self-imposed hardship by proposing a new sign that does not meet Residential Protection Standards. Using other illumination in lieu of an electronic message unit 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**

<b><i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i></b>	
02/15/89	The City Council considered and approved a revised master development plan for Peccole Ranch to include 1,716.30 acres. Phase One of the Plan is generally located south of Charleston Boulevard, west of Fort Apache Road. Phase Two is generally located north of Charleston Boulevard, west of Durango Drive, and south of Charleston Boulevard, east of Hualapai Way. The Planning Commission and staff recommended approval. A condition of approval limited the maximum number of dwelling units in Phase One to 3,150.
02/15/89	The City Council approved a request for a Rezoning (Z-0139-88) on 448.80 acres from N-U (Non-Urban) under Resolution of Intent to R-PD4, P-R (Professional Office and Parking), C-1 (Limited Commercial) and C-V (Civic) to R-PD7 (Residential Planned Development - 7 Units per Acre), R-3 (Limited Multiple Residence) and C-1 (Limited Commercial) generally located on the west side of Fort Apache Road between Sahara Avenue and Charleston Boulevard. The Planning Commission and staff recommended approval.

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<b><i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i></b>	
04/11/91	The Planning Commission approved a request for a Plot Plan and Building Elevation Review (Z-0139-88) for a proposed recreation center on the south side of Red Hills Road, east of Grand Canyon Drive. Staff recommended approval.

<b><i>Most Recent Change of Ownership</i></b>	
01/26/96	A deed was recorded for a change in ownership.

<b><i>Related Building Permits/Business Licenses</i></b>	
12/10/91	A building permit (#91128662) was issued for a recreation center at 9501 Red Hills Road. The permit was finalized 09/09/92.
	A building permit (#91128661) was issued for onsite improvements for a recreation center at 9501 Red Hills Road. The permit was finalized 09/09/92.
04/23/02	A building permit (#02007283) was issued for a flag pole at 9501 Red Hills Road. The permit was finalized 10/22/02.

<b><i>Pre-Application Meeting</i></b>	
01/09/25	A pre-application meeting was held with the applicant by phone to discuss submittal requirements for a Variance application.

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

<b><i>Field Check</i></b>	
12/05/24	The site is developed with an existing recreation and community center with an existing illuminated sign cabinet adjacent to a walking path from the adjacent street. The cabinet faces north. Letters inside the cabinet are changeable. The sign appeared to be in good condition.

<b><i>Details of Application Request</i></b>	
<b><i>Site Area</i></b>	
Net Acres	1.49

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<b><i>Surrounding Property</i></b>	<b><i>Existing Land Use Per Title 19.12</i></b>	<b><i>Planned or Special Land Use Designation</i></b>	<b><i>Existing Zoning District</i></b>
Subject Property	Community Center, Private (Accessory)	PR-OS (Parks, Recreation and Open Space)	R-PD7 (Residential Planned Development - 7 Units per Acre)
North	Residential, Single Family, Detached	ML (Medium Low Density Residential)	R-PD7 (Residential Planned Development - 7 Units per Acre)
South	Open Space	PF (Public Facility)	C-V (Civic)
East	Open Space	PR-OS (Parks, Recreation and Open Space)	R-PD7 (Residential Planned Development - 7 Units per Acre)
West	School, Primary	PF (Public Facility)	C-V (Civic)

<b><i>Master and Neighborhood Plan Areas</i></b>	<b><i>Compliance</i></b>
Las Vegas 2050 Master Plan Area: Angel Park	Y
Sahara West	Y
Peccole Ranch Phase 1	Y
<b><i>Special Area and Overlay Districts</i></b>	<b><i>Compliance</i></b>
R-PD (Residential Planned Development) District	Y
<b><i>Other Plans or Special Requirements</i></b>	<b><i>Compliance</i></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

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**DEVELOPMENT STANDARDS**

*Pursuant to Title 19.14.060 and 070 (2011 version), the following standards apply:*

<b>Monument Signs</b>			
<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>	<b>Compliance</b>
Maximum Number	1 sign per street frontage 1 total	1 total along Red Hills Rd	Y
Maximum Area	50 SF /sign	18 SF	Y
Maximum Height	8 Feet	7 feet	Y
Minimum Setback	5 Feet	5 feet	Y
Illumination	Internal/External only	Internal animated LED	N
Animation	Not permitted within 200 feet of property planned or zoned for residential use, unless light from the sign will not be visible from the property planned or zoned for residential use	Animated, electronic message unit 100 feet from property zoned R-PD7. Light will be visible from such property	N