

10/04/23 BCC AGENDA SHEET

SIGNAGE
(TITLE 30)

LAS VEGAS BLVD S/SANDS AVE

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

UC-23-0501-VENETIAN VENUE PROPCO, LLC:

USE PERMIT for deviations as shown per plans on file.

DEVIATIONS for the following: **1)** freestanding sign location; **2)** directional sign area; **3)** directional sign number; **4)** directional sign height; **5)** directional sign setbacks; and **6)** wall sign setback intrusion; and **7)** all other deviations as shown per plans on file.

DESIGN REVIEWS for the following: **1)** animated sign number; **2)** animated sign area; **3)** wall sign area; and **4)** a comprehensive sign package for a previously approved recreational facility, fairground, and music venue (Sphere Las Vegas) in conjunction with an existing resort hotel (Venetian/Palazzo) on 81.7 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the south side of Sands Avenue and the east side of Las Vegas Boulevard South within Paradise. TS/hw/syp (For possible action)

RELATED INFORMATION:

APN:

162-16-213-002 through 162-16-213-004; 162-16-213-048; 162-16-213-049; 162-16-301-011; 162-16-311-002 through 162-16-311-006; 162-16-311-009; 162-16-311-011; 162-16-702-002 ptn

DEVIATIONS:

1. Allow a freestanding sign to not be located within a landscaped area where required per Table 30.72-1.
2. Increase the area of directional signs to 729 square feet where 256 square feet is the maximum per Table 30.72-1 (a 185% increase).
3. Increase the number of directional signs to 52 where a maximum of 8 directional signs is permitted per Table 30.72-1 (an 85% increase).
4. Increase the height of a directional sign to 15 feet where 9 feet is the standard per Table 30.72-1 (a 67% increase).
5. Reduce the setbacks of a directional sign to the back of the curb of Sands Avenue to 4 feet where 10 feet is the standard per Table 30.72-1 (a 60% decrease).
6. Increase the setback intrusion of a wall sign to 3.5 feet where 3 feet is the standard per Table 30.72-1 (a 17% increase).
7. Allow all other deviations as shown per plans on file.

DESIGN REVIEWS:

1.
 - a. Increase the number of animated signs on the Sphere Las Vegas site to 3 where 2 are permitted per Table 30.72-1 (a 50% increase) and where 1 was previously permitted (a 200% increase).
 - b. Increase the number of animated video boards to 3 where only 1 is permitted per Table 30.72-1 (a 200% increase).
 - c. Increase the number of animated signs on the Venetian/Palazzo site to 15 where 4 are permitted per Table 30.72-1 (a 275% increase) and where 14 were previously permitted (a 7% increase).
2.
 - a. Increase the area of animated signs on the Sphere Las Vegas site to 580,180 square feet where 300 square feet is permitted per Table 30.72-1 (a 193,294% increase) and where 580,000 square feet was previously permitted (a 0.1% increase).
 - b. Increase the area of animated signs on the Venetian/Palazzo site to 13,248 square feet where 450 square feet is permitted per Table 30.72-1 (a 2,844% increase) and where 11,990 square feet was previously permitted (an 11% increase).
3.
 - a. Increase the area of wall signs on the Sphere Las Vegas site to 580,226.3 square feet where 16,576 square feet is permitted per Table 30.72-1 (a 3,400% increase) and where 580,000 square feet was previously permitted (a 0.1% increase).
 - b. Increase the area of wall signs on the Venetian/Palazzo site to 253,969 square feet where 44,030 square feet is permitted per Table 30.72-1 (a 477% increase) and where 252,711 square feet was previously permitted (a 0.5% increase).
4. Comprehensive sign package to include wall signs, freestanding signs, directional signs with animated and video board signs for the Sphere Las Vegas recreational facility, fairground, and music venue, and modifications to the existing Venetian/Palazzo sign package.

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:**Project Description****General Summary**

- Site Address: 255 Sands Avenue
- Site Acreage: 81.7
- Project Type: Signage
- Sign Height (feet): 30.8 (maximum)
- Square Footage: 2,422.4

Site Plan, History, & Request

The plan depicts an existing recreational facility and music venue (Sphere Las Vegas) associated with an existing resort hotel (Venetian/Palazzo) located at the southeast corner of Sands Avenue and Koval Lane. The recreational facility and music venue was originally approved through UC-1096-17 with a subsequent modification to the plans approved through WS-18-0218, which

permitted 580,000 square feet of wall signage for the facility. This wall signage is comprised of a spherical exoskeleton which contains an animated video display. In addition, the sign package of the Venetian/Palazzo site was previously modified through DR-19-0937 in January 2020 to increase and change wall signage along the northwest corner of the Venetian/Palazzo site. The applicant is now requesting to establish a comprehensive sign package for the site, which will include the previously approved spherical wall signs. The site plan shows several signs scattered throughout the Sphere property. The plans depict several directional signs located throughout the parking lots on the site located in the southwest portion of the site. In addition, several wall signs are being proposed with several being shown on the southern and northwest portion of the Sphere building. The plans show that there are 3 freestanding signs located along the northern and eastern portions of the property; one freestanding is in the northwest portion of the property, one in the northern portion, and another in the east-central portion of the site. All freestanding signs are not shown to be located within required landscaping areas and are separated by 258 feet to 809 feet. Several of the directional signs are located along the property boundaries and adjacent to the right-of-way with most being set back between 10 feet and 75 feet. The exceptions, however, are 2 directional signs; 1 located in the southwestern portion of the site, and another in the northeastern portion of the site along Sands Avenue, that are set back 4 feet. Additionally, the site plans indicate that an off-site wall sign associated with the Sphere project will be located at the corner of pedestrian bridge's connection with the Venetian Expo Center, approximately 660 feet from the Sphere site. The plans also show that the sign will be at a reduced setback from both Sands Avenue and the property line at 3 feet. The proposed wall sign on the pedestrian bridge will be associated with the Sphere project but will be incorporated into the sign package of the Venetian/Palazzo.

Signage

The elevations and the plans provided show that a total of 75 signs are being proposed with this sign package. There will be 3 freestanding signs, 20 walls signs, and 52 directional signs total with 74 signs being associated with the Sphere project and 1 being associated with the Venetian/Palazzo site. Of these signs, 4 will be animated and 3 will be video/LED boards. A total of 210 square feet of freestanding signs, 1,485 square feet of wall signage, and 729 square feet of directional signage will be provided.

The elevations show that there are 17 models of signs being provided between all signs. The freestanding signs are shown to be about 18.5 feet tall and 3.8 feet wide for a total of 70 square feet for each sign. The signs are shown to be black with a 0.5 foot tall Sphere logo at the top of the sign. Below the logo is an 8.5 foot tall and 3.5 foot wide animated, LED video board, and farther below directional information and a map within a 2.5 foot tall and a 3 foot to 3.5 foot wide area. The freestanding signs are constructed as aluminum cabinets with a black satin exterior with white trim and are internally illuminated.

The wall signs within the Sphere site are primarily information signs placed along the building to indicate entrances, addresses, and similar information. All of these are white channel letters placed either directly on the wall or on a black aluminum back panel. The letters themselves range in height from 7 inches to 1.2 feet in height with the back panels similarly the back panel areas range from 1.6 feet to 2 feet tall and between 3.5 and 25 feet wide. Overall, none of the wall signs on the Sphere site are higher than 12 feet above the ground.

The directional signs tend to be split between 2 types of structures, a wide base sign or pole mounted signs. The wide base signs tend to be located along pedestrian paths and internal drives to direct visitors and cars on the site. The wide base signs range in height between 7.3 feet and 8.7 feet with a width between 2.5 feet and 4.5 feet. These wide base signs are constructed as aluminum cabinets with a matte or gloss black exterior with white trim and are either non-illuminated or internally illuminated if along the internal drives. The area of these signs varies between 18 square feet and 33 square feet. The pole type directional signs tend to be located within parking areas to indicate exits and identify parking lots. These signs tend to be 1.2 feet to 3 feet high with a width of 1.5 feet to 2.5 feet. The signs tend to be satin black with white lettering attached to light post or metal posts. The overall height of these signs ranges between 5 feet to 15 feet above the ground.

Additionally, the pedestrian bridge animated wall sign is shown to be directly attached to the wall of the existing pedestrian bridge that connects the Venetian Expo Center to the Sphere. The sign will be located above a ground level entrance into the Expo Center. The elevations show that the sign will wrap around the corner of the attachment and will extend 32 feet along the northwest wall of the bridge and 36 feet along the northeast wall of the bridge. The sign will extend the entire 18.5 feet of the pedestrian bridge façade with the sign located 12.3 over the ground elevation for a total height of 30.8 feet. Lastly, all the signs will consist of an animated LED video board with black satin trim.

For the Sphere site:

| Type of Sign | Existing (sq. ft.) | Proposed (sq. ft.) | Total (sq. ft.) | Percent Increase | Allowed per Title 30 (sq. ft.) | # of Existing Signs | # of Proposed Signs | Total # of Signs |
|---------------|--------------------|--------------------|-----------------|------------------|--------------------------------|---------------------|---------------------|------------------|
| Freestanding | 0 | 210 | 210 | n/a | 15,385 | 0 | 3 | 3 |
| Wall | 580,000 | 227 | 580,227 | 0.1 | 16,576 | 1 | 19 | 20 |
| Directional | 0 | 729 | 729 | n/a | 256 | 0 | 52 | 52 |
| Overall total | 580,000 | 1,166 | 581,166 | 0.1 | 32,217 | 1 | 74 | 75 |

The details for the animated signs included in the signs above are listed below.

| Type of Sign | Existing (sq. ft.) | Proposed (sq. ft.) | Total (sq. ft.) | Percent Increase | Allowed per Title 30 (sq. ft.) | # of Existing Signs | # of Proposed Signs | Total # of Signs |
|--------------|--------------------|--------------------|-----------------|------------------|--------------------------------|---------------------|---------------------|------------------|
| Video/LED | 0 | 90 | 90 | n/a | 150 | 0 | 3 | 3 |
| Animated | 580,000 | 90 | 580,090 | 0.1 | 150 | 1 | 3 | 4 |

For the Venetian/Palazzo site:

| Type of Sign | Existing (sq. ft.) | Proposed (sq. ft.) | Total (sq. ft.) | Percent Increase | Allowed per Title 30 (sq. ft.) | # of Existing Signs | # of Proposed Signs | Total # of Signs |
|---------------|--------------------|--------------------|-----------------|------------------|--------------------------------|---------------------|---------------------|------------------|
| Freestanding | 27,345 | 0 | 27,345 | n/a | 22,015 | 9 | 0 | 9 |
| Wall/Awning | 252,711 | 1,258 | 253,969 | 0.5 | 44,030 | 187 | 1 | 188 |
| Hanging | 10 | 0 | 10 | n/a | 32 | 2 | 0 | 2 |
| Projecting | 2,282 | 0 | 2,282 | n/a | 32 | 12 | 0 | 12 |
| Overall total | 282,348 | 1,258 | 283,606 | 0.5 | 66,109 | 210 | 1 | 211 |

The details for the animated signs included in the signs above are listed below.

| Type of Sign | Existing (sq. ft.) | Proposed (sq. ft.) | Total (sq. ft.) | Percent Increase | Allowed per Title 30 (sq. ft.) | # of Existing Signs | # of Proposed Signs | Total # of Signs |
|--------------|--------------------|--------------------|-----------------|------------------|--------------------------------|---------------------|---------------------|------------------|
| Animated | 11,990 | 1,258 | 13,248 | 10 | 450 | 14 | 1 | 15 |

Applicant's Justification

The applicant indicates that this sign package will add to the existing Sphere wall sign, which is already operational. They state the purpose of the requested signs is to provide both on and off-site message pertinent to the site and its surroundings. Furthermore, the applicant states that the Sphere site is surrounded by the Expo Center and the Las Vegas Convention Center, a timeshare development, and an office development and does not foresee any negative impacts to the surrounding area due to the signs mostly being directional and facing major streets.

Prior Land Use Requests*

| Application Number | Request | Action | Date |
|---------------------------|---|-----------------|---------------|
| WS-20-0145 | Eliminated sound level maximums for the Sphere | Approved by BCC | April 2020 |
| DR-19-0937 | Modifications to the north entrance of the Venetian/Palazzo with an increase in wall/animated sign area | Approved by BCC | January 2020 |
| UC-18-0651 | Sphere monorail station | Approved by BCC | December 2018 |
| WC-18-400194 (UC-1096-17) | Waived the condition of a use permit requiring a 15 foot sidewalk/pedestrian access easement | Approved by BCC | December 2018 |
| WS-18-0218 | Modifications to an approved recreational facility (Sphere) and pedestrian bridge with an increase in building height and wall/animated sign area | Approved by BCC | May 2018 |
| UC-1096-17 | Recreational facility, fairground, retail sales, restaurants, live entertainment, theater, and museum for the Sphere | Approved by BCC | February 2018 |
| WS-1095-17 | Pedestrian bridge between Venetian/Palazzo and the Sphere | Approved by BCC | February 2018 |
| DR-0760-13 | Modifications to Venetian/Palazzo sign package for additional wall signage | Approved by BCC | January 2014 |
| DR-0165-13 | Modifications to Venetian/Palazzo sign package for animated and wall signs | Approved by BCC | May 2013 |

* There are several applications at this site. The most recent and relevant are provided in the table.

Surrounding Land Use

| | Planned Land Use Category | Zoning District | Existing Land Use |
|-------|--------------------------------------|-----------------|-----------------------------|
| North | Entertainment Mixed-Use & Public Use | H-1 | Wynn Las Vegas Resort Hotel |

Surrounding Land Use

| | Planned Land Use Category | Zoning District | Existing Land Use |
|-------|----------------------------------|------------------------|---|
| South | Entertainment Mixed-Use | H-1 | Harrah's Las Vegas Resort Hotel & Desert Club Resort Condominiums |
| East | Entertainment Mixed-Use | H-1 | Hughes Center office buildings |
| West | Entertainment Mixed-Use | H-1 | Mirage & Treasure Island Resort Hotels |

STANDARDS FOR APPROVAL:

The applicant shall demonstrate that the proposed request meets the goals and purposes of Title 30.

Analysis

Comprehensive Planning

Deviation #1

The usual purpose of requiring freestanding signs within required landscaping is to assure that such signs are placed in a way that reduces distractions, reduces clutter along the street, and assure that streetscapes are maintained. Staff finds that in the case of the Sphere site, the placement of the freestanding signs is farther away from both Sands Avenue and Koval Lane than is typical for most freestanding signs with the closet being more than 60 feet away from Sands Avenue. In addition, staff finds that the freestanding signs have been placed to be more accessible to pedestrians within the site, so the location of the signs not within the required landscaping area makes sense for the operation of site. Additionally, with the freestanding signs being setback significantly from the right-of-way and being more orientated to slow speed internal drives, staff does not anticipate the video boards on the signs to be a distraction. As a result, since the signs are setback and are mostly for internal use that should not cause a significant distraction, staff can support this deviation.

Deviations #2, #3, & #4

Usually, directional signs tend to be limited in size and scope to small signs along entrance points to reduce distraction from the right-of-way and to limit the visual impact that many directional signs on a property can cause. Staff finds that while the Sphere site is not as large as some other sites in the area, the proposed use of the site as a music venue, theater, and recreational facility will require more signs than may be permitted. Such a venue that will cater to many people will require signs to direct people to the site, direct people on the site, direct rideshare cars to drop-off area, and aid customers in remembering the location of the car. Due to the use of the site and the obvious need for additional site signage for such a use, staff can support these deviations.

Deviation #5

The requirement for a 10 foot setback for a directional sign along a right-of-way is to assure that the sign does not encroach into the right-of-way, but also does not pose a safety hazard, cause a distraction, and does not encroach into the view of on-coming traffic. Staff finds that the directional sign being proposed along Sands Avenue is not particularly large and is being used to direct drivers onto the site, which is a necessity for a such a use. In addition, staff finds that the

sign should not cause a major distraction as it will not be animated nor illuminated, along with the fact that the sign is a simple black and white design. Additionally, the sign should be located behind a turn-out area separated by several feet from the nearest driveway, which should not cause a major safety issue. Provided the sign is not located within the right-of-way area itself, staff can support this deviation.

Deviations #6

The purpose of wall sign setbacks are to assure that wall signs do not encroach into either adjacent properties nor into the right-of-way and cause either a distraction, a safety hazard, or a visual disturbance. Staff finds that the proposed wall sign will be attached to an existing pedestrian bridge and will minimally extend out from this structure. While animated signs close to the street will always pose a potential for distraction, this sign is located within the Resort Corridor area where similar signs are located. In addition, staff finds that if the existing pedestrian bridge has not caused any major issues than the addition of the wall sign should not disturb the safety and peace of the surrounding area any more than what is currently existing.

Design Reviews

Overall, staff finds that the signs proposed are designed in a uniform fashion with similar material, colors, and fonts. Many of the signs are internal to the site and, while visible from the street, are not overly intrusive to the surrounding area. In addition, staff finds that since many of the signs do not contain animation and are not illuminated, they should not cause an undue visual burden to the surrounding areas. Staff also finds that the number of signs provided on the site is not unusual for the Resort Corridor where large numbers of people will be entering and exiting the site and directional signs will need to be provided. In terms of the proposed animated signs on the property, staff finds that the current animated spherical exoskeleton sign that was previously approved is larger than any sign proposed with this application, so the freestanding signs and animated signs that are mostly directed at pedestrian and internal drives should not pose any additional burden to the surrounding area. Lastly, staff finds that the combination of the spherical exoskeleton and the signs proposed are a unique type of signage that should contribute an interesting aesthetic to the Las Vegas skyline, which promotes Policy 5.1.3 of the Master Plan that states that tourism is one of the bases of the local economy and should continue to be enhanced where possible. Given that Las Vegas Boulevard South and its surrounding area are designated as a National Scenic Byway, to which signage contributes, staff finds that the proposed signage would positively contribute to the existing slate of signage in the Byway. For these reasons, staff can support these design reviews.

Staff Recommendation

Approval.

If this request is approved, the Board and/or Commission finds that the application is consistent with the standards and purpose enumerated in the Master Plan, Title 30, and/or the Nevada Revised Statutes.

PRELIMINARY STAFF CONDITIONS:

Comprehensive Planning

- Applicant is advised approval of this application does not constitute or imply approval of any other County issued permit, license or approval; the County has adopted a rewrite to Title 30 effective January 1, 2024, and future land use applications, including applications for extensions of time, will be reviewed for conformance with the regulations in place at the time of application; a substantial change in circumstances or regulations may warrant denial or added conditions to an extension of time; the extension of time may be denied if the project has not commenced or there has been no substantial work towards completion within the time specified; and that this application must commence within 2 years of approval date or it will expire.

Public Works - Development Review

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: MSG LAS VEGAS, LLC

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