

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-25-0642-SG ISLAND PLAZA, LLC ETAL & NAKASH SHOWCASE II, LLC

AMENDED SIGN DESIGN REVIEWS for the following: **1)** increase the area of wall signs; **2)** electronic sign (electronic message unit, static); and **3)** increase the area of roof signs for the retail kiosks (previously notified as proposed retail kiosks) in conjunction with an existing shopping center (Showcase Mall) on a 1.82 acre portion of a 6.0 acre site in a CR (Commercial Resort) Zone within the Airport Environs (AE-60) Overlay.

Generally located east of Las Vegas Boulevard South and north of Tropicana Avenue within Paradise. JG/rg/kh (For possible action)

RELATED INFORMATION:

APN:

162-21-301-014; 162-21-401-005; 162-21-401-007; 162-21-401-023; 162-21-401-028; 162-21-401-029

SIGN DESIGN REVIEWS:

1. Increase the area of wall signs to 63,363 square feet where 63,253 square feet was previously approved.
2.
 - a. Allow electronic signs (electronic message unit, static) in conjunction with roof signs where not permitted per Section 30.05.02G.
 - b. Increase the sign area of electronic signs (electronic message unit, static) to 446 square feet where 150 square feet is the maximum permitted per Section 30.05.02G.
 - c. Allow the height of the electronic signs (electronic message unit, static) to exceed the height of the buildings (proposed kiosks) where not allowed per Section 30.05.03G.
 - d. Increase the number of the electronic signs (electronic message unit, static) to 16 where 1 is the maximum allowed per site per Section 30.05.02G.
3. Increase the area of roof signs to 1,305 square feet where 969 square feet was previously approved.

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3785 & 3791 Las Vegas Boulevard South
- Site Acreage: 1.82 (portion)/6 (overall site)
- Project Type: Signage for the kiosks

- Sign Height (feet): 3 (roof signs)
- Square Feet: 110 (wall signs)/336 (roof signs)/446 (electronic signs)/65 (canopy sign)

Site Plan

The site is an existing shopping center, Showcase Mall, located east of Las Vegas Boulevard South and north of Tropicana Avenue. Access is provided via existing driveways along Las Vegas Boulevard South, which connect to adjacent parking garages. The applicant is installing 2 new kiosks along Las Vegas Boulevard South on APNs 162-21-401-023 and 162-21-401-005. The 2 new kiosks, along with an existing kiosk, are subject of a companion application (WS-25-0641). The signage on the 2 new kiosks and the existing kiosk are subject of the review with this application. Additionally, all the faces of the existing and proposed kiosks are covered by graphic wraps.

Sign Plan

- Wall signs consist of 4 electronic signs (electronic message unit, static) for a total 55 square feet on the west, and east elevations of each proposed kiosk.
- Roof signs consist of electronic signs (electronic message unit, static) located above the walls on all elevations of the proposed kiosks. A total of 168 square feet of electronic message unit, static signs are proposed on the west, east, north, and south elevations of each of the proposed kiosks.
- A 65 square feet canopy sign is located under the canopy on the east elevation of the existing kiosk, facing down. This sign is angled and therefore, it is visible from the pedestrian realm.

Tables summarizing the signage are provided below:

Type of Sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Percent Increase	# of Existing Signs	# of Proposed Signs	Total # of Signs
Freestanding	6,000	0	6,000	N/A	6	0	6
Wall	63,253	110	63,363	0.17%	106	8	114
Directional	35	0	35	N/A	6	0	6
Projecting	2,970	0	2,970	N/A	15	0	15
Hanging	34	0	34	N/A	5	0	5
Roof	969	336	1,305	100%	3	8	11
Canopy	0	65	65	N/A	0	1	1
Overall Total	73,261	11	73,772	N/A	141	17	158
Animated LED (Wall display)	42,977	0	42,977	N/A	59	0	59
Animated (Freestanding)	4,993	0	4,993	N/A	1	0	1
Animated (Lettering)	126	0	126	N/A	2	0	2
Animated (Projecting)	2,515	0	2,515	N/A	2	0	2

Tables summarizing the signage are provided below:

Type of Sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Percent Increase	# of Existing Signs	# of Proposed Signs	Total # of Signs
Electronic message unit, static	0	446	446	N/A	0	16	16
Overall Animated	50,611	446	51,057	N/A	64	16	80

Applicant's Justification

The applicant's request for sign design review states that the proposed signage is appropriate for the Las Vegas strip and will help elevate the success of future tenants.

Prior Land Use Requests

Application Number	Request	Action	Date
SDR-25-0725	Sign design review for increase of the wall sign area, and increase the number of electronic signs	Approved by BCC	December 2025
SDR-25-0549	Sign design review to increase the height of freestanding sign, reduce setback	Approved to BCC	September 2025
SDR-24-0637	Sign design review to increase the area of an electronic sign, increased area of wall signs and allowed roof signs	Approved by BCC	January 2025
WS-23-0372	Increased the number of animated signs, increased wall sign area, and a design review for modifications to a previously approved comprehensive sign package	Approved by BCC	August 2023
WS-23-0108	Reduced setbacks, projecting signs, and modifications to an approved comprehensive sign package	Approved by BCC	May 2023
WS-22-0099	Roof signs, encroachment into airspace and modifications to an approved comprehensive sign package (Brewdog Brew Pub)	Approved by BCC	April 2022
UC-22-0066	Brew pub, craft distillery, and outside dining and drinking	Approved by BCC	April 2022
WS-21-0607	Modification to an approved comprehensive sign plan (Fly Over Las Vegas)	Approved by BCC	December 2021
VS-21-0608	Vacated and abandoned a portion of a pedestrian easement which includes air space (11 feet above existing grade) and a portion of the ground easement area (Fly Over Las Vegas signage recorded)	Approved by BCC	December 2021
WS-21-0312	Modification to an approved comprehensive sign plan (Olive Garden)	Approved by BCC	August 2021
WS-21-0231	Modification to an approved comprehensive sign plan (Raising Canes Restaurant)	Approved by BCC	July 2021

Prior Land Use Requests

Application Number	Request	Action	Date
WS-21-0117	Modification to an approved comprehensive sign plan (T-Mobile projecting sign)	Approved by BCC	June 2021
WS-21-0019	Modification to an approved comprehensive sign package to increase wall sign area	Approved by BCC	March 2021
WS-19-0866	Amended sign plan for the Showcase Mall	Approved by BCC	December 2019
WS-19-0837	Modification to an approved comprehensive sign plan (Burlington)	Approved BCC	December 2019
WS-21-0117	Modification to an approved comprehensive sign plan (T-Mobile projecting sign)	Approved by BCC	June 2021
WS-21-0019	Modification to an approved comprehensive sign package to increase wall sign area	Approved by BCC	March 2021
WS-19-0866	Amended sign plan for the Showcase Mall	Approved by BCC	December 2019
WS-19-0837	Modification to an approved comprehensive sign plan (Burlington)	Approved BCC	December 2019
WS-19-0239	Amended sign plan for the Showcase Mall	Approved by BCC	May 2019
UC-0125-14 (AR-0206-18)	Second application review for UC-0125-14 - expired	Approved by BCC	November 2018
WS-18-0245	Amended sign plan for the Showcase Mall	Approved by BCC	May 2018
WS-18-0165	Reduced parking and design review for modifications to a parking lot in conjunction with an approved expansion of the Showcase Mall	Approved by BCC	April 2018
DR-0819-17	Remodeled and modified entrance of a retail space for the Designer Shoe Warehouse in the Showcase Mall	Approved by BCC	November 2017
UC-0657-17	Expansion of the Showcase Mall	Approved by BCC	September 2017
UC-0125-14 (AR-0068-15)	First application review for UC-0125-14 - expired	Approved by BCC	October 2015
UC-0125-14	Use permit for retail sales/display, waiver of development standards to allow retail uses not within a permanent enclosed building, reduced setbacks, allow a roof sign and design review for outdoor sales structure/booth in conjunction with an existing shopping center (Showcase Mall) - expired	Approved by BCC	September 2014
WS-0410-13	Modification to an approved sign package	Approved by BCC	August 2013
WS-0104-11 (ET-0047-13)	First extension of time for modifications to an approved sign package	Approved by BCC	July 2013

Prior Land Use Requests

Application Number	Request	Action	Date
WS-0154-13	Modifications to an approved sign package	Approved by BCC	May 2013
WS-0683-12	Reduce setbacks and eliminate landscaping for new access and entry features	Approved by BCC	January 2013
WS-0332-12	Modifications to an approved sign package	Approved by BCC	August 2012
WS-0104-11	Modifications to an approved sign package	Approved By BCC	May 2011
UC-0447-09 (ET-0097-10)	First extension of time to review an outdoor retail sales structure/booth - until June 16, 2012 to review as a public hearing and no solicitation - expired	Approved by BCC	August 2010
UC-0447-09	Outdoor retail sales structure/booth and roof sign subject to 9 months to review as a public hearing, ticket sales only, and hours of operation limited to 8:00 a.m. to 9:00 p.m. - expired	Approved by BCC	September 2009

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Entertainment Mixed-Use	CR	Shopping center
South & West	Entertainment Mixed-Use	CR (AE-60)	MGM Grand Resort Hotel
East	Entertainment Mixed-Use	CR (AE-60)	Park MGM & New York New York Resort Hotels

Related Applications

Application Number	Request
WS-25-0641	Waiver of development standards and design review for an existing kiosk and 2 proposed kiosks is a companion item on this agenda.

STANDARDS FOR APPROVAL:

The applicant shall demonstrate that the proposed request is consistent with the Master Plan and is in compliance with Title 30.

Analysis**Comprehensive Planning**

The proposed signage on the subject property is reviewed to determine 1) compatibility, in terms of scale and architectural features, with the site and surrounding area; 2) harmony with the character of the neighborhood; 3) impact on the surrounding land uses; and 4) the health, safety, and welfare of the inhabitants of the area. Additionally, comprehensive sign plans shall

demonstrate the proposal will improve the aesthetics of the development and will not have an adverse impact on the use, enjoyment, or value of property.

Previously approved signs within this shopping center are harmonious with existing signage along the Resort Corridor and within the immediate area along Las Vegas Boulevard South. Staff finds the proposed signage (all with electronic message unit, static signs) are complementary to the previously approved comprehensive sign plan for the shopping center. Staff does not anticipate the proposed signage having any adverse effects on surrounding signage or other properties in the vicinity. Therefore, staff recommends approval.

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 Statute.

PRELIMINARY STAFF CONDITIONS:

Comprehensive Planning

- Applicant is advised within 2 years from the approval date the application must commence or the application will expire unless extended with approval of an extension of time; 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; changes to the approved project will require a new land use application; and the applicant is solely responsible for ensuring compliance with all conditions and deadlines.

Public Works - Development Review

- Maintain the required width of all public access walkway segments so that a minimum Level of Service "C" is achieved under peak pedestrian volumes;
- No commercial messages are permitted on signs within the right-of-way.
- Applicant is advised that signs are not permitted within the right-of-way.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: WESTGATE RESORTS, INC.

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