

07/02/25 BCC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**SDR-25-0362-CP LV PROPERTY OWNER, LLC**

**SIGN DESIGN REVIEW** for modifications to a previously approved comprehensive sign plan in conjunction with an existing resort hotel (Caesars Palace) on 80.13 acres in a CR (Commercial Resort) Zone.

Generally located west of Las Vegas Boulevard South and north of Flamingo Road within Paradise. TS/md/kh (For possible action)

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RELATED INFORMATION:

**APN:**

162-17-710-002; 162-17-710-004 through 162-17-710-005; 162-17-810-002 through 162-17-810-004; 162-17-810-009 through 162-17-810-010

**LAND USE PLAN:**

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 3570 Las Vegas Boulevard South
- Site Acreage: 80.13
- Project Type: Amended comprehensive sign plan
- Sign Height (feet): 210 (proposed freestanding sign)
- Square Feet: 9,515

**History & Request**

The plans depict an existing resort hotel (Caesars Palace) located on the west side of Las Vegas Boulevard South and the north side of Flamingo Road. An amended comprehensive sign plan was recently approved by the Board of County Commissioners via SDR-25-0246 in May 2025. Prior modifications to the comprehensive sign plan occurred with approvals of DR-20-0117, UC-18-0860, DR-18-0632, WS-1059-17, UC-0361-16, UC-1003-14, DR-0615-11, DR-0378-06, UC-0319-15, UC-0104-05, DR-0862-02, and UC-0744-99. This request is for modifications to a previously approved comprehensive sign plan consisting of a proposed freestanding sign with an electronic messaging unit (video). No additional signage or site modifications are proposed with this application.

**Site Plan**

The proposed freestanding sign is located at the southeast corner of the site adjacent to Las Vegas Boulevard South and Flamingo Road. The freestanding sign is set back 31 feet from the east

property line and 125 feet from the south property lines, respectively. The proposed freestanding sign features a separation distance of 1,012 linear feet from the existing freestanding sign to the north. There are no proposed changes to the location or design of the existing buildings, landscaping, or uses on the site.

### Sign Plans

The plans depict a proposed freestanding sign with a maximum height of 210 feet. The freestanding sign consists of 4 sides with an electronic message unit (video), with the north and south (Las Vegas Boulevard South) sides each measuring 7,880 square feet and the east and west sides (Flamingo Road) each measuring 1,635 square feet. This request will also increase the number of electronic message units (video) to 2 where a maximum of 1 video unit per street frontage is allowed. Per Code, the allowable sign area for a sign with more than 2 sides is calculated by 50 percent of the sum of the proposed area of all sign faces as indicated in the summary table.

### Summary of the existing and proposed signage

| <b>Type of Sign</b> | <b>Existing (sq. ft.)</b> | <b>Proposed (sq. ft.)</b> | <b>Total (sq. ft.)</b> | <b># of Existing Signs</b> | <b># of Proposed Signs</b> | <b>Total # of Signs</b> |
|---------------------|---------------------------|---------------------------|------------------------|----------------------------|----------------------------|-------------------------|
| Wall                | 37,584                    | N/A                       | 39,300                 | 99                         | N/A                        | 99                      |
| Freestanding        | 19,512                    | 9,515^*                   | 29,027                 | 7                          | 1                          | 8                       |
| Directional         | 0                         | N/A                       | N/A                    | N/A                        | N/A                        | N/A                     |
| Roof                | 0                         | N/A                       | N/A                    | N/A                        | N/A                        | N/A                     |
| Total               | 57,096                    | 9,515                     | 68,327                 | N/A                        | N/A                        | N/A                     |

^Includes Electronic Message Unit: Video, see signage in table below.

\* More than 2-sided sign: 50% of the sum of the proposed area of all sign faces.

| <b>Type of Sign</b>            | <b>Existing (sq. ft.)</b> | <b>Proposed (sq. ft.)</b> | <b>Total (sq. ft.)</b> | <b># of Existing Signs</b> | <b># of Proposed Signs</b> | <b>Total # of Signs</b> |
|--------------------------------|---------------------------|---------------------------|------------------------|----------------------------|----------------------------|-------------------------|
| Electronic Message Unit: Video | 11,333                    | 9,108                     | 22,013                 | 5                          | 1                          | 6                       |

### Landscaping

All street landscaping is existing and no additional landscaping is proposed or required with this request.

### Applicant's Justification

The proposed sign is consistent with similar approvals for other resort hotels in the surrounding area including Horseshoe Las Vegas, Resort World, Palms, Palazzo Venetian/MSG Sphere, and Treasure Island. The proposed sign is similar in size and scale as those noted above and approved for other resort hotels. The sign will enhance the visual character of the property and is visually compatible with adjacent developments.

### Prior Land Use Requests

| Application Number      | Request   | Action          | Date           |
|-------------------------|---|-----------------|----------------|
| SDR-25-0246             | Modifications to a previously approved comprehensive sign plan  | Approved by BCC | May 2025       |
| DR-20-0117              | Modified an approved comprehensive sign package including wall signs and animated signs   | Approved by ZA  | March 2020     |
| UC-18-0860              | Recreational/events center with modifications to an approved comprehensive sign package   | Approved by BCC | December 2018  |
| DR-18-0632              | Modified an approved comprehensive sign package including wall signs and animated signs   | Approved by BCC | October 2018   |
| UC-18-0142              | Building addition with outside dining and drinking  | Approved by BCC | April 2018     |
| WS-1059-17              | Modified an approved comprehensive sign package including proposed roof signs   | Approved by BCC | January 2018   |
| UC-0738-17              | Temporary outdoor commercial event for longer than 10 days, access to modular building from the exterior of a resort hotel, and allowed roof signs on modular building  | Approved by BCC | September 2017 |
| UC-0291-17              | Addition to an existing restaurant with outdoor improvements  | Approved by BCC | June 2017      |
| VS-0643-16              | Vacated and abandoned a 15 foot wide pedestrian access easement adjacent to the Forum Shops subject to dedicating a new 15 foot wide pedestrian access easement   | Approved by PC  | November 2016  |
| UC-0361-16              | Modified an approved comprehensive sign package and outdoor improvements to an existing shopping center (Forum Shops)   | Approved by BCC | July 2016      |
| UC-0660-15              | On-premises consumption of alcohol and outside dining and drinking, with a design review for an exhibition/convention building, a solar canopy, and solar trees in conjunction with an existing resort hotel (Caesars Palace) - expired | Approved by BCC | November 2015  |
| UC-1003-14              | Modified an approved comprehensive sign package, increased wall sign area, and increased animated sign area in conjunction with an existing resort hotel (Caesars Palace)   | Approved by BCC | February 2015  |
| DR-0895-14              | Temporary outdoor commercial event (ice skating rink) for longer than 10 days - expired   | Approved by BCC | January 2015   |
| UC-0702-13              | Modified and expanded an existing shopping center (Forum Shops) - expired   | Approved by BCC | December 2013  |
| DR-0615-11              | Modified an approved comprehensive sign package to include all existing, approved, and new signage for Caesars Palace   | Approved by BCC | March 2012     |
| UC-0319-05 (ET-0113-07) | First extension of time for freestanding banner signs   | Approved by BCC | June 2007      |

**Prior Land Use Requests**

| <b>Application Number</b>  | <b>Request</b>   | <b>Action</b>   | <b>Date</b>   |
|----------------------------|--|-----------------|---------------|
| DR-0378-06                 | Wall signs   | Approved by BCC | April 2006    |
| UC-0319-05                 | 18 freestanding banner signs located on the Forum Shop building that fronts Las Vegas Boulevard South  | Approved by BCC | April 2005    |
| UC-0104-05                 | Exterior entries to an outside dining area and increased signage in conjunction with this existing resort hotel  | Approved by BCC | March 2005    |
| DR-0862-02                 | Freestanding animated signs  | Approved by BCC | August 2002   |
| UC-0744-99<br>(ET-0209-00) | First extension of time for an on-premises sign  | Approved by PC  | July 2000     |
| UC-0744-99                 | On-premises sign in conjunction with a resort hotel that deviated from improvement standards for sign height and sign area - approved by the Planning Commission in July 1999 and amended in December 1999 | Approved by PC  | December 1999 |

**Surrounding Land Use**

|       | <b>Planned Land Use Category</b> | <b>Zoning District (Overlay)</b> | <b>Existing Land Use</b>                |
|-------|----------------------------------|----------------------------------|---|
| North | Entertainment Mixed-Use          | CR                               | Hard Rock Resort Hotel                  |
| South | Business Employment              | CR                               | Bellagio Resort Hotel                   |
| East  | Entertainment Mixed-Use          | CR                               | Harrah's, Linq & Flamingo Resort Hotels |
| West  | Entertainment Mixed-Use          | IL                               | Office/warehouse complex                |

The I-15 right-of-way is directly west of the subject site.

**Related Applications**

| <b>Application Number</b> | <b>Request</b>   |
|---------------------------|--|
| VS-25-0363                | A request to vacate and abandon a pedestrian access easement 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.

Code allows alternative sign standards for resort hotels if the alternative results in the development having a visual character compatible with adjacent developments. The proposed modifications to the existing freestanding sign are consistent in style, design, and scale with the previously approved resort hotel and with other resort hotels within the immediate area along Las Vegas Boulevard South. Staff finds the modifications to the freestanding sign and the previously approved comprehensive sign package should not have an adverse or negative impact on the surrounding land use or properties; therefore, recommends approval.

### **Department of Aviation**

The development will penetrate the 100:1 notification airspace surface for Harry Reid International Airport. Therefore, as required by 14 CFR Part 77, and Section 30.02.26B.3(ii) of the Clark County Unified Development Code, the Federal Aviation Administration (FAA) must be notified of the proposed construction or alteration.

### **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 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**

- 30 days to coordinate with Public Works - Design Division and submit separate document if required, for dedication of any necessary right-of-way and easements for the Las Vegas Boulevard improvement project;
- 90 days to record said separate document for the Las Vegas Boulevard improvement project;
- 30 days to coordinate with Public Works - Design Division and submit separate document if required, for dedication of any necessary right-of-way and easements for the Pedestrian Bridge Rehabilitation improvement project;

- 90 days to record said separate document for the Pedestrian Bridge Rehabilitation improvement project.
- Applicant is advised that signs are not permitted within the right-of-way.

#### **Department of Aviation**

- Applicant is required to file a valid FAA Form 7460-1, "Notice of Proposed Construction or Alteration" with the FAA, in accordance with 14 CFR Part 77, or submit to the Director of Aviation a "Property Owner's Shielding Determination Statement" and request written concurrence from the Department of Aviation;
- If applicant does not obtain written concurrence to a "Property Owner's Shielding Determination Statement," then applicant must also receive either a Permit from the Director of Aviation or a Variance from the Airport Hazard Areas Board of Adjustment (AHABA) prior to construction as required by Section 30.02.26B of the Clark County Unified Development Code; applicant is advised that many factors may be considered before the issuance of a permit or variance, including, but not limited to, lighting, glare, graphics, etc.;
- No building permits should be issued until applicant provides evidence that a "Determination of No Hazard to Air Navigation" has been issued by the FAA or a "Property Owner's Shielding Determination Statement" has been issued by the Department of Aviation.
- Applicant is advised that the FAA's determination is advisory in nature and does not guarantee that a Director's Permit or an AHABA Variance will be approved; that FAA's airspace determinations (the outcome of filing the FAA Form 7460-1) are dependent on petitions by any interested party and the height that will not present a hazard as determined by the FAA may change based on these comments; and that the FAA's airspace determinations include expiration dates and that separate airspace determinations will be needed for construction cranes or other temporary equipment.

#### **Fire Prevention Bureau**

- No comment.

#### **Clark County Water Reclamation District (CCWRD)**

- No comment.

**TAB/CAC:** Paradise - approval.

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** DESERT PALACE, LLC

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