

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-25-0725-GC VEGAS RETAIL, LLC & NAKASH S&W, LLC

SIGN DESIGN REVIEWS for the following: **1)** electronic signs (electronic message unit, video); **2)** increase the area of wall signs; and **3)** increase the area of a projecting sign in conjunction with an existing shopping center 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/mh/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 through 162-21-401-029

SIGN DESIGN REVIEWS:

1. a. Allow an electronic sign (electronic messaging unit, video) in conjunction with a projecting sign.
- b. Increase the sign area of electronic signs (electronic message unit, video) to 48,565 square feet where 150 square feet is the maximum permitted per Section 30.05.02H and 45,745 square feet was previously approved.
- c. Increase the number of electronic signs (electronic messaging unit, video) to 6 where 61 was previously approved.
2. Increase the area of wall signs to 63,253 square feet where 60,902 square feet was previously approved.
3. Increase the area of projecting signs to 2,970 square feet where 250 square feet is the maximum per Section 30.05.02O and 2,410 square feet was previously approved.

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3767 Las Vegas Boulevard South
- Site Acreage: 1.82 (portion)/6 (overall site)
- Project Type: Signage update for Showcase Mall
- Sign Height (feet): 24 (proposed wall sign 1)/70 (proposed wall sign 2)/70 (proposed projecting sign)

- Square Feet: 1,800 (proposed wall sign 1)/1,091 (proposed wall sign 2)/560 (proposed projecting 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 to the site is provided via existing driveways along Las Vegas Boulevard South, which lead to existing parking garages. The applicant is requesting to revamp the existing Showcase Mall with new signage for a new retail store along the north and west elevations.

Sign Plan

- W-1: Wall sign consisting of an electronic sign (electronic message unit, video) with an overall area of 1,800 square feet. The sign faces north and is located above an entrance to the building.
- W-2: Wall sign consisting of an electronic sign (electronic message unit, video) with an overall area of 1,091 square feet, which is a 551 square foot increase from the current wall sign that it will replace. The sign faces west and is located above an entrance to the building.
- P-1: Projecting sign featuring an electronic sign (electronic message unit, video) with an overall area of 560 square feet. This two-sided sign is on the west elevation and will be facing north and south, and is located adjacent to wall sign W-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
Freestanding	6,000	0	6,000	N/A	6	0	6
Wall	60,902	2,351	63,253	3.86%	105	1	106
Directional	35	0	35	N/A	6	0	6
Projecting	2,410	560	2,970	23.24%	14	1	15
Hanging	34	0	34	N/A	5	0	5
Roof	969	0	969	N/A	3	0	3
Overall Total	70,350	2,911	73,261	N/A	139	3	142
Animated LED (Wall display)	40,626	2,351	42,977	7.17%	57	2	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)	1,955	560	2,515	N/A	1	1	2
Overall Animated	45,745	2,911	48,656	N/A	61	3	64

Applicant's Justification

The proposed signage requests are appropriate for the site and will not create any negative impact to the area. The Development Code allows for alternative sign standards within the Resort Corridor if the signs result in the development having a visual character compatible with adjacent developments. The proposed signs are compatible with other signs in the area and are in harmony with the unique nature of signage along Las Vegas Boulevard South and within the Resort Corridor. The site is located on the Las Vegas Strip and is compatible with the surrounding uses. Las Vegas Boulevard South is designated and recognized as a National Scenic Byway and the proposed signs further promote this designation.

Prior Land Use Requests

Application Number	Request	Action	Date
SDR-25-0549	Sign design review for a freestanding sign, projecting sign, and to increase the area of wall signs	Approved by 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
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

Prior Land Use Requests

Application Number	Request	Action	Date
WS-19-0837	Modification to an approved comprehensive sign plan (Burlington)	Approved by BCC	December 2019
WS-19-0239	Amended sign plan for the Showcase Mall	Approved by BCC	May 2019
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
WS-18-0084	Amended sign plan for the Showcase Mall	Approved by BCC	March 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
WS-0456-17	Amended sign plan for the Showcase Mall	Approved by BCC	July 2017
WS-0153-17	Waivers and a design review for a portion of the Showcase Mall for a building addition and modified the existing plaza, sidewalks, and landscape areas along Las Vegas Boulevard South	Approved by BCC	April 2017
WS-0579-16	Amended sign plan for the Showcase Mall with facade change to a portion of the site	Approved by BCC	October 2016

*There are several other land use applications that have included this site; however, the applications listed above are the most directly related to the current request.

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

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 wall signs and projecting sign (all with electronic video and message units) 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 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

- Applicant is advised that signs are not permitted within the right-of-way and easements.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC:

APPROVALS:

PROTESTS:

APPLICANT: SG VEGAS OWNER, LLC

CONTACT: KAEMPFER-CROWELL, 1980 FESTIVAL PLAZA DRIVE, SUITE 650, LAS VEGAS, NV 89135