

03/04/26 BCC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-26-0010-SG VEGAS OWNER, LLC:

SIGN DESIGN REVIEW to increase the number of electronic signs in conjunction with a previously approved comprehensive sign plan for an existing shopping center on 9.46 acres in a CR (Commercial Resort) Zone.

Generally located east of Las Vegas Boulevard South and south of Harmon Avenue within Paradise. JG/rr/kh (For possible action)

RELATED INFORMATION:

APN:

162-21-318-001

SIGN DESIGN REVIEW:

Increase the number of electronic signs to 98 where 90 electronic signs were previously approved (an 8.9% increase).

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3747 Las Vegas Boulevard South
- Site Acreage: 9.46
- Project Type: Electronic signs, wall signs
- Square Feet: 781.85 (electronic signs)/931.85 (wall signs)

Site Plan

An existing shopping center was approved for this site in August 2022 via UC-22-0410. Access to the site is provided via existing driveways along Las Vegas Boulevard South. A comprehensive sign plan was approved in December 2023 via WS-23-0752 and was modified in January 2026 via SDR-25-0801. The applicant is now requesting to increase the number of wall signs and electronic signs. The signage is located along a portion of the Las Vegas Boulevard South façade of the shopping center and also on a portion of the north and south elevations of the third level (Netflix). The applicant is proposing to divide the previously approved 1,800 square feet electronic message unit, video signage on the west façade into 9 separate smaller electronic message unit, video wall signs. Additionally, 1 illuminated static wall sign will be located along the west elevation. This would add 9 wall signs, 8 of which are electronic message unit, video signs, to the previously approved 90 signs, for a total of 99 wall signs, and a total of 98 electronic signs. However, the

overall area of the wall signs and electronic signs are proposed to decrease compared to the previously approved application. Lastly, 2 illuminated wall signs were previously approved on the north and south sides of the tenant space on the third level. These signs are proposed to decrease in size.

Sign Plan

- S1, S2, S6, & S9: Four electronic message unit, video wall signs each with an area of 54.92 square feet, located along the west side of the building.
- S3 & S7: Two electronic message unit, video wall signs each with an area of 34.98 square feet, located along the west side of the building.
- S4: One electronic message unit, video wall sign with an area of 347.94 square feet, located along the west side of the building.
- S5 & S8: Two electronic message unit, video wall signs each with an area of 72 square feet, located along the west side of the building.
- S10: Wall sign with an area of 50 square feet, located along the west side of the building.
- S11: Wall sign with an area of 50 square feet, located along the north side of the building on the third level.
- S12: Wall sign with an area of 50 square feet, located along the south side of the building on the third level.

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	7,788.30	0	7,788.3	N/A	4	0	4
Wall	46,111.20	-2,068.15*	44,043.05	-4.49%	90	9	99
Directional	382.50	0	382.5	N/A	15	0	15
Monument	0	0	0	N/A	0	0	0
Projecting	1,040	0	1,040	N/A	20	0	20
Hanging	63	0	63	N/A	1	0	1
Roof	0	0	0	N/A	0	0	0
Canopy	89.5	0	89.5	N/A	5	0	5
Overall Total	55,474.50	-2,068.15	53,406.35	N/A	135	9	144
Electronic	29,745.30	-1,018.15**	28,727.15	-3.42%	90	8	98

*The total sign area of the 9 new wall signs is 931.85 sq. ft., but the overall sign area is reduced by 2,068.15 square feet from the previous approvals of 1,800 sq. ft. along the west side and 1,200 square feet on the north and south sides combined.

**The total sign area of the 9 new electronic message unit, video signs on the west side of the building is 781.85 sq. ft., but the overall electronic sign area is reduced by 1,018.15 sq. ft. from the previous approval of 1,800 sq. ft.

Applicant’s Justification

The applicant states that the proposed signage is integral to a new immersive experience proposed in the existing BLVD building. The animated signs on the west elevation display curated animations and visual moments from a variety of iconic Netflix shows, enhancing the cinematic atmosphere and reinforcing the experiential storytelling centra to the project. Similar digital and

animated display systems have been successfully used in comparable entertainment destinations throughout the Las Vegas strip, demonstrating compatibility with established design standards and community expectations. Approval of this request will elevate the overall visitor experience and contribute positively to the project area. The illuminated wall signs on the north, south, and west elevations are strategically positioned at the project's primary entry points to create a clear sense of arrival and welcome.

Prior Land Use Requests

Application Number	Request	Action	Date
SDR-25-0801	Modifications to a comprehensive sign plan for an existing shopping center by increasing the area of animated signs	Approved by BCC	January 2026
UC-25-0035	Recreation and entertainment facilities within an existing shopping center	Approved by PC	March 2025
WS-23-0752	Comprehensive sign package for a previously approved shopping center	Approved by BCC	December 2023
UC-23-0553	Retail sales (kiosks)	Approved by PC	October 2023
VS-22-0411	Vacated pedestrian access easements	Approved by BCC	August 2022
TM-22-500143	1 lot commercial subdivision	Approved by BCC	August 2022
UC-22-0410	Showcase 5 shopping center, with waivers for setbacks, alternative landscaping, non-standard improvements, and reduced parking	Approved by BCC	August 2022
UC-0476-17	Recreational facility (amusement ride/virtual reality motion machine)	Approved by BCC	July 2017
UC-0711-15	Outside dining and drinking associated with a supper club with direct access within existing an shopping center (Hawaiian Marketplace)	Approved by BCC	December 2015
UC-0375-11	Allowed various uses within H-1 zoning for a shopping center including restaurant, on-premises consumption of alcohol, and outside dining uses	Approved by PC	October 2011
DR-1705-04	Reviewed the sidewalk location and temporary structures	Approved by BCC	November 2004
UC-1096-03	Modified landscaping, permit temporary structures, and reduced setbacks in conjunction with the shopping center	Approved by BCC	February 2004

Prior Land Use Requests

Application Number	Request	Action	Date
UC-1227-02	Expansion and remodel of an existing shopping center, a banquet facility, and covered outdoor shopping area	Approved by PC	October 2002
UC-1226-02	Parking reduction for the Hawaiian Marketplace and an existing and proposed hotel timeshare development on adjacent parcels (Polo Towers)	Approved by PC	October 2002
UC-0235-02	Expansion to a shopping center, permit modular structure, reduced on-site parking, and allowed off-site parking on the adjacent parcel to the north (The Travelodge)	Approved by PC	June 2002
AR-17-400003 (WS-0332-15)	First application for review for a redesign of the site frontage (sidewalk and pedestrian access easement), a new plaza area with outside dining, and façade changes at an existing retail center (Cable Center) subject to removing the time limit	Approved by BCC	May 2018
WS-0815-16	Reduced the special setback to Las Vegas Boulevard South and allowed a roof sign	Approved by BCC	January 2017
WC-400072-16 (WS-0332-15)	Waived the minimum 5 foot high fence around the outside dining area	Approved by BCC	July 2016
WS-0332-15	Alternative landscaping and screening with reduced setbacks and non-standard improvements within the right-of-way for a new plaza area, and façade changes to a portion of the existing retail center	Approved by BCC	July 2015
UC-0095-14	Amusement/theme park with waivers and design review for an amusement park with associated buildings and structures	Denied by BCC	November 2014
WS-0044-13	Outside retail sales structures in conjunction with an existing shopping center - expired	Approved by BCC	March 2013
RS-500025-08	Record of Survey	Reviewed by staff	February 2008

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Entertainment Mixed-Use	CR	Parking lot & undeveloped
South	Entertainment Mixed-Use	CR (AE-60)	Showcase Mall
East	Entertainment Mixed-Use	CR	MGM Resort Hotel
West	Entertainment Mixed-Use	CR	City Center Resort Hotel complex & Park MGM Resort Hotel

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.

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 electronic wall signs are complementary to the previously approved comprehensive sign plan for the shopping center. The previously approved electronic signage along the west façade is being divided into smaller signs, increasing the number of signs, but decreasing the overall square footage. The previously approved static wall signs on the third level of the shopping center will also decrease in area. 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.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: CHRISTIAN NELSON

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