

02/04/26 BCC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**SDR-25-0860-CORNER INVESTMENT COMPANY, LLC:**

**SIGN DESIGN REVIEW** for a comprehensive sign plan in conjunction with an existing resort hotel (The Vanderpump previously known as The Cromwell) on a 4.36 acre portion of a 23.73 acre site in a CR (Commercial Resort) Zone.

Generally located east 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:**

162-16-412-004; 162-21-101-005 ptn

**LAND USE PLAN:**

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 3595 Las Vegas Boulevard South
- Site Acreage: 4.36 (project site)/23.73 (overall)
- Project Type: Comprehensive sign plan
- Square Feet: 124 (existing directional)/3,360 (existing electronic message units, video)/18 (projecting)/25 (supergraphic)/8,108 (wall)

**History & Request**

This request is to establish a new comprehensive sign package baseline to rebrand an existing resort hotel, The Cromwell to The Vanderpump Resort Hotel. No additional signage square footage is proposed with this request. The existing signage, approved by the Board of County Commissioners via WS-0788-13 in January 2014, will be updated with this request to reflect the rebranding and theme of the resort hotel.

**Site Plan**

The existing hotel is located on the western half of the parcel and a parking garage is located on the eastern half. Access to the site is from Flamingo Road.

### Sign Plan

The plans depict an assortment of existing signs including directional, projecting, wall, supergraphic, and electronic message unit, video, signs. Below is a summary of the signage included with this request:

- The existing directional signage is located along the south side of the resort hotel's parking garage, adjacent to Flamingo Road. The 2 directional signs are affixed to the top of the entrances leading to the parking garage with first sign measuring 34 square feet in area and the second sign measuring 90 square feet in area. For a total of 124 square feet.
- There are 2 existing video electronic message units that will be refurbished reflecting the rebranding of the resort hotel. The first sign, located at the southwest corner of the building oriented towards Las Vegas Boulevard South, measures 1,440 square feet. The second sign, also located at the southwest corner of the resort hotel, is directed towards Flamingo Road and measures 1,920 square feet in area. For a total of 3,360 square feet.
- The existing projecting sign is located at the southwest corner of the building, adjacent to Las Vegas Boulevard South and Flamingo Road. The projecting sign is attached to the canopy above the detached sidewalk and measures 18 square feet in area.
- The existing supergraphic sign is located at the southwest corner of the building, adjacent to the existing projecting sign. The supergraphic sign measures 25 square feet in area and is wrapped around the supporting column of the canopy above the detached sidewalk.
- A total of 21 existing wall signs are distributed along the east and south facades of the resort hotel, with a cumulative area measuring 8,109 square feet.

The details for the existing signage for the resort hotel are as follows:

Type of Sign	Existing (sq. ft.)	Total # of Signs
Directional	124	2
Electronic Message Unit, Video	3,360	2
Projecting	18	1
Supergraphic	25	1
Wall	8,108	21
Overall Total	11,635	27

### Landscaping

All street and site landscaping exists and no landscaping is proposed or required with this application.

### Applicant's Justification

The applicant is in the process of rebranding the property from "The Cromwell" hotel to "The Vanderpump" hotel. This application will bring the property's sign plan under current Title 30 standards and update the sign package to reflect the signage installed at the property.

### Prior Land Use Requests

Application Number	Request	Action	Date
DR-19-0999	Modifications to an approved comprehensive sign package for an existing resort hotel (The Cromwell Resort Hotel)	Withdrawn without prejudice at BCC	September 2020
WS-0788-13	Parking reduction and amended sign package for an existing resort hotel (Bill's Gamblin' Hall)	Approved by BCC	January 2014
UC-0381-12	Remodeled an existing resort hotel (Bill's Gamblin' Hall)	Approved by BCC	October 2012
DR-0336-10 (ET-0074-12)	First extension of time to review and commence a comprehensive sign package for the site and resort hotels to the north (The Quad, Flamingo, and former O'Sheas)	Approved by BCC	July 2012
DR-0336-10	Comprehensive sign package for the site and resort hotels to the north (The Quad, Flamingo, and former O'Sheas)	Approved by BCC	September 2010

### Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Entertainment Mixed-Use	CR	Flamingo Resort Hotel
South	Entertainment Mixed-Use	CR	Horseshoe Resort Hotel & Grand Bazaar Shops
East	Entertainment Mixed-Use	CR	Commercial complex
West	Entertainment Mixed-Use	CR	Caesars Palace Resort Hotel

### Related Applications

Application Number	Request
VS-25-0859	A request to vacate and abandon easements 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

#### Sign Design Review

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.

Staff finds the existing and proposed signs are compatible with the building styles on-site and with the surrounding development along Las Vegas Boulevard South. The comprehensive sign plan associated with the rebranding of the resort hotel will encourage visitation to the site and reinforces Master Plan Policy 5.1.3, which states that tourism is one of the bases of the local economy. Las Vegas Boulevard South is also designated and recognized as a national and international Scenic Byway; therefore, the signs further promote this designation and are appropriate and compatible with the surrounding uses and area. The signs are similar in size, scale, and design with other signs approved for resort hotels in the area. Therefore, staff recommends approval of this request.

### **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;
- 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;
- Said dedication must occur prior to issuance of building permits, concurrent with the recording of a subdivision map, OR within 30 calendar days from a request for dedication by the County.
- 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:** CORNER INVESTMENT COMPANY, LLC

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