

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**SDR-24-0334-MGM RESORTS LAND HOLDINGS II, LLC**

**HOLDOVER SIGN DESIGN REVIEW** for modifications to an approved comprehensive sign plan for a resort hotel (Bellagio) on 76.63 acres in a CR (Commercial Resort) Zone.

Generally located on the west side of Las Vegas Boulevard South and the south side of Flamingo Road within Paradise. JG/rr/syp (For possible action)

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RELATED INFORMATION:

**APN:**

162-20-510-002; 162-20-601-001; 162-20-602-001

**SIGN DESIGN REVIEW:**

1. Modifications to an approved comprehensive sign plan in conjunction with an existing resort hotel (Bellagio) including the following:
  - a. Replace an existing 4,534 square foot freestanding sign along Las Vegas Boulevard South with a new 3 sided 5,905 square foot freestanding sign.
  - b. Increase the area of an electronic sign (electronic message unit, video) to 5,055 square feet where 2,304 square feet was previously approved.
  - c. Increase the area of wall signs to 4,049 square feet where 677 square feet was previously approved.
  - d. Reduce the front setback for a freestanding sign to 2 feet 3 inches where 10 feet is required per Section 30.05.02L (a 77.5% decrease).

**LAND USE PLAN:**

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 3600 and 3680 Las Vegas Boulevard South
- Site Acreage: 76.63
- Project Type: Modifications to an approved comprehensive sign plan
- Sign Height (feet): 141 (new freestanding sign)
- Square Feet: 5,905 (new freestanding sign)/3,372 (new wall signs)

History & Request

This is a request for a previously approved comprehensive sign plan for the Bellagio. The most recent comprehensive sign application was approved via UC-0288-05 by the Planning Commission in April 2005. This application proposes to remove the existing freestanding sign

along Las Vegas Boulevard South currently located on APN 162-20-601-001 and construct a new, larger freestanding sign on APN 162-20-602-001 to the south. The new freestanding sign is also proposed to have a larger electronic message unit (video) compared to the current sign. These changes are proposed to allow for an expansion of the retail, restaurant, and entertainment areas of the Bellagio, which is the subject of a companion design review, DR-24-0335. The expanded areas of the building will also feature additional wall signs.

Site Plans

The plans submitted indicate the proposed freestanding sign will be located at the southeast corner of APN 162-20-602-002 on the west side of Las Vegas Boulevard South, approximately 80 feet south of the existing freestanding sign which will be removed. The sign will also be set back 2 feet 3 inches from the east property line adjacent to Las Vegas Boulevard South where the minimum setback for signs is 10 feet.

Sign Plans

The plans depict a proposed freestanding sign on the west side of Las Vegas Boulevard South with a maximum height of 141 feet. The sign does not exceed the overall height of the existing resort towers, including the Spa Tower which is 374 feet and the Main Tower which is 493 feet in height. The freestanding sign is proposed to be 3 sided totaling 5,905 square feet in size when measured as the sum of 50% of each sign face. The freestanding sign includes electronic messaging units (video) totaling 5,055 square feet. The plans also depict 21 proposed wall signs which will be distributed at various locations on the north and east façades of the new buildings. The wall signs total 3,372 square feet and range in size from 110 square feet to 220 square feet.

**Proposed Sign Changes**

Type of Sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	# of existing signs	# of proposed signs	Total # of signs
Existing “Bellagio” F/S Sign**	4,534	-4,534	0	1	-1	0
EMU (part of F/S)	2,304	-2,304				
Proposed “Bellagio” F/S Sign		5,905***	5,905***		1	1
EMU (part of F/S)		5,055	5,055	0	1	1
Wall	677	3,372	4,049	-----	-----	-----

\*\*One existing freestanding sign is proposed to be removed in its entirety and replaced.

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

**Summary of the existing and proposed signage:**

Type of Sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	# of existing signs	# of proposed signs	Total # of signs
Freestanding*	17,106	1,371 net	18,477	3**	1	3
Wall	677	3,372	4,049	-----	-----	----
Monument	4	0	18,481	4	0	4
Directional	177	0	177	17	0	17
EMU - video	2,304	2,751 net	5,055	1	0 net	1

\*The freestanding sign also contains an Electronic Message Unit (video).

\*\*One existing freestanding sign is proposed to be removed in its entirety and replaced.

Applicant's Justification

The applicant states the requested signage is an integral part of Las Vegas Boulevard South and the Bellagio. The signage design is coordinated with the existing signage at the resort to project a cohesive design. The applicant states the signage does not interfere with the sight visibility zones or pedestrian sidewalk areas.

**Prior Land Use Requests APNs 162-20-510-002; 162-20-601-001**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
ADR-22-900807	Pedestrian walkway bridge enclosure (Bellagio)	Approved by ZA	January 2023
UC-20-0546	Monorail (underground people mover system)	Approved by BCC	October 2021
AR-19-400088 (WC-18-400191 (UC-0284-17))	First application for review of a waiver of conditions for an outdoor sales booth	Approved by BCC	August 2019
AR-19-400089 (UC-0284-17)	First application for review for deviations of a use permit for an outdoor sales booth	Approved by BCC	August 2019
DR-18-0646	Façade changes to an existing outdoor sales structure/booth	Approved by BCC	October 2018
WC-18-400191 (UC-0284-17)	Waived conditions for an outdoor sales booth	Approved by BCC	October 2018
ADR-1132-17	Building addition and façade change for a restaurant (Spago)	Approved by ZA	November 2017
UC-0284-17	Allowed an outdoor sales structure/booth and signage subject to 2 years to commence and review	Approved by BCC	June 2017
ADR-0302-11	Building addition and redesign of an existing nightclub	Approved by ZA	April 2011
UC-0288-05	Allowed an employee parking garage and increased height for the parking garage	Approved by PC	April 2005
DR-1625-03	Allowed gates, a guard house, and fences	Approved by PC	November 2003
DR-0283-03	An expansion to a resort hotel (Bellagio)	Approved by BCC	March 2003

**Prior Land Use Requests APN 162-20-602-001**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
ADR-0787-11	Pavilion and guard shack for the Cosmopolitan Resort Hotel	Approved by ZA	September 2011

### **Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District (Overlay)</b>	<b>Existing Land Use</b>
North	Entertainment Mixed-Use	CR	Caesars Palace Resort Hotel
South	Entertainment Mixed-Use	CR	Jockey Club & Cosmopolitan Resort Hotel
East	Entertainment Mixed-Use	CR	Horseshoe, Paris & Planet Hollywood Resort Hotels
West	Entertainment Mixed-Use	CR, IL, & CC	I-15, offices, industrial uses, & The Martin

### **Related Applications**

<b>Application Number</b>	<b>Request</b>
DR-24-0335	A design review for the expansion of an existing resort hotel (Bellagio) 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.

The 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 freestanding sign along with the proposed wall signs on the new buildings 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 proposed freestanding sign, electronic message units (video) and wall signs will be harmonious with the approved comprehensive sign plan and the location of the freestanding sign will not impede pedestrian or vehicular traffic. In total, the signs should not have an adverse or negative impact on the surrounding land use or properties. Therefore, staff 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**

- 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:**

**APPROVALS: 3 cards**

**PROTESTS: 1 card**

**COUNTY COMMISSION ACTION:** August 21, 2024 – HELD – To 11/20/24 – per the applicant.

**APPLICANT:** MGM RESORTS

**CONTACT:** GMRA, 6325 S. JONES BOULEVARD, SUITE 100, LAS VEGAS, NV 89118