

11/05/25 BCC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-25-0657-KOVAL LANE HOSPITALITY, LLC:

SIGN DESIGN REVIEWS for the following: **1)** increase the area of electronic message units, video; **2)** increase the number of electronic message units; and **3)** increase the height of a directional sign in conjunction with an existing casino and hotel (Ellis Island) on 5.29 acres in a CR (Commercial Resort) Zone within the Airport Environs (AE-60) Overlay.

Generally located east of Koval Lane and north of Rochelle Avenue within Paradise. JG/md/kh
(For possible action)

RELATED INFORMATION:

APN:

162-21-503-007; 162-21-503-010; 162-21-503-011

SIGN DESIGN REVIEWS:

1. Increase the area of electronic message units, video, to 2,179 square feet where 2,089 square feet was previously approved and 150 square feet is the maximum permitted per Section 30.05.02H.
2. Increase the number of electronic message units, video, along Koval Lane to 4 where 3 were previously approved and a maximum of 1 is allowed per street frontage per Section 30.05.02H.
3. Increase the height of a proposed directional sign to 10 feet where a maximum height of 9 feet is permitted per Section 30.05.02E (an 11.1% increase).

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 4178 & 4150 Koval Lane
- Site Acreage: 5.29
- Project Type: Freestanding, wall, roof, and electronic message units signs
- Sign Height (feet): 54 (existing freestanding)/17 (proposed freestanding)/10 (directional sign)
- Square Feet: 678 (existing freestanding)/90 (proposed freestanding)/664 (existing roof)/30 (proposed directional)/1,434 (existing wall)/280 (proposed wall)

Site Plan & Request

This request is for a proposed directional sign, freestanding sign, electronic message unit, video and wall signs associated with the Ellis Island Casino, Restaurant, and Hotel which is an existing nonconforming live gaming establishment. The site consists of 3 parcels with the northernmost parcel containing the existing casino building with restaurants and a parking garage and the remaining parcels consisting of a hotel. Access to the site is provided by existing driveways from Koval Lane and Rochelle Avenue.

Sign Plan

The plans depict an assortment of existing and proposed signs including wall, roof, freestanding, directional and electronic message unit, video, signs.

- The existing freestanding sign is located along Koval Lane south of the casino building and west of the hotel building. The freestanding sign is approximately 54 feet in height and approximately 678 square feet and includes an existing electronic message unit, video.
- There are 2 existing electronic message units, video, wall signs that will be refurbished. Both wall signs are located on the newly expanded casino building just south of The Front Yard building on the site. The wall signs face west towards Koval Lane.
- Two existing wall signs located on the south elevation of the casino building under the porte cochere and read “Casino”.
- Two existing wall signs located above a security office, just within the garage building and on the south elevation of the existing garage building. Both signs read “security”.
- One existing roof sign, approved via WS-19-0487, located on The Front Yard building. The sign reads “Ellis Island Casino Hotel Brewery.”
- One additional 17 foot high freestanding sign will be proposed at the southwest corner of the site facing the Koval Lane and Rochelle Avenue intersection. The freestanding sign will feature a 90 square feet electronic message unit, video, on both sides of the sign. The proposed electronic message unit necessitates the Sign Design Review request to increase the number of units along Koval Lane.
- One 10 foot high directional sign is proposed at the southeast corner of the site, along Rochelle Avenue.
- Three additional wall signs are proposed for the casino that include the following: 1) One wall sign located on The Front Yard building south of the existing roof sign facing west towards Koval Lane; 2) One wall sign located on the newly expanded casino building facing south that reads “Ellis Island”; and 3) One wall sign located on the existing porte cochere facing west towards Koval Lane.

The details for the existing and proposed signage for the site are as follows:

Type of Sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
Freestanding*	678	90	768	4,900	1	1	2
Wall*	1,434	280	1,714	150	6	3	9
Roof	664	-	664	1	1	-	1
Directional	-	30	30	32	0	1	1

The details for the existing and proposed signage for the site are as follows:

Type of Sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
Overall total	2,776	400	3,176	-	8	5	13

*Includes electronic message unit, video

The details for the proposed electronic message units (video and static) are listed below:

Type of Sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
Video*	2,089	90	2,179	150	3	1	4

*Includes the proposed and existing freestanding and wall signs

Applicant's Justification

The applicant is seeking to establish a sign plan for the proposed directional, freestanding, and wall signs. The applicant is proposing an additional freestanding sign to be located at the southwest corner of the site facing the Koval Lane and Rochelle Avenue intersection. The site was previously approved for 2 freestanding signs on the site by UC-0910-16. However, the applicant removed the "Grain Silo" freestanding sign during the expansion of the casino building approved via ADR-23-900290. Therefore, the proposed additional freestanding sign essentially replaces (although in a different location) the removed freestanding sign. The 90 square feet for the electronic message unit, video, is for the new freestanding sign that is essentially replacing the removed "Grain Silo" freestanding sign. The existing and proposed signs are developed in a visual character compatible with the resort corridor and adjacent developments. Therefore, the proposed additional signs and overall sign plan are appropriate for the site.

Prior Land Use Requests

Application Number	Request	Action	Date
ADR-23-900290	Expansion to casino building	Approved by ZA	September 2023
DR-19-0487	Roof sign for a casino and hotel	Approved by BCC	August 2019
DR-18-0781	A canopy and other modifications to an outdoor dining and drinking area (beer garden)	Approved by BCC	November 2018
UC-0910-16	An animated sign	Approved by BCC	February 2017
WS-0849-16	Original approval for the beer garden	Approved by BCC	January 2017
UC-0584-15	Temporary recreational facility (amusement ride) in conjunction with a hotel and casino - expired	Approved by BCC	February 2016
UC-1408-04 (ET-0346-07)	First extension of time to complete the redesign and expansion of an existing casino to a resort hotel - expired	Approved by BCC	December 2007

Prior Land Use Requests

Application Number	Request	Action	Date
UC-1408-04	Redesign and expansion of an existing casino to a resort hotel including increased building height to 480 feet - expired	Approved by BCC	October 2004
UC-1583-97	Reduce parking and allow a roof sign in conjunction with a hotel and casino	Approved by PC	October 1997

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Entertainment Mixed-Use	CR (AE-60)	Convenience store & Platinum Resort Condominiums
East	Entertainment Mixed-Use	CR (AE-60)	Tuscany Resort Hotel
South	Entertainment Mixed-Use	CR (AE-60)	Racetrack
West	Entertainment Mixed-Use	CR (AE-60)	Parking lot & motion picture production studio with a tent structure

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.

The Ellis Island Casino, Restaurant, and Hotel is an existing nonconforming live gaming establishment that does not meet current requirements for a resort hotel. The existing facility is a tourist use that is located in close proximity to Las Vegas Boulevard South and the resort corridor. The increased area and number for the electronic message units, video, are consistent with similar approvals for resort hotels in the immediate vicinity and should not negatively impact the surrounding properties and land uses. The increase in height to the proposed directional sign is minimal and should not have an impact on the surrounding properties. Staff finds the proposed signs are compatible with building styles on-site and also with the surrounding development. 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 Koval Lane widening 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: FAME OPERATING CO., INC.

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