

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-25-0246-CP LV PROPERTY OWNER, LLC & GK LAS VEGAS LP LEASE

SIGN DESIGN REVIEWS for the following: **1)** modifications to a previously approved comprehensive sign package for a resort hotel; **2)** increase the square footage of wall signs; **3)** increase the number of wall signs; **4)** increase the square footage of electronic message units, animated and video; **5)** increase the number of electronic message units, animated and video; **6)** increase the overall square footage of signage; and **7)** increase the overall number of signs in conjunction with an existing resort hotel (Caesars Palace) on a portion of 80.13 acres in a CR (Commercial Resort) Zone.

Generally located on the west side of Las Vegas Boulevard South and the north side of Flamingo Road within Paradise. TS/hw/kh (For possible action)

RELATED INFORMATION:

APN:

162-17-710-002; 162-17-710-004 through 162-17-710-005; 162-17-810-002 through 162-17-810-004; 162-17-810-009 through 162-17-810-010

SIGN DESIGN REVIEW:

1. Modifications to a previously approved comprehensive sign package for a resort hotel (Caesar's Palace).
2. Increase the square footage of wall signs in conjunction with an existing comprehensive sign package (Caesars Palace) to 39,300 square feet where 37,584 square feet as previously approved (a 4.5% increase).
3. Increase the number of wall signs in conjunction with an existing comprehensive sign package (Caesars Palace) to 97 where 94 signs were previously approved (a 3% increase).
4. Increase the square footage of electronic message unit signs, animated and video in conjunction with an existing comprehensive sign package (Caesars Palace) to 12,793 square feet where 11,333 square feet was previously approved (a 13% increase).
5. Increase the number of electronic message unit signs, animated and video in conjunction with an existing comprehensive sign package (Caesars Palace) to 32 where 29 signs were previously approved (a 10% increase).
6. Increase the overall square footage of signage in conjunction with an existing comprehensive sign package (Caesars Palace) to 59,241 square feet where 57,525 square feet was previously approved (a 3% increase).
7. Increase the overall number of signs to 131 where 126 signs were previously approved in conjunction with an existing comprehensive sign package (Caesars Palace) (a 4% increase).

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:**Project Description****General Summary**

- Site Address: 3570 Las Vegas Boulevard South
- Site Acreage: 80.13 (portion)
- Project (Sign) Type: Proposed wall signs & electronic message units, video
- Sign Height (feet): 21 (maximum)
- Square Feet: 1,716 (proposed wall sign addition)/1,572 (proposed electronic message unit, video)

Sign Plans

The plans depict a total of 5 new signs to be added to the existing portfolio of signs at Caesars Palace in conjunction with the development of a proposed dayclub expansion to be located on the east-central portion of the site along the Las Vegas Boulevard South frontage. The proposed building will be placed on the site of an existing parking lot located between an existing water fountain feature and the main entry to the site.

All 5 signs will be wall signs in nature with 3 of the signs also being video electronic message unit signs. Along the Las Vegas Boulevard South frontage, 3 new signs are proposed. Along the northeast face of the proposed dayclub building will be a standard channel letter ID wall sign measuring 12 feet by 6 feet for a total of 72 square feet located at the very northeast corner of the site. A few feet south is another wall sign that will act as a video electronic message unit sign. This sign will be an LED video board 32 feet long and 10 feet tall for a total of 320 square feet. At the southern end of the eastern façade will be another LED video electronic message unit sign. This LED sign will be 40 feet long and 4 feet wide for a total of 160 square feet. An additional channel letter ID wall sign will be located along the eastern portion of the southern façade of the building, visible from Las Vegas Boulevard South. This wall sign will also be 12 feet by 6 feet for a total of 72 square feet.

Within the interior of the building, a 21 foot tall and 52 foot wide animated LED board will be mounted within a stage area behind the proposed DJ platform. This sign is included in the sign package as it will be visible from Las Vegas Boulevard South when the removable canopy is not installed over the roof. This sign will be approximately 1,092 square feet due to its curved shape. Additional signage is proposed along the western façade of the building but will not be visible to Las Vegas Boulevard South or the exterior of the site, so is not included in this request. Overall, a total of 5 signs and 1,716 square feet will be added to the overall Caesars Palace site with the sign package being updated as follows:

Type of Sign	Approved /Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	Percent increase	# of existing signs	# of proposed signs	Total # of signs
Freestanding*	19,512	0	19,512	8,670	N/A	6	0	6
Wall*	37,584	1,716	39,300	71,810	4.5%	94	5	99
Directional	396	0	396	384	N/A	23	0	23
Monument	0	0	0	70	N/A	0	0	0
Projecting	0	0	0	32	N/A	0	0	0
Hanging	0	0	0	32	N/A	0	0	0
Roof	33	0	33	0	N/A	3	0	3
Temporary	0	0	0	2,640	N/A	0	0	0
Overall Total	57,525	1,716	59,241	83,638	2.9%	126	5	131

*Freestanding and wall signs can also contain animated signage. The table below describes the existing and proposed animated signs.

Type of Sign	Approved /Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	Percent increase	# of existing signs	# of proposed signs	Total # of signs
Electronic Message Unit Animated/ Video	11,333	1,572	12,905	450	13.8%	29	3	32

Applicant's Justification

The proposed signage is related to a proposed dayclub venue on the eastern portion of the site along Las Vegas Boulevard South. As a result, 3 new electronic messaging unit wall signs and 2 new wall signs with channel letters on the eastern elevation of the dayclub are proposed. Additional signage on the western elevation of the project is not visible from a public right-of-way. The increase in signage is consistent with existing comprehensive sign packages for other resort hotels in the Resort Corridor. The proposed signage will support and enhance the entertainment offerings at the site. The site and signage are designed to be harmonious with the existing structures at the property and is compatible with adjacent developments.

Prior Land Use Requests

Application Number	Request	Action	Date
PA-24-700028	Amended the Transportation Element to reduce the right-of-way width of Las Vegas Boulevard South from 200+ feet to 150+ feet	Approved by BCC	January 2025
ADR-24-900266	Addition of EV chargers to existing parking garage	Approved by ZA	May 2024
UC-20-0547	Monorail (Vegas Loop) alignment and above and below grade stations	Approved by BCC	October 2021
UC-20-0546	Monorail (Vegas Loop) alignment	Approved by BCC	October 2021

Prior Land Use Requests

Application Number	Request	Action	Date
DR-20-0117	Modified an approved comprehensive sign package including wall signs and animated signs	Approved by ZA	March 2020
UC-18-0860	Recreational/events center with modifications to an approved comprehensive sign package	Approved by BCC	December 2018
DR-18-0632	Modified an approved comprehensive sign package including wall signs and animated signs	Approved by BCC	October 2018
UC-18-0142	Building addition with outside dining and drinking	Approved by BCC	April 2018
WS-1059-17	Modified an approved comprehensive sign package including proposed roof signs	Approved by BCC	January 2018
UC-0738-17	Temporary outdoor commercial event for longer than 10 days, access to modular building from the exterior of a resort hotel, and allowed roof signs on modular building	Approved by BCC	September 2017
UC-0291-17	Addition to an existing restaurant with outdoor improvements	Approved by BCC	June 2017
VS-0643-16	Vacated and abandoned a 15 foot wide pedestrian access easement adjacent to the Forum Shops subject to dedicating a new 15 foot wide pedestrian access easement	Approved by PC	November 2016
UC-0361-16	Modified an approved comprehensive sign package and outdoor improvements to an existing shopping center (Forum Shops)	Approved by BCC	July 2016
UC-0660-15	On-premises consumption of alcohol and outside dining and drinking, with a design review for an exhibition/convention building, a solar canopy, and solar trees in conjunction with an existing resort hotel (Caesars Palace) - expired	Approved by BCC	November 2015
UC-1003-14	Modified an approved comprehensive sign package, increased wall sign area, and increased animated sign area in conjunction with an existing resort hotel (Caesars Palace)	Approved by BCC	February 2015
DR-0895-14	Temporary outdoor commercial event (ice skating rink) for longer than 10 days - expired	Approved by BCC	January 2015
UC-0702-13	Modified and expanded an existing shopping center (Forum Shops) - expired	Approved by BCC	December 2013
DR-0615-11	Modified an approved comprehensive sign package to include all existing, approved, and new signage for Caesars Palace	Approved by BCC	March 2012
UC-0319-05 (ET-0113-07)	First extension of time for freestanding banner signs	Approved by BCC	June 2007
DR-0378-06	Wall signs	Approved by BCC	April 2006

Prior Land Use Requests

Application Number	Request	Action	Date
UC-0319-05	18 freestanding banner signs located on the Forum Shop building that fronts Las Vegas Boulevard South	Approved by BCC	April 2005
UC-0104-05	Exterior entries to an outside dining area and increased signage in conjunction with this existing resort hotel	Approved by BCC	March 2005
DR-0862-02	Freestanding animated signs	Approved by BCC	August 2002
UC-0744-99 (ET-0209-00)	First extension of time for an on-premises sign	Approved by PC	July 2000
UC-0744-99	On-premises sign in conjunction with a resort hotel that deviated from improvement standards for sign height and sign area - approved by the Planning Commission in July 1999 and amended in December 1999	Approved by PC	December 1999
UC-0744-99	On-premises sign in conjunction with a resort hotel that deviated from improvement standards for sign height and sign area - approved by the Planning Commission in July 1999 and amended in December 1999	Approved by PC	December 1999

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Entertainment Mixed-Use	CR	Hard Rock Resort Hotel
South	Business Employment	CR	Bellagio Resort Hotel
East	Entertainment Mixed-Use	CR	Harrah's, Linq & Flamingo Resort Hotels
West	Entertainment Mixed-Use	IL	Office/warehouse complex

The I-15 right-of-way is directly west of the subject site.

Related Applications

Application Number	Request
DR-25-0245	A design review for a dayclub expansion 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.

Overall, staff finds the signs as proposed are designed in a uniform fashion with similar material, colors, and fonts. Many of the signs are internal to the site and, while visible from the street, are not overly intrusive to the surrounding area. In addition, staff finds since many of the signs do not contain animation and are not illuminated, they should not cause an undue visual burden to the surrounding areas. Additionally, the signs that are animated will be faced toward major streets and away from the surrounding uses.

Staff also finds the number of signs provided on the site are not unusual for the Resort Corridor where large numbers of people will be entering and exiting the site and what is proposed is similar to the resort hotels in the area. In terms of the proposed animated signs on the property, staff finds there are several properties in the area with animated or video signage so the proposed signage on this property should not pose any additional burden to the surrounding area.

Lastly, staff finds that the signs proposed are unique and should contribute an interesting aesthetic to the Las Vegas skyline, which promotes Policy 5.1.3 of the Master Plan that states that tourism is one of the bases of the local economy and should continue to be enhanced where possible. Given that Las Vegas Boulevard South and its surrounding area are designated as a National Scenic Byway, to which signage contributes, staff finds the proposed signage would positively contribute to the existing slate of signage in the Byway. For these reasons, staff can support 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

- 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: TOUCH, LLC

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