

SIGNAGE
(TITLE 30)

LAS VEGAS BLVD S/TROPICANA AVE

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

WS-21-0312-GC VEGAS RETAIL, LLC & NAKASH S&W, LLC:

WAIVER OF DEVELOPMENT STANDARDS for increased wall sign area.

DESIGN REVIEW for modifications to an approved comprehensive sign package on a 0.7 acre portion of a 6.0 acre site in an H-1 (Limited Resort and Apartment) and an H-1 (Limited Resort and Apartment) (AE-60) Zone.

Generally located on the east side of Las Vegas Boulevard South, 950 feet north of Tropicana Avenue within Paradise. JG/lm/jo (For possible action)

RELATED INFORMATION:

APN:

162-21-301-014 ptn

WAIVER OF DEVELOPMENT STANDARDS:

Increase wall sign area to 42,534 square feet where 41,399 square feet was previously approved and a maximum of 4,320 square feet is permitted per Table 30.72-1.

DESIGN REVIEW:

1. a. Modifications to an approved comprehensive sign package for an existing shopping center (Showcase Mall).
- b. Increase the number of wall signs to 91 where 87 signs were previously approved per Table 30.72-1.
- c. Allow 18,179 square feet of video units where 15,216 square feet of video units were previously approved.

LAND USE PLAN:

WINCHESTER/PARADISE - COMMERCIAL TOURIST

BACKGROUND:

Project Description

General Summary

- Site Address: 3791 Las Vegas Boulevard South
- Site Acreage: 0.7 (portion)
- Project Type: Proposed signs for Olive Garden Restaurant
- Sign area (square feet): 2,963 (wall signs)/2,963 (video units)

Site Plans

The plans show an existing shopping center (Showcase Mall) located along the east side of Las Vegas Boulevard South, approximately 950 feet north of Tropicana Avenue. The request is to modify the approved comprehensive sign package for the Showcase Mall and add new signs for the new restaurant (Olive Garden Restaurant). The proposed signs face west toward Las Vegas Boulevard South and north toward the driveway.

Signage

The following signs are proposed for the new restaurant:

- The existing glass walls and building façade on a portion of building exterior will now include LED panels which will display 2,963 square feet of video units.
- Sign A - on the west face is an “L” shaped approximate 9 feet by 45 feet and 9 feet by 55 feet wall sign located above the third story windows on the building façade and running down the right suite face of the building, with an overall area of 928 square feet.
- Sign B - on the west face is an approximate 16 feet by 43 feet wall sign located at the third story windows (interior) and have an overall area of 710 square feet.
- Sign C - on the north face is an approximate 9 feet by 54 feet wall sign located above the third story windows on the building façade and has an overall area of 447 square feet.
- Sign D - on the north face is an approximate 16 feet by 54 feet wall sign located at the third story windows (interior) and have an overall area of 878 square feet.

The following table is a summary for signage:

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	426	0	426	3,890	5	0	5
Wall*	42,534 (per WS-21-0231)	2,963	45,497	4,320	87	4	91
Directional	35	0	35	32 (per tenant)	6	0	6
Projecting	1,203.5 (per WS-21-0231)	0	1,203.5	32 (per tenant)	7	0	7
Hanging	34	0	34	32 (per tenant)	5	0	5
Overall Total	44,232.5	2,963	47,195.5	n/a	110	4	114

*The wall signs also contain animation.

The details for animated signs 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
Animated	6,253	0	6,253	n/a	17	0	17
Video Units	15,216	2,963	18,179	n/a	21	4	25
Overall Total	21,469	2,963	24,432	150	38	4	42

Applicant's Justification

The applicant indicates that the proposed signage is consistent with the design and intent of the area by providing attractive and effective technology utilized currently in the corridor while enhancing the current building features. The proposed signs are consistent within the resort corridor and while tasteful provide a pleasing aesthetic balance to the corridor.

Prior Land Use Requests

Application Number	Request	Action	Date
WS-21-0231	Modification to an approved comprehensive sign plan - Raising Canes Restaurant	Approved by BCC	July 2021
WS-21-0117	Modification to an approved comprehensive sign plan - T-Mobile projecting sign	Approved by BCC	June 2021
WS-21-0019	Modification to an approved comprehensive sign package to increase wall sign area	Approved by BCC	March 2021
WS-18-0245	Amended sign plan for the Showcase Mall	Approved by BCC	May 2018
WS-18-0165	Reduced parking and design review for modifications to a parking lot in conjunction with an approved expansion of the Showcase Mall	Approved by BCC	April 2018
WS-18-0084	Amended sign plan for the Showcase Mall	Approved by BCC	March 2018
DR-0819-17	Remodeled and modified entrance of a retail space for the Designer Shoe Warehouse in the Showcase Mall	Approved by BCC	November 2017
UC-0657-17	Expansion of the Showcase Mall	Approved by BCC	September 2017
WS-0456-17	Amended sign plan for the Showcase Mall	Approved by BCC	July 2017
WS-0153-17	Waivers and a design review for a portion of the Showcase Mall for a building addition and modified the existing plaza, sidewalks, and landscape areas along Las Vegas Boulevard South	Approved by BCC	April 2017
WS-0579-16	Amended sign plan for the Showcase Mall with façade change to a portion of the site	Approved by BCC	October 2016

There have been several other land use applications for this site. The applications listed above are the most recent.

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Commercial Tourist	H-1	Portions of the Showcase Mall
South & East	Commercial Tourist	H-1	MGM Grand Resort Hotel
West	Commercial Tourist	H-1	New York New York & Park Resort Hotels

STANDARDS FOR APPROVAL:

The applicant shall demonstrate that the proposed request meets the goals and purposes of Title 30.

Analysis

Current Planning

Waiver of Development Standards

According to Title 30, the applicant shall have the burden of proof to establish that the proposed request is appropriate for its existing location by showing that the uses of the area adjacent to the property included in the waiver of development standards request will not be affected in a substantially adverse manner. The intent and purpose of a waiver of development standards is to modify a development standard where the provision of an alternative standard, or other factors which mitigate the impact of the relaxed standard, may justify an alternative.

Code allows alternative sign standards to be approved within the Resort Corridor if the signs result in the development having a visual character which is compatible with adjacent development. The proposed signs are compatible with other signs in the area and are in harmony with the unique nature of signage along Las Vegas Boulevard South and within the Resort Corridor; therefore, staff can support this request.

Design Review

Staff finds that the proposed signs are compatible with the existing developments along Las Vegas Boulevard South and comply with Urban Specific Policy 20 of the Comprehensive Master Plan which states that all signage should be compatible with building styles on-site and also with surrounding developments. Las Vegas Boulevard South is also designated and recognized as a National Scenic Byway; therefore, the signs further promote this designation and are appropriate and compatible with the surrounding uses and area. 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 Comprehensive Master Plan, Title 30, and/or the Nevada Revised Statutes.

PRELIMINARY STAFF CONDITIONS:

Current Planning

- Applicant is advised that the County is currently rewriting Title 30 and future land use applications, including applications for extensions of time, will be reviewed for conformance with the regulations in place at the time of application; 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; and that this application must commence within 2 years of approval date or it will expire.

Public Works - Development Review

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: SHAWN SMITH

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