

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**SDR-24-0284-MANDALAY PROPCO, LLC**

**SIGN DESIGN REVIEWS** for the following: **1)** modifications to an approved comprehensive sign plan for a resort hotel (Mandalay Bay); **2)** increase the area of an existing freestanding sign; and **3)** increase the area of an existing electronic sign (electronic message unit, video) in conjunction with a resort hotel (Mandalay Bay) on a portion of 124.0 acres in a CR (Commercial Resort) Zone within the Airport Environs (AE-60 & AE-65) Overlay.

Generally located on the north and south sides of Mandalay Bay Road and the west side of Las Vegas Boulevard South within Paradise. MN/jor/syp (For possible action)

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RELATED INFORMATION:

**APN:**

162-29-610-002; 162-29-710-002 ptn

**SIGN DESIGN REVIEWS:**

1. Modifications to an approved comprehensive sign plan in conjunction with an existing resort hotel (Mandalay Bay).
2. Increase the area of an existing freestanding sign to 37,013 square feet where 35,531 square feet was previously approved.
3. Increase the area of an electronic sign (electronic message unit, video) to 45,923 square feet where 44,441 square feet was previously approved.

**LAND USE PLAN:**

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 3930 & 3950 Las Vegas Boulevard South
- Site Acreage: 124 (portion)
- Project Type: Modify the existing sign plan by adding an electronic message unit (video) to an existing freestanding sign for Mandalay Bay Resort Hotel
- Sign Height (feet): 225 (existing – no proposed changes)
- Square Feet: 35,531 (existing freestanding sign)/1,482 (proposed addition to freestanding sign)/37,013 (new total for freestanding sign)/181,897 (new proposed total for all signage within Mandalay Bay resort hotel)

### Site Plan

The site plan depicts an existing freestanding sign for Mandalay Bay Resort Hotel that was permitted via BD98-19790. This sign is located along the east property line of the Mandalay Bay Resort Hotel property, adjacent to Las Vegas Boulevard South.

### Sign Plans

The plans depict an existing freestanding sign (with 2 sides) which face north and south. Today, the applicant is proposing to add additional sign area to the existing freestanding sign which will feature additional area for an electronic message unit (video). Ultimately, the proposed modification is considered a sign with more than 2-sides per Section 30.05.05 which features an electronic message unit (video).

Currently, the freestanding sign includes an existing electronic message unit (video) display with an overall area of 3,595 square feet each for the north and south facing sides of the sign. The applicant is proposing to add an additional 894 square feet to both the north and south facing sides, and an additional 1,175 square feet on the east facing side of the freestanding sign. Since the sign is now 3 sided, the area is calculated as 50% of the sum of the area of all 3 faces.

### **Proposed EMU Modifications**

<b>Type of sign</b>	<b>Existing (sq ft)</b>	<b>Proposed (sq ft)</b>	<b>Total (sq ft)</b>	<b># of existing signs</b>	<b># of proposed signs</b>	<b>Total # of signs</b>
Electronic Message Unit (video)						
North/south elevation	3,595	894	4,489	1	0	1
East elevation	0	1,175	1,175	0	1	1
Overall EMU area	3,595		5,077			

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

<b>Type of sign</b>	<b>Existing (sq ft)</b>	<b>Proposed (sq ft)</b>	<b>Total (sq ft)</b>	<b># of existing signs</b>	<b># of proposed signs</b>	<b>Total # of signs</b>
Freestanding *	35,531	1,482 ***net	37,013	6	0	6
Monument	48	0	48	1	0	1
Wall*	144,601	0	144,601	53	0	53
Directional	205	0	205	11	0	11
Projecting	30	0	30	1	0	1
Animation/ EMU	44,441	1,482 EMU	45,923	13	0	13
Other**	22,222	0	22,222	n/a	n/a	n/a

\*The freestanding and wall signs also contain EMU/animation.

\*\*There is an existing 22,222 square foot advertisement on the roof. Since this advertisement is flat on the roof and not visible from any existing or proposed street, freeway, or adjacent use, it is not included in the Overall Total.

\*\*\* More than 2-sided sign: 50% of the sum of the proposed area of all sign faces.

Applicant’s Justification

Per the applicant, this request will not increase the height or increase the overall physical area of the existing sign. The existing setbacks were previously approved, and the freestanding sign will not be relocated. The proposed sign remodel will allow for more flexible marketing presentations since the display will be consolidated into 1 video electronic message unit (video), instead of featuring 2 or 3 separate video units.

**Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
WC-23-400131 (DR-19-0906)	Waived conditions of a design review requiring full animation allowed only when Mandalay Bay Road is closed to vehicle traffic, with animation at other times to consist of static images that are displayed for a minimum of 1 hour before transitioning to the next static image in conjunction with an existing Resort Hotel (Mandalay Bay)	Approved by BCC	July 2024
AR-23-400106 (UC-20-0104)	Second application for review for a use permit to waive conditions for temporary outdoor events (tailgating)	Approved by BCC	September 2023
AR-21-400040 (UC-20-0104)	First application for review for a use permit to waive conditions for temporary outdoor events (tailgating)	Approved by BCC	May 2021
UC-20-0546	Monorail with waiver to not provide a franchise agreement concurrent with a special use permit for a monorail	Approved by BCC	April 2021
DR-20-0448	Amended a comprehensive sign plan for Mandalay Bay Resort Hotel with increased wall sign area	Approved by BCC	December 2020
DR-20-0272	Amended a comprehensive sign plan for Mandalay Bay Resort Hotel with increased wall sign area	Approved by BCC	August 2020
WC-20-400020 (VS-0387-11)	Waived condition requiring advertising visible from the public right-of-way and not be permitted within the vacated area	Approved by BCC	May 2020
DR-19-0906	Amended a comprehensive sign plan for the Mandalay Bay Resort Hotel with increased sign area and increased animated sign area	Approved by BCC	May 2020
UC-20-0104	Waived conditions for temporary outdoor events (tailgating)	Approved by ZA	April 2020
DR-20-0061	Amended a comprehensive sign plan for the Mandalay Bay Resort Hotel with increased overall animated sign area	Approved by BCC	April 2020

### Prior Land Use Requests

Application Number	Request	Action	Date
DR-18-0081	Extension of private monorail system consisting of fixed guideway structures and columns, a station/terminal, and associated accessory structures	Approved by BCC	March 2018
UC-0617-16	Extension of private monorail system consisting of fixed guideway structures, a station/terminal, and associated accessory structures	Approved by BCC	November 2017
UC-0273-16	Temporary outdoor events longer than 10 days with deviations to development standards	Approved by BCC	June 2016
UC-0041-16	Proposed parking garage in conjunction with a resort hotel, with increased height, reduced height setback, and deviations to development standards	Approved by BCC	April 2016
UC-0574-14 (WC-0023-16)	Waived a condition requiring landscaping for approved expansion to existing convention facilities for the Mandalay Bay Resort Hotel	Approved by BCC	April 2016
DR-0765-15	Amended comprehensive sign plan for the Mandalay Bay Resort Hotel	Approved by BCC	January 2016
UC-0574-14	Expansion to existing convention facilities for the Mandalay Bay Resort Hotel	Approved by BCC	August 2014
DR-0209-13	Comprehensive sign plan for the Mandalay Bay Resort Hotel	Approved by BCC	June 2013
UC-0691-12	Secondhand sales (Four Seasons Hotel)	Approved by PC	January 2013
UC-0544-12	Pool area remodeled with exterior access point (Mandalay Bay)	Approved by PC	November 2012
VS-0387-11	Vacated airspace above Mandalay Bay Road	Approved by PC	October 2011
UC-0740-02	1,126 guestroom hotel tower with incidental hotel uses (The Hotel)	Approved by BCC	August 2002
WS-1301-01	Revisions to a retail center (Mandalay Place)	Approved by PC	November 2001
UC-2067-98	Freestanding signs (Mandalay Bay)	Approved by PC	January 1999
UC-1322-98	Timeshare hotel tower with accessory uses in conjunction with a resort hotel (Mandalay Bay)	Approved by PC	September 1998
UC-0697-98	Modification to an approved resort hotel (Mandalay Bay)	Approved by BCC	June 1998
Agenda Item #68 June 16, 1998 BCC	Amended the dedication of Mandalay Bay Road (formerly Hacienda Avenue)	Approved by BCC	June 1998
Agenda Item #39 March 3, 1998 BCC	Dedication of Mandalay Bay Road (formerly Hacienda Avenue)	Approved by BCC	March 1998

**Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
UC-1546-97	Modification to an approved resort hotel (Mandalay Bay)	Approved by BCC	October 1997
UC-0244-97	Resort hotel with accessory uses (Project Z)	Approved by BCC	April 1997
UC-1543-96	Resort hotel with accessory uses (Project Y)	Approved by PC	October 1996

**Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District (Overlay)</b>	<b>Existing Land Use</b>
North	Entertainment Mixed-Use	CR (AE60 & AE65)	Luxor & Excalibur Resort Hotels
South	Business Employment & Public Use	PF (AE60 & AE65)	Undeveloped, Bali Hai Golf Club, Las Vegas Metro Police Substation, & Clark County Fire Station
East	Entertainment Mixed-Use	CR & PF (AE60 & AE65)	Motel, convenience store, retail uses, & undeveloped
West	Entertainment Mixed-Use	CR (AE60 & AE65)	I-15 & Allegiant Stadium

**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 proposed modification to the existing freestanding sign is consistent in design and scale with signage for other resort hotels within the Resort Corridor. In addition, the proposed signage complies with Section 30.05.01, which promotes a balanced system of sign regulations which promote aesthetically pleasing and compatible signage and promotes commerce and economic development with the Mandalay Bay resort hotel. As a result, 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**

- No comment.

**Fire Prevention Bureau**

- No comment.

**Clark County Water Reclamation District (CCWRD)**

- No comment.

**TAB/CAC:** Paradise - approval.

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** BARRIS KAISER

**CONTACT:** GMRA, 6325 SOUTH JONES BOULEVARD, SUITE 100, LAS VEGAS, NV  
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