

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-26-0122-FLAMINGO LV OPERATING CO., LLC

SIGN DESIGN REVIEWS for the following: **1)** increase the number of electronic signs; **2)** increase the area of electronic signs; and **3)** proposed wall signs in conjunction with an existing resort hotel (Flamingo Resort Hotel) on 19.37 acres in a CR (Commercial Resort) Zone.

Generally located east of Las Vegas Boulevard South and north of Flamingo Road within Paradise.
TS/rg/cv (For possible action)

RELATED INFORMATION:

APN:

162-16-412-004

SIGN DESIGN REVIEWS:

1. a. Increase the number of electronic signs - electronic message units, video, along Las Vegas Boulevard South to 2 where a maximum of 1 is allowed per street frontage per Section 30.05.02H.
- b. Increase the number of electronic signs - animation, to 9 where 8 were previously approved and a maximum of 1 per site is allowed per Section 30.05.02H.
2. Increase the area of the electronic sign - electronic message unit, video, to 1,486 square feet where 150 square feet is the maximum permitted per Section 30.05.02H.

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3555 Las Vegas Boulevard South
- Site Acreage: 19.37

History, Site Plan, & Request

The plan depicts an existing resort hotel (Flamingo Resort Hotel) on the site. The existing signs related to Margaritaville, located at the northwest corner of the resort, were previously approved under comprehensive sign plan applications DR-0021-17 and UC-19-0388.

This request is to replace the existing Margaritaville signage with new signage for a proposed restaurant and related services. New wall signs will be added to the exterior on a portion of the north and west facing facades.

Sign Plan

Signage related to Margaritaville that was approved via DR-0021-17 and UC-19-0388 will be removed, which totals 3,586 square feet.

The following table is an updated 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	797	0	797	7,590	5	0	5
Wall*	77,796**	991	78,787	12,550	54	6	60
Roof	234	0	234	234	3	0	3
Overall Total	78,827	991	81,500	20,374	62	6	68

*The wall signs also contain electronic signs.

** The sign area identified reflects a total of 3,586 square feet of signage that will be removed.

The details for the existing and proposed electronic signs (video and animated) 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
Electronic Message Units - Video	0	1,486	1,486	150	0	2	2
Animated	20,130*	196	20,326	-	8*	1	9
Total	20,130*	1,682	21,812	-	8*	3	11

*The area of existing animated signs based on the table above.

Applicant's Justification

The applicant is updating the former Margaritaville tenant space at the Flamingo Resort Hotel with new wall signage that reflects the restaurant/bar's remodel and branding. All old signs will be removed and replaced with modern signs that align with the look and character of the Resort Corridor.

Prior Land Use Requests

Application Number	Request	Action	Date
ASDR-25-900325	Administrative sign design review related to DR-0002-17	Approved by ZA	May 2025
UC-23-0810	Use permit, deviations, waivers of development standards, and design review for outside dining and drinking area, exterior façade, and comprehensive sign modifications	Approved by BCC	March 2024
DR-23-0636	Design review for façade remodel, building addition, modification to a previously approved sign plan for the Flamingo Resort Hotel	Approved by BCC	November 2023
DR-21-0477	Design review for exterior remodel and modified existing comprehensive sign	Approved by BCC	October 2021

Prior Land Use Requests

Application Number	Request	Action	Date
UC-19-0388	Use permit, deviations, and design review for outside dining, and modification of an approved comprehensive sign plan (Margaritaville)	Approved by BCC	July 2019
DR-0021-17	Design review for modification to a comprehensive sign plan (Margaritaville and various wall wraps)	Approved by BCC	March 2017
UC-0153-12	Use permit for signage, reduced setbacks, and design review for modifications to a comprehensive sign package	Approved by BCC	July 2012
DR-0336-10 (ET-0074-12)	First extension of time for a comprehensive sign package - expired	Approved by BCC	July 2012
DR-0336-10	Comprehensive sign package for 4 contiguous resort hotels (Imperial Palace, Flamingo, O'Sheas, & Bills Gamblin' Hall) - expired	Approved by BCC	September 2010

*Additional land use applications have been approved on this site.

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Entertainment Mixed-Use	CR	LINQ Promenade & LINQ Resort Hotel
South	Entertainment Mixed-Use	CR	Vanderpump Resort Hotel
East	Entertainment Mixed-Use	CR	Hilton Grand Vacation Timeshare, Flamingo Resort Hotel parking garage, & commercial center
West	Entertainment Mixed-Use	CR	Caesars Palace Resort Hotel

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.

Staff finds the proposed signage is compatible with the building styles on-site and with the surrounding development along Las Vegas Boulevard South. Rebranding of the venue associated with the resort hotel will encourage visitation to the site and reinforces Master Plan Policy 5.1.3, which states that tourism is one of the bases of the local economy. Las Vegas Boulevard South is also designated and recognized as a national and international Scenic Byway, which the signs

further promote. The design is appropriate and compatible with the surrounding uses and 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

- 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: OPRY ENTERTAINMENT GROUP

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