

09/20/23 BCC AGENDA SHEET

AMENDED SIGN PLAN
(TITLE 30)

LAS VEGAS BLVD S/HARMON AVE

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

DR-23-0442-ACE A PROPCO:

DESIGN REVIEWS for the following: **1)** modifications to a comprehensive sign plan; **2)** increase animated sign area; **3)** increase the number of animated signs; **4)** increase projecting sign area; **5)** increase the number of projecting signs; **6)** increase wall sign area; and **7)** increase the number of hanging signs in conjunction with a resort hotel (CityCenter) on a portion of 61.4 acres in an H-1 (Limited Resort and Apartment) (AE-60) Zone.

Generally located on the south side of Harmon Avenue and the west side of Las Vegas Boulevard South within Paradise. JG/al/syp (For possible action)

RELATED INFORMATION:

APN:

162-20-711-008; 162-20-711-011; 162-20-711-012 ptn

DESIGN REVIEWS:

1. Modifications to an approved comprehensive sign plan.
2. Increase the animated sign area to 263,439 square feet where 261,999 square feet was previously approved and where 150 square feet is the standard per Table 30.72-1.
3. Increase the number of animated signs permitted to 4 where 3 (one per street) is the standard per Table 30.72-1.
4. Increase the area for projecting signs by 152 square feet where 32 square feet is the standard per Table 30.72-1 (a 375% increase).
5. Increase the number of projecting signs by 2 per tenant where 1 projecting sign per tenant is the standard per Table 30.72-1 (a 100% increase).
6. Increase wall sign area to 302,447 square feet where a maximum of 93,430 square feet is permitted per Table 30.72-1 (a 223.7% increase).
7. Increase the number of hanging signs to 2 per tenant where 1 hanging sign per tenant is the standard per Table 30.72-1 (a 100% increase).

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3752 & 3730 Las Vegas Boulevard South
- Site Acreage: 61.4 (portion)
- Project Type: Comprehensive sign plan

Site Plan

The site is located at the southwest corner of the intersections of Las Vegas Boulevard South and Aria Place (internal drive aisle for CityCenter), and this request is for the commercial building associated with the Waldorf Astoria Hotel within the boundary of the CityCenter Resort Hotel.

The proposed sign is located on the building facing both Las Vegas Boulevard South and Aria Place. Pedestrian access is provided on the north and east sides of the building by existing sidewalks/pedestrian access easements at grade level. The proposed sign will not overhang the pedestrian access areas.

Signage

The request is to modify the approved comprehensive sign plan for the CityCenter Resort Hotel. The plan depicts 3 additional wall signs, one with animation; 2 projecting signs; and 2 hanging signs. The animated wall sign has a video unit with an area of 1,440 square feet facing Las Vegas Boulevard South. The projecting signs are located on the northeast and southeast corners of the building. The signs are for Whataburger and Parry's Pizzeria.

Previous signage was approved per UC-0712-08, DR-0898-08, DR-21-0482, and DR-23-0258.

The modifications to the comprehensive sign plan result in the following:

Type of Sign	Approved /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	31,112	0	31,112	28,400	39	0	39
*Wall	300,901	1546	302,447	93,430	27	3	30
Directional	168	0	168	640	17	0	17
Monument	367	0	367	3,920	17	0	17
Projecting	320	152	472	32 per tenant	10	2	12
Hanging	0	19	19	32	0	2	2
Roof	4,050	0	4,050	0	1	0	1
Temporary	0	0	0	1,500	0	0	0
Overall Total	336,918	1,717	338,635	128,434	111	7	118

Type of Sign	Approved /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 Video	261,999	1,440	263,439	150	3	1	4

Applicant's Justification

According to the applicant, the signage is appropriate along Las Vegas Boulevard South and Aria Place, in conjunction with the Waldorf Astoria Hotel. Overall, the signage will enhance this iconic intersection and add value to the designation of the "Las Vegas Strip" as a nighttime National Scenic Byway. The proposed sign fits the character of the surrounding area. The modern colors, texture and design will match the existing building of the CityCenter design in general.

Prior Land Use Requests

Application Number	Request	Action	Date
DR-23-0258	Modifications to a comprehensive sign plan	Approved by BCC	June 2023
UC-21-0482	Sign separation, deviations, increased animated sign area, and comprehensive sign package	Approved by BCC	November 2021
UC-21-0382	Shopping center in conjunction with the CityCenter Resort Hotel	Approved by BCC	August 2021
DR-20-0136	Building modifications including changes to the entrance of an existing lease space in conjunction with a resort hotel (CityCenter)	Approved by ZA	March 2020
UC-0749-13	Recreational facility (T-Mobile Arena), fairgrounds, retail sales, restaurants, on-premises consumption of alcohol, accessory commercial uses, and parking reduction that combined parking for CityCenter, New York-New York, Monte Carlo, and the T-Mobile Arena	Approved by BCC	January 2014
UC-0364-09	Reduced parking for Project CityCenter and the Monte Carlo Resort Hotel	Approved by BCC	July 2009
UC-0341-09	Reduced setbacks from right-of-way to outside dining area	Approved by BCC	June 2009
UC-0712-08	Comprehensive sign plan	Approved by BCC	August 2008
DR-0711-08	Landscaping additions (public art)	Approved by BCC	August 2008
UC-0669-07	Increased height of a high-rise tower in conjunction with a resort hotel	Approved by BCC	July 2007
UC-0281-07	Increased height of 4 high rise towers in conjunction with a resort hotel	Approved by BCC	April 2007
DR-0290-07	Modified the retail portion of an approved resort hotel	Approved by BCC	April 2007
WS-0007-07	Allowed a pedestrian grade system at the intersection of Las Vegas Boulevard South and Harmon Avenue	Approved by BCC	February 2007
DR-1436-06	Landscaping	Approved by BCC	November 2006

Prior Land Use Requests

Application Number	Request	Action	Date
UC-1336-06	Modified an approved resort hotel, waiver for non-standard improvements in a right-of-way and landscaping	Approved by BCC	November 2006
UC-0712-06	Modified an approved resort hotel	Approved by BCC	June 2006
UC-0711-06	Modified an approved resort hotel	Approved by BCC	June 2006
UC-0013-06	Resort hotel	Approved by BCC	March 2006

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Entertainment Mixed-Use	H-1	Cosmopolitan Resort Hotel
South & West	Entertainment Mixed-Use	H-1	Project CityCenter
East	Entertainment Mixed-Use	H-1	Harmon Corner shopping center

STANDARDS FOR APPROVAL:

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

Analysis**Comprehensive Planning**

Large, animated signs are an integral part of creating the energy and sense of place along Las Vegas Boulevard South. The proposed signage is similar in scale to other existing signage along Las Vegas Boulevard South, and it will further enhance visual characteristics of the Strip. Furthermore, Master Plan Policy 1.3.1 supports a variety of integrated signage to supplement neighborhood identity. Staff finds that the proposed signage is integrated into the building design of CityCenter and specifically the Waldorf Astoria property and is compatible with the surrounding development. Therefore, staff can support these requests.

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 that the County has adopted a rewrite to Title 30 effective January 1, 2024, 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.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC:

APPROVALS:

PROTESTS:

APPLICANT: ACE A PROPCO

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