

SIGNAGE/EXTERIOR REMODEL
(TITLE 30)

LAS VEGAS BLVD S/FLAMINGO RD

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST
DR-21-0477-FLAMINGO LV OPERATING CO, LLC:

DESIGN REVIEWS for the following: **1)** exterior remodel; **2)** modify an existing comprehensive sign plan; **3)** increase wall sign area; **4)** increase the number of animated signs; and **5)** increase the area of animated signs in conjunction with an existing resort hotel (Flamingo) on a portion of 19.4 acres in an H-1 (Limited Resort and Apartment) Zone in an MUD-1 Overlay District.

Generally located on the east side of Las Vegas Boulevard South, 200 feet north of Flamingo Road within Paradise. TS/lm/jo (For possible action)

RELATED INFORMATION:

APN:

162-16-412-004 ptn

DESIGN REVIEWS:

1. Exterior remodel of a resort hotel.
2. Modify a comprehensive sign plan.
3. Increase the area of wall signs to 81,599 square feet where 81,589 square feet was previously approved and a maximum of 12,550 square feet is allowed per Table 30.72-1.
4. Increase the number of animated signs to 5 signs where 4 signs were previously approved and 1 per street frontage is allowed per Table 30.72-1.
5. Increase the area of animated signs to 18,739 square feet where 18,700 square feet was previously approved and 150 square feet is allowed per Table 30-72-1.

LAND USE PLAN:

WINCHESTER/PARADISE - COMMERCIAL TOURIST

BACKGROUND:

Project Description

General Summary

- Site Address: 3555 Las Vegas Boulevard South
- Site Acreage: 19.4 (portion)
- Project Type: Exterior remodel and comprehensive sign package with wall signs
- Total Sign area (square feet): 81,599 (wall signs)/18,739 (animated wall signs)

Plans

The plans depict the rebranding of the existing exterior southwest corner bar (Purple Zebra Daiquiri Bar). No changes to the site plan are proposed. The exterior remodel includes the painting of exterior pillars and trusses and the application of floral wraps to the exterior rails, truss panels, and interior of the bar counters.

Signage

The rebranding includes panels, vinyl wraps on existing wall signs, and an animated wall sign. There will be a replacement of 7 wall signs with wall wraps that will be mounted flush to the exterior truss panels, doors and interior bar counters, and the removal of 2 wall signs. There is 1 proposed wall sign (animated) consisting of 39 square feet with an LED illuminated cabinet and strips that chase upward.

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	297	0	297	7,590	5	0	5
Wall*	81,589	10	81,599	12,550	59	-2	57
Overall Total	81,886 (per DR-0021-17)	10	81,896	20,140	64	-2	62

*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	18,700	39	18,739	300	4	1	5

Applicant's Justification

The applicant indicates that the proposed exterior changes and signage will complement the property's existing building materials and colors along Las Vegas Boulevard South and is compatible and harmonious with the existing resorts in the area surrounding the property.

Prior Land Use Requests

Application Number	Request	Action	Date
VS-20-0508	Vacated and abandoned easements (pedestrian access)	Approved by PC	January 2021
DR-0021-17	Modification to an approved comprehensive sign plan (Margaritaville and various wall wraps)	Approved by BCC	March 2017
UC-0153-12	Signage, reduced setbacks, and design review for modifications to a previously approved comprehensive sign package in conjunction with existing resort hotels (Flamingo, The LINQ, and Harrah's)	Approved by BCC	July 2012

Prior Land Use Requests

Application Number	Request	Action	Date
DR-0336-10 (ET-0074-12)	First extension of time for a comprehensive sign package for 4 contiguous resort hotels - 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
UC-1548-00	Outside dining with a restaurant fronting Las Vegas Boulevard South and various deviations	Approved by BCC	November 2000

Applications listed pertain to this portion of the property. Various other applications have been approved on the site and are available in department records.

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Commercial Tourist	H-1	LINQ Promenade & LINQ Resort Hotel
South	Commercial Tourist	H-1	Cromwell Resort Hotel
East	Commercial Tourist	H-1	Hilton Grand Vacation Timeshare, LINQ parking lot, & commercial center
West	Commercial Tourist	H-1	Caesars Palace Resort Hotel

STANDARDS FOR APPROVAL:

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

Analysis**Current Planning**

Staff finds that the proposed exterior remodel and 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 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.

Building Department - Fire Prevention

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: FLAMINGO LV OPERATING CO, LLC

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