

## 12/16/25 PC AGENDA SHEET

### PUBLIC HEARING

#### APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**AR-25-400120 (WS-19-0618)-CONCORD PRIME, LLC & VEGASSTARR, LLC:**

**WAIVER OF DEVELOPMENT STANDARDS FIRST APPLICATION FOR REVIEW** for increased wall sign area.

**DESIGN REVIEW** for wall signage in conjunction with an office building on 3.3 acres in a CR (Commercial Resort) Zone.

Generally located south of Convention Center Drive and east of Channel 8 Drive within Winchester. TS/dd/cv (For possible action)

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#### RELATED INFORMATION:

##### **APN:**

162-09-805-017

##### **WAIVER OF DEVELOPMENT STANDARDS:**

1. a. Increase wall sign area on the north elevation to 21,462 square feet where a maximum of 1,176 square feet is allowed per Table 30.72-1 (a 1,725% increase).
- b. Increase the wall sign area on the east elevation to 16,352 square feet where a maximum of 896 square feet is allowed per Table 30.72-1 (a 1,725 % increase).
- c. Increase the wall sign area on the west elevation to 16,352 square feet where a maximum of 896 square feet is allowed per Table 30.72-1 (a 1,725% increase).
- d. Increase the wall sign area on the east parking garage elevation to 23,000 square feet where a maximum of 1,840 square feet is allowed per Table 30.72-1 (a 1,150% increase).

##### **LAND USE PLAN:**

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

##### **BACKGROUND:**

###### **Project Description**

###### General Summary

- Site Address: 101 Convention Center Drive
- Site Acreage: 3.3
- Project Type: Wall signage
- Square feet: 77,166 (total signage area)

###### History & Request

The signage for the site was originally approved in October 2019, and was then approved for two extensions of time in December 2021 (ET-21-400150) and December 2023 (ET-23-400150) which kept the original approval active. Then, in September 2025, TC-25-900801 was approved

for the signage which officially signaled the commencement of WS-19-0618. The applicant has now applied for the required application for review.

#### Site Plan

The previously approved site plan depicts a 3.3 acre parcel with an existing 11 story building and plaza building with a parking garage at the southeast corner of Convention Center Drive and Channel 8 Drive. The property has 2 driveways, including the half circle driveway off of Convention Center Drive. The parking garage is accessed from Channel 8 Drive.

#### Landscaping

The previously approved application did not affect the existing landscaping on site, nor were any changes to the landscaping required at the time.

#### Signage

The approved plans depicted on-premises wall signage consisting of 77,166 square foot building vinyl wraps located on the west, east, and north office building elevations, and on the east elevation of the existing parking garage.

#### Previous Conditions of Approval

Listed below are the approved conditions for ET-23-400150 (WS-19-0618):

##### Comprehensive Planning

- Until October 1, 2025 to commence and review as a public hearing.
- 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 and application for review; and that 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.

Listed below are the approved conditions for ET-21-400150 (WS-19-0618):

##### Current Planning

- Until October 1, 2023 to commence and review as a public hearing.
- 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 and application for review; and that 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.

Listed below are the approved conditions for WS-19-0618:

#### Comprehensive Planning

- 2 years to commence and review as a public hearing;
- Applicant to file a temporary use application for each signage event;
- Advertising limited to on-premises events;
- Maximum duration of signs to correspond with the event advertised, which shall be no longer than 14 days with a maximum of 10 events per year;
- Signs to be removed promptly after each event ends.
- Applicant is advised that a substantial change in circumstances or regulations may warrant denial or added conditions to an extension of time and application for review; and that 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.

#### Applicant's Justification

The applicant states that the current on-premises wall sign wrapping program is a valuable marketing asset and a community landmark within the area that adds visibility to conventions and their clients. Customers utilize the large-format temporary wall signs to promote their respective industry initiatives and showcasing their products while conventions are taking place. The applicant also states that that their signage has not received any notices of violation from code enforcement, and that their signage does not negatively impact the surrounding area.

#### **Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
UC-24-0151	Use permit for an urgent care	Approved by PC	June 2024
UC-23-0667	Use permit, waivers of development standards, and a design review for banquet facility, a restaurant with outside dining, and hookah lounge	Approved by PC	December 2023
ET-23-400150 (WS-19-0618)	Second extension of time for a waiver of development standards to increase wall sign area for temporary signs related to convention center events	Approved by PC	December 2023
ET-21-400150 (WS-19-0618)	First extension of time for a waiver of development standards to increase wall sign area for temporary signs related to convention center events	Approved by PC	December 2021
WS-19-0618	Waiver of development standards to increase wall sign area for temporary signs related to convention center events	Approved by PC	October 2019
UC-18-0441	Banquet and convention facility	Approved by PC	August 2018
UC-0322-10	Increased height of a communication antenna	Approved by PC	September 2010
VC-1144-98	Reduced setback for a freestanding sign	Approved by PC	August 1998

**Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District (Overlay)</b>	<b>Existing Land Use</b>
North	Entertainment Mixed-Use	CR & PF	Shopping center, long term/short term lodging & commercial buildings, Convention Center expansion
South	Entertainment Mixed-Use	CR	Broadcast facility & multi-family residential
East	Entertainment Mixed-Use	CR	Undeveloped
West	Entertainment Mixed-Use	CR	Hotel (Royal Resort)

**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**

Title 30 standards of approval for an extension of time state an application may be denied if it is found that circumstances have substantially changed. A substantial change may include, without limitation, a change to the subject property, a change in the areas surrounding the subject property, or a change in the laws, regulations, or policies affecting the subject property. Additionally, the applicant must demonstrate the project is progressing through the applicable development permit or licensing process.

Staff finds that since the original approval in 2019, no code enforcement cases have been levied against the site related to temporary wall signage. Additionally, the site obtained a permit for temporary signage in September 2025, and staff is not aware of any complaints stemming from the signage. For these reasons, 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**

- Remove the time limit.

**Public Works - Development Review**

- No comment.

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

- No comment.

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

**APPROVALS:**

**PROTEST:**

**APPLICANT:** ELITE MEDIA., INC.

**CONTACT:** ELITE MEDIA., INC, C/O ROD CARTER, 2505 ANTHEM VILLAGE DRIVE,  
SUITE E448, HENDERSON, NV 89074