

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-24-0278-MGP LESSOR LLC

SIGN DESIGN REVIEWS for the following: **1)** modifications to an approved comprehensive sign plan for a resort hotel (New York-New York); **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 (New York-New York) on a portion of 19.87 acres on a 123.08 acre site in a CR (Commercial Resort) Zone within the Airport Environs (AE-60) Overlay.

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

RELATED INFORMATION:

APN:

162-20-701-012; 162-20-711-007; 162-20-711-008; 162-20-711-012; 162-20-712-226; 162-20-716-002; 162-20-801-009; 162-20-810-003; 162-20-810-004; 162-20-810-006 ptn

SIGN DESIGN REVIEWS:

1. Modifications to an approved comprehensive sign plan in conjunction with an existing resort hotel (New York-New York).
2. Increase the area of an existing freestanding sign to 7,764 square feet where 6,814 square feet was previously approved.
3. Increase the area of an electronic sign (electronic message unit, video) to 4,338 square feet where 1,888 square feet was previously approved.

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3790 S. Las Vegas Boulevard
- Site Acreage: 19.87 (site)/123.08 (overall)
- Project Type: Modifications to an existing freestanding sign
- Sign Height (feet): 222
- Square Feet: 7,764 (existing freestanding sign)

History and Request

This is a request for modifications to a previously approved comprehensive sign plan for the New York-New York Resort Hotel. The existing freestanding sign was approved via DR-1858-02 by the Board of County Commissioners in February 2003. The proposed application addresses an

increase in sign area, specifically an electronic message unit (video), to the existing freestanding sign located on APN 162-20-801-009. No additional signage or site modifications are proposed with this application.

Site Plan

The existing freestanding sign is located at the northeast portion of the site on the west side of Las Vegas Boulevard South and 625 feet north of Tropicana Avenue. The freestanding sign features the following setbacks: 1) 3 feet from the north property line; and 2) 17.5 feet from the east property line adjacent to Las Vegas Boulevard South. The structure for the existing sign will remain with no modifications to the location or the existing setbacks. There are no proposed changes to the location or design of the existing buildings, landscaping, or uses on the site.

Sign Plans

The plans depict an existing freestanding sign with a maximum height of 222 feet. The freestanding sign consists of 2 sides with existing electronic messaging units (video), each measuring 1,352 square feet in area. An additional 1,975 square feet of electronic messaging units will be added to the north and south sides of the sign (removing 1,352 square foot existing emu and adding 3,327 square feet). A third electronic messaging unit, measuring 949 square feet in area, will be added to the east side of the sign, orientated towards Las Vegas Boulevard South. Per Code, the allowable sign area for a sign with more than 2 sides is calculated by 50 percent of the sum of the proposed area of all sign faces as indicated in the summary table.

Proposed Freestanding Sign Modifications

Type/Components of sign	Existing (sq ft)	Proposed (sq ft)	Total (sq ft)	# of existing signs	# of proposed signs	Total # of signs
Existing “NYNY” Sign	1,723	0	1,723	1	0	1
Existing Neon Crown	630	0	630	1	0	1
Existing Static Display						
F1	1500	-1,500	0	-----	-----	-----
F2	1073	0	1073	-----	-----	-----
EMU						
Traveling Display	536	0	536	1	0	1
Video						
North /south elevation	1,352 (to be removed)	3,327	3,327	1	0	1
East elevation	0	949	949		1	1
Overall Sign Area	6,814		7,764			

Summary of the existing and proposed signage: (architectural features, such as the Statue of Liberty were calculated as a sign at time of original approval)

Type of sign	Existing (sq ft)	Proposed (sq ft)	Total (sq ft)	# of existing signs	# of proposed signs	Total # of signs
Freestanding*	10,064	2,450**	12,514	22	-1	21
Wall/Awning	32,822	0	32,822	46	0	46
Monument	19	0	19	1	0	1
Projecting	1,269	0	1,269	5	0	5
Hanging	1,132	0	1,132	10	0	10
EMU	3,424	2,450**	5,874	5	0	5
All Animated Signs	14,906	0	14,906	34	0	34

*The freestanding sign also contains an Electronic Message Unit (video).

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

Applicant's Justification

The applicant states this request will not increase the overall dimensions of the freestanding sign marquee and the remaining existing individual signs on the freestanding sign marquee remain unchanged; including the "New York New York" cabinet sign, one static backlit display, and the "traveling" LED sign. The remodeled sign will allow more flexible presentations because the display is consolidated into 1 instead of 2 or 3 signs.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-0065-17	Fifth amendment to an approved comprehensive sign plan	Approved by BCC	March 2017
UC-0073-15	Fourth amendment to an approved comprehensive sign plan	Approved by BCC	April 2015
UC-0757-14	Third amendment to an approved comprehensive sign plan and modifications to an approved recreational facility	Approved by BCC	October 2014
UC-0607-14	Temporary events in conjunction with the New York-New York Resort Hotel	Approved by BCC	September 2014
UC-0749-13	Recreational facility (arena/events center), fairgrounds, commercial buildings (shopping center) for retail sales and restaurants, and water features with use permits and a waiver to reduce parking in conjunction with existing resort hotels (New York-New York, Park MGM, and CityCenter)	Approved by BCC	January 2014

Prior Land Use Requests

Application Number	Request	Action	Date
UC-0747-13	Established shared parking for the Excalibur, Luxor, and Mandalay Bay Resort Hotels located to the south of this site and allowed the use of the parking areas for those resort hotels to be used as off-site parking for events at the New York-New York, Monte Carlo, and CityCenter properties	Approved by BCC	January 2014
UC-0623-13	Outside sales structures/booths in conjunction with the New York-New York Resort Hotel	Approved by BCC	November 2013
DR-0559-13	Second amendment to an approved comprehensive sign plan	Approved by BCC	November 2013
DR-0519-13	First amendment to an approved comprehensive sign plan	Approved by BCC	October 2013
WS-0436-13	Comprehensive sign plan with design reviews to increase wall sign area and animated signs	Approved by BCC	September 2013
UC-0320-13	Modification to a resort hotel and sidewalk/pedestrian access easement and exterior access to retail and restaurant areas	Approved by BCC	July 2013
UC-0194-13	Modifications to the New York-New York Resort Hotel including exterior access, outside dining and drinking areas, and new sidewalk/pedestrian access easement	Approved by BCC	June 2013
UC-0744-12	Modifications to the exterior of the New York-New York resort hotel for signage and exterior access to an on-premises consumption of alcohol establishment	Approved by BCC	February 2013
DR-1858-02	Freestanding sign for New York-New York resort hotel	Approved by BCC	February 2003
UC-0133-02	Additional signs for the New York-New York resort hotel	Approved by BCC	March 2002
UC-1744-94	New York-New York resort hotel	Approved by BCC	January 1995

*The prior land use requests listed within the table above are for APN 162-20-801-009 only.

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Entertainment Mixed-Use	CR (AE-60)	Park MGM, City Center & Aria Resort Hotel
South	Entertainment Mixed-Use	CR (AE-60)	Excalibur Resort Hotel
East	Entertainment Mixed-Use	CR (AE-60)	MGM Grand Resort Hotel
West	Entertainment Mixed-Use	CR (AE-60)	T-Mobile Arena

Related Applications

Application Number	Request
SDR-24-0279	Modifications to an existing freestanding sign (Park MGM Resort Hotel) is a related item on this agenda.

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.

Code allows alternative sign standards for resort hotels if the alternative results in the development having a visual character compatible with adjacent developments. The proposed modifications to the existing freestanding sign are consistent in style, design, and scale with the previously approved resort hotel and with other resort hotels within the immediate area along Las Vegas Boulevard South. Staff finds the modifications to the freestanding sign and the previously approved comprehensive sign package should not have an adverse or negative impact on the surrounding land use or properties; therefore, recommends approval.

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: NEW YORK NEW YORK HOTEL AND CASINO, LLC (TENANT)

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