

08/07/24 BCC AGENDA SHEET

**PUBLIC HEARING**

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

**SDR-24-0279-MGP LESSOR LLC:**

**SIGN DESIGN REVIEWS** for the following: **1)** modifications to an approved comprehensive sign plan for a resort hotel (Park MGM); **2)** increase the area of an existing freestanding sign; and **3)** increase the area of an existing electronic sign (electric message unit, video) in conjunction with a resort hotel (Park MGM) on a portion of 20.80 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, 1,330 feet south of Harmon Avenue within Paradise. JG/md/syp (For possible action)

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**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 (Park MGM).
2. Increase the area of an existing freestanding sign to 4,896 square feet where 4,420 square feet was previously approved.
3. Increase the area of an electronic sign (electronic message unit, video) to 4,896 square feet where 4,420 square feet was previously approved.

**LAND USE PLAN:**

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 3770 S. Las Vegas Boulevard
- Site Acreage: 20.80
- Project Type: Modifications to an existing freestanding sign
- Sign Height (feet): 140
- Square Feet: 9,316

History and Request

This is a request for modifications to a previously approved comprehensive sign plan for the Park MGM Resort Hotel. The existing freestanding sign was approved via UC-0521-17 by the Board of County Commissioners in August 2017. This previously approved use permit allowed the

reconstruction of the existing freestanding sign to include video units. The proposed application addresses an increase in sign area, specifically an electric message unit (video), to the existing freestanding sign located on the west side of Las Vegas Boulevard South and 1,330 feet south of Harmon Avenue. No additional signage or site modifications are proposed with this application.

**Site Plan**

The existing freestanding sign is located at the northeast corner of the site (APN 162-20-716-002) adjacent to Las Vegas Boulevard South. The freestanding sign features the following setbacks: 1) 5 feet from the east property line along Las Vegas Boulevard South; and 2) 10 feet from the north property line. 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 Plan**

The plan depicts an existing freestanding sign with a maximum height of 140 feet. The freestanding sign consists of 2 sides with an electronic message unit (video), each measuring 4,420 square feet in area. A third side will be added to the sign consisting of an electronic message unit (video) measuring 952 square feet and 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.

**Proposed EMU Modifications**

Type of sign	Existing (sq ft)	Proposed (sq ft)	Total (sq ft)	# of existing signs	# of proposed signs	Total # of signs
Electronic Message Unit (video)						
North/south elevation	4,420	0	4,420	1	0	1
East elevation	0	952	952	0	1	1
Overall Sign Area	4,420		4,896			

**Summary of the existing and proposed signage:**

Type of sign	Existing (sq ft)	Proposed (sq ft)	Total (sq ft)	# of existing signs	# of proposed signs	Total # of signs
Freestanding*	10,963	476**net	11,439	13	0	13
Monument	189	0	189	5	0	5
Wall	20,682	0	20,682	54	0	54
Directional	100	0	100	5	0	5
Projecting	279.6	0	279.6	13	0	13
Hanging	1,384	0	1,384	15	0	15
EMU	4,420	476**net	4,896	1	0	1

\* 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

Per the applicant, this request will not make the marquee taller or larger in any dimension. The remodeled sign will allow more flexible presentations because the display is consolidated into one 3-sided electronic message unit (video), instead of 2 or 3.

**Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
DR-21-0566	Modifications to a previously approved comprehensive sign plan	Approved by BCC	November 2021
ADR-21-900501	Façade upgrades for The Crack Shack restaurant	Approved by ZA	September 2021
UC-20-0546	Project of regional significance for a monorail (people mover system), waiver to not provide a franchise agreement, and a related design review	Approved by BCC	October 2021
DR-19-0647	Modified landscaping and modifications to a previously approved comprehensive sign package	Approved by BCC	October 2019
VS-19-0648	Vacated and abandoned a portion of the existing pedestrian access easement	Approved by BCC	October 2019
UC-19-0451	Amended sign plan for a projecting sign	Approved by BCC	August 2019
VS-19-0414	Vacated and abandoned pedestrian access easement (vertical height)	Approved by PC	July 2019
DR-19-0336	Amended the sign plan for Park MGM for a wall sign (The Crack Shack)	Approved by BCC	June 2019
VS-1016-17	Vacated and abandoned a pedestrian access easement for sidewalks granted to Clark County	Approved by PC	January 2018
DR-0742-17	Amended sign plan for the T-Mobile Arena to add directional and monument signs	Approved by BCC	November 2017
UC-0521-17	Rebrand of the Monte Carlo Resort Hotel to the Park MGM with building addition, modification, and an amended sign plan	Approved by BCC	August 2017
DR-0680-16	Amended sign plan for the Monte Carlo Resort Hotel	Approved by BCC	November 2016
DR-0511-16	Additions, modifications, remodel, and rebranding of a portion of an existing resort hotel (Monte Carlo)	Approved by BCC	September 2016
ADR-0362-16	Converted the Aria Theatre into additional convention space which amended the combined parking for CityCenter, New York-New York, Monte Carlo, and the T-Mobile Arena	Approved by ZA	May 2016
DR-0362-15	Addition and modifications to the Monte Carlo Resort Hotel for a theatre/concert hall	Approved by BCC	August 2015

**Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
UC-0177-15	Amended comprehensive sign plan and modifications and realignment of sidewalks/pedestrian access easements	Approved by BCC	May 2015
UC-0024-14	Amended a comprehensive sign plan for the Monte Carlo Resort Hotel	Approved by BCC	March 2014
UC-0749-13	Arena and events center with a parking reduction in conjunction with the New York-New York, Monte Carlo, and CityCenter Resort Hotels	Approved by BCC	January 2014
UC-0738-13	Comprehensive sign plan for the Monte Carlo Resort Hotel	Approved by BCC	December 2013
UC-0101-13	Modification to the Monte Carlo Resort Hotel including addition of new tenant spaces and redesign of the pedestrian plaza	Approved by BCC	April 2013
UC-0283-11	Tavern with an outside drinking area and outdoor live entertainment	Approved by PC	December 2011
UC-0364-09	Reduced on-site parking for 2 resort hotels (CityCenter and Monte Carlo)	Approved by BCC	July 2009

**Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District (Overlay)</b>	<b>Existing Land Use</b>
North	Entertainment Mixed-Use	CR	City Center & Aria resort hotel
South	Entertainment Mixed-Use	CR (AE-60)	New York-New York Resort Hotel & T-Mobile arena
East	Entertainment Mixed-Use	CR (AE-60)	MGM Grand Resort Hotel & showcase mall
West	Entertainment Mixed-Use	CR (AE-60)	City Center

**Related Applications**

<b>Application Number</b>	<b>Request</b>
SDR-24-0278	Modifications to an existing freestanding sign (New York-New York 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 EMU located on the 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:** BARRIS KAISER

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