

SIGNAGE  
(TITLE 30)

FLAMINGO RD/LAS VEGAS BLVD S

**PUBLIC HEARING**

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**UC-22-0638-PARBALL NEWCO LLC:**

**USE PERMIT** for deviations as shown per plans on file in conjunction with a resort hotel (Horseshoe).

**DEVIATIONS** for the following: **1)** increase the number of directional signs; **2)** increase the area of directional signs; and **3)** deviations as shown per plans on file.

**DESIGN REVIEW** for a comprehensive sign package in conjunction with a resort hotel (Horseshoe) on 30.0 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the east side of Las Vegas Boulevard South and the south side of Flamingo Road within Paradise. JG/md/ja (For possible action)

---

**RELATED INFORMATION:**

**APN:**

162-21-102-009

**DEVIATIONS:**

1. Increase the number of directional signs to 16 where a maximum of 2 directional signs are permitted per Table 30.72-1 (a 700% increase).
2. Increase the overall area of directional signs to 706 square feet where a maximum of 32 square feet are permitted per Table 30.72-1 (a 2,106% increase).
3. Permit all other deviations per plans on file.

**DESIGN REVIEW:**

1. Comprehensive sign package in conjunction with an existing resort hotel (Horseshoe) including the following:
  - a. Increase the number of animated signs to 2 where 1 sign was previously approved (a 100% increase).
  - b. Increase the number of freestanding signs to 4 where 1 sign was previously approved (a 300% increase).
  - c. Increase the overall freestanding sign area to 20,498 square feet where 19,576 square feet was previously approved (a 4.7% increase).
  - d. Increase the overall area of animated signs to 13,241 square feet where 13,031 square feet was previously approved (an 11.6% increase).

## **LAND USE PLAN:**

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

## **BACKGROUND:**

### **Project Description**

#### General Summary

- Site Address: 3645 Las Vegas Boulevard South
- Site Acreage: 30
- Project Type: Comprehensive sign package

#### Site Plan and Request

This application is the second application for a comprehensive sign package for the Horseshoe Hotel (formerly known as Bally's). A freestanding sign for the resort hotel was approved via DR-22-0177 by the Board of County Commissioners (BCC) in May 2022. This application seeks to establish the remainder of the sign package for the resort hotel consisting of wall, directional, and 3 additional freestanding signs. There are no proposed changes to the location or design of the existing buildings, landscaping, or uses on the site.

#### Signage

The plans depict an assortment of proposed signs including wall, directional, and freestanding signs. An existing freestanding sign, with animation, measures 180.5 feet in height, is located at the southeast corner of Las Vegas Boulevard South and Flamingo Road, and was previously approved by the BCC. Three existing freestanding signs will be refurbished with this sign package request, reflecting the rebranding of the resort hotel. The first existing freestanding sign, designed as an archway, is located at the main entrance to the casino, measures 483 square feet in area, 35 feet in height, and is set back 335 feet from Las Vegas Boulevard South. The second existing freestanding sign is located at the northeast corner of the project site adjacent to Flamingo Road. The freestanding sign measures 23 feet in height with a setback of 10 feet from Flamingo Road. This freestanding sign includes an animated display measuring 210 square feet in area. The third existing freestanding sign that will be refurbished is located at the main entrance to the resort hotel, adjacent to Las Vegas Boulevard South. The freestanding sign measures 20 feet in height with an area of 229 square feet. The directional signage is concentrated within the interior of the site, primarily within the area of the parking garage. Directional signage measures between 4 square feet to 134 square feet in area and is located throughout the site. Wall signs, featuring vertical channel lettering, are located on the exterior of the hotel tower. Additional wall signage advertising the on-premises retail shops is featured on the existing pony wall, located at the main entrance to the resort hotel adjacent to Las Vegas Boulevard South.

Type of Sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	Percent Increase	# of Existing Signs	# of Proposed Signs	Total # of Signs
Wall	0	3,390	3,390	77,444	0	0	12	12
Freestanding*	19,576	922	20,498	12,905	3.6%	1	3	4
Directional	0	706	706	32	2106%	0	16	16
Roof	0	0	0	0	0	0	0	0
Projecting	0	0	0	96 (32 per tenant)	0	0	0	0
Revolving	0	0	0	Per Design Review	0	0	0	0
Monument	0	0	0	350 (70 sq. ft. per sign)	0	0	0	0
Hanging	0	0	0	32 per tenant	0	0	0	0
Overall Total	19,576	5,018	24,594	N/A	N/A	1	31	32

\*Signage for the freestanding sign includes the request for an increase in animated signage.

Animated	13,031	210	13,241	150	1.61%	1	1	2
----------	--------	-----	--------	-----	-------	---	---	---

#### Applicant's Justification

The applicant states this request is necessary for the proposed signage associated with the rebranding of the existing resort hotel from "Bally's Las Vegas" to "Horseshoe Las Vegas". The applicant states the proposed signs are visually compatible with the adjacent development, are consistent with the previously approved plans along Resort Corridor, and complies with the Master Plan.

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

Application Number	Request	Action	Date
DR-22-0177	Freestanding sign in conjunction with a resort hotel (Horseshoe Hotel)	Approved by BCC	May 2022
ADR-22-900058	Remodeled with modifications to the interior and exterior of existing buildings within a shopping center (Grand Bazaar) in conjunction with a resort hotel (Bally's)	Approved by ZA	February 2022
TM-20-500099	1 lot commercial subdivision	Approved by PC	August 2020
UC-18-0263	Modification to the interior and exterior of an existing building within a shopping center (Bally's Bazaar)	Approved by BCC	January 2018

**Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
DR-1035-17	Exterior and interior remodel of an existing building	Approved by BCC	January 2018
UC-0303-16	Signage in conjunction with the Grand Bazaar	Approved by BCC	June 2016
DR-0188-16	Modifications to an approved comprehensive sign package with an increased wall sign area	Approved by BCC	May 2016
UC-0854-14	Grocery store with a design review for signage	Approved by BCC	December 2014
UC-0847-13	Modifications to a comprehensive sign package	Approved by BCC	March 2014
UC-0227-12	Comprehensive sign and lighting plan with modifications to an approved shopping center (Bally's Bazaar)	Approved by BCC	July 2012
UC-0037-12	Outdoor shopping center (Grand Bazaar Shops)	Approved by PC	March 2012
DR-0077-11	Modifications to an approved sign package and reduced the separation between monument signs	Approved by BCC	May 2011
UC-0305-10	Sign package for Bally's and Paris Resort Hotels	Approved by BCC	August 2010
UC-1384-03 (ET-0283-09)	Second extension of time to allow permanent banners	Approved by PC	December 2009
UC-1384-03	Allowed permanent banners	Approved by PC	October 2003
UC-0855-00	Three sided on/off-premises freestanding sign with deviations to required setbacks	Approved by PC	July 2000

**Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District</b>	<b>Existing Land Use</b>
North	Entertainment Mixed-Use	H-1	Drai's Beachclub & Nightclub
South	Entertainment Mixed-Use	H-1	Paris Resort Hotel
East	Entertainment Mixed-Use	H-1	Portions of Bally's Resort Hotel
West	Entertainment Mixed-Use	H-1	Bellagio Resort Hotel

**STANDARDS FOR APPROVAL:**

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

**Analysis**

**Current Planning**

Use Permit

A use permit is a discretionary land use application that is considered on a case by case basis in consideration of Title 30 and the Master Plan. One of several criteria the applicant must

establish is that the use is appropriate at the proposed location and demonstrate the use shall not result in a substantial or undue adverse effect on adjacent properties.

#### Deviations

Staff finds the increase to the overall area for directional signage should have no impact on the adjacent properties and surrounding land uses. The increase to the area for directional signage primarily occurs within the interior of the site. The increased number of directional signs provides greater assistance to visitors when navigating the various entrances and exits to and from the resort hotel; therefore, staff can support these requests.

#### Design Review

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 signs are consistent in style and design with the previously approved freestanding sign and are of similar design and scale as other resort hotels within the immediate area and along Las Vegas Boulevard South. The proposed signs consist of compatible architectural design, style, and color with a unified branding theme. Staff finds the proposed sign package will not negatively impact the site; 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:**

##### **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**

- Coordinate with Public Works - Construction Management - Johnathan Morales.
- Applicant is advised that signs, structures, and landscaping shall not encroach into public right-of-way, easements, or sight-visibility zones.

##### **Fire Prevention Bureau**

- No comment.

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

- No comment.

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

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** PARBALL NEWCO LLC

**CONTACT:** REBECCA MILTENBERGER, BROWNSTEIN HYATT FARBER SCHRECK,  
100 N. CITY PARKWAY, SUITE 1600, LAS VEGAS, NV 89106