

05/07/24 PC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SC-24-0083-TREASURE ISLAND LV, LLC:

STREET NAME CHANGE to change the name of an existing entrance drive of a resort hotel (Treasure Island) from Sirens Cove Boulevard to Mystère Dreams Avenue.

Generally located on the south side of Spring Mountain Road and the west side of Las Vegas Boulevard South within Paradise. TS/nai/ng (For possible action)

RELATED INFORMATION:

APN:

162-16-214-001

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3300 Las Vegas Boulevard South

Applicant's Justification

The applicant states the request to change the street name to Mystère Dreams Avenue is to celebrate the anniversary of the Cirque du Soleil show Mystère, that has been performing at the Treasure Island Hotel and Casino for 30 years.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-20-0546	Use permit, waiver of development standards, and design review for a monorail	Approved by BCC	October 2021
VS-19-0304	Vacated and abandoned an airspace easement	Approved by PC	June 2019
WS-18-0822	Roof sign where not permitted with design reviews for modifications to a comprehensive sign plan and to increase the number of signs	Approved by BCC	December 2018
UC-0200-17	Outdoor retail/rental building	Approved by BCC	May 2017

Prior Land Use Requests

Application Number	Request	Action	Date
UC-0820-16	Outdoor retail/rental building	Denied without prejudice by BCC	January 2017
DR-0125-16	Amended an approved comprehensive sign plan adding a proposed wall and animated signage for the Treasure Island Resort Hotel	Approved by BCC	April 2016
DR-0493-14	Exterior modifications (new entrance) to an existing building (Starbucks/Margarita Bar) in conjunction with the Treasure Island Resort Hotel	Approved by BCC	August 2014
UC-0205-14	Comprehensive sign plan for the Treasure Island Resort Hotel	Approved by BCC	July 2014
UC-0220-14	Packaged liquor sales in conjunction with a pharmacy	Approved by BCC	June 2014
UC-0153-14	Alternative landscaping and screening	Approved by BCC	May 2014
VS-0597-13	Pedestrian access easement	Approved by PC	November 2013
UC-0478-13	Retail uses (ticket sales and time-share referral) not within a permanent enclosed building	Approved by BCC	October 2013
UC-0350-13	Shopping center and pharmacy addition to a resort hotel	Approved by BCC	August 2013
UC-0377-11	Roof signs and design reviews for a building addition to a restaurant (Senor Frog's) and wall signs	Approved by BCC	October 2011
UC-0060-11	Roof signs and a waiver for non-standard improvements (signs) within a future right-of-way and a design review for signs	Approved by BCC	April 2011
UC-0417-10	Restaurant/bar building (Starbucks and Margarita Bar), deviations to reduce the special setback along Las Vegas Boulevard South, modified landscaping, and waivers for non-standard improvements within the right-of-way	Approved by BCC	November 2010
UC-0230-10	Additions to a previously approved outside dining and drinking patio area in conjunction with a restaurant/bar (Gilley's)	Approved by BCC	July 2010
UC-0128-10	Signage for the resort hotel and Gilley's	Approved by BCC	May 2010

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Entertainment Mixed-Use	CR	Fashion Show Mall
South	Entertainment Mixed-Use	CR	Mirage Hotel & Casino

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
East	Entertainment Mixed-Use	CR	Palazzo Hotel & Casino
West	Entertainment Mixed-Use	CR	Parking lot

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**

Staff finds that the same street was approved to be named Sirens Cove Boulevard in 2007 (SC-1183-07). Sirens Cove Boulevard was chosen to celebrate the anniversary of the Sirens show at the Treasure Island Hotel and Casino, at the time. Staff can support this request because the reason for the street name change is similar to the original street name change request. This time, it is to commemorate the 30th anniversary of the Cirque du Soleil show Mystère that has been performing at the Treasure Island Hotel and Casino. The City of Las Vegas Combined Fire Communications Center approved the street name and gave the approval to keep the accent symbol on the letter è in the word Mystère.

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**

- Subject to Mystère Dreams Avenue.
- Applicant is advised that the applicant is responsible for installing street signs, per Public Works standards, within 60 calendar days of the approval of the application.

Public Works - Development Review

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: TREASURE ISLAND LV, LLC

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