

05/20/26 BCC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-26-0177-SG VEGAS OWNER, LLC

SIGN DESIGN REVIEWS for the following: **1)** increase the area of electronic signs; and **2)** increase the number of electronic signs in conjunction with a previously approved comprehensive sign plan for an existing shopping center on 9.46 acres in a CR (Commercial Resort) Zone.

Generally located east of Las Vegas Boulevard South and south of Harmon Avenue within Paradise. JG/rg/cv (For possible action)

RELATED INFORMATION:

APN:

162-21-318-001

SIGN DESIGN REVIEWS:

1. Increase the area of electronic signs - animation to 28,859.25 square feet where 28,727.15 square feet were previously approved (a 0.46% increase).
2. Increase the number of electronic signs - animation to 99 where 98 electronic signs were previously approved (a 1.02% increase).

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3747 Las Vegas Boulevard South
- Site Acreage: 9.46

History & Site Plan

An existing shopping center was approved for this site in August 2022 via UC-22-0410. A comprehensive sign plan was approved in December 2023 via WS-23-0752 and March 2026 via SDR-26-0010. In January 2026, a sign design review (SDR-25-0801) for In-N-Out was approved to reconfigure and add wall signs, increase the number of animated signs, and add canopy signs to the comprehensive sign plan for a portion of the third level. The signs are located on the south, east, and west sides of the tenant space. The applicant is proposing a new 132.01 square foot electronic sign - animated on the west side of the tenant space for In-N-Out.

Sign Plan

- Proposed Sign A:
- Electronic sign - animation has an overall area of 132.01 square feet located on the west side of the building.

Tables summarizing the signage are provided below:

Type of Sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Percent Increase	# of Existing Signs	# of Proposed Signs	Total # of Signs
Freestanding	7,788.30	0	7,788.3	N/A	4	0	4
Wall	43,962.95*	132.01	44,094.96	0.30%	99	1	100
Directional	382.50	0	382.5	N/A	15	0	15
Monument	0	0	0	N/A	0	0	0
Projecting	1,040	0	1,040	N/A	20	0	20
Hanging	63	0	63	N/A	1	0	1
Roof	0	0	0	N/A	0	0	0
Canopy	89.5	0	89.5	N/A	5	0	5
Overall Total	53,326.25	132.01	53,458.26	N/A	144	1	145
Electronic	28,727.15	132.01	28,859.16	0.46%	98	1	99

*Wall sign “C” from SDR-25-0801 (In-N-Out), has been replaced with the proposed Sign A above and 80.1 square feet was subtracted from the approved wall area from SDR-26-0010 sign table.

Applicant’s Justification

The applicant states that the request is for 1 additional animated sign for the In-N-Out Burger restaurant on the third floor of Showcase 5. The applicant explains that the proposed sign matches the design, illumination, and lighting pattern of the existing animated signs and reflects In-N-Out’s historic branding. The applicant further notes that similar animated signs have been approved at other In-N-Out locations and asserts that the additional sign maintains brand consistency and contributes to the visual character of the project area.

Prior Land Use Requests

Application Number	Request	Action	Date
SDR-26-0010	Sign design review for modifications to a comprehensive sign plan for an existing shopping center by increasing the area of animated signs	Approved by BCC	March 2026
SDR-25-0801	Sign design review for modifications to a comprehensive sign plan for an existing shopping center by increasing the area of animated signs	Approved by BCC	January 2026
UC-25-0035	Use permit for recreation and entertainment facilities within an existing shopping center	Approved by PC	March 2025
WS-23-0752	Waivers of development standards for a comprehensive sign package for a previously approved shopping center	Approved by BCC	December 2023
UC-23-0553	Use permit for retail sales (kiosks)	Approved by PC	October 2023

Prior Land Use Requests

Application Number	Request	Action	Date
VS-22-0411	Vacation and abandonment for pedestrian access easements	Approved by BCC	August 2022
TM-22-500143	Tentative map for 1 lot commercial subdivision	Approved by BCC	August 2022
UC-22-0410	Use permit for showcase 5 shopping center, with waivers for setbacks, alternative landscaping, non-standard improvements, and reduced parking	Approved by BCC	August 2022
UC-0476-17	Use permit for recreational facility (amusement ride/virtual reality motion machine)	Approved by BCC	July 2017
UC-0711-15	Use permit for outside dining and drinking associated with a supper club with direct access within existing an shopping center (Hawaiian Marketplace)	Approved by BCC	December 2015
UC-0375-11	Use permit for various uses within H-1 zoning for a shopping center including restaurant, on-premises consumption of alcohol, and outside dining uses	Approved by PC	October 2011
DR-1705-04	Design review for sidewalk location and temporary structures	Approved by BCC	November 2004
UC-1096-03	Use permit for modified landscaping, permit temporary structures, and reduced setbacks in conjunction with the shopping center	Approved by BCC	February 2004
UC-1227-02	Use permit for expansion and remodel of an existing shopping center, a banquet facility, and covered outdoor shopping area	Approved by PC	October 2002
UC-1226-02	Use permit for parking reduction for the Hawaiian Marketplace and an existing and proposed hotel timeshare development on adjacent parcels (Polo Towers)	Approved by PC	October 2002
UC-0235-02	Use permit for expansion to a shopping center, permit modular structure, reduced on-site parking, and allowed off-site parking on the adjacent parcel to the north (The Travelodge)	Approved by PC	June 2002
AR-17-400003 (WS-0332-15)	First application for review for a redesign of the site frontage (sidewalk and pedestrian access easement), a new plaza area with outside dining, and façade changes at an existing retail center (Cable Center) subject to removing the time limit	Approved by BCC	May 2018
WS-0815-16	Waiver of development standards to reduce the special setback to Las Vegas Boulevard South and allowed a roof sign	Approved by BCC	January 2017
WC-400072-16 (WS-0332-15)	Waiver of conditions of a waiver of development standards for the minimum 5 foot high fence around the outside dining area	Approved by BCC	July 2016

Prior Land Use Requests

Application Number	Request	Action	Date
WS-0332-15	Waiver of development standards for alternative landscaping and screening with reduced setbacks and non-standard improvements within the right-of-way for a new plaza area, and façade changes to a portion of the existing retail center	Approved by BCC	July 2015
UC-0095-14	Use permit for an amusement/theme park with waivers and design review for an amusement park with associated buildings and structures	Denied by BCC	November 2014
WS-0044-13	Waiver of development standards for outside retail sales structures in conjunction with an existing shopping center - expired	Approved by BCC	March 2013
RS-500025-08	Record of Survey	Reviewed by staff	February 2008

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Entertainment Mixed-Use	CR	Parking lot & undeveloped
South	Entertainment Mixed-Use	CR (AE-60)	Showcase Mall
East	Entertainment Mixed-Use	CR	MGM Resort Hotel
West	Entertainment Mixed-Use	CR	City Center Resort Hotel complex & Park MGM Resort Hotel

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.

The previously approved signs within this area are harmonious with existing signage along the Resort Corridor and within the immediate area along Las Vegas Boulevard South. Staff finds that the proposed electronic sign - animation is complementary to the previously approved comprehensive sign plan for the shopping center. Staff does not anticipate the proposed sign to create adverse effects on surrounding signage or other properties in the vicinity. Therefore, staff 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

- Applicant is advised that signs are not permitted within the right-of-way.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: WILLIAMS SIGN CO.

CONTACT: WILLIAMS SIGN CO., 111 S. HUNTINGTON STREET, POMONA, CA 91766