

SIGNAGE
(TITLE 30)

LAS VEGAS BLVD S/GENTING BLVD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

DR-23-0213-RESORTS WORLD LAS VEGAS, LLC:

DESIGN REVIEWS for the following: **1)** modify an existing comprehensive sign plan (Resorts World Hotel Casino); **2)** increase the overall wall sign area; and **3)** allow a roof sign in conjunction with an approved resort hotel (Resorts World) on 87.8 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the west side of Las Vegas Boulevard South, the east side of Sammy Davis Jr. Drive, and the north side of Genting Boulevard within Winchester. TS/dd/syp (For possible action)

RELATED INFORMATION:

APN:

162-09-312-002 through 162-09-312-006; 162-09-413-001 through 162-09-413-003

DESIGN REVIEWS:

1. Modify an existing comprehensive sign plan (Resorts World Hotel Casino).
2. Increase the overall wall sign area to 106,056 square feet where 105,993 square feet was previously approved and a maximum of 12,710 square feet is permitted per Table 30.72-1.
3. Allow 2 roof signs with an existing restaurant (Michos Tacos) and 1 existing roof sign with an existing tavern building (Fat Tuesdays).

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3000 Las Vegas Boulevard South
- Site Acreage: 87.8
- Project Type: Comprehensive sign plan for an approved resort hotel (Resorts World)

Site Plan

The site has an area of 87.8 acres and has frontage on Las Vegas Boulevard South, Genting Boulevard, and Sammy Davis Jr. Drive. Access to the site is provided from all of the adjacent streets. There is 1 existing restaurant building (Michos Tacos) and 1 tavern building (Fat

Tuesdays) that is located on the southeastern portion of the site, located approximately 315 feet from the southern property line and 30 feet from the eastern property line that is adjacent to Las Vegas Boulevard South to the east.

This request is to amend the comprehensive sign plan for the Resorts World Resort Hotel. The applicant is proposing 1 new wall sign for an existing restaurant (Michos Tacos). Lastly, the applicant's plans depict the following roof signs: 2 in conjunction with Michos Tacos and 1 existing roof sign for Fat Tuesdays.

Landscaping

Landscaping is neither required nor a part of this request.

Signage

The following signage is being proposed per plans on file:

1. A proposed illuminated roof sign for Michos Tacos with open-face channel letters. The proposed roof sign is 23 feet wide and a maximum of 4.1 feet. The roof sign will be mounted to the top of the restaurant building and face east towards Las Vegas Boulevard South.
2. A proposed roof sign for Michos Tacos will be mounted on the front face of the restaurant building to advertise to customers internal to the resort; however, this is considered a roof sign because a portion of the logo extends above the roofline.
3. There is an existing roof sign for Fat Tuesdays which faces internally into the site and is partially visible from Las Vegas Boulevard South. The proposed dimensions are approximately 24 feet wide and 4 feet in height.
4. A proposed directional wall sign advertising Michos Tacos will be mounted on an entrance screen wall adjacent to the restaurant building. This wall sign will be approximately 7 feet high and 9 feet wide and will face Las Vegas Boulevard South to the east.

The following table is a summary for signage:

Type of Sign	Approved (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
*Freestanding	10,887	0	10,887	1,560	21	0	21
*Monument	258	0	258	910	13	0	13
*Wall	105,993	63	106,056	12,710	32	1	33
**Projection	374,446	0	374,446	3,000	20	0	20
Roof Sign (Fat Tuesday and Michos Tacos only)	0	96 (existing Fat Tuesday roof sign) 184 (proposed Michos Tacos)	280	0	1 (existing Fat Tuesday roof sign)	2 (proposed Michos Tacos)	3
Overall Totals	491,584	343	491,927	18,180	87	3	90

*The freestanding, monument, and wall signs also contain animation.

**All projection signs are animated.

Type of Sign	Approved (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
Animated	130,712	0	130,712	450	49	0	49

Applicant's Justification

The applicant requests permission to install 3 roof signs, where 2 will be on top of the Michos Tacos restaurant building and 1 will be on the Fat Tuesday tavern building. All 3 roof signs will be visible from Las Vegas Boulevard South. The proposed wall sign will be in conjunction with Michos Tacos and will be installed on an adjacent screen wall to help direct customers. Per the applicant, the proposed signs are consistent with others along the strip corridor.

Prior Land Use Requests

Application Number	Request	Action	Date
ADR-21-900288	Amended sign plan to make slight adjustments to signs that were previously approved	Approved by ZA	June 2021
DR-21-0164	Amended sign plan for a manned information booth (LVMPD kiosk)	Approved by BCC	June 2021
DR-20-0526	Amended sign plan to increase the overall freestanding wall and animated sign area	Approved by BCC	January 2021
SC-20-0191	Street name change to Genting Boulevard	Approved by PC	June 2020
SC-20-0192	Street name change to Resorts World Avenue	Approved by PC	June 2020
SC-20-0193	Street name change to Goh Tong Way	Approved by PC	June 2020
UC-20-0174	Fabric membrane structure (convention exposition hall) and temporary wall sign (static) in conjunction with an approved resort hotel (Resorts World)	Approved by BCC	May 2020
DR-20-0015	Comprehensive sign plan (Resorts World), increased overall wall sign area, increased overall freestanding sign area, increased the height of a freestanding sign, and increased the overall animated sign area	Approved by BCC	March 2020

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Entertainment Mixed-Use	H-1	Circus Circus Resort Hotel & Viva McDonalds
South	Entertainment Mixed-Use	H-1	Undeveloped (approved Alon Las Vegas Resort Hotel site)

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
East	Entertainment Mixed-Use	H-1	Approved LVCVA parking lot, retail uses, restaurants, place of worship, & undeveloped
West	Entertainment Mixed-Use; Corridor Mixed-Use; & Public Use	H-1, P-F, C-2, & M-1	Clark County Fire Station, commercial, & industrial uses

STANDARDS FOR APPROVAL:

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

Analysis**Comprehensive Planning**

Title 30 Code allows for alternative sign standards for resort hotels and for uses that operate in conjunction with resort hotels that can be approved if they result in the development having a visual character which is more compatible with adjacent developments. The proposed signage is consistent in design and scale with signage for other resort hotels and uses within the Resort Corridor. The proposed increase in signage is minimal and is in scale with the size and design of the restaurants. Additionally, the proposed signage complies with Urban Land Use Policy 20 which states that signage should be compatible with building styles both on-site and the surrounding developments; 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:**Comprehensive 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

- No comment.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Winchester - approval.

APPROVALS:

PROTESTS:

APPLICANT: GARY D. LAKE

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