

11/08/23 BCC AGENDA SHEET

SIGNAGE
(TITLE 30)

LAS VEGAS BLVD S/SANDS AVE

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

DR-23-0630-VENETIAN PROPCO, LLC:

DESIGN REVIEWS for the following: **1)** wall sign area; **2)** animated sign area; **3)** animated sign number; and **4)** modifications to an approved sign package in conjunction with an existing resort hotel (Venetian/Palazzo) on 63.2 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 Sands Avenue within Paradise. TS/hw/syp (For possible action)

RELATED INFORMATION:

APN:

162-16-213-002 through 162-16-213-004; 162-16-213-048; 162-16-213-049; 162-16-301-011; 162-16-311-002 through 162-16-311-006; 162-16-311-009; 162-16-311-011

DESIGN REVIEWS:

1. Increase the area of wall signs on the Venetian/Palazzo site to 259,312 square feet where 44,030 square feet is permitted per Table 30.72-1 and where 253,969 square feet was previously permitted.
2. Increase the area of animated signs on the Venetian/Palazzo site to 21,847 square feet where 450 square feet is permitted per Table 30.72-1 and where 13,248 square feet was previously permitted.
3. Increase the number of animated signs on the Venetian/Palazzo site to 23 where 4 are permitted per Table 30.72-1 and where 15 were previously permitted.
4. Modifications to a comprehensive sign package to include the removal and replacement of wall signs, freestanding signs, and projecting signs with animation for the Venetian/Palazzo Resort Hotel.

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3325 Las Vegas Boulevard South
- Site Acreage: 63.2
- Project Type: Signage (wall, projecting, and freestanding)
- Building Height (feet): 54 (sign)/167 (maximum overall)

- Sign Square Feet: 286,296 (total)/2,690 (increase)

Site Plan & Request

The plan depicts the existing Venetian and Palazzo Resort Hotel sites located at the southeast corner of Las Vegas Boulevard South and Sands Avenue. The plans indicate that the applicant is requesting to remove an existing freestanding sign located in the western portion of the property adjacent to the replica Venetian clock tower façade. In addition, the applicant is also asking to remove 2 wall signs on the clock tower facade and replace them with an animated wall sign that will wrap around the same building northward up to the pedestrian bridge that connects to the western side of Las Vegas Boulevard South. The plans show that this sign will be set back at least 7 feet from Las Vegas Boulevard South. Additionally, the applicant wishes to completely remove, with no replacement, the signage on a small accessory structure (Customs House replica) to the west of the lagoon area. The plans also show that the Palazzo freestanding sign located in the northwest portion of the site, will be upgraded with animated signs that will replace existing static signs on a mostly one-for-one basis. Additionally, the plans show that 9 existing static projecting signs will be replaced one-for-one with new animated projecting signs along the eastern side of the building. These projecting signs are shown to be set back between 16 feet and 22 feet with each separated between 30 feet and 36.5 feet.

Signage

The elevation plans indicate that an existing 175 foot tall, 2,653 square foot freestanding sign will be completely removed from the western portion of the site along with two, 22 foot by 28 foot animated displays totaling 1,243 square feet. The elevations also show that an existing 16 foot by 9.5 foot animated display along the roof of an existing accessory structure (Customs House) will be removed for a total of 471 square feet removed. These signs will ultimately be replaced by a 7,057 square foot wrap around animated sign. This sign is shown to be 43 feet to 54 feet tall with the width varying between 22 feet and 81 feet wide depending on the elevation. The sign takes up the upper half of the stylized pedestrian bridge vestibule (Venetian clock tower replica) on the far western side of the resort building. This wall sign reaches an approximate height of 67 feet.

The proposed revisions to the projecting signs along the eastern side of the building show the signs run approximately halfway up the side of the lower portion of the resort building. The elevations show that the signs will be animated with an overall height of 36 feet tall and will be 6 feet wide with the signs projecting a total of 8 feet from the building. With 9 signs being retrofitted for a total of 1,944 square feet of projecting sign will be provided.

The elevations show that the existing 113.5 foot tall freestanding sign for the Palazzo will essentially remain the same except for the replacement of signage on the pylon sign being replaced with animated signage and the enlarging of the central and side structure signage. The elevations show that the 2 existing, animated LED signs that total 1,122 square feet each will be increased in size up to 1,545 square feet each with the video board dimensions becoming 34.8 feet tall and 44.3 feet wide up from 34.5 feet wide and 30.5 feet tall. The static sign areas on the upper sides of the freestanding sign will also be increased from 283 square feet up to 540 square feet with the dimensions of the side signs increasing to 9 feet wide by 31.8 feet tall. These side signs will also be animated. A sign along the sign support will remain the same size at 252

square feet (13.1 feet wide and 19.3 feet tall) but will become animated. Overall, there will be a total increase in the area of signage on the freestanding sign from 1,656 square feet up to 2,335 square feet with animated area increase from 1,122 square feet up to 2,335 square feet.

Tables summarizing the signage are provided below:

Type of Sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Percent Increase	Allowed per Title 30 (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
Freestanding	27,345	-2,653	24,692	-9.7	22,015	9	-1	8
Wall/Awning	253,969	5,343	259,312	2.1	44,030	188	-2	186
Hanging	10	0	10	n/a	32	2	0	2
Projecting	2,282	0	2,282	n/a	32	12	0	12
Overall total	283,606	2,690	286,296	1.0	66,109	211	-3	208

The details for the animated signs included in the signs above are listed below.

Type of Sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Percent Increase	Allowed per Title 30 (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
Animated	13,248	8,599	21,847	65	450	15	8	23

Applicant's Justification

The applicant states they are requesting the increase in signage to modernize their signage and bring it in line with similar sign packages found along the Las Vegas Strip and Resort Corridor. They also state approval for similar increases in sign area have previously been approved at the site. The applicant indicates that that the retrofits are needed to switch to more modern LED screens and increase the visibility of the signs so that mature landscaping can remain.

Prior Land Use Requests*

Application Number	Request	Action	Date
DR-19-0937	Modifications to the north entrance of the Venetian/Palazzo with an increase in wall/animated sign area	Approved by BCC	January 2020
WS-1095-17	Pedestrian bridge between Venetian/Palazzo and the Sphere	Approved by BCC	February 2018
DR-0760-13	Modifications to Venetian/Palazzo sign package for additional wall signage	Approved by BCC	January 2014
DR-0307-13	Modifications to the sign package for a larger freestanding sign and additional wall signs	Approved by BCC	July 2013
DR-0165-13	Modifications to Venetian/Palazzo sign package for animated and wall signs	Approved by BCC	May 2013
DR-0231-12	Modified the existing sign package to allow animated walls signs for the Sands Expo Center	Approved by BCC	July 2012
UC-0052-12	Allowed animated wall signs with a projector and speakers	Approved by BCC	March 2012
DR-0140-11	Modifications to the exterior of the clock tower portion of the façade	Approved by BCC	May 2011

Prior Land Use Requests*

Application Number	Request	Action	Date
DR-0562-10	Modifications to existing animated, wall, and awning signs	Approved by BCC	January 2011
WS-0017-09	Modifications to a freestanding sign in conjunction with the Palazzo portion of the site	Approved by BCC	February 2009
UC-0794-08	Modifications to the Palazzo portion of the sign package to add monument, roof, freestanding, animated, and wall signs	Approved by BCC	October 2008
UC-0717-07	Addition of Palazzo signs to sign package	Approved by BCC	August 2007
DR-1459-06	Animated freestanding sign addition with modifications to Venetian sign package	Approved by BCC	November 2006

* There are several applications at this site. The most recent and relevant are provided in the table.

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Entertainment Mixed-Use & Public Use	H-1	Wynn Resort Hotel
South	Entertainment Mixed-Use	H-1	Harrah's Resort Hotel
East	Entertainment Mixed-Use	H-1	Sphere at the Venetian Resort
West	Entertainment Mixed-Use	H-1	Mirage & Treasure Island Resort Hotels

STANDARDS FOR APPROVAL:

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

Analysis**Comprehensive Planning**

Overall, staff finds that the proposed changes to comprehensive sign package are compatible with the existing developments in the surrounding Las Vegas Boulevard South Corridor and with the other signage within the Venetian and Palazzo development. The modifications to the already existing comprehensive sign package comply with Policy 6.2.1 of the Master Plan which states that all new development should be compatible with the established neighborhood in terms of building styles on-site, and with surrounding developments. Policy 5.1.3 of the Master Plan also states that tourism is one of the bases of the local economy and should continue to be enhanced where possible. Given that Las Vegas Boulevard South and its surrounding area are designated as a National Scenic Byway, to which signage contributes, staff finds that the proposed signage and modifications to the approved sign package would positively contribute to the existing slate of signage in the Byway.

Additionally, the proposed signage is appropriate and compatible with the surrounding uses and should not create any additional negative effects on surrounding neighboring uses given the

signage and lighting are already present on the site and the almost one-for-one nature of the proposed changes. For these reasons, staff can support this request.

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 has adopted a rewrite to Title 30 effective January 1, 2024, 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.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC:

APPROVALS:

PROTESTS:

APPLICANT: YESCO

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