

05/17/23 BCC AGENDA SHEET

FREESTANDING SIGN  
(TITLE 30)

LAS VEGAS BLVD S/CATHEDRAL WAY

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**DR-23-0160-WYNN LAS VEGAS, LLC:**

**DESIGN REVIEWS** for the following: **1)** modifications to an approved comprehensive sign package for a resort hotel (Encore); **2)** increase the area of an existing freestanding sign; and **3)** increase the area of an existing animated sign in conjunction with resort hotel (Encore) on a 4.3 acre portion of a 207.2 acre site 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 Cathedral Way within Winchester and Paradise. TS/md/syp (For possible action)

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RELATED INFORMATION:

**APN:**

162-09-412-001; 162-16-117-048; 162-16-613-010; 162-16-613-005; 162-16-117-034 ptn

**DESIGN REVIEWS:**

1. Modifications to an approved comprehensive sign plan in conjunction with an existing resort hotel (Encore).
2. Increase the overall area of an existing freestanding sign to 4,459 square feet where 3,195 square feet was previously approved (a 40% increase).
3. Increase the overall area of existing animated signs to 3,024 square feet where 1,760 square feet was previously approved (a 72% increase).

**LAND USE PLAN:**

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 3121 Las Vegas Boulevard South
- Site Acreage: 4.3 (project site)/207.2 (overall)
- Project Type: Comprehensive sign package/freestanding sign
- Sign Height (feet): 117
- Sign Area (square feet): 4,459

History and Request

This is a request for modifications to a previously approved comprehensive sign plan for the Encore Resort Hotel. The existing freestanding sign was approved via UC-0618-08 by the Board

of County Commissioners in July 2008. The application addresses an increase in sign area and animation to an existing freestanding sign located at the southeast corner of Las Vegas Boulevard South and Cathedral Way. No additional signage or site modifications are proposed with this application.

Site Plans

The existing freestanding sign is located at the northwest corner of the site (APN 162-09-412-001) adjacent to Las Vegas Boulevard South and Cathedral Way within Winchester. The freestanding sign features the following setbacks: 1) 49.5 feet from the west property line along Las Vegas Boulevard South; and 2) 55 feet from the north property line adjacent to Cathedral Way. The structure and pole supports for the existing sign will remain with no modification to the location or the existing setbacks. There are no proposed changes to the location or design of the existing buildings, landscaping, or uses on the site.

Landscaping

All site and street landscaping is existing and no additional landscaping is required or provided with this request.

Signage

The plans depict an existing freestanding sign with a maximum height of 117 feet. Two existing video units are being combined with an increase in sign area. Modifications to the existing freestanding sign include the following: 1) increase the area of the freestanding sign from 3,195 square feet to 4,459 square feet; and 2) increase the area of animated signs from 1,760 square feet to 3,024 square feet. The existing supporting structure of the sign, measuring 23.5 feet in height, consists of a trellis design with 2 supporting poles extending from the base of the sign. The north/south elevation of the sign features an animated sign measuring 2,484 square feet in area. An existing, oval shaped marquee sign measuring 1,435 square feet will remain above the animated sign. The existing lighting within the marquee sign will be replaced with LED lighting. The west, or side, elevation of the sign is oriented towards Las Vegas Boulevard South, measures 8.5 feet in width, and includes 540 square feet of animation. The digital LED sign will continue to feature slide shows, motion graphics, video content, and similar advertisements in conjunction with a resort hotel, as permitted per Code.

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
Freestanding *	3,195	1,264	4,459	11,815	40%	1	-	1

\*The freestanding sign also contains animation. The details for the animated sign are listed below:

Animated*	1,760	1,264	3,024	150	72%	1	-	1
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\*\*Animated signage located on the north/south and west elevations of the freestanding sign.

No additional modifications or signage is proposed for the Encore Resort Hotel with this application.

### Applicant's Justification

The applicant states the proposed modifications to the existing sign will provide a single, uninterrupted video screen, face and side, as opposed to the 2 part screen currently in place. The modifications are being requested so that Encore can provide property identification as a major resort to the public. The area of the Encore signage is less than comparable resort projects. The updated screen size will provide a more cohesive visual experience at this location of the tourist corridor. Furthermore, this project will be well received as a visual enhancement to the Las Vegas business and tourism community.

### **Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
ADR-23-900101	Modifications to a tunnel for an underground people mover system and associated entrance structures in conjunction with a convention facility/exposition hall and a resort hotel (Wynn/Encore property)	Approved by ZA	April 2023
ET-22-400137 (DR-20-0262)	First extension of time for entrance structures and an underground people mover system in conjunction with a convention facility/exposition hall and a resort hotel (Wynn)	Approved by BCC	February 2023
UC-20-0546	Monorail	Approved by BCC	October 2021
ADR-20-900564	Modifications to the alignment of the underground people mover system connecting the Las Vegas Convention Center to Encore Resort Hotel and changes to the station location at the Las Vegas Convention Center	Approved by ZA	December 2020
DR-20-0262	Underground people mover system connecting the Las Vegas Convention Center to Encore Resort Hotel	Approved by BCC	August 2020
ADR-18-900801	Building addition and modifications to the exterior of an existing resort hotel (Wynn)	Approved by ZA	December 2018
WC-18-400073 (UC-0669-17)	Waived conditions to enter into a Development Agreement as agreed upon by the applicant to mitigate impacts of the project including but not limited to issues identified by the technical reports and studies, and issues identified by the Board of County Commissioners in conjunction with a resort hotel (Wynn and Encore)	Approved by ZA	May 2018
DR-18-0031	Modifications to an approved comprehensive sign package (Wynn)	Approved by BCC	March 2018
AR-17-400175 (DR-0745-15)	Second application for review of a manmade decorative water feature	Approved by BCC	February 2018
AR-17-400176 (UC-0817-16)	First application for review of an outdoor fountain show	Approved by BCC	February 2018

### Prior Land Use Requests

Application Number	Request	Action	Date
UC-0669-17	Convention facility expansion and manmade lake (lagoon)	Approved by BCC	October 2017
UC-0817-16	Allow an outdoor fountain show and reduce parking subject to 1 year for review of the outdoor fountain show	Approved by BCC	January 2017
DR-0745-15 (AR-0164-16)	First application for review of a manmade decorative water feature subject until January 4, 2018 for review to correspond with UC-0817-16	Approved by BCC	January 2017
UC-0524-16	Modifications to an approved comprehensive sign package	Approved by BCC	September 2016
UC-0881-15	Proposed shopping center addition to a resort hotel (Wynn) with reduced setbacks for various proposed improvements	Approved by BCC	February 2016
DR-0745-15	Decorative manmade water feature subject to 1 year to review to assess any potential impacts to the pedestrian access easement/sidewalk	Approved by BCC	December 2015
UC-0571-11	Membrane tent for temporary outdoor commercial event (Encore Beach Club)	Approved by PC	January 2012
DR-0483-10	Convention facility addition to a resort hotel (Wynn)	Approved by BCC	November 2010
UC-0448-09	Outside bar/nightclub with a swimming pool (Encore Beach Club)	Approved by BCC	September 2009
UC-0618-08	Comprehensive Sign Package (Encore)	Approved by BCC	July 2008
DR-0055-07	Revisions to a previously approved resort hotel (Wynn)	Approved by BCC	March 2007
TM-0509-06	Consolidate all parcels of the Wynn Resort complex under 1 commercial subdivision	Approved by BCC	January 2007
UC-1333-05	Theater expansion (Wynn)	Approved by PC	October 2005
UC-1952-05	Revisions to Encore Resort Hotel	Approved by BCC	February 2006
UC-1606-04	Encore Resort Hotel	Approved by BCC	November 2004
UC-0301-02	Revisions to Wynn Resort Hotel	Approved by BCC	May 2002
UC-0890-01	Wynn Resort Hotel	Approved by BCC	September 2001

### **Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District</b>	<b>Existing Land Use</b>
North	Entertainment Mixed-Use & Public Use	H-1	Shopping Center & Place of Worship (Guardian Angel Cathedral)
South	Entertainment Mixed-Use	H-1	Palazzo & Venetian Resort Hotels
East	Entertainment Mixed-Use	H-1	Wynn Golf Course
West	Entertainment Mixed-Use	H-1	Encore & Wynn Resort Hotels

### **STANDARDS FOR APPROVAL:**

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

### **Analysis**

#### **Comprehensive Planning**

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 modifications to the existing freestanding sign, including sign animation, are compatible with the previously approved sign package. Additionally, the proposed sign modifications are consistent in style and design with the existing signs for the resort hotel. Furthermore, the sign is of similar scale as other resort hotels within the immediate area and along Las Vegas Boulevard South. Staff finds the addition to the previously approved sign package will not negatively impact the site; therefore, 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 installation and use of cooling systems that consumptively use water will be prohibited; 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:**

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** WYNN DESIGN AND DEVELOPMENT

**CONTACT:** WYNN DESIGN AND DEVELOPMENT, 734 PILOT ROAD, LAS VEGAS, NV  
89119