

06/21/23 BCC AGENDA SHEET

SIGNAGE  
(TITLE 30)

HARMON AVE/LAS VEGAS BLVD S

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**DR-23-0258-ACE A PROPCO:**

**AMENDED DESIGN REVIEW** for modifications to a comprehensive sign plan in conjunction with a resort hotel (CityCenter) on a portion of 61.4 acres in an H-1 (Limited Resort and Apartment) (AE-60) Zone.

Generally located on the south side of Harmon Avenue and the west side of Las Vegas Boulevard South within Paradise. JG/bb/syp (For possible action)

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RELATED INFORMATION:

**APN:**

162-20-711-008; 162-20-711-012

**DESIGN REVIEW:**

1. a. Increase the animated sign area to 261,999 square feet (previously notified as 4,050 square feet) where 257,949 square feet was previously approved (a 2% increase) (previously not notified) and 150 square feet is the maximum area allowed per Title 30.
- b. Permit a roof sign.

**LAND USE PLAN:**

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 3752 & 3730 Las Vegas Boulevard South
- Site Acreage: 61.4 (portion)
- Project Type: Comprehensive sign plan

Site Plan

The site is located at the southwest corner of the intersections of Las Vegas Boulevard South and Aria Place (internal drive aisle for CityCenter), and this request is for the commercial building associate with the Waldorf Astoria Hotel within the boundary of the CityCenter Resort Hotel.

The proposed sign is located on the roof of the building at 3730 Las Vegas Boulevard South, facing both Las Vegas Boulevard South and Aria Place. Pedestrian access is provided on the

north and east sides of the building by existing sidewalks/pedestrian access easements at grade level. The proposed sign will not overhang the pedestrian access areas.

### Signage

The elevation photographs depict a 4,050 square foot animated video sign that is 90 feet by 32 feet facing Las Vegas Boulevard South and wraps around with a 45 foot by 32 foot area facing Aria Place. The video message unit is attached to the roof of the podium of the hotel, extending 32 feet above the roof. The design review is necessary to increase the animated sign area to 261,999 square feet where 150 square feet is the maximum area allowed and 257,949 was previously approved.

Previous signage was approved per UC-0712-08, DR-0898-08, DR-0411-09, DR-0484-10, UC-0298-11, and DR-0506-12.

The modifications to the comprehensive sign plan result in the following:

Type of Sign	Approved /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	31,112	0	31,112	28,400	N/A	39	0	39
*Wall	296,851	0	296,851	93,430	N/A	27	0	27
Directional	168	0	168	640	N/A	17	0	17
Monument	367	0	367	3,920	N/A	17	0	17
Projecting	320	0	320	512	N/A	10	0	10
Hanging	0	0	0	32	N/A	0	0	0
Roof	0	4,050	4,050	0	N/A	0	1	1
Temporary	0	0	0	1,500	N/A	0	0	0
Overall Total	328,818	4,050	332,868	128,434	1%	110	1	111

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Animated Video	257,949	4,050	261,999	150	1%	2	1	3

### Applicant's Justification

According to the applicant, the signage is appropriate along Las Vegas Boulevard South and Aria Place, in conjunction with the Waldorf Astoria hotel. The sign does not obstruct the view of the existing Park MGM freestanding sign 300 feet south, or the Aria freestanding sign 600 feet north of this property. Overall, the signage will enhance this iconic intersection and add value to the designation of the "Las Vegas Strip" as a nighttime National Scenic Byway. The sign meets the minimum 100 foot separation from all freestanding signs in the area. The proposed sign fits the character of the surrounding area and does not oversaturate this location with animated video signage. The modern colors, texture and design will match the existing building of the CityCenter design in general.

### Prior Land Use Requests

Application Number	Request	Action	Date
UC-21-0482	Sign separation, deviations, increased animated sign area, and comprehensive sign package	Approved by BCC	November 2021
UC-21-0382	Shopping center in conjunction with the CityCenter Resort Hotel	Approved by BCC	August 2021
DR-20-0136	Building modifications including changes to the entrance of an existing lease space in conjunction with a resort hotel (CityCenter)	Approved by ZA	March 2020
UC-0749-13	Recreational facility (T-Mobile Arena), fairgrounds, retail sales, restaurants, on-premises consumption of alcohol, accessory commercial uses, and parking reduction that combined parking for CityCenter, New York-New York, Monte Carlo, and the T-Mobile Arena	Approved by BCC	January 2014
UC-0364-09	Reduced parking for Project CityCenter and the Monte Carlo Resort Hotel	Approved by BCC	July 2009
UC-0341-09	Reduced setbacks from right-of-way to outside dining area	Approved by BCC	June 2009
UC-0712-08	Comprehensive sign plan	Approved by BCC	August 2008
DR-0711-08	Landscaping additions (public art)	Approved by BCC	August 2008
UC-0669-07	Increased height of a high rise tower in conjunction with a resort hotel	Approved by BCC	July 2007
UC-0281-07	Increased height of 4 high rise towers in conjunction with a resort hotel	Approved by BCC	April 2007
DR-0290-07	Modified the retail portion of an approved resort hotel	Approved by BCC	April 2007
WS-0007-07	Allowed a pedestrian grade system at the intersection of Las Vegas Boulevard South and Harmon Avenue	Approved by BCC	February 2007
DR-1436-06	Landscaping	Approved by BCC	November 2006
UC-1336-06	Modified an approved resort hotel, waiver for non-standard improvements in a right-of-way and landscaping	Approved by BCC	November 2006
UC-0712-06	Modified an approved resort hotel	Approved by BCC	June 2006
UC-0711-06	Modified an approved resort hotel	Approved by BCC	June 2006
UC-0013-06	Resort hotel	Approved by BCC	March 2006

**Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District</b>	<b>Existing Land Use</b>
North	Entertainment Mixed-Use	H-1	Cosmopolitan Resort Hotel
South & West	Entertainment Mixed-Use	H-1	Project CityCenter
East	Entertainment Mixed-Use	H-1	Harmon Corner shopping center

**STANDARDS FOR APPROVAL:**

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

**Analysis****Comprehensive Planning**

Large, animated signs are an integral part of creating the energy and sense of place along Las Vegas Boulevard South. The proposed signage is similar in scale to other existing signage along Las Vegas Boulevard South, and it will further enhance visual characteristics of the Strip. Furthermore, Master Plan Policy 1.3.1 supports a variety of integrated signage to supplement neighborhood identity. Staff finds that the proposed signage is integrated into the building design of CityCenter and specifically the Waldorf Astoria property, and is compatible with the surrounding development. Therefore, 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 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:** CCLV LUXURY HOTEL, LLC

**CONTACT:** MARK WHITEHOUSE, HIGH IMPACT SIGN AND DESIGN, 820 S. WIGWAM PARKWAY #100, HENDERSON, NV 89014