

05/17/23 BCC AGENDA SHEET

TEMPORARY WALL SIGN
(TITLE 30)

PARADISE RD/ELVIS PRESLEY BLVD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

AR-23-400028 (WS-0528-12)-GVI SHLV OWNER, LLC:

WAIVER OF DEVELOPMENT STANDARDS FOURTH APPLICATION FOR REVIEW

for an increase in the area of temporary wall signs.

DESIGN REVIEW for wall signs in conjunction with an existing extended stay hotel (SpringHill Suites) on a portion of 1.7 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the west side of Paradise Road, 260 feet south of Elvis Presley Boulevard within Winchester. TS/jgh/syp (For possible action)

RELATED INFORMATION:

APN:

162-09-703-020 ptn

WAIVER OF DEVELOPMENT STANDARDS:

Increase the square footage of 2 temporary wall signs on the south face of a hotel to 29,921 square feet where 1,816 square feet is allowed (a 1,648% increase).

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 2989 Paradise Road
- Site Acreage: 1.7 (portion)
- Project Type: 2 temporary wall signs
- Total Area for Wall Signs: 29,921 square feet

Site Plans

The original plans show an existing extended stay hotel (SpringHill Suites) with access onto Paradise Road. There were no changes to the existing building, parking, landscaping, or drive aisles.

Signage & Elevations

The approved plans depict 2 wall signs made of vinyl material. The first sign is 19,177 square feet and will be located on the south face of the building oriented towards the Las Vegas

Convention Center. The second sign is 10,744 square feet and located below the first sign on the south face of the building oriented towards Convention Center Drive.

Previous Conditions of Approval

Listed below are the approved conditions for AR-21-400085 (WS-0528-12):

Current Planning

- Until November 20, 2022 to review as a public hearing.
- 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 and application for review; and that 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.

Listed below are the approved conditions for WC-18-400222 (WS-0528-12):

Current Planning

- Until November 20, 2020 to review as a public hearing to coincide with WS-0104-17 and WS-0724-17;
- During the period of time from now until November 20, 2020 advertising shall not be allowed on the north side of the property facing Turnberry Place.
- Applicant is advised that a substantial change in circumstances or regulations may warrant denial or added conditions to an extension of time and application for review; and that 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.

Listed below are the approved conditions for WS-0528-12 (AR-0131-17):

Current Planning

- Until April 5, 2019 to review as a public hearing to coincide with WS-0104-17 and WS-0724-17.
- Applicant is advised that a substantial change in circumstances or regulations may warrant denial or added conditions to an extension of time and application for review; and that 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.

Listed below are the approved conditions for WS-0582-12 (ET-0121-14):

Current Planning

- Until October 17, 2017 to review.
- Applicant is advised that any change in circumstances or regulations may be justification for the denial of an extension of time; and that no more than 2 extensions of time will be considered.

Building/Fire Prevention

- Applicant is advised that the proposal has been reviewed and it does not conflict with Fire Code requirements.

Listed below are the approved conditions for WS-0528-12:

Current Planning

- 2 years to commence and review;
- Applicant to file a temporary use application for each signage event;
- Advertising limited to on-premise events;
- Maximum duration of signs to correspond with the event advertised which shall be no longer than 10 days with a maximum of 6 events per year;
- Signs to be removed immediately after each event ends;
- All applicable standard conditions for this application type.
- Applicant is advised that this application may be revoked if any violation is reported; and that any change in circumstances or regulations may be justification for the denial of an extension of time.

Applicant's Justification

The applicant indicates they will continue to adhere to all previously approved conditions; therefore, they are submitting this application for review.

Prior Land Use Requests

Application Number	Request	Action	Date
AR-21-400086 (WS-0104-17)	First review for increased the area of temporary wall signs (east face)	Approved by BCC	July 2021
AR-21-400087 (WS-0724-17)	First review for increased the area of temporary wall signs (west face)	Approved by BCC	July 2021
AR-21-400085 (WS-0528-12)	Third review for increased wall sign area for vinyl wrap signs on the south façade	Approved by BCC	July 2021
WC-18-400222 (WS-0528-12)	Increased the area of temporary wall signs	Approved by BCC	November 2018
WC-18-400220 (WS-0724-17)	Waiver of conditions on a waiver of development standards for an increase in wall sign area (west face)	Approved by BCC	November 2018
WC-18-400219 (WS-0104-17)	Waiver of conditions on a waiver of development standards and design review for an increase in the area of a temporary wall sign (east face)	Approved by BCC	November 2018
WS-0528-12 (AR-0131-17)	Second review for increased wall sign area for vinyl wrap signs on the south facade	Approved by BCC	October 2017
WS-0724-17	Increased wall sign area (west facade)	Approved by BCC	October 2017
WS-0104-17	Increased wall sign area (east façade)	Approved by BCC	April 2017

Prior Land Use Requests

Application Number	Request	Action	Date
WS-0528-12 (ET-0121-14)	First review for increased wall sign area for vinyl wrap signs on the south façade	Approved by BCC	December 2014
WS-0528-12	Increased wall sign area for vinyl wrap signs totaling 29,921 square feet on the south façade	Approved by BCC	October 2012
UC-0381-07	2 extended stay hotels	Approved by BCC	June 2007

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North & West	Entertainment Mixed-Use	P-F	Parking lot for the convention center
South	Public Use	P-F	Parking lot for the convention center
East	Entertainment Mixed-Use	H-1	Westgate Resort Hotel

Related Applications

Application Number	Request
AR-23-400025 (WS-0104-17)	Application to review temporary signage for the east façade is a related item on this agenda
AR-23-400029 (WS-0724-17)	Application to review temporary signage for the west façade is a related item on this agenda

STANDARDS FOR APPROVAL:

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

Analysis

Comprehensive Planning

Title 30 standards of approval for an application for review state that such an application may be denied or have additional conditions imposed if it is found that circumstances have substantially changed. A substantial change may include, without limitation, a change to the subject property, a change in the areas surrounding the subject property, or a change in the laws or policies affecting the subject property. Using the criteria set forth in Title 30, no substantial changes have occurred since the original approval.

The applicant has adhered to the conditions from the original approval, WS-0528-12; 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

- Until November 20, 2024 to review as a public hearing.
- 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 and application for review; and that 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.

Public Works - Development Review

- No comment.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Winchester - approval.

APPROVALS:

PROTEST:

APPLICANT: GVI SHLV OWNER, LLC

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