

RESORT HOTEL
(TITLE 30)

LAS VEGAS BLVD S/FLAMINGO RD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

DR-23-0636-FLAMINGO LV OPERATING CO, LLC:

DESIGN REVIEWS for the following: **1)** facade remodel; **2)** addition; and **3)** modification to an approved comprehensive sign plan in conjunction with a restaurant within a resort hotel (Flamingo) on a portion of 19.4 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the east side of Las Vegas Boulevard South, 200 feet north of Flamingo Road within Paradise. TS/sd/syp (For possible action)

RELATED INFORMATION:

APN:

162-16-410-051; 162-16-412-004; 162-16-413-001; 162-16-312-002; 162-16-411-005; 162-16-411-002; 162-16-401-008; 162-16-412-008; 162-16-401-006; 162-16-401-004 ptn

DESIGN REVIEWS:

1. Exterior façade remodel.
2. Addition to a resort hotel (Flamingo) for a restaurant.
3.
 - a. Modification to an approved comprehensive sign plan.
 - b. Roof sign.

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3555 Las Vegas Boulevard South
- Site Acreage: 19.4 (portion)
- Project Type: Exterior remodel, addition and modification to an approved comprehensive sign plan for a restaurant within a resort hotel (Flamingo)
- Parking Required/Provided: 7,718/7,968 (based on UC-18-0323)

Site Plans

The plans depict an existing resort hotel (Flamingo Las Vegas Hotel) with existing amenities, including restaurants. The applicant has applied for a façade update and remodel of a restaurant and bar. The restaurant is located along Las Vegas Boulevard South with plans to enclose the outdoor patio area, remove an existing entrance near the southwest corner of the property,

convert an existing patio access from the exterior of the resort hotel to a new exterior entrance to the restaurant space, and remove and modify signage and landscaping. The existing restaurant was previously for outside dining with access from the exterior of the resort hotel. The proposed addition will extend outward to the base of the vertical wall and casino entrance. The remodel will convert this entrance to an entrance through the newly enclosed patio.

Landscaping

Landscaping is shown along the street entrance and within the patio area. The applicant has stated landscaping will be removed along the current patio perimeter to allow for the patio enclosure.

Elevations

The proposed project will enclose the existing outdoor patio and consist of a glass and metal storefront with patina green finish color with decorative metal. The plans depict the addition at 15 feet, 6 inches in height with tinted glass and brass finish.

Floor Plans

The plans depict a restaurant with outside dining to be enclosed at 833 square feet with a lounge area, bar, dining area, kitchen, and an entrance area to the casino.

Signage

Existing signage at the property will be removed in connection with the proposed changes. A total of 13 wall signs and animated signage will be removed. A total of 550 square feet of wall and animated signage will be removed and replaced by a new internally illuminated roof sign and will add 182 square feet.

The following table is an updated summary for signage:

Type of sign	Existing (sq. ft.)	Proposed (sq. ft.)	Signage Removed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
Freestanding	297	0	0	297	7,590	5	0	5
Wall*	81,622	0	-511 (13 signs)	81,111	12,550	58	0	45
Roof	0	182	0	182	0	0	1	1
Overall Total	81,919	182	-511	81,590	20,140	63	1	51

*The wall signs also contain animation.

The details for animated signs are listed below:

Type of sign	Existing (sq. ft.)	Proposed (sq. ft.)	Signage Removed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
Animated	18,700	0	-39 (1 sign)	18,661	300	5	0	4

Applicant's Justification

The applicant is requesting approval of a design review for a façade update and remodel of an existing restaurant and bar. The remodel will enclose the existing outdoor patio area, remove an existing entrance near the southwest corner of the property, convert an existing patio access from the exterior of a resort hotel to a new exterior entrance to the restaurant, remove and modify existing signage, and modify existing landscaping. The exterior façade will consist of a glass and metal storefront with a patina green finish color and decorative metal columns. One new internally illuminated wall sign will be added at the restaurant at approximately 182 square feet.

Prior Land Use Requests

Application Number	Request	Action	Date
DR-21-0477	Exterior remodel, modify existing comprehensive sign plan, increase wall sign, increase number of animated signs, increase area for animated signs	Approved by BCC	October 2021
VS-20-0508	Vacated and abandoned easements (pedestrian access)	Approved by PC	January 2021
DR-0021-17	Modification to an approved comprehensive sign plan (Margaritaville and various wall wraps)	Approved by BCC	March 2017
UC-0153-12	Signage, reduced setbacks, and design review for modifications to a previously approved comprehensive sign package in conjunction with existing resort hotels (Flamingo, The LINQ, and Harrah's)	Approved by BCC	July 2012
DR-0336-10 (ET-0074-12)	First extension of time for a comprehensive sign package for 4 contiguous resort hotels - expired	Approved by BCC	July 2012
DR-0336-10	Comprehensive sign package for 4 contiguous resort hotels (Imperial Palace, Flamingo, O'Sheas, & Bills Gamblin' Hall) - expired	Approved by BCC	September 2010
UC-1548-00	Outside dining with a restaurant fronting Las Vegas Boulevard South and various deviations	Approved by BCC	November 2000

Applications listed pertain to this portion of the property. Various other applications have been approved on the site and are available in department records.

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Entertainment Mixed-Use	H-1	LINQ Promenade & LINQ Resort Hotel
South	Entertainment Mixed-Use	H-1	Cromwell Resort Hotel
East	Entertainment Mixed-Use	H-1	Hilton Grand Vacation Timeshare, LINQ parking lot, & commercial center
West	Commercial Tourist	H-1	Caesars Palace Resort Hotel

STANDARDS FOR APPROVAL:

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

Analysis**Comprehensive Planning**

Staff finds that the proposed addition, exterior remodel, and sign package modifications are compatible with the existing developments along Las Vegas Boulevard South, as well as with the design of the overall resort hotel; and will complement the existing façade of the resort and restaurant. Records show that there will be sufficient parking for the site.

Code allows alternative sign standards within the Resort Corridor that can be approved if the signs result in the development having a visual character which is compatible with the adjacent development. The proposed signs are compatible with other signs in the area and are in harmony with the unique nature of signage along Las Vegas Boulevard South and within the Resort Corridor. Therefore, staff finds that the proposed signage modifications are compatible with the existing developments and resort hotels in the area. For all the above stated reasons, 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 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)

- Applicant is advised that the property is already connected to the CCWRD sewer system; and that if any existing plumbing fixtures are modified in the future, then additional capacity and connection fees will need to be addressed.

TAB/CAC:
APPROVALS:
PROTESTS:

APPLICANT: FLAMINGO LAS VEGAS OPERATING COMPANY, LLC
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