

SIGNAGE
(TITLE 30)

CONVENTION CENTER DR/CHANNEL 8 DR

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

ET-23-400150 (WS-19-0618)-CONCORD PRIME, LLC & VEGASSTARR, LLC:

WAIVER OF DEVELOPMENT STANDARDS SECOND EXTENSION OF TIME for increased wall sign area.

DESIGN REVIEW for wall signage in conjunction with an office building on 3.3 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the south side of Convention Center Drive and the east side of Channel 8 Drive within Winchester. TS/dd/syp (For possible action)

RELATED INFORMATION:

APN:

162-09-805-017

WAIVER OF DEVELOPMENT STANDARDS:

1. a. Increase wall sign area on the north elevation to 21,462 square feet where a maximum of 1,176 square feet is allowed per Table 30.72-1 (a 1,725% increase).
- b. Increase the wall sign area on the east elevation to 16,352 square feet where a maximum of 896 square feet is allowed per Table 30.72-1 (a 1,725% increase).
- c. Increase the wall sign area on the west elevation to 16,352 square feet where a maximum of 896 square feet is allowed per Table 30.72-1 (a 1,725% increase).
- d. Increase the wall sign area on the east parking garage elevation to 23,000 square feet where a maximum of 1,840 square feet is allowed per Table 30.72-1 (a 1,150% increase).

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 101 Convention Center Drive
- Site Acreage: 3.3
- Project Type: Wall signage
- Square Feet: 77,166 (total signage area)

Site Plan

The approved plan depicts a 3.3 acre parcel with an existing 11 story building and plaza building with a parking garage at the southeast corner of Convention Center Drive and Channel 8 Drive. The property has 2 driveways, including the half circle driveway off of Convention Center Drive. The parking garage is accessed from Channel 8 Drive.

Landscaping

The property has existing landscaping.

Signage Elevations

The approved plans show proposed wall signage consisting of 77,166 square foot building vinyl wraps located on the west, east, and north office building elevations, and on the east elevation of the existing parking garage.

Previous Conditions of Approval

Listed below are the approved conditions for ET-21-400150 (WS-19-0618):

Current Planning

- Until October 1, 2023 to commence and 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 WS-19-0618:

Current Planning

- 2 years to commence and review as a public hearing;
- Applicant to file a temporary use application for each signage event;
- Advertising limited to on-premises events;
- Maximum duration of signs to correspond with the event advertised, which shall be no longer than 14 days with a maximum of 10 events per year;
- Signs to be removed promptly after each event ends.
- 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.

Applicant's Justification

The applicant states that the convention business has been returning slowly after the COVID-19 Pandemic. The applicant is requesting a 1 year extension to commence with their project.

Prior Land Use Requests

Application Number	Request	Action	Date
ET-21-400150 (WS-19-0618)	First extension of time for increased wall sign area	Approved by PC	December 2021
WS-19-0618	Increased wall sign area	Approved by PC	October 2019
UC-18-0441	Banquet and convention facility	Approved by PC	August 2018
UC-0322-10	Increased height of a communication antenna	Approved by PC	September 2010
VC-1144-98	Reduced setback for a freestanding sign	Approved by PC	August 1998

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Entertainment Mixed-Use	H-1 & P-F	Shopping center, long term/short term lodging, commercial buildings, & Convention Center expansion
South	Entertainment Mixed-Use	H-1	Broadcast facility & multiple family residential
East	Entertainment Mixed-Use	H-1	Undeveloped/approved hotel (The Majestic)
West	Entertainment Mixed-Use	H-1	Hotel (Royal Resort)

Related Applications

Application Number	Request
UC-23-0667	A use permit with waivers and design reviews for a restaurant, supper club, hookah lounge, and banquet facility with outside dining 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 on an extension of time application 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 at the subject site since the original approval.

This is the second extension of time. The applicant has only asked for a 1 year extension and will need to review their project once it has commenced. For this reason, staff can support this request, however, this is the last extension of time that staff will support.

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 October 1, 2024 commence and review as a public hearing.
- 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 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.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Winchester - approval.

APPROVALS:

PROTEST:

APPLICANT: ELITE MEDIA., INC

CONTACT: ELITE MEDIA., INC, 145 BRIGHTMOOR CT, HENDERSON, NV 89074