

SIGNAGE  
(TITLE 30)

LAS VEGAS BLVD S/TROPICANA AVE

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**WS-21-0231-SG ISLAND PLAZA LLC, ET AL & NAKASH SHOWCASE II, LLC:**

**WAIVER OF DEVELOPMENT STANDARDS** for increased wall sign area.

**DESIGN REVIEW** for modification to an approved comprehensive sign package on a 0.7 acre portion of a 6.0 acre site in an H-1 (Limited Resort and Apartment) and an H-1 (Limited Resort and Apartment) (AE-60) Zone.

Generally located on the east side of Las Vegas Boulevard South, 950 feet north of Tropicana Avenue within Paradise. JG/jor/jo (For possible action)

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RELATED INFORMATION:

**APN:**

162-21-401-007 ptn

**WAIVER OF DEVELOPMENT STANDARDS:**

Increase wall sign area to 42,534 square feet where 41,399 square feet was previously approved and a maximum of 4,320 square feet is permitted per Table 30.72-1.

**DESIGN REVIEW:**

1. a. Modifications to an approved comprehensive sign package for an existing shopping center.
- b. Increase the number of wall signs to 87 where 83 signs were previously approved per Table 30.72-1.
- c. Increase the number of projecting signs to 6 where 5 signs were previously approved per Table 30.72-1.
- d. Allow 15,216 square feet of video units where 14,495 square feet of video units were previously approved.

**LAND USE PLAN:**

WINCHESTER/PARADISE - COMMERCIAL TOURIST

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 3791 Las Vegas Boulevard South
- Site Acreage: 0.7 (portion)
- Project Type: Proposed signs for Raising Canes Restaurant

- Sign area (square feet): 1,135 (wall signs)/284 (projecting sign)/721 (video units)

### Site Plans

The plans show an existing shopping center (Showcase Mall) located along the east side of Las Vegas Boulevard South, approximately 950 feet north of Tropicana Avenue. The request is to modify the approved comprehensive sign package for the Showcase Mall, and add new signs for the new restaurant (Raising Canes Restaurant). All of the proposed signs face west toward Las Vegas Boulevard South.

### Signage

The following signs are proposed for the new restaurant:

- The existing glass wall on the exterior of the building will now include an LED panel which will display 721 square feet of video units.
- Sign A - is a 4 feet by 8 feet wall sign located above the main entrance door, with an overall area of 31 square feet.
- Sign B1 - channel letters located within the entryway with an overall height of 2 feet, and an overall area of 17 square feet.
- Sign B2 - channel letters located within the entryway with an overall height of 2 feet, and an overall area of 17 square feet.
- Sign C - projecting sign installed 13 feet above the finished floor and projects 3 feet, 9 inches from the building and has an overall area of 284 square feet.
- Sign D - soffit sign on the ceiling of the main entryway with an overall area of 366 square feet.
- Sign E - located within the entryway of the restaurant, and has an overall height of 8 feet and has an overall area of 16 square feet.

The following table is a summary for signage:

Type of sign	Existing (sq ft)	Proposed (sq ft)	Total (sq ft)	Allowed per Title 30 (sq ft)	# of existing signs	# of proposed signs	Total # of signs
Freestanding	426	0	426	3,890	5	0	5
Wall*	41,399	1,135	42,534	4,320	83	4	87
Directional	35	0	35	32 (per tenant)	6	0	6
Projecting	919.5 (per WS-21-0117)	284	1,203.5	32 (per tenant)	6	1	7
Hanging	34	0	34	32 (per tenant)	5	0	5
Overall Total	42,813.5	1,419	44,232.5	n/a	105	5	110

\*The wall signs also contain animation.

The details for animated signs are listed below:

Type of sign	Existing (sq ft)	Proposed (sq ft)	Total (sq ft)	Allowed per Title 30 (sq ft)	# of existing signs	# of proposed signs	Total # of signs
Animated	6,253	0	6,253	n/a	17	0	17
Video Units	14,495	721	15,216	n/a	20	1	21
Overall Total	20,748	721	21,469	150	37	1	38

#### Applicant's Justification

Per the applicants justification letter, the proposed signs will enhance the customer experience from the entryway and throughout the interior of the restaurant. The proposed signs are consistent within the resort corridor and do not pose any negative impacts to the existing building.

#### **Prior Land Use Requests**

Application Number	Request	Action	Date
WS-21-0117	Modification to an approved comprehensive sign plan - T-Mobile projecting sign	Approved by BCC	June 2021
WS-21-0019	Modification to an approved comprehensive sign package to increase wall sign area	Approved by BCC	March 2021
WS-18-0245	Amended sign plan for the Showcase Mall	Approved by BCC	May 2018
WS-18-0165	Reduced parking and design review for modifications to a parking lot in conjunction with an approved expansion of the Showcase Mall	Approved by BCC	April 2018
WS-18-0084	Amended sign plan for the Showcase Mall	Approved by BCC	March 2018
DR-0819-17	Remodeled and modified entrance of a retail space for the Designer Shoe Warehouse in the Showcase Mall	Approved by BCC	November 2017
UC-0657-17	Expansion of the Showcase Mall	Approved by BCC	September 2017
WS-0456-17	Amended sign plan for the Showcase Mall	Approved by BCC	July 2017
WS-0153-17	Waivers and a design review for a portion of the Showcase mall for a building addition and modified the existing plaza, sidewalks, and landscape areas along Las Vegas Boulevard South	Approved by BCC	April 2017
WS-0579-16	Amended sign plan for the Showcase Mall with façade change to a portion of the site	Approved by BCC	October 2016

There have been several other land use applications for this site. The applications listed above are the most recent.

**Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District</b>	<b>Existing Land Use</b>
North	Commercial Tourist	H-1	Portions of the Showcase Mall
South & East	Commercial Tourist	H-1	MGM Grand Resort Hotel
West	Commercial Tourist	H-1	New York New York & Park Resort Hotels

**STANDARDS FOR APPROVAL:**

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

**Analysis****Current Planning**Waiver of Development Standards

According to Title 30, the applicant shall have the burden of proof to establish that the proposed request is appropriate for its existing location by showing that the uses of the area adjacent to the property included in the waiver of development standards request will not be affected in a substantially adverse manner. The intent and purpose of a waiver of development standards is to modify a development standard where the provision of an alternative standard, or other factors which mitigate the impact of the relaxed standard, may justify an alternative.

Code allows alternative sign standards to be approved within the Resort Corridor if the signs result in the development having a visual character which is compatible with adjacent development. The proposed projecting sign is compatible with other signs in the area and is in harmony with the unique nature of signage along Las Vegas Boulevard South and within the Resort Corridor; therefore, staff can support this request.

Design Review

Staff finds that the proposed signs are compatible with the existing developments along Las Vegas Boulevard South and comply with Urban Specific Policy 20 of the Comprehensive Master Plan which states that all signage should be compatible with building styles on-site and also with surrounding developments. Las Vegas Boulevard South is also designated and recognized as a National Scenic Byway; therefore, the signs further promote this designation and are appropriate and compatible with the surrounding uses and area. 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 Comprehensive Master Plan, Title 30, and/or the Nevada Revised Statutes.

## **PRELIMINARY STAFF CONDITIONS:**

### **Current 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.

### **Building Department - Fire Prevention**

- No comment.

### **Clark County Water Reclamation District (CCWRD)**

- No comment.

**TAB/CAC:** Paradise - approval.

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** RAISING CANE CHICKEN FINGERS, LLC

**CONTACT:** LINDSAY KAEMPFER, KAEMPFER CROWELL, 1980 FESTIVAL PLAZA DRIVE, SUITE 650, LAS VEGAS, NV 89135