

05/18/22 BCC AGENDA SHEET

FREESTANDING SIGN
(TITLE 30)

FLAMINGO RD/LAS VEGAS BLVD S

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

DR-22-0177-PARBALL NEWCO, LLC:

DESIGN REVIEW for a comprehensive sign package for a resort hotel (Horseshoe) on 30.0 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the east side of Las Vegas Boulevard South and the south side of Flamingo Road within Paradise. JG/md/syp (For possible action)

RELATED INFORMATION:

APN:

162-21-102-009

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3645 Las Vegas Boulevard South
- Site Acreage: 30
- Project Type: Comprehensive sign package/freestanding sign
- Sign Height (feet): 177
- Sign Area (Square Feet): 19,178

Request

This application is the first application of a comprehensive sign package for the Horseshoe Hotel (formerly known as Bally's), and at this time only includes the freestanding sign along Las Vegas Boulevard. Although signage was previously approved for the former resort hotel, this application considers the existing freestanding sign and modifications as proposed for the rebranding of the resort hotel. A subsequent application(s) will be submitted for the remaining signs.

Site Plan

The application addresses modifications to an existing 3 sided freestanding sign (UC-0855-00 and UC-0305-10), including an increase in height, at the northwest portion of the site adjacent to the intersection of Las Vegas Boulevard South and Flamingo Road. The structure and pole

supports for the existing sign will remain with no modification to the location or the existing setbacks. The freestanding sign is set back 10 feet from the west (Las Vegas Boulevard South) and north (Flamingo Road) property lines. There are no proposed changes to the location or design of the existing buildings, landscaping, or uses on the site.

Signage

The plans depict modifications to an existing freestanding sign, including an increase in height from 150 feet to 177 feet. The freestanding sign consists of 3 sides, Side A through Side C with a total area of 19,178 square feet, as measured per the Development Code (1,178 square feet larger than the existing sign). Side A, oriented towards the northwest corner of Las Vegas Boulevard South and Flamingo Road, features an LED animated display area measuring 6,641 square feet with animated logo and channel letters measuring 570 square feet. Side B facing south towards Las Vegas Boulevard South, and Side C, facing east towards Flaming Road, each feature an LED animated display area measuring 5,250 square feet with animated logo and channel letters measuring 570 square feet. Per the Development Code, the area for a 3 sided freestanding sign is calculated by measuring only 2 sides of the 3 sided sign. As such, the total animated signage for the freestanding sign is approximately 13,031 square feet (approximately 8,916 square feet larger than the existing sign). The portion of the sign below the LED animated display areas, in addition to the 3 supporting columns, consists of painted (gray) aluminum cladding. The digital LED sign will continue to feature slide shows, motion graphics, video content, and similar advertisements in conjunction with a resort hotel, as permitted per the Development Code.

Type of Sign	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
Wall	N/A							
Freestanding*	N/A	19,178	19,178	12,905	49%	N/A	1	1
Directional	N/A							
Roof	N/A							
Projecting	N/A							
Revolving	N/A							
Monument	N/A							
Hanging	N/A							
Overall Total	N/A	19,178	19,178	N/A	N/A	N/A	1	1

*Signage for the freestanding sign includes the request for an increase in animated signage.

Animated	N/A	13,031	13,031	150	8,587%	N/A	1	1
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Applicant's Justification

The applicant states the proposed sign is consistent with similar approvals for other resort hotels within the immediate area. The sign will enhance the visual character of the property within the Resort Corridor, a high intensity economic center intended for resort development and is tourist oriented. The sign is harmonious, compatible and consistent with the existing signs at the property, other resort hotel properties along Las Vegas Boulevard South, and the comprehensive vision for the Resort Corridor.

Prior Land Use Requests

Application Number	Request	Action	Date
ADR-22-900058	Remodeled with modifications to the interior and exterior of existing buildings within a shopping center (Grand Bazaar) in conjunction with a resort hotel (Bally's)	Approved by ZA	February 2022
TM-20-500099	1 lot commercial subdivision	Approved by PC	August 2020
UC-18-0263	Modification to the interior and exterior of an existing building within a shopping center (Bally's Bazaar)	Approved by BCC	January 2018
DR-1035-17	Exterior and interior remodel of an existing building	Approved by BCC	January 2018
UC-0303-16	Signage in conjunction with the Grand Bazaar	Approved by BCC	June 2016
DR-0188-16	Modifications to an approved comprehensive sign package with an increased wall sign area	Approved by BCC	May 2016
UC-0854-14	Grocery store with a design review for signage	Approved by BCC	December 2014
UC-0847-13	Modifications to a comprehensive sign package	Approved by BCC	March 2014
UC-0227-12	Comprehensive sign and lighting plan with modifications to an approved shopping center (Bally's Bazaar)	Approved by BCC	July 2012
UC-0037-12	Outdoor shopping center (Grand Bazaar Shops)	Approved by PC	March 2012
DR-0077-11	Modifications to an approved sign package and reduced the separation between monument signs	Approved by BCC	May 2011
UC-0305-10	Sign package for Bally's and Paris Resort Hotels	Approved by BCC	August 2010
UC-1384-03 (ET-0283-09)	Second extension of time to allow permanent banners	Approved by PC	December 2009
UC-1384-03	Allowed permanent banners	Approved by PC	October 2003
UC-0855-00	Three sided on/off-premises freestanding sign with deviations to required setbacks	Approved by PC	July 2000

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Entertainment Mixed-Use	H-1	Drai's Beachclub & Nightclub
South	Entertainment Mixed-Use	H-1	Paris Resort Hotel
East	Entertainment Mixed-Use	H-1	Portions of Bally's Resort Hotel
West	Entertainment Mixed-Use	H-1	Bellagio Resort Hotel

STANDARDS FOR APPROVAL:

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

Analysis**Current Planning**

Code allows alternative sign standards for resort hotels if the alternative results in the development having a visual character compatible with adjacent developments. The proposed freestanding sign is compatible with the previously approved sign package and complies with Urban Land Use Policy 20 of the Master Plan, which states that all signage should be compatible with building styles both on-site and surrounding developments. Additionally, the proposed sign is consistent in style and design with the existing signs on-site and is of similar scale as other resort hotels within the immediate area and along Las Vegas Boulevard South. Staff finds the addition to the previously approved sign package will not negatively impact the site. Therefore, staff can support this request.

Department of Aviation

The development will penetrate the 100:1 notification airspace surface for Harry Reid International Airport. Therefore, as required by 14 CFR Part 77, and Section 30.48.120 of the Clark County Unified Development Code, the Federal Aviation Administration (FAA) must be notified of the proposed construction or alteration.

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:**Current Planning**

- Applicant is advised that a future comprehensive sign plan for rebranding the resort hotel will be required; 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.

Department of Aviation

- Applicant is required to file a valid FAA Form 7460-1, "Notice of Proposed Construction or Alteration" with the FAA, in accordance with 14 CFR Part 77, or submit to the Director of Aviation a "Property Owner's Shielding Determination Statement" and request written concurrence from the Department of Aviation;
- If applicant does not obtain written concurrence to a "Property Owner's Shielding Determination Statement," then applicant must also receive either a Permit from the Director of Aviation or a Variance from the Airport Hazard Areas Board of Adjustment (AHABA) prior to construction as required by Section 30.48 Part B of the Clark County Unified Development Code;
- No building permits should be issued until applicant provides evidence that a "Determination of No Hazard to Air Navigation" has been issued by the FAA or a "Property Owner's Shielding Determination Statement" has been issued by the Department of Aviation.
- Applicant is advised that the FAA's determination is advisory in nature and does not guarantee that a Director's Permit or an AHABA Variance will be approved; that FAA's airspace determinations (the outcome of filing the FAA Form 7460-1) are dependent on petitions by any interested party and the height that will not present a hazard as determined by the FAA may change based on these comments; that the FAA's airspace determinations include expiration dates; and that separate airspace determinations will be needed for construction cranes or other temporary equipment.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: PARBALL NEWCO, LLC

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