

03/19/25 BCC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-25-0054-305CCD, LLC

SIGN DESIGN REVIEWS for the following: **1)** increase directional sign area; **2)** increase electronic message unit, video; **3)** increase the number of freestanding signs; **4)** allow roof signs; and **5)** proposed signage in conjunction with a proposed hotel and shopping center on 6.03 acres in a CR (Commercial Resort) Zone.

Generally located on the south side of Convention Center Drive and the west side of Debbie Reynolds Drive within Winchester. TS/hw/kh (For possible action)

RELATED INFORMATION:

APN:

162-09-805-015; 162-09-805-016

SIGN DESIGN REVIEWS:

1. Increase the area of directional signs to 176 square feet where 128 square feet is permitted per Section 30.05.02E (a 37% increase).
2.
 - a. Increase the area of video electronic message units to 4,988 square feet where 1,500 square feet is the maximum per Section 30.05.02H (a 236% increase).
 - b. Increase the number of video electronic message units to 10 signs where 2 signs is the maximum per Section 30.05.02H (a 400% increase).
3. Increase the number of freestanding signs on a street frontage less than 1,000 feet to 2 signs where 1 sign is the maximum per Section 30.05.02L (a 100% increase).
4. Allow a roof sign in conjunction with a hotel and shopping center where permitted by Section 30.05.02P.
5. Allow 20,092 square feet of proposed signage (directional, animated, video electronic messaging units, freestanding, roof, and walls signs) in conjunction with a hotel and shopping center complex.

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 305 Convention Center Drive
- Site Acreage: 6.03
- Project Type: Hotel, convention, and shopping center complex
- Square Feet: 19,200 (wall)/572 (freestanding)/144 (roof)/176 (directional)/4,988 (video electronic message units)/20,092 (overall)

Sign Plan

The signage plan depicts a total of 20,092 square feet of overall signage is being proposed between the proposed hotel and shopping center buildings with a total of 35 total signs proposed. On the shopping center building, a total of 17 signs and 11,184 square feet of signage is proposed. The north façade of each suite will be fitted with 3 wall signs, one 14.5 foot tall and 48 foot wide video electronic unit sign, one 30 foot tall and 48 foot wide illuminated wall signs, and one smaller 6 foot by 12 foot illuminated wall sign. Two, 6 feet by 12 feet roof signs will be placed on the northeast corner of the outparcel building. One roof sign will face north while the other will face east.

On the hotel tower building, a total of 12 signs are proposed for a total of 8,160 square feet. The plans show near the top of the tower a 21 foot by 60 foot channel letter wall sign be placed in the top right corner of the building on each façade. On the eastern and western facades one, 10 feet by 30 feet illuminated wall sign will be placed at the base and top of the podium portion of the building. On the northern façade of the building, one 10 foot by 30 foot illuminated wall sign will be placed on the top corners of the podium portion of the building. Finally, a 3,460 square foot, 20 foot tall video wall will wrap around the southern, western, and eastern facades of the convention center portion of the building in the southern portion of the site.

Finally, 2 freestanding signs and 4 directional signs are proposed on site. The freestanding signs are shown to be 22 feet tall with one sign located on the west side of the northwestern driveway along Convention Center Drive and on the east side of the driveway in center part of the Convention Center Drive frontage. Both signs are shown to be set back 10 feet from the right-of-way. Additionally, both signs also contain a 14 foot by 11 foot LED video electronic message unit. The 4 directional signs are shown completely along the Debbie Reynold Drive frontage. These are shown on the north and south sides of the northern 2 driveways and set back 2 feet from the right-of-way and outside sight visibility zones. The signs are shown to be 5 feet tall and with each 44 square feet in size.

The signage for the site is proposed as follows:

Type of Sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Percent Increase	Allowed per Title 30 (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
Freestanding	0	572	572	n/a	8,156	0	2	2
Wall	0	19,200	19,200	n/a	98,729	0	27	27
Directional	0	176	176	n/a	128	0	4	4
Roof	0	144	144	n/a	0	0	2	2
Overall total	0	20,092	20,092	n/a	107,013	0	35	35

The details for the animated signs included in the signs above are listed below.

Type of Sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Percent Increase	Allowed per Title 30 (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
Video	0	4,988	4,988	n/a	150	0	10	10
Animated	0	0	0	n/a	150	0	0	0

Applicant's Justification

The applicant indicates the project is located across the street from the expanded areas of the Las Vegas Convention Center and is approximately a half mile east of Las Vegas Boulevard South "The Strip," as result, the request is appropriate for and compatible with signage approved for the area and for other projects. The applicant also states that although this project is not a resort hotel as defined by Code, the proposed signage is appropriate for the proposed project and area and is less than typically approved for other projects within the Resort Corridor.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-23-0552	Allowed a shopping center with alcohol sales, retail, outside dining, live entertainment, offices, and underground parking	Approved by BCC	October 2023
VS-20-0328	Vacated and abandoned a 7 foot wide portion of Convention Center Drive for detached sidewalks - expired	Approved by PC	September 2020
TM-19-500172	1 lot commercial subdivision - expired	Approved by PC	October 2019
UC-18-0753	Permitted a 720 room, 620 foot tall resort hotel with medical spa, retail, and convention facilities - expired	Approved by BCC	May 2019
UC-1434-07	Allowed a 780 room, 310 foot tall resort hotel - expired	Approved by BCC	January 2008
DR-0464-01	Increased sign area in conjunction with a hotel/casino renovation - expired	Approved by BCC	June 2001
UC-455-92	Allowed the remodel of an existing hotel and re-established the casino use - expired	Approved by PC	January 1993
VC-535-87	Allowed the construction of an 11 story, 269 room hotel addition - expired	Approved by BCC	November 1987
UC-22-83	Permitted a family entertainment center in conjunction with an existing hotel and casino - expired	Approved by BCC	April 1983
AC-22-77	Allowed a 225 room addition to an existing hotel - expired	Approved by PC	May 1977
AC-21-77	Allowed a 113 room addition to an existing motel - expired	Approved by PC	April 1977

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Entertainment Mixed-Use	PF	Las Vegas Convention Center
South	Entertainment Mixed-Use	CR	Wynn Las Vegas Resort Hotel & multi-family
East	Entertainment Mixed-Use	CR	Resort condominiums, hotel, & undeveloped

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
West	Entertainment Mixed-Use	CR	Resort condominiums & office/retail complex

Related Applications

Application Number	Request
UC-25-0053	A use permit and design review for a 604 room, 620 foot tall hotel with retail and convention center is a companion item on this agenda.
VS-25-0055	A vacation and abandonment of portions of rights-of-way is a companion item on this agenda.

STANDARDS FOR APPROVAL:

The applicant shall demonstrate that the proposed request is consistent with the Master Plan and is in compliance with Title 30.

Analysis

Comprehensive Planning

The proposed signage on the subject property is reviewed to determine 1) compatibility, in terms of scale and architectural features, with the site and surrounding area; 2) harmony with the character of the neighborhood; 3) impact on the surrounding land uses; and 4) the health, safety, and welfare of the inhabitants of the area.

Overall, staff finds the signs as proposed are designed in a uniform fashion with similar material, colors, and fonts. Many of the signs are internal to the site and, while visible from the street, are not overly intrusive to the surrounding area. In addition, staff finds since many of the signs do not contain animation and are not illuminated, they should not cause an undue visual burden to the surrounding areas. Additionally, the signs that are animated will be faced toward major streets and away from the surrounding uses. Staff also finds the number of signs provided on the site is not unusual for the Resort Corridor where large numbers of people will be entering and exiting the site and what is proposed is generally less than the resort hotels in the area. In terms of the proposed animated signs on the property, staff finds there are several properties in the area with animated or video signage so the proposed signage on this property should not pose any additional burden to the surrounding area. Lastly, staff finds that the signs proposed are a unique and should contribute an interesting aesthetic to the Las Vegas skyline, which promotes Policy 5.1.3 of the Master Plan that states that tourism is one of the bases of the local economy and should continue to be enhanced where possible. Given that Las Vegas Boulevard South and its surrounding area are designated as a National Scenic Byway, to which signage contributes, staff finds the proposed signage would positively contribute to the existing slate of signage in the Byway. For these reasons, 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**

- Applicant is advised within 2 years from the approval date the application must commence or the application will expire unless extended with approval of an extension of time; 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; changes to the approved project will require a new land use application; and the applicant is solely responsible for ensuring compliance with all conditions and deadlines.

Public Works - Development Review

- Applicant is advised that signs are not permitted within the right-of-way.

Fire Prevention Bureau

- Provide a Fire Apparatus Access Road in accordance with Section 503 of the International Fire Code and Clark County Code Title 13, 13.04.090 Fire Service Features.
- Applicant is advised that fire/emergency access must comply with the Fire Code as amended.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Winchester - approval.

APPROVALS:

PROTESTS:

APPLICANT: LORENZO DOUMANI

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