

06/21/23 BCC AGENDA SHEET

COMPREHENSIVE SIGN PACKAGE
(TITLE 30)

LAS VEGAS BLVD S/FLAMINGO RD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

UC-23-0190-PARBALL NEWCO, LLC:

USE PERMIT for deviations as shown per plans on file in conjunction with a resort hotel (Horseshoe).

DEVIATIONS for the following: **1)** to reduce the separation between freestanding signs; and **2)** deviations as shown per plans on file.

DESIGN REVIEW for modifications to a comprehensive sign plan in conjunction with 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/ja (For possible action)

RELATED INFORMATION:

APN:

162-21-102-009

DEVIATIONS:

1. Reduce the separation between freestanding signs to 40 feet where 100 feet is required per Table 30.72-1 (a 60% reduction).
2. Permit all other deviations per plans on file.

DESIGN REVIEW:

1.
 - a. Increase the number of wall signs to 26 where 12 was previously approved (a 54% increase).
 - b. Increase the overall wall sign area to 5,358 where 3,390 square feet was previously approved (a 37% increase).
 - c. Increase the number of freestanding signs to 5 where 4 signs were previously approved (a 25% increase).
 - d. Increase the overall freestanding sign area to 21,578 where 20,498 square feet was previously approved (a 6% increase).
 - e. Allow 4 projecting signs where 1 per tenant is allowed per Table 30.72-1.
 - f. Allow 464 square feet of projecting signs where 32 square feet per sign is allowed per Table 30.72-1.
 - g. Allow an alternative sign (roof sign) per Section 30.72.040.
 - h. Increase the number of animated signs to 4 where 2 signs were previously approved (a 100% increase).

- i. Increase the overall area of animated signs to 15,355 square feet where 13,241 square feet was previously approved (an 14% increase).

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

Request

This application is a request to amend the approved comprehensive sign plan for a resort hotel (Horseshoe) along Las Vegas Boulevard South. More particularly, the proposed signage in this application is for the recently approved accessory tavern/restaurant/retail buildings along Las Vegas Boulevard South, “Ole Red” and “Bottle Blonde.” Building 1 is located 23 feet from Las Vegas Boulevard South and Building 2, which is south of Building 1, is located 21 feet from Las Vegas Boulevard South. The plans depict an assortment of proposed signs including wall, projecting, freestanding sign, and roof sign. The proposed freestanding sign is located in the southwest corner of the site, approximately 40 feet to the north of the existing freestanding sign located within the median of the southern drive aisle to the site. Two previous applications have been approved for the Horseshoe rebranding which included freestanding signs, wall signs, and directional signs for the hotel itself. There are no proposed changes to the location or design of the existing buildings, landscaping, or uses on the site.

Signage

The proposed additions to signage are as follows:

- 14 wall signs for a total 1,968 square feet, including both pan channel letters and LED.
- 4 projecting signs for a total of 464 square feet.
- 1 roof sign which is 190 square feet.
- 1 freestanding sign at 1,080 square feet, which contains 3 faces, in a triangular shape is 35 feet high.
- 1,934 square feet of animation is included within the above referenced signs.

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	3,390	1,968	5,358	77,444	42%	12	14	26
Freestanding	20,498	1,080	21,578	12,905	5%	4	1	5
Directional	706	0	706	32	0	0	0	0
Roof	0	190	190	0	N/A	0	1	1

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
Projecting	0	464	464	96 (32 per tenant)	0	0	4	4
Revolving	0	0	0	Per design review	0	0	0	0
Monument	0	0	0	350 (70 sq. ft. per sign)	0	0	0	0
Hanging	0	0	0	32 per tenant	0	0	0	0
Overall Total	24,594	3,702	28,296	N/A	N/A	16	20	36

Animated	13,241	1,934	15,175	150	13%	1	4	5
----------	--------	-------	--------	-----	-----	---	---	---

Applicant's Justification

The applicant states the proposed signage is a combination of wall signage, projecting signage, freestanding signage, as well as animated video displays. These types of signs currently exist on the property for other tenants. The design, finishes, materials, and colors are all consistent with each of the new buildings as well as the other existing signs.

The requested signage is consistent with the already approved signage on this site. The inclusion of both Ole Red and Bottled Blonde will bring renewed interest to this corner and signage is a key part of the branding for both of those businesses. In closing, this signage will fit in perfectly with the surrounding area and will be compatible with the surrounding area.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-23-0057	Deviations and modifications to the Horseshoe Resort Hotel	Approved by BCC	April 2023
UC-22-0638	Deviations for sign, increased number of directional signs, increased directional signage, and design review for comprehensive sign package	Approved by BCC	January 2023
UC-22-0280	Allowed primary means of access to accessory buildings from exterior and deviation shown on plan, deviation for alternative landscaping and pedestrian realm, waivers for reduced setback, and design review for accessory buildings	Approved by BCC	June 2022
DR-22-0177	Freestanding sign in conjunction with a resort hotel (Horseshoe Hotel)	Approved by BCC	May 2022

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

Comprehensive Planning

Use Permit

A use permit is a discretionary land use application that is considered on a case by case basis in consideration of Title 30 and the Master Plan. One of several criteria the applicant must establish is that the use is appropriate at the proposed location and demonstrate the use shall not result in a substantial or undue adverse effect on adjacent properties.

Deviations

The existing freestanding sign is located within a median and acts more as a directional sign rather than a traditional freestanding sign. Since it is located within the median and setback farther than the proposed freestanding sign, staff finds the reduction in the distance between the signs will not have a negative impact to the surrounding area.

Design Review

Code allows alternative sign standards for resort hotels if the alternative results in the development having a visual character compatible with adjacent developments. In this case, the proposed signs are specifically for the approved retail/commercial buildings accessory to the Horseshoe. The proposed signs are consistent in style and design of other resort hotels within the immediate area and along Las Vegas Boulevard South. Staff finds the proposed comprehensive sign plan will not negatively impact the site; therefore, 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 signs 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.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC:

APPROVALS:

PROTESTS:

APPLICANT: JGB VEGAS RETAIL LESSEE, LLC

CONTACT: MARK WHITEHOUSE, HIGH IMPACT SIGN AND DESIGN, 820 S. WIGWAM PARKWAY #100, HENDERSON, NV 89014