

01/07/26 BCC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**SDR-25-0801-SG VEGAS OWNER, LLC**

**SIGN DESIGN REVIEW** to increase the area of animated signs in conjunction with a previously approved comprehensive sign plan for an existing shopping center on 9.46 acres in a CR (Commercial Resort) Zone.

Generally located east of Las Vegas Boulevard South and south of Harmon Avenue within Paradise. JG/lm/kh (For possible action)

---

RELATED INFORMATION:

**APN:**

162-21-318-001

**SIGN DESIGN REVIEWS:**

Increase the area of animated signs to 29,745.3 square feet where 29,515.9 square feet was previously approved (a 1% increase).

**LAND USE PLAN:**

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 3747 Las Vegas Boulevard South
- Site Acreage: 9.46
- Project Type: Animated signs, wall signs, and canopy signs
- Square Feet: 229.4 (animated signs)/1,146.4 (wall sign)/89.5 (canopy signs)

**History & Site Plan**

An existing shopping center was approved for this site in August 2022 via UC-22-0410. Access to the site is provided via existing driveways along Las Vegas Boulevard South. A comprehensive sign plan was approved in December 2023 via WS-23-0752. The applicant is now requesting to reconfigure the wall signs, increase the number of animated signs, and add canopy signs to the comprehensive sign plan for a portion of the third level (In-N-Out). The signs are located on the south, east, and west sides of the tenant space. The applicant is proposing to separate the previously approved east and west wall signs based on their tenant suite space boundary. This would add 2 wall signs to the originally approved 88, for a total of 90 wall signs; however, the area of the wall signs is proposed to decrease.

### Sign Plan

- A: Animated wall sign with an overall area of 114.7 square feet, located in the southeast corner of the building.
- B: Animated wall sign with an overall area of 114.7 square feet, located in the southwest corner of the building.
- C: Wall sign with an area of 76.2 square feet, located along the west side of the building.
- D: Wall sign with an area of 60.3 square feet, located along the west side of the building.
- E: Wall sign with an area of 780.5 square feet, located along the east side of the building.
- F1: Illuminated canopy sign with an overall area of 5.7 square feet on all its 3 faces. The sign is located along the east side of the building.
- F2: Illuminated canopy sign with an overall area of 19.8 square feet on all its 3 faces. The sign is located along the east side of the building.
- F3: Illuminated canopy sign with an overall area of 24.3 square feet on all its 3 faces. The sign is located along the south side of the building.
- F4: Illuminated canopy sign with an overall area of 28.3 square feet on all its 3 faces. The sign is located along the west side of the building.
- F5: Illuminated canopy sign with an overall area of 11.4 square feet on all its 3 faces. The sign is located along the west side of the building.

Tables summarizing the signage are provided below:

Type of Sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Percent Increase	# of Existing Signs	# of Proposed Signs	Total # of Signs
Freestanding	7,788.3	0	7,788.3	N/A	4	0	4
Wall	46,694	-734.9*	45,959.1	-2%	88	2	90
Directional	382.5	0	382.5	N/A	15	0	15
Monument	0	0	0	N/A	0	0	0
Projecting	1,040	0	1,040	N/A	20	0	20
Hanging	63	0	63	N/A	1	0	1
Roof	0	0	0	N/A	0	0	0
Canopy	0	89.5	89.5	N/A	0	5	5
Overall Total	55,967.8	-645.4	55,322.4	N/A	128	7	135
Animated	29,515.9	229.4	29,745.3	1%	88	2	90

\*The total sign area of the 2 new signs on the south side of the building is 229.4 square feet, but the overall sign area is reduced by 734.9 square feet.

### Applicant's Justification

The applicant states that the proposed signage supports the tenant's established branding and enhances the visual appeal of the property. The animated wall signs are integral to In-N-Out's historic and recognizable aesthetic, while being compatible with other signs in the area. The channel wall sign complements the building's architecture and creates a more engaging space for visitors. Canopy signs were not included in the approved master sign program, though the proposed canopy signs comply with Title 30 standards. The proposed additions to the site's sign program are high-quality, distinctive, and cohesive.

### Prior Land Use Requests

Application Number	Request	Action	Date
UC-25-0035	Recreation and entertainment facilities within an existing shopping center	Approved by PC	March 2025
WS-23-0752	Comprehensive sign package for a previously approved shopping center	Approved by BCC	December 2023
UC-23-0553	Retail sales (kiosks)	Approved by PC	October 2023
VS-22-0411	Vacated pedestrian access easements	Approved by BCC	August 2022
TM-22-500143	1 lot commercial subdivision	Approved by BCC	August 2022
UC-22-0410	Showcase 5 shopping center, with waivers for setbacks, alternative landscaping, non-standard improvements, and reduced parking	Approved by BCC	August 2022
UC-0476-17	Recreational facility (amusement ride/virtual reality motion machine)	Approved by BCC	July 2017
UC-0711-15	Outside dining and drinking associated with a supper club with direct access within existing an shopping center (Hawaiian Marketplace)	Approved by BCC	December 2015
UC-0375-11	Allowed various uses within H-1 zoning for a shopping center including restaurant, on-premises consumption of alcohol, and outside dining uses	Approved by PC	October 2011
DR-1705-04	Reviewed the sidewalk location and temporary structures	Approved by BCC	November 2004
UC-1096-03	Modified landscaping, permit temporary structures, and reduced setbacks in conjunction with the shopping center	Approved by BCC	February 2004
UC-1227-02	Expansion and remodel of an existing shopping center, a banquet facility, and covered outdoor shopping area	Approved by PC	October 2002
UC-1226-02	Parking reduction for the Hawaiian Marketplace and an existing and proposed hotel timeshare development on adjacent parcels (Polo Towers)	Approved by PC	October 2002
UC-0235-02	Expansion to a shopping center, permit modular structure, reduced on-site parking, and allowed off-site parking on the adjacent parcel to the north (The Travelodge)	Approved by PC	June 2002
AR-17-400003 (WS-0332-15)	First application for review for a redesign of the site frontage (sidewalk and pedestrian access easement), a new plaza area with outside dining, and façade changes at an existing retail center (Cable Center) subject to removing the time limit	Approved by BCC	May 2018
WS-0815-16	Reduced the special setback to Las Vegas Boulevard South and allowed a roof sign	Approved by BCC	January 2017

**Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
WC-400072-16 (WS-0332-15)	Waived the minimum 5 foot high fence around the outside dining area	Approved by BCC	July 2016
WS-0332-15	Alternative landscaping and screening with reduced setbacks and non-standard improvements within the right-of-way for a new plaza area, and façade changes to a portion of the existing retail center	Approved by BCC	July 2015
UC-0095-14	Amusement/theme park with waivers and design review for an amusement park with associated buildings and structures	Denied by BCC	November 2014
WS-0044-13	Outside retail sales structures in conjunction with an existing shopping center - expired	Approved by BCC	March 2013
RS-500025-08	Record of Survey	Reviewed by staff	February 2008

**Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District (Overlay)</b>	<b>Existing Land Use</b>
North	Entertainment Mixed-Use	CR	Parking lot & undeveloped
South	Entertainment Mixed-Use	CR (AE-60)	Showcase Mall
East	Entertainment Mixed-Use	CR	MGM Resort Hotel
West	Entertainment Mixed-Use	CR	City Center Resort Hotel complex & Park MGM Resort Hotel

**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**

Previously approved signs within this shopping center are harmonious with existing signage along the Resort Corridor and within the immediate area along Las Vegas Boulevard South. Staff finds the proposed wall signs, animated wall signs, and canopy signs are complementary to the previously approved comprehensive sign plan for the shopping center. Staff does not anticipate the proposed signage having any adverse effects on surrounding signage or other properties in the vicinity. Therefore, staff recommends approval.

**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**

- No comment.

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

- No comment.

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

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** SG VEGAS OWNER, LLC

**CONTACT:** WILLIAMS SIGN CO., 111 S. HUNTINGTON STREET, POMONA, CA 91766