

06/17/25 PC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-25-0313-D KOVAL, LLC

SIGN DESIGN REVIEWS for the following: **1)** increase the height of a proposed freestanding sign with an electronic message unit (video); **2)** increase the area of a proposed electronic message unit (video); and **3)** modify design standards for sign mounting in conjunction with an existing motel on 5.08 acres in a CR (Commercial Resort) Zone within the Airport Environs (AE-65) Overlay.

Generally located on the south side of Tropicana Avenue and the west side of Koval Lane within Paradise. JG/my/cv (For possible action)

RELATED INFORMATION:

APN:

162-28-102-004

SIGN DESIGN REVIEWS:

1. Increase the height of a proposed freestanding sign with an electronic message unit (video) to 100 feet where 25 feet is the maximum height allowed per Section 30.05.02.
2. Increase the area of a proposed electronic message unit (video) to 1,296 square feet where a maximum area of 150 square feet is allowed per Section 30.05.02
3.
 - a. Allow a proposed freestanding sign to not be architecturally compatible (finishes and texture) with the overall development where required per Section 30.05.02.
 - b. Allow a proposed freestanding sign to not include cladding elements to conceal the actual pole or structural support where required per Section 30.05.02.

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 195 E. Tropicana Avenue
- Site Acreage: 5.08
- Project Type: Proposed freestanding sign with an electronic message unit (video)
- Sign Height (feet): 100
- Square Feet: 1,296 (proposed electronic message unit (video))

Sign Plan

The plan depicts an existing sign in the northeast portion of the site being removed and the planter being converted into a parking space. The proposed 100 foot tall sign will consist of an electronic message unit (video) display sign and is centrally located near the north property line. The property is composed of multiple motel buildings.

The applicant is requesting the following:

- Increase the height of a proposed freestanding sign with an electronic message unit (video) to 100 feet where 25 feet is the maximum height allowed.
- Increase the area of a proposed electronic message unit (video) to 1,296 square feet where a maximum area of 150 square feet is allowed per Section 30.05.02.
- Allow a proposed freestanding sign to not be architecturally compatible (finishes and texture) with the overall development. The elevation plans depict a minimalist design for the proposed freestanding sign. The applicant is proposing a square shaped electronic message unit (video) only, with no additional architectural enhancements around the message unit itself.
- Allow a proposed freestanding sign to not include cladding elements to conceal the actual pole or structural support. The plans show that the pole for the proposed freestanding sign is a dark blue color and does not feature any cladding or architectural details.

Landscaping

While the landscaping is mostly remaining as previously approved, the planter that the current sign is located in will be converted to a parking space while the new sign will take up an existing parking space.

Applicant's Justification

The newly proposed sign will not exceed the square footage of the existing sign, and it will also maintain the same square footage of the animated portion as the current sign. This ensures that the replacement sign remains consistent with the historical use and visual impact of the existing signage. Additionally, the support pole will be finished in a professionally applied coating and painting. The purpose of this sign replacement is to modernize and enhance the visibility of the uses on site. The existing sign has served as a landmark for the property for over three decades, and the proposed sign will continue to provide effective identification and wayfinding for guests and visitors.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-19-0421	Package liquor sales	Approved by PC	July 2019
WS-0530-16	Waiver of development standards and design review for modifications to the motel	Approved by BCC	October 2016

Prior Land Use Requests

Application Number	Request	Action	Date
UC-0366-99	Retail uses in conjunction with the motel	Approved by PC	April 1999
DR-1319-96	Design review for motel addition	Approved by PC	September 1996

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Entertainment Mixed-Use	RS5.2 & CR (AE-65)	MGM Grand
South & West	Entertainment Mixed-Use	CG (AE-65)	Hotels
East	Public Use	PF (AE-65)	Harry Reid International Airport

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.

The justification letter states that the support pole for the proposed sign will be finished in a professionally applied coating and painted in a manner that is aesthetically compatible with the surrounding architecture and overall property design. The height and size of the proposed sign will remain the same as the existing sign, although the location is being shifted in a westward direction. However, the sign pole will not be clad to match the design standards of the site in addition to the fact the proposed plans show that the overall design of the proposed sign lacks architectural enhancements and compatibility. As such, staff cannot 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 30.02.26B.3(ii) of the Clark County Unified Development Code, the Federal Aviation Administration (FAA) must be notified of the proposed construction or alteration.

Staff Recommendation

Denial.

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

If approved:

- 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.

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 30.02.26B of the Clark County Unified Development Code. Applicant is advised that many factors may be considered before the issuance of a permit or variance, including, but not limited to, lighting, glare, graphics, etc;
- 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; and 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: D KOVAL LLC

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