

06/04/25 BCC AGENDA SHEET

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-25-0294-PARIS LV OPERATING CO, LLC

SIGN DESIGN REVIEW for modifications to a previously approved comprehensive sign plan in conjunction with an existing resort hotel (Paris Las Vegas) on 24.01 acres in a CR (Commercial Resort) Zone.

Generally located on the east side of Las Vegas Boulevard South, 500 feet south of Flamingo Road within Paradise. JG/rr/kh (For possible action)

RELATED INFORMATION:

APN:

162-21-102-003 through 162-21-102-005

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3655 Las Vegas Boulevard South
- Site Acreage: 24.01
- Project Type: Amended comprehensive sign plan

History, Site Plan, & Request

The plan depicts an existing resort hotel (Paris) located at 3655 Las Vegas Boulevard South. A comprehensive sign plan was first approved for the Paris Las Vegas resort hotel in 2010 by UC-0305-10. Subsequent modifications to the comprehensive sign plan occurred with the approvals of UC-0414-11, UC-0266-17, DR-18-0713, UC-20-0132, UC-0266-17, and most recently by ADR-23-900683. This request is for modifications to a previously approved comprehensive sign plan. The applicant is proposing 3 canopy signs and an additional 6 wall signs.

Sign Plan

The applicant is proposing to construct a canopy adjacent to the base of the western leg of the Eiffel Tower replica at the Paris Las Vegas resort hotel, which is part of the companion item, DR-25-0292. The plans depict 1 internally illuminated 103 square foot canopy sign on top of a new canopy in front of the entrance of the building located within the base of the western leg of the Eiffel Tower replica. The sign is proposed to be 7 feet 11 inches tall and will be installed above the canopy, placing it approximately 20 feet 8 inches above the ground level.

The plans also depict one, 7 square foot illuminated canopy sign on the northeast side of the canopy face, and one, 14 square foot internally illuminated canopy sign attached under the northwest side of the canopy. Additionally, 6 wall signs totaling 37 square feet, are proposed at the base of the tower. The signs include 2 menu boards totaling 28 square feet, and 4 vinyl graphic signs mounted on the doors and glass of the building entrance totaling 9 square feet.

Summary of the existing and proposed signage

| Type of Sign | Existing (sq. ft.) | Proposed (sq. ft.) | Total (sq. ft.) | # of Existing Signs | # of Proposed Signs | Total # of Signs |
|---------------|--------------------|--------------------|-----------------|---------------------|---------------------|------------------|
| Canopy | 0 | 124 | 124 | 0 | 3 | 3 |
| Directional | 56 | 0 | 56 | 2 | 0 | 2 |
| Freestanding* | 14,429 | 0 | 14,429 | 2 | 0 | 2 |
| Monument | 0 | 0 | 0 | 0 | 0 | 0 |
| Projecting | 51 | 0 | 51 | 1 | 0 | 1 |
| Roof | 282 | 0 | 282 | 2 | 0 | 2 |
| Wall* | 11,158 | 37 | 11,195 | 24 | 6 | 30 |
| Total | 25,976 | 161 | 26,137 | 31 | 9 | 40 |

*Includes Electronic Sign: Animation, see signage in table below.

| Type of Sign | Existing (sq. ft.) | Proposed (sq. ft.) | Total (sq. ft.) | # of Existing Signs | # of Proposed Signs | Total # of Signs |
|----------------------------|--------------------|--------------------|-----------------|---------------------|---------------------|------------------|
| Electronic Sign: Animation | 5,497 | 0 | 5,497 | 5 | 0 | 5 |

Applicant's Justification

The proposed illuminated canopy sign will serve as the main branding feature for the new tenant space. The applicant is requesting the approval of the canopy sign at a height of 8 feet above the height of the canopy and 103 square feet in size. A single illuminated 7 square foot sign is attached to the canopy and another 14 square foot sign located under the canopy is proposed. Six additional wall signs are proposed on the building face totaling 37 square feet. The signs are compatible with the surrounding area and other signage at the property in terms of size, scale, and architectural features. The property is located within the Gaming Enterprise District and resort corridor. Signage is a major component for the property, and given the tourism along the Las Vegas Strip, the signage is consistent with other signage in the area. The signage will improve the aesthetic of the existing site and is suitable for the new tenant space.

Prior Land Use Requests

| Application Number | Request | Action | Date |
|--------------------|---|----------------|-------------|
| ADR-24-900525 | Revised plans for UC-23-0057 increasing the height of the pedestrian bridge between the Horseshoe Resort and Paris Las Vegas resort hotel | Approved by ZA | August 2024 |
| ADR-24-900268 | Adding EV charging stalls within parking garage at Paris Las Vegas resort hotel | Approved by ZA | May 2024 |

Prior Land Use Requests

| Application Number | Request | Action | Date |
|---------------------------|---|-----------------|----------------|
| ADR-23-900684 | Exterior modification for an existing restaurant (Alexxa's) | Approved by ZA | January 2024 |
| ADR-23-900683 | Modification of signage for an existing restaurant (Alexxa's) | Approved by ZA | January 2024 |
| UC-23-0057 | Exterior modifications to the Horseshoe Resort hotel and adding a pedestrian bridge to the Paris Las Vegas resort hotel | Approved by BCC | April 2023 |
| UC-20-0547 | Monorail with waivers to not provide a franchise agreement and to reduce parking | Approved by BCC | October 2021 |
| UC-20-0546 | Project of regional significance for a monorail with a waiver to not provide a franchise agreement | Approved by BCC | October 2021 |
| UC-20-0132 | Modifications to a comprehensive sign plan and increase wall sign area for the Paris Las Vegas resort hotel | Approved by ZA | March 2020 |
| ADR-20-900093 | Modified the exterior of a dining and drinking area (Beer Park) and a retail store at the Paris Las Vegas resort hotel | Approved by ZA | February 2020 |
| DR-18-0713 | Amended sign plan and lighting plan for the Eiffel Tower | Approved by BCC | November 2018 |
| UC-0786-17 | Expansion of an outside dining and drinking area | Approved by BCC | November 2017 |
| UC-0266-17 | Allowed a projecting sign in conjunction with a restaurant (Beer Park) | Approved by BCC | May 2017 |
| UC-0780-16 | Allowed a temporary outdoor commercial event (Major Series of Putting) for longer than 10 days and live entertainment | Approved by BCC | December 2016 |
| UC-0549-15 | Banquet facility with outside uses and modifications to an existing restaurant, retail store, nightclub (Hexx/Chateau), and resort hotel (Paris Las Vegas) | Approved by BCC | October 2015 |
| UC-0656-14 | Exterior modified to an existing resort hotel with a patio addition on the north side of a restaurant (Hexx) within a resort hotel | Approved by BCC | September 2014 |
| UC-0096-14 | Exterior modified to an existing resort hotel with a patio addition in front of the retail portion of a restaurant (Hexx) within a resort hotel | Approved by BCC | March 2014 |
| UC-0415-13 | Exterior modified to an existing resort hotel, and extension of an outside dining and drinking area (patio) in conjunction with a restaurant (Hexx) within a resort hotel | Approved by BCC | October 2013 |

Prior Land Use Requests

| Application Number | Request | Action | Date |
|---------------------------|---|-----------------|---------------|
| ADR-0661-12 | Remodeled and provided additional access for an existing outside dining area located on the south side of the Hexx restaurant | Approved by ZA | August 2012 |
| UC-0414-11 | Roof sign in conjunction with the Arc Bar (western leg of the Eiffel Tower) at the Paris Resort Hotel | Approved by BCC | November 2011 |
| UC-0305-10 | Comprehensive sign package for Bally's and Paris Resort Hotels | Approved by BCC | August 2010 |
| UC-0754-09 | Addition to the Paris Las Vegas resort hotel for a restaurant (Hexx) and a nightclub (Chateau) with outside dining and drinking areas and a bar | Approved by BCC | February 2010 |
| UC-0753-06 (ET-08-0248) | Extension of time on additions and revisions to Paris Las Vegas resort hotel | Approved by BCC | November 2008 |
| UC-0753-06 | Additions and revisions to the Paris Las Vegas resort hotel which included a pedestrian bridge, entrances, restaurants, nightclub, and lounge | Approved by BCC | October 2006 |
| UC-1384-03 (ET-0320-04) | Extension of time for banner signs at Paris Las Vegas resort hotel | Approved by PC | November 2004 |
| UC-1384-03 | Banner signs at Paris Las Vegas resort hotel | Approved by PC | October 2003 |
| DR-1431-02 | Addition to the Paris Las Vegas resort hotel for an outside dining area | Approved by BCC | November 2002 |
| UC-0481-02 | Outside dining and drinking area (Arc Bar western leg of the Eiffel Tower) | Approved by PC | May 2002 |
| UC-0172-02 | Outside dining area | Approved by PC | March 2002 |

A variety of land use applications have been approved by the Planning Commission and Board of County Commissioners over the past years to establish the existing resort and associated commercial tourist uses on this site.

Surrounding Land Use

| | Planned Land Use Category | Zoning District (Overlay) | Existing Land Use |
|--------------|----------------------------------|----------------------------------|----------------------------------|
| North & East | Entertainment Mixed-Use | CR | Horseshoe Las Vegas Resort Hotel |
| South | Entertainment Mixed-Use | CR | Planet Hollywood Resort Hotel |
| West | Entertainment Mixed-Use | CR | Bellagio Resort Hotel |

Related Applications

| Application Number | Request |
|---------------------------|---|
| DR-25-0292 | A design review for exterior modifications in conjunction with an existing resort hotel (Paris Las Vegas) 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. Additionally, comprehensive sign plans shall demonstrate the proposal will improve the aesthetics of the development and will not have an adverse impact on the use, enjoyment, or value of property.

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 signs should not have a negative impact on other resort hotels in the area. The proposed signs are consistent in style, design, and scale with other resort hotels. Staff finds that the proposed signs will all be harmonious with the approved comprehensive sign plan and will not impede pedestrian or vehicular traffic. 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: PARIS LAS VEGAS OPERATING COMPANY, LLC

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