

SIGNAGE
(TITLE 30)

CONVENTION CENTER DR/CHANNEL 8 DR

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

ET-21-400150 (WS-19-0618)-CONCORD PRIME, LLC & VEGASSTARR, LLC:

WAIVER OF DEVELOPMENT STANDARDS FIRST EXTENSION OF TIME for increased wall sign area.

DESIGN REVIEW for wall signage in conjunction with an office building on 3.3 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the south side of Convention Center Drive and the east side of Channel 8 Drive within Winchester. TS/bb/jo (For possible action)

RELATED INFORMATION:

APN:

162-09-805-017

WAIVER OF DEVELOPMENT STANDARDS:

1.
 - a. Increase wall sign area on the north elevation to 21,462 square feet where a maximum of 1,176 square feet is allowed per Table 30.72-1 (a 1,725% increase).
 - b. Increase the wall sign area on the east elevation to 16,352 square feet where a maximum of 896 square feet is allowed per Table 30.72-1 (a 1,725% increase).
 - c. Increase the wall sign area on the west elevation to 16,352 square feet where a maximum of 896 square feet is allowed per Table 30.72-1 (a 1,725% increase).
 - d. Increase the wall sign area on the east parking garage elevation to 23,000 square feet where a maximum of 1,840 square feet is allowed per Table 30.72-1 (a 1,150% increase).

LAND USE PLAN:

WINCHESTER/PARADISE - COMMERCIAL TOURIST

BACKGROUND:

Project Description

General Summary

- Site Address: 101 Convention Center Drive
- Site Acreage: 3.3
- Project Type: Wall signage
- Square Feet: 77,112 (total signage area)

Site Plan

The plan depicts a 3.3 acre parcel with an existing 11 story building and plaza building with a parking garage at the southeast corner of Convention Center Drive and Channel 8 Drive. The property has 2 driveways, including the half circle driveway off of Convention Center Drive. The parking garage is accessed from Channel 8 Drive.

Landscaping

The property has existing landscaping.

Signage Elevations

The plans show proposed wall signage consisting of 77,112 square foot building vinyl wraps located on the west, east, and north office building elevations, and on the east elevation of the existing parking garage.

Previous Conditions of Approval

Listed below are the approved conditions for WS-19-0618:

Current Planning

- 2 years to commence and review as a public hearing;
- Applicant to file a temporary use application for each signage event;
- Advertising limited to on-premises events;
- Maximum duration of signs to correspond with the event advertised, which shall be no longer than 14 days with a maximum of 10 events per year;
- Signs to be removed promptly after each event ends.
- Applicant is advised that a substantial change in circumstances or regulations may warrant denial or added conditions to an extension of time and application for review; and that 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.

Applicant's Justification

Shortly after the approval of WS-19-0618 in late 2019, COVID-19 struck and disrupted many of the planned convention activities and associated on-premises events that were or would have been planned. Convention business is just now slowly returning and the first anticipated full-capacity convention is scheduled for January 2022. The applicant is requesting to have the opportunity to utilize the proposed sign waiver approvals with the 2 year extension of time.

Prior Land Use Requests

| Application Number | Request | Action | Date |
|---------------------------|---|----------------|----------------|
| WS-19-0618 | Increased wall sign area | Approved by PC | October 2019 |
| UC-18-0441 | Banquet and convention facility | Approved by PC | August 2018 |
| UC-0322-10 | Increased height of a communication antenna | Approved by PC | September 2010 |

Prior Land Use Requests

| Application Number | Request | Action | Date |
|---------------------------|---|----------------|-------------|
| VC-1144-98 | Reduced setback for a freestanding sign | Approved by PC | August 1998 |

Surrounding Land Use

| | Planned Land Use Category | Zoning District | Existing Land Use |
|-------|----------------------------------|------------------------|--|
| North | Commercial Tourist | H-1 & P-F | Shopping center, long term/short term lodging, commercial buildings, & Convention Center expansion |
| South | Commercial Tourist | H-1 | Broadcast facility & multiple family residential |
| East | Commercial Tourist | H-1 | Undeveloped/approved hotel (The Majestic) |
| West | Commercial Tourist | H-1 | Hotel (Royal Resort) |

STANDARDS FOR APPROVAL:

The applicant shall demonstrate that the proposed request meets the goals and purposes of Title 30.

Analysis**Current Planning**

Title 30 standards of approval on an extension of time application state that such an application may be denied or have additional conditions imposed if it is found that circumstances have substantially changed. A substantial change may include, without limitation, a change to the subject property, a change in the areas surrounding the subject property, or a change in the laws or policies affecting the subject property. Using the criteria set forth in Title 30, no substantial changes have occurred at the subject site since the original approval. Additionally, since this is the first request for additional time, staff can support the extension of time.

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 Comprehensive Master Plan, Title 30, and/or the Nevada Revised Statutes.

PRELIMINARY STAFF CONDITIONS:**Current Planning**

- Until October 1, 2023 to commence and review as a public hearing.
- Applicant is advised 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 and application for review; and that 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.

Public Works - Development Review

- No comment.

Building Department - Fire Prevention

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Winchester - approval.

APPROVALS:

PROTEST:

APPLICANT: ELITE MEDIA., INC

CONTACT: ELITE MEDIA., INC, 145 BRIGHTMOOR CT, HENDERSON, NV 89074