

12/08/21 BCC AGENDA SHEET

SIGNAGE
(TITLE 30)

LAS VEGAS BLVD/TROPICANA AVE

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

WS-21-0607-N & G SHOWCASE, LLC:

WAIVERS OF DEVELOPMENT STANDARDS for the following: **1)** increased wall sign area; **2)** alternative sign (roof); and **3)** increase the number of animated signs.

DESIGN REVIEW for modifications to an approved comprehensive sign package on a 2.3 acre portion of a 6.0 acre site in an H-1 (Limited Resort and Apartment) and an H-1 (Limited Resort and Apartment) (AE-60) Zone.

Generally located on the east side of Las Vegas Boulevard South, 950 feet north of Tropicana Avenue within Paradise. JG/bb/jo (For possible action)

RELATED INFORMATION:

APN:

162-21-301-014; 162-21-401-005; 162-21-401-007; 162-21-401-023; 162-21-401-028; 162-21-401-029 ptn

WAIVERS OF DEVELOPMENT STANDARDS:

1. Increase wall sign area to 46,166 square feet where 45,497 square feet was previously approved and a maximum of 4,320 square feet is permitted per Table 30.72-1.
2. Allow a roof sign per Section 30.72.040.
3. Increase the number of animated signs to 45 where 42 were previously approved and a maximum of 1 animated sign per commercial complex is permitted per Table 30.72-1.

DESIGN REVIEW:

1.
 - a. Modifications to an approved comprehensive sign package for an existing shopping center (Showcase Mall).
 - b. Increase the number of wall signs to 91 where 87 signs were previously approved per Table 30.72-1.
 - c. Allow 18,179 square feet of video units where 15,216 square feet of video units were previously approved.
 - d. Increase projecting sign area to 1,424 square feet where 1,204 square feet was previously approved and a maximum of 32 square feet per tenant is allowed per Table 30.72-1.

LAND USE PLAN:

WINCHESTER/PARADISE - COMMERCIAL TOURIST

BACKGROUND:

Project Description

General Summary

- Site Address: 3771 Las Vegas Boulevard South
- Site Acreage: 6 (portion)
- Project Type: Signage
- Building Height (feet): 75
- Square Feet: 584 animated/305 digital

Site Plans

The plans show an existing shopping center (Showcase Mall) located along the east side of Las Vegas Boulevard South, approximately 950 feet north of Tropicana Avenue. The request is to modify the approved comprehensive sign package for the Showcase Mall and add new signs for the Fly Over Las Vegas. The proposed signs face west toward Las Vegas Boulevard South.

Signage

The proposed signs will be located on the wall currently displaying a Ross Dress For Less sign and Hard Rock Café guitar sign. The following signs are proposed for the Fly Over Las Vegas:

- The existing glass walls and west side building façade on a portion of building exterior will now include a new LED panel which will display a 305 square foot video unit, at the top 13 feet of the building.
- Sign A - on the west face is an “S” shaped ribbon approximate 18 feet by 40 feet wall sign located from 6 foot 6 inches above the top of the building (roof sign) and running down the west face of the building, with an overall area of 252 square feet. The ribbon meets the kite sign (arrow) at the top of the building.
- Sign B - A 9 foot by 12 foot roof sign located at the top of the ribbon sign A with an area of 112 square feet.
- Sign C - on the west face is an approximate 12 foot tall by 7 foot projecting face entryway sign located 11 feet above the first story access door sidewalk, and has an overall area of 220 square feet, including a 130 square foot bulb packed area, and 90 square foot side entry aluminum composite material panel veneer on both sides of the door.

The following table is a summary for signage:

Type of sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	# of existing signs	# of proposed signs	Total # of signs
Freestanding	426	0	426	3,890	5	0	5
Wall*	45,497 (per WS-21-0231)	669	46,166	4,320	91	2	93
Directional	35	0	35	32 (per tenant)	6	0	6
Projecting	1,203.5 (per WS-21-0231)	220	1,423.5	32 (per tenant)	7	1	8
Hanging	34	0	34	32 (per tenant)	5	0	5
Overall Total	47,195.5	889	48,084.5	N/A	114	3	117

*The wall signs also contain animation.

The details for animated signs are listed below:

Type of sign	Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	# of existing signs	# of proposed signs	Total # of signs
Animated	6,253	584	6,837	N/A	17	2	19
Video Units	18,179	305	18,484	N/A	25	1	26
Overall Total	24,432	889	25,321	150	42	3	45

Applicant's Justification

The applicant has completed a record of survey for Las Vegas Boulevard South. The applicant is requesting to increase the amount and area of wall signs, projecting signs, and video units. The pedestrian bridge blocks the view of this face of the building and requires the proposed waiver to allow the sign to extend above the top of the building and exceed maximum sign areas. The new signs will improve the ability to promote the new business and provide visibility to the public. The proposed signs are consistent with other signs that exist along the strip, including those with video, LED lighting, and extending above the roof plane.

Prior Land Use Requests

Application Number	Request	Action	Date
WS-21-0231	Modification to an approved comprehensive sign plan - Raising Canes Restaurant	Approved by BCC	July 2021
WS-21-0117	Modification to an approved comprehensive sign plan - T-Mobile projecting sign	Approved by BCC	June 2021
WS-21-0019	Modification to an approved comprehensive sign package to increase wall sign area	Approved by BCC	March 2021
WS-19-0866	Amended sign plan for the Showcase Mall	Approved by BCC	December 2019
WS-19-0239	Amended sign plan for the Showcase Mall	Approved by BCC	May 2019

Prior Land Use Requests

Application Number	Request	Action	Date
WS-18-0245	Amended sign plan for the Showcase Mall	Approved by BCC	May 2018
WS-18-0165	Reduced parking and design review for modifications to a parking lot in conjunction with an approved expansion of the Showcase Mall	Approved by BCC	April 2018
WS-18-0084	Amended sign plan for the Showcase Mall	Approved by BCC	March 2018
DR-0819-17	Remodeled and modified entrance of a retail space for the Designer Shoe Warehouse in the Showcase Mall	Approved by BCC	November 2017
UC-0657-17	Expansion of the Showcase Mall	Approved by BCC	September 2017
WS-0456-17	Amended sign plan for the Showcase Mall	Approved by BCC	July 2017
WS-0153-17	Waivers and a design review for a portion of the Showcase Mall for a building addition and modified the existing plaza, sidewalks, and landscape areas along Las Vegas Boulevard South	Approved by BCC	April 2017
WS-0579-16	Amended sign plan for the Showcase Mall with façade change to a portion of the site	Approved by BCC	October 2016

There have been several other land use applications for this site. The applications listed above are the most recent.

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Commercial Tourist	H-1	Commercial development
South & East	Commercial Tourist	H-1	MGM Grand Resort Hotel
West	Commercial Tourist	H-1	Park MGM & New York-New York Resort Hotel

Related Applications

Application Number	Request
VS-21-0608	A vacation for a pedestrian easement area for proposed signs is a companion item on this agenda.

STANDARDS FOR APPROVAL:

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

Analysis

Current Planning

Waivers of Development Standards

According to Title 30, the applicant shall have the burden of proof to establish that the proposed request is appropriate for its existing location by showing that the uses of the area adjacent to the property included in the waiver of development standards request will not be affected in a substantially adverse manner. The intent and purpose of a waiver of development standards is to modify a development standard where the provision of an alternative standard, or other factors which mitigate the impact of the relaxed standard, may justify an alternative.

Code allows alternative sign standards to be approved within the Resort Corridor if the signs result in the development having a visual character which is compatible with adjacent developments. The proposed signs are compatible with other signs in the area and are in harmony with the unique nature of signage along Las Vegas Boulevard South and within the Resort Corridor; therefore, staff can support this request.

Design Review

Staff finds that the proposed signs are compatible with the existing developments along Las Vegas Boulevard South and comply with Urban Specific Policy 20 of the Comprehensive Master Plan which states that all signage should be compatible with building styles on-site and also with surrounding developments. Las Vegas Boulevard South is also designated and recognized as a National Scenic Byway; therefore, the signs further promote this designation and are appropriate and compatible with the surrounding uses and area. Staff can support this request.

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

- 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; 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.

Building Department - Fire Prevention

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: SUZANNE LASPINA

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