

SIGNS
(TITLE 30)

HARMON AVE/LAS VEGAS BLVD S

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

WS-22-0238-BPS HARMON, LLC:

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

DESIGN REVIEWS for the following: **1)** modifications to an approved comprehensive sign package; and **2)** increased animated sign area in conjunction with an existing shopping center (Harmon Corner) on 2.2 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the northeast corner of Las Vegas Boulevard South and Harmon Avenue within Paradise. JG/jvm/ja (For possible action)

RELATED INFORMATION:

APN:

162-21-214-004; 162-21-214-005

WAIVERS OF DEVELOPMENT STANDARDS:

1. Increase wall sign area to 28,490 square feet where 28,292 square feet was previously approved.
2. Increase the animated sign area to 24,706 square feet where 22,546 square feet was previously approved.
3. Increase the number of animated signs to 12 where 11 were previously approved.

DESIGN REVIEWS:

1. Modifications to an approved comprehensive sign plan for an existing shopping center.
2. Increase animated sign area to 24,706 square feet where 22,546 square feet was previously approved.

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3712 Las Vegas Boulevard South
- Site Acreage: 2.2
- Project Type: Amended sign plan

Site Plan

The site plan depicts 8 retail sales and service structures (kiosks) set back 3 feet from a pedestrian right-of-way along Harmon Avenue. Display materials are shown on all 4 sides of the kiosks. As a result, customers will be able to queue on all sides of the structures. A 10 foot wide pedestrian access easement, located on the subject property, runs along the east side of the kiosks, and a sidewalk is located along the west side of the kiosks.

The remainder of the site consists of a shopping center located on the north side of the property and parking area located on the east side of the property. Including the additional 3,035 square feet of retail space, 490 parking spaces are required where 159 parking spaces are provided and 148 parking spaces were previously approved.

Signage

The signage requested with this application includes the following: 1 animated sign that wraps the street frontage from the southeast corner along Harmon Avenue to the northwest corner at Las Vegas Boulevard South. Various kiosk signs that are at several different levels, including on roofs, depending on the shape of the individual kiosk. In addition, new wall signage is proposed on the second floor of the shopping mall.

The following table is a summary for signage:

Type of Sign	Approved (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
Wall	28,292	198	28,490	2,716	23	6	29
Directional	120	0	120	32	2	0	2
Hanging	479	0	479	32 per tenant	6	0	6
Projecting	62	0	62	32 per tenant	1	0	1
Overall Total	28,953	198	29,151	n/a	32	6	38

The details for animated signs are listed below:

Type of Sign	Approved (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
Animated	22,546	2,160	24,706	150	11	1	12

The details for the kiosk signs are listed below:

Type of Sign	Approved (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	# of Existing Signs	# of Proposed Signs	Total # of Signs
Kiosk Signs	0	70	70	0	7	7
Non-Regulated Kiosk Signs	0	210	210	0	21	21

** The non-regulated kiosk signs are those that are not visible from a public right-of-way.

Applicant's Justification

Approval of this request will add to the visual interest along this section of Las Vegas Boulevard South and this site and the surrounding area will not be detrimentally effected.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-21-0646	Various uses within the mall and allowed outdoor kiosks for retail sales	Approved by BCC	December 2021
AR-21-400125 (UC-20-0169)	First application for review of retail sales as a primary use/kiosks	Approved by BCC	September 2021
VS-20-0271	Vacated and abandoned easements along with right-of-way for Harmon Avenue and Las Vegas Boulevard South	Approved by BCC	August 2020
UC-20-0169	Allowed retail sales as a primary use outside/kiosks	Approved by BCC	June 2020
UC-19-0408	Recreational facility in conjunction with a shopping center	Approved by BCC	July 2019
VS-18-0155	Vacated and abandoned a public access easement (driveway)	Approved by PC	April 2018
WS-1029-17	Reduced parking, façade changes, and a mezzanine addition to the existing shopping center	Approved by BCC	January 2018
UC-0800-17	Allowed on-premises consumption of alcohol (service bar) in conjunction with an existing restaurant (Subway)	Approved by BCC	November 2017
UC-0224-17	Allowed on-premises consumption of alcohol (tavern/self-serve beer structure)	Approved by BCC	June 2017
WS-0069-17	Modified landscape planters and fencing within Harmon Avenue	Approved by BCC	March 2017
WS-0324-16	Shade structures, façade changes, and modified a comprehensive sign plan for a proposed restaurant (Taco Bell Cantina)	Approved by BCC	June 2016
ADR-0596-15	Shade structures within outside dining area (Subway)	Approved by ZA	July 2015
UC-0241-13 (ET-0068-14)	First extension of time to review outside retail sales structures until November 20, 2015 to review - expired	Approved by BCC	July 2014
UC-0241-13	Allowed additional commercial uses within a shopping center and outside retail sales structures subject to 6 months to review outside retail sales structures	Approved by BCC	November 2013
UC-0008-12	Allowed commercial uses in H-1 zoning and permit outside retail sales - expired	Approved by BCC	March 2012
UC-0518-11	Allowed on-premises consumption of alcohol (tavern) in conjunction with a shopping center - the application included other land uses which were withdrawn without prejudice at the PC meeting	Approved By PC	December 2011

Prior Land Use Requests

Application Number	Request	Action	Date
UC-0608-10	Redesigned a shopping center and pharmacy including the pedestrian bridge across Harmon Avenue	Approved by BCC	February 2011
TM-0025-10	Harmon Center commercial subdivision	Approved by PC	July 2010
UC-0174-10	Shopping center, pharmacy, packaged beer and wine sales, packaged liquor sales, including waivers to reduce parking, parking lot landscaping, and allowed tandem parking	Approved by BCC	June 2010

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North & East	Commercial Tourist	H-1	Planet Hollywood Resort Hotel & Miracle Mile shopping center
South	Commercial Tourist	H-1	Commercial building (former Harley Davidson Café) & parking garage
West	Commercial Tourist	H-1	CityCenter & The Cosmopolitan Resort Hotel

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 within the Resort Corridor that can be approved 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. Similar waivers have been approved for other developments along Las Vegas Boulevard South and within the Resort Corridor. Therefore, staff can support these requests.

Design Reviews

Staff finds that the proposed signs are compatible with the existing developments along Las Vegas Boulevard South, and complies with the 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 is appropriate and compatible with the surrounding uses and area. Additionally, similar requests to increase the area of animated signs for other developments along Las Vegas Boulevard South have been approved.

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:

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

- Permits for any structures and signs in the areas approved to be vacated by VS-20-0271 shall not be issued until said vacation records.
- Applicant is advised that signs, structures, and landscaping shall not encroach into public right-of-way, easements, or sight-visibility zones.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC:

APPROVALS:

PROTESTS:

APPLICANT: BPS HARMON, LLC

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