

SIGNAGE
(TITLE 30)

LAS VEGAS BLVD S/PARK AVE

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

WS-23-0108-SG VEGAS OWNER LLC:

WAIVERS OF DEVELOPMENT STANDARDS for the following: **1)** reduce setbacks; and **2)** increase the number of projecting signs.

DESIGN REVIEW for modifications to an approved comprehensive sign package in conjunction with an existing shopping center on a 1.8 acre portion of a 6.0 acre site in an H-1 (Limited Resort and Apartment) (AE-60) Zone.

Generally located on the east side of Las Vegas Boulevard South, 1,332 feet north of Tropicana Avenue within Paradise. JG/hw/syp (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. Reduce the setback for a proposed projecting sign to 9.4 feet where a minimum setback of 10 feet is required per Table 30.40-7, Section 30.56.040, Section 30.56.060 & Table 30.70-1 (a 6% reduction).
2. Increase the number of projecting signs per tenant to 2 signs where a maximum of 1 projecting sign per tenant is allowed per Table 30.70-1 (a 100% increase).

DESIGN REVIEW:

1.
 - a. Modifications to an approved comprehensive sign package for an existing shopping center (Showcase Mall).
 - b. Increase projecting sign area to 1,667 square feet where 1,424 square feet was previously approved (a 17% increase) and where a maximum of 32 square feet is allowed per Table 30.70-1.
 - c. Increase the total number of projecting signs to 10 signs where a total of 8 projecting signs were previously approved (a 25% increase).

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 3767 Las Vegas Boulevard South
- Site Acreage: 1.8 (portion)
- Project Type: Signage
- Building Height (feet): 130 (per WS-22-0099)
- Square Feet: 243 (both faces of projecting sign)

Site Plan & Request

The site plan depicts an existing shopping center (Showcase Mall) located on the eastside of Las Vegas Boulevard South. The applicant is requesting to construct a singular projecting sign structure with 2 sign faces on the northern portion of the existing Showcase Mall building, and as a result, modify the approved comprehensive sign plan for the Showcase Mall. The location of the proposed projecting sign on the site is shown to be in front of the existing Olive Garden and Brewdog Brew Pub located approximately 1,332 feet north of Tropicana Avenue on the west side of the existing building. The proposed projecting sign is shown to be set back 4 feet 8 inches from the western property line; 9 feet 5 inches from the right-of-way line of Las Vegas Boulevard South and 27 feet 10 inches from the back of curb of Las Vegas Boulevard South. The site plan indicates that the proposed sign will project approximately 8.5 feet from the existing building over the sidewalk with a 12.7 foot overhead clearance. The plans indicate that the sign will not be within the public pedestrian access easement or right-of-way.

Signage

The elevations provided show that the proposed projecting sign will be placed on a wall over the entrance to the existing Olive Garden and Brewdog Brew Pub. This façade of the building already contains several wall signs and 3 projecting signs that serve to advertise other nearby businesses. The sign itself will contain 2 sign faces with each side measuring 10 feet high and 12 feet 2 inches wide, for an area of 121.7 square feet for each face. Each sign face will be broken into 2 panels with each panel containing a different graphic, 1 for Olive Garden and the other for the Brewdog Brew Pub. The Olive Garden graphic measures out at 37.7 square feet, while the Brewdog graphic is approximately 38.3 square feet. The portion of the projecting sign attached to the building will measure 18.3 feet wide and the sign will project 8.5 feet from the building face to the farthest point of the sign. The 2 sign faces will be separated from each other by a 100 degree angle. The projecting sign is proposed to have an overhead clearance above the sidewalk of 12.7 feet. The proposed sign will also have a metal panel on the bottom of the sign with scintillating lights, and the overall structure will be constructed using a steel frame.

Table summarizing signage is provided 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
Freestanding	426	0	426	3,890	5	0	5
Wall*	47,046	0	47,046	4,320	94	0	94
Directional	35	0	35	32 (per tenant)	6	0	6
Projecting	1,424	243	1,667	32 (per tenant)	8	2	10
Hanging	34	0	34	32 (per tenant)	5	0	5
Overall Total	48,965	243	49,208	N/A	118	2	120

*The wall signs also contain animation.

Details for animated signs 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	6,837	0	6,837	N/A	19	0	19
Video Units	19,364	0	19,364	N/A	27	0	27
Overall Total	26,201	0	26,201	150	46	0	46

**The tables above describe the signage for all portions of the Showcase Mall.

Applicant's Justification

The applicant states that the proposed projecting sign is needed in order to better compete visually with the surrounding area given the number of signs currently located on the Showcase Mall property. In addition, they state the sign will be used to help reduce the confusion that customers have regarding the location of the entrance to both Olive Garden and Brewdog Brew Pub. The applicant also states that the sign is similar in aesthetics and size to other signs within the Showcase Mall property, and along the Las Vegas Boulevard corridor. Finally, the applicant indicates that the sign will not pose any safety hazards given that it is not animated, is raised well above the sidewalk, and is sufficiently set back from the traveled portion of Las Vegas Boulevard South.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-22-0099	Roof signs, encroachment into airspace, and modifications to an approved comprehensive sign package (Brewdog Brew Pub)	Approved by BCC	April 2022
UC-22-0066	Brew pub, craft distillery, and outside dining and drinking	Approved by BCC	April 2022

Prior Land Use Requests

Application Number	Request	Action	Date
WS-21-0607	Modification to an approved comprehensive sign plan (Fly Over Las Vegas)	Approved by BCC	December 2021
VS-21-0608	Vacated and abandoned a portion of a pedestrian easement which includes air space (11 feet above existing grade) and a portion of the ground easement area (Fly Over Las Vegas signage recorded)	Approved by BCC	December 2021
WS-21-0312	Modification to an approved comprehensive sign plan (Olive Garden)	Approved by BCC	August 2021
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-19-0837	Modification to an approved comprehensive sign plan (Burlington)	Approved BCC	December 2019
WS-19-0239	Amended sign plan for the Showcase Mall	Approved by BCC	May 2019
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 facade 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	Entertainment Mixed-Use	H-1	Mosaic shopping center
South & East	Entertainment Mixed-Use	H-1 & H-1 (AE-60)	MGM Grand Resort Hotel
West	Entertainment Mixed-Use	H-1 & H-1 (AE-60)	Park MGM & New York New York Resort Hotels

STANDARDS FOR APPROVAL:

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

Analysis

Comprehensive 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.

Waiver of Development Standards #1

While staff finds that there may be other design solutions that could otherwise reduce the need to request reduced setbacks for the proposed sign, the projecting sign as proposed is sufficiently setback from the traveled portion of Las Vegas Boulevard South and is not designed with any animation that may create a safety concern. In addition, the design of the sign is similar in setback and scale to other projecting signs in the area with no discernable concerns. For these reasons, staff can support this waiver.

Waiver of Development Standards #2

The Development Code currently permits 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. Staff finds that the proposed sign is compatible with other signs in the area, as the surrounding area has several other projecting signs with a similar construction. In addition, staff finds that the proposed projecting sign is in harmony with the unique nature of the signage along Las Vegas Boulevard South and within the Resort Corridor. As a result, staff finds that an additional projecting sign in this area would not create any negative effects on the surrounding area and can support this request.

Design Review

Overall, staff finds that the proposed sign is compatible with the existing developments along Las Vegas Boulevard South and with the other signage within the Showcase Mall development. The modifications to the already existing comprehensive sign package comply with Policy 6.2.1 of the Master Plan which states that all new development should be compatible with the established neighborhood in terms of building styles on-site, and also with surrounding

developments. Policy 5.1.3 of the Master Plan also states that tourism is one of the bases of the local economy and should continue to be enhanced where possible. Given that Las Vegas Boulevard South is designated and recognized as a National Scenic Byway, and signage contributes to this important designation, staff finds that the proposed signage and modifications to the approved sign package are in compliance with Policy 5.1.3 and the proposed signage is appropriate and compatible with the surrounding uses and would contribute to the overall visual atmosphere of the Las Vegas Boulevard South corridor. For these reasons, 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 Master Plan, Title 30, and/or the Nevada Revised Statutes.

PRELIMINARY STAFF CONDITIONS:

Comprehensive 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.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: KATIE PEEL

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