

05/17/23 BCC AGENDA SHEET

WALL SIGN
(TITLE 30)

PARADISE RD/ELVIS PRESLEY BLVD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

AR-23-400025 (WS-0104-17)-GVI SHLV OWNER, LLC:

WAIVER OF DEVELOPMENT STANDARDS SECOND APPLICATION FOR REVIEW

for increased wall sign area.

DESIGN REVIEW for a wall sign in conjunction with an existing extended stay hotel (SpringHill Suites) on a portion of 1.7 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the west side of Paradise Road, 300 feet south of Elvis Presley Boulevard within Winchester. TS/lm/syp (For possible action)

RELATED INFORMATION:

APN:

162-09-703-020 ptn

WAIVER OF DEVELOPMENT STANDARDS:

Increase wall sign area on the east façade to 9,500 square feet where a maximum of 410 square feet is permitted per Table 30.72-1 (a 2,217% increase).

LAND USE PLAN:

WINCHESTER/PARADISE - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 2989 Paradise Road
- Site Acreage: 1.7 (portion)
- Project Type: Wall sign
- Square Feet: 9,500

Site Plans

The original plans depict an existing extended stay hotel (SpringHill Suites) on a portion of a 1.7 acre site. Access to the site is from Paradise Road.

Signage

The approved plans show wall signage consisting of a 9,500 square foot vinyl wrap sign located on the entire east façade of the hotel tower facing Paradise Road.

Two vinyl wrap signs totaling 29,921 square feet were approved on the entire south façade of the hotel tower and parking garage by action of WS-0528-12 in October 2012.

Previous Conditions of Approval

Listed below are the approved conditions for AR-21-400086 (WS-0104-17):

Current Planning

- Until November 20, 2022 to 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.

Listed below are the approved conditions for WC-18-400219 (WS-0104-17):

Current Planning

- Until November 20, 2020 to commence and review;
- During the period of time from now until November 20, 2020 advertising shall not be allowed on the north side of the property facing Turnberry Place;
- Signs on the east, west and south sides of the building may be displayed concurrently;
- 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.

Listed below are the approved conditions for WS-0104-17:

Current Planning

- 2 years to commence and review;
- No overlapping of events for the east and south signs which may not be displayed at the same time;
- 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 10 days with a maximum of 6 events per year;
- Signs to be removed immediately 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

The applicant indicates that the site continues to adhere to all previously approved conditions.

Prior Land Use Requests

Application Number	Request	Action	Date
AR-21-400086 (WS-0104-17)	First review for increased the area of temporary wall signs (east face)	Approved by BCC	July 2021
AR-21-400087 (WS-0724-17)	First review for increased the area of temporary wall signs (west face)	Approved by BCC	July 2021
AR-21-400085 (WS-0528-12)	Third application for review for increased wall sign area for vinyl wrap signs totaling 29,921 square feet on the south façade	Approved by BCC	July 2021
WC-18-400222 (WS-0528-12)	Increased the area of temporary wall signs	Approved by BCC	November 2018
WC-18-400220 (WS-0724-17)	Waived conditions of a waiver for an increase in wall sign area (west face)	Approved by BCC	November 2018
WC-18-400219 (WS-0104-17)	Waived conditions of a waiver and design review for an increase in the area of a temporary wall sign (east face)	Approved by BCC	November 2018
WS-0528-12 (AR-0131-17)	Second review for increased area of temporary wall signs	Approved by BCC	October 2017
WS-0724-17	Increased wall sign area (west facade)	Approved by BCC	October 2017
WS-0104-17	Increased wall sign area (east façade)	Approved by BCC	April 2017
WS-0528-12 (ET-0121-14)	First review for increased wall sign area for vinyl wrap signs on the south façade	Approved by BCC	December 2014
WS-0528-12	Increased wall sign area for vinyl wrap signs totaling 29,921 square feet on the south façade	Approved by BCC	October 2012
UC-0381-07	2 extended stay hotels	Approved by BCC	June 2007

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North & West	Entertainment Mixed-Use	P-F	Convention center parking lot
South	Public Use	P-F	Convention center parking lot
East	Entertainment Mixed-Use	H-1	Westgate Resort Hotel

Related Applications

Application Number	Request
AR-23-400028 (WS-0528-12)	Application to review temporary signage for the south facade is a related item on this agenda.

Related Applications

Application Number	Request
AR-23-400029 (WS-0724-17)	Application to review temporary signage for the west facade is a related item on this agenda.

STANDARDS FOR APPROVAL:

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

Analysis

Comprehensive Planning

Title 30 standards of approval for an application for review 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 since the original approval.

The approved signage is for the east elevation of the building. Staff can support the request with a condition to review until November 20, 2024 to coincide with AR-23-400029 (west wrap) and AR-23-400028 (south wrap).

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

- Until November 20, 2024 to 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.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Winchester - approval.

APPROVALS:

PROTEST:

APPLICANT: GVI SHLV OWNER, LLC

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