

05/17/23 BCC AGENDA SHEET

TEMPORARY WALL SIGNS
(TITLE 30)

PARADISE RD/ELVIS PRESLEY BLVD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

AR-23-400029 (WS-0724-17)-GVI SHLV OWNER, LLC:

WAIVER OF DEVELOPMENT STANDARDS SECOND APPLICATION FOR REVIEW

for an increase in the area of temporary wall signs.

DESIGN REVIEW for wall signs 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 western façade of the hotel tower to 10,000 square feet where a maximum of 400 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
- Signage Square Feet: 10,000

Site Plans

The approved 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 original plans depict proposed wall signage consisting of a 10,000 square foot vinyl wrap sign located on the entire western façade of the hotel tower facing Las Vegas Boulevard South located approximately 1,800 feet to the west.

Previous Conditions of Approval

Listed below are the approved conditions for AR-21-400087 (WS-0724-17):

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-18-400220 (WS-0724-17):

Current Planning

- Until November 20, 2020 to commence and review to coincide with WS-0528-12 (AR-0131-17) and WS-0104-17;
- 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-0724-17:

Current Planning

- Until April 5, 2019 to commence and review to coincide with WS-0528-12 (AR-0131-17) and WS-0104-17;
- Sign to be used in conjunction with either the south or east 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 sign 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 no signage has been displayed on the west elevation since the last approval in July 2021. Additionally the applicant indicates that the site has plans to actively use the wall signs once construction on the Las Vegas Convention and Visitors Authority property to the west is completed.

Prior Land Use Requests

Application Number	Request	Action	Date
AR-21-400086 (WS-0104-17)	First review for increased area of temporary wall signs (east face)	Approved by BCC	July 2021
AR-21-400087 (WS-0724-17)	First review for increased area of temporary wall signs (west face)	Approved by BCC	July 2021
AR-21-400085 (WS-0528-12)	Third review for increased wall sign area for vinyl wrap signs 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 wall sign area for vinyl wrap signs on the south facade	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-23-400025 (WS-0104-17)	Application to review temporary signage for the east facade is a related item on this agenda.
AR-23-400028 (WS-0528-12)	Application to review temporary signage for the south 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 west elevation of the building. As the opportunity for signage has not occurred since the last review, staff can support the request with the condition until November 20, 2024 to review to coincide with AR-23-400025 (east 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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