

SIGNAGE  
(TITLE 30)

LAS VEGAS BLVD S/RESORTS WORLD DR

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**DR-20-0526-RESORTS WORLD LAS VEGAS, LLC:**

**DESIGN REVIEWS** for the following: **1)** modify an existing comprehensive sign plan (Resorts World Hotel Casino); **2)** increase the overall freestanding sign area; **3)** increase the overall wall sign area; and **4)** increase the overall animated sign area in conjunction with an approved resort hotel (Resorts World) on 87.8 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the west side of Las Vegas Boulevard South, the east side of Sammy Davis Jr. Drive, and the north side of Resorts World Drive within Winchester. TS/jor/ja (For possible action)

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RELATED INFORMATION:

**APN:**

162-09-312-002 through 162-09-312-006; 162-09-413-001 through 162-09-413-003

**DESIGN REVIEWS:**

1. Modify an existing comprehensive sign plan (Resorts World Hotel Casino).
2. Increase the overall freestanding sign area to 10,887 square feet where 7,588 square feet was previously approved and a maximum of 1,560 square feet is permitted per Table 30.72-1.
3. Increase the overall wall sign area to 105,922 square feet where 102,138 square feet was previously approved and a maximum of 12,500 square feet is permitted per Table 30.72-1.
4. Increase the overall animated signage to 397,821 square feet where 107,315 square feet was previously approved and a maximum of 1,970 square feet is permitted per Table 30.72-1.

**LAND USE PLAN:**

WINCHESTER/PARADISE - COMMERCIAL TOURIST

**BACKGROUND:**

**Project Description**

General Summary

- Site Address: 3000 Las Vegas Boulevard South
- Site Acreage: 87.8
- Project Type: Comprehensive sign plan for an approved resort hotel (Resorts World)

### History & Site Plan

UC-0588-13 was approved for a site redesign of a previously approved High Impact Project (Echelon Place Resort Hotel) to integrate a new resort hotel, Resorts World. This establishment features a casino, showrooms, live entertainment, retail center, indoor and outdoor dining, recreational facility, hotel rooms, convention space, high-rise towers, and other commercial components. In addition, ADR-19-900875, UC-18-0541, and UC-0650-17, were previously approved for modifications to Resorts World site design. The site has an area of 87.8 acres and has frontage on Las Vegas Boulevard South, Resorts World Drive, and Sammy Davis Jr. Drive. Access to the site is provided from all of the adjacent streets.

With the addition of the underground people moving system approved via DR-20-0261, the most recent application related to the updated site design is ADR-19-900875 which includes the following: a portion of the valet area along the northwest corner of the site will be set up for oversize parking for guests and portions of the valet parking will also be reconfigured to allow bus, taxi, and rideshare queuing; the Asian themed retail building has been moved to a future phase; a smaller, 1 story version of the convention center will be added to Phase 1; the second porte-cochere on the west tower was eliminated due to reconfiguration of the hotel; the north tower will remain as a 10 story tower; east tower lobbies, drive aisles, and valet tunnels were reconfigured; the structure over the “spine” plaza has been set for a future phase; the “spine”, which houses retail and restaurant uses, will have a modern façade design with balconies and outdoor patios which face Las Vegas Boulevard South; the southeast corner will have a cube design which encompasses a night club, ballroom, and roof area for views of the resort corridor; The day club has been reconfigured to be in conjunction with the night club; the pullout/drop-off area has been removed; modern architectural elements are incorporated into the overall design while keeping a subtle Asian theme; the theater façade were also updated; solar shading was added to the horizontal grill of the west tower; and lastly, the LED display at the end of the east tower was resized to have better proportions to the project.

The applicant is proposing to update the comprehensive sign plan which lists a variety of signage types, such as freestanding signs, monument signs, wall signs, and projection signs.

### Signage

DR-20-0015 was previously approved for 13 wall signs ranging from 760 square feet to 62,550 square feet distributed throughout the site, and a 150 foot high, 7,588 square foot freestanding sign located on the northeastern portion of the site. All of the wall signs and part of the freestanding sign are animated. UC-20-0174 approved a temporary wall sign (static) to be on-site for 18 months. The temporary sign is located on the south facing elevation of the parking garage and has an overall area of 1,419 square feet.

Today, the applicant is proposing additional freestanding signs, monument signs, wall signs, and projection signs. Per the applicant, projection signs are animated signage that is projected onto surfaces of the buildings on-site.

The applicant is proposing the following update to the Resorts World comprehensive sign plan:

Distributed throughout the entire Resorts World site –

- 14 freestanding signs (animated) which have a combined overall area of 1,159 square feet.
- 11 monument signs (animated) which have a combined overall area of 236 square feet.
- 2 monument signs (static) which have a combined overall area of 22 square feet.

Resorts World podium area –

- 15 wall signs (static) with an overall combined area of 3,784 square feet.
- 6 wall signs (animated) with an overall combined area of 20,555 square feet.
- 3 projection signs (animated) with an overall combined area of 106,110 square feet.

Resorts World Day Club area –

- 2 wall signs (animated) with an overall combined area of 950 square feet.
- 2 projection signs (animated) with an overall combined area of 4,166 square feet.

Resorts World theater area –

- 2 projection signs (animated) with an overall combined area of 54,850 square feet.

Resorts World parking garage –

- 4 projection signs (animated) with an overall combined area of 64,100 square feet.

Resorts World pavilion –

- 3 projection signs (animated) with an overall combined area of 100,130 square feet.

Resorts World central plant –

- 3 projection signs (animated) with an overall combined area of 40,500 square feet.

Resorts World portal –

- 4 free standing signs (static) with an overall combined area of 560 square feet.
- 2 projection signs (animated) with an overall combined area of 1,580 square feet.

Resorts World facilities building –

- 1 wall sign (animated) with an overall area of 475 square feet.
- 1 projection sign (animated) with an overall area of 3,010 square feet.

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
*Freestanding	7,588	3,299	10,887	1,560	1	20	21
*Monument	0	258	258	910	0	13	13
*Wall	102,138	3,784	105,922	12,500	14	15	29
**Projection	0	374,446	374,446	3,000	0	20	20
Overall Totals	109,726	381,787	491,513	17,970	15	68	83

\*The freestanding, monument, and wall signs also contain animation.

\*\*All proposed projection signs are animated.

Type of sign	Approved (sq. ft)	Proposed Animated (sq. ft)	Proposed Projection (sq. ft)	Total (sq. ft)	Allowed per Title 30 (sq. ft)	# of existing signs	# of proposed signs	Total # of signs
Animated	107,315	23,375	374,446	397,821	1,970	14	34	48

#### Applicant's Justification

Per the submitted justification letter, Resorts World is an exceptionally large resort hotel that will be completed in phases. The proposed signage is consistent with what is currently within the Resort Corridor, and the overall design and sign area increase is appropriate for development.

#### **Prior Land Use Requests**

Application Number	Request	Action	Date
ADR-20-900333	Resorts World security dog facility addition	Approved by ZA	August 2020
DR-20-0261	Resorts World people mover system from the Las Vegas Convention Center to Resorts World Resort Hotel	Approved by BCC	August 2020
SC-20-0191	Street name change to Genting Boulevard	Approved by PC	June 2020
SC-20-0192	Street name change to Resorts World Avenue	Approved by PC	June 2020
SC-20-0193	Street name change to Goh Tong Way	Approved by PC	June 2020
UC-20-0174	Fabric membrane structure (convention exposition hall) and temporary wall sign (static) in conjunction with an approved resort hotel (Resorts World)	Approved by BCC	May 2020
DR-20-0015	Comprehensive Sign Plan (Resorts World), increased overall wall sign area, increased overall freestanding sign area, increased the height of a freestanding sign, and increased the overall animated sign area	Approved by BCC	March 2020
ADR-19-900875	Modified a previously approved resort hotel (Resorts World)	Approved by ZA	January 2020

**Prior Land Use Requests**

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
AR-18-400272 (WS-0029-17)	Third application for review to temporarily waive full off-site improvements (including curb, gutter, sidewalk, lighting, and partial paving) in conjunction with an approved resort hotel (Resorts World)	Approved by BCC	February 2019
UC-18-0541	Modified an approved High Impact Project; recreational facility (indoor water park); and deviations as shown per plans on file; deviations for reduced setbacks; reduced the height setback ratio adjacent to an arterial street (Las Vegas Boulevard South); allowed primary access to a shopping center (with commercial, retail, & restaurant uses) from the exterior of the resort; and all other deviations as shown per plans on file; reduced setbacks, and waived non-standard improvements within the future right-of-way (Las Vegas Boulevard South); and design reviews for modifications to an approved High Impact Project, a resort hotel (Resorts World) and all associated and accessory uses and all other accessory and incidental buildings and structures	Approved by BCC	September 2018
TM-18-500091	1 lot commercial subdivision	Approved by PC	July 2018
AR-18-400076 (WS-0029-17)	Second application for review to temporarily waive full off-site improvements (including curb, gutter, sidewalk, lighting, and partial paving) in conjunction with an approved resort hotel (Resorts World)	Approved by BCC	June 2018
WS-0029-17 (AR-0130-17)	First application for review to temporarily waive full off-site improvements (including curb, gutter, sidewalk, lighting, and partial paving) in conjunction with an approved resort hotel (Resorts World)	Approved by BCC	October 2017
VS-0708-17	Vacated and abandoned a portion of right-of-way being Resorts World Drive	Approved by BCC	October 2017
UC-0650-17	Modifications to an approved resort hotel (Resorts World)	Approved by BCC	October 2017

### Prior Land Use Requests

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
WS-0029-17	Temporarily waived full off-site improvements (including curb, gutter, sidewalk, lighting, and partial paving) in conjunction with an approved resort hotel (Resorts World)	Approved by BCC	March 2017
UC-0642-16	Resort hotel with deviations for signs in conjunction with a resort hotel	Withdrawn by BCC	November 2016
ORD-0225-16	Ordinance to adopt the third amendment to the Development Agreement for Resorts World	Approved by BCC	April 2016
DA-0189-16	Third amendment to the Development Agreement for Resorts World	Approved by BCC	April 2016
UC-0754-15	Modified an approved resort hotel (Resorts World) for Phase I of development	Approved by BCC	January 2016
VS-0212-13 (ET-0028-15)	First extension of time to vacate a portion of Echelon Resort Drive at the northwest corner of Echelon Resort Drive and Las Vegas Boulevard South	Approved by BCC	June 2015
ZC-0218-14	Expanded the Gaming Enterprise District along the western boundary of the site and modified an approved High Impact Project (Resorts World)	Approved by BCC	July 2014
UC-0588-13	Modified an approved High Impact Project for a resort hotel (Resorts World)	Approved by BCC	December 2013
TM-0113-13	Commercial subdivision for the Resorts World site	Approved by PC	August 2013
UC-0217-13	Changed and modified temporary aesthetic improvements in conjunction with a resort hotel (Resorts World) - expired	Approved by BCC	June 2013
VS-0212-13	Vacated and abandoned a portion of Echelon Resort Drive at the northwest corner of Echelon Resort Drive and Las Vegas Boulevard South	Approved by BCC	June 2013
RS-0077-13	Record of Survey for Las Vegas Boulevard South adjacent to the site	Reviewed by Staff	May 2013
UC-0380-12	Temporary aesthetic improvements in conjunction with a developing resort hotel (Echelon Resort) - expired	Approved by BCC	September 2012
DR-0556-08 (ET-0034-12)	Second extension of time for a private pedestrian grade separated walkway/sidewalk (tunnel)	Approved by BCC	July 2012
UC-0709-07 (ET-0033-12)	Second extension of time to expand the Gaming Enterprise District along the western boundary of the site	Approved by BCC	July 2012
UC-0126-07 (ET-0032-12)	Second extension of time for modifications to a resort hotel	Approved by BCC	July 2012

### Prior Land Use Requests

<b>Application Number</b>	<b>Request</b>	<b>Action</b>	<b>Date</b>
UC-1286-06 (ET-0031-12)	Second extension of time for a resort hotel	Approved by BCC	July 2012
AG-0460-12	24 month report for the Echelon Resort	Approved by BCC	July 2012
ORD-0458-12	Ordinance to adopt the second amendment to the Development Agreement for Echelon Resort	Approved by BCC	July 2012
DA-0279-12	Second amendment to the Development Agreement for Echelon Resort	Approved by BCC	July 2012
DR-0556-08 (ET-0112-10)	First extension of time for a private pedestrian grade separated walkway/sidewalk (tunnel)	Approved by BCC	August 2010
ZC-0747-09	Reclassified a portion of the site adjacent to the fire station from P-F to H-1 zoning and from H-1 to P-F zoning due to re-conveyance and donation of property	Approved by BCC	February 2010
VS-0720-09	Vacated and abandoned excess right-of-way	Approved by PC	January 2010
DR-0556-09	Improvements including a sidewalk, landscaping and fencing for Echelon Resort - expired	Approved by BCC	October 2009
UC-0709-07 (ET-0196-09)	First extension of time to expand the Gaming Enterprise District along the western boundary of the site	Approved by BCC	August 2009
DA-0998-08	First amendment to the Development Agreement for Echelon Resort	Approved by BCC	December 2008
UC-1286-06 (ET-0280-08)	First extension of time for a resort hotel	Approved by BCC	November 2008
UC-0126-07 (ET-0279-08)	First extension of time for modifications to a resort hotel	Approved by BCC	November 2008
DR-0556-08	Private pedestrian grade separated walkway/sidewalk (tunnel)	Approved by BCC	July 2008
DA-1166-07	Original Development Agreement for Echelon Resort	Approved by BCC	November 2007
UC-0709-07	Expanded the Gaming Enterprise District along the western boundary of the site	Approved by BCC	August 2007
UC-0126-07	Expanded and modified a resort hotel design	Approved by BCC	April 2007
UC-1286-06	Resort hotel with accessory uses, reduced parking, reduced setbacks, and encroachment into airspace	Approved by BCC	November 2006

**Surrounding Land Use**

	<b>Planned Land Use Category</b>	<b>Zoning District</b>	<b>Existing Land Use</b>
North	Commercial Tourist	H-1	Circus Circus Resort Hotel & Viva McDonalds
South	Commercial Tourist	H-1	Undeveloped (approved Alon Las Vegas Resort Hotel site)
East	Commercial Tourist	H-1 & P-F	Approved LVCVA parking lot, retail uses, restaurants & undeveloped
West	Commercial Tourist, Public Facilities, & Commercial General	H-1, P-F, C-2, & M-1	Clark County Fire Station, commercial & industrial uses

**STANDARDS FOR APPROVAL:**

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

**Analysis****Current Planning**

Code allows alternative sign standards for resort hotels and for uses that operate in conjunction with resort hotels that can be approved if they result in the development having a visual character which is more compatible with adjacent developments. The proposed signage is consistent in design and scale with signage for other resort hotels and uses within the Resort Corridor. Similar requests have been approved for other locations within the Resort Corridor. Additionally, the proposed signage complies with Urban Land Use Policy 20 which states that signage should be compatible with building styles both on-site and the surrounding developments; therefore, staff can support these requests.

**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 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**

- Coordinate with Public Works - Traffic Management Division.



**Clark County Water Reclamation District (CCWRD)**

- No comment.

**TAB/CAC:**

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** RESORTS WORLD LAS VEGAS, LLC

**CONTACT:** GREG BORGEL, 300 S. 4TH STREET, SUITE 1400, LAS VEGAS, NV 89101