

SIGNAGE
(TITLE 30)

LAS VEGAS BLVD S/RUSSELL RD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

WS-20-0554-LAS VEGAS PINBALL COLLECTORS CLUB:

WAIVERS OF DEVELOPMENT STANDARDS for the following: **1)** increased freestanding sign area; **2)** increased wall sign area; and **3)** increased average letter height for a wall sign.

DESIGN REVIEW for signage in conjunction with a museum (pinball) on 1.8 acres in an H-1 (Limited Resort and Apartment) (AE-65) Zone.

Generally located on the east side of Las Vegas Boulevard South, 375 feet south of Russell Road (alignment) within Paradise. JG/sd/jd (For possible action)

RELATED INFORMATION:

APN:

162-33-101-005

WAIVERS OF DEVELOPMENT STANDARDS:

1. Increase freestanding sign area to 2,533 square feet where a maximum of 600 square feet is the standard per Table 30.72-1 (a 322% increase).
2. Increase wall sign area to 4,140 square feet where a maximum of 980 square feet is the standard per Table 30.72-1 (a 322% increase).
3. Increase average letter height for a wall sign to 36 feet where an average letter height of 8 feet is the standard per Table 30.72-1 (a 350% increase).

LAND USE PLAN:

WINCHESTER/PARADISE - COMMERCIAL TOURIST

BACKGROUND:

Project Description

General Summary

- Site Address: 4915 Las Vegas Boulevard South
- Site Acreage: 1.8
- Project Type: signage
- Sign Height (feet): 58 (freestanding)
- Square Feet: 2,533 (freestanding)/4,140 (wall)

Site Plans

The approved plans show a proposed museum (pinball) with accessory arcade located at the rear of the property, approximately 29 feet from the east property line, zero feet from the north and

south property lines, and 386 feet from the west property line. Access to the site is from 1 driveway off of Las Vegas Boulevard South. A 5 foot wide pedestrian walkway is provided from Las Vegas Boulevard South, along the south property line, to the entrance of the building. A total of 89 parking spaces are provided where a minimum of 89 spaces are required. Eight bicycle spaces and 4 motorcycle parking spaces are also provided. An existing off-premises sign (billboard) will remain on the site within a parking landscape island.

Landscaping

The approved plans show a 31 foot wide landscape area (including a 15 foot wide detached sidewalk) within the public right-of-way on Las Vegas Boulevard South. The landscaping within the right-of-way consists of Myoporum shrubs. On-site street landscaping along Las Vegas Boulevard South is 10 feet wide and consists of Dwarf Yaupon Holly shrubs with Mexican Fan Palm trees grouped together near the entrance to the site. An 8 foot wide landscape area with Shoestring Acacia trees are located along the north property line adjacent to the parking area. A guardrail on top of a retaining wall is also shown along the north and south property lines.

Elevations

The approved plans depict a 1 story, 50 foot 2 inch high building constructed of concrete tilt-up wall panels and a glass storefront. The upper portions of the front (west) elevation cantilevers over the entrance to the building. The rear (east) elevation shows clerestory glazing and 2 roll-up overhead doors. The roof is flat, but angles down towards the rear from the 50 foot 2 inch height in the front to a 34 foot 1 inch height in the rear.

Signage

The plans depict a 4,140 square foot, approximately 36 foot tall wall sign on the front (west) elevation of the building comprised of painted letters traced with a faux neon led tubing for accent lighting, and a 58 foot tall, 2,533 square foot, 2 sided animated freestanding sign along Las Vegas Boulevard South which will be set back 10 feet from the future right-of-way and at least 25 feet from the back of curb on Las Vegas Boulevard South.

Applicant's Justification

The applicant states that the wall sign is an integral part of the design of the building which adds to the richness of the strip architecture. In addition they are requesting a reduction in the square footage of the wall sign from what was previously approved. Also, the new freestanding sign will be less bulky and shorter than previously approved.

Prior Land Use Requests

| Application Number | Request | Action | Date |
|----------------------------|--|-----------------|----------------|
| UC-19-0165 | Museum (pinball) | Approved by BCC | May 2019 |
| UC-0601-09 | Resort condominium tower - expired | Approved by BCC | November 2009 |
| UC-0658-05 (ET-0259-07) | First extension of time for a resort condominium tower until August 17, 2009 - expired | Approved by BCC | September 2007 |

Prior Land Use Requests

| Application Number | Request | Action | Date |
|---------------------------|------------------------------------|-----------------|-------------|
| UC-0658-05 | Resort condominium tower - expired | Approved by BCC | August 2005 |

Surrounding Land Use

| | Planned Land Use Category | Zoning District | Existing Land Use |
|---------------|----------------------------------|------------------------|---|
| North & South | Commercial Tourist | H-1 | Undeveloped |
| East | Public Facilities | H-1 & P-F | McCarran International Airport |
| West | Public Facilities | P-F | Las Vegas Metropolitan Police Department substation |

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 & Design Review

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 if the signs result in the development having a visual character which is compatible with adjacent development. 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. Staff finds that the proposed signs are compatible with the existing developments along Las Vegas Boulevard South, and complies with Urban Specific Policy 20 of the Comprehensive Master Plan which states that all signage should be compatible with building styles on-site and also with surrounding development. Las Vegas Boulevard South is also designated and recognized as a National Scenic Byway; therefore, the signs further promote this designation and are appropriate and compatible with the surrounding uses and area.

Department of Aviation

The development will penetrate the 100:1 notification airspace surface for McCarran International Airport. Therefore, as required by 14 CFR Part 77, and Section 30.48.120 of the Clark County Unified Development Code, the Federal Aviation Administration (FAA) must be notified of the proposed construction or alteration.

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

- Expunge all sign approvals associated with UC-19-0165;
- Certificate of Occupancy and/or business license shall not be issued without final zoning inspection.
- 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

- Owner acknowledges that the proposed improvements are within a portion of the area planned for a 200 foot wide right-of-way per Title 30 and the Clark County Transportation Element;
- Owners or its successors shall remove any improvements related to this application or any past or future applications within the planned right-of-way at its own expense, in the event of a sufficient traffic impact upon Las Vegas Boulevard South;
- Coordinate with Public Works - Traffic Management for the Las Vegas Boulevard improvement project;
- Dedicate any right-of-way and easements necessary for the Las Vegas Boulevard improvement project.

Department of Aviation

- Applicant is required to file a valid FAA Form 7460-1, "Notice of Proposed Construction or Alteration" with the FAA, in accordance with 14 CFR Part 77, or submit to the Director of Aviation a "Property Owner's Shielding Determination Statement" and request written concurrence from the Department of Aviation;
- If applicant does not obtain written concurrence to a "Property Owner's Shielding Determination Statement," then applicant must also receive either a Permit from the Director of Aviation or a Variance from the Airport Hazard Areas Board of Adjustment (AHABA) prior to construction as required by Section 30.48 Part B of the Clark County Unified Development Code;
- No building permits should be issued until applicant provides evidence that a "Determination of No Hazard to Air Navigation" has been issued by the FAA or a "Property Owner's Shielding Determination Statement" has been issued by the Department of Aviation.

- Applicant is advised that the FAA's determination is advisory in nature and does not guarantee that a Director's Permit or an AHABA Variance will be approved; that FAA's airspace determinations (the outcome of filing the FAA Form 7460-1) are dependent on petitions by any interested party and the height that will not present a hazard as determined by the FAA may change based on these comments; that the FAA's airspace determinations include expiration dates; and that separate airspace determinations will be needed for construction cranes or other temporary equipment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC:

APPROVALS:

PROTESTS:

APPLICANT: LAS VEGAS PINBALL COLLECTORS CLUB

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