

03/03/21 BCC AGENDA SHEET

SIGNAGE
(TITLE 30)

LAS VEGAS BLVD S/TROPICANA AVE

PUBLIC HEARING
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST
WS-21-0019-N & G SHOWCASE LLC:

WAIVER OF DEVELOPMENT STANDARDS for increased wall sign area.

DESIGN REVIEW for modification to an approved comprehensive sign package on a 0.5 acre portion of a 6.0 acre site in an H-1 (Limited Resort and Apartment) and an H-1 (Limited Resort and Apartment) (AE-60) Zone.

Generally located on the east side of Las Vegas Boulevard South, 950 feet north of Tropicana Avenue within Paradise. JG/bb/jd (For possible action)

RELATED INFORMATION:

APN:

162-21-401-023, 162-21-301-014, 162-21-401-005, 162-21-401-007, 162-21-401-028, and 162-21-401-029 ptn

WAIVER OF DEVELOPMENT STANDARDS:

Increase wall sign area to 41,399 square feet where 34,049 square feet was previously approved and a maximum of 4,320 square feet is permitted per Table 30.72-1.

DESIGN REVIEW:

1. a. Modifications to an approved comprehensive sign package for an existing shopping center.
- b. Increase the number of wall signs to 84 where 83 signs were previously approved per Table 30.72-1.

LAND USE PLAN:

WINCHESTER/PARADISE - COMMERCIAL TOURIST

BACKGROUND:

Project Description

General Summary

- Site Address: 3785 Las Vegas Boulevard South
- Site Acreage: 0.5 (portion)
- Project Type: Signs
- Square Feet: 7,350

Site Plans

The plans show an existing shopping center (Showcase Mall) located along the east side of Las Vegas Boulevard South, approximately 950 feet north of Tropicana Avenue. The request is to modify the approved comprehensive sign package for the Showcase Mall, by adding a painted commercial wall sign for the Coca Cola retail building on parcel 162-21-401-023.

Signage

The plans depict 7,350 square feet of painted mural commercial wall sign area. The building elevation shows a new 105 foot wide by 70 foot high Coca Cola mural on the north wall of the building.

The following table is a summary for signage:

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*	34,049	7,350	41,399	4,320	83	1	84
Directional	35	0	35	32 (per tenant)	6	0	6
Projecting	907	0	907	32 (per tenant)	5	0	5
Hanging	34	0	34	32 (per tenant)	5	0	5
Overall Total	35,451	7,350	42,801	n/a	104	1	105

*The wall signs also contain animation.

The details for animated signs are 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	6,253	0	6,253	n/a	17	0	17
Video Units	14,495	0	14,495	n/a	20	0	20
Overall Total	20,748	0	20,748	150	37	0	37

Applicant's Justification

The applicant is proposing to paint a large mural for commercial advertisement on the north side of the existing building located at 3785 Las Vegas Boulevard South. The sign will cover an area 105 feet in width and 70 feet in height. The previous mural did not convey a commercial message. The proposed mural will enhance the Coca Cola store's presence on Las Vegas Boulevard and at the Showcase Mall.

Prior Land Use Requests

Application Number	Request	Action	Date
WS-19-0866	Amended sign plan for the Showcase Mall	Approved by BCC	December 2019
WS-19-0239	Amended sign plan for the Showcase Mall	Approved by BCC	May 2019
AR-18-400206 (UC-0125-14)	Second application for review for an outdoor ticket sales structure approved until September 17, 2023	Approved by BCC	November 2018

Prior Land Use Requests

Application Number	Request	Action	Date
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 to modify 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 façade change to a portion of the site	Approved by BCC	October 2016
UC-0125-14 (AR-0068-15)	First application for review for an outdoor ticket sales structure approved until September 17, 2018 for review as a public hearing	Approved by BCC	October 2015
WS-0683-12 (ET-0119-14)	First extension of time to reduce setbacks and eliminate landscaping for new access and entry features	Approved by BCC	December 2014
UC-0125-14	Outdoor ticket sales structure	Approved by BCC	September 2014
WS-0410-13	Modified sign package for wall and projecting signs	Approved by BCC	August 2013
WS-0154-13	Modified sign package	Approved by BCC	May 2013
WS-0683-12	Reduced setbacks and eliminated landscaping for new access and entry features	Approved by BCC	January 2013
WS-0332-12	Modified sign package	Approve by BCC	August 2012
WS-0104-11	Modified sign package	Approved by BCC	May 2011
WS-0425-10	Signs for the Hard Rock Café	Approved by BCC	October 2010

Prior Land Use Requests

Application Number	Request	Action	Date
WS-0325-10	Parking garage wall sign	Approved by PC	September 2010
WS-0649-09	Wall sign with increased projection	Approved by BCC	December 2009
VC-0211-94	Changes to an approved shopping center	Approved by PC	March 1994
UC-285-92	Original application to approve the shopping center	Approved by BCC	October 1992

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Commercial Tourist	H-1	Commercial development
South & East	Commercial Tourist	H-1	MGM Grand Resort Hotel
West	Commercial Tourist	H-1	Park MGM & New York-New York Resort Hotel

STANDARDS FOR APPROVAL:

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

Analysis**Current Planning**Waiver 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. Code allows 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 development. The proposed commercial mural wall sign is compatible with other signs in the area and is in harmony with the unique nature of signage along Las Vegas Boulevard South and within the Resort Corridor; therefore, staff can support this request.

Design Review

Staff finds that the proposed sign is compatible with the existing developments along Las Vegas Boulevard South, and comply 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 developments. 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. 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 Comprehensive Master Plan, Title 30, and/or the Nevada Revised Statutes.

PRELIMINARY STAFF CONDITIONS:

Current 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.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: SCREAMING IMAGES

CONTACT: SCREAMING IMAGES, 6975 S. DECATUR BLVD #130, LAS VEGAS, NV 89118