

SIGNAGE  
(TITLE 30)

LAS VEGAS BLVD S/GENTING BLVD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

**DR-21-0164-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 wall sign area; and **3)** 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 Genting Boulevard within Winchester. TS/al/jd (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 wall sign area to 105,993 square feet where 105,922 square feet was previously approved and a maximum of 12,710 square feet is permitted per Table 30.72-1.
3. Increase the overall animated signage to 130,712 square feet where 130,690 square feet was previously approved and a maximum of 450 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)

Site Plan

The site has an area of 87.8 acres and has frontage on Las Vegas Boulevard South, Genting Boulevard, and Sammy Davis Jr. Drive. Access to the site is provided from all of the adjacent

streets. This request is to amend the comprehensive sign plan for the Resorts World Resort Hotel for a manned information booth located on the northeastern portion of the site, located approximately 40 feet from the northern property line and 30 feet from the eastern property line that is adjacent to Las Vegas Boulevard South.

### Signage

DR-20-0526 was the previously approved application to amend the comprehensive sign plan. This request is to add 4 wall signs to the manned information booth located on the northeastern portion of the site. The 4 wall signs will have a total area of 71 square feet, which will also include a 22 square foot animated sign. The plans show that 3 of the signs, including the animated sign, will be located on the east side of the building, facing toward Las Vegas Boulevard South. The fourth sign will be located on the south side of the building. The 3 non-animated signs will be non-illuminated.

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  | 10,887            | 0                 | 10,887         | 1,560                         | 21                  | 0                   | 21               |
| *Monument      | 258               | 0                 | 258            | 910                           | 13                  | 0                   | 13               |
| *Wall          | 105,922           | 71                | 105,993        | 12,710                        | 29                  | 3                   | 32               |
| **Projection   | 374,446           | 0                 | 374,446        | 3,000                         | 20                  | 0                   | 20               |
| Overall Totals | 491,513           | 71                | 491,584        | 18,180                        | 83                  | 3                   | 86               |

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

\*\*All projection signs are animated.

| Type of sign | Approved (sq. ft) | Proposed Animated (sq. ft) | Total (sq. ft) | Allowed per Title 30 (sq. ft) | # of existing signs | # of proposed signs | Total # of signs |
|--------------|-------------------|----------------------------|----------------|-------------------------------|---------------------|---------------------|------------------|
| Animated     | 130,690           | 22                         | 130,712        | 450                           | 48                  | 1                   | 49               |

### Applicant's Justification

The applicant indicates that the proposed signage is consistent with what is currently within the Resort Corridor, and the overall increase in design and sign area is appropriate for development.

### Prior Land Use Requests

| Application Number | Request                                      | Action          | Date         |
|--------------------|--|-----------------|--------------|
| UC-21-0143         | Modifications to a resort hotel              | Approved by BCC | May 2021     |
| DR-20-0526         | Amended sign plan                            | Approved by BCC | January 2021 |
| ADR-20-900333      | Resorts World security dog facility addition | Approved by ZA  | August 2020  |

### Prior Land Use Requests

| <b>Application Number</b> | <b>Request</b>  | <b>Action</b>   | <b>Date</b>    |
|---------------------------|---|-----------------|----------------|
| 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   |
| 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 |

### Prior Land Use Requests

| <b>Application Number</b>    | <b>Request</b>  | <b>Action</b>     | <b>Date</b>    |
|------------------------------|---|-------------------|----------------|
| TM-18-500091                 | 1 lot commercial subdivision  | Approved by PC    | July 2018      |
| AR-18-400076<br>(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<br>(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   |
| 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-0754-15                   | Modified an approved resort hotel (Resorts World) for Phase I of development  | Approved by BCC   | January 2016   |
| VS-0212-13<br>(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  |
| 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<br>(ET-0034-12)   | Second extension of time for a private pedestrian grade separated walkway/sidewalk (tunnel)   | Approved by BCC   | July 2012      |

### Prior Land Use Requests

| Application Number         | Request   | Action          | Date          |
|----------------------------|---|-----------------|---------------|
| UC-0709-07<br>(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<br>(ET-0032-12) | Second extension of time for modifications to a resort hotel  | Approved by BCC | July 2012     |
| UC-1286-06<br>(ET-0031-12) | Second extension of time for a resort hotel   | Approved by BCC | July 2012     |
| DR-0556-08<br>(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<br>(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   |
| UC-1286-06<br>(ET-0280-08) | First extension of time for a resort hotel  | Approved by BCC | November 2008 |
| UC-0126-07<br>(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

|       | Planned Land Use Category | Zoning District | Existing Land Use                                       |
|-------|---------------------------|-----------------|---|
| North | Commercial Tourist        | H-1             | Circus Circus Resort Hotel & Viva McDonalds             |
| South | Commercial Tourist        | H-1             | Undeveloped (approved Alon Las Vegas Resort Hotel site) |

**Surrounding Land Use**

|      | <b>Planned Land Use Category</b>                            | <b>Zoning District</b> | <b>Existing Land Use</b>  |
|------|---|------------------------|---|
| 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. The proposed increase in signage is minimal and is in scale with the size and design of the information booth. 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 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.

**Building Department - Fire Prevention**

- No comment.

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

- No comment.

**TAB/CAC:** Winchester - approval.

**APPROVALS:**

**PROTESTS:**

**APPLICANT:** GARY D. LAKE

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