

SIGNAGE
(TITLE 30)

UPDATE
LAS VEGAS BLVD S/TROPICANA AVE

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

WS-21-0117-SG ISLAND PLAZA LLC ETAL & NAKASH SHOWCASE II LLC:

HOLDOVER WAIVER OF DEVELOPMENT STANDARDS to increase the allowed projection from a wall for a projecting sign.

DESIGN REVIEW for a projecting sign in conjunction with a retail store (T-Mobile) within the Showcase Mall on 0.7 acres in an H-1 (Limited Resort and Apartment) (AE-60) Zone.

Generally located on the east side of Las Vegas Boulevard South, 490 feet north of Tropicana Avenue within Paradise. JG/al/jo (For possible action)

RELATED INFORMATION:

APN:

162-21-401-007

WAIVER OF DEVELOPMENT STANDARDS:

Allow a projecting sign to extend 4 feet from a building where a maximum of 3 feet is permitted per Table 30.72-1 (a 33.3% increase).

LAND USE PLAN:

WINCHESTER/PARADISE - COMMERCIAL TOURIST

BACKGROUND:

Project Description

General Summary

- Site Address: 3791 Las Vegas Boulevard South
- Site Acreage: 0.7
- Project Type: Projecting sign for the T-Mobile store within the Showcase Mall
- Sign Area (square feet): 12.5

Site Plans

The plans show an existing shopping center (Showcase Mall) located along the east side of Las Vegas Boulevard South, approximately 490 feet north of Tropicana Avenue. This is a request for a projecting sign for one of the tenants within the shopping center, the T-Mobile store. The proposed sign is located on the south side of the store front for the lease space, which faces Las Vegas Boulevard South, and is approximately 50 feet north of the southern property line for the parcel. The southern property line for the parcel is adjacent to a landscape area located on the

north side of the southernmost driveway for the MGM Grand Resort Hotel on Las Vegas Boulevard South.

Signage

The plans depict an approximately 12.5 square foot projecting sign for the T-Mobile store, which is the only projecting sign proposed for the store. The sign is a custom cabinet that is internally illuminated, and the sign faces display the T-Mobile logo. The sign projects approximately 4 feet from the building and is located approximately 12.5 feet above the sidewalk. Per Table 30.72-1 each tenant of the shopping center is allowed to have 1 projecting sign with a maximum area of 32 square feet to be located a minimum of 9 feet above a sidewalk. However, the sign is allowed a maximum projection of 3 feet, which requires the waiver of development standards to increase the projection.

Applicant's Justification

The applicant indicates the proposed sign is needed to help identify the store location for pedestrians and vehicle traffic.

Prior Land Use Requests

Application Number	Request	Action	Date
WS-21-0019	Modification to an approved comprehensive sign package to increase wall sign area	Approved by BCC	March 2021
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

There have been several other land use applications for this site. The applications listed above are the most recent.

Surrounding Land Use

	Planned land Use Category	Zoning District	Existing Land Use
North	Commercial Tourist	H-1	Portions of the Showcase Mall
South & East	Commercial Tourist	H-1	MGM Grand Resort Hotel
West	Commercial Tourist	H-1	New York New York and Park Resort Hotels

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 projecting 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 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 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 - denial.

APPROVALS:

PROTESTS:

COUNTY COMMISSION ACTION: May 5, 2021 – HELD – To 05/19/21 – per staff.

COUNTY COMMISSION ACTION: May 19, 2021 – HELD – To 06/02/21 – per staff for the applicant to return to the Paradise Town Board.

APPLICANT: CARLENE CHOCK

CONTACT: CARLENE CHOCK, ALLIED ELECTRIC SIGN & AWNING, 6845 SPEEDWAY BLVD #K103, N LAS VEGAS, NV 89115