

WALL SIGN
(TITLE 30)

PARADISE RD/ELVIS PRESLEY BLVD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

AR-21-400086 (WS-0104-17)-GVI SHLV OWNER, LLC:

WAIVER OF DEVELOPMENT STANDARDS FIRST APPLICATION FOR REVIEW for increased wall sign area.

DESIGN REVIEW for a wall sign in conjunction with an existing extended stay hotel (SpringHill Suites) on a portion of 1.7 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the west side of Paradise Road, 300 feet south of Elvis Presley Boulevard within Winchester. TS/al/jo (For possible action)

RELATED INFORMATION:

APN:

162-09-703-020 ptn

LAND USE PLAN:

WINCHESTER/PARADISE - COMMERCIAL TOURIST

BACKGROUND:

Project Description

General Summary

- Site Address: 2989 Paradise Road
- Site Acreage: 1.7 (portion)
- Project Type: Wall sign
- Square Feet: 9,500

Site Plans

The original plans depict an existing extended stay hotel (SpringHill Suites) on a portion of 1.7 acre site. Access to the site is from Paradise Road.

Signage

The approved plans show new wall signage consisting of a 9,500 square foot vinyl wrap sign located on the entire east façade of the hotel tower facing Paradise Road.

Two vinyl wrap signs totaling 29,921 square feet were approved on the entire south façade of the hotel tower and parking garage by action of WS-0528-12 in October 2012.

Previous Conditions of Approval

Listed below are the approved conditions for WC-18-400219 (WS-0104-17):

Current Planning

- Until November 20, 2020 to commence and review;
- During the period of time from now until November 20, 2020 advertising shall not be allowed on the north side of the property facing Turnberry Place;
- Signs on the east, west and south sides of the building may be displayed concurrently;
- Maximum duration of signs to correspond with the event advertised which shall be no longer than 14 days with a maximum of 10 events per year;
- Signs to be removed promptly after each event ends.
- Applicant is advised that a substantial change in circumstances or regulations may warrant denial or added conditions to an extension of time and application for review; and that 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.

Listed below are the approved conditions for WS-0104-17:

Current Planning

- 2 years to commence and review;
- No overlapping of events for the east and south signs which may not be displayed at the same time;
- Applicant to file a temporary use application for each signage event;
- Advertising limited to on-premises events;
- Maximum duration of signs to correspond with the event advertised which shall be no longer than 10 days with a maximum of 6 events per year;
- Signs to be removed immediately after each event ends.
- Applicant is advised that a substantial change in circumstances or regulations may warrant denial or added conditions to an extension of time and application for review; and that 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.

Applicant's Justification

The applicant indicates that due to the pandemic the lack of convention business has been devastating for the SpringHill Suites and there has been little use for the signage. With the lifting of restrictions and the return of convention business to Las Vegas there will be an increase demand for the signage. The applicant is requesting the application be extended to November 20, 2022 to give the County, the neighbors, and others a full and fair opportunity to evaluate the impact of the signs.

Prior Land Use Requests

Application Number	Request	Action	Date
WC-18-400222 (WS-0528-12)	Increased the area of temporary wall signs	Approved by BCC	November 2018

Prior Land Use Requests

Application Number	Request	Action	Date
WC-18-400220 (WS-0724-17)	Waiver of conditions on a waiver of development standards for an increase in wall sign area (west face)	Approved by BCC	November 2018
WC-18-400219 (WS-0104-17)	Waiver of conditions on a waiver of development standards and design review for an increase in the area of a temporary wall sign (east face)	Approved by BCC	November 2018
WS-0528-12 (AR-0131-17)	Second application for review for an increase in the area of temporary wall signs with a design review for wall signs in conjunction with an existing hotel (SpringHill Suites)	Approved by BCC	October 2017
WS-0724-17	Increased wall sign area (west facade)	Approved by BCC	October 2017
WS-0104-17	Increased wall sign area (east facade)	Approved by BCC	April 2017
WS-0528-12 (ET-0121-14)	First extension of time to review vinyl wrap signs on the south facade	Approved by BCC	December 2014
WS-0528-12	Increased wall sign area for vinyl wrap signs totaling 29,921 square feet on the south facade	Approved by BCC	October 2012
UC-0381-07	2 extended stay hotels	Approved by BCC	June 2007

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North & West	Commercial Tourist	P-F	Parking lot for the convention center
South	Public Facilities	P-F	Parking lot for the convention center
East	Commercial Tourist	H-1	Westgate Resort Hotel

Related Applications

Application Number	Request
AR-21-400085 (WS-0528-12)	An application for review of a waiver of development standards for an increase in the area of temporary wall signs is a companion item on this agenda.
AR-21-400087 (WS-0724-17)	An application for review of a waiver of development standards to increased wall sign area (west facade) is a companion item on this agenda.

STANDARDS FOR APPROVAL:

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

Analysis

Current Planning

Title 30 standards of approval for an application for review state that such an application may be denied or have additional conditions imposed if it is found that circumstances have substantially changed. A substantial change may include, without limitation, a change to the subject property, a change in the areas surrounding the subject property, or a change in the laws or policies affecting the subject property. Using the criteria set forth in Title 30, no substantial changes have occurred since the original approval.

Due to the slowing of the economy and the lack of convention business caused by restrictions on gatherings put into place during the pandemic, there has been little use of the signage during this last review period. Therefore, staff can support extending the approval of this request to allow for additional time to evaluate the impacts of the signage on abutting developments.

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

- Until November 20, 2022 to review as a public hearing.
- 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 and application for review; and that 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.

Public Works - Development Review

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Winchester - approval.

APPROVALS:

PROTEST:

APPLICANT: KAEMPFER CROWELL

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