

07/07/21 BCC AGENDA SHEET

TEMPORARY WALL SIGN
(TITLE 30)

PARADISE RD/ELVIS PRESLEY BLVD

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

AR-21-400085 (WS-0528-12)-GVI SHLV OWNER, LLC:

WAIVER OF DEVELOPMENT STANDARDS THIRD APPLICATION FOR REVIEW

for an increase in the area of temporary wall signs.

DESIGN REVIEW for wall signs 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, 260 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: 2 temporary wall signs
- Total Area for Wall Signs: 29,921 square feet

Site Plans

The original plans show an existing extended stay hotel (SpringHill Suites) with access onto Paradise Road. There were no changes to the existing building, parking, landscaping, or drive aisles.

Signage & Elevations

The approved plans depict 2 wall signs made of vinyl material. The first sign is 19,177 square feet and will be located on the south face of the building oriented towards the Las Vegas Convention Center. The second sign is 10,744 square feet and located below the first sign on the south face of the building oriented towards Convention Center Drive.

Previous Conditions of Approval

Listed below are the approved conditions for WC-18-400222 (WS-0528-12):

Current Planning

- Until November 20, 2020 to review as a public hearing to coincide with WS-0104-17 and WS-0724-17;
- 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.
- 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-0528-12 (AR-0131-17):

Current Planning

- Until April 5, 2019 to review as a public hearing to coincide with WS-0104-17 and WS-0724-17.
- 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-0582-12 (ET-0121-14):

Current Planning

- Until October 17, 2017 to review.
- Applicant is advised that any change in circumstances or regulations may be justification for the denial of an extension of time; and that no more than 2 extensions of time will be considered.

Building/Fire Prevention

- Applicant is advised that the proposal has been reviewed and it does not conflict with Fire Code requirements.

Listed below are the approved conditions for WS-0528-12:

Current Planning

- 2 years to commence and review;
- Applicant to file a temporary use application for each signage event;
- Advertising limited to on-premise 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;
- All applicable standard conditions for this application type.

- Applicant is advised that this application may be revoked if any violation is reported; and that any change in circumstances or regulations may be justification for the denial of an extension of time.

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 |
| 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 façade) | Approved by BCC | April 2017 |
| WS-0528-12 (ET-0121-14) | First extension of time to review vinyl wrap signs on the south façade | Approved by BCC | December 2014 |
| WS-0528-12 | Increased wall sign area for vinyl wrap signs totaling 29,921 square feet on the south façade | 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-21-400086 (WS-0104-17) | An application for review of a waiver of development standards to increased wall sign area (east facade) 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: GVI SHLV OWNER, LLC

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