

SIGNAGE
(TITLE 30)

LAS VEGAS BLVD S/SAHARA AVE

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

DR-21-0443-M G P LESSOR, LLC:

DESIGN REVIEWS for the following: **1)** modify an existing comprehensive sign plan; **2)** increase the number of freestanding signs; **3)** increase freestanding sign area; **4)** increase the number of animated signs; and **5)** increase the area of animated signs in conjunction with an existing resort hotel (The Mirage) on 66.0 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the northwest corner of Las Vegas Boulevard South and Stan Mallin Drive within Paradise. TS/sd/jo (For possible action)

RELATED INFORMATION:

APN:

162-17-711-002

DESIGN REVIEWS:

1. Modify a comprehensive sign plan.
2. Increase the number of freestanding signs to 18 signs where 17 signs were previously approved and 9 are allowed per Table 30.72-1.
3. Increase the area of freestanding signs to 18,729 square feet where 18,407 square feet was previously approved and 7,000 square feet is allowed per Table 30.72-1.
4. Increase the number of animated signs to 6 signs where 5 signs were previously approved per Table 30.72-1.
5. Increase the area of animated signs to 5,839 square feet where 5,732 square feet was previously approved and 150 square feet is allowed per Table 30-72-1.

LAND USE PLAN:

WINCHESTER/PARADISE - COMMERCIAL TOURIST

BACKGROUND:

Project Description

General Summary

- Site Address: 3400 Las Vegas Boulevard South
- Site Acreage: 66
- Project type: Signage
- Sign Height (feet): 21 (freestanding sign)
- Square Feet: 322 (sign)/107 (animation)

Site Plans

The plans submitted show a proposed animated freestanding sign that will be part of the overall master sign package. The proposed freestanding sign will be located at the existing outdoor dining/drinking patio and will be set back at least 114 feet from right-of-way. The proposed sign is part of the overall sign package and in conjunction with the remodeled patio area.

Type of Sign	Existing (Sq. Ft.)	Proposed (Sq. Ft.)	Total (Sq. Ft.)	Allowed (Sq. Ft.)	# Existing Signs	# Proposed Signs	Total
Freestanding	18,407	322	18,729	7,000	17	1	18
Wall	62,180	0	62,180	14,610	27	0	27
Animated	5,732	107	5,839	150	5	1	6
Monument	97	0	97	70	12	0	12
Total	86,416	429	86,845	n/a	61	2	63

Landscaping

Landscaping is not required or part of this application.

Sign

The plans depict a freestanding sign at 21 feet in height that will be neon illuminated and will have a concrete base. A 107 square foot portion of the 322 square foot freestanding sign will be animated.

Applicant's Justification

The applicant is requesting a design review for the updated master sign package that includes a new 322 square foot freestanding sign of which 107 square feet will be animated. The sign will be located approximately 114 feet from the property line at Las Vegas Boulevard South. This new sign is in conjunction with the newly remodeled outdoor dining patio approved under ADR-21-900297. Given this update is a minimal increase of 322 square feet for 1 freestanding animated sign and enhances the newly remodeled outdoor dining area, the applicant respectfully requests approval of this design review application.

Prior Land Use Requests

Application Number	Request	Action	Date
ADR-21-900297	Outdoor patio	Approved by ZA	July 2021
UC-19-0859	Temporary commercial outdoor events	Approved by BCC	December 2019
DR-18-0647	Façade changes to existing outdoor sales structure/booth	Approved by BCC	October 2018
AR-18-400147 (UC-0283-17)	First application for review of an outdoor sales structure/booth subject to removing the time limit	Approved by BCC	July 2018
UC-0283-17	Allowed an outdoor sales structure/booth and signage subject to a 1 year review after ticket sales begin	Approved by BCC	June 2017

Prior Land Use Requests

Application Number	Request	Action	Date
DR-0596-12	Comprehensive sign package	Approved by BCC	November 2012
TM-0221-08	1 lot commercial subdivision	Approved by PC	February 2009
UC-2055-04	Remodel and expansion of the existing Mirage resort hotel including signage	Approved by PC	January 2005
DR-1047-03	67 foot high pedestrian bridge connection to a proposed public pedestrian bridge on the north side of the Treasure Island resort hotel	Approved by BCC	August 2003
VC-2030-98	Pedestrian bridge to connect the Treasure Island and The Mirage resort hotel properties to the Venetian resort hotel	Approved by BCC	August 1998
VC-894-92	37,000 square feet of signs	Approved by PC	December 1992

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Commercial Tourist	H-1	Treasure Island resort hotel
South	Commercial Tourist	H-1	Caesars Palace resort hotel & Forum Shops
East	Commercial Tourist	H-1	Venetian/Palazzo resort hotel Complex, Casino Royale, & Harrah's resort hotel
West	Business and Design/Research Park	M-1	Office/warehouse buildings & I-15

STANDARDS FOR APPROVAL:

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

Analysis**Current Planning**

The proposed freestanding sign is aesthetically pleasing and will be a positive addition to the property and Las Vegas Boulevard South. Urban Specific Policy 20 of the Comprehensive Master Plan, states that all signage should be compatible with building styles on-site and with surrounding development. This freestanding sign is in conjunction with an existing outdoor patio at The Mirage resort hotel. This type of signage is often typical of resort signage seen within resort hotels. The signage is also a throwback to when past sign had neon illumination, which is proposed by the applicant. 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: THE MIRAGE CASINO-HOTEL, LLC

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