

SIGNAGE
(TITLE 30)

HARMON AVE/LAS VEGAS BLVD S

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

UC-21-0482-CITYCENTER HARMON HOTEL HOLDINGS:

USE PERMITS for the following: **1)** reduce sign separation; and **2)** all deviations as shown per plans on file.

DEVIATIONS for all other deviations as shown per plans on file.

DESIGN REVIEWS for the following: **1)** comprehensive sign package; **2)** increase wall sign area; and **3)** increase animated sign area on a portion of 61.4 acres in an H-1 (Limited Resort and Apartment) Zone.

Generally located on the southwest corner of Las Vegas Boulevard South and Harmon Avenue within Paradise. JG/jt/jd (For possible action)

RELATED INFORMATION:

APN:

162-20-711-008 ptn; 162-20-711-013; 162-20-711-014

USE PERMITS:

1. Reduce the separation between a proposed animated (wall) sign and an existing animated (freestanding) sign to 76 feet where 100 feet is the minimum per Table 30.72-1.
2. All deviations as shown per plans on file.

DESIGN REVIEWS:

1. Comprehensive sign package.
2. Increase wall sign area to 7,502 square feet where 6,648 square feet is the maximum area per Table 30.72-1.
3. Increase the animated sign area to 6,116 square feet where 150 square feet is the maximum area allowed.

LAND USE PLAN:

WINCHESTER/PARADISE - COMMERCIAL TOURIST

BACKGROUND:

Project Description

General Summary

- Site Address: 3414 & 3716 Las Vegas Boulevard South
- Site Acreage: 61.4 (portion)
- Project Type: Comprehensive sign package

Site Plan

The site is located at the southwest corner of the intersections of Las Vegas Boulevard South and Harmon Avenue, and this site is located within the boundary of the CityCenter Resort Hotel facility and is considered a part of that project. Although the site is made up of 3 parcels that have a total area of approximately 61.4 acres, which includes areas within the CityCenter Resort Hotel facility, that area is beyond the scope of the approved shopping center.

The site of the shopping center itself has an area of approximately 2.3 acres located on the northeast corner of the CityCenter Resort Hotel facility, and the shopping center building is located on the eastern portion of the 2.3 acres. Parking is provided by an existing underground parking garage. Access to this parking garage is provided by an existing driveway from Harmon Avenue along the north side of the site. Pedestrian access is provided from the abutting developments to the north, south, and west by existing sidewalks/pedestrian access easements at grade level and by an existing pedestrian bridge and access easement on the second level.

Signage

The comprehensive sign package includes an illuminated freestanding sign, an animated (video unit) wall sign, 31 various other wall signs, and 4 directional signs. The freestanding sign is located along Harmon Avenue on the east side of the driveway entrance. The sign is 10 feet high, 75 square feet in area, and set back 11 feet from the right-of-way.

Meanwhile, the animated (video unit) wall sign wraps around the northeast face of the shopping center and is directed towards the Harmon Avenue and Las Vegas Boulevard South intersection. The animated sign is approximately 40 feet 6 inches tall by 151 feet wide for an area of 6,116 square feet, and the sign is located 82 feet above grade and extends to an overall height of 123 feet. This is below the height of the parapet wall along the roof of the building, which is 127 feet at its highest point. A use permit is necessary to reduce the separation between the proposed animated (wall) sign and an existing animated (freestanding) sign for the Aria Hotel to 76 feet where 100 feet is the minimum. Also, a design review is necessary to increase the animated sign area to 6,116 square feet where 150 square feet is the maximum area allowed.

Other signage includes 31 illuminated wall signs of various sizes located around the shopping center façade to provide tenant signage and 4 directional signs. The illuminated directional signs are 5 feet tall and 2 feet wide. A design review is necessary to increase total wall sign area to 7,502 square feet where 6,648 square feet is the maximum area.

Tables summarizing the signage are provided below:

Type of Sign	Approved /Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	Percent Increase	# of Existing Signs	# of Proposed Signs	Total # of Signs
Freestanding	0	75	75	3,950	N/A	0	1	1
*Wall	0	7,502	7,502	6,648	13%	0	32	32
Directional	0	40	40	64	N/A	0	4	4
Monument	0	0	0	490	N/A	0	0	0
Projecting	0	0	0	32	N/A	0	0	0
Hanging	0	0	0	32	N/A	0	0	0
Roof	0	0	0	0	N/A	0	0	0
Temporary	0	0	0	1,500	N/A	0	0	0
Overall Total	0	7,617	7,617	12,716	N/A	0	37	37

*One of the wall signs also contains animation. The details for animated signs are listed below:

Type of Sign	Approved /Existing (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)	Allowed per Title 30 (sq. ft.)	Percent Increase	# of Existing Signs	# of Proposed Signs	Total # of Signs
Video/LED	0	6,116	6,116	150	3,977%	0	1	1

Applicant's Justification

According to the applicant, the signage is appropriate along Las Vegas Boulevard South, and the animated wall sign is similar in size and scale to animated wall signs approved for Harmon Corner (northeast corner of Harmon Avenue and Las Vegas Boulevard South) and the Treasure Island Resort Hotel (southwest corner of Spring Mountain Road and Las Vegas Boulevard South). Furthermore, the sign will not impact street level directional signs and streetlights, and it is positioned to curve away from the existing freestanding sign for the CityCenter/Aria Resort Hotel. Therefore, the sign does not obstruct the view of the existing freestanding sign for the resort complex. Overall, the signage will enhance this iconic intersection and value to the designation of the "Las Vegas Strip" as a nighttime National Scenic Byway.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-21-0382	Shopping center in conjunction with the CityCenter Resort Hotel	Approved by BCC	August 2021
DR-20-0136	Building modifications including changes to the entrance of an existing lease space in conjunction with a resort hotel (CityCenter)	Approved by ZA	March 2020

Prior Land Use Requests

Application Number	Request	Action	Date
UC-0749-13	Recreational facility (T-Mobile Arena), fairgrounds, retail sales, restaurants, on-premises consumption of alcohol, accessory commercial uses, and parking reduction that combined parking for CityCenter, New York-New York, Monte Carlo, and the T-Mobile Arena	Approved by BCC	January 2014
UC-0364-09	Reduced parking for Project CityCenter and the Monte Carlo Resort Hotel	Approved by BCC	July 2009
UC-0341-09	Reduced setbacks from right-of-way to outside dining area	Approved by BCC	June 2009
UC-0712-08	Comprehensive sign plan	Approved by BCC	August 2008
DR-0711-08	Landscaping additions (public art)	Approved by BCC	August 2008
UC-0669-07	Increased height of a high-rise tower in conjunction with a resort hotel	Approved by BCC	July 2007
UC-0281-07	Increased height of 4 high-rise towers in conjunction with a resort hotel	Approved by BCC	April 2007
DR-0290-07	Modified the retail portion of an approved resort hotel	Approved by BCC	April 2007
WS-0007-07	Allowed a pedestrian grade system at the intersection of Las Vegas Boulevard South and Harmon Avenue	Approved by BCC	February 2007
DR-1436-06	Landscaping	Approved by BCC	November 2006
UC-1336-06	Modified an approved resort hotel, waiver for non-standard improvements in a right-of-way and landscaping	Approved by BCC	November 2006
UC-0712-06	Modified an approved resort hotel	Approved by BCC	June 2006
UC-0711-06	Modified an approved resort hotel	Approved by BCC	June 2006
UC-0013-06	Resort hotel	Approved by BCC	March 2006

There are several other land use applications that have included this site; however, the application listed above are the most directly related to the current request.

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Commercial Tourist	H-1	Cosmopolitan Resort Hotel
South & West	Commercial Tourist	H-1	Project CityCenter
East	Commercial Tourist	H-1	Harmon Corner shopping center

STANDARDS FOR APPROVAL:

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

Analysis

Current Planning

Use Permits

A use permit is a discretionary land use application that is considered on a case by case basis in consideration of Title 30 and the Comprehensive Master Plan. One of several criteria the applicant must establish is that the use is appropriate at the proposed location and demonstrate the use shall not result in a substantial or undue adverse effect on adjacent properties.

Use Permits, Deviations, & Design Reviews

Large, animated signs are an integral part of creating the energy and sense of place along Las Vegas Boulevard South. The proposed signage is similar in scale to other existing signage along Las Vegas Boulevard South, and it will further enhance visual characteristics of the Strip. Furthermore, Urban Specific Policy 20 of the Comprehensive Master Plan, states that all signage should be compatible with building styles on-site and with surrounding developments. Staff finds that the proposed signage is integrated into the building design of the shopping center, and is compatible with the surrounding development. Therefore, staff can support the 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.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: CURT CARLSON

CONTACT: CURT CARLSON 7250 PEAK DRIVE, SUITE 216, LAS VEGAS, NV 89128