

11/17/21 BCC AGENDA SHEET

SIGNAGE
(TITLE 30)

LAS VEGAS BOULEVARD S/PARK AVE

PUBLIC HEARING
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST
DR-21-0566-MGP LESSOR, LLC:

DESIGN REVIEW for modifications to an approved comprehensive sign package in conjunction with a resort hotel (Park MGM) on 20.8 acres in an H-1 (Limited Resort and Apartment) Zone and an H-1 (Limited Resort and Apartment) (AE-60) Zone.

Generally located on the north side of Park Avenue (private street) and the west side of Las Vegas Boulevard South within Paradise. JG/jor/jo (For possible action)

RELATED INFORMATION:

APN:
162-20-716-002

LAND USE PLAN:
WINCHESTER/PARADISE - COMMERCIAL TOURIST

BACKGROUND:
Project Description

General Summary

- Site Address: 3770 Las Vegas Boulevard South
- Site Acreage: 20.8
- Project Type: Modifications to an approved comprehensive sign package
- Square Feet: 2 (Sign A - projecting sign)/7.5 (Sign B - wall sign)/15 (Vinyl sticker wall sign)

Site Plan

The site plan depicts an existing resort hotel (Park MGM, formally the Monte Carlo), located on the west side of Las Vegas Boulevard South, and 950 feet north of Tropicana Avenue. Access to the site is provided from a private street (Park Avenue), and a shared drive aisle with the New York-New York Resort Hotel. The applicant is requesting the addition of 2 wall signs and 1 projecting sign in conjunction with the existing restaurant (The Crack Shack).

Signage

Sign A is a proposed projecting sign with an overall area of 2 square feet. The projecting sign will be constructed of a 4 inch deep aluminum satin black cabinet. The projecting sign is located south of the entrance to the restaurant, which faces Las Vegas Boulevard South to the east.

Sign B is a proposed wall sign with 8 inch tall painted aluminum letters which will be installed above the entryway of the restaurant which also faces east toward Las Vegas Boulevard South.

The last proposed sign is a vinyl sticker above the door of the entrance of the restaurant. The vinyl sticker (wall sign) has an overall area of 15 square feet.

The table below describes the existing and proposed signs. Details related to the exact location and area of each sign are provided on file.

Type of sign	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 *	10,963	0	10,963	8,600	N/A	13	0	13
Monument	189	0	189	70***	N/A	5	0	5
Wall*	20,659	23	20,682	34,400	<1%	52	2	54
Directional	100	0	100	320	N/A	5	0	5
Projecting	277.6	2	279.6	32**	<1%	12	1	13
Hanging	1,384	0	1,384	192	N/A	15	0	15
Overall Total	33,572.6	25	33,597.6	43,614	<1%	102	3	105

*The freestanding and wall signs also contain animation. **Per tenant. ***Per Monument sign.

The details for animated signs are listed below:

Type of sign	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
Animated	8,304	0	8,304	150****	N/A	9	0	9

**** Per street frontage.

Applicant's Justification

The proposed signs are developed in accordance with all requirements of County Code. Furthermore, the proposed signs are modest in appearance while providing identification and clarity to the public and potential customers. The cumulative area of all 3 signs affect the comprehensive sign plan minimally since the applicant is only proposing an additional 25 square feet.

Prior Land Use Requests

Application Number	Request	Action	Date
ADR-21-900501	Façade upgrades for The Crack Shack restaurant	Approved by ZA	September 2021
UC-20-0546	Project of regional significance for a monorail (people mover system), waiver to not provide a franchise agreement, and a related design review	Approved by BCC	October 2021

Prior Land Use Requests

Application Number	Request	Action	Date
ADR-19-900744	Converted existing hotel rooms within the CityCenter Resort Hotel (Aria Tower) into a private live gaming area, and an amended parking calculation for the existing T-Mobile Arena and existing resort hotels (New York-New York, Monte Carlo, and CityCenter)	Approved by ZA	November 2019
DR-19-0647	Modified landscaping and modifications to a previously approved comprehensive sign package	Approved by BCC	October 2019
VS-19-0648	Vacated and abandoned a portion of the existing pedestrian access easement	Approved by BCC	October 2019
UC-19-0451	Amended sign plan for a projecting sign	Approved by BCC	August 2019
VS-19-0414	Vacated and abandoned pedestrian access easement (vertical height)	Approved by PC	July 2019
DR-19-0336	Amended the sign plan for Park MGM for a wall sign (The Crack Shack)	Approved by BCC	June 2019
VS-1016-17	Vacated and abandoned a pedestrian access easement for sidewalks granted to Clark County	Approved by PC	January 2018
DR-0742-17	Amended sign plan for the T-Mobile Arena to add directional and monument signs	Approved by BCC	November 2017
UC-0521-17	Rebrand of the Monte Carlo Resort Hotel to the Park MGM with building addition, modification, and an amended sign plan	Approved by BCC	August 2017
DR-0680-16	Amended sign plan for the Monte Carlo Resort Hotel	Approved by BCC	November 2016
DR-0511-16	Additions, modifications, remodel, and rebranding of a portion of an existing resort hotel (Monte Carlo)	Approved by BCC	September 2016
ADR-0362-16	Converted the Aria Theatre into additional convention space which amended the combined parking for CityCenter, New York-New York, Monte Carlo, and the T-Mobile Arena	Approved by ZA	May 2016
DR-0362-15	Addition and modifications to the Monte Carlo Resort Hotel for a theatre/concert hall	Approved by BCC	August 2015
UC-0177-15	Amended comprehensive sign plan and modifications and realignment of sidewalks/pedestrian access easements	Approved by BCC	May 2015
UC-0076-15	Temporary events in conjunction with the Monte Carlo Resort Hotel	Approved by BCC	April 2015
UC-0024-14	Amended a comprehensive sign plan for the Monte Carlo Resort Hotel	Approved by BCC	March 2014

Prior Land Use Requests

Application Number	Request	Action	Date
UC-0749-13	Arena and events center with a parking reduction in conjunction with the New York-New York, Monte Carlo, and CityCenter Resort Hotels	Approved by BCC	January 2014
UC-0738-13	Comprehensive sign plan for the Monte Carlo Resort Hotel	Approved by BCC	December 2013
UC-0101-13	Modification to the Monte Carlo Resort Hotel including addition of new tenant spaces and redesign of the pedestrian plaza	Approved by BCC	April 2013
UC-0283-11	Tavern with an outside drinking area and outdoor live entertainment	Approved by PC	December 2011
UC-0364-09	Reduced on-site parking for 2 resort hotels (CityCenter and Monte Carlo)	Approved by BCC	July 2009

Surrounding Land Use

	Planned Land Use Category	Zoning District	Existing Land Use
North	Commercial Tourist	H-1	CityCenter Resort Hotel & CVS Pharmacy
South	Commercial Tourist	H-1	New York-New York Resort Hotel, T-Mobile Arena, & Toshiba Plaza
East	Commercial Tourist	H-1	Showcase Mall, MGM Resort Hotel, restaurants, retail shops, & Walgreens Pharmacy
West	Commercial Tourist	H-1	CityCenter Resort Hotel & I-15

STANDARDS FOR APPROVAL:

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

Analysis

Current Planning

Code allows alternative sign standards for resort hotels and for uses that operate in conjunction with resort hotels that can be approved if they result in the development having a visual character which is more compatible with adjacent developments. The proposed signage is consistent in design and scale with signage for other resort hotels and uses within the Resort Corridor. This proposal complies with Urban Land Use Policy 10 of the Comprehensive Master Plan which encourages site designs to be compatible with adjacent land uses. Similar requests have been approved for other locations within the Resort Corridor. Additionally, the proposed signage complies with Urban Land Use Policy 20 which states that signage should be compatible with building styles both on-site and the surrounding developments. Therefore, 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.

Building Department - Fire Prevention

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC: Paradise - approval.

APPROVALS:

PROTESTS:

APPLICANT: THE CRACK SHACK LAS VEGAS, LLC

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