



AGENDA MEMO - COMMUNITY DEVELOPMENT

PLANNING COMMISSION MEETING DATE: MAY 14, 2024
DEPARTMENT: COMMUNITY DEVELOPMENT
ITEM DESCRIPTION: APPLICANT/OWNER: NP PALACE, LLC

**** STAFF RECOMMENDATION(S) ****

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
24-0138-VAR1	Staff recommends APPROVAL, subject to conditions:	
24-0138-MSP1	Staff recommends APPROVAL, subject to conditions:	24-0138-VAR1

**** NOTIFICATION ****

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 20

NOTICES MAILED 230

PROTESTS 0

APPROVALS 0

**** CONDITIONS ****

24-0138-VAR1 CONDITIONS

Planning

1. Approval of and conformance to the Conditions of Approval for Master Sign Plan (24-0138-MSP1) shall be required, if approved.
2. This approval shall be void two years from the date of final approval, unless exercised pursuant to the provisions of LVMC Title 19.16. An Extension of Time may be filed for consideration by the City of Las Vegas.
3. All necessary building permits shall be obtained and final inspections shall be completed in compliance with Title 19 and all codes as required by the Building and Safety Division.
4. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit.
5. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

24-0138-MSP1 CONDITIONS

Planning

1. Approval of and conformance to the Conditions of Approval for Variance (24-0138-VAR1) shall be required, if approved.
2. Conformance to the Conditions of Approval for Variance (VAR-68150) and Master Sign Plan (MSP-68152) and all other related actions as required by the Department of Community Development and the Department of Public Works, except where amended herein.
3. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

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**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a request for an amendment to a previously approved Master Sign Plan (MSP-68152) for an existing Hotel/Casino development on 30.12 acres at 2411 West Sahara Avenue.

ISSUES

- A Variance (24-0138-VAR1) has been requested to allow a 3,408 square-foot freestanding sign where 1,888 square feet is the maximum allowed. Staff recommends approval of the request.
- A Major Amendment (24-0138-MSP1) to a previously approved Master Sign Plan (MSP-68152) has been requested for proposed 504 square-foot LED display addition to an existing 2,904 square-foot freestanding sign located adjacent to Sahara Avenue. Staff recommends approval of the request.

ANALYSIS

The subject property is located within the Charleston Area of the Las Vegas 2050 Master Plan within the C-1 (Limited Commercial) zoning district. The subject site is not located within any master or special plan area, and Title 19.08 commercial sign standards apply.

In 2016, the City Council approved a Site Development Plan Review (SDR-64875) for a 176,693 square-foot, phased expansion to an existing hotel/casino, which includes a new hotel tower and exterior façade improvements. A Master Sign Plan was required per a condition of approval associated with the aforementioned Site Development Plan Review. On February 14, 2017 the Planning Commission approved a Master Sign Plan (MSP-68152) for an existing Hotel/Casino on 30.12 acres at 2411 West Sahara Avenue. In addition, the City Council approved an associated Variance (VAR-68150), which allowed deviations of development standards for multiple signs associated with the development.

As part of the previously approved Variance (VAR-68150) and Master Sign Plan (MSP-68152) a 67-foot tall, 66-foot wide, 2,904 square-foot freestanding sign was approved to be located adjacent to Sahara Avenue on the northern perimeter of the site. The subject sign is currently existing on the subject site. The sign is designed with an existing 1,056 square-foot static sign area at the top of the sign that reads, "Palace Station Hotel Casino". Below the static sign area is an existing 1,320 square-foot LED display with a 528 square-foot static sign attraction panel below it.

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The applicant has proposed to amend the existing freestanding sign to renovate the LED Display on the sign and increase the area of the display area. The submitted sign elevations indicate the existing 528 square-foot static sign attraction panel will be removed from the bottom of the sign, which will allow the LED display to be extended downward into that area wrapping around the west, north and east sides on the sign. The submitted plans depict the extension of the LED display area will result in 504 square-foot increase in area to the existing 2,904 square-foot freestanding sign, which is an approximately 17 percent increase in signage area.

Pursuant to Title 19.16.270(E) Master Sign Plan development standards a Minor Amendment shall apply to any amendment to the previously approved Master Sign Plan (MSP-68152) which does not propose any of the following circumstances:

- i. Any increase by greater than ten percent in the number or size of freestanding or consolidated signs requiring certificates;
- ii. Any substantial increase in the size, or illumination of wall, awning, roof, marquee or permanent window signs located within 200 feet of property zoned or shown on the General Plan as planned for single family residential (attached or detached) use; or
- iii. Any substantial change in the location of wall, awning, roof, marquee or permanent window signs located within 200 feet of property zoned or shown on the General Plan as planned for single family residential (attached or detached) use.

Since the proposed 504 square-foot sign addition will result in a 17 percent increase in sign area which exceeds condition 19.16.270(E)(i), the applicant has requested a Major Amendment (24-0138-MSP1) to the previously approved Master Sign Plan (MSP-68152).

In addition, the applicant has requested a Variance (24-0138-VAR1) to allow a 3,408 square-foot freestanding sign where 1,888 square feet is the maximum allowed to facilitate the proposed sign addition. Pursuant to Title 19.08.120(F)(16) freestanding sign maximum area development standards, "The total area of all freestanding and monument signs shall not exceed 2 square feet of sign area for each lineal foot of street frontage. On lots with multiple street frontages, the allowable area for each street frontage shall be calculated separately unless consolidated into one sign, then each street frontage shall be added and total square footage permitted may be allowed in one consolidated sign. The submitted plans indicate the Sahara Avenue street frontage on the northern perimeter of the site is 944 linear feet, which would allow a maximum sign area on 1,888 square feet for a freestanding sign.

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Staff notes the calculations associated with the previously approved Variance (VAR-68150) were conducted in error. The previously approved Variance (VAR-68150) indicated the subject site has cumulative total of approximately 3,940 linear feet of street frontage (including Sahara Avenue, Teddy Drive and Rancho Drive) which would allow for 7,880 square feet of total area for three freestanding signs [Sign P-1 adjacent to Sahara Avenue (subject sign) and Sign P-2 and P-3 adjacent to Rancho Drive). Staff notes the calculation to determine the maximum area for the signs should not have used the cumulative total of the street frontages; instead the dimension of the individual street frontages should have been used to determine the maximum area for the freestanding signs.

Staff recommends approval of the requested Variance (24-0138-VAR1) and Master Sign Plan (24-0138-MSP1) as the proposed amendments to the existing freestanding sign are consistent with the existing Hotel/Casio development of this scope. Furthermore, the subject sign remains located in a satisfactory location that will not adversely impact commercial or residential properties in the immediate vicinity.

FINDINGS (24-0138-VAR1)

In accordance with the provisions of Title 19.16.140(B), the Planning Commission and City Council, in considering the merits of a Variance request, shall not grant a Variance in order to:

1. Permit a use in a zoning district in which the use is not allowed;
2. Vary any minimum spacing requirement between uses;
3. Relieve a hardship which is solely personal, self-created or financial in nature."

Additionally, Title 19.16.140(L) states:

"Where by reason of exceptional narrowness, shallowness, or shape of a specific piece of property at the time of enactment of the regulation, or by reason of exceptional topographic conditions or other extraordinary and exceptional situation or condition of the piece of property, the strict application of any zoning regulation would result in peculiar and exceptional practical difficulties to, or exceptional and undue hardships upon, the owner of the property, a variance from that strict application may be granted so as to relieve the difficulties or hardship, if the relief may be granted without substantial detriment to the public good, without substantial impairment of affected natural resources and without substantially impairing the intent and purpose of any ordinance or resolution."

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Sufficient evidence has been provided to approve the requested Variance (24-0138-VAR1) as the proposed amendment to increase the area of the LED display area within the existing freestanding sign are appropriate in scale to the existing Hotel/Casino development. It is concluded that the applicant's hardship is not preferential in nature, and it is thereby within the realm of NRS Chapter 278 for granting of Variances. Therefore, staff recommends approval, subject to conditions.

FINDINGS (24-0138-MSP1)

With the exception of the requested Variance to allow an increase in sign area for the existing freestanding sign, the proposed amendment to the Master Sign Plan adheres to all other Title 19 requirements and previous conditions of approval. The proposed amendment to the existing freestanding sign remains consistent with the existing Hotel/Casino development at the subject site. Therefore, staff recommends approval, subject to conditions.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
11/16/60	The City Council approved a Rezoning (Z-0050-60) from R-1 (Single Family Residential) to C-1 (Limited Commercial) on this site as part of a larger request generally located south of San Francisco [Sahara] Avenue and west of Rancho Road [Drive].
05/04/73	The Board of Zoning Adjustment approved a Variance (V-0027-83) for a 450-unit motel in the C-1 (Limited Commercial) and R-4 (Apartment Residence) zoning districts.
04/06/83	The City Council approved a Rezoning (Z-0017-83) from R-4 (Apartment Residence) and C-1 (Limited Commercial) to C-1 (Limited Commercial) on property generally located at the northeast corner of Kings Way and Teddy Drive. The Planning Commission and staff recommended approval.
08/15/84	The City Council approved a Plot Plan Review (Z-0017-83) for a proposed four-level parking structure on property generally located at the northeast corner of Kings Way and Teddy Drive. The Planning Commission and staff recommended approval.
03/23/93	The Zoning Board of Adjustment approved a Variance (V-0148-92) to allow 3,729 parking spaces where 4,091 are required.

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<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
04/21/93	The City Council approved a request for a Plot Plan and Building Elevation Review [Z-0064-89(1)] of a proposed 318-room addition to the existing hotel tower, a 10,734 square-foot addition to the existing casino and a 19,247 square-foot addition to an existing warehouse on property located on the south side of Sahara Avenue and the west side of Rancho Drive. The Planning Commission and staff recommended approval.
05/24/94	The Zoning Board of Adjustment approved a Variance (V-0056-94) to allow 4,009 onsite parking spaces where 5,580 are required for a proposed hotel expansion at 2411 West Sahara Avenue. Staff recommended denial.
06/01/94	The City Council approved a Plot Plan and Building Elevation Review [Z-0064-89(3)] for a proposed hotel tower expansion and new parking garage for an existing hotel/casino at 2411 West Sahara Avenue. The Planning Commission and staff recommended approval.
11/01/94	Department of Community Planning and Development staff administratively approved a Minor Amendment of an approved Plot Plan and Elevation Review [Z-0064-89(3)] for a five-story, 76-foot tall parking garage at 2411 West Sahara Avenue.
12/06/00	The City Council approved a Petition to Vacate (VAC-0030-00) a portion of Kings Way generally located between Teddy Drive and Rancho Drive, and excess right-of-way in Rancho Drive south of Sahara Avenue. The Planning Commission and staff recommended approval.
04/18/12	The City Council approved a General Plan Amendment (GPA-43991) to establish Redevelopment Area 2 and designate a parcel on the subject site as MXU (Mixed-Use) as a part of a larger request. The Planning Commission and staff recommended approval.
09/07/16	The City Council approved a request for a General Plan Amendment (GPA-64870) from H (High Density Residential), M (Medium Density Residential) and MXU (Mixed Use) to SC (Service Commercial) on 20.55 acres at 2750 and 2550 South Rancho Drive, 2501 Wyandotte Street and 2411 West Sahara Avenue. The Planning Commission and staff recommended approval.
	The City Council approved a request for Rezoning (ZON-64871) from R-4 (High Density Residential) to C-1 (Limited Commercial) on 3.03 acres at 2501 Wyandotte Street. The Planning Commission and staff recommended approval.
	The City Council approved a request for a Special Use Permit (SUP-64872) for the proposed 42,252 square-foot expansion of an existing Gaming Establishment, Non-Restricted use at 2411 West Sahara Avenue. The Planning Commission and staff recommended approval. to allow a 335-foot hotel tower where 175 feet is the maximum allowed within this area of the Airport Overlay District, and to allow a hotel within a C-1 (Limited Commercial) zoning district

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<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
09/07/16	The City Council approved a request for a Special Use Permit (SUP-64873) for a proposed 335-foot building height within the Airport Overlay District where 175 feet is the maximum allowed at 2411 West Sahara Avenue. The Planning Commission and staff recommended approval.
	The City Council approved a request for a Special Use Permit (SUP-64874) for the proposed expansion of an existing hotel use in the C-1 (Limited Commercial) zoning district at 2411 West Sahara Avenue. The Planning Commission and staff recommended approval.
	The City Council approved a request for a Site Development Plan Review (SDR-64875) for a proposed 176,693 square-foot expansion of an existing hotel/casino, including a new 335-foot tall hotel tower, exterior façade improvements, parking and landscaping enhancements and a central utility plant on 30.05 acres at 2411 West Sahara Avenue. The Planning Commission and staff recommended approval.
	The City Council approved a request for a Tentative Map (TMP-64882) for a one-lot commercial subdivision on 30.50 acres at the southwest corner of Sahara Avenue and Rancho Drive. The Planning Commission and staff recommended approval.
01/26/17	A Final Map (FMP-66854) for a one-lot commercial subdivision (Palace Station) on 30.12 acres at the southwest corner of Sahara Avenue and Rancho Drive was recorded.
02/14/17	The Planning Commission approved a request for a Variance (VAR-68150) to allow a total of 11,161 square feet of freestanding sign area where 7,880 square feet is the maximum allowed, a 175-foot tall freestanding sign where 40 feet is the maximum allowed, and seven wall signs that extend up to 108 inches above the building roof or parapet where 12 inches is the maximum allowed on 30.05 acres at 2411 West Sahara Avenue. Staff recommended approval of the request.
	The Planning Commission approved a request for a Master Sign Plan (MSP-68152) for an existing hotel/casino on 30.05 acres at 2411 West Sahara Avenue. Staff recommended approval of the request.
01/18/23	The City Council approved a request for a Site Development Plan Review (22-0497-SDR1) for a proposed 4,300 square-foot modular medical and dental office building with a waiver of title 19.08 commercial development standards at the northeast corner of Kings Way and Teddy Drive. The Planning Commission and staff recommended approval of the request.

<i>Most Recent Change of Ownership</i>	
06/17/11	A deed was recorded for a change in ownership.

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Related Building Permits/Business Licenses	
01/01/51	A business license (H06-00008) was issued for a Resort Hotel (Palace Station Hotel & Casino) at 2411 West Sahara Avenue. The license is still active.
01/27/15	A building permit (#C-277953) was issued for installation of a wall sign (Palace Station) at 2411 West Sahara Avenue. The permit was finalized on 05/04/15.
03/07/17	A building permit (#C-337205) was issued for installation of five wall signs (Palace Station) at 2411 West Sahara Avenue. The permit was finalized on 04/02/18.
03/15/17	A building permit (#C-337866) was issued for installation of a wall sign (Palace Station) at 2411 West Sahara Avenue. The permit was finalized on 04/02/18.
04/03/17	A building permit (#C-338257) was issued for installation of seven directional signs (Palace Station) at 2411 West Sahara Avenue. The permit was finalized on 04/02/18.
	A building permit (#C-338260) was issued for installation of nine directional signs (Palace Station) at 2411 West Sahara Avenue. The permit was finalized on 04/02/18.
04/04/17	A building permit (#C-339117) was issued for installation of three pole signs (Palace Station) at 2411 West Sahara Avenue. The permit has not been finalized.
04/18/17	A building permit (#C-337309) was issued for installation of a wall signs (Palace Station) at 2411 West Sahara Avenue. The permit was finalized on 04/02/18.
	A building permit (#C-337310) was issued for installation of a wall signs (Palace Station) at 2411 West Sahara Avenue. The permit was finalized on 04/02/18.
08/09/17	A building permit (#C17-00730) was issued for installation of a freestanding/pole sign (Palace Station) at 2411 West Sahara Avenue. The permit has not been finalized.
12/27/17	A building permit (#C17-02991) was issued for installation of five wall signs (Palace Station Parking Garage) at 2411 West Sahara Avenue. The permit was finalized on 07/19/18.
01/04/18	A building permit (#C17-02418) was issued for installation of four wall signs (Palace Station) at 2411 West Sahara Avenue. The permit has not been finalized.
	A building permit (#C17-02419) was issued for installation of two wall signs (Palace Station LED Message Units) at 2411 West Sahara Avenue. The permit was finalized on 06/28/18.

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<i>Related Building Permits/Business Licenses</i>	
01/09/18	A building permit (#C18-00109) was issued for installation of a wall sign (Palace Station Parking Garage) at 2411 West Sahara Avenue. The permit was finalized on 01/19/18.
03/08/18	A building permit (#C17-02992) was issued for installation of two wall signs (Palace Station) at 2411 West Sahara Avenue. The permit was finalized on 06/28/18.
03/22/18	A building permit (#C18-00742) was issued for installation of a new monument sign (Palace Station) at 2411 West Sahara Avenue. The permit was finalized on 07/19/18.
05/10/18	A building permit (#C18-01553) was issued for installation of two wall signs/roof signs (Palace Station/Boat House) at 2411 West Sahara Avenue. The permit was finalized on 07/19/18.
05/24/18	A building permit (#C18-01554) was issued for installation of a monument sign (Palace Station Shuttle Bus) at 2411 West Sahara Avenue. The permit was finalized on 07/19/18.
06/19/18	A building permit (#C18-02550) was issued for installation of a wall sign (Palace Station/Boat House) at 2411 West Sahara Avenue. The permit has not been finalized.
07/12/18	A building permit (#C18-02684) was issued for installation of three wall signs (Cinebarre Palace Station) at 2411 West Sahara Avenue. The permit was finalized on 01/14/19.
07/26/18	A building permit (#C18-03155) was issued for installation of a monument sign (Palace Station) at 2411 West Sahara Avenue. The permit was finalized on 12/27/18.
08/09/18	A building permit (#C18-03220) was issued for installation of a wall sign (BBD's at Palace Station) at 2411 West Sahara Avenue. The permit was finalized on 12/27/18.
09/27/18	A building permit (#C18-03791) was issued for installation of a wall sign (Palace Station) at 2411 West Sahara Avenue. The permit was finalized on 01/14/19.
10/17/18	A building permit (#C18-04571) was issued for installation of 15 wall signs (Cinebarre Palace Station) at 2411 West Sahara Avenue. The permit was finalized on 01/14/19.
12/02/20	A building permit (#C20-04228) was issued for installation of wall signs - two sets of exterior illuminated channel letters & one set of interior illuminated channel letters (Tailgate Social Signs) at 2411 West Sahara Avenue. The permit was finalized on 02/19/21.
03/01/24	A building permit (#C24-00648) was processed to remove existing LED faces and illuminated sign cabinets and install new led faces (Palace Station) at 2411 West Sahara Avenue. The permit has not been issued.

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Pre-Application Meeting	
03/12/24	Staff conducted a pre-application meeting with the applicant where the submittal requirements and deadlines were reviewed for a proposed Variance and Master Sign Plan.

Neighborhood Meeting
A neighborhood meeting was not required, nor was one held.

Field Check	
03/28/24	During a routine site visit staff observed a well maintained freestanding sign within an existing Hotel/Casino development.

Details of Application Request	
Site Area	
Gross Acres	30.12

<i>Surrounding Property</i>	<i>Existing Land Use Per Title 19.12</i>	<i>Planned or Special Land Use Designation</i>	<i>Existing Zoning District</i>
Subject Property	Hotel/Casino	TOC-2 (Transit Oriented Corridor - Low)	C-1 (Limited Commercial)
North	Shopping Center	TOC-2 (Transit Oriented Corridor - Low)	C-1 (Limited Commercial)
South	Commercial Recreation/Amusement (Indoor)	TOD-2 (Transit Oriented Development - Low)	C-1 (Limited Commercial)
	Banquet Facility		R-4 (High Density Residential)
	Multi-Family Residential		
East	Outdoor Storage	C (Commercial)	M (Industrial)
	Hotel, Motel or Hotel Suites		
	Sexually Oriented Business	LI/R (Light Industry/Research)	
	Parking Facility		

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<i>Surrounding Property</i>	<i>Existing Land Use Per Title 19.12</i>	<i>Planned or Special Land Use Designation</i>	<i>Existing Zoning District</i>
West	Multi-Family Residential	TOD-2 (Transit Oriented Development - Low)	R-4 (High Density Residential)
		TOC-2 (Transit Oriented Corridor - Low)	
	Multi-Family Residential	TOC-2 (Transit Oriented Corridor - Low)	R-1 (Single Family Residential)

<i>Master and Neighborhood Plan Areas</i>	<i>Compliance</i>
Las Vegas 2050 Master Plan Area: Charleston	Y
<i>Special Area and Overlay Districts</i>	<i>Compliance</i>
A-O (Airport Overlay) District (175 Feet) - this project	Y
<i>Other Plans or Special Requirements</i>	<i>Compliance</i>
Trails (Shared Use Trail - both sides of Rancho Drive) - constructed	Y
Las Vegas Redevelopment Plan Area	N/A
Interlocal Agreement	N/A
Project of Significant Impact (Development Impact Notification Assessment)	N/A
Project of Regional Significance	N/A

DEVELOPMENT STANDARDS

<i>Street Name</i>	<i>Functional Classification of Street(s)</i>	<i>Governing Document</i>	<i>Actual Street Width (Feet)</i>	<i>Compliance with Street Section</i>
Sahara Ave	Primary Arterial	Master Plan of Streets and Highways Map	153	Y
Teddy Dr	Local Street	Title 13	83-96	N/A
Kings Way	Private Street	N/A	60	N/A

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Pursuant to approved Variance (VAR-68150), Master Sign Plan (MSP-68152) and Title 19.08.120, the following standards apply:

<i>Sahara Avenue - Freestanding Signs: [19.08.120]</i>			
<i>Standards</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Number	1 sign per each two hundred lineal feet of street frontage or portion thereof. 944 linear feet frontage = 4 signs allowed	1 sign on Sahara Avenue Street frontage	Y
Maximum Area	2 square feet of sign area for each lineal foot of street Sahara Avenue frontage (944 linear feet frontage = 1,888 square feet of permissible sign area.	3,408 SF	N*
Maximum Height	67 feet	67 feet	Y**
Minimum Setback	5 feet from property line	5 feet from property line	Y
Illumination	LED, External, Internal	LED, External, Internal	Y

**The applicant has requested a Variance (24-0138-VAR1) to allow a 3,408 square-foot freestanding sign where 1,888 square feet is the maximum allowed.*

***Pursuant to approved Variance (VAR-68150) and Master Sign Plan (MSP-68152) the subject sign was approved at a height of 67 feet.*