PUBLIC HEARING
APP. NUMBER/OWNER/DESCRIPTION OF REQUEST
UC-0738-17 – CAESARS PALACE REALTY CORP.:  

USE PERMIT for deviations as shown per plans on file.
DEVIATIONS for the following: 1) permit primary means of access to a proposed modular building from the exterior of the resort hotel; 2) allow a temporary outdoor commercial event longer than 10 days; 3) allow roof signs on a proposed modular building; and 4) all other deviations to development standards per plans on file in conjunction with a resort hotel (Caesars Palace).
DEVIATIONS for the following: 1) outdoor temporary event area; and 2) a modular building on a portion of 80.2 acres in an H-1 (Limited Resort and Apartment) Zone in the MUD-1 Overlay District.

Generally located on the northwest corner of Las Vegas Boulevard South and Flamingo Road within Paradise. CG/jt/ja (For possible action)

RELATED INFORMATION:

APN:
162-17-710-002, 004, & 005; 162-17-810-002, 003, 004, 009, & 010 ptn

DEVIATIONS:
1. Permit primary means of access to a modular building from the exterior of the resort hotel where not allowed per Table 30.44-1.
2. Allow a temporary outdoor commercial event up to 6 months where 10 days is the maximum per Table 30.44-1.
3. Allow roof signs on a modular building where not allowed per Chapter 30.72.
4. All other deviations to development standards per plans on file.

LAND USE PLAN:
WINCHESTER/PARADISE – COMMERCIAL TOURIST

BACKGROUND:
Project Description
General Summary
- Site Address: 3570 Las Vegas Boulevard South
- Site Acreage: 80.2 (portion)
- Project Type: Modular building and extended timeframe for temporary outdoor commercial events
- Building Height: 15 feet 3 inches
- Square Feet: 1,521
Parking Required/Provided: 7,639/8,135

Summary
This application is to allow a proposed 1,521 square foot modular building and temporary outdoor commercial events for up to 6 months to promote the launch of a new consumer product. The modular building will also act as a fulfillment center where patrons can pick up products ordered through specific applications. The modular will sit on a platform covering the existing fountains and will be powered by a generator.

Site Plan
The site plan depicts a proposed platform and modular building on top of the eastern two-thirds of the fountains in front of a resort hotel (Caesars Palace), adjacent to Las Vegas Boulevard South. The proposed modular building will be constructed on the eastern side of the platform, set back approximately 37 feet from the property line along Las Vegas Boulevard South. This application also includes a proposed outdoor event area located on the platform above the fountains on the west side of the modular building. Access to the platform and building is provided from 2 new ramps on the east side of the fountain that directly connect to the plaza area on the west side of the sidewalk along Las Vegas Boulevard South. Ramps are also shown on the north and south sides of the platform. Overall parking for Caesars Palace will be reduced by 5 spaces due to 2 storage containers and a generator to power the modular building, all of which will be located in a parking lot approximately 55 feet north of the fountains. With the reduction of 5 spaces, 8,135 spaces are provided where 7,639 spaces are required.

Elevations
The modular building is 15 feet 3 inches high. Metal columns will support a flat roof, and the wall panels will consist of glass, creating a transparent building.

Floor Plans
The 1,521 square foot modular building will include hands-on product areas, a showcase, a tech room, and an area for a virtual reality 4D experience. The 4,352 square foot outdoor event area will include corporate and marketing events, exhibitions, promotional activities, attractions, and entertainment.

Signage
Four roof signs are proposed on top of the modular building at an additional height of 2 feet. Two of the roof signs are approximately 17 square feet, and the other 2 roof signs are approximately 14 square feet. Total area of the proposed signage is 62 square feet.

Applicant’s Justification
According to the applicant, this project includes a modern, glass-sided modular building that will give patrons the opportunity to observe and engage with various products and interactive activities. After six months, the studio will be removed, and the fountains will be returned to the current state. Deviations are necessary to allow the modular building and outdoor uses for an extended timeframe. No changes to the landscaping are proposed, and excess parking is available on the property to accommodate the event.
### Prior Land Use Requests

<table>
<thead>
<tr>
<th>Application Number</th>
<th>Request</th>
<th>Action</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>UC-0291-17</td>
<td>Addition to an existing restaurant with outdoor improvements</td>
<td>Approved by BCC</td>
<td>June 2017</td>
</tr>
<tr>
<td>VS-0643-16</td>
<td>Vacation and abandonment of a 15 foot wide pedestrian access easement adjacent to the Forum Shops subject to dedicating a new 15 foot wide pedestrian access easement</td>
<td>Approved by PC</td>
<td>November 2016</td>
</tr>
<tr>
<td>UC-0361-16</td>
<td>Modifications to an approved comprehensive sign package and outdoor improvements to an existing shopping center (Forum Shops)</td>
<td>Approved by BCC</td>
<td>July 2016</td>
</tr>
<tr>
<td>UC-0660-15</td>
<td>On-premises consumption of alcohol and outside dining and drinking, with a design review for an exhibition/convention building, a solar canopy, and solar trees in conjunction with an existing resort hotel (Caesars Palace) – expired</td>
<td>Approved by BCC</td>
<td>November 2015</td>
</tr>
<tr>
<td>UC-1003-14</td>
<td>Modifications to an approved comprehensive sign package, increased wall sign area, and increased animated sign area in conjunction with an existing resort hotel (Caesars Palace)</td>
<td>Approved by BCC</td>
<td>February 2015</td>
</tr>
<tr>
<td>DR-0895-14</td>
<td>Temporary outdoor commercial event (ice skating rink) for longer than 10 days – expired</td>
<td>Approved by BCC</td>
<td>January 2015</td>
</tr>
<tr>
<td>UC-0702-13</td>
<td>Modifications and expansion to an existing shopping center (Forum Shops) – expired</td>
<td>Approved by BCC</td>
<td>December 2013</td>
</tr>
<tr>
<td>DR-0615-11</td>
<td>Modifications to an approved comprehensive sign package to include all existing, approved, and new signage for Caesars Palace</td>
<td>Approved by BCC</td>
<td>March 2012</td>
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<tr>
<td>UC-0319-05 (ET-0113-07)</td>
<td>First extension of time for freestanding banner signs</td>
<td>Approved by BCC</td>
<td>June 2007</td>
</tr>
<tr>
<td>DR-0378-06</td>
<td>Wall signs</td>
<td>Approved by BCC</td>
<td>April 2006</td>
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<tr>
<td>UC-0319-05</td>
<td>18 freestanding banners signs located on the Forum Shop building that fronts Las Vegas Boulevard South</td>
<td>Approved by BCC</td>
<td>April 2005</td>
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<tr>
<td>UC-0104-05</td>
<td>Exterior entries to an outside dining area and increase signage in conjunction with this existing resort hotel</td>
<td>Approved by BCC</td>
<td>March 2005</td>
</tr>
<tr>
<td>DR-0862-02</td>
<td>Freestanding animated signs</td>
<td>Approved by BCC</td>
<td>August 2002</td>
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<tr>
<td>UC-0744-99 (ET-0209-00)</td>
<td>First extension of time for an on-premises sign</td>
<td>Approved by PC</td>
<td>July 2000</td>
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<td>UC-0744-99</td>
<td>On-premises sign in conjunction with a resort hotel that deviated from improvement standards for sign height and sign area – approved by the Planning Commission in July 1999 and amended in December 1999</td>
<td>Approved by PC</td>
<td>December 1999</td>
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<tr>
<td>Planned Land Use Category</td>
<td>Zoning District</td>
<td>Existing Land Use</td>
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<tr>
<td>North Commercial Tourist</td>
<td>H-1</td>
<td>Portions of the Caesars Palace complex, Forum Shops, &amp; Mirage Resort Hotel</td>
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<tr>
<td>South Commercial Tourist</td>
<td>H-1</td>
<td>Bellagio Resort Hotel</td>
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<tr>
<td>East Commercial Tourist</td>
<td>H-1</td>
<td>Flamingo Resort Hotel, LINQ Promenade, LINQ Resort Hotel, Harrah’s Resort Hotel, &amp; Cromwell Resort Hotel</td>
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<tr>
<td>West Business and Design/Research Park &amp; Commercial Tourist</td>
<td>M-1 &amp; H-1</td>
<td>Interstate 15, industrial buildings, &amp; the Rio Resort Hotel</td>
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**STANDARDS FOR APPROVAL:**
The applicant shall demonstrate that the proposed request meets the goals and purposes of Title 30.

**Analysis**

**Current Planning**

**Use Permit/Deviations**
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.

Previous applications to allow temporary events (ice skating on the fountains) and temporary buildings have been approved on this site and in this same location. As a result, staff does not anticipate any negative impacts from the proposed events and building, such as increased pedestrian and vehicular congestion, visual blight, or unsightly conditions. The location of the building will accommodate pedestrians, which complies with Urban Specific Land Use Policy 86 of the Comprehensive Master Plan which encourages pedestrian friendly developments where building entrances are clearly identifiable and directly accessible from public sidewalks. A 6 month timeframe is appropriate, and the roof signs will not create a negative visual impact and are appropriate given the existing signage for other properties along Las Vegas Boulevard South.

**Design Reviews**
The design of the proposed modular building and outdoor event area for a 6 month period located on a platform above the fountains creatively repurposes an existing space along Las Vegas Boulevard South. By creating a transparent building, the project will add to the pedestrian experience and create an additional amenity for tourists. Therefore, staff can support the 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
- 6 months to commence;
- Until March 20, 2018 to remove structures;
- Certificate of Occupancy and/or business license shall not be issued without final zoning inspection.
- Applicant is advised that a substantial change in circumstances or regulations may warrant denial or added conditions to an extension of time; 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.

TAB/CAC:
APPROVALS:
PROTESTS:

APPLICANT:  Caesars Palace Realty Corporation
CONTACT:  Sonia Vermeys, 100 North City Parkway, Suite 1600, Las Vegas, NV  89106