



Laughlin Town Advisory Board
Laughlin Regional Government Center
101 Civic Way
Laughlin, NV 89029
 August 27, 2024
 1:30pm

AGENDA

Note:

- Items on the agenda may be taken out of order.
- The Board/Council may combine two (2) or more agenda items for consideration.
- The Board/Council may remove an item from the agenda or delay discussion relating to an item at any time.
- No action may be taken on any matter not listed on the posted agenda.
- All planning and zoning matters heard at this meeting are forwarded to the Board of County Commissioners' Zoning Commission (BCC) or the Clark County Planning Commission (PC) for final action.
- Please turn off or mute all cell phones and other electronic devices.
- Please take all private conversations outside the room.
- With a forty-eight (48) hour advance request, a sign language interpreter, or other reasonable efforts to assist and accommodate persons with physical disabilities, may be made available by calling (702) 455-3530, TDD at (702) 385-7486, or Relay Nevada toll-free at (800) 326-6868, TD/TDD.
- Supporting material provided to Board/Council members for this meeting may be requested from Tammy Harris at (702) 298-0828.
- Supporting material is/will also available at the Clark County Department of Administrative Services, 500 S. Grand Central Parkway, 6th Floor, Las Vegas, Nevada 89155.
- Supporting material is/will be available on the County's website at <https://clarkcountynv.gov/LaughlinTAB>

Board/Council Members: Kathleen Hoss, Chairperson
 Pamela Walker, Vice Chairperson
 Fred Doten
 Kathy Ochs
 Hermon Walker

Secretary: Tammy Harris, (702) 298-0828, tammy.harris@clarkcountynv.gov
 Business Address: Clark County Department of Administrative Services, 500 S. Grand Central Parkway, 6th Floor, Las Vegas, Nevada 89155

County Liaison(s): Mark Moskowitz, (702) 298-0828, (702) 455-6173, mark.moskowitz@clarkcountynv.gov
 Business Address: Clark County Department of Administrative Services, 500 S. Grand Central Parkway, 6th Floor, Las Vegas, Nevada 89155

- I. Call to Order, Pledge of Allegiance, and Roll Call
- II. Public Comment- This is a period devoted to comments by the general public about items on this agenda. No discussion, action, or vote may be taken on this agenda item. You will be afforded the opportunity to speak on individual Public Hearing Items at the time they are presented. If you wish to speak to the Board/Council about items within its jurisdiction but not appearing on this agenda, you

BOARD OF COUNTY COMMISSIONERS
 TICK SEGERBLOM, Chair – WILLIAM MCCURDY II, Vice-Chair
 JAMES B. GIBSON – JUSTIN C. JONES – MARILYN KIRKPATRICK – ROSS MILLER – MICHAEL NAFT
 KEVIN SCHILLER, County Manager

must wait until the "Comments by the General Public" period listed at the end of this agenda. Comments will be limited to three (3) minutes. Please step up to the speaker's podium, if applicable, clearly state your name and address and please **spell** your last name for the record. If any member of the Board/Council wishes to extend the length of a presentation, this will be done by the Chairperson or the Board/Council by majority vote.

- III. Approval of the Agenda for August 27, 2024, and Hold, Combine, or Delete any Items. (For possible action)
- IV. Informational Items
 - 1. Receive a report and updates from the South County Liaison Mark Moskowitz on any updates from Clark County. (For discussion only)
 - 2. Announcements of upcoming neighborhood meetings and County or community meetings and events. (For discussion only)
- V. Planning and Zoning:
 - 1. **SDR-24-0405-RIVERSIDE RESORT & CASINO INC.:**
SIGN DESIGN REVIEW to increase a wall sign area in conjunction with a resort hotel (Riverside) on 18.43 acres in a CR (Commercial Resort) Zone. Generally located on the east side of Casino Drive, 1,400 feet south of State Route 163 within Laughlin. (For possible action) To the PC 09/17/2024
- VI. General Business: None
- VII. Comments by the General Public- A period devoted to comments by the general public about matters relevant to the Board/Council's jurisdiction will be held. No vote may be taken on a matter not listed on the posted agenda. Comments will be limited to three (3) minutes. Please step up to the speaker's podium, if applicable, clearly state your name and address and please **spell** your last name for the record. If any member of the Board/Council wishes to extend the length of a presentation, this will be done by the Chairperson or the Board/Council by majority vote.
- VIII. Next Meeting Date: September 10, 2024
- IX. Adjournment.

POSTING LOCATIONS: This meeting was legally noticed and posted at the following locations:
Laughlin Regional Government Center, 101 Civic Way, Laughlin, NV 89029
<https://notice.nv.gov>

[To see live stream of the Laughlin Town Advisory Board meeting, go to You Tube and in the search bar type: LaughlinTown as one word. Or use address https://www.youtube.com/channel/UCWo5ABfxMjLhtQ5keDBhEOQ](https://www.youtube.com/channel/UCWo5ABfxMjLhtQ5keDBhEOQ)

BOARD OF COUNTY COMMISSIONERS
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KEVIN SCHILLER, County Manager

**ATTACHMENT A
LAUGHLIN TOWN ADVISORY BOARD
ZONING AGENDA
TUESDAY, 1:30 P.M., AUGUST 27,2024**

09/17/24 PC

1. **SDR-24-0405-RIVERSIDE RESORT & CASINO INC.:**
SIGN DESIGN REVIEW to increase a wall sign area in conjunction with a resort hotel (Riverside) on 18.43 acres in a CR (Commercial Resort) Zone. Generally located on the east side of Casino Drive, 1,400 feet south of State Route 163 within Laughlin. MN/rr/syp (For possible action)

PUBLIC HEARING

APP. NUMBER/OWNER/DESCRIPTION OF REQUEST

SDR-24-0405-RIVERSIDE RESORT & CASINO INC.:

SIGN DESIGN REVIEW to increase a wall sign area in conjunction with a resort hotel (Riverside) on 18.43 acres in a CR (Commercial Resort) Zone.

Generally located on the east side of Casino Drive, 1,400 feet south of State Route 163 within Laughlin. MN/rr/syp (For possible action)

RELATED INFORMATION:

APN:

264-13-501-001

SIGN DESIGN REVIEW:

Increase a wall sign area to be 1,000 square feet where only 900 square feet (20% of the area of the building face) is permitted per Section 30.05.02 (an 11.1% increase).

LAND USE PLAN:

LAUGHLIN - ENTERTAINMENT MIXED-USE

BACKGROUND:

Project Description

General Summary

- Site Address: 1650 S. Casino Drive
- Site Acreage: 18.43
- Project Type: Wall sign
- Square Feet: 1,000

Site Plan

The plan depicts the existing Riverside Resort and Casino complex located on the north half of the site with a large parking area located south of the resort hotel. The subject sign is located on the wall of the movie theater located on the southwestern side of the resort hotel facing south towards the parking lot.

Sign Plan

The plan depicts, through photographic evidence, the previous conditions in which a marquee-style wall sign, 1,296 square feet in size, was located on the wall of the movie theater. This wall sign has since been removed. The plan depicts a proposed non-illuminated wall sign which will be 20 feet in height and 50 feet in length for a total of 1,000 square feet. The sign will be located on the same wall as the previous sign. The building face on which the proposed sign will be located is 50 feet in height and 90 feet in length or 4,500 square feet.

Applicant's Justification

The applicant states the proposed sign is a crucial component of their strategic marketing plan aimed at enhancing the visibility and appeal of their establishment. The applicant lists multiple reasons for the sign including positive economic impact, job creation from increased tourism, and the use of the sign for community events or partnerships. The applicant states that the sign will have aesthetic appeal and will not obstruct views, distract drivers, or pose hazards to public safety.

Prior Land Use Requests

Application Number	Request	Action	Date
UC-0035-00	Deviation from improvement standards and a deviation for an outside sign	Approved by PC	February 2000
VC-1902-94	Additional signage including animated wall signs and raceways in conjunction with new tower for resort hotel (Riverside)	Approved by PC	January 1995

Other various land use applications have also been submitted on the Riverside Resort Hotel site.

Surrounding Land Use

	Planned Land Use Category	Zoning District (Overlay)	Existing Land Use
North	Open Lands	PF	Parking areas & boat launch
South	Entertainment Mixed-Use	CR	Aquarius Casino Resort
East	Entertainment Mixed-Use	CR	Colorado River
West	Entertainment Mixed-Use	CR & CG	Parking garage, restaurant, & RV park

STANDARDS FOR APPROVAL:

The applicant shall demonstrate that the proposed request is consistent with the Master Plan and is in compliance with Title 30.

Analysis

Comprehensive Planning

Sign Design Review

The proposed signage on the subject property is reviewed to determine 1) compatibility, in terms of scale and architectural features, with the site and surrounding area; 2) harmony with the character of the neighborhood; 3) impact on the surrounding land uses; and 4) the health, safety, and welfare of the inhabitants of the area.

The proposed sign is 1,000 square feet and located on a building face which is 4,500 square feet. The maximum allowable size is 900 square feet or 20% of the building face. The previous wall sign, which has been removed, was 1,296 square feet. Therefore, the proposed sign, while exceeding the current size allowance of the code by 100 square feet, will be 296 square feet smaller than the previous sign. According to the applicant, the proposed sign will project approximately 3 inches from the wall of the building. The proposed sign appears to be compatible with the site, surrounding area, and should have minimal impacts on any surrounding land uses. The increase in

size is minimal and the sign faces the parking lot rather than the street. 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 Master Plan, Title 30, and/or the Nevada Revised Statutes.

PRELIMINARY STAFF CONDITIONS:

Comprehensive Planning

- Applicant is advised within 2 years from the approval date the application must commence or the application will expire unless extended with approval of an extension of time; a substantial change in circumstances or regulations may warrant denial or added conditions to an extension; 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; changes to the approved project will require a new land use application; and the applicant is solely responsible for ensuring compliance with all conditions and deadlines.

Public Works - Development Review

- No comment.

Fire Prevention Bureau

- No comment.

Clark County Water Reclamation District (CCWRD)

- No comment.

TAB/CAC:

APPROVALS:

PROTESTS:

APPLICANT: RIVERSIDE RESORT & CASINO INC.

CONTACT: YESCO, ATTN: MIKE LEBLUE, 5119 CAMERON STREET, LAS VEGAS, NV 89113



Department of Comprehensive Planning Application Form

ASSESSOR PARCEL #(s): 264-13-501-001

PROPERTY ADDRESS/ CROSS STREETS: 1650 S Casino Drive, Laughlin, NV 89029

DETAILED SUMMARY PROJECT DESCRIPTION

Remove existing 1,296 square foot wall sign and replace it with a 1,000 square foot non-illuminated wall sign on a 4,500 square foot building face, where the total area of wall signs cannot exceed 20% (900 square feet) of the area of building face.

PROPERTY OWNER INFORMATION

NAME: Riverside Resort and Casino Inc.
 ADDRESS: 1650 S Casino Drive PMB 500
 CITY: Laughlin STATE: NV ZIP CODE: 89029-1512
 TELEPHONE: 702-298-2535 CELL: _____ EMAIL: dfuchs@riversideresort.com

APPLICANT INFORMATION (must match online record)

NAME: Riverside Resort and Casino Inc.
 ADDRESS: 1650 S Casino Drive PMB 500
 CITY: Laughlin STATE: NV ZIP CODE: 89029-1512 REF CONTACT ID # _____
 TELEPHONE: 702-298--2535 CELL: _____ EMAIL: dfuch@riversideresort.com

CORRESPONDENT INFORMATION (must match online record)

NAME: Michael LeBlue
 ADDRESS: 5119 S. Cameron Street
 CITY: Las Vegas STATE: NV ZIP CODE: 89118 REF CONTACT ID # 168828
 TELEPHONE: 702-876-8080 CELL: 702-348-7414 EMAIL: mleblue@yesco.com

*Correspondent will receive all communication on submitted application(s).

(I, We) the undersigned swear and say that (I am, We are) the owner(s) of record on the Tax Rolls of the property involved in this application, or (am, are) otherwise qualified to initiate this application under Clark County Code; that the information on the attached legal description, all plans, and drawings attached hereto, and all the statements and answers contained herein are in all respects true and correct to the best of my knowledge and belief, and the undersigned and understands that this application must be complete and accurate before a hearing can be conducted. (I, We) also authorize the Clark County Comprehensive Planning Department, or its designee, to enter the premises and to install any required signs on said property for the purpose of advising the public of the proposed application.


 Property Owner (Signature)*

Matthew C. Laughlin
 Property Owner (Print)

7/8/2024
 Date

DEPARTMENT USE ONLY:

- | | | | | | | |
|------------------------------|-----------------------------|------------------------------|---|-----------------------------|-----------------------------|-----------------------------|
| <input type="checkbox"/> AC | <input type="checkbox"/> AR | <input type="checkbox"/> ET | <input type="checkbox"/> PUDD | <input type="checkbox"/> SN | <input type="checkbox"/> UC | <input type="checkbox"/> WS |
| <input type="checkbox"/> ADR | <input type="checkbox"/> AV | <input type="checkbox"/> PA | <input type="checkbox"/> SC | <input type="checkbox"/> TC | <input type="checkbox"/> VS | <input type="checkbox"/> ZC |
| <input type="checkbox"/> AG | <input type="checkbox"/> DR | <input type="checkbox"/> PUD | <input checked="" type="checkbox"/> SDR | <input type="checkbox"/> TM | <input type="checkbox"/> WC | OTHER _____ |

APPLICATION # (s) SDR-24-0405

ACCEPTED BY RR

PC MEETING DATE 9-17-24

DATE 7-24-24

BCC MEETING DATE _____

FEES \$1,000.00

TAB/CAC LOCATION LAUGHLIN

DATE 8-27-24



July 9, 2024

Clark County Comprehensive Planning Department
500 South Grand Central Parkway
Las Vegas, NV 89106

PLANNER COPY

To Whom It May Concern,

I hope this letter finds you well. I am writing to you on behalf of the Riverside Resort Hotel & Casino to seek approval for the installation of a giant sign on the side of our entrance building. This sign is a crucial component of our strategic marketing plan aimed at enhancing the visibility and appeal of our establishment.

Riverside Resort Hotel & Casino is committed to providing exceptional hospitality services and entertainment experiences to our guests. Our vision is to position ourselves as a premier destination for tourists and locals alike. To achieve this, we believe an impactful and visually appealing sign is essential. Here are several compelling reasons why this sign will benefit both Riverside Resort and Clark County:

1. **Enhanced Visibility:** The proposed sign will significantly increase the visibility of our establishment. This will contribute to a more convenient and pleasant experience for our guests, thereby encouraging repeat visits and positive word-of-mouth.
2. **Economic Impact:** Riverside Resort Hotel & Casino plays a vital role in the local and county economy by attracting tourists who spend money on accommodation, dining, entertainment, and other services. Increased visibility will likely lead to higher occupancy rates, more frequent events, and greater patronage, all of which translate into increased revenue for the local economy and additional room and entertainment tax contributions to the county.
3. **Job Creation:** With higher visitor numbers, we anticipate the need to expand our workforce. This will create new employment opportunities for local residents, contributing to job growth and economic stability in the community.
4. **Aesthetic Appeal:** We have top-tier designers to ensure the sign is not only functional but also aesthetically pleasing. The design will complement the architectural style of our building and enhance the overall streetscape, contributing positively to the visual appeal of the area.
5. **Community Engagement:** Riverside Resort is dedicated to being an active and responsible member of the Clark County community. The sign will feature not only promotional content but also information on community events or local partnerships fostering a stronger connection between the resort and the residents.

PMB 500 • 1650 S. Casino Drive • Laughlin • NV 89029 / 702 • 298 • 2535 / 800 • 227 • 3849

RiversideResort.com



6. ****Safety and Compliance:**** We assure you that the sign will adhere to all safety standards and regulations set forth by Clark County. We are committed to ensuring it does not obstruct views, distract drivers, or pose any hazards to public safety.

In conclusion, the installation of our sign on the side of our entrance will have numerous benefits for Riverside Resort Hotel & Casino and the wider Clark County community. It will enhance our visibility, contribute to economic growth, create jobs, and strengthen our engagement with the local community. We respectfully request your approval to proceed with this project, confident it will bring positive outcomes for all stakeholders involved.

Thank you for considering our proposal. We look forward to your favorable response and are available to provide any further information or address any concerns you may have.

Sincerely,

Diana Fuchs
Marketing & Entertainment Director
Riverside Resort Hotel & Casino