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September 28, 2016

Ms. Courtney Mooney
CLV Department of Planning
333 North Rancho Drive, 3rd Floor
Las Vegas, Nevada 89106

RE: HPC-66780

Dear Ms. Mooney:

Your request for discussion and possible action regarding an HPC Centennial Legacy Funding request for \$3,150.00 for permanent banners and sign toppers for the Berkley Square Historic District, bounded by Byrnes Avenue, N. G Street, Leonard Avenue and D Street on the north, west, south and east, multiple APNs, R-1 (Single Family Residential) zone, Ward 5 (Barlow), was considered by the Historic Preservation Commission on September 28, 2016. The Notice of Final Action was filed with the Las Vegas City Clerk on September 29, 2016.

The Historic Preservation Commission voted to **APPROVE** your request.

This action by the Historic Preservation Commission on September 29, 2016 is final unless a written appeal is filed with the City Clerk within ten (10) days of the date of the Historic Preservation Commission's decision.

Sincerely,

Thomas A. Perrigo
Director
Department of Planning

TAP:CM:clb

AGENDA SUMMARY PAGE

HISTORIC PRESERVATION COMMISSION MEETING OF: SEPTEMBER 28, 2016

DEPARTMENT: PLANNING

DIRECTOR:

TOM PERRIGO

☒ **Action**

HISTORIC PRESERVATION OFFICER:

COURTNEY MOONEY

☐ **Report**

SUBJECT:

HPC-66780 – Discussion and possible action regarding an HPC Centennial Legacy Funding request for \$3,150.00 for permanent banners and sign toppers for the Berkley Square Historic District, bounded by Byrnes Avenue, N. G Street, Leonard Avenue and D Street on the north, west, south and east, multiple APNs, R-1 (Single Family Residential) zone, Ward 5 (Barlow)

PURPOSE/BACKGROUND:

The Planning Department is requesting funding in the amount of \$3,150.00 to hire artist Joseph Watson to design permanent sign toppers for 12 street signs and reformat existing banner images for permanent banners. This amount is based on Option 2 of the design proposal submitted by Mr. Watson (please see attached).

Temporary banners were installed on street lights in and around the historic district in 2013.

The Berkley Square Historic District is listed on the National Register of Historic Places.

If approved, staff will present draft designs to the Commission as well as the Las Vegas Ward 5 Council office for review.

FINDINGS:

The Historic Preservation Commission has \$116,239.00 available funding in the HPC Centennial Operating Fund. This project is allowable under the Public Outreach and Historical Interpretation budget items.

RECOMMENDATION:

Approval

BACKUP DOCUMENTATION:

- Joseph Watson Proposal with options, dated 8/22/16
- Map of permanent banner and sign topper locations



8/22/16

To whom it may concern,

I am once again honored to contribute my art to the Berkley Square neighborhood. The previous banner project gave the community pride and the chance for outsiders to get a better understanding of the rich history of the neighborhood. Now, the imagery that I previously created has the opportunity to become a permanent piece of the neighborhood by use of metal banner signage as well as on street signs. Below, are the various options and pricing that I am proposing for the project. Please let me know if you have any questions or concerns.

Sincerely,

Joseph Watson

2209 Bon Papa Court

Henderson, NV 89044

858-733-2135

ace_watson@yahoo.com

www.josephwatsoncollection.com



date: 8.22.16 project title: Berkley Square
to: City of Las Vegas Dept of Planning designer: Joseph Watson

This estimate includes tasks to perform under contract. The estimated pricing is solely for design work and not for printing, fabrication or installation.

Items:

(Option 1) Needed: (1) Street sign design and the silhouette design of the topper.

Encompasses: Designing (1) topper image for use on the street signs. This will be a single image that will be reproduced 24 times for the purpose of applying to the double sided street signs. The custom image will be re-purposed elements from the existing banner art that I created. This newly created standard image will also include the wording "Berkley Square Historic District," along with the phrases "The First African-American Built Subdivision". This option includes color mock-ups and color variations as well as the final production art.

Estimated cost: \$950.00

(Option 2) Needed: (5) Street sign designs which includes (1) common topper design for the interior street signs and (4) unique topper designs for the entry streets signs. Also, the silhouette design of the topper.

Encompasses: Designing four unique designs for use on the entry street signs. These signs will represent a brief history of the neighborhood by re-use of the images from the banners. These images will be re-formatted into new street sign dimensions and I will create extra imagery if needed. This newly created images will also include the wording "Berkley Square Historic District," along with the phrases "The First African-American Built Subdivision". This option includes color mock-ups and color variations as well as the final production art.

Estimated cost: \$2600.00

(Option3) Needed: (12) Unique street sign designs and silhouette design of the topper. Each image will be reproduced twice as a two sided street sign topper.

Encompasses: Designing twelve unique designs for use on the street sign toppers. These signs will be generated from the re-use of existing banner art. Each of the sign toppers in this particular option will reflect a different aspect of the Berkley Square neighborhood. These newly created images will also include the wording "Berkley Square Historic District," along with the phrases "The First African-American Built Subdivision". This option includes color mock-ups and color variations as well as the final production art.

Estimated cost: \$4500.00



Needed: Permanent Banner Art.

Encompasses: Reformatting the (10) existing banner art images into approx 3'x5'. It will involve cropping and possibly creating extra added area to the images due to the cropping and newly blank spaces within the image.

Estimated cost: \$550.00

Berkley Square Permanent Sign Toppers and Banners

