

176890-C-10

Resnick's  
900 Las Vegas Blvd. South  
Suite #120  
Las Vegas, NV 89101

HOOVER AVENUE

SIGN  
LOCATION

TO PARKING

PARKING

SOHO LOFTS - RETAIL  
LAS VEGAS, NV

ARC-40354  
12/14/10 DDRC

RECEIVED  
DEC 02 2010



**FEDERAL  
HEATH**

SIGN COMPANY

www.federalheath.com

3900 W. Dewey Drive  
Las Vegas, NV 89118  
(702) 739-9468  
Fax (702) 795-0378

Manufacturing Facilities  
Oceanside, Euless, Jacksonville, Columbus  
Office Locations  
Oceanside, Las Vegas, Laughlin, Grand Falls,  
Euless, Jacksonville, Houston, San Antonio,  
Corpus Christi, Glanton, Milwaukee,  
Allentown, Louisville, Indianapolis, Columbus,  
Cincinnati, Westerville, Knoxville, Tulsa,  
Atlanta, Tampa, Daytona Beach, Winter Park

Building Quality Signage Since 1901

Revisions

1. Change to paint white neon tube 11/15/10

2.  
3.  
4.  
5.  
6.

Account Rep D CONNER

Project Manager L MORGAN

Drawn By M ELLIS

Project Location

grocery

900 SOUTH LAS VEGAS BLVD  
SUITE #120, LAS VEGAS  
NEVADA 89109

Underwriters LABORATORIES INC. ELECTRONICALLY SIGNED AND VERIFIED  
COMPONENTS AND FINAL TEST  
ALL TEST PARAMETERS

Client Approval/Date

Landlord Approval/Date

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Job Number

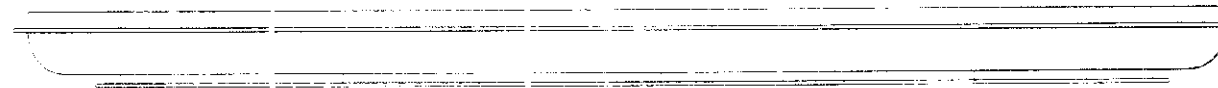
Date 10-19-10

Number 1 of 3

Design Number 11570 R1

City of Las Vegas

12'-10" cabinet



plan view

Resnicks  
grocery

NEON BAND: 6500 WHITE NEON

ALUM. CABINET W/  
PAINTED MATTHEWS  
BRUSHED ALUM. FINISH  
S.C. TRANSFORMERS

COPY DIGITAL PRINTED  
VINYL PMS 359 W/  
BLACK OUTLINE  
SINGLE STROKE  
EGL TROPIC GREEN AR  
EXPOSED NEON TUBE

BLACK VINYL COPY W/ EXPOSED  
SINGLE STROKE WHITE NEON

• REF: MOUNTING OPTION PG. 3

8"



PROFILE

SSN TYPE B

S/F WALL SIGN (\*) req'd

scale: 1/2"=1'-0"



PROPOSED ELEVATION

scale: 1/8"=1'-0"



nighttime elevation

ARC-40354  
12/14/10 DDRC

City of Las Vegas

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Corpus Christi • Grafton • Milwaukee

Arklowood • Louisville • Indianapolis • Columbus

Channah • Asheville • Knoxville • Tundra

Atlanta • Tampa • Daytona Beach • Winter Park

Building Quality Signage Since 1901

Revisions

Bring to print white neon me 11/15/10

Account Rep D. CONNER

Project Manager L. MORGAN

Drawn By M. ELLIS

Project Location

grocery

900 SOUTH LAS VEGAS BLVD  
SUITE #120 LAS VEGAS  
NEVADA 89109

Underwriters  
Associates Inc.

Client Approval Date

Underwriter Approval Date

Job Number

10-19-10

Number 2 of 3

Design Number 11570 R1

176890-C-10

Resnick's  
900 Las Vegas Blvd. South  
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HOOVER AVENUE

SIGN  
LOCATION

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SOHO LOFTS - RETAIL  
LAS VEGAS, NV

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City of Las Vegas

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HEATH**

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3700 W. Dewey Drive  
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(702) 798-8488  
Fax (702) 795-0378

Manufacturing Facilities:  
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Office Locations:  
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Bates - Jacksonville - Houston - San Antonio  
Corpus Christi - Grafton - Milwaukee  
Wichita Falls - Louisville - Indianapolis - Columbus  
Chattanooga - Westerville - Knoxville - Tulsa  
Atlanta - Tampa - Daytona Beach - Venice, Fla.  
Building Quality Signage Since 1901

Revisions:  
1. change to paint, white neon m.a. 11-15-10

Account Rep: D.CONNER  
Project Manager: L.MORGAN  
Drawn By: M.ELLIS  
Project / Location:

*Resnick's*  
grocery

900 SOUTH LAS VEGAS BLVD  
SUITE #120, LAS VEGAS  
NEVADA 89109

Manufactured by:  
Federal Heath Sign Company  
Las Vegas, NV 89118  
www.federalheath.com

Client Approval/Date:

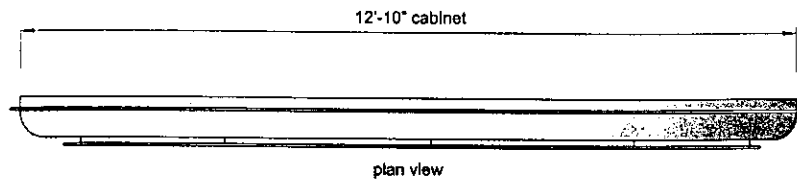
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Actual Material. Materials Subject to Product's Sample  
For Exact Color Match.

Job Number:

Date: 10-19-10

Number: 1 of 3

Design Number: 11570 R1



NEON BAND: 6500 WHITE NEON

ALUM. CABINET W/  
PAINTED MATTHEWS  
BRUSHED ALUM. FINISH.  
S/C TRANSFORMERS

COPY: DIGITAL PRINTED  
VINYL PMS 359 W/  
BLACK OUTLINE.  
SINGLE STROKE  
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BLACK VINYL COPY W/ EXPOSED  
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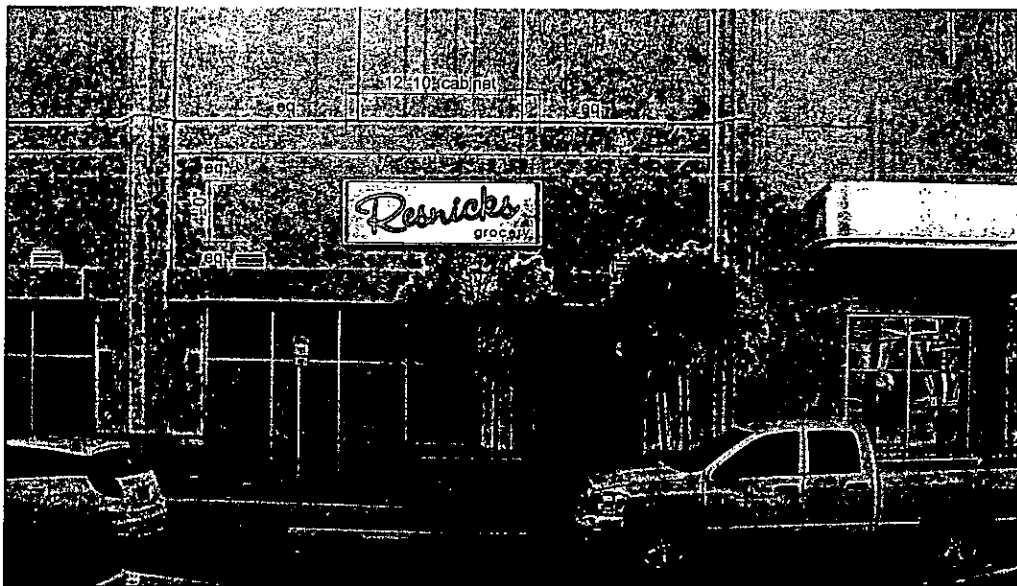
• REF: MOUNTING OPTION PG. 3



PROFILE

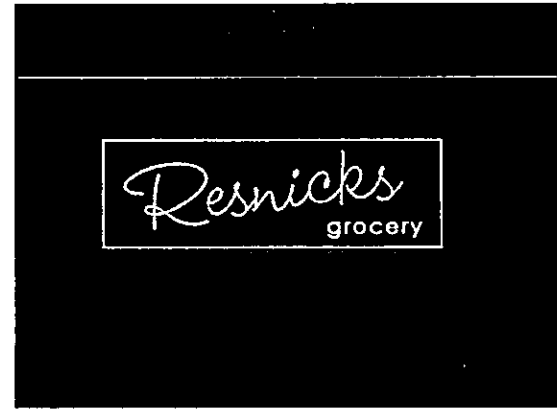
SIGN TYPE **A** S/F WALL SIGN (1) req'd

scale: 1/2"=1'-0"



PROPOSED ELEVATION

scale: 1/8"=1'-0"



night time elevation

ADEQUATE POWER AS DESIGNATED BY FEDERAL HEATH TO SIGN LOCATION(S) TO BE PROVIDED BY OTHERS.

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Atlanta - Tampa - Daytona Beach - Winter Park

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Drawn By: M.ELLIS

Project / Location:

*Resnicks*  
grocery

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SUITE #120, LAS VEGAS  
NEVADA 89109

BACKLOG TO 100% WITH  
COMPLETION OF 100% WITH  
ALL H.C. SHIPMENTS

Client Approval/Date:

Landlord Approval/Date:

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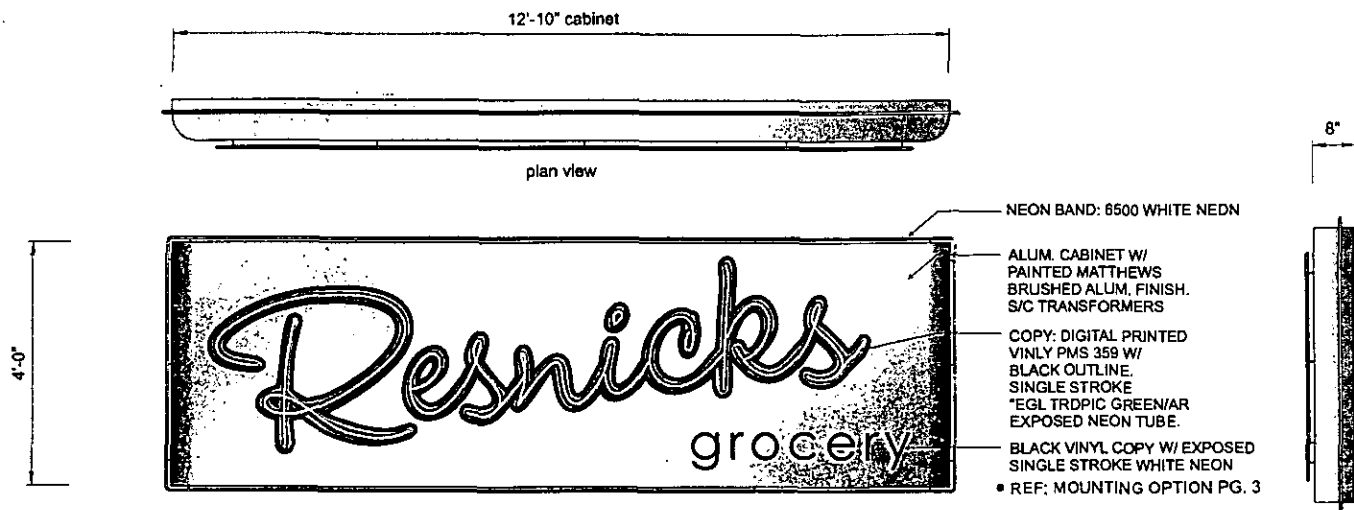
Colors Depicted in This Rendering May Not Match  
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For Exact Color Match.

Job Number:

Date: 10-19-10

Number: 2 of 3

Design Number: 11570 R1



SIGN TYPE **A** S/F WALL SIGN (1) req'd

scale: 1/2"=1'-0"

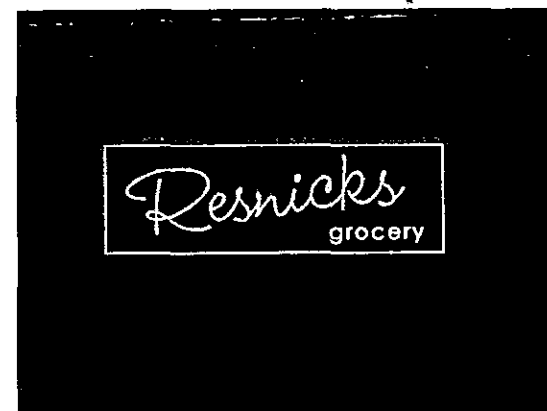
PROFILE



PROPOSED ELEVATION

scale: 1/8"=1'-0"

RECEIVED  
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City of Las Vegas



night time elevation

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Drawn By: M. ELLIS

Project / Location:

Resnick's  
grocery

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SUITE #120, LAS VEGAS  
NEVADA 89109

Underwriters Laboratories Inc. (UL) LISTED FOR SAFETY AND RELIABILITY

Client Approval/Date:

Landlord Approval/Date:

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Job Number:

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Number: 2 of 3

Design Number: 11570 R1

ADEQUATE POWER AS DESIGNATED BY FEDERAL HEATH TO SIGN LOCATION(S) TO BE PROVIDED BY OTHERS.

## I N T E R - O F F I C E   M E M O R A N D U M

JAN 4 2011

## TO:

COURTNEY MOONEY  
PLANNING & DEVELOPMENT

## FROM:

CITY CLERK

## SUBJECT:

APPEAL ON DOWNTOWN DESIGN  
REVIEW COMMITTEE

## COPIES TO:

This is to certify that the following action relative to Downtown Design Review Committee decision on the application of:

FILE NO.:           ARC-40354

APPLICANT:       Federal Heath Sign Company

WARD:             3 (Reese)

Appeal by applicant or any other aggrieved person:

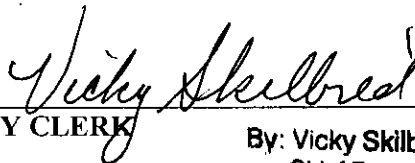
Yes

No

JAN 4 2011

DATE

CITY CLERK

By: Vicky Skillbred  
Chief Deputy City Clerk

## PLANNING AND DEVELOPMENT DEPARTMENT INFORMATION:

Date of Downtown Design Review Committee Action.

December 14, 2010

Last day for filing an appeal by applicant or any other  
aggrieved person. (Appeal period is ten (10) days after the  
date of the DDRC decision.)

January 3, 2011



DEVELOPMENT SERVICES CENTER

731 S. Fourth Street  
Las Vegas, NV 89101

Voice: 702-229-6301  
Fax: 702-474-0352  
TTY: 702-386-9108  
[www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)

December 15, 2010

Sam Cherry  
Retail 110 Inc.  
900 S. Las Vegas Blvd  
Las Vegas, Nevada 89101

**RE: ARC-40354**

Dear Applicant:

Your request for a signage review on a Mixed Use development at 900 South Las Vegas Boulevard suite # 120 (APN 139-34-411-000), C-2 (General Commercial) Zone, Ward 3 (Reese), was considered by the Downtown Design Review Committee (DDRC) on December 14, 2010.

The Downtown Design Review Committee (DDRC) voted to APPROVE your request, subject to the following amended conditions:

1. All signage including temporary signage shall be property permitted.
2. All signage must advertise products or services obtainable on the premises.
3. Conformance to the sign elevations and documentation as submitted and date stamped 12/02/10 in conjunction with this request, except as modified herein.
4. All signage that encroaches into right-of-way will need an approved Encroachment Agreement from the Public Works Department prior to attachment of the sign to the building.
5. All City Code requirements and design standards of all City departments must be satisfied.
6. The property owner shall submit an application for a Master Sign Plan for subject property to the Downtown Design Review Committee (DDRC) for consideration by April 2011. If no Master Sign Plan is submitted the current signage approved as part of this application must be removed.

Mayor  
Oscar B. Goodman

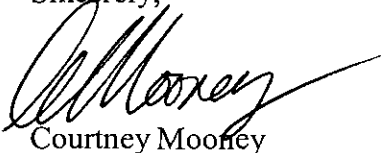
City Council  
Gary Reese  
(Mayor Pro Tem)  
Steve Wolfson  
Lois Tarkanian  
Steven D. Ross  
Ricki Y. Barlow  
Stavros S. Anthony  
City Manager  
Elizabeth N. Fretwell



Mr. Sam Cherry  
ARC-40354 – Page Two  
December 15, 2010

This action by the Downtown Design Review Committee on December 14, 2010 is final unless a written appeal is filed with the City Clerk within ten (10) days of the date of the Downtown Design Review Committee's decision.

Sincerely,

A handwritten signature in black ink, appearing to read 'Courtney Moonney', written over the printed name.

Courtney Moonney  
Urban Design Coordinator  
Planning & Development Department

CM:nl

Cc:

Richard Shade  
Federal Heath Sign Co.  
3900 West Dewey Drive  
Las Vegas, Nevada 89118



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City Manager  
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Mr. Sam Cherry  
ARC-40354 – Page Two  
December 15, 2010

This action by the Downtown Design Review Committee on December 14, 2010 is final unless a written appeal is filed with the City Clerk within ten (10) days of the date of the Downtown Design Review Committee's decision:

Sincerely,

A handwritten signature in black ink, appearing to read 'C. Mooney', written over the printed name.

Courtney Mooney  
Urban Design Coordinator  
Planning & Development Department

CM:nl

Cc:

Richard Shade  
Federal Heath Sign Co.  
3900 West Dewey Drive  
Las Vegas, Nevada 89118



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December 7, 2010

Sam Cherry  
Retail 110 Inc.  
900 S. Las Vegas Blvd  
Las Vegas, Nevada 89101

**RE: ARC-40354**

Dear applicant:

Please be advised your request, as referred to above, will be considered by the **Downtown Design Review Committee on December 14, 2010**. This meeting will be held at 12:15 P.M. at the Development Services Center, 731 South Fourth Street, in Conference Room 2B, Las Vegas, Nevada.

Enclosed please find a copy of staff's recommendations and any conditions related to your application along with an agenda for the December 14, 2010 meeting.

The Downtown Design Review Committee requires that you or your representative be present at this meeting.

Sincerely,

Courtney Mooney  
Urban Design Coordinator  
Planning & Development Department

Mayor  
Oscar B. Goodman

City Council  
Gary Reese  
(Mayor Pro Tem)  
Steve Wolfson  
Lais Tarkanian  
Steven D. Ross  
Ricki Y. Barlow  
Stavros S. Anthony  
City Manager  
Elizabeth N. Fretwell

CM:nl

Enclosures

Cc:

Richard Shade  
Federal Heath Sign Co.  
3900 West Dewey Drive  
Las Vegas, Nevada 89118



**ARC-40354**

**12/14/10 DDRC**

AGENDA MEMO

DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: December 14, 2010

DEPARTMENT: PLANNING AND DEVELOPMENT

ITEM DESCRIPTION: ARC- 40353 - APPLICANT: Federal Heath Sign Company -

OWNER: Retail 110 Inc.

---

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

| CASE<br>NUMBER | RECOMMENDATION                                              | REQUIRED FOR<br>APPROVAL |
|----------------|-------------------------------------------------------------|--------------------------|
| ARC-40353      | Staff recommends DENIAL, if approved subject to conditions: |                          |

**\*\* CONDITIONS \*\***

---

**ARC-40353 CONDITIONS**

---

**Planning and Development**

1. All signage including temporary signage shall be properly permitted.
2. All signage must advertise products or services obtainable on the premises
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5. All City Code requirements and design standards of all City departments must be satisfied.

**\*\* STAFF REPORT \*\***

**PROJECT DESCRIPTION**

This is a request for a signage review on a building located at 900 S. Las Vegas Boulevard. The property is within the Las Vegas Boulevard Scenic Byway Overlay District. The applicant is proposing to place a 3 square-foot sign above the main entrance at suite 130 of the Soho Lofts, fronting Hoover Avenue. Staff is recommending denial of this request. The proposed signage does not meet the requirements of the Las Vegas Scenic Byway Overlay District. If this request is denied, the proposed signage will not be permitted and the applicant may present a redesigned sign at a future date.

**ISSUES**

- The applicant is requesting a Waiver of Title 19.06.140(C)(2) to allow a non illumination or animated sign on a property located along the Las Vegas Boulevard Scenic Byway Overlay District.

**BACKGROUND INFORMATION**

| <i>Related/Relevant City Actions by P&amp;D, Fire, Bldg., etc.</i> |                                                                                                                                                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01/21/04                                                           | The City Council approved a Site Development Plan Review (SDR-3253) a Special Use Permit (SUP-3352) a Vacation (VAC-3409) for a 112-unit Mixed-Use Development with approximately 4,000 square feet of retail with Waivers of the Downtown Centennial Plan Stepback Standard and required Sidewalk Widths. The Planning Commission and Staff recommended approval.     |
| 04/07/04                                                           | The City Council adopted a resolution (R-59-2004) creating the Scenic Byways Corridor Management Plan.                                                                                                                                                                                                                                                                 |
| 04/22/04                                                           | The Planning Commission approved a Major Amendment (SDR-4117) to an approved Site Development Plan Review (SDR-3253) to increase the number of units from 112 to 120 for a residential development with approximately 4,000 square feet of retail on 0.68 acres adjacent to the southwest corner of Las Vegas Boulevard and Hoover Avenue. Staff recommended approval. |
| 11/02/04                                                           | A Final Map (FMP-4502) was recorded for a mixed-use subdivision with 120 residential and 2 commercial lots.                                                                                                                                                                                                                                                            |
| 11/05/08                                                           | The City Council adopted a resolution (R-62-2008) revising the Scenic Byways Corridor Management Plan.                                                                                                                                                                                                                                                                 |

| <i>Related Building Permits/Business Licenses</i> |                                                                                                                                                                                                                                         |
|---------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 03/03/009                                         | A Building Permit (#114700) was issued for a 1,319 square-foot commercial tenant improvement at 900 South Las Vegas Boulevard, suite 130.                                                                                               |
| 11/29/10                                          | A Building Permit (#176889) for a wall sign located at 900 South Las Vegas Boulevard was denied by planning pending DDRC review.                                                                                                        |
| 07/09/08                                          | A change of location for a Beauty Salon (Business License #B05-02782) and Retail Beauty Supplies (Business License #B08-00691) was approved for 900 South Las Vegas Boulevard, Suite 130. The original licenses were approved 10/23/00. |

| <i>Most Recent Change of Ownership</i> |                                                |
|----------------------------------------|------------------------------------------------|
| 04/03/09                               | A deed was recorded for a change in ownership. |

| <i>Field Check</i> |                                                                                                                                                      |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12/02/10           | A site inspection of the proposed sign locations was performed by staff. The subject property was noted as a well maintained commercial development. |

| <i>Details of Application Request</i> |     |
|---------------------------------------|-----|
| <i>Site Area</i>                      |     |
| Net Acres                             | .71 |

| <i>Surrounding Property</i> | <i>Existing Land Use Per Title 19.04</i> | <i>Planned or Special Land Use Designation</i> | <i>Existing Zoning District</i> |
|-----------------------------|------------------------------------------|------------------------------------------------|---------------------------------|
| Subject Property            | Mixed-Use Commercial/ Residential        | MXU (Mixed Use)                                | C-2 (General Commercial)        |
| North                       | Office                                   | MXU (Mixed Use)                                | C-2 (General Commercial)        |
| South                       | Restaurant                               | MXU (Mixed Use)                                | C-2 (General Commercial)        |
| East                        | Office                                   | MXU (Mixed Use)                                | C-2 (General Commercial)        |
| West                        | Office                                   | MXU (Mixed Use)                                | C-2 (General Commercial)        |

| <b>Master Plan Areas</b>                                  | <b>Yes</b> | <b>No</b> | <b>Compliance</b> |
|-----------------------------------------------------------|------------|-----------|-------------------|
| <b>Master Plan Area</b>                                   |            |           |                   |
| Downtown Centennial Plan- 18b The Las Vegas Arts District | X          |           | Y                 |
| <b>Special Purpose and Overlay Districts</b>              | <b>Yes</b> | <b>No</b> | <b>Compliance</b> |
| <b>Special Purpose and Overlay Districts</b>              |            |           |                   |
| Live/Work Overlay District                                | X          |           | Y                 |
| Las Vegas Boulevard Scenic Byway Overlay District         | X          |           | N                 |
| <b>Trails</b>                                             |            | X         |                   |
| <b>Rural Preservation Overlay District</b>                |            | X         |                   |
| <b>Las Vegas Redevelopment Plan Area</b>                  | X          |           | Y                 |
| <b>Development Impact Notification Assessment</b>         |            | X         |                   |
| <b>Project of Regional Significance</b>                   |            | X         |                   |

## SIGN STANDARDS

### Projecting Signs:

| <b>Sign A:</b>  | <b>Allowed</b>                         | <b>Provided</b>          | <b>Compliance</b> |
|-----------------|----------------------------------------|--------------------------|-------------------|
| Maximum Number  | One per entrance                       | One (1)                  | Y                 |
| Maximum Area    | 1,500 square feet                      | 3 square feet            | Y                 |
| Maximum Height  | 20' above parapet                      | below parapet            | Y                 |
| Minimum Setback | May not encroach more than 8' into ROW | no encroachment into ROW | Y                 |
| Illumination    | 75% neon/animated                      | no neon/animated         | N                 |

## ANALYSIS

This is a request for a signage review on a building located at 900 S. Las Vegas Boulevard. The property is within the Las Vegas Boulevard Scenic Byway Overlay District. The applicant is proposing to place a 3 square-foot sign above the main entrance at suite 130 of the Soho Lofts, fronting Hover Avenue.

The proposed sign is 2'-6" tall and 1'-3" wide. The sign is constructed of thick aluminum with the word globe spelling out on a black background with a white circle below. Salon is spelled out in thin black block letters below the circle. There are no neon or animated components to this sign and therefore it does not meet the Las Vegas Boulevard Scenic Byway Overlay District standards of 75% neon or animation.

## FINDINGS

Staff is recommending denial of this request as the proposed signage does not meet the requirements for neon or animation of the Scenic Byway Overlay District. Further, the lack of neon or animation does not capture the tradition of neon art and encourage signage that will enhance the building and the district as a nationally recognized place.

# PLANNING & DEVELOPMENT DEPARTMENT

## APPLICATION / PETITION FORM

Application/Petition For: 1 EACH ILLUMINTATED WALL SIGN  
 Project Address (Location) 900 LAS VEGAS BLVD. SOUTH SUITE #120 89109  
 Project Name RESNICK'S GROCERY Proposed Use \_\_\_\_\_  
 Assessor's Parcel #(s) 139-34-411-121 Ward # \_\_\_\_\_  
 General Plan: existing CENTE proposed \_\_\_\_\_ Zoning: existing C-2 proposed SAME  
 Commercial Square Footage 1,370 Floor Area Ratio N/A  
 Gross Acres N/A Lots/Units N/A Density N/A  
 Additional Information APPLYING FOR A S/F ILLUMINATED WALL SIGN WITH NEON

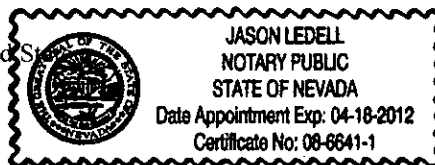
PROPERTY OWNER Retail 110 Inc. Contact Sam Cherry  
 Address 900 Las Vegas Blvd S. #120 Phone: 702-630-1802 Fax: 702-920-8424  
 City Las Vegas State NV Zip 89101  
 E-mail Address sam@cherrylv.com

APPLICANT FEDERAL HEATH SIGN COMPANY Contact RICHARD SHADE  
 Address 3900 WEST DEWEY DRIVE Phone: 739-9466 Fax: 795-0378  
 City LAS VEGAS State NEV Zip 89118  
 E-mail Address RSHADE@FEDERALHEATH.COM

REPRESENTATIVE FEDERAL HEATH SIGN Co. Contact RICHARD SHADE  
 Address 3900 WEST DEWEY DRIVE Phone: 739-9466 Fax: 795-0378  
 City LAS VEGAS State NEV Zip 89118  
 E-mail Address RSHADE@FEDERALHEATH.COM

Property Owner Signature\* [Signature]  
 \* An authorized agent may sign in lieu of the property owner for Final Maps, Tentative Maps, and Parcel Maps.  
 Print Name Sam Cherry  
 Subscribed and sworn before me  
 This 15th day of December, 20 10  
[Signature]

Notary Public in and for said County and State



### FOR DEPARTMENT USE ONLY

|                 |                      |
|-----------------|----------------------|
| Case #          | <b>ARC-40354</b>     |
| Meeting Date:   | <b>12/14/10 DDRC</b> |
| Total Fee:      |                      |
| Date Received:* |                      |
| Received By:    |                      |

\*The application will not be deemed complete until the submitted materials have been reviewed by the Planning and Development Department for consistency with applicable sections of the Zoning Ordinance.

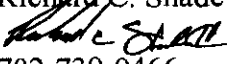
12/01/10

To: (DDRC) City of Las Vegas Department of Planning & Development

Re: Resnick's grocery Sign  
900 South Las Vegas BLVD Suite #120  
Las Vegas, Nv 89109

On behalf of our customer this letter is to ask permission to install a single face wall sign 12'-10" wide by 4' in height with exposed white border band neon and green exposed neon reading "Resnicks" with the word "grocery" illuminated in white exposed neon.

This sign will fit well into City policies of signs illuminated with neon and will ensure Resnick's of having a sign that will promote the business and insure future growth in the Downtown area, please allow any deviation's to the sign that might impose on the current code.

Thank you,  
Richard C. Shade II  
  
702-739-9466  
Federal Heath Sign Co.  
3900 West Dewey Drive  
Las Vegas, Nv 89118

RECEIVED

DEC 02 2010

City of Las Vegas



## PLANNING & DEVELOPMENT DEPARTMENT

### STATEMENT OF FINANCIAL INTEREST

Case Number: **ARC-40354** APN: 139-34-411-121

Name of Property Owner: Retail 130 Inc

Name of Applicant: \_\_\_\_\_

Name of Representative: \_\_\_\_\_

To the best of your knowledge, does the Mayor or any member of the City Council or Planning Commission have any financial interest in this or any other property with the property owner, applicant, the property owner or applicant's general or limited partners, or an officer of their corporation or limited liability company?

☐ Yes

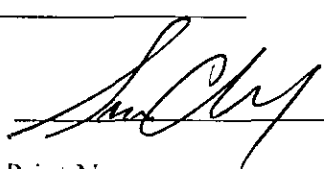
☒ No

If yes, please indicate the member of the City Council or Planning Commission who is involved and list the name(s) of the person or persons with whom the City Official holds an interest. Also list the Assessor's Parcel Number if the property in which the interest is held is different from the case parcel.

City Official: \_\_\_\_\_

Partner(s): \_\_\_\_\_

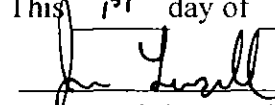
APN: \_\_\_\_\_

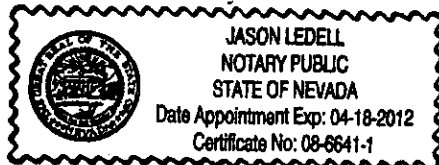
Signature of Property Owner: 

Print Name: Sam Cherry

Subscribed and sworn before me

This 1<sup>st</sup> day of December, 20 10

  
Notary Public in and for said County and State



**RECEIVED**  
**DEC 02 2010**  
**City of Las Vegas**

**Parcel One (1):**

Commercial Unit R-1 of the Final Map of Soho Lofts (A Condominium Common Interest Community), as shown by map thereof on file in Book 120 of Plats, Page 42 and as set forth in the Declaration of Covenants, Conditions and Restrictions and Grant and Reservation of Easements for Soho Loft Condominium Association, recorded August 18, 2004, in Book 20040818 as Instrument No. 0002325 and as Amended by instrument recorded May 31, 2006, in Book 20060531 as Instrument No. 0005726, and as Amended by instrument recorded November 30, 2006 in Book 20061130 as Instrument No. 0006705, (Correctively "Declaration"), all in the Office of the County Recorder, Clark County, Nevada.

**Parcel Two (2):**

Exclusive Use Parking Space's 2/16, 5/2, 5/3, 5/4, 5/7, 5/8, 5/10 AND 5/11, as set forth in said Declaration and any modifications, along with the exclusive right to use and occupancy of any "Limited Common Element" as shown on the condominium plat and further described in said declaration

**Parcel Three (3):**

An undivided interest as tenants in common in the "Common Elements" of Soho Lofts (A Condominium a Common Interest Community), as shown by map thereof in file in Book 120 of Plats, Page 42, in the Office of the County Recorder in Clark County, Nevada, as applicable and as further set forth in said "Declaration and any Modifications".

EXCEPTING THEREFROM all Living Units and Association Common Elements, as shown on the Condominium Plat, and as further set forth in said "Declaration".

RESERVING THEREFROM the right of possession of all those areas designated as "Limited Common Elements" as shown on the Condominium Plat referred to above, and further described in said "Declaration".

**Parcel Four (4):**

Non-exclusive s for access, ingress, egress, use and enjoyment and other purposes, all as described in said "Declaration and any modifications thereof".

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**DEC 02 2010**  
**City of Las Vegas**  
**ARC-40354**  
**12/14/10 DDRC**

20090403-0004014

APN:  
# 13934411121

4-1

Fee: \$16.00 RPTT: EX#001

N/C Fee: \$0.00

04/03/2009 16:26:26

T20090116003

Requestor:

CHERRY DEVELOPMENT

RPTT: ~~Exempt~~/P/ Exempt 1

Debbie Conway AEA  
Clark County Recorder Pgs: 4

**GRANT, BARGAIN, SALE DEED**

THIS INDENTURE WITNESSTH: That Soho Lofts, LLC, a Nevada limited liability company (the "Grantor"), absent consideration, the receipt of which is hereby acknowledged, do hereby Grant, Bargain, Sell and Convey to Retail 110, Inc., a Nevada corporation (the "Grantee"), its successors and assigns, all right, title and interest in, to and under the tracts, pieces or parcels of real property situated in the County of Clark, State of Nevada, more particularly described on Exhibit A attached hereto and incorporated herein by reference. Mail tax statements to Grantee address as follows:

Retail 110, Inc.  
1351 W. Warm Springs Rd.  
Henderson, Nevada 89014

Return Document to:

Cherry Development  
714 South 4<sup>th</sup> St.  
Las Vegas, Nevada 89101

TOGETHER WITH all and singular the tenements, hereditaments and appurtenances thereunto belonging or in anywise appertaining;

**ARC-40354**  
**12/14/10 DDRC**

SUBJECT TO current taxes and assessments and existing liens, encumbrances, rights-of-way, easements, restrictions, reservations and other matters of record.

Dated as of the 4<sup>th</sup> day of March, 2009.

By: [Signature]  
Sam Cherry, a member

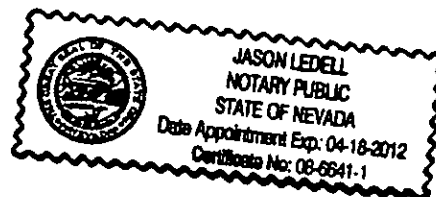
By: [Signature]  
Harris Rittoff, a member

STATE OF NEVADA     )  
                                  ) ss  
COUNTY OF Clark     )

On the 4<sup>th</sup> day of March, 2009, personally appeared before me, a Notary Public in and for said County and State, Sam Cherry & Harris Rittoff, personally known or proven to me on the basis of satisfactory evidence to be the person whose name is subscribed to the foregoing instrument, who acknowledged to me that he executed the same freely and voluntarily and for the purposes and uses therein mentioned.

IN WITNESS WHEREOF, I have executed this notary and affixed my official seal.

[Signature]  
Notary Public     Jason Ledell



**EXHIBIT "A"**

**LEGAL DESCRIPTION**

SOHO LOFTS  
PLAT BOOK 120 PAGE 42  
UNIT R-1 RETAIL  
SEC 34 TWP 20 RNG 61

# State of Nevada Declaration of Value

## FOR RECORDERS OPTIONAL USE ONLY

Document/Instrument # \_\_\_\_\_

Book: \_\_\_\_\_ Page: 100

Date of Recording: \_\_\_\_\_

Notes: OK L.A. of Prop. 7 IRS 2553

### 1. Assessor Parcel Number(s)

- a) 13934411121  
b) \_\_\_\_\_  
c) \_\_\_\_\_  
d) \_\_\_\_\_

### 2. Type of Property:

- a) ☐ Vacant Land      b) ☐ Single Fam. Res.  
☒ c) ☒ Condo/Twnhse      d) ☐ 2-4 Plex  
e) ☐ Apt. Bldg.      f) ☐ Comm'l/Ind'l  
g) ☐ Agricultural      h) ☐ Mobile Home  
i) ☐ Other \_\_\_\_\_

### 3. Total Value/Sales Price of Property:

\$ 1.00

Deed in Lieu of Foreclosure Only (value of property)

\$ \_\_\_\_\_

Transfer Tax Value per NRS 375.010, Section 2:

\$ \_\_\_\_\_

Real Property Transfer Tax Due:

\$ \_\_\_\_\_

### 4. If Exemption Claimed:

a. Transfer Tax Exemption, per NRS 375.090, Section: 1 ☒ Exempt 1

b. Explain Reason for Exemption: Grantor/owns 100% of company/ There are no other owners.

Exempt 1 Affiliated businesses wholly owned by the grantor.

### 5. Partial Interest: Percentage being transferred: 100 %

The undersigned declares and acknowledges, under penalty of perjury, pursuant to NRS 375.060 and NRS 375.110, that the information provided is correct to the best of their information and belief, and can be supported by documentation if called upon to substantiate the information provided herein. Furthermore, the disallowance of any claimed exemption, or other determination of additional tax due, may result in a penalty of 10% of the tax due plus interest at 1% per month.

Pursuant to NRS 375.030, the Buyer and Seller shall be jointly and severally liable for any additional amount owed.

Signature: [Signature] Capacity: manager

Signature: [Signature] Capacity: manager

### SELLER (GRANTOR) INFORMATION

(REQUIRED)

Print Name: Soho Lofts, LLC  
Address: 1351 W. Warm Springs Rd.  
City: Henderson  
State: Nevada Zip: 89014

### BUYER (GRANTEE) INFORMATION

(REQUIRED)

Print Name: Retail 110, Inc.  
Address: 1351 W. Warm Springs Rd.  
City: Henderson  
State: Nevada Zip: 89014

### COMPANY REQUESTING RECORDING

(REQUIRED IF NOT THE SELLER OR BUYER)

Print Name: \_\_\_\_\_ Escrow # \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

(AS A PUBLIC RECORD THIS FORM MAY BE RECORDED/MICROFILMED)

4014