

This map is for assessment use only and does NOT represent a survey. No liability is assumed for the accuracy of the data delineated herein. Information on roads and other non-assessed parcels may be obtained from the Road Document Listing in the Assessor's Office.

This map is compiled from official records, including surveys and deeds, but only contains the information required for assessment. See the recorded documents for more detailed legal information.

USE THIS SCALE (FEET) WHEN MAP REDUCED FROM 11X17 ORIGINAL

0 50 100 200 400 600 800

**NOTES**

**MAP LEGEND**

- PARCEL BOUNDARY 001
- SUBD BOUNDARY 1.00
- - - ROAD EASEMENT 202
- - - PM/LD BOUNDARY PB 25-45
- - - NON-PARCEL LOT LINE 5
- - - MATCH LINE / LEADER LINE 5
- - - ROAD ID NUMBER 001
- 001 PARCEL NUMBER
- 1.00 ACREAGE
- 202 PARCEL SUB/SEQ NUMBER
- PB 25-45 PLAT RECORDING NUMBER
- 5 BLOCK NUMBER
- 5 LOT NUMBER
- GL5 GOV. LOT NUMBER

**ASSESSOR'S PARCELS - CLARK CO., NV.**  
M. W. Schofield, Assessor

**T20S R61E**

R60E	R61E	R62E
T19S 125	T19S 124	T19S 123
T20S 138	T20S 139	T20S 140
T21S 163	T21S 162	T21S 161

**34**

6	5	4	3	2	1
7	8	9	10	11	12
18	17	16	15	14	13
19	20	21	22	23	24
30	29	28	27	26	25
31	32	33	34	35	36

**S 2 NE 4**

8	4	8	4
5	1	5	1
6	2	6	2
7	3	7	3
8	4	8	4
5	1	5	1

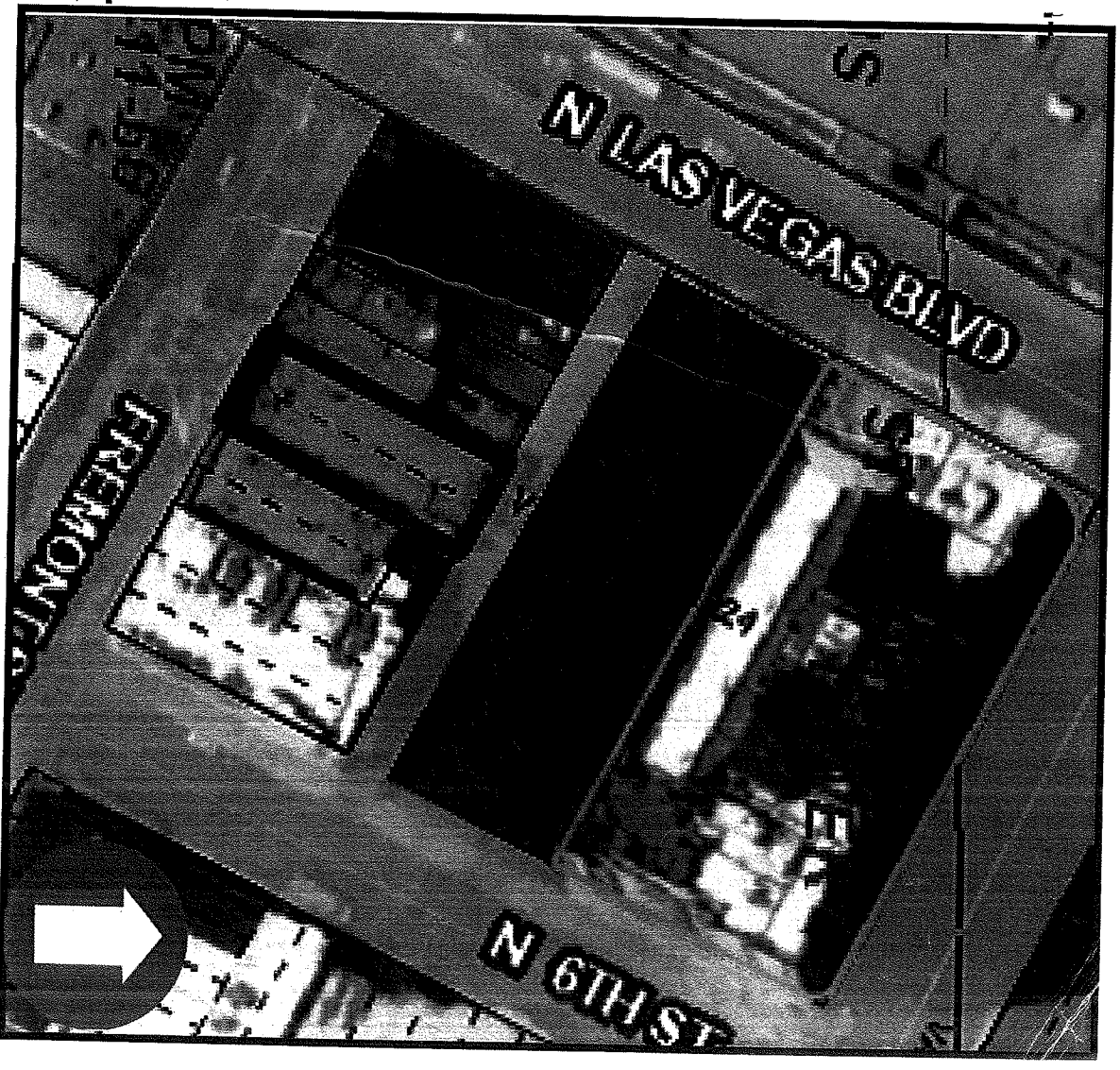
**139-34-6**

Scale: 1"=200' Rev: 06/07/10



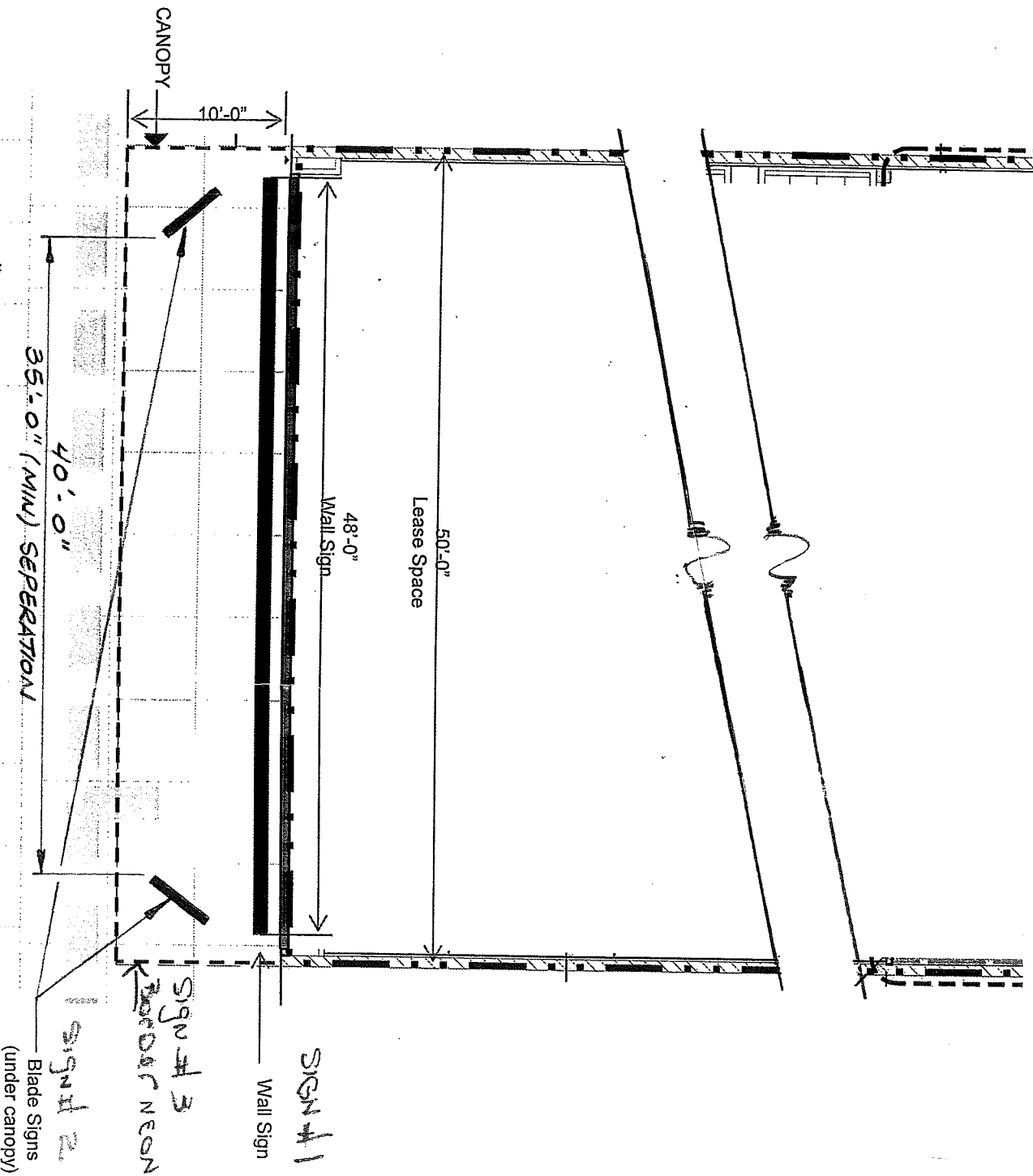
**ARC-40798**  
**02/15/11 DDRC**

RECEIVED  
JAN 25 2011



**INSERT COINS**  
**VIDEOLOUNGE GAMERBAR**

512 Fremont St.  
 APN 13934611007



**RECEIVED**  
 JAN 25 2011

SCALE 1" = 10'

ARC-40798  
 02/15/11 DDRC



7511 EASTGATE Rd.  
 HENDERSON, NV 89011  
 PHONE: (702) 895-6817  
 FAX: (702) 894-9844  
 CONTRACTOR'S LICENSE #45966

512 Fremont St  
 Las Vegas, NV

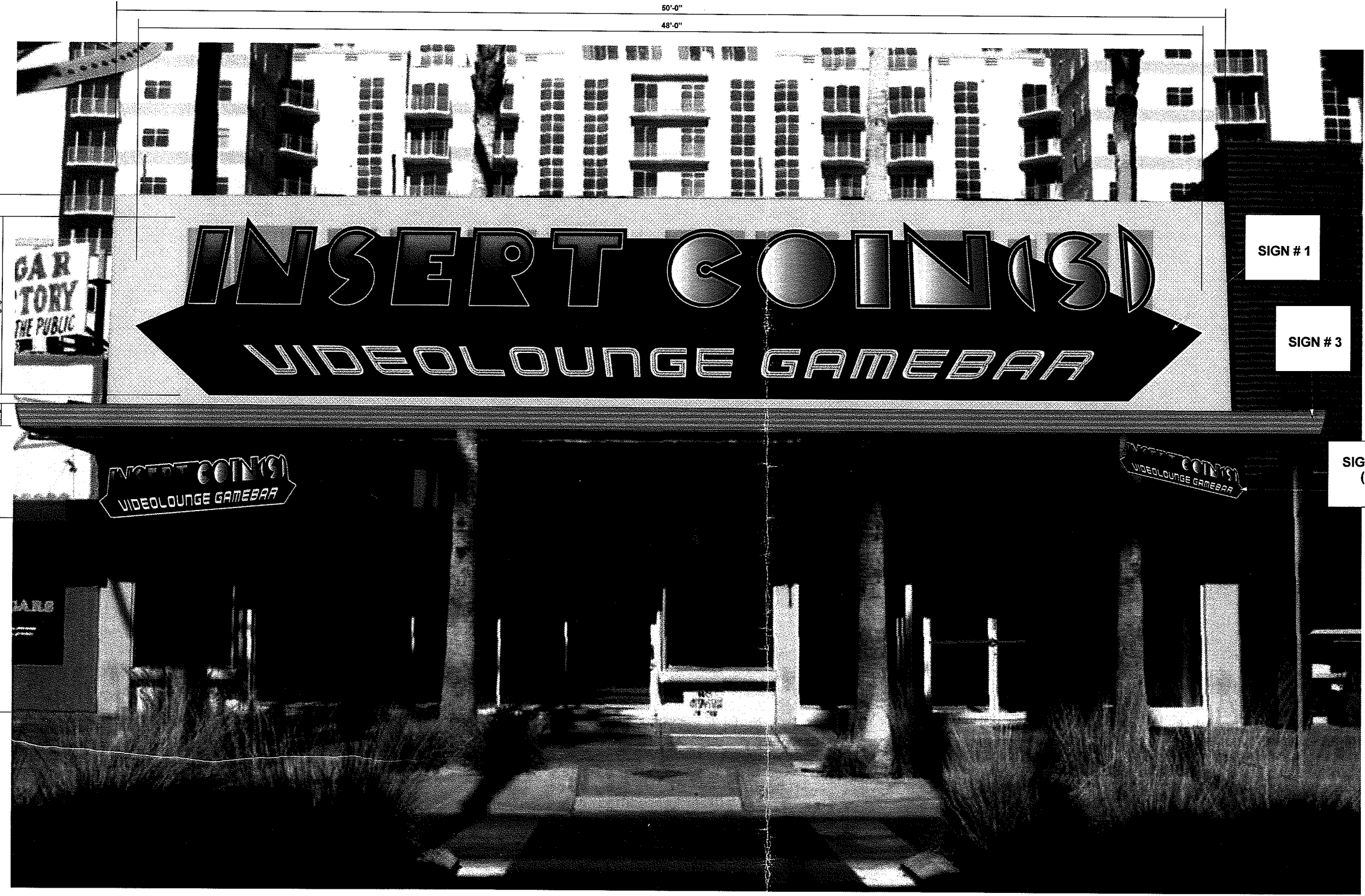
DATE: 1-24-11  
 SALES: P.C.  
 DESIGN: E.P.

REV-1  
 REV-2  
 REV-3  
 REV-4  
 REV-5  
 REV-6

SIGN # 1

SIGN # 3

SIGN # 2  
 (2)



WEST ELEVATION

1/2" = 1'-0"

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ARC-40798  
 02/15/11 DDRC

PLEASE NOTE: It is the client's responsibility to have their electrical contractor provide required power to the sign location(s) as necessary.

CLIENT APPROVAL  
 SALES APPROVAL  
 DESIGN APPROVAL  
 ESTIMATING APPROVAL  
 PRODUCTION APPROVAL

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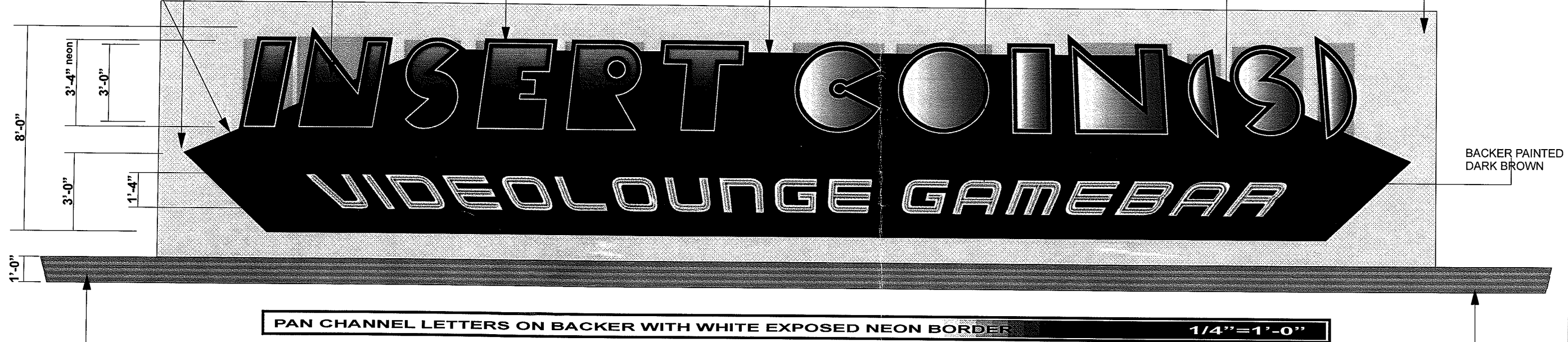
DESIGN NUMBER  
 11-010  
 PAGE  
 1 OF 3  
 WORK ORDER NUMBER

**SIGN # 1**



7511 EASTGATE Rd.  
 HENDERSON, NV 89011  
 PHONE: (702) 895-6817  
 FAX: (702) 894-9844  
 CONTRACTOR'S LICENSE #45966

- BLACK BORDER
- PAN CHANNEL LETTERS/W INTERNAL LED ILLUMINATION, & DIGITAL PRINTED VINYL OVERLAY, ON PLEX FACES
- WHITE EXTERNAL EXPOSED OUTLINE NEON
- .090 ALUM BACKER PAINTED LIGHT RUST BROWN WITH BLACK BORDER.
- WHITE EXPOSED NEON MOUNTED ON (1/4") ALUMINUM
- 1/4" ALUM F.C.O PAINTED WHITE FINISH
- WALL TO BE PAINTED LIGHT GREY BY OTHERS



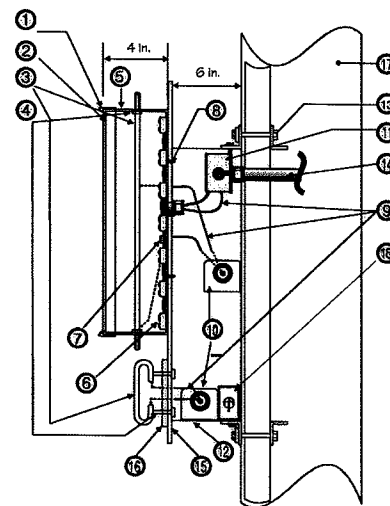
512 Fremont St  
 Las Vegas, NV

DATE	1-24-11
SALES	P.C.
DESIGN	E.P.
REV-1	
REV-2	
REV-3	
REV-4	
REV-5	
REV-6	

3 LINES COIN GOLD NEON ANIMATED 70 LF EACH. ALTERNATING ROWS ON/OFF

**SIGN # 3**

RACEWAY MOUNTED CHANNEL LETTERS W/ LED INTERNAL ILLUMINATION & EXPOSED OUTLINE NEON  
 METHOD OF ATTACHMENT



1. TRIM CAP - BLACK
2. 3/16" PLEXIGLAS FACE w/ Digitally Printed Vinyl Graphic Overlay
3. 15MM EXPOSED NEON TUBING - WHITE
4. NEON TUBE SUPPORT
5. 24 GA. METAL LETTER - BLACK RETURNS
6. LED'S - WHITE
7. SPLICE CONNECTOR
8. #12 PAN HEAD PHILIPS (MIN. 3 PER LETTER)
9. HIGH VOLTAGE WIRE
10. TRANSFORMER CONTAINED IN METAL COVER
11. LED POWER SUPPLY
12. METAL RACEWAY 6 IN DEEP
13. 1" ANGLE & 3/8" THREADED ROD
14. 120 VOLT PRIMARY FEED (BY GC)
15. .090 ALUMINUM BACKER
16. 250 FCO ALUMINUM LETTER
17. BUILDING FACIA
18. EMERGENCY SHUT OFF SWITCH



**SCOPE OF WORK:**

ONE SET OF ILLUMINATED PAN CHANNEL LETTERS, ILLUMINATED WITH WHITE LED. 3/16" WHITE PLEX FACES WITH DIGITAL PRINTED VINYL OVERLAY. 15 MM WHITE NEON OUTLINE ON EACH LETTER. RETURNS PAINTED? COLOR TBD. .090 ALUMINUM BACKER PAINTED LIGHT RUST BROWN TOP PORTION, BOTTOM PORTION TO BE PAINTED DARK BROWN. 1/4" FCO ALUM LETTERS, PAINTED WHITE WITH WHITE NEON EXPOSED. PAN CHANNELS, BACKER AND 1/4" FCO TO BE MOUNTED ON RACEWAY.

**CUSTOMIZED FONT**

PLEASE NOTE: It is the client's responsibility to have their electrical contractor provide required power to the sign location(s) as necessary.

CLIENT APPROVAL	
SALES APPROVAL	
DESIGN APPROVAL	
ESTIMATING APPROVAL	
PRODUCTION APPROVAL	

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DESIGN NUMBER  
 11-010

PAGE  
 1 OF 3

WORK ORDER NUMBER

ARC-40798  
 02/15/11 DDRC

RECEIVED  
 JAN 25 2011



7711 Eastgate Rd.  
 Henderson, NV 89011  
 Phone: (702) 895-6817  
 Fax: (702) 894-9844  
 Contractor's License #45966

512 Fremont St.  
 Las Vegas, NV

DATE: 1-24-11

SALES: P.C.

DESIGN: E.P.

REV-1

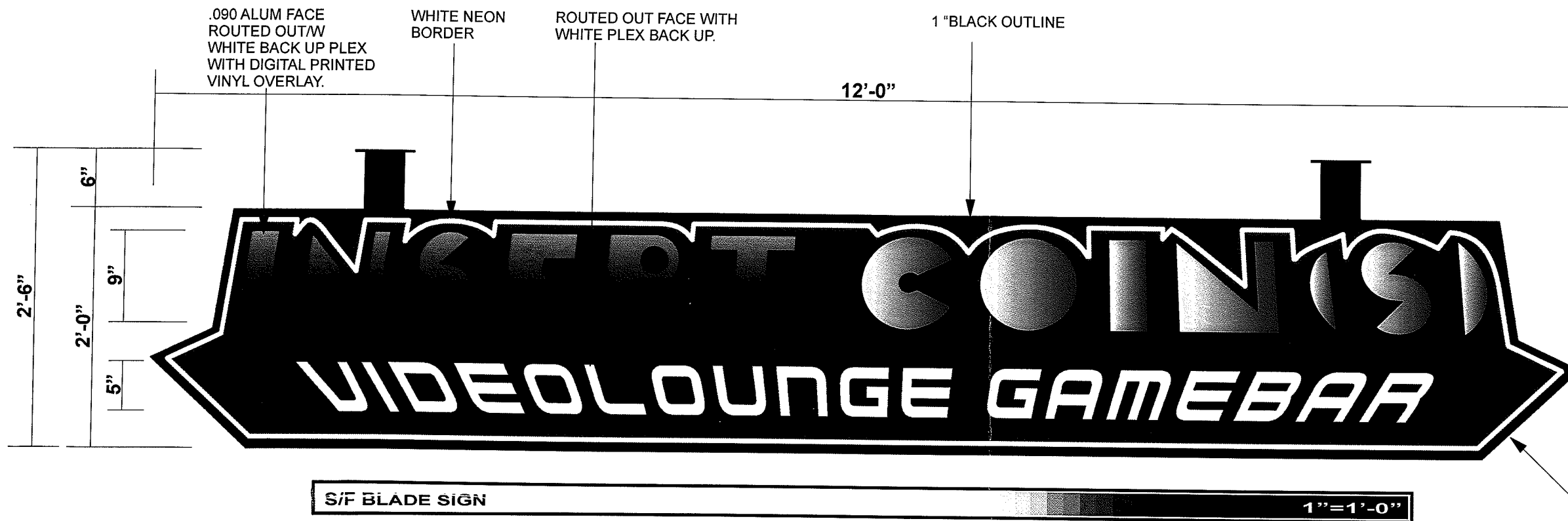
REV-2

REV-3

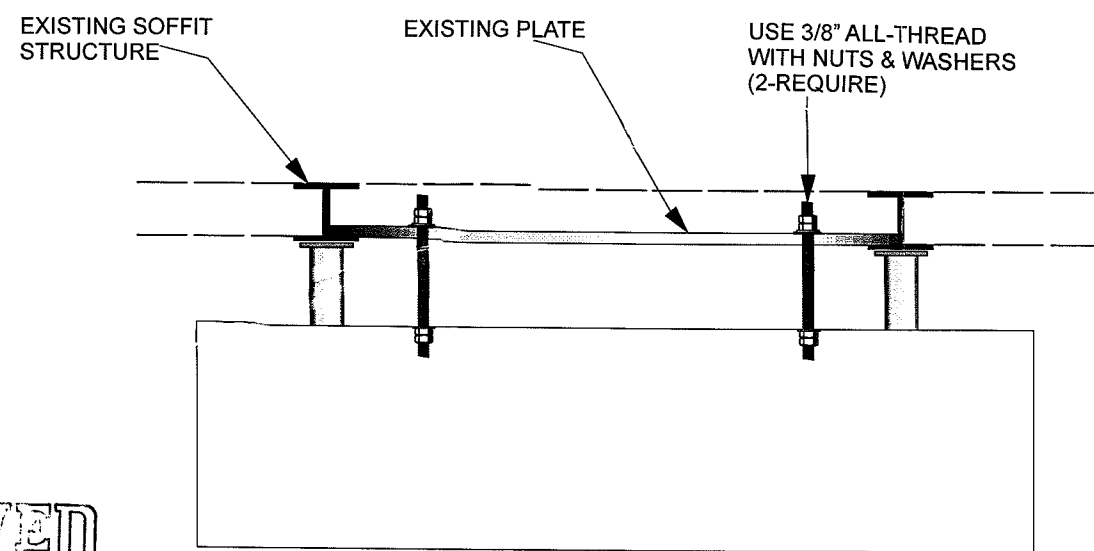
REV-4

REV-5

REV-6



**SIGN # 2**  
(2)



**RECEIVED**  
 JAN 25 2011

**ARC-40798**  
**02/15/11 DDRC**

**SCOPE OF WORK:**  
 MANUFACTURE AND INSTALL 2 ILLUMINATED BLADE SIGNS. FACE ALUMINUM TO BE ROUTED OUT WITH WHITE PLEX BACK UP, AND DIGITAL PRINTED VINYL OVERLAY. WHITE NEON BORDER AROUND FACE. BLADE SIGN PAINTED COLOR TBD. ILLUMINATED WITH FLOURESCENT LAMPS.

**CUSTOMIZED FONT**

PLEASE NOTE: It is the client's responsibility to have their electrical contractor provide required power to the sign location(s) as necessary.

- CLIENT APPROVAL \_\_\_\_\_
- SALES APPROVAL \_\_\_\_\_
- DESIGN APPROVAL \_\_\_\_\_
- ESTIMATING APPROVAL \_\_\_\_\_
- PRODUCTION APPROVAL \_\_\_\_\_

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DESIGN NUMBER  
**11-010**  
 PAGE  
**1 OF 3**  
 WORK ORDER NUMBER

Sign Analysis Table for Insert Coins, 512 Fremont St.

Sign	Type	Required Setback	Proposed Setback	Allowed Height	Proposed Height	Allowed Vertical Height	Proposed Vertical Height	Allowed Area	Proposed Area	Required Lighting	Proposed Lighting
1	Wall	0	0	20' above parapet	below parapet	10' above finished sidewalk	13' - 3"	50% (325sf)	59% (384sf)	50% Neon	70% Neon
2	Under Canopy Blades	0	0	20' above parapet	below parapet	10' above finished sidewalk	8' - 9"	65sf ea	24sf ea	50% Neon	70% Neon
3	Neon Canopy Border	0	0	20' above parapet	below parapet	10' above finished sidewalk	11' - 6"			50% Neon	100% Neon

**ARC-40798**  
**02/15/11 DDRC**

**RECEIVED**  
**JAN 25 2011**

Pre-Application Conference

CITY OF LAS VEGAS  
 Planning & Development Department  
 SUBMITTAL CHECKLIST



Item Required

YES NO

APPLICATION PACKET

<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application signed and notarized by <b>all</b> property owners or authorized agent(s)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Grant deed and legal description
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Detailed</b> justification letter (explaining the scope of the project)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Original</b> meeting notes and Submittal Checklist(s) signed by planner
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Correct fee(s): \$ ____ (Application) + \$ ____ (Notification) + \$ ____ (Recordation) = \$ ____ Total
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Statement of Financial Interest (SOFI) signed and notarized by <b>all</b> property owners or authorized agent(s)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Assessor's Parcel Map
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Development Impact Notice and Assessment (DINA)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Project of Regional Significance (PRS)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Color & Materials Board per Site Development Plan Review Submittal Requirements
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Copy of Business Licenses: (Owner: <input type="checkbox"/> Applicant: <input type="checkbox"/> Representative: <input type="checkbox"/> )

NOTES:  
 Visit the CLV website for blank application, SOFI & DINA forms @ <http://www.lasvegasnevada.gov/>  
 (Follow - "I Want To..." --> "Apply for -> Planning Applications")

ALL SUBMITTED PLANS AND ELEVATIONS MUST BE LEGIBLE AND DRAWN TO SCALE (UNLESS OTHERWISE INDICATED)

SITE PLAN

<input checked="" type="checkbox"/>	<input type="checkbox"/>	8.5" x11" min. to 11" x 17" max. page size	Colored Folded Plans:	10
<input checked="" type="checkbox"/>	<input type="checkbox"/>	North arrow, scale, and vicinity map	Reduced Copy (8-1/2x11 BW):	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>All</b> property lines and present dimensions labeled	NOTES:	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>All</b> building setbacks labeled		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>All</b> adjacent existing land uses and street names labeled		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>All</b> points of ingress and egress shown		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>All</b> sign setbacks labeled		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>All</b> free-standing sign locations shown and heights and sizes noted		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>All</b> sign locations labeled and shown		

SIGN ELEVATIONS

<input checked="" type="checkbox"/>	<input type="checkbox"/>	8.5" x11" min. to 11" x 17" max. page size	Colored Folded Plans:	10
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>All</b> present dimensions labeled with a line at 10' from the ground	Reduced Copy (8-1/2x11 BW):	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>All</b> elevations drawn between 1/2" to 1" scale	NOTES:	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>All</b> Colors & Materials shown and labeled		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>All</b> methods of attachment shown		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Visual representation of: lettering, illumination, color, area, and height of graphics		

BUILDING ELEVATIONS

<input checked="" type="checkbox"/>	<input type="checkbox"/>	8.5" x11" min. to 11" x 17" max. page size	Colored Folded Plans:	10
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Building dimensions (Height & Width) labeled and to scale	Reduced Copy (8-1/2x11 BW):	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Photo of the complete building elevation with proposed signage and existing signage depicted	NOTES:	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	8" x 10" color and material board		

SIGN ANALYSIS TABLE

<input checked="" type="checkbox"/>	<input type="checkbox"/>	Type of sign	Table:	10
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Required Setback	Reduced Copy (8-1/2x11 BW):	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Provided Setback	NOTES: 	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Allowed Height		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Provided Height		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Allowed Area		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Provided Area		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Required Lighting		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Provided Lighting		

THIS FORM MUST ACCOMPANY THE APPLICATION SUBMITTAL and is valid for no more than 60 days after the Pre-App date.

Owner / Applicant:	Nevada Sign	Application Type:	Downtown Design Review Committee
Representative:	Susan Shriner	Application Purpose:	Signage Review
APN:	199-34-611-007	Site Location:	512 Fremont Street
Planner's Signature:		Pre-App. Meeting Date:	1-13-11
Planner:	702-229-2007	Submittal Deadline:	1-25-11 - no later than 2:00 pm
		Earliest DDRC Meeting Dates:	2-15-11

## INTER - OFFICE MEMORANDUM

3/1/2011

<b>TO:</b>  COURTNEY MOONEY PLANNING & DEVELOPMENT	<b>FROM:</b>  CITY CLERK
<b>SUBJECT:</b>  APPEAL ON DOWNTOWN DESIGN REVIEW COMMITTEE	<b>COPIES TO:</b>

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

**FILE NO.:** **ARC-40798**  
**APPLICANT:** Insert Coin(s)  
**WARD:** 5 (Barlow)

Appeal by applicant or any other aggrieved person:

Yes

No

3/1/2011  
DATE

Vicky Skilbred  
CITY CLERK  
By: Vicky Skilbred  
Chief Deputy City Clerk

**PLANNING AND DEVELOPMENT DEPARTMENT INFORMATION:**

Date of Downtown Design Review Committee Action.

**February 15, 2011**

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.)

**February 28, 2011**

301 100 10 0 20



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)

February 15, 2011

Mr. Artemus Ham  
Ham A. W III Trust  
2008 Gray Eagle Way  
Las Vegas, Nevada 89117

**RE: ARC-40798**

Dear Applicant:

Your request for a signage review on an existing retail building at 512 Fremont Street (APN 139-34-611-007), C-2 (General Commercial) Zone, Ward 5 (Barlow), was considered by the Downtown Design Review Committee (DDRC) on February 15, 2011.

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

1. A Waiver to allow a wall sign to exceed 50% of the eligible wall sign area is approved.
2. A Waiver to allow on-premise signs less than 65 square feet to be closer than 50 feet within the public pedestrian pathways is approved.
3. A Waiver to allow an arcade sign to exceed the maximum area of 16 square feet is approved.
4. A Waiver to allow more than one arcade sign per entrance is approved.
5. Conformance to the sign elevations and documentation as submitted and date stamped 1/25/11 and 2/3/11 in conjunction with this request, except as modified herein.
6. All signs must be fully illuminated from dusk until dawn.
7. All signage, including temporary signage, shall have proper permits obtained through the Building and Safety Department.
8. All City Code requirements and design standards of all City departments must be satisfied.

Mayor  
Oscar B. Goodman

City Council  
Gary Reese  
(Mayor Pro Tem)  
Steve Wolfson  
Lois Torkonian  
Steven D. Ross  
Ricki Y. Barlow  
Stavros S. Anthony

City Manager  
Elizabeth N. Fretwell



Mr. Artemus Ham  
ARC-40798 – Page Two  
February 15, 2011

This action by the Downtown Design Review Committee on February 15, 2011 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,



Courtney Mooney  
Urban Design Coordinator  
Planning & Development Department

CM:nl

Cc:

Mr. Christopher LaPorte  
Insert Coin(s)  
5434 Netter Way  
Las Vegas, Nevada 89135

Mrs. Sue Shriner  
Nevada Sign  
7511 Eastgate Road  
Las Vegas, Nevada 89011

# PLANNING & DEVELOPMENT



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)

February 8, 2011

Mr. Artemus Ham  
Ham A. W III Trust  
2008 Gray Eagle Way  
Las Vegas, Nevada 89117

**RE: ARC-40798**

Dear applicant:

Please be advised your request, as referred to above, will be considered by the **Downtown Design Review Committee on February 15, 2011**. This meeting will be held at 12:15 P.M. at the Development Services Center, 333 North Rancho Drive, in Conference Room 3C, 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 February 15, 2011 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

CM:nl

Enclosures

Cc:

Mr. Christopher LaPorte  
Insert Coin(s)  
5434 Netter Way  
Las Vegas, Nevada 89135

Mrs. Sue Shriner  
Nevada Sign  
7511 Eastgate Road  
Las Vegas, Nevada 89011

Mayor  
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Steve Wolfson  
Lois Tarkanian  
Steven D. Ross  
Ricki Y. Barlow  
Stavros S. Anthony  
City Manager  
Elizabeth N. Fretwell



AGENDA MEMO

DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: February 15, 2011  
DEPARTMENT: PLANNING AND DEVELOPMENT  
ITEM DESCRIPTION: ARC-40798 - APPLICANT: Nevada Signs - OWNER: Ham A. W. Trust

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

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
ARC-40798	Staff recommends DENIAL, if approved subject to conditions:	

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

---

**ARC-40798 CONDITIONS**

---

*Planning and Development*

1. A Waiver to allow a wall sign to exceed 50% of the eligible wall sign area is approved.
2. A Waiver to allow on-premise signs less than 65 square feet to be closer than 50 feet within the public pedestrian pathways is approved.
3. A Waiver to allow an arcade sign to exceed the maximum area of 16 square feet is approved.
4. A Waiver to allow more than one arcade sign per entrance is approved.
5. Conformance to the sign elevations and documentation as submitted and date stamped 1/25/11 and 2/3/11 in conjunction with this request, except as modified herein.
6. All signs must be fully illuminated from dusk until dawn.
7. All signage, including temporary signage, shall have proper permits obtained through the Building and Safety Department.
8. 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 512 Fremont Street. The property is located within the Downtown Entertainment Overlay District. The applicant is proposing to place a 384 square-foot sign on the south façade of the building mounted on the parapet above the awning fronting Fremont Street. The proposed sign is eight feet tall and 48 feet wide. In addition, the applicant is proposing two 24 square-foot arcade signs 35 feet apart under the awning. The three signs are similar in design and require the approval of four Waivers to be permitted.

Staff is recommending denial of this request. The proposed signage does not meet the requirements of the Downtown Entertainment Overlay District. If this request is denied, the proposed signage will not be permitted and the applicant may appeal the board's decision or present a redesigned sign at a future date. If approved, a permit cannot be issued until 14 days after the appeal period has expired.

**ISSUES**

The applicant is asking for four Waivers:

- The first Waiver is to allow a wall sign to exceed 50% of the eligible wall sign area
- The second Waiver is to allow on-premise signs less than 65 square feet to be closer than 50 feet within the public pedestrian pathways
- The third Waiver is to allow an arcade sign to exceed the maximum area of 16 square feet
- The fourth Waiver is to allow more than one arcade sign per entrance

**BACKGROUND INFORMATION**

<b><i>Most Recent Change of Ownership</i></b>	
12/09/98	A deed was recorded for a change in ownership.

<b><i>Related Building Permits/Business Licenses</i></b>	
02/13/07	The Downtown Entertainment Overlay District – Design Review Committee approved a Master Sign Plan and exterior elevation (ARC-18384) for a proposed Tavern-Limited Establishment and Coffee House at 512-514 Fremont Street.

03/13/07	The Downtown Entertainment Overlay District – Design Review Committee approved a Master Sign Plan and exterior elevation (ARC-20226) for a proposed Tavern-Limited Establishment at 512 Fremont Street.
05/08/07	The Downtown Entertainment Overlay District – Design Review Committee approved a Master Sign Plan and exterior elevation (ARC-21526) for a proposed Tavern-Limited Establishment and Coffee House at 512-514 Fremont Street.

<i>Pre-Application Meeting</i>	
1/13/11	A pre-application meeting was held and the submittal requirements of a Downtown Design Review Committee application were discussed.

<i>Field Check</i>	
2/02/11	During a routine site inspection 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	.15

<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	Vacant Building	C (Commercial)	C-2 (General Commercial)
North	Entry Driveway for El Cortez Hotel	C (Commercial)	C-2 (General Commercial)
South	Retail/Tavern	C (Commercial)	C-2 (General Commercial)
East	Tavern/Restaurant	C (Commercial)	C-2 (General Commercial)
West	Convenience Store	C (Commercial)	C-2 (General Commercial)

<i>Master Plan Areas</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
<b>Master Plan Area</b>			
Downtown Centennial Plan – Central Casino Core	X		Y

<i>Special Purpose and Overlay Districts</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
<b>Special Purpose and Overlay Districts</b>			
A-O (Airport Overlay) District – 200 Feet	X		Y
Live/Work Overlay District	X		Y
Downtown Entertainment Overlay District	X		N
<b>Las Vegas Redevelopment Plan Area</b>	X		Y
<b>Development Impact Notification Assessment</b>		X	N/A
<b>Project of Regional Significance</b>		X	N/A

**SIGN STANDARDS**

**Wall Signs:**

<i>Sign</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Number	Total of all signs < 50% of the elevation area	Total of all signs >50% of the elevation area	N
Maximum Area	1,500 square feet	384 square feet	Y
Maximum Height	20' above parapet	Below parapet	Y
Minimum Setback	May not encroach more than 8' into ROW	Zero	Y
Illumination	50% neon/animated	50% neon/animated	Y

**(2)Arcade Signs:**

<i>Sign</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Number	Total of all signs < 50% of the elevation area	Total of all signs <50% of the elevation area	Y
Maximum Area	16 square feet	24 square feet	N
Maximum Height	20' above parapet	Below parapet	Y
Illumination	50% neon/animated	50% neon/animated	Y
Separation Distance	50'	35'	N
Maximum signs per entrance.	1	2	N

**ANALYSIS**

This is a request for a signage review on a building located at 512 Fremont Street. The property is located within the Downtown Entertainment Overlay District. The applicant is proposing to place a 384 square-foot sign on the south façade of the building mounted on the parapet above the awning fronting Fremont Street. The proposed sign is eight feet tall and 48 feet wide. The sign has stylized Broadway channel letters with exposed white neon on the top portion spelling out "INSERT COIN(S)." The lower portion has exposed white neon on cut aluminum spelling out "VIDEO LOUNGE GAME BAR." The top portion will have a rust brown background and the lower portion will be dark brown.

The maximum wall coverage of signage on a façade above 10 feet may be 50%. The eligible wall sign area is 50 feet wide and 13 feet tall comprising of 650 square feet. The proposed wall sign is 384 square-feet and 59% of the eligible wall sign area. A Waiver is needed to allow a wall sign to exceed 50% of the eligible wall sign area.

The applicant is proposing two 24 square-foot arcade signs 35 feet apart under the awning. The arcade signs are designed the same as the large wall sign with one exception. The smaller arcade signs have the neon bordering the letter box instead of being a part of each individual letter.

On-premise signs less than 65 square feet within the first 10 feet vertically above the height of the finished sidewalk are required to be separated by 50 linear feet. The two proposed arcade signs are 35 feet apart within this area. A Waiver is required to allow on-premise signs less than 65 square-feet to be closer than 50 feet within the public pedestrian pathways.

Arcade signs are limited to a maximum of 16 square feet. The proposed arcade signs are 24 square feet. A Waiver is required to allow an arcade sign to exceed the maximum area of 16 square feet.

Arcade signs are limited to a maximum of one per tenant entrance. The proposed location has one entrance and the applicant is proposing two signs. A Waiver is required to allow more than one arcade sign per entrance.

## **FINDINGS**

The three proposed signs meet the requirements for neon within the Downtown Entertainment Overlay District. The overall signage concept meets the design intent of the Downtown Entertainment Overlay District, which seeks to preserve the tradition of neon art and encourage signage that will enhance the district as a nationally recognized place. However, the proposal requires four Waivers, therefore staff cannot support the proposed signage and recommends denial.

# CITY OF LAS VEGAS

## PACKET DISTRIBUTION LIST

**FROM: PLANNING & DEVELOPMENT**

**DDRC MEETING DATE:**

02/15/11

ARC-40397 & ARC-40798

### SENT VIA U.S. MAIL

PLANNING COMMISSIONER	RICHARD TRUESDELL	Cornerstone Company 9901 Covington Cross Dr #170 Las Vegas, NV 89144
PLANNING COMMISSIONER	STEVE EVANS	State of Nevada 2200 S. Rancho Dr #210 Las Vegas, NV 89102
COMMITTEE MEMBER	MIKE NOLAN	El Cortez Hotel & Casino 600 Fremont St Las Vegas, NV 89101
COMMITTEE MEMBER	DEBRA HEISER	Heiser Designs 107 E Charleston Blvd #250-A Las Vegas, NV 89101-1018
COMMITTEE MEMBER	QUENTIN ABRAMO	Faciliteq Business Interiors 817 S Main St Las Vegas, NV 89101-6424
<b>1,000 MILE ENVELOPE</b>		
COMMITTEE MEMBER - OBD	STEVE VAN GORP, DEPUTY DIRECTOR	Office of Business Development 400 E Stewart Ave -2 <sup>nd</sup> Fl Las Vegas, NV 89101

### HAND-DELIVERED

COMMITTEE MEMBER - P&D	FLINN FAGG, PLANNING MANAGER	Planning & Development 333 N. Rancho Drive, 3 <sup>rd</sup> Floor Las Vegas, NV 89101
STAFF MEMBER - P&D	COURTNEY MOONEY, URBAN DESIGN COORDINATOR	Planning & Development 333 N. Rancho Drive, 3 <sup>rd</sup> Floor Las Vegas, NV 89101



# PLANNING & DEVELOPMENT DEPARTMENT

## APPLICATION / PETITION FORM

Application/Petition For: DDRC FOC SIGNAGE  
 Project Address (Location) 512 Fremont St.  
 Project Name Insert Coin(s) Proposed Use Tavern-Limited  
 Assessor's Parcel #(s) 139.34611.007 Ward # 5  
 General Plan: existing C proposed C Zoning: existing C-2 proposed C-2  
 Commercial Square Footage 6,700 Floor Area Ratio N/A  
 Gross Acres .15 Lots/Units 1 Density N/A  
 Additional Information SPECIAL USE Perm. # 40453 ADD PENDING VISUAL IMPROVEMENT PROGRAM

PROPERTY OWNER Ham A. W. III Trust Contact Artemus Ham  
 Address 2008 Gray Eagle Way Phone: 702.460.7872 Fax: \_\_\_\_\_  
 City Las Vegas, NV State NV Zip 89117  
 E-mail Address \_\_\_\_\_

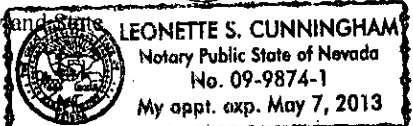
APPLICANT Insert Coin(s) Contact Christopher LaPorte  
 Address 5434 Nettle Way Phone: 702.885.9366 Fax: 702.269.9766  
 City Las Vegas State NV Zip 89135  
 E-mail Address chris@insertcoinslv.com

REPRESENTATIVE NEVADA SIGN Contact SUE SHRINER  
 Address 7511 EASTGATE RD Phone: 702.895.6817 Fax: 894.9844  
 City HENDERSON State NV Zip 89011  
 E-mail Address NV SIGNSUE@AOL.COM

Property Owner Signature\* A. W. Ham III Trustee

\* An authorized agent may sign in lieu of the property owner for Final Maps, Tentative Maps, and Parcel Maps.  
 Print Name A. W. Ham III, Trustee

Subscribed and sworn before me  
 This 13th day of JANUARY, 20 11  
Leona S. Cunningham

Notary Public in and for said County and State  
  
 LEONETTE S. CUNNINGHAM  
 Notary Public State of Nevada  
 No. 09-9874-1  
 My appt. exp. May 7, 2013

FOR DEPARTMENT USE ONLY

Case #	<u>ARC-40798</u>
Meeting Date:	<u>2-15-11</u>
Total Fee:	<u>-</u>
Date Received:*	<u>1-25-11</u>
Received By:	<u>[Signature]</u>

\*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.



7511 EASTGATE RD. HENDERSON, NV 89011  
702-895-6817

City of Las Vegas  
Development Services Center  
731 South. Fourth St.  
Las Vegas, NV 89101

January 31, 2011

Re: Insert Coins  
APN 13934611007  
Pending Sign Permit Application 179728-C-11

To Whom It May Concern:

On behalf of Insert Coins we are requesting a design review of and waivers for proposed signage on property located at 512 Fremont St. This property, currently zoned C-2, is located within the Downtown Casino Overlay District. The proposed signage is a portion of the Visual Improvement Program application in process through the City of Las Vegas Business Development Department.

The Code Sections to be waived:

**19.06.100 C 7** For sign #1, wall sign, we are requesting an increase of allowed area from three hundred-twenty-five square feet (325sf) to three-hundred-eighty-four square feet (384sf). A difference of fifty-nine square feet (59sf). This increase allows the sign, as designed by Insert Coins, to have the visual proportion and balance necessary to complete the redesign of the exterior of this building.

**19.06.100 C 5** For signs #2 and 3, the Arcade - Under Canopy Blade signs (2), we are requesting a reduction of the required separation between signs from fifty lineal feet (50') to a minimum of thirty-five lineal feet (35') to allow for field conditions. Based on initial field survey results and the structural detail provided by the general contractor the actual separation will be approximately forty lineal feet (40'). As the width of the property is exactly fifty feet (50') the two (2) under-canopy blade style signs cannot be separated by the required fifty feet (50').

**19.14 Section F-1, (a) and (b)** For signs #2 and 3, the Arcade - Under Canopy Blade signs (2);

(a) We are requesting an increase in the Maximum number of signs allowed from one (1) per entrance to two (2) to allow placement of these single face signs at each end of the canopy, one facing North and one facing South.

(b) We are requesting an increase of the Maximum area from sixteen (16) square feet to twenty-four (24) square feet. A difference of eight (8) square feet which allows for use of the wall sign design and meeting the fifty percent (50%) neon requirement.

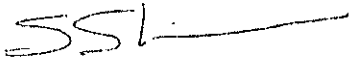
**ARC-40798**  
**02/15/11 DDRC**

**RECEIVED**  
**FEB 01 2010**

All signs will be placed on the storefront (West elevation) as shown on the drawings. All design, placement and installation are subject to approval by the Downtown Design Review Committee and the City of Las Vegas Building and Safety Department.

Insert Coins has recreated the image of this property by incorporating their unique style into a clean, classic image highlighted by "coin gold" colored animated Neon wrapping around the canopy. The proposed wall sign appears to be part of the building design in style and shape. These signs incorporate the exterior building colors of grays and browns with bright "coin gold" and reds and are accented by an outline of a minimum of 50% neon.

Respectfully,



Susan Shriner  
Nevada Sign  
(702) 895-6817

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FEB 01 2010  
ARC-40798  
02/15/11 DDRC



# PLANNING & DEVELOPMENT DEPARTMENT

## STATEMENT OF FINANCIAL INTEREST

Case Number: ARC-40798 APN: 139.34.011.007

Name of Property Owner: Ham A.W. III Trust - Artemus Ham

Name of Applicant: Insert Coin(s) - Christopher LaPorte

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: \_\_\_\_\_

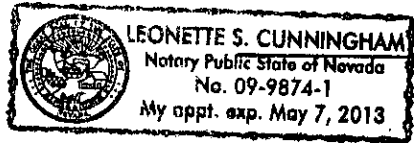
Signature of Property Owner: A.W. Ham III, Trustee

Print Name: A.W. Ham III, Trustee  
RECEIVED  
JAN 20 2011

Subscribed and sworn before me

This 13 day of JANUARY, 20 11

Leonette S. Cunningham  
Notary Public in and for said County and State



Grant, Bargain, Sale Deed

THIS INDENTURE WITNESSETH: That MARTIN J. ROE, TRUSTEE OF THE MARTIN J. ROE TRUST DATED OCTOBER 25, 1984, as to an undivided fifty percent (50%) interest, and PAUL M. BUXBAUM, as General Partner of BRB Realty, L.P., a California Limited Partnership, as to an undivided fifty percent (50%) interest, in consideration of Ten Dollars (\$10.00), and other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, do hereby Grant, Bargain, Sell and Convey to ARTEMUS W. HAM, III, all that real property situate in the City of Las Vegas, County of Clark, State of Nevada, bounded and described as follows:

Lots No. 16 and 17 in Block 2 of Hawkins Addition to the City of Las Vegas, Clark County, Nevada, as per map thereof on file and at record in Book I of Plats, at page 40 in the Office of the County Recorder of Clark County, Nevada, together with the appurtenances thereunto belonging, being Assessor's Parcel No. 139-34-611-007.

\* Trustee of the A.W. Ham, Jr. FBO A.W. Ham, III Trust

Together with all and singular the tenements, hereditaments, and appurtenances thereunto belonging or in anywise appertaining.

WITNESS our hands this 27<sup>th</sup> day of October, 1998.

*Martin J. Roe, Trustee*

MARTIN J. ROE, Trustee of the Martin J. Roe Living Trust Dated October 25, 1984

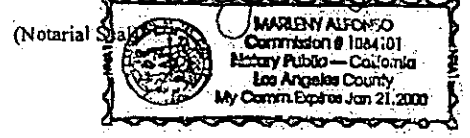
*Paul M. Buxbaum*

PAUL M. BUXBAUM, General Partner of BRB Realty, L.P., a California Limited Partnership

STATE OF CALIFORNIA )  
 ) ss:  
COUNTY OF Los Angeles )

On October 28, 1998, personally appeared before me, a Notary Public, MARTIN J. ROE, Trustee of the Martin J. Roe Living Trust Dated October 25, 1984, who acknowledged that he executed the above instrument.

Signature: *Martín Alfonso*  
Notary Public

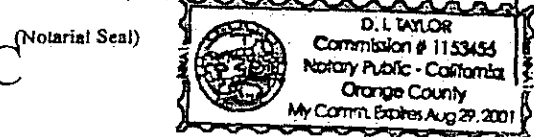


RECEIVED  
JAN 25 2011

STATE OF CALIFORNIA )  
 ) ss:  
COUNTY OF Orange )

On October 27, 1998, personally appeared before me, a Notary Public, PAUL M. BUXBAUM, General Partner, B.R.B. REALTY, a California Limited Partnership, who acknowledged that he executed the above instrument.

Signature: *D. I. Taylor*  
Notary Public



ESCROW NO. )  
ORDER NO. )  
RECORDER'S INSTRUMENT NO. )

WHEN RECORDED MAIL TO: *Artemus Ham*  
ALBRIGHT, STODDARD, WARNICK & ALBRIGHT  
G. Vern Albright, Esq.  
801 South Rancho Drive, Suite P-4  
Las Vegas, NV 89106  
(702) 384-7111

ARC-40798  
02/15/11 DDRC

## LEGAL DESCRIPTION

LOTS No.16 AND 17 IN BLOCK 2 OF HAWKINS ADDITION TO THE CITY OF LAS VEGAS, CLARK COUNTY, NEVADA, AS PER MAP THEREOF ON FILE AND AT RECORD IN BOOK 1 PLATS, AT PAGE 40 IN THE OFFICE OF CLARK COUNTY RECORDER OF CLARK COUNTY, NEVADA TOGETHER WITH THE APPURTENANCES THEREUNTO BELONGING, BEING ASSESOR'S PARCEL No. 139-34-611-007

RECEIVED  
JAN 25 2011

---

ARC-40798  
02/15/11 DDRC



# Business License Renewal

Department of Finance & Business Services  
400 Stewart Avenue

Q01-00142-5-060199 1679 78  
HAM ARTEMUS W III  
2008 GRAY EAGLE WY  
LAS VEGAS NV 89117

For Customer Service call:  
(702) 229-6281 (voice)  
(702) 386-9108 (TDD)

License Number: <b>Q01-00142-5-060199</b>		Date Due: <b>11/01/10</b>
Date Billed: <b>10/06/10</b>		
The license fees now due are for the period beginning <b>11/01/10</b> , and ending <b>4/30/11</b> .		
Semi-annual license fee:	<b>\$ 100.00</b>	<b>PAY THIS AMOUNT</b>
<i>PD. 10-13-10 CR# 1920</i>		
This bill is payable upon receipt. In order to avoid late charges, payment must be received on or before 5:00 p.m. on 11/15/10. If you are paying after that date, your fee, including the 15% penalty, is 115.00. Pursuant to Las Vegas Municipal Code Chapter 6.02.250 (B), your license will expire if these fees and penalties have not been paid by 12/01/10.		

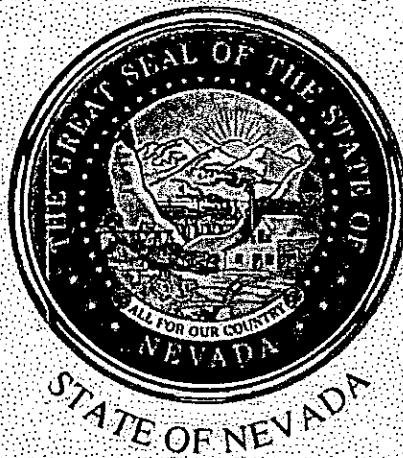
Pay on-line at [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)

FM-0134-01-10 MC  
Form 198

**ARC-40798**  
**02/15/11 DDRC**

**RECEIVED**  
**JAN 25 2011**

# SECRETARY OF STATE



## NEVADA STATE BUSINESS LICENSE

**INSERT COINS, LLC**

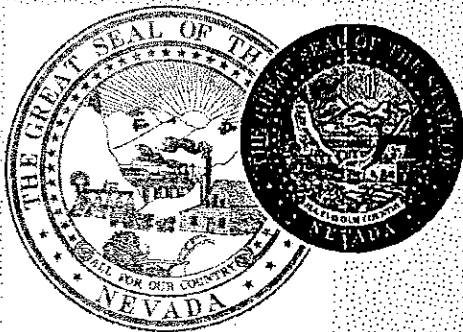
**Nevada Business Identification # NV20101885625**

**Expiration Date: December 31, 2011**

In accordance with Title 7 of Nevada Revised Statutes, pursuant to proper application duly filed and payment of appropriate prescribed fees, the above named is hereby granted a Nevada State Business License for business activities conducted within the State of Nevada.

This license shall be considered valid until the expiration date listed above unless suspended or revoked in accordance with Title 7 of Nevada Revised Statutes.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of State, at my office on December 23, 2010



*[Signature]*  
ROSS MILLER  
Secretary of State

This document is not transferable and is not issued in lieu of any locally-required business license, permit or registration.

**You may verify this Nevada State Business License  
online at [www.nvsos.gov](http://www.nvsos.gov) under the Nevada Business Search.**

**ARC-40798  
02/15/11 DDRC**



---

Date: Thu, 20 Jan 2011 11:04:39 -0800

Subject: Re: FW: Insert Coins (1 of probably many to come)

From: [chris@insertcoinslv.com](mailto:chris@insertcoinslv.com)

To: [patthesignguy@hotmail.com](mailto:patthesignguy@hotmail.com)

CC: [leggleston@redlinegrouppllc.com](mailto:leggleston@redlinegrouppllc.com); [jbunch@thorcon.net](mailto:jbunch@thorcon.net); [jlukas@redlinegrouppllc.com](mailto:jlukas@redlinegrouppllc.com)

Tom Burkart will assist us in any questions regarding INSERT COIN(S) going forward. In terms of a City Business License that won't be available for some time. For now, the application is in process and I have the following ID numbers:

**L38-99935-4-152534**

**C08-99936-1-152534**

Attached you will also find a renewed Business License for Ham Trust.

See Tom's contact info for anything else we may need from licensing and permits.

**Tom Burkart**

Senior Economic Development Officer - Fast Track Team

Office of Business Development

Las Vegas Redevelopment Agency

City Hall, 400 Stewart Ave., 2nd Fl.

Las Vegas, NV 89101

Direct: 702-229-6853

Fax: 702-385-3128

[tburkart@lasvegasnevada.gov](mailto:tburkart@lasvegasnevada.gov)

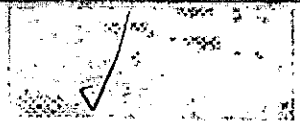
Thanks!

Chris

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JAN 25 2011 10



# Business License Renewal



Department of Finance & Business Services  
400 Stewart Avenue

C11-10629-J-082446 247 7  
NEVADA SIGN  
7511 EASTGATE RD  
HENDERSON NV 89011

9/24

For Customer Service call:  
(702) 229-6281 (voice)  
(702) 386-9108 (TDD)

License Number: <b>C11-10629-J-082446</b>	
Date Billed: <b>9/01/10</b>	Date Due: <b>10/01/10</b>
The license fees now due are for the period beginning <b>10/01/10</b> , and ending <b>9/30/11</b> .	
Annual license fee:	\$ <b>250.00</b> <b>PAY THIS AMOUNT</b>
This bill is payable upon receipt. In order to avoid late charges, payment must be received on or before 5:00 p.m. on 10/15/10. If you are paying after that date, your fee, including the 15% penalty, is 287.50. Pursuant to Las Vegas Municipal Code Chapter 6.02.250 (B), your license will expire if these fees and penalties have not been paid by 10/31/10.	

Pay on-line at [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)

pd

FM-0134-01-10 MD  
Form 198

NEVADA SIGN Henderson, NV 89011-4058

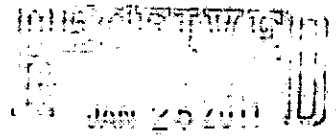
17182

### CITY OF LAS VEGAS LICENSE

Date	Type	Reference
9/1/2010	Bill	

Original Amt.	Balance Due	Discount	Payment
250.00	250.00		250.00
		Check Amount	250.00

9/24/2010



## ARC-40798 02/15/11 DDRC

NSB GENERAL

C11-10629-J-082446

250.00



TO REORDER, CALL YOUR LOCAL SAFEGUARD DISTRIBUTOR AT 702-871-4444

HPJV250010000 V10SF002308

Southern Nevada Office  
2310 Corporate Circle, Suite 200  
Henderson, Nevada 89074  
(702) 486-1100

Northern Nevada Office  
9670 Gateway Drive, Suite 100  
Reno, Nevada 89521  
(775) 688-1141

# STATE CONTRACTORS BOARD

The Nevada State Contractors Board certifies that

## NEVADA SIGN

Licensed since January 29, 1998

License No. **0045966**


Is duly licensed as a contractor in the following classification(s):

PRINCIPALS:

FRANCIS H STEINER, Owner Qualified Ind

C-6-ERECTING SIGNS

LIMIT: \$1,000,000  
EXPIRES: 01/31/2011

  
\_\_\_\_\_  
Chairman, Nevada State Contractors Board



### STATE OF NEVADA CONTRACTORS LICENSE

THIS IS TO CERTIFY THAT THE COMPANY LISTED BELOW IS LICENSED IN THE STATE OF NEVADA FOR THE CLASSIFICATION(S) SHOWN:

NEVADA SIGN  
7511 EASTGATE ROAD  
HENDERSON NV 89011

LIC. NO.  
0045966

EXPIRES:  
01/31/2011

LIMIT: \$1,000,000

Class: C-6

### STATE OF NEVADA STATE CONTRACTORS BOARD

9670 Gateway Drive, Suite 100 Reno, Nevada 89521  
2310 Corporate Circle, Suite 200 Henderson, Nevada 89074

#### POCKET CARD RE-ORDER FORM

Enclosed is \$ \_\_\_\_\_ to cover the cost of \_\_\_\_\_ additional pocket cards at ten dollars (\$10.00) each.

Firm Name \_\_\_\_\_

License No. \_\_\_\_\_

Date: \_\_\_\_\_ By: \_\_\_\_\_

02/15/11 DDRC

NEVADA SIGN  
7511 EASTGATE ROAD  
HENDERSON NV 89011

# ARC-40798

## 02/15/11 DDRC