



AGENDA MEMO

PLANNING COMMISSION MEETING DATE: MARCH 13, 2008
DEPARTMENT: PLANNING AND DEVELOPMENT
ITEM DESCRIPTION: TXT-26651 - APPLICANT/OWNER: CITY OF LAS VEGAS

**** CONDITIONS ****

STAFF RECOMMENDATION: APPROVAL

1. Title 19.06.100 Downtown Casino Overlay District is hereby amended as follows:

A. Boundaries: The western boundary will be the Union Pacific Railroad right-of-way; the northern boundary will be the U.S. 93/95 right-of-way; the eastern boundary will be the centerline of Las Vegas Boulevard; and southern boundary will be the centerline of Bridger Avenue; whose boundaries are also depicted in the map that appears below.

C. Special Sign Standards:

3.b: Apply to all property, development, expansion and renovation within the district except property located within the boundaries of the Pedestrian Mall, as described in LVMC Chapter 11.68; and properties that front onto Las Vegas Boulevard;

3.c: Delete

6: All new signage within the district shall have at least 75% of the total sign surface areas consisting of neon, animation or a combination thereof. LEED signage reflecting the neon style maybe utilized on a case-by-case basis.

7: Delete

8: Add, Transparent building wrap signage may consist of off-premise subject material.

D. Special Sign Standards-Review and Approval Procedures: Replace section with the following:

1. Design Review Committee. There is hereby created a Downtown Design Review Committee (DDRC) for the review of signs and exterior elevations proposed to be located within the Sub-District. The DDRC shall be composed of: two members of the Planning Commission, one representatives of the Planning & Development Department designated by the Director, and one representative of the Citys Office of Business Development designated by the Director, and three downtown business owners designated by the Mayor. The DDRC shall have the authority to review and approve application for all signs, subject to the provisions of this Subchapter. Each will serve three-year terms and may be re-appointed.

2. Application Process. Sign applications shall be submitted to the Planning & Development Department. The Department shall forward the application to the DDRC for review and action. The DDRC shall review the application and shall approve, approve with conditions, or deny the application.

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3. Design Review Provisions. The following design review procedures shall apply:

- a.** The DDRC may approve a sign application for single or multiple uses if it determines that each sign is compatible with the approved Master Sign Plan and the theme and overall character to be achieved in the area. The DDRC shall base its assessment of compatibility on the following criteria:
 - (i)** The applications compliance with the standards identified in this Section.
 - (ii)** The relationship of the scale and placement of the sign to the building or premises upon which it is to be displayed.
 - (iii)** The relationship of colors of the sign to the colors of adjacent buildings and nearby street graphics.
 - (iv)** The similarity or dissimilarity of a signs size and shape to the size and shape of other signs in the area.
 - (v)** The similarity or dissimilarity of the style of lettering on the sign to the style of lettering of nearby street graphics.
 - (vi)** The compatibility of the type of illumination, if any, with the type of illumination in the area.
 - (vii)** The compatibility of the materials used in the construction of the sign with the material used in the construction of other signs in the area.
 - (viii)** The aesthetic and architectural compatibility of the proposed sign with the building upon which the sign is suspended, including its signage, and with the surrounding buildings and their signage.
 - (ix)** The signs use of high quality, durable materials such as hardwoods, painted wood, metal, stainless steel, painted steel, brass or glass.
- b.** Applications for the design review of signs shall be processed as follows:
 - (i)** An application shall include: Ten complete sets of plans which contain visual representations of the lettering, illumination, color, area and height of graphics, and will also indicate the areas and building elevations where they may be placed and located; photographic or drawn elevations of a minimum of 266 feet of frontage, with proposed signs superimposed, to show the context and perspective of the proposed signs; a drawing of each sign at one-half inch to one-inch scale; and any other items required by the Director or the DDRC.
 - (ii)** Applications shall be forwarded to the DDRC by the Department at least 1 week prior to the regularly scheduled DRC meeting.

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(iii) Approval or denial of an application by the DDRC shall be made in writing with reasons for approval, denial, or approval with conditions, within 3 days following each DRC meeting. In the event written notification of the action is not provided within that period, the application shall be deemed to have been denied. Decisions of the DDRC may be appealed to City Council in accordance with the provisions of Paragraph (5) below.

4. **Waivers.** The DDRC is authorized to waive any of the sign standards set forth in Subsection (C) , other than the prohibitions contained in Paragraph (4) thereof, if:
 - a. The applicant establishes that a waiver is warranted based upon conditions specific to the parcel; and
 - b. The DRC determines that the waiver:
 - (i) Will not compromise the design objectives of the sign standards; and
 - (ii) Will further the Citys redevelopment efforts.

5. **Appeals.** The applicant may appeal a decision of the DDRC to the City Council. An appeal must be in written form and must be filed in the office of the City Clerk, with a copy to be filed in the office of the Department. The appeal must be filed within 10 days after notification of the administrative decision has been given (or within 10 days after the deadline for notification has passed), and shall specifically describe the decision at issue and the basis for the appeal. The appeal shall be considered on the next available agenda of the City Council.
6. **Rules and Regulations.** The DDRC shall have the authority to adopt rules and regulations concerning its administrative procedures.

2. Title 19.06.120 Downtown Entertainment Overlay District is hereby amended as follows:

A new section E is created to read: E. Signage Standards. All signage shall incorporate neon, LEED, and/or animation in at least 50% of the total surface area of all new signage.

The old section E will become section F and read F. Review and Approval Procedures (General).

1. Except as otherwise provided in this Paragraph (1), any application for signage or exterior development with the Downtown Entertainment Overlay District shall be processed in accordance with the normal review and approval processes set forth in Chapter 19.06.100(D).

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- 3. Title 19.06.140 Las Vegas Boulevard Scenic Byway Overlay District is hereby amended as follows:**

Create a new section D Design Review Provisions.

- 1.** Except as otherwise provided in this Paragraph (1), any application for new signage within the Las Vegas Boulevard Scenic Byway Overlay District shall be processed in accordance with the normal review and approval processes set forth in Chapter 19.06.100(D).

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**** STAFF REPORT ****

PROJECT DESCRIPTION

Discussion and possible action to amend Title 19.06, Special Purpose and Overlay Districts, to update the design review process, revise maps and update signage standards for the Casino Center, Scenic Byway and Entertainment District overlays.

BACKGROUND INFORMATION

The current code has separate Design Review Committees for the Downtown Casino Overlay District and the Entertainment Overlay District and no Design Review Committee for the Las Vegas Boulevard Scenic Byway Overlay District. Staff is proposing the creation of one Design Review Committee for all three Overlay Districts to be called the Downtown Design Review Committee (DDRC).

Due to the redevelopment demands that are occurring downtown, staff is also proposing minor expansion of the Downtown Casino Overlay District to include the current City Hall and Historic U.S. Post Office as well as the three blocks formed by Casino Center/Carson/Las Vegas Boulevard/Bridger. The current sub-district would be rolled into the general overlay district. The former Parkway Center area would be deleted from the Downtown Casino Center Overlay district all together.

ANALYSIS

The proposed changes would streamline the design review process for projects located with the special signage overlay districts in downtown.

Currently, the Las Vegas Boulevard Scenic Byway Overlay does not have a design review committee. A Planning & Development Department staff member has the sole review authority. By requiring sign permits on Las Vegas Boulevard to go before an independent design review Committee will further the City's goal of maintaining a more open and transparent government and will institutionalize the approval process.

The process would continue to be fee free in order not to create a hardship for projects downtown.

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NEIGHBORHOOD ASSOCIATIONS NOTIFIED N/A

ASSEMBLY DISTRICT N/A

SENATE DISTRICT N/A

NOTICES MAILED NEWSPAPER ONLY

APPROVALS 0

PROTESTS 0