

*City of Las Vegas*

**AGENDA MEMO**

**PLANNING COMMISSION MEETING DATE: OCTOBER 9, 2008**

**DEPARTMENT: PLANNING AND DEVELOPMENT**

**ITEM DESCRIPTION: DIR-29885 - APPLICANT/OWNER: CITY OF LAS VEGAS**

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

**STAFF RECOMMENDATION: APPROVAL.**

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

**APPLICATION REQUEST**

This is a request to update the Las Vegas Boulevard Scenic Byway Corridor Management Plan in order to prepare an application for National Scenic Byway designation. This designation will enhance the City's ability to receive Federal Grants for projects along the byway. The document will remain advisory in nature.

**BACKGROUND INFORMATION**

<i>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc.</i>	
04/07/04	The City Council approved Resolution (R-59-2004) adopting the Las Vegas Boulevard Scenic Byway Corridor Management Plan.
05/05/04	The City Council approved Ordinance (Ord. 5694) adopting the Las Vegas Boulevard Scenic Byway Overlay District that establishes sign design guidelines.
<i>Neighborhood Meeting</i>	
09/17/08	Six people attended the open house community meeting and all were in support of the updated plan.

**EXECUTIVE SUMMARY**

A summary of the proposed changes are reflective in the following table:

<b>Section</b>	<b>Proposed Changes</b>
Table of Contents	<ul style="list-style-type: none"> <li>Created a Table of Contents</li> </ul>
Land Use	<ul style="list-style-type: none"> <li>Updated the Land Use Map with Current information</li> </ul>
Community Support	<ul style="list-style-type: none"> <li>Updated with current information on community support including the strong involvement of the Neon Museum.</li> </ul>
Management Structure	<ul style="list-style-type: none"> <li>Reflects the Planning &amp; Development Department has assumed management of the byway and anticipates that the Neon Museum will become more active in the program.</li> </ul>
Neon Museum & Bone Yard	<ul style="list-style-type: none"> <li>New section explaining the role of the museum in the future of the byway program.</li> </ul>
Regulatory Overlay	<ul style="list-style-type: none"> <li>New section that explains the Title 19.06 Las Vegas Boulevard Scenic Byway Overlay District that governs the design standards of new signage along Las Vegas Boulevard.</li> <li>Describes the Downtown Design Review Committee that will review all signage applications.</li> </ul>

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<p><b>Intrinsic Qualities</b></p>	<ul style="list-style-type: none"> <li>• Added verbiage regarding grants received;</li> <li>• Updated the Las Vegas Natural History Museum with current information;</li> <li>• Added verbiage on the La Concha Motel lobby being used for the Neon Museum;</li> <li>• Updated Cashman Center with current information;</li> <li>• Updated the Las Vegas Library with current information;</li> <li>• Updated the Reed Whipple Cultural Center with current information;</li> <li>• Added verbiage on Washington Avenue being a connection to historic West Las Vegas;</li> <li>• Updated the Cultural Corridor Map;</li> <li>• Updated the City Hall Complex with current information;</li> <li>• Updated the Civic Corridor Map;</li> <li>• Updated the Fremont East District with current information;</li> <li>• Updated the Glitter Gulch Casinos with current information;</li> <li>• Updated verbiage on the Neon Museum Exhibit at Fremont Street;</li> <li>• Updated verbiage on the Vegas Vic sign;</li> <li>• Updated the Fremont Street Corridor Map;</li> <li>• Updated verbiage on the Lloyd D. George Federal Courthouse;</li> <li>• Updated the Las Vegas High School Historic District with current information;</li> <li>• Updated the Lewis Street Corridor with current information;</li> <li>• Updated the Historic Fifth Street School with current information;</li> <li>• Updated the Justice Corridor Map;</li> <li>• Updated the 18b The Las Vegas Arts District with current information;</li> <li>• Updated the Arts Factory with current information;</li> <li>• Updated the Wedding Chapels with current information;</li> <li>• Updated the Arts Business Corridor Map;</li> <li>• Updated the John S. Park Neighborhood with current information;</li> <li>• Updated the Downtown Gateway Entry with current information;</li> <li>• Updated the Gateway Corridor Map;</li> <li>• Updated the Stratosphere with current information;</li> <li>• Updated the Vintage Motels with current information;</li> <li>• Updated the Casino Corridor Map.</li> </ul>
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<b>Overview of Strategies to Protect Intrinsic Qualities</b>	<ul style="list-style-type: none"> <li>• Updated Scenic Quality with current information;</li> <li>• Updated Historic Quality with current information;</li> <li>• Updated Cultural Quality with current information;</li> </ul>
<b>Safety Review</b>	<ul style="list-style-type: none"> <li>• Updated with current information.</li> </ul>
<b>Roadway Changes</b>	<ul style="list-style-type: none"> <li>• Updated with current information.</li> </ul>
<b>Implementation</b>	<ul style="list-style-type: none"> <li>• Created a new section on implementation</li> </ul>

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED**                      5

**NOTICES MAILED**                      NEWSPAPER ONLY

**APPROVALS**                                      0

**PROTESTS**                                        0