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City of Las Vegas
Planning & Development
333 North Rancho Drive
Las Vegas, Nevada 89106

Revised: Site Development Plan Review for a Sexually Oriented Business within the *South District of the Downtown Centennial Plan*.

Dear Sir/Madam;

Please consider this request to expand the existing Olympic Garden property by way of a Major Site Development Review. The property is in a C-2 zone and currently holds entitlements for a Sexually Oriented Business (SOB), Tavern and a parking deviation allows a minimum 75 parking spaces for the existing uses. This request exercises the recently approved ordinance TXT-39658 which allows for an expansion and alteration of a Sexually Oriented Business when it is located within in the Downtown Centennial Plan area. The applicant proposes removing the existing building previously approved at 31,679 square feet and constructing a new three story 69,680 SF building with an additional outdoor roof deck (8770 SF).

The floor plans indicate the new building the primary use of the building is an adult entertainment cabaret with ancillary uses including a tavern, beauty salon, 150 SF area massage treatment room and outdoor recreational area and spa. The revised design includes three stories of fully enclosed area. The fourth story has a 9,700 SF indoor day spa paired with the outdoor patio that includes a swimming pool and bar area. The fourth floor was designed to separate the outdoor recreational use from the existing residential to the east. This separation was done to mitigate noise and ensure privacy to residents of the John Park neighborhood. Accordingly, a 72 foot wide 14.5 foot high enclosed conditioned spa area is situated between the outdoor recreation area and the eastern wall of the building. The mass of this building will mitigate any sound originating from the outdoor recreational patio. Additionally, sound systems providing ambient music will be positioned to face Las Vegas Blvd to avoid disruption to the adjacent neighborhood. In addition to a solid eastern wall, the recreation areas is bound by 15 foot parapets to further moderate noise. Most important, the establishment shall comply with City of Las Vegas Health and Safety code 9.16.030 that outlines acceptable noise levels as measured 50 feet from the subject outdoor recreational facility.

Further consideration to the neighboring residential was integrated into the design. For example, although C-2 design guidelines and mixed use code allow for a minimum 70 foot building height. The design maximized the building height at 60 feet to maintain compatibility with the forms of the existing community. The 60 height guideline was established by the John S. Park Neighborhood Historic Commission. Also, creative approaches were integrated on the eastern elevation to avoid an unattractive monolithic wall while still providing privacy to abutting properties. Variations of color, combined with architectural pop-outs and the provision of frosted glass in lieu of transparent windows are applied to create visual interest while also protecting the privacy of adjacent property owners.

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The expansion of the tavern use shall be recognized in this review. Areas allowing on-premise consumption of alcohol (tavern) has increased from 31,679 SF to 47,507. This represents a 50% increase and is in conformance with 19.16.030 *Nonconforming Use of a Conforming Building*.

The site is located within the Downtown South District of the *Downtown Centennial Plan*. In this area the long term plan makes concessions to parking via the assumption that this area relies less on cars and more by taxi's, public transit and pedestrian traffic as compared to outlying neighborhoods. As such, Title 19 parking standards are not automatically applied (*see also Ordinance 6080*). Previous entitlements have established a minimum 75 parking spaces for the SOB property. The proposed site plan provides 163 on-premise spaces.

While not submitted as part of the current Site Plan Review, it should be noted that the applicant controls two parcels (162-03-202-002,003) located within 200 feet of the parcel that Olympic Gardens occupies. These parcels can accommodate 196 additional spaces. In the event the on-site spaces are not sufficient, a separate design review may be considered for the ancillary lot.

Design guidelines published in the *Downtown Centennial Plan – South District* were incorporated into the design for the streetscape, landscape and streetside building façade. The building design requests the following waivers of Architectural Design Standards

Waiver item 5.b of Architectural Design Standards requires an articulated roof line or cornice as a major feature. The Centennial Plan provides a sample illustration of art deco features surrounding doorways and columns. The design of Olympic Gardens is mindful of providing visual interest versus a monolithic building. It is for this reason that the rooflines of the building apply a step-back design feature that also represents an attractive building form. The façade allows large openings on the fourth level to provide views to roof-top trees and vegetative forms. The trees and open space provided meet the intent of the code by providing visual interest. Guardrails, beams and support columns are also visible. While the proposed techniques represent a different genre than the use of ornate cornice stones, the visual interest is equally attractive. Also, the understated features are better matched with the illuminated signage that is encouraged along the scenic by-way. Because this site is located on Las Vegas Blvd and represents the entrance to the downtown district, this distinct architectural style better represents the intent of the scenic corridor which is designed to celebrate Las Vegas' unique atmosphere and history. The proposed design that utilizes roof-top trees and rails is functional, matches the modern character of the building and can easily integrate attractive digital signage which is encouraged by the Byway guidelines. This style of architecture is therefore lends itself to the vision of this unique intersection as compared to a more common and classical form of architecture.

Waiver Item 5.d Arcades, awnings and canopies The face of the building on the second story reaches the ROW line. As a result, pedestrians are comfortably shaded along Las Vegas Boulevard and the shades and canopies are not needed. Also, the main entrance of this night club is accessed from the parking lot versus the street side. This configuration is preferable as it directs slowing vehicular traffic onto the site, and the location of the entrance is more discreet considering the adult nature of the building. The use of canopies, overhangs and entrances along Las Vegas Boulevard would disorient both traffic and pedestrians.

In lieu of doorways along the ROW the architect will provide graphics along the 1st story wall of the building to ensure visual interest within the streetscape.

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Waiver item 5.g Architectural details should be carried on all sides of the building. This parcel shares a property line with a residential use. While the building facades adjacent to streets and parking lots have windows balconies and insets, the façade fronting the residential has a small (approx 1 foot) inset has smaller windows. On the third story the window are placed more than 5.5 feet above floor level and recessed to ensure patrons cannot look downward into neighboring properties. The entire wall of the fourth level is recessed and windows are placed more than two feet from the outside shell of the building. Again, this is to provide natural light inside the facility while ensuring that patrons cannot look downwards to neighboring properties. This is a conscious attempt by the applicant to ensure privacy of the adjacent neighborhood.

If you have additional concerns please phone me at 598-1408.

Very truly yours,



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