

AGENDA MEMO

DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: August 25, 2011

DEPARTMENT: PLANNING AND DEVELOPMENT

ITEM DESCRIPTION: ARC- 42640 – APPLICANT: Flouresco Sign - OWNER: City of Las Vegas

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

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
ARC - 42640	Staff recommends APPROVAL, subject to conditions:	

**** CONDITIONS ****

ARC-42640 CONDITIONS

Planning and Development

1. Conformance to the sign elevations and documentation as submitted and date stamped 07/26/11 in conjunction with this request, except as modified herein.
2. A permit for the freestanding sign must include all parts of the sign as depicted in the sign elevations date stamped 07/26/11.
3. An encroachment permit approved by the Department of Public Works shall be required for all signage that encroaches into right-of-way prior to placement of the sign.
4. The sign must meet the display requirements of the City of Las Vegas' Street Naming and Address Assignment Regulations, 2009 edition.
5. All signage, including temporary signage, shall have proper permits obtained through the Building and Safety Department.
6. All signs must be fully illuminated at night from dusk until dawn.
7. All City Code requirements and design standards of all City departments must be satisfied.

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**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a signage review request for the Las Vegas Library and Lied Discovery Children's Museum at 833 Las Vegas Boulevard North. The property is located within the Las Vegas Boulevard Scenic Byway Overlay District. The applicant is proposing a 32 square-foot, double sided freestanding sign with blue and red exposed neon bordering the top portion. "Las Vegas Library" will be spelled out in red exposed neon and "Lied Discovery Children's Museum" spelled out in blue exposed neon.

Staff is recommending approval of this request, as the proposed signage meets the requirements of the Las Vegas Boulevard Scenic Byway Overlay District. If this request is denied, the proposed signage will not be permitted. The applicant may appeal the board's decision or present a redesigned sign at a future date. If approved, a permit cannot be issued for 14 days, after which the appeal period will have expired.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
04/07/04	The City Council adopted R-59-2004, creating the Scenic Byways Corridor Management Plan.
11/05/08	The City Council adopted R-62-2008, revising the Scenic Byways Corridor Management Plan.
11/10/09	The Downtown Design Review Committee approved a request for a signage review (ARC-36490) of an existing museum at 833 Las Vegas Blvd. North. Staff recommended approval.

<i>Most Recent Change of Ownership</i>	
02/11/1991	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
01/13/94	A building permit (#94315149) for a pole sign was issued at 833 Las Vegas Boulevard North. A final inspection was completed on 3/9/94.
09/24/09	A building permit (#147999) for a monument sign and wall letters was issued at 833 Las Vegas Boulevard North. A final inspection was completed on 02/09/10.
10/14/05	A business license (N31-00091) was approved by the Department of Planning for Service Station at 833 Las Vegas Blvd North.

<i>Pre-Application Meeting</i>	
7/14/11	A pre-application meeting was held and the submittal requirements of a Downtown Design Review Committee application were discussed.

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Field Check	
08/05/11	During a routine site inspection performed by staff, the subject property was noted as a well maintained commercial development.

Details of Application Request	
Site Area	
Net Acres	7.12

Surrounding Property	Existing Land Use Per Title 19.12	Planned or Special Land Use Designation	Existing Zoning District
Subject Property	Library & Museum (Public)	PF (Public Facility)	C-V (Civic)
North	Vacant Lot	C (Commercial)	R-1 (Single Family Residential)
	Vehicle Parking	C (Commercial)	C-2 (General Commercial)
	Mortuary	C (Commercial)	R-1 (Single Family Residential)
South	Community Center	MXU(Mixed Use)	C-2 (General Commercial)
East	Vehicle Parking	PF (Public Facilities)	C-V (Civic)
West	Private School, Secondary	PF (Public Facilities)	C-V (Civic)
	CLV Warehouse	MXU(Mixed Use)	C-2 (General Commercial)

Special Purpose and Overlay Districts	Yes	No	Compliance
Special Purpose and Overlay Districts			
Las Vegas Scenic Byway	X		Y
Las Vegas Redevelopment Plan Area	X		Y
Development Impact Notification Assessment		X	N/A
Project of Regional Significance		X	N/A

SIGN STANDARDS

Freestanding Sign: A

Sign	Allowed	Provided	Compliance
Maximum Number	1	1	Y
Maximum Height	12'	12'	Y
Minimum Setback	5' from property line	5' from property line	Y
Off-premise Sign	0	0	Y
Illumination	75% neon/animated	75% neon/animated	Y

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ANALYSIS

This is a signage review request for the Las Vegas Library and Lied Discovery Children's Museum at 833 Las Vegas Boulevard North. The property is located within the Las Vegas Boulevard Scenic Byway Overlay District. The applicant is proposing a 12 foot tall, 32 square foot, doubled sided freestanding sign. The sign will have blue and red exposed neon bordering the top portion. "Las Vegas Library" will be spelled out in red exposed neon and "Lied Discovery Children's Museum" spelled out in blue exposed neon.

The proposed signage meets the illumination requirements of the Las Vegas Boulevard Scenic Byway District. The signage concept meets the design intent of the Las Vegas Boulevard Scenic Byway District, which seeks to preserve the tradition of neon art and encourage signage that will enhance the district as a nationally recognized place. Therefore, staff supports the proposed signage and recommends approval.