

Staff Report Page One

September 20, 2011 – Downtown Design Review Committee Meeting

**** STAFF REPORT ******PROJECT DESCRIPTION**

This is a request for a signage review of the Le Thai restaurant at 523 Fremont Street. The property is located within the Entertainment Overlay District. The applicant is proposing a 29.5 square-foot doubled-sided projecting sign. The sign is an arrow that extends down the side and curves in towards the building with “Thai” spelled out in black. The background is red vinyl, backlit with florescent lamps and bordered in white chasing bulbs. The top portion of the arrow is a white metal circle with “Le” spelled out in cursive red exposed neon lettering. The circle is bordered in white exposed neon and chasing white blubs. The entire sign is outlined with exposed red neon.

Staff is recommending approval of this request, as the proposed signage meets the minimum animation requirements of the Entertainment 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>	
08/23/07	Code Enforcement opened a case (#57043) for signage violations at 523 Fremont Street. The case was closed by Code Enforcement on 08/27/07.
11/10/09	The Planning Commission approved a request for a Special Use Permit (SUP-41036) for a Tavern Limited establishment at 523 Fremont Street. Staff recommended approval.

<i>Most Recent Change of Ownership</i>	
11/06/06	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
06/07/11	A building permit (#188029) for a tenant improvement was issued at 523 Fremont Street. The permit is currently active.
08/23/11	A business license (R09-94283) was approved by the Department of Planning for Restaurant at 523 Fremont Street.
08/25/11	A business license (L38-94353) is under review by Business License Services for Tavern Limited at 523 Fremont Street.

<i>Pre-Application Meeting</i>	
8/29/11	A pre-application meeting was held and the submittal requirements of a Downtown Design Review Committee application were discussed.

Staff Report Page Two

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Field Check	
09/01/11	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	0.20

Surrounding Property	Existing Land Use Per Title 19.12	Planned or Special Land Use Designation	Existing Zoning District
Subject Property	Restaurant & Tavern	C (Commercial)	C-2 (General Commercial)
	Office		
	Retail		
North	Restaurant & Tavern	C (Commercial)	C-2 (General Commercial)
South	Retail	C (Commercial)	C-2 (General Commercial)
East	Retail	C (Commercial)	C-2 (General Commercial)
West	Tavern	C (Commercial)	C-2 (General Commercial)

Special Purpose and Overlay Districts	Yes	No	Compliance
Special Purpose and Overlay Districts			
Las Vegas Scenic Byway		X	N/A
Downtown Casino Overlay District		X	N/A
Entertainment Overlay District	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

Projecting Sign:

Sign	Allowed	Provided	Compliance
Maximum Number	1	1	Y
Maximum Projection	8'	4'	Y
Minimum Clearance	8'	8'	Y
Minimum Signage	1,500 square feet	29.5 square feet	Y
Freestanding Sign	0	0	Y
Illumination	50% neon/animated	50% neon/animated	Y
Maximum Height	20' above parapet	1' above parapet	Y

Staff Report Page Three**September 20, 2011 – Downtown Design Review Committee Meeting****ANALYSIS**

This is a request for a signage review of the Le Thai restaurant at 523 Fremont Street. The property is located within the Entertainment Overlay District. The applicant is proposing a 29.5 square-foot doubled-sided projecting sign. The sign is an arrow that extends down the side and curves in towards the building with “Thai” spelled out in black stylized lettering and “Noodles & Bar” spelled out in white box lettering. The background is red vinyl, backlit with florescent lamps and bordered in white chasing bulbs. The top portion of the arrow is a white metal circle with the words “Downtown Las Vegas” spelled out in red box letters and “Le” spelled out in cursive red exposed neon lettering. The circle is bordered in white exposed neon and chasing white blubs. The entire sign is outlined with exposed red neon.

The proposed signage meets the 50% neon/animation illumination requirements of the Entertainment Overlay District. The signage concept represents the design intent of the 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. Therefore, staff supports the proposed signage and recommends approval.



DEPARTMENT OF PLANNING

STATEMENT OF FINANCIAL INTEREST

Case Number: ARC-43058 APN: 139-34-611-017

Name of Property Owner: T-BREO II, LLC

Name of Applicant: Daniel Coughlin

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: _____

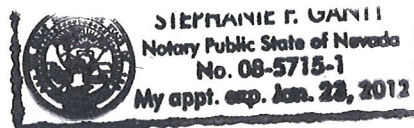
Signature of Property Owner: [Signature]

Print Name: JONATHAN JOSSEL

Subscribed and sworn before me

This 29th day of August, 2011

[Signature]
Notary Public in and for said County and State



RECEIVED
AUG 25 2011
City of Las Vegas



DEPARTMENT OF PLANNING

APPLICATION / PETITION FORM

Application/Petition For: Sign Review - DDRC
Project Address (Location) 523 Fremont St
Project Name Le Thai Proposed Use Signage
Assessor's Parcel #(s) 139-34-611-017 Ward # 5
General Plan: existing C proposed N/A Zoning: existing C-2 proposed N/A
Commercial Square Footage 1,983 Floor Area Ratio _____
Gross Acres _____ Lots/Units _____ Density _____
Additional Information DDRC Signage Review

PROPERTY OWNER T-BREO II, LLC Contact Jonathan Jossel
Address 1 S. Main St Phone: (212) 302-9444 Fax: _____
City Las Vegas State NV Zip 89101
E-mail Address jjossel@tamares.com

APPLICANT Daniel J. Coughlin Contact _____
Address 150 N. Las Vegas Blvd -1712 Phone: (414) 737-9241 Fax: _____
City Las Vegas State NV Zip 89101
E-mail Address DJ_coughlin@yahoo.com

REPRESENTATIVE _____ Contact _____
Address _____ Phone: _____ Fax: _____
City _____ State _____ Zip _____
E-mail Address _____

Property Owner Signature* [Signature]

* An authorized agent may sign in lieu of the property owner for Final Maps, Tentative Maps, and Parcel Maps.

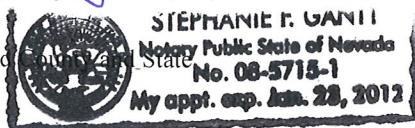
Print Name JONATHAN JOSSEL

Subscribed and sworn before me

This 29th day of August, 20 11

Stephanie J. Ganti

Notary Public in and for said State



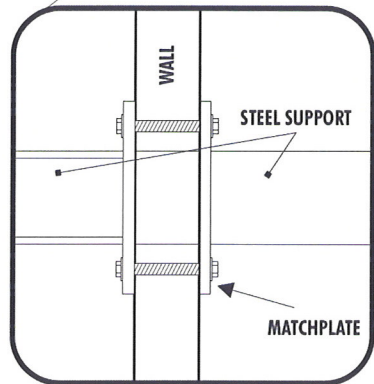
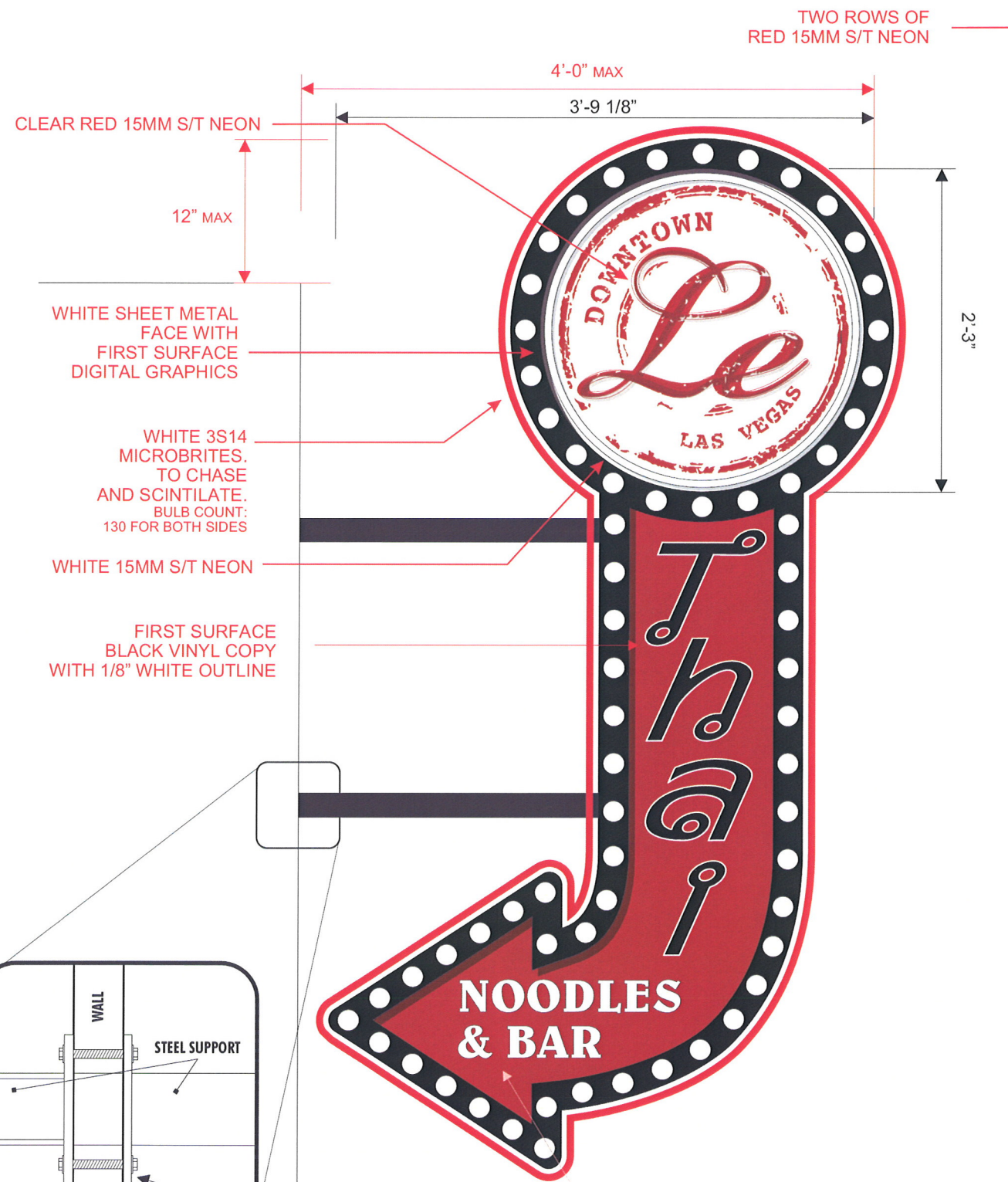
Revised 10/27/08

FOR DEPARTMENT USE ONLY

Case #	<u>ACC-43058</u>
Meeting Date:	<u>9-20-11</u>
Total Fee:	<u>—</u>
Date Received:*	<u>8-30-11</u>
Received By:	<u>FS</u>

*The application will not be deemed complete until the submitted materials have been reviewed by the Department of Planning for consistency with applicable sections of the Zoning Ordinance.

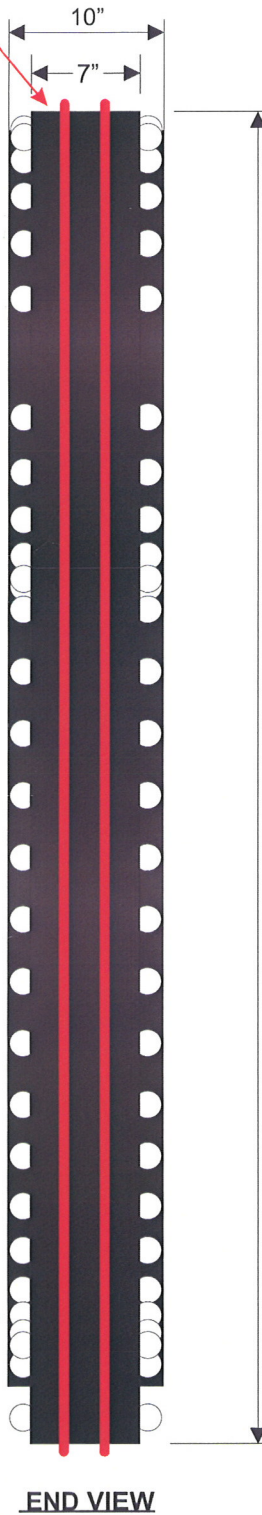
f:\depot\Application Packet\Application Form.pdf



ATTACHMENT DETAIL

OPT 2 BG-1 ILLUM. BLADE SIGN
SCALE: 1" = 1'-0"

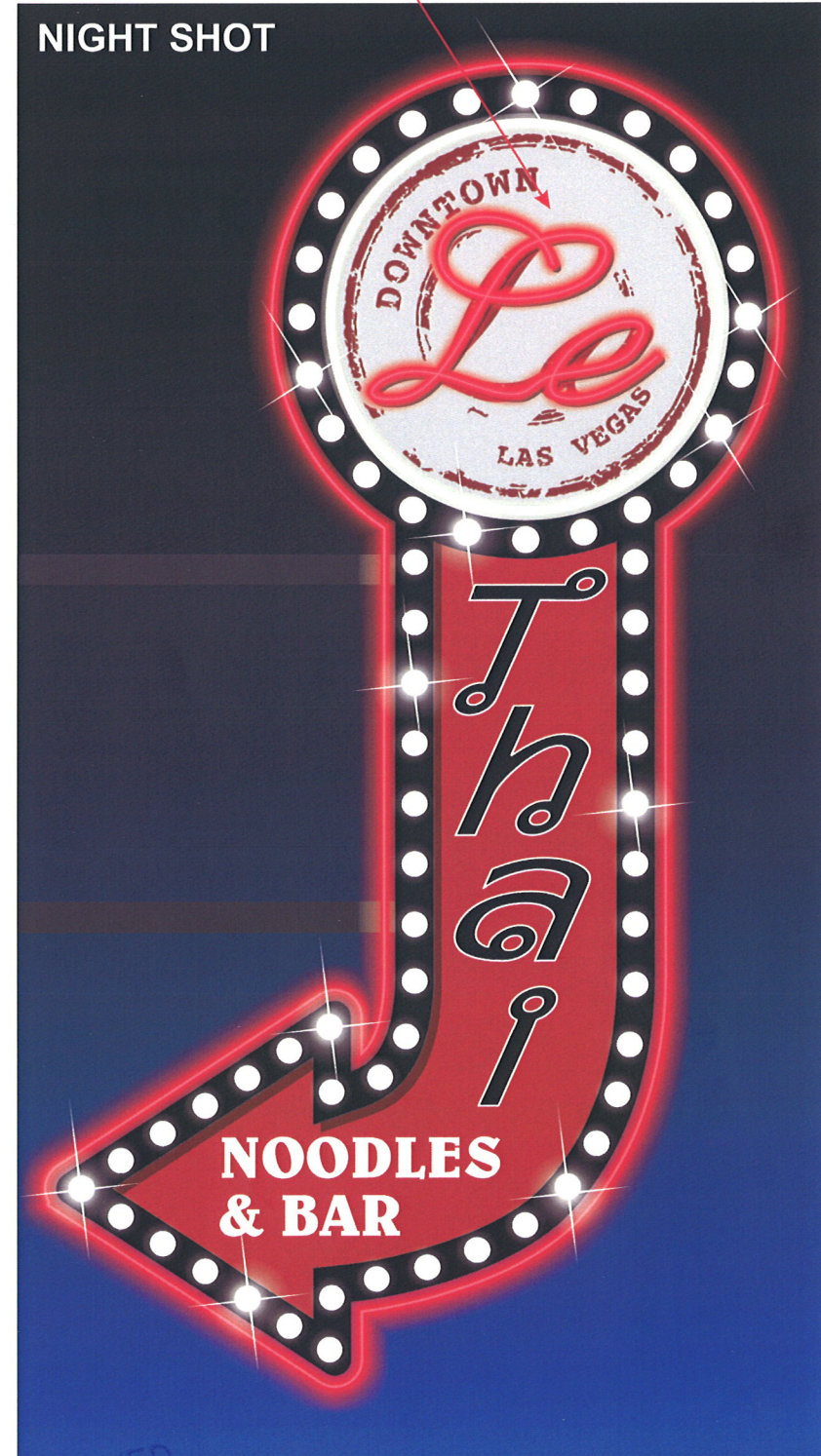
SCOPE OF WORK:
YESCO TO MFG & INSTALL ONE (1) D/F BLADE SIGN.



END VIEW

7'-2"

CLEAR RED 15MM S/T NEON



NIGHT SHOT

RECEIVED
SEP 07 2011

REVISED 29.48
ARC-43058 SQ FT

09/20/11 DDRC

TOTAL ANIMATED OR NEON

NEON: 19'-9.5" LN FT
BULB: 15'-10" LN FT
TOTAL SF: 35' - 7.5" LN FT

APPROX. 73% ANIMATION OR NEON

NOTE: COST FOR PROVIDING NECESSARY ELECTRICAL WIRING TO SIGN AREA IS NOT INCLUDED IN SIGN PROPOSAL.

YESCO LLC
LAS VEGAS DIVISION
5119 SO. CAMERON ST.
LAS VEGAS, NV 89118
PHONE: (702) 876-8080
WWW.YESCO.COM
NY CONTRACTOR LICENSE #0074293 & #007290



LE THAI
523 FREMONT
LAS VEGAS-NV 89109

Project Tracking Number:
420911

Project Name:
LE THAI

Account Executive:
MCCOUGHLIN/
OLORENSHAW/
PURVIS

MALCOLM
SHAW

Design Approvals

Checked by:

Creative Director:

Estimating:

Account Executive:

Rev. / Date / Designer

08/02/11 - MS

08/09/11 - MS

08/18/11 - MS

08/31/11 - MS

09/07/11 - MS

Description:
OPEN CHANNEL
LETTERS/LOGO

Classification:

BG-1

Reference Design:

O.E.M Serial:

000000

2.0



FREMONT ST ELEVATION



OUTDOOR PATIO NORTH ELEVATION



OUTDOOR PATIO SOUTH ELEVATION

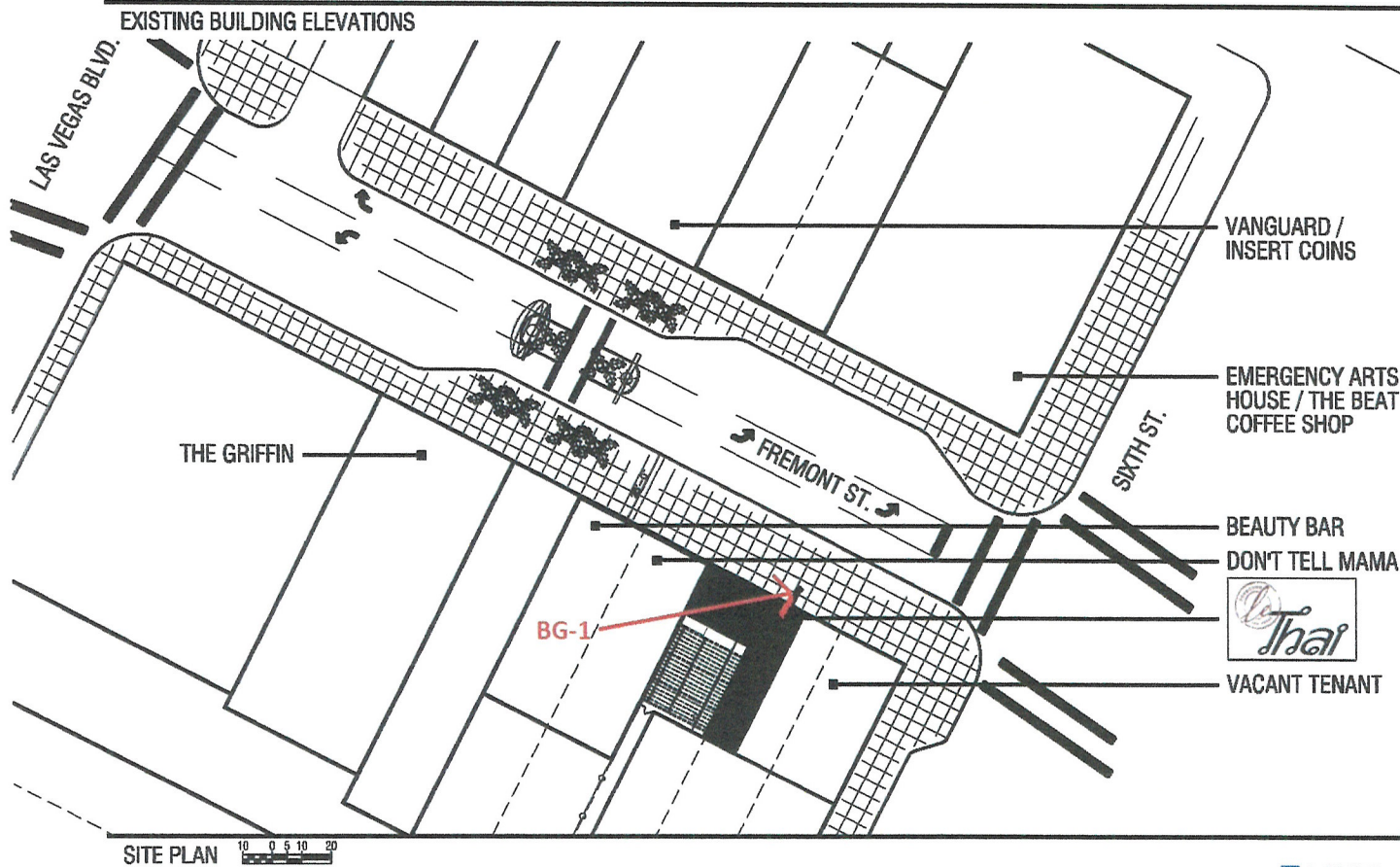


VICINITY MAP

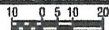
523 FREMONT ST | APN : 139-34-611-017

**NOTE: PER THE DOWNTOWN CENTENNIAL PLAN SECTION I SUBSECTION 3:
TITLE 18.10 PARKING STANDARDS ARE NOT AUTOMATICALLY APPLIED.**

PARKING IS AVAILABLE AT THE ADJACENT EL CORTÉZ PARKING STRUCTURE, THE
FREEMONT STREET PARKING GARAGE, AND SURROUNDING STREET METERED PARKING.



SITE PLAN



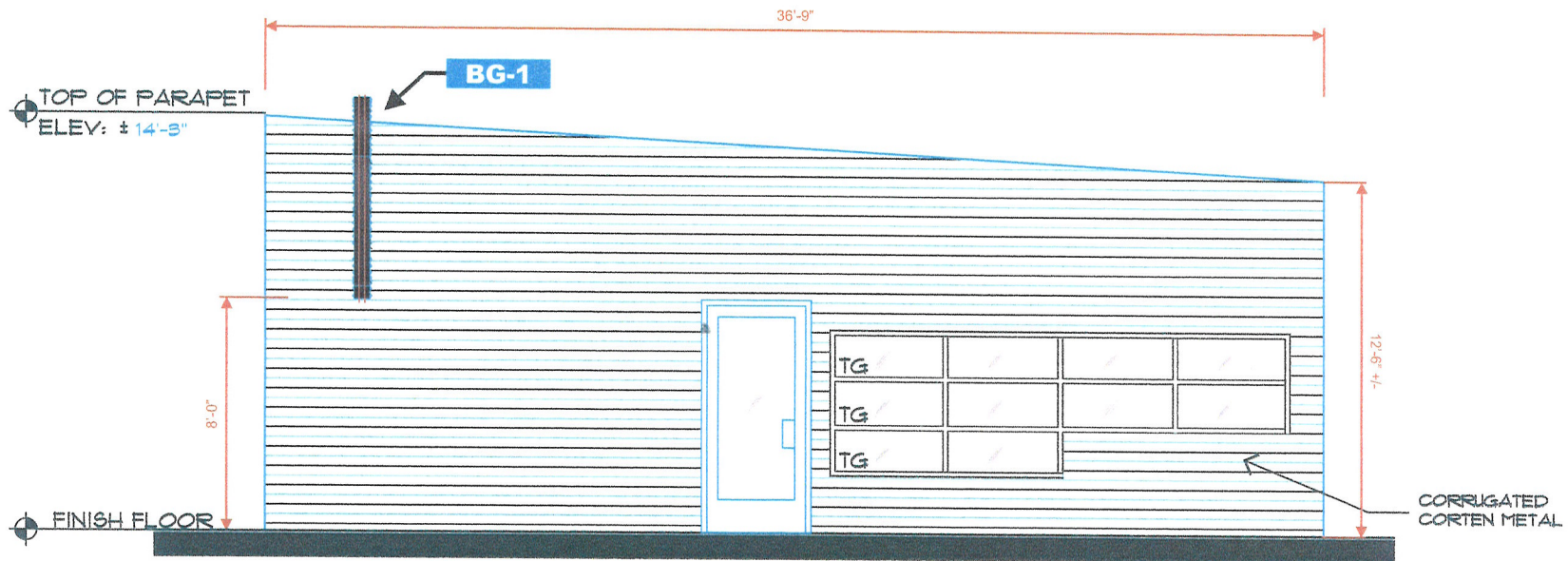
BAKER
CONSTRUCTION
INCORPORATED



02.24.2011

ARC-43058
09/20/11 DDRC

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AUG 25 2011



F
 A2.01
 NORTH ELEVATION
 SCALE: 1/4" = 1'-0"

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 AUG 25 2011

ARC-43058
 09/20/11 DDRC

YESCO LLC
 LAS VEGAS DIVISION
 5119 SO. CAMERON ST
 LAS VEGAS, NV 89118
 PHONE (702) 976-8080
 WWW.YESCO.COM
 YESCO

LE THAI
 523 FREMONT
 LAS VEGAS, NV 89109
 Project Tracking Number
 420911
 Project Name
 LE THAI

Account Executive
 MCCOUGHLIN/
 OLORENSHAW/
 PURVIS
 MALCOLM
 SHAW
 Design Approvals
 Checked by
 Creative Director
 Estimating
 Account Executive

Rev. / Date / Designer
 08/02/11 - MS
 08/09/11 - MS
 08/18/11 - MS

Description
 OPEN CHANNEL
 LETTERS/LOGO
 Classification
 BG-1
 Reference Design

O.E.M. Series
 000000
 2.1

Sign Analysis Table

Le Thai - 523 Fremont St

Sign	Maximum Projection	Provided Projection	Max Height above Parapet	Provided Height above Parapet	Minimum Height above Sidewalk	Provided Height above Sidewalk	Allowable Area	Provide Area	Required Lighting	Provided Lighting
BG-1	8'	4'	20'	1'	N/A	8'	1,500 SF	13.5 SF	50% Neon or Animated	51% (70% if neon added to "LE" portion of sign)

REVISED
ARC-43058
09/20/11 DDRC

RECEIVED
SEP 01 2011

August 18, 2011

Le Thai L.L.C.
523 Fremont St.
Las Vegas, NV 89101
Info@lethaivegas.com

Subject: Justification Letter

To Whom It May Concern:

Le Thai L.L.C. plans to provide a new age street style Thai cuisine in heart of Fremont East District. The restaurant will be opening from Monday to Wednesday from 11am – 10pm, and Thursday to Saturday 11am – 3am. We will be serving common Thai dishes along with special late night menu.

Our goal is to be a part of the fast growing community in the downtown area. Our restaurant/bar is where patrons, either locals or tourists, can come eat, drink, and relax to our comforting food and music.

The final draft of the sign we have is a projecting sign with the minimum 50% neon/animated. The design itself is a dedication to the vintage neon signs of the old Las Vegas. We came up with this idea from walking around Fremont Street and the Neon garden. We feel that our sign would blend in with the new and old Las Vegas.

Sincerely,

Dan Coughlin
Owner/Chef

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AUG 25 2011
City of Las Vegas

ARC-43058
09/20/11 DDRC