

Staff Report Page One

October 18, 2011 – Downtown Design Review Committee Meeting

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

This is a request for a signage review of the Adult Superstore at 1147 Las Vegas Boulevard South. The property is located within the Las Vegas Boulevard Scenic Byway Overlay District. The applicant is proposing to install two rows of exposed neon on the façade fronting Las Vegas Boulevard. Across the top of the tenant space 13-feet five inches from the ground will be a blue stroke of exposed neon. Across the top of the tenant space 12-feet three inches from the ground will be a pink stroke of exposed neon.

Staff is recommending approval of this request, as the proposed signage meets the minimum animation 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>	
08/23/07	Code Enforcement opened a case (#66768) for signage violations at 1147 Las Vegas Boulevard. South. The case was closed by Code Enforcement on 07/07/08.

<i>Most Recent Change of Ownership</i>	
06/12/07	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
08/11/11	A building permit (#193648) for a wall sign was denied at 1147 Las Vegas Boulevard south for review by DDRC.

<i>Pre-Application Meeting</i>	
8/30/11	A pre-application meeting was held and the submittal requirements of a Downtown Design Review Committee application were discussed.

<i>Field Check</i>	
09/29/11	During a routine site inspection performed by staff, the subject property was noted as a well maintained commercial development.

Staff Report Page Two

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<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	1.09

<i>Surrounding Property</i>	<i>Existing Land Use Per Title 19.12</i>	<i>Planned or Special Land Use Designation</i>	<i>Existing Zoning District</i>
Subject Property	Restaurant	C (Commercial)	C-2 (General Commercial)
	Retail		
	Tattoo Parlor/Body Piercing Studio		
	Sexually Oriented Business		
North	Hotel, Motel or Hotel Suites	C (Commercial)	C-2 (General Commercial)
South	Vacant	C (Commercial)	C-2 (General Commercial)
East	Hotel, Motel or Hotel Suites	C (Commercial)	C-2 (General Commercial)
West	Hotel, Motel or Hotel Suites	C (Commercial)	C-2 (General Commercial)

<i>Special Purpose and Overlay Districts</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Purpose and Overlay Districts			
Las Vegas Scenic Byway	X	X	Y
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**Wall Signs:**

<i>Sign A&B</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Number	Total of all signs < 50% of the elevation area	1%	Y
Minimum Height	10', If less must be 50' apart	12'-3"	Y
Maximum Area	1,500 Square Feet	80 Square Feet	Y
Maximum Height	20' above parapet	Below parapet	Y
Minimum Setback	May not encroach more than 8' into ROW	Zero	Y
Illumination	75% neon/animated	> 75% neon/animated	Y

Staff Report Page Three**October 18, 2011 – Downtown Design Review Committee Meeting****ANALYSIS**

This is a request for a signage review of the Adult Superstore at 1147 Las Vegas Boulevard South. The property is located within the Las Vegas Boulevard Scenic Byway Overlay District. The applicant is proposing to install two rows of exposed neon on the façade fronting Las Vegas Boulevard. Across the top of the tenant space 13-feet five inches from the ground will be a blue stroke of exposed neon. Across the top of the tenant space 12-feet three inches from the ground will be a pink stroke of exposed neon. The building department requires the installation of neon tubing be permitted under a sign permit. Therefore, a planning review and a DDRC approval are required.

The proposed signage meets the 75% neon/animation illumination requirements of the Las Vegas Boulevard Scenic Byway Overlay District. The signage concept represents the design intent of the Las Vegas Boulevard Scenic Byway 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

APPLICATION / PETITION FORM

Application/Petition For: Media Shops, Inc.

Project Address (Location) 1147 S. Las Vegas Blvd., Las Vegas, NV 89104

Project Name Blvd neon lights

Proposed Use _____

Assessor's Parcel #(s) 162-03-112-021

Ward # n/a

General Plan: existing _____ proposed _____

Zoning: existing C-2

proposed C-2

Commercial Square Footage Approx 1,200 S.F.

Floor Area Ratio _____

Gross Acres 1.09

Lots/Units 6

Density _____

Additional Information Neon light installation along Unit 1147 S. Las Vegas Blvd., LV NV

Approx. 40 linear feet

PROPERTY OWNER LDL LLC Series V

Contact Lanny D. Love

Address 3850 W. Tropicana Ave., Unit D

Phone: (702) 383-1100 Fax: (702) 386-1972

City Las Vegas

State NV

Zip 89103

E-mail Address DRagon@mediashops.net

APPLICANT LDL LLC Series V

Contact Lanny D. Love

Address 3850 W. Tropicana Ave., Unit D

Phone: (702) 383-1100 Fax: (702) 386-1972

City Las Vegas

State NV

Zip 89103

E-mail Address Dragon@mediashops.net

REPRESENTATIVE Darwin Ragon

Contact Darwin Ragon

Address 3850 W. Tropicana Ave., Unit D

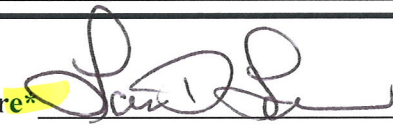
Phone: (702) 383-1100 Fax: (702) 386-1972

City Las Vegas

State NV

Zip 89103

E-mail Address Dragon@mediashops.net

Property Owner Signature* 

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

Print Name Lanny D. Love, President, LDL LLC Series V

Subscribed and sworn before me

This 6th day of September, 20 11

Notary Public in and for said County and State

Revised 10/27/08

FOR DEPARTMENT USE ONLY

Case#	<u>ARC-43384</u>
Meeting Date:	<u>10/19/2011</u>
Total Fee:	<u>N/A</u>
Date Received:	<u>9/27/2011</u>
Received By:	<u>M Rex</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

JURAT WITH AFFIANT STATEMENT

State of Nevada
County of Clark } ss.

- ☒ See Attached Document (Notary to cross out lines 1-8 below)
☐ See Statement Below (Lines 1-7 to be completed only by document signer[s], *not* Notary)

1 _____
2 _____
3 _____
4 _____
5 _____
6 _____
7 _____
8 _____

Signature of Document Signer No. 1

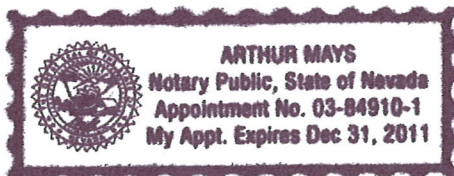
Signature of Document Signer No. 2 (if any)

Subscribed and sworn to (or affirmed) before
me this 6th day of September,
Date Month

2011, by
Year

(1) Lanny D. Lowe
Name of Signer(s)

(2) N/A
Name of Signer(s)



Place Notary Seal Above

Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove
valuable to persons relying on the document and could prevent
fraudulent removal and reattachment of this form to another document.

Further Description of Any Attached Document

Title or Type of Document: City of Las Vegas
Dept of Planning Appl/Pet. Form

Document Date: 9/6/11 Number of Pages: 1

Signer(s) Other Than Named Above: _____

RIGHT THUMBPRINT
OF SIGNER #1
Top of thumb here

RIGHT THUMBPRINT
OF SIGNER #2
Top of thumb here





DEPARTMENT OF PLANNING

STATEMENT OF FINANCIAL INTEREST

Case Number: **ARC-43384** APN: 162-03-112-021

Name of Property Owner: LDL LLC Series V

Name of Applicant: LDL LLC Series V

Name of Representative: Lanny D. Love

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

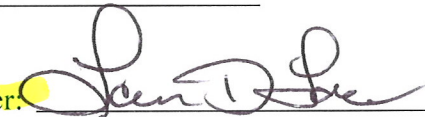
☒ No

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): _____

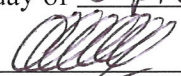
APN: _____

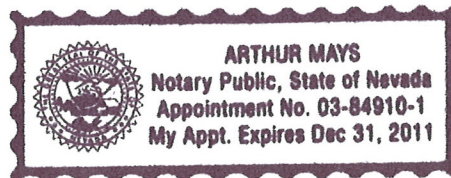
Signature of Property Owner: 

Print Name: Lanny D. Love, President, LDL LLC Series V

Subscribed and sworn before me

This 6th day of September, 2011


Notary Public in and for said County and State



Southern Nevada
 WHOLESALE SIGN CO.

Lic. #46447

Master Neon #0046

UL LISTED

INDOOR & OUTDOOR ELECTRICAL SIGNS

5014 Bond St. • Las Vegas, NV 89118



(702) 248-3008 Fax: 248-8068

September 26, 2011

City of Las Vegas
Dept. of Planning
333 N. Rancho Dr.
Las Vegas, NV

RE: Adult Superstore Sign Scope of Work

Dept. Planner:

We are submitting this Justification Letter with the scope of work for your review.

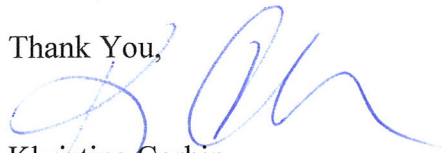
Scope of work is as follows:

Installation of (1) row of 15mm blue border neon on West elevations.

Installation of (1) row of 15mm pink border neon on West elevations.

If you have any questions, please feel free to contact us.

Thank You,



Khristina Corbin
Southern Nevada Wholesale Sign Co.
5014 Bond St.
Las Vegas, NV 89118
702-248-3008 o.
702-248-8068 f.

ARC-43384
10/18/11 DDRC

Sign Table Analysis

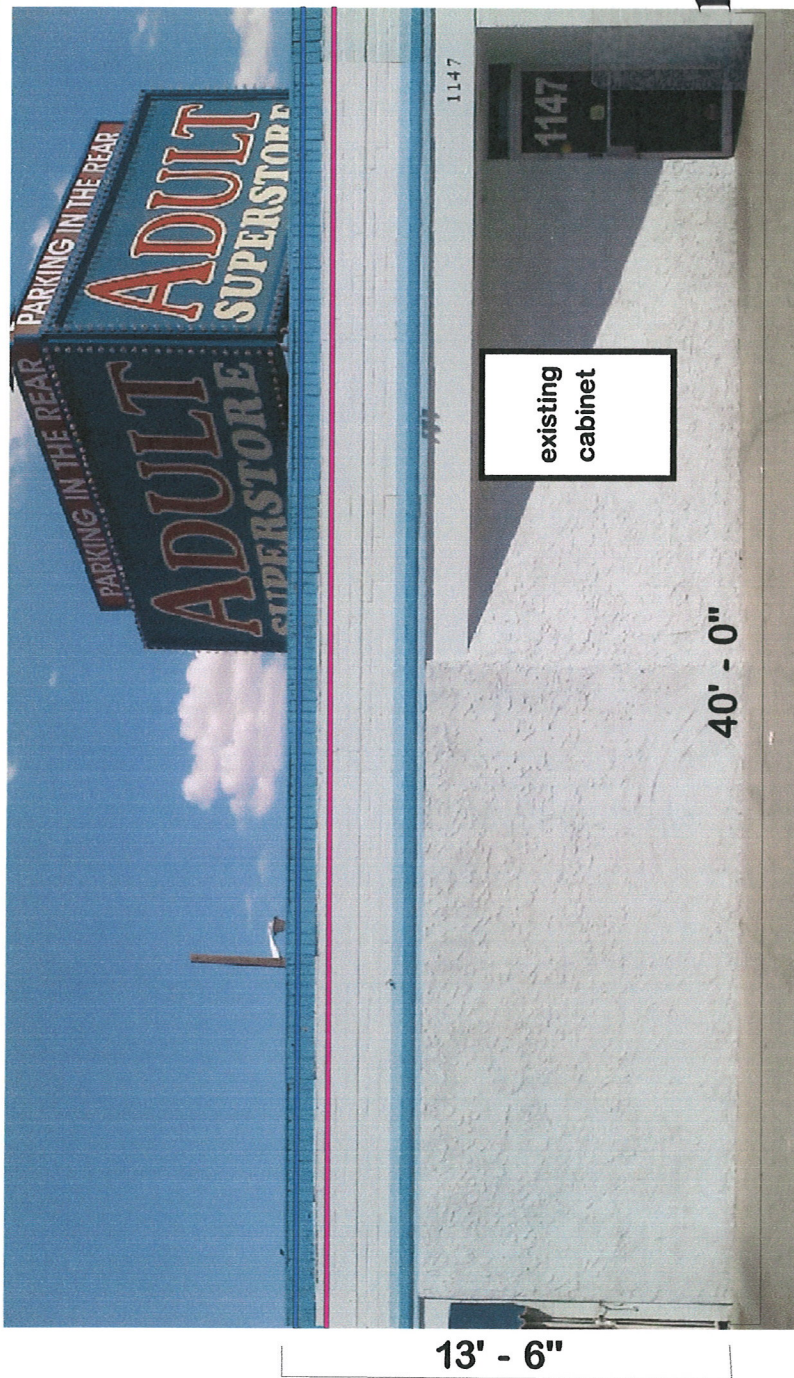
Sign	Type of Sign	Required Setback	Provided Setback	Allowed Height	Provided Height	Allowed Area	Provided Area	Required Lighting	Provided Lighting
A Pink	WALL	N/A	N/A	20' ABOVE PARAPET	12' - 3"	1500 SQ FT.	20 SQ FT	75% neon or animated	100% neon
B Blue	WALL	N/A	N/A	20' ABOVE PARAPET	13' - 5"	1500 SQ FT.	20 SQ FT	75% neon or animated	100% neon

ARC-43384

10/18/11 DDRC

RECEIVED

SEP 27 2011



ARC-43384
10/18/11 DDRC

RECEIVED

SEP 27 2011

SCOPE OF WORK:

Manufacture & install (2) rows
of 15mm blue and pink neon

5.81' = 1'
scale



SINW'S.C.
Southern Nevada Wholesale Sign Co.
5014 Bond St. Las Vegas Nevada 89118
License #66447 Master Neon # 0046

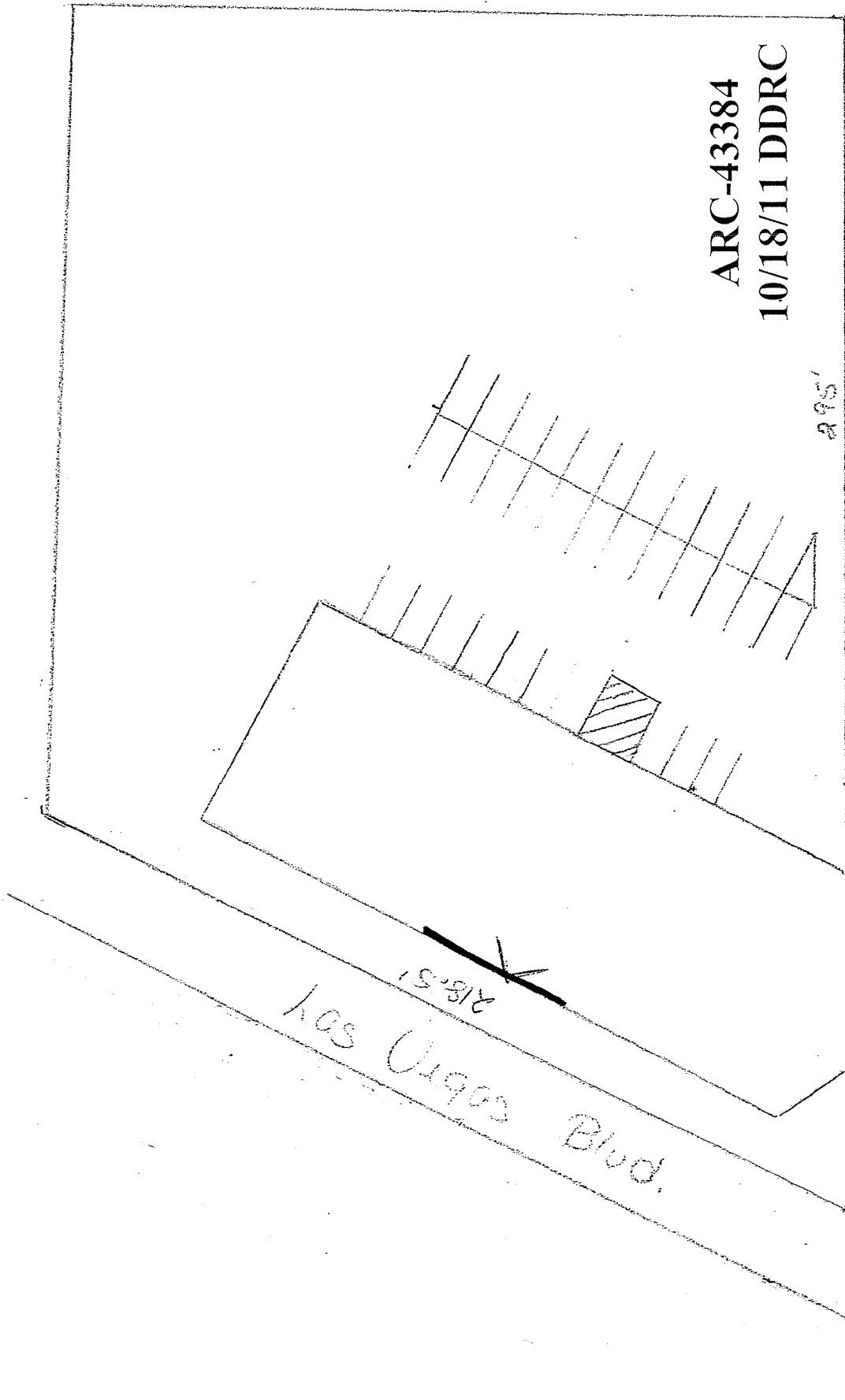
Your signature indicates you accept all representations made in this drawing which becomes part of the formal contract between you and Southern Nevada Wholesale Sign Co. Any changes made after the date of this agreement may result in additional charges

Landlord Approval Customer Approval

Signature _____ Date _____
Signature _____ Date _____

This drawing is the sole property of Southern Nevada Wholesale Sign Company (SNWSC) and as such is copyrighted in 2009. SNWSC reserves all rights in this drawing and it may not be used or reproduced without the written permission of SNWSC. Copyright 2009 © SNWSC.

— neon border tube



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SEP 27 2011

Park Paseo



1" = 36.875'

ELECTRIC NEON TUBE SECTION (SIDE VIEW)

Listed sign section, NEC 600-3.
Consists of insulating boots,
insulating sleeves, and
tube supports.
Suitable for damp, wet or outdoor
locations unless marked for
dry or indoor locations only.

*** FASTENERS ATTACHED TO STUCCO & WOOD.**
Fasteners as required by the local jurisdiction. → **1 EVERY 3 FT.**
3" x 5/16" Hex screws -
Primary electrical source
NEC 600-5.

SPACING TABLE

- A. Between insulated high voltage wiring and 1) primary wiring and 2) dead metal where dead metal is parallel to the high voltage wiring for more than 1" length.
B. Between neon tubing and nearest surface.
C. Between uninsulated high voltage parts and 1) dead metal and 2) insulated high voltage or supply conductors.
D. Between uninsulated high voltage parts and 1) other uninsulated high voltage parts and 2) uninsulated supply and low voltage parts.

Voltage	A	B	C	D
1001 to 5000	1/2 inch	1/4 inch	3/4 inch	1 inch
5001 to 10000	3/4 inch	1/4 inch	1-1/8 inch	1-1/2 inch
10001 to 15000	1 inch	1/4 inch	1-1/2 inch	2 inch

Neon tube.
Spacings maintained per spacing table.

Electrode insulating boot, GTO insulating sleeve provided with sign.

Conduit locknut (typical)

Wall varies in thickness and material

Spacings maintained per spacing table.

Listed sign section (consists of transformer and enclosure) suitable for damp, wet or outdoor locations unless marked for dry or indoor locations only. Accessible NEC 600-3, 600-5(c)(1)(2), 600-7, 600-8, 600-9(d), 600-21 & 600-23. Grounded enclosure.

Fasteners as required by local jurisdiction.

Seal building penetration(s) to comply with applicable building code requirements.

Using mark:

Listing mark sign section label shall be 20 each tube and transformer enclosure.

The first blank space identifies the number of each sign section. The second blank space indicates the total number of sign sections.

LISTED

by qualified electrical testing laboratory

ELECTRIC SIGN SECTION

NO. XX-123456

of

Southern Nevada
WHOLESALE SIGN CO.

NEON & OUTDOOR ELECTRICAL SIGNS
Lic. #46447 Master Neon #0046 **LISTED**

ILLUMINATED CHANNEL LETTER INSULATING BOOT AND SLEEVE

Date: April 1996

IAEI

Dwg. No.

UL 48-T10

Scale None

EXISTING 20 AMP CIRCUIT
ARC-43384

10/18/11 DDRC

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SEP 27 2011

Installation of signs listed per UL 48

Note: Installation requirements only.

Manufacturing requirements contained in UL 48.