

City of Las Vegas

**DOWNTOWN DESIGN REVIEW COMMITTEE
CITY HALL, 400 STEWART AVENUE
CITY CLERKS FIRST FLOOR CONFERENCE ROOM
CITY OF LAS VEGAS INTERNET ADDRESS: www.lasvegasnevada.gov**

MINUTES October 18, 2011 12:15 PM

ALL ITEMS ON THIS AGENDA ARE SCHEDULED FOR ACTION UNLESS SPECIFICALLY NOTED OTHERWISE. UNLESS OTHERWISE STATED, ITEMS MAY BE TAKEN OUT OF THE ORDER PRESENTED AT THE DISCRETION OF THE CHAIRPERSON. TWO OR MORE AGENDA ITEMS FOR CONSIDERATION MAY BE COMBINED; AND ANY ITEM ON THE AGENDA MAY BE REMOVED OR RELATED DISCUSSION MAY BE DELAYED AT ANY TIME.

DUPLICATE AUDIO CDS MAY BE AVAILABLE AT A COST OF \$5.00 PER CD THROUGH THE CITY CLERKS OFFICE.

1. CALL TO ORDER

Minutes:

CHAIR TRUESDELL called the meeting to order at 12:16 p.m.

PRESENT: CHAIR TRUESDELL and MEMBERS NOLAN, ABRAMO, FAGG, BRATCHER and SCHLOTTMAN

EXCUSED: MEMBER HEISER

Also Present: COURTNEY MOONEY and DANIEL DONLEY, Planning, DEPUTY CITY ATTORNEY JAMES LEWIS and DEPUTY CITY CLERK GABRIELA PORTILLO-BRENNER

2. ANNOUNCEMENT RE: COMPLIANCE WITH OPEN MEETING LAW

Minutes:

ANNOUNCEMENT MADE - Meeting noticed and posted at the following locations: City Hall Plaza, 400 Stewart Avenue, Vending Area; City Clerks Bulletin Board, 400 Stewart Avenue, 2nd Floor Skybridge; Las Vegas Library, 833 Las Vegas Boulevard North; Clark County Government Center, 500 S. Grand Central Parkway; Grant Sawyer Building, 555 E. Washington Avenue

3. PUBLIC COMMENT DURING THIS PORTION OF THE AGENDA MUST BE LIMITED TO MATTERS ON THE AGENDA FOR ACTION. IF YOU WISH TO BE HEARD, GIVE YOUR NAME FOR THE RECORD. THE AMOUNT OF DISCUSSION, AS WELL AS THE AMOUNT OF TIME ANY SINGLE SPEAKER IS ALLOWED, MAY BE LIMITED

Minutes:

None.

4. For possible action to approve the Final Minutes by reference of the regular meeting of September 20, 2011

Motion made by QUENTIN ABRAMO to Approve

Passed For: 6; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 1

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TRINITY HAVEN SCHLOTTMAN, MIKE NOLAN, RIC TRUESDELL, QUENTIN ABRAMO, FLINN FAGG, DAVID BRATCHER; Against-(None); Abstain-(None); Did Not Vote-(None); Excused-DEBRA HEISER

5. [ARC-43384 - \(DDRC\) - PUBLIC HEARING - APPLICANT/OWNER: LDL LLC Series V - For possible action on a request for a signage design review on an existing sexually oriented business at 1147 Las Vegas Boulevard South \(APN 162-03-112-021\), C-2 \(General Commercial\) Zone, Ward 3 \(Coffin\)](#)

Motion made by FLINN FAGG to Hold in abeyance to 11/15/2011

Passed For: 6; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 1

TRINITY HAVEN SCHLOTTMAN, MIKE NOLAN, RIC TRUESDELL, QUENTIN ABRAMO, FLINN FAGG, DAVID BRATCHER; Against-(None); Abstain-(None); Did Not Vote-(None); Excused-DEBRA HEISER

Minutes:

After trailing this matter, pending arrival of the applicant, who did not appear, this matter was considered and COURTNEY MOONEY, Planning, started to make a presentation; however, MEMBER NOLAN stated that a presentation should not be made without the applicant being present and without knowing whether the applicant was aware of the conditions. DANIEL DONLEY, Planning, indicated that no contact was made with the applicant as far as the conditions.

MEMBER BRATCHER questioned one of the pictures and the justification letter in the backup documentation. He requested more detailed copies be submitted.

Since there were several questions on this matter, the Committee opted to hold it in abeyance.

6. [ARC-43385 - \(DDRC\) - PUBLIC HEARING - APPLICANT: Cornerstone Company - OWNER: Chetak Development - For possible action on a request for a signage design review on a Gun Club \(Indoor\) at 2233 Las Vegas Boulevard South \(APN 162-03-410-007\), C-2 \(General Commercial\) Zone, Ward 3 \(Coffin\)](#)

Motion made by QUENTIN ABRAMO to Approve

Passed For: 5; Against: 0; Abstain: 1; Did Not Vote: 0; Excused: 1

TRINITY HAVEN SCHLOTTMAN, MIKE NOLAN, QUENTIN ABRAMO, FLINN FAGG, DAVID BRATCHER; Against-(None); Abstain-RIC TRUESDELL; Did Not Vote-(None); Excused-DEBRA HEISER

NOTE: CHAIR TRUESDELL disclosed that his abstention was due to him being a principle owner of the Cornerstone Company and part owner in Chetak Development.

NOTE: MEMBER SCHLOTTMAN disclosed that his company is the general contractor on the project and Mark Whitehouse of Ultrasigns has turned in proposals, but he will be dealing directly with the owner on this project. After verifying with MEMBER SCHLOTTMAN that he would have no influence over the owner on the selection of a sign company, DEPUTY CITY ATTORNEY JAMES LEWIS indicated that MEMBER SCHLOTTMAN could participate in this matter.

Minutes:

ACTING VICE CHAIR NOLAN declared the Public Hearing open.

COURTNEY MOONEY, Planning, read the staff report. The proposal includes installation of four new wall signs, "A," "C," "D" and "E," as well as two new marquee signs, "G1" and "G2," and a new roof sign "B." The applicant also proposes to recondition two existing roof signs "F" and "H," an arcade sign "I" and a projecting sign "J." Signs "A," "C," and "E" spell out "Strip Gun." A roof sign "B" will be placed on the new addition to the building in the center of the property and in the shape of a target with the words "Live Fire." The new marquee signs "G1" and "G2" on the northwest building spell out

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"Retail Shops." Existing roof sign "F" to the south will have the south face of the sign replaced with a new color LED display. Existing "Fun City" roof sign "H," projecting sign "J" and arcade sign "I" will be reconditioned in their original locations with no other changes.

Staff recommends approval of this request, as the proposed signage meets the minimum neon/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.

MARK WHITEHOUSE, Ultrasons, stated the sign package he developed reflects vintage Las Vegas. The historic signs on the property will be refurbished and new signs will be added, some of which will include neon. This sign package will be a great addition to the area and will help connect it to the downtown area. He was very excited about the project.

ACTING VICE CHAIR NOLAN observed that all the retail shops seem to be occupied and wondered where the Gun Club is located on the property. MR. WHITEHOUSE referred to Page 1 of 17, depicting the Gun Club in the "New Addition" to one of the hotel buildings that will be renovated. The Gun Club will basically be a tenant of this property and would like to have signage in front, pointing to the Club. The tower depicted is a building addition. Signs "A" and "B" are inset approximately 200 feet for the addition. Sign "F" will include a female firing an automatic weapon, which includes LED, and it does comply with the Code. It is a fully animated sign with several images and a neon border. The other sign of sign "F" will have open channel letters to allow visibility from beyond the palm trees in the median. The arrows depicted may be removed as fabrication nears.

MR. WHITEHOUSE indicated to ACTING VICE CHAIR NOLAN that substantial signage is being added because the developer wants to incorporate and bring up to par the older signage and focus on the entire area, in order to turn it into a destination point where people can congregate. The wedding chapel will remain on the property.

Elevation Pages 16 and 17 depict a more colorful Fun City Motel sign. The colors have not been finalized. The top portion of the sign will be refurbished.

ACTING VICE CHAIR NOLAN referred to Page 7, and confirmed with MR. WHITEHOUSE that it reflects the north elevation. MR. WHITEHOUSE stated that the directional arrows may have to be reconfigured.

Regarding sign "A," MEMBER FAGG asked MR. WHITEHOUSE to explain its neon component. MR. WHITEHOUSE replied that he was uncertain how the Plexiglas would be cut, but it is needed for the neon component. The logo contains a splatter similar to that of a grease splatter. In order to retain the integrity of the sign, a sub-straight behind it will be needed to carry the graphic. The "Strip Gun Club" will be open channel neon. Additionally, there will be neon behind the sign, which will cast a glow against the building. The sign is still being finalized. MS. MOONEY interjected that signs "A," "C" and "E" are all the same and Elevation Page 6 of 17 depicts the detail.

Regarding the tower depicted on Elevation Page 2, ACTING VICE CHAIR NOLAN confirmed with MR. WHITEHOUSE that the lines are corrugated lines, similar to what might be seen in a shipping hangar.

MEMBER BRATCHER conceded that the site is visibly challenged from Las Vegas Boulevard because of the palm trees and the Holy Cow site. However, he expressed some concern with sign "A," because a structure is being built to support it, which he considers, in essence, to be a freestanding ground sign. But, if Planning staff approves, he has no problem with it. He also expressed concern about placing signs on the building to the west. The building is actually on the corner of Las Vegas Boulevard and Cincinnati Avenue and he was not sure that signs "C," "D" "E" and "F" are on the right building in order to be classified as tenant signage. It may cause a problem if the property were to be split and sold in the future, creating an off-premise sign situation. MEMBER BRATCHER asked who creates the sign table, because the calculations for this project do not seem to include the wall signage. DANIEL DONLEY, Planning, replied that the applicant creates it. MEMBER BRATCHER recommended staff thoroughly review the calculations for all the signs.

MEMBER SCHLOTTMAN verified with MR. WHITEHOUSE that the Fun City Motel is in operation.

7.

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CITIZENS PARTICIPATION: PUBLIC COMMENT DURING THIS PORTION OF THE AGENDA MUST BE LIMITED TO MATTERS WITHIN THE JURISDICTION OF THE COMMITTEE. NO SUBJECT MAY BE ACTED UPON BY THE COMMITTEE UNLESS THAT SUBJECT IS ON THE AGENDA AND IS SCHEDULED FOR ACTION. IF YOU WISH TO BE HEARD, GIVE YOUR NAME FOR THE RECORD. THE AMOUNT OF DISCUSSION ON ANY SINGLE SUBJECT, AS WELL AS THE AMOUNT OF TIME ANY SINGLE SPEAKER IS ALLOWED, MAY BE LIMITED

Minutes:

None.

8. ADJOURNMENT

Minutes:

The meeting was adjourned at 12:45 p.m.

Respectfully submitted:

Gabriela Portillo-Brenner, Deputy City Clerk

Courtney Mooney, Planning

Facilities are provided throughout City Hall for the convenience of disabled persons. If you need an accommodation to attend and participate in this meeting, please call the City Clerks office at 229-6311 and advise of your need at least 48 hours in advance of the meeting. The Citys TDD number is 386-9108.

THIS MEETING HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

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