

City of Las Vegas

**SPECIAL DOWNTOWN DESIGN REVIEW COMMITTEE
CITY HALL, 400 STEWART AVENUE
CITY CLERK'S FIRST FLOOR CONFERENCE ROOM
CITY OF LAS VEGAS INTERNET ADDRESS: www.lasvegasnevada.gov
NOVEMBER 29, 2011
12:15 PM**

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 EACH THROUGH THE CITY CLERK'S OFFICE.

1. CALL TO ORDER
2. ANNOUNCEMENT RE: COMPLIANCE WITH OPEN MEETING LAW
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
4. For possible action to approve the Final Minutes by reference of the Regular Meeting of November 15, 2011
5. ARC-43694 - (DDRC) - PUBLIC HEARING - APPLICANT: ARUBA HOTEL - OWNER: IRVINGTON PROPERTIES, LLC - For possible action on a request for a Signage Design Review for an existing Hotel at 1215 South Las Vegas Boulevard (APN 162-03-112-029), C-2 (General Commercial) and C-1 (Limited Commercial) Zones, Ward 3 (Coffin)
6. ARC-43722 - (DDRC) - PUBLIC HEARING - APPLICANT: TEN NINE DESIGN GROUP - OWNER: L'OCTAINE, LP - For possible action on a request for a Signage Design Review for an existing Office, Other Than Listed at 801 South Las Vegas Boulevard, Suite #150 (APN 139-34-401-006), C-2 (General Commercial) Zone, Ward 3 (Coffin)
7. ARC-43816 - (DDRC) - PUBLIC HEARING - APPLICANT: OSCAR'S RESTAURANT - OWNER: T-UPR, LLC - For possible action on a request for a Signage Design Review for a proposed restaurant within an existing Hotel at 1 South Main Street (APN 139-34-101-006), C-2 (General Commercial) Zone, Ward 5 (Barlow)
8. 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
9. ADJOURNMENT

City of Las Vegas

Facilities are provided throughout City Hall for the convenience of disabled persons. Reasonable efforts will be made to assist and accommodate physically handicapped persons. If you need an accommodation to attend and participate in this meeting, please call the City Clerk's office at 229-6311 and advise of your need at least 48 hours in advance of the meeting.

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

City Hall Plaza, 400 Stewart Avenue, Vending Area
City Clerk's 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

AGENDA MEMO

DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: NOVEMBER 29, 2011

DEPARTMENT: PLANNING

ITEM DESCRIPTION: ARC-43694 – APPLICANT: ARUBA HOTEL – OWNER: IRVINGTON PROPERTIES, LLC

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

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
ARC-43694	Staff recommends DENIAL, if approved subject to conditions:	

**** CONDITIONS ****

ARC-43694 CONDITIONS

Planning

1. Conformance to the sign elevations and documentation as submitted and date stamped 10/26/11 in conjunction with this request, except as modified herein.
2. All signage, including temporary signage, shall have proper permits obtained through the Building and Safety Department.
3. All City Code requirements and design standards of all City departments must be satisfied.
4. Minor modifications may be approved by the Urban Design Coordinator of the Department of Planning.

Staff Report Page One**November 29, 2011 - Downtown Design Review Committee Meeting****** STAFF REPORT ******PROJECT DESCRIPTION**

This is a request for a signage design review for an existing Hotel (Aruba Hotel) at 1215 South Las Vegas Boulevard. The property is located within the Las Vegas Boulevard Scenic Byway Overlay District. Most of the building signage is existing with approved permits; however, one new wall sign is proposed to be added to the north elevation and additional neon illumination and animation are proposed to be added to existing signage on the west elevation.

Sign “A-1” is an existing projecting sign and Signs “A-2,” “A-3” and “A-4” are existing wall signs that are proposed to remain without changes. Sign “A-5” is an existing wall sign that has not been previously permitted. Six messages are arranged on a 6.5-foot by 20-foot painted metal lattice structure on the southwest elevation 10 feet above the sidewalk. The metal lattice attaches to the parapet closest to the street and extends approximately five feet above the top of the wall. In the upper left corner of the structure, yellow lowercase pan channel letters matching the building’s trim color spell “aruba.” Each letter contains a green colored open face with green exposed neon in the open face. The upper right corner features a yellow internally illuminated cabinet with the words “Hotel & Spa” in green uppercase letters against a white background. The middle of the lattice features three yellow ovular internally illuminated cabinets, each with white backgrounds. The words “Wedding Chapel” and “Show Room” appear on two of the ovals in green letters, while the third oval contains the logo for a restaurant, “TSS Grill, Burgers & Seafood, Filipino Food.” Each of the four cabinets is bordered by exposed green neon with animation. Below the ovals on the lattice structure is a 14-inch by 20-foot yellow cabinet bordered by green neon with a white background that contains changeable acrylic letters to make varying messages.

The 43 square-foot Sign “B” is proposed to be located on the north elevation above an entrance 10 feet above grade. The words “Bar Specials” and “Slot Machines” are arranged in two rows in yellow neon to match existing signage on the north and west elevations.

Sign “B” meets all code requirements and is compatible with existing signage on the building; however, as Sign “A-5” does not meet the minimum 75 percent neon and/or animation requirement for signs within the Las Vegas Boulevard Scenic Byway Overlay District and adequate justification for not providing the requisite amount has not been given, staff recommends denial of the request. If denied, the proposed signage cannot be permitted and the existing unpermitted signage must be removed unless the Committee’s decision is successfully appealed. If approved, a permit cannot be issued for 10 days, after which the appeal period will have expired.

Staff Report Page Two

November 29, 2011 - Downtown Design Review Committee Meeting

ISSUES

- A Waiver is required to allow 45 percent neon illumination and animation on Sign “A-5” where at least 75 percent is required by Title 19.10.160 (Las Vegas Scenic Byway Overlay District).
- The existing banner sign located on the north elevation shall be removed unless a Temporary Sign Permit is obtained through the Department of Planning. If approved, a condition of approval addresses obtaining proper sign permits.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
07/12/06	The City Council approved the appeal of a Special Use Permit (SUP-12631) for a proposed Massage Establishment and a Waiver of the 200-foot distance separation requirement from a residential use at 1215 South Las Vegas Boulevard, subject to a one-year review. The Planning Commission and staff recommended denial.
07/11/07	The City Council approved a Required Review (RQR-22256) of an approved Special Use Permit (SUP-12631), which allowed a Massage Establishment and a Waiver of the 200-foot distance separation requirement from a residential use at 1215 South Las Vegas Boulevard. No further reviews were required.
05/26/11	A Code Enforcement case (102322) was processed for an existing wall sign without building permits on the southwest side of the building at 1215 South Las Vegas Boulevard. The case was resolved 07/14/11.
08/03/11	A Code Enforcement case (104395) was processed for an occupancy investigation for work being done without permits at 1215 South Las Vegas Boulevard. The case has not yet been resolved.

<i>Most Recent Change of Ownership</i>	
05/07/04	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
Pre-1991	A business license (L16-00068) was issued for a Tavern at 1215 South Las Vegas Boulevard. The license is still active.
11/03/00	A business license (H05-01027) was issued for a Hotel 1215 South Las Vegas Boulevard. The license is still active.
08/10/05	A business license (G01-02221) was issued for restricted gaming at 1215 South Las Vegas Boulevard. The license is still active.
11/30/06	A building permit (#06007168) was issued for illuminated signage on the west, southwest and north elevations of the building at 1215 South Las Vegas Boulevard. A final sign inspection was approved 01/31/07.

Staff Report Page Three

November 29, 2011 - Downtown Design Review Committee Meeting

03/14/07	A business license (M03-00162) was issued for a Massage Establishment at 1215 South Las Vegas Boulevard. The license was marked out of business on 03/10/11.
01/25/11	A business license (R09-10598) was issued for a 49-seat restaurant at 1215 South Las Vegas Boulevard. The license is still active.
06/23/11	Application for a business license (M03-93268) was made for a Massage Establishment at 1215 South Las Vegas Boulevard. The application is still under review and has not yet been issued.
	Application for a business license (W01-93270) was made for a Wedding Chapel at 1215 South Las Vegas Boulevard. The application is still under review and has not yet been issued.
07/25/11	Application for a building permit (192376) was made for a sign containing exposed neon at 1215 South Las Vegas Boulevard. Application review is pending DDRC review.

Pre-Application Meeting

10/13/11	A pre-application meeting was held with the applicant, in which submittal requirements for a sign design review were discussed. The following key points were also discussed: • Permits will be needed for all unpermitted signage • In addition to existing signage on the west elevation, a new wall sign will be added on the north side, containing 100% neon • Exposed neon is proposed to be added around existing signs on the west elevation • Verify that the 75% neon/animated requirement in the Scenic Byway can be met; if not, a waiver must be requested
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Field Check

11/03/11	A field check was conducted on the subject site. The following items were noted: • All signage to be reviewed is existing, except for proposed animated neon around the borders of the signs on the southwest elevation and a proposed neon-illuminated wall sign on the north elevation • A banner sign has been hung on the north elevation in the location where new signage is proposed
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Details of Application Request

<i>Site Area</i>	
Net Acres	1.72

Staff Report Page Four

November 29, 2011 - Downtown Design Review Committee Meeting

<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	Hotel	C (Commercial)	C-2 (General Commercial) and C-1 (Limited Commercial)
North	Motel	C (Commercial)	C-2 (General Commercial) and C-1 (Limited Commercial)
South	General Retail Store - vacant	C (Commercial)	C-2 (General Commercial)
	Motel Parking		
East	Single Family, Detached	L (Low Density Residential)	R-1 (Single Family Residential)
West	(Hostel Cat)	C (Commercial)	C-2 (General Commercial)
	Sexually Oriented Business		

<i>Master Plan Areas</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Master Plan Area			
Downtown Centennial Plan	X		Y
John S Park Neighborhood Plan	X		N/A
Special Purpose and Overlay Districts	Yes	No	Compliance
Special Purpose and Overlay Districts			
Downtown Centennial Plan Overlay District (Downtown South District)	X		Y
Las Vegas Boulevard Scenic Byway Overlay District	X		N
Trails (Scenic Byway Trail)	X		Y
Rural Preservation Overlay District		X	N/A
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-5</i>	<i>Allowed/Required</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Coverage	50% of eligible sign area (252 SF)	149 SF (all signs on elevation)	Y
Maximum Area	1,500 SF per sign	113 SF	Y
Maximum Height	Up to 20 feet above parapet	5 feet above wall but less than the overall height of the building	Y

Staff Report Page Five

November 29, 2011 - Downtown Design Review Committee Meeting

Maximum Projection	4 feet	2 feet	Y
Illumination	75% neon and/or animation (internal/external)	45% neon and animation	N

<i>Sign B</i>	<i>Allowed/Required</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Coverage	50% of eligible sign area (273 SF)	199 SF	Y
Maximum Area	1,500 SF per sign	43 SF	Y
Maximum Height	Up to 20 feet above parapet	Below parapet	Y
Maximum Projection	4 feet	2 inches	Y
Illumination	75% neon and/or animation (internal/external)	100 % neon	Y

ANALYSIS

The subject property is located within the Las Vegas Scenic Byway Overlay District, which was established to preserve and enhance the unique scenic qualities of Las Vegas Boulevard through the regulation of signage along this corridor. Signage is subject to the requirements of Title 19.10.160 as well as 19.08 for signs in the C-2 (General Commercial) Zoning District.

The proposed Sign “B” meets the requirements of the Las Vegas Scenic Byway Overlay District and those for signage in the C-2 District. Its design complements the existing signage on the north elevation and will be similarly illuminated. Sign “A-5” meets all standards with the exception of the 75 percent illumination requirement, for which a waiver is requested. The applicant has attempted to increase the percentage of neon overall on the building by proposing exposed green neon and animation around the borders of the individual sign components. However, as the 75 percent standard cannot be met and the sign’s design is incompatible with the intent of the Las Vegas Scenic Byway Overlay District and is dissimilar to other signs in the area, staff recommends denial of the design review request. If approved, permits will need to be obtained for all unpermitted existing signage, as well as for the proposed signs.



DEPARTMENT OF PLANNING

APPLICATION / PETITION FORM

Application/Petition For: SIGNAGE
 Project Address (Location) 1215 S LAS VEGAS BLVD.
 Project Name ARUBA HOTEL Proposed Use _____
 Assessor's Parcel #(s) 16203112029 Ward # _____
 General Plan: existing _____ proposed _____ Zoning: existing _____ proposed _____
 Commercial Square Footage 19,000 sq ft Floor Area Ratio _____
 Gross Acres _____ Lots/Units _____ Density _____
 Additional Information _____

IRVINGTON PROPERTIES, LLC

PROPERTY OWNER VENKAT VANGALA Contact VENKAT
 Address 1215 S. LAS VEGAS Phone: 700-486-5020 Fax: VANGALA
 City LAS VEGAS State NV Zip 89104
 E-mail Address VENKATVANGALA@YAHOO.COM

APPLICANT ARUBA HOTEL Contact _____
 Address 1215 S. LAS VEGAS BLVD. Phone: _____ Fax: _____
 City LAS VEGAS. State _____ Zip _____
 E-mail Address _____

REPRESENTATIVE FOREVER SIGNS, INC Contact Sandra Garcia
 Address 1031 NORMAN AVE. Phone: 387-2037 Fax: 387-2001
 City LAS VEGAS - NV. State NV Zip 89104
 E-mail Address FOREVERSIGNS@COX.NET

Property Owner Signature* [Signature]

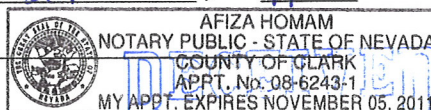
*An authorized agent may sign in lieu of the property owner for Final Maps, Tentative Maps, and Parcel Maps.

Print Name VENKAT VANGALA

Subscribed and sworn before me

This 14th day of October, 20 11

[Signature]



Notary Public in and for said County and State

OCT 25 2011

FOR DEPARTMENT USE ONLY:

Case #	<u>ARC-43694</u>
Meeting Date:	<u>11/15/11</u>
Total Fee:	
Date Received:*	<u>10/25/11</u>
Received By:	<u>[Signature]</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.



DEPARTMENT OF PLANNING

STATEMENT OF FINANCIAL INTEREST

Case Number: ARC-43694 APN: 162 03 112029

Name of Property Owner: IRVINGTON PROPERTIES

Name of Applicant: VENKAT R. VANAGANTI ARVABA HOTEL

Name of Representative: FOREVER SIGNS, INC.

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: 1

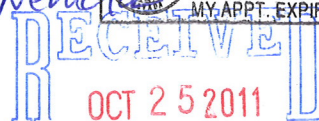
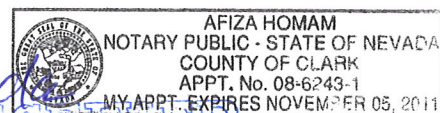
Signature of Property Owner: 

Print Name: VENKAT R. VANAGANTI

Subscribed and sworn before me

This 14th day of October, 2011

 Clark, Nevada
Notary Public in and for said County and State



FOREVER SIGNS, INC.

1031 NORMAN AVE.
LAS VEGAS, NV 89104

PH: (702) 387-2037

FAX: (702) 387-2001

LICENSED-BONDED-INSURED

Las Vegas, October 23, 2011

RE: ARUBA HOTEL
1215 S. LAS VEGAS Blvd.
LAS VEGAS, NV.

To Whom It May Concern:

We would like to present the design for review for the business located at 1215 S. Las Vegas, Blvd. The Sign for the West Elevation is a combination of open pan channel letters with exposed neon, Illuminated Custom Cabinets Signs with exposed neon around cabinets and animation.

For this elevation the percent of neon on the existing signs is 100% and the percent of neon on the proposed signs is 45%, the ratio will be around 75%, we would like to request a waiver for the proposed sign for the exposed neon.

The sign for the North Elevation is an exposed neon sign. For this elevation the percent of neon on the existing sign is 100% and the percent of neon on the proposed sign is 100% exposed neon.

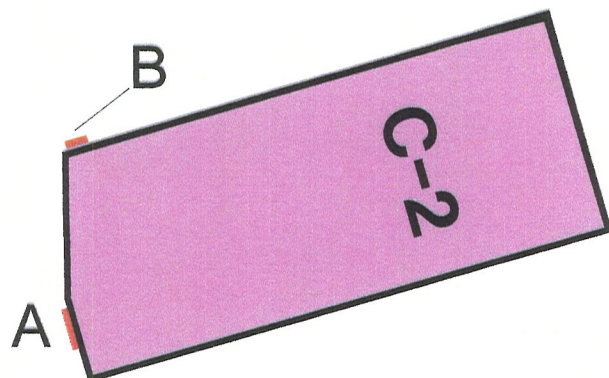
ARC-43694
11/29/11 DDRC

RECEIVED
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SIGN ANALYSIS TABLE

ARUBA HOTEL

1215 S. Las Vegas Blvd.
Las Vegas NV 89104



	ALLOWED AREA	EXISTING SIGNS AREA	PROPOSED AREA	ALLOWED NEON%	EXISTING NEON %	PROPOSED NEON%
A. EXPOSE NEON SIGN & CUSTOM CABINET SIGNS w/EXPOSE NEON AROUND	806Sq.Ft.	169.72Sq.Ft.	132Sq.Ft.	75%	100%	45%
B. EXPOSE NEON SIGN	273Sq.Ft.	156Sq.Ft.	43.32Sq.Ft	75%	100%	100%

ARC-43694
11/29/11 DDRC

RECEIVED
NOV 07 2011

FOREVER SIGNS, Inc.

1031 NORMAN AVE.
LAS VEGAS-NEVADA 89104

PH: 387-2037 FAX:387-2001

• BONDED
• INSURED
• LIC# 53071

**COLOR ON THIS PRESENTATION DOES NOT REPRESENT
THE EXACT MATERIAL COLOR SPECIFIED.**



S. LAS VEGAS BLVD.

PARK PASEO

C-2

ARUBA HOTEL

1215 S. Las Vegas Blvd.
LAS VEGAS, NV 89104

VICINITY MAP



FOREVER SIGNS, Inc.

1031 NORMAN AVE.
LAS VEGAS-NEVADA 89104

PH: 387-2037 FAX: 387-2001

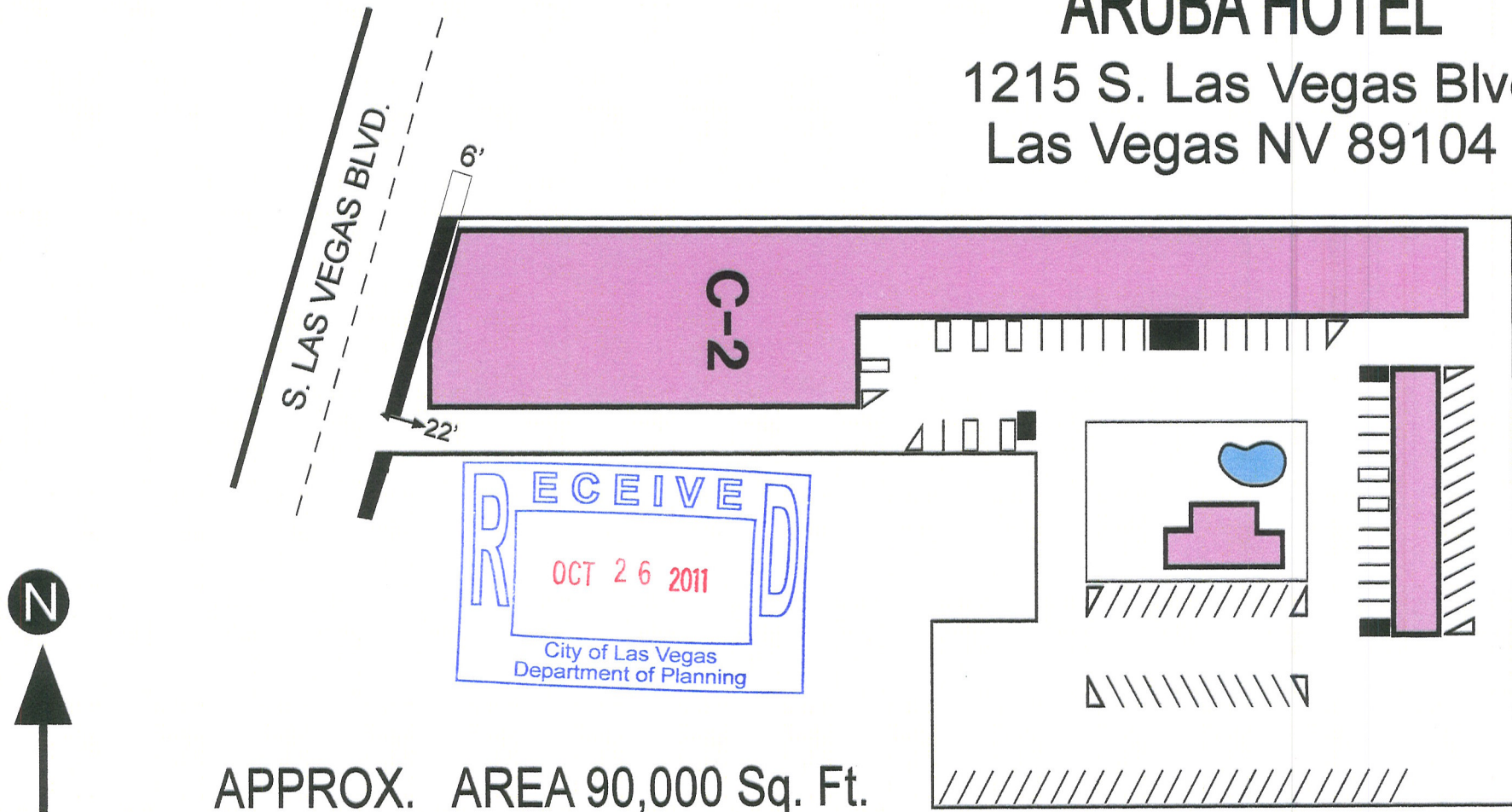
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ARC-43694
11/29/11 DDRC

ARUBA HOTEL

1215 S. Las Vegas Blvd.
Las Vegas NV 89104



APPROX. AREA 90,000 Sq. Ft.

FOREVER SIGNS, Inc.

1031 NORMAN AVE.
LAS VEGAS-NEVADA 89104

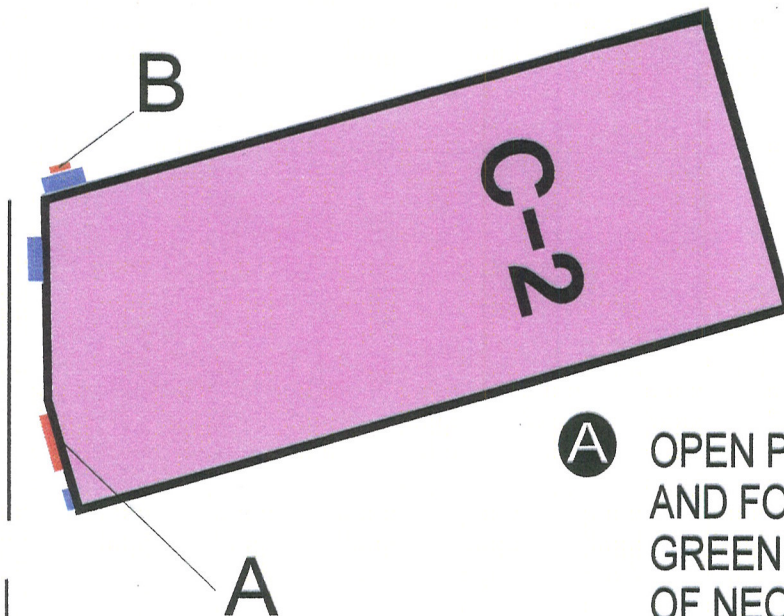
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THE EXACT MATERIAL COLOR SPECIFIED.**

**ARC-43694
11/29/11 DDRC**

S. LAS VEGAS BLVD.



ARUBA HOTEL

1215 S. Las Vegas Blvd.
Las Vegas NV 89104

A OPEN PAN CHANNEL LETTERS W/ EXPOSE NEON
AND FOUR CUSTOM CABINET SIGNS WITH
GREEN NEON AROUND, INCLUDE ANIMATION
OF NEON AND ONE CABINET WITH NEON AROUND
AND CHANGEABLE ACRYLIC LETTERS

B SIGN - EXPOSE NEON



PROPOSED SIGNS
EXISTING SIGNS

FOREVER SIGNS, Inc.

1031 NORMAN AVE.
LAS VEGAS-NEVADA 89104

PH: 387-2037 FAX: 387-2001

• BONDED
• INSURED
• LIC# 53071

**COLOR ON THIS PRESENTATION DOES NOT REPRESENT
THE EXACT MATERIAL COLOR SPECIFIED.**

ARC-43694
11/29/11 DDRC

NOTES

This map is for assessment use only and does NOT represent a survey.

No liability is assumed for the accuracy of the data delineated herein. Information on roads and other non-assessed parcels may be obtained from the Road Document Listing in the Assessor's Office.

This map is compiled from official records, including surveys and deeds, but only contains the information required for assessment. See the recorded documents for more detailed legal information.

USE THIS SCALE (FEET) WHEN MAP REDUCED FROM 11X17 ORIGINAL

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ASSESSOR'S PARCELS - CLARK CO., NV.

Michele W. Shafe - Assessor

BOOK **T21S R61E**

SEC. **3**

RANGE **N 2 NW 4**

SECTION **162-03-1**

Scale: 1" = 200' Rev: 08/23/2011

MAP LEGEND

- PARCEL BOUNDARY
- SUB BOUNDARY
- PWLD BOUNDARY
- ROAD EASEMENT
- MATCH / LEADER LINE
- HISTORIC LOT LINE
- HISTORIC SUB BOUNDARY
- HISTORIC PWLD BOUNDARY
- SECTION LINE
- CONDOMINIUM UNIT
- AIR SPACE PCL
- RIGHT OF WAY PCL
- SUB-SURFACE PCL

001 ROAD PARCEL NUMBER

001 PARCEL NUMBER

1.00 ACREAGE

202 PARCEL SUB/SEQ NUMBER

PB 24-45 PLAT RECORDING NUMBER

5 BLOCK NUMBER

5 LOT NUMBER

GLS GOV. LOT NUMBER

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8:56 AM

West view Frontage 36'High X 62' Wide

A



EXISTING SIGNS

- A-1 D/F Blade Sign 17'High X 5' Wide
- A-2 Expose Neon Sign 7'High X 7' Wide
- A-3 Expose Neon Sign 1'-5" High X 17' Wide
- A-4 Expose Neon Sign 1'-10" High X 6'-4" Wide



PROPOSED SIGNS

- A-5 Expose Neon Sign and Custom Cabinet signs w/ green expose neon around

6'-6"High X 20' Wide

ARC-43694

11/29/11 DDRC

ARUBA HOTEL

1215 S. LAS VEGAS Blvd.

FOREVER SIGNS, Inc.

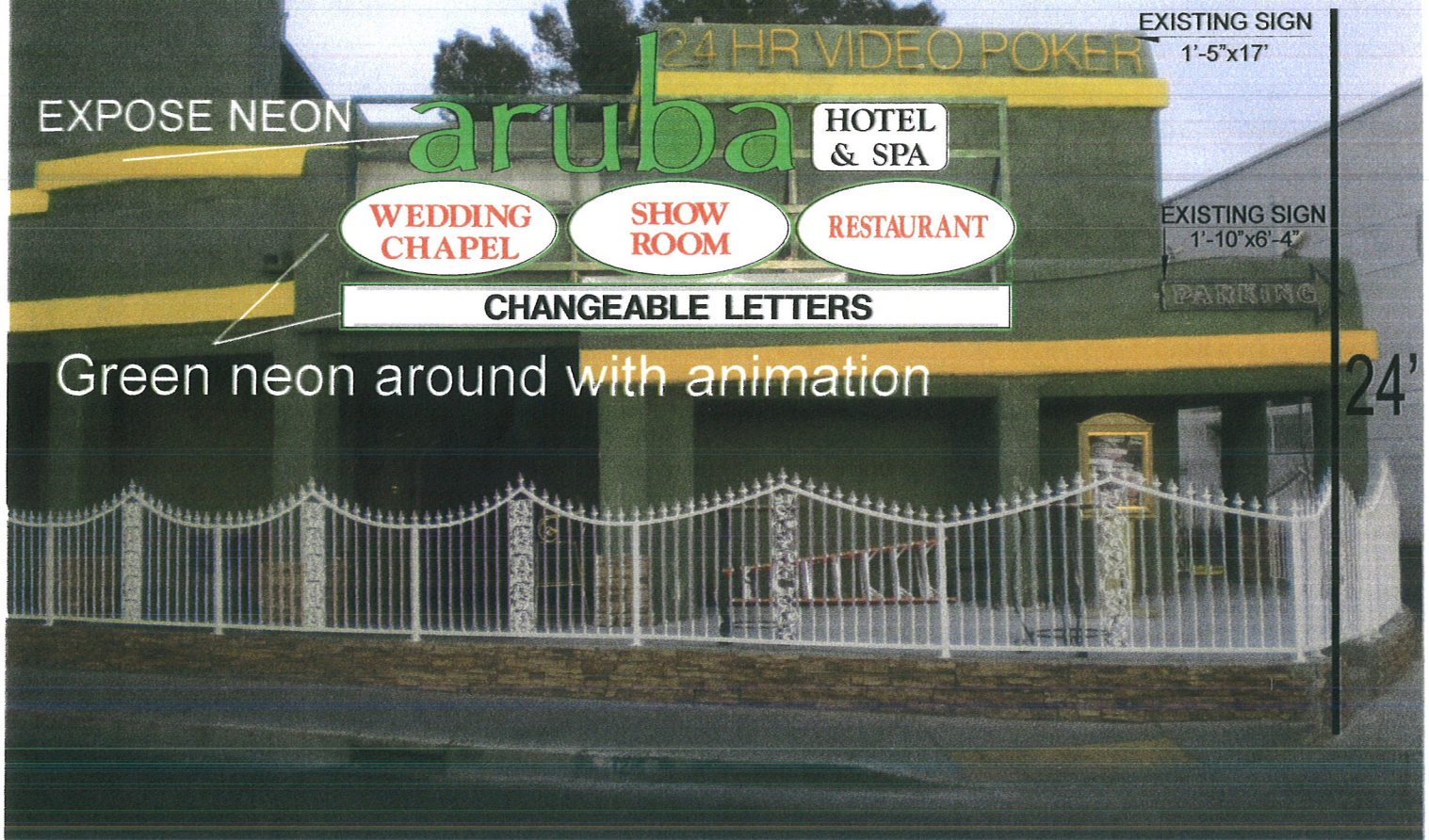
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COLOR ON THIS PRESENTATION
DOES NOT SHOW THE EXACT
MATERIAL COLOR SPECIFIED.
LICENSED • BONDED • INSURED

West view

36'

A



EXPOSE NEON OPEN PAN CHANNEL LETTERS ARUBA 40"x132"

CUSTOM CABINET EXPOSE NEON AROUND W/ ANIMATION

CUSTOM CABINET SIGN HOTEL & SPA 2'x4'

WEDDING CHAPEL 2'-6"x6'

SHOW ROOM 2'-6"x6'

RESTAURANT 2'-6"x6'

ARC-43694

11/29/11 DDRC



CABINET SIGN CHANGEABLE LETTERS 14"x20'

ARUBA HOTEL

1215 S. LAS VEGAS Blvd.

FOREVER SIGNS, Inc.
702-387-2037

COLOR ON THIS PRESENTATION
DOES NOT SHOW THE EXACT
MATERIAL COLOR SPECIFIED.
LICENSED • BONDED • INSURED

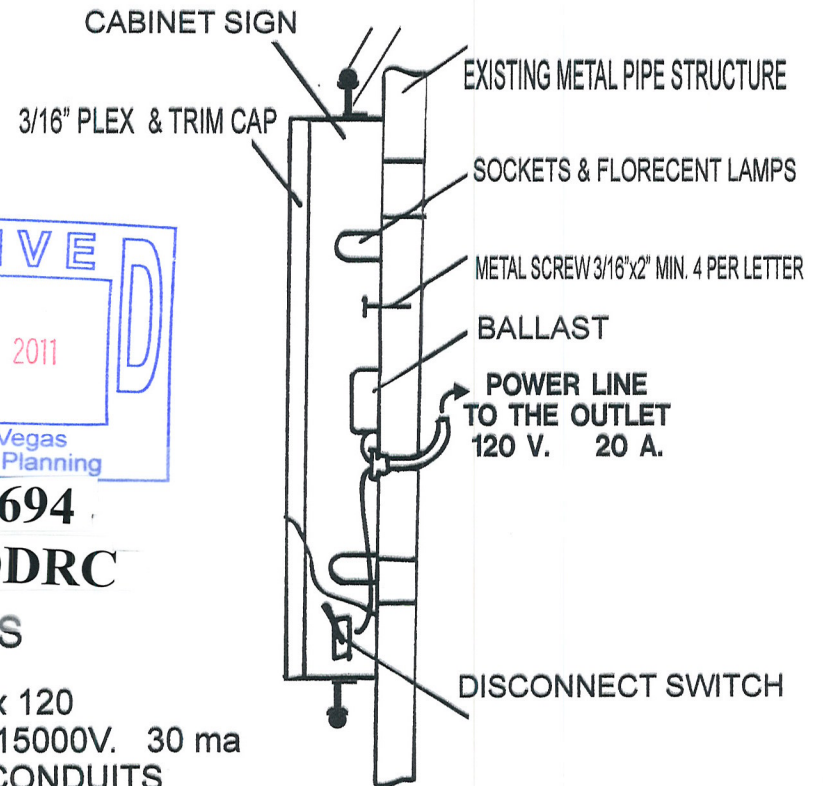
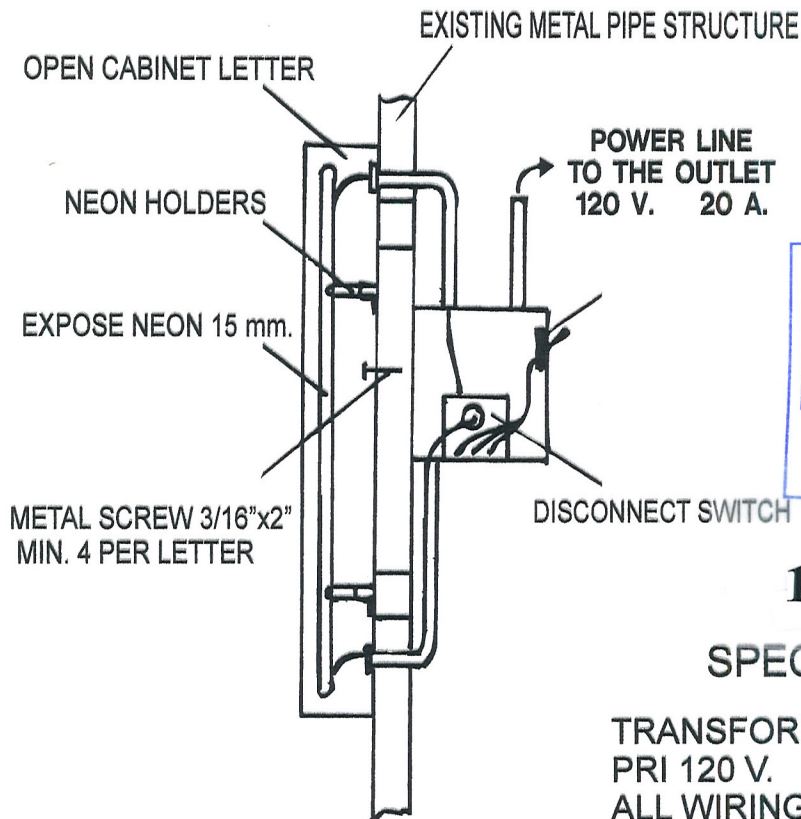
ARUBA HOTEL

1215 S. LAS VEGAS Blvd.

SIGN INSTALLATION

OPEN PAN CHANNEL LETTERS

CABINET SIGN W/NEON AROUND



ARC-43694

11/29/11 DDRC

SPECIFICATIONS

TRANSFORMER 1530 Fpx 120
PRI 120 V. 60 HZ /SEC 15000V. 30 ma
ALL WIRING WILL BE IN CONDUITS
DRAIN HOLES 1/4" IN EACH LETTER

FOREVER SIGNS, Inc.
702-387-2037

LICENSED
BONDED
INSURED

COLOR ON THIS PRESENTATION
DOES NOT SHOW THE EXACT
MATERIAL COLOR SPECIFIED.

NORTH Elevation
FRONTAGE 36'x21'

B

EXPOSE 15mm. YELLOW NEON TUBE
130"

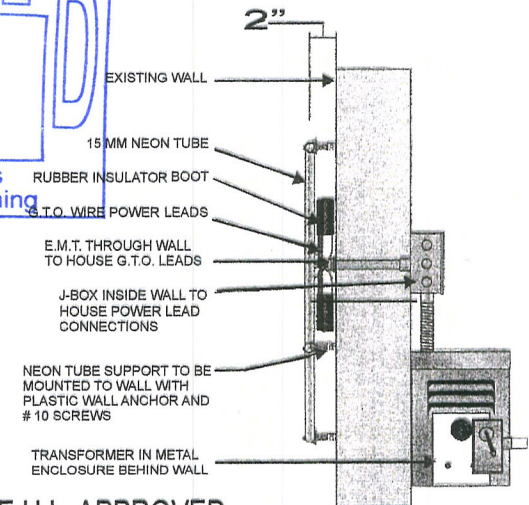
48"

BAR SPECIALS
SLOT MACHINES



ARUBA HOTEL 1215 S. LAS VEGAS Blvd.

EXISTING SIGN 12'x13'



OUR SIGNS ARE U.L. APPROVED

FOREVER SIGNS, Inc.

1031 NORMAN AVE.
LAS VEGAS-NEVADA 89104

PH: 387-2037 FAX: 387-2001

• BONDED
• INSURED
• LIC# 53071

COLOR ON THIS PRESENTATION DOES NOT REPRESENT
THE EXACT MATERIAL COLOR SPECIFIED.

ARC-43694

11/29/11 DDRC

AGENDA MEMO

DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: NOVEMBER 29, 2011

DEPARTMENT: PLANNING

ITEM DESCRIPTION: ARC-43722 – APPLICANT: TEN NINE DESIGN GROUP – OWNER: L'OCTAINE, LP

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

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
ARC-43722	Staff recommends APPROVAL, subject to conditions:	

**** CONDITIONS ****

ARC-43722 CONDITIONS

Planning

1. Conformance to the sign elevations and documentation as submitted and date stamped 10/27/11 in conjunction with this request, except as modified herein.
2. All signage, including temporary signage, shall have proper permits obtained through the Building and Safety Department.
3. All City Code requirements and design standards of all City departments must be satisfied.
4. Minor modifications may be approved by the Urban Design Coordinator of the Department of Planning.

Staff Report Page One**November 29, 2011 - Downtown Design Review Committee Meeting****** STAFF REPORT ******PROJECT DESCRIPTION**

This is a request for a signage design review for an existing Office at 801 South Las Vegas Boulevard, Suite 150. This specific tenant area, which houses an architectural design firm, is part of the ground level commercial area within a mixed-use building. The property is located within the Las Vegas Boulevard Scenic Byway Overlay District and the Downtown South area of the Downtown Centennial Plan Overlay District.

The request concerns one existing 10 square-foot illuminated wall sign that is located on the west elevation of the building under a canopy, to the right of the suite entrance. The framework of the sign is in the shape of a circle, with a patterned aluminum background containing only the logo of the business. The sign has a layered appearance. A black vinyl letter "X" with an illuminated white LED outline is centered on the background. A white pan channel number "9" with two painted red arcs on either side resembling parentheses is laid over the top of the "X," with exposed red neon bordering each. Finally, the circular border of the sign contains a strip of white neon. The sign face is covered by clear plastic to provide protection.

Staff is recommending approval of this request, as the subject sign is compatible with the scale of the building and meets the minimum requirements of the C-2 (General Commercial) Zoning District and the Las Vegas Boulevard Scenic Byway Overlay District. If this request is denied, the existing sign must be removed. The applicant may appeal the board's decision or present redesigned sign plans for review at a future date. If approved, a building permit may be issued after 10 days, after which the appeal period will have expired.

ISSUES

- The subject sign was installed without prior DDRC approval and an approved sign permit.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
09/28/00	The Planning Commission approved a Reversionary Map (RM-0008-00) on 0.70 acres at the southeast corner of Las Vegas Boulevard and Gass Avenue.
11/01/00	The City Council approved a Special Use Permit (U-0133-00) for a 51-unit Multi-Family Development at the southeast corner of Las Vegas Boulevard and Gass Avenue. The Planning Commission and staff recommended approval.
	The City Council approved a Site Development Plan Review (SD-0049-00) for a proposed 51-unit Multi-Family Residential Development with 3,260 square feet of retail space and waivers of the Downtown Centennial Plan streetscape design, landscape standards and off-street parking requirements on 0.70 acres at the southeast corner of Las Vegas Boulevard and Gass Avenue. The Planning Commission and staff recommended approval.

Staff Report Page Two

November 29, 2011 - Downtown Design Review Committee Meeting

09/17/03	The City Council approved an Extension of Time (EOT-2618) of a previously approved Special Use Permit (U-0133-00) for a 51-unit Multi-Family Development at the southeast corner of Las Vegas Boulevard and Gass Avenue. The Planning Commission and staff recommended approval.
	The City Council approved an Extension of Time (EOT-2621) of a previously approved Site Development Plan Review (SD-0049-00) for a proposed 51-unit Multi-Family Residential Development with 3,260 square feet of retail space and waivers of the Downtown Centennial Plan streetscape design, landscape standards and off-street parking requirements on 0.70 acres at the southeast corner of Las Vegas Boulevard and Gass Avenue. The Planning Commission and staff recommended approval.
12/16/10	The Planning Commission approved a Special Use Permit (SUP-40169) for a Beer/Wine/Cooler On-Sale Establishment, including 200 square feet of outdoor seating, at an existing 1,903 square-foot Restaurant on 0.70 acres at 801 South Las Vegas Boulevard. Staff recommended approval.

Most Recent Change of Ownership

12/17/03	A deed was recorded for a change in ownership.
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Related Building Permits/Business Licenses

12/23/03	A building permit (#03027080) was issued for an apartment building at 801 South Las Vegas Boulevard. A final inspection was approved and a certificate of occupancy was issued on 12/30/05. A certificate of completion for the retail portion of the building was also issued at this time.
04/07/06	A building permit (#06002577) was issued for a tenant improvement for a restaurant at 801 South Las Vegas Boulevard, Suite 110. A final inspection was approved and a certificate of occupancy was issued on 09/27/06.
08/25/06	A building permit (#06005534) was issued for a tenant improvement for an office at 801 South Las Vegas Boulevard, Suite 150. A final inspection was approved and a certificate of occupancy was issued on 06/27/07.
09/22/11	Application was made for a building permit (196171) for a wall sign at 801 South Las Vegas Boulevard, Suite #150. The permit was denied pending DDRC review of the sign design.
10/13/11	A business license (Q09-00163) was issued for an architecture firm at 801 South Las Vegas Boulevard, Suite 150. The license is still active.

Pre-Application Meeting

10/18/11	A pre-application meeting was held with the applicant, where requirements for submittal of a Downtown Design Review were discussed. As the proposed sign is less than 65 square feet, it is exempt from the 10-foot vertical clearance requirement.
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Field Check

11/03/11	The subject sign has already been installed adjacent to the suite entrance approximately five vertical feet from the sidewalk.
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Staff Report Page Three

November 29, 2011 - Downtown Design Review Committee Meeting

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	0.70

<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	Multi-Family Residential	MXU (Mixed Use)	C-2 (General Commercial)
	Restaurant		
	Office, Other Than Listed		
North	Bailbond Service	MXU (Mixed Use)	C-2 (General Commercial)
South	Office, Other Than Listed	MXU (Mixed Use)	C-2 (General Commercial)
East	Office, Other Than Listed	MXU (Mixed Use)	C-1 (Limited Commercial)
	Bailbond Service		
West	Dry Cleaners	MXU (Mixed Use)	C-2 (General Commercial)
	Pawn Shop (Vacant)		
	Social Service Provider		

<i>Master Plan Areas</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Master Plan Area			
Downtown Centennial Plan	X		Y
Special Purpose and Overlay Districts	Yes	No	Compliance
Special Purpose and Overlay Districts			
Downtown Centennial Plan Overlay District (Downtown South District)	X		Y
Live/Work Overlay District	X		Y
Las Vegas Boulevard Scenic Byway Overlay District	X		Y
Trails	X		Y
Rural Preservation Overlay District		X	N/A
Las Vegas Redevelopment Plan Area	X		Y
Development Impact Notification Assessment		X	N/A
Project of Regional Significance		X	N/A

Staff Report Page Four

November 29, 2011 - Downtown Design Review Committee Meeting

SIGN STANDARDS

Wall Signs:

<i>"10-9" Sign</i>	<i>Required/Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Coverage	Coverage limits do not apply; 50-foot separation required between signs	10 SF; no other signs in tenant area	Y
Maximum Area	65 SF below 10 vertical feet from sidewalk	10 SF	Y
Maximum Height	10 feet	3 feet 2 inches	Y
Maximum Projection	4 feet	4 inches	Y
Illumination	75% neon and/or animation (internal/external)	75% neon/no animation	Y

ANALYSIS

The subject property is located within the Las Vegas Scenic Byway Overlay District, which was established to preserve and enhance the unique scenic qualities of Las Vegas Boulevard through the regulation of signage along this corridor. Signage is subject to the requirements of Title 19.10.160 as well as 19.08 for signs in the C-2 (General Commercial) Zoning District.

Application has been made for a building permit for the subject sign; however, the sign has already been installed. A condition of approval requires proper permitting of the sign. This will be the first permanent signage on the west elevation of the building. The specifications supplied by the applicant indicate that the sign meets or exceeds the requirements of the C-2 District as well as the Las Vegas Scenic Byway Overlay District. Its size, design and color scheme are compatible with the building to which it is attached, and it is appropriately placed for maximum visibility from the street and sidewalk. Staff therefore recommends approval of the sign design review request with conditions.



PLANNING & DEVELOPMENT DEPARTMENT

APPLICATION / PETITION FORM

Application/Petition For: DOWNTOWN DESIGN REVIEW (SIGNAGE)
Project Address (Location) 801 S LAS VEGAS BLVD STE 150
Project Name TEN NINE DESIGN GROUP Proposed Use _____
Assessor's Parcel #(s) 139-34-401-006 Ward # 3
General Plan: existing _____ proposed _____ Zoning: existing C-2 proposed _____
Commercial Square Footage _____ Floor Area Ratio _____
Gross Acres 0.7 Lots/Units _____ Density _____
Additional Information PROPOSED EXTERIOR WALL SIGN

PROPERTY OWNER L'OCTAINE L P Contact _____
Address 1651 ROSECRANS ST Phone: _____ Fax: _____
City SAN DIEGO State CA Zip 92106-2263
E-mail Address _____

APPLICANT TEN-NINE DESIGN Contact BENJAMIN GIRADIN
Address 801 S LAS VEGAS BLVD #150 Phone: (702) 835-7000 Fax: (702) 835-7001
City LAS VEGAS State NV Zip 89101
E-mail Address BGIRADIN@10NINE.COM

REPRESENTATIVE NEVADA SIGN Contact RANDY ROSENOW (or SUE)
Address 7511 EASTGATE RD Phone: (702) 895 6817 Fax: (702) 894 9844
City HENDERSON State NV Zip 89011
E-mail Address randynvsign@aol.com or nvsignsue@aol.com

Property Owner Signature: _____

* An authorized agent may sign on behalf of the property owner for Final Maps, Tentative Maps and Preliminary Maps.

Print Name James Scott Brown

Subscribed and sworn before me

This 27th day of October

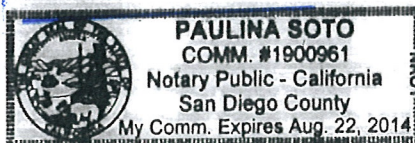


FOR DEPARTMENT USE ONLY

Case # ARC-43722
Meeting Date: 11/29/11
Total Fee: _____
Date Received: 11/9/11
Received By: [Signature]

Not a valid document for a public hearing and state

Revised 10/27/08



For application, petition, or other request, and if submitted materials have been received by the Planning and Development Department, the applicant shall applicable sections of the Zoning Ordinance.

Exhibit/Application Packet/Application Form.pdf

CALIFORNIA JURAT WITH AFFIANT STATEMENT

GOVERNMENT CODE § 8202

- ☒ See Attached Document (Notary to cross out lines 1–6 below)
☐ See Statement Below (Lines 1–6 to be completed only by document signer[s], *not* Notary)

1
2
3
4
5
6

Signature of Document Signer No. 1 _____ Signature of Document Signer No. 2 (if any) _____

State of California

County of San Diego

Subscribed and sworn to (or affirmed) before me

on this 27 day of October, 2011,
Date Month Year

by
 (1) James Scott Thurston Brown
Name of Signer

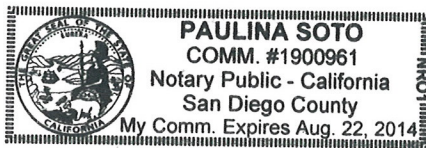
proved to me on the basis of satisfactory evidence
 to be the person who appeared before me (1) A

(and

(2) _____
Name of Signer

proved to me on the basis of satisfactory evidence
 to be the person who appeared before me.)

Signature _____
Signature of Notary Public



Place Notary Seal Above

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: Application/Petition Form

Document Date: 11/27/11 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

RECEIVED
 NOV 09 2011

ARC-43722

11/29/11 DDRC



PLANNING & DEVELOPMENT DEPARTMENT

STATEMENT OF FINANCIAL INTEREST

Case Number: **ARC-43722** APN: 139-34-401-006

Name of Property Owner: L'OCTAINE L P

Name of Applicant: TEN NINE DESIGN GROUP

Name of Representative: NEVADA SIGN / RANDY ROSENOW

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: _____

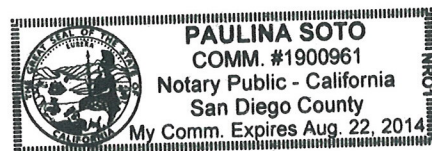
Print Name: _____

James Scott Brown

Subscribed and sworn before me

This 27th day of October 20 11

Notary Public in and for said County and State



CALIFORNIA JURAT WITH AFFIANT STATEMENT

GOVERNMENT CODE § 8202

- ☒ See Attached Document (Notary to cross out lines 1–6 below)
☐ See Statement Below (Lines 1–6 to be completed only by document signer[s], *not* Notary)

1
2
3
4
5
6

Signature of Document Signer No. 1

Signature of Document Signer No. 2 (if any)

State of California

County of San Diego

Subscribed and sworn to (or affirmed) before me

on this 27 day of October, 2011,
Date Month Year
 by

(1) James Scott Threshon Brown
Name of Signer

proved to me on the basis of satisfactory evidence
 to be the person who appeared before me ☒ ☒

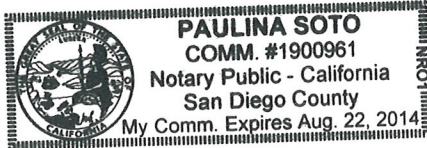
(and

(2) _____
Name of Signer

proved to me on the basis of satisfactory evidence
 to be the person who appeared before me.)

Signature

Signature of Notary Public



Place Notary Seal Above

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: Statement of Financial Interest

Document Date: 10/27/11 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

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NOV 09 2011



7511 EASTGATE RD. HENDERSON, NV 89011
702-895-6817

City of Las Vegas
Development Services Center
333 N Rancho Dr.
Las Vegas, NV 89106

September 19, 2011

Re: Ten Nine Design Group
APN 139-34-401-006
Downtown Design Review

To Whom It May Concern:

On behalf of TEN NINE Design Group we are requesting a review of signage for property located at 801 Las Vegas Blvd. S. Suite #150. This property, currently zoned C-2, is located within the Las Vegas boulevard Scenic Byway Overlay District.

The proposed sign, with an area of ten (10) square feet, is to be placed near the suite entrance facing Las Vegas Blvd. The size and placement was limited due to the residential units above the commercial suites in this very unique multiuse building. The vertical placement at five feet six inches (5' - 6") above the sidewalk required consideration of The Americans With Disabilities Act (ADA) protections which restrict "the protrusion of any object placed between 27" and 80 " from the circulation path" to a projection of a maximum 4 1/2".

In keeping with the Las Vegas Boulevard Scenic Byway, the City of Las Vegas Development Code TEN NINE Design Group has produced a compact, three dimensional sign.

As shown in the attached illustration the three foot - two inch (3'-2") round compact design is a distinctive mixture of layered color, style and texture.

The first layer is an LED illuminated aluminum cabinet with a swirl grinded finish and encircled by approximately 9lf of 15MM single tube white neon.

The second layer is an "X" (TEN) formed with black vinyl partial overlay on white plexi-glass over the routed out cabinet face and framed by the LED illumination glowing through the white plexi-glass border. The third layer is the open pan channel "9" (NINE) bordered with a minimum of 3.5 lf of double tube red neon over the white letter finish.

Highlighting and framing, on either side, the "X-9" name are two flat cut-out aluminum pieces bowed in parenthesis shape with a minimum of 4.33 lf of single tube red neon.

The entire sign is enclosed by a 3/16" transparent lexan cover to protect and ensure the safety of the public and prevent damage by elements or vandalism.

All design and placement is subject to approval by the Downtown Design Review Committee and the City of Las Vegas Building and Safety Department.

Respectfully,

Susan Shriner
Nevada Sign

ARC-43722
11/29/11 DDRC

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EXISTING SIGNS
ROOF & WALL SIGNS
EZ PAWN, SHOE SHOP & CLEANERS

EXISTING SIGNS
AWNING & WALL SIGN
STUDIO 8 TEN

EXISTING SIGNS
2 BANNERS
VERDICTS IN CAFE



PROPOSED
TEN NINE SIGN

PROPERTY LINE

TEMPORARY REAL ESTATE BANNERS NOT INCLUDED IN THIS ILLUSTRATION

ARC-43722
11/29/11 DDRC

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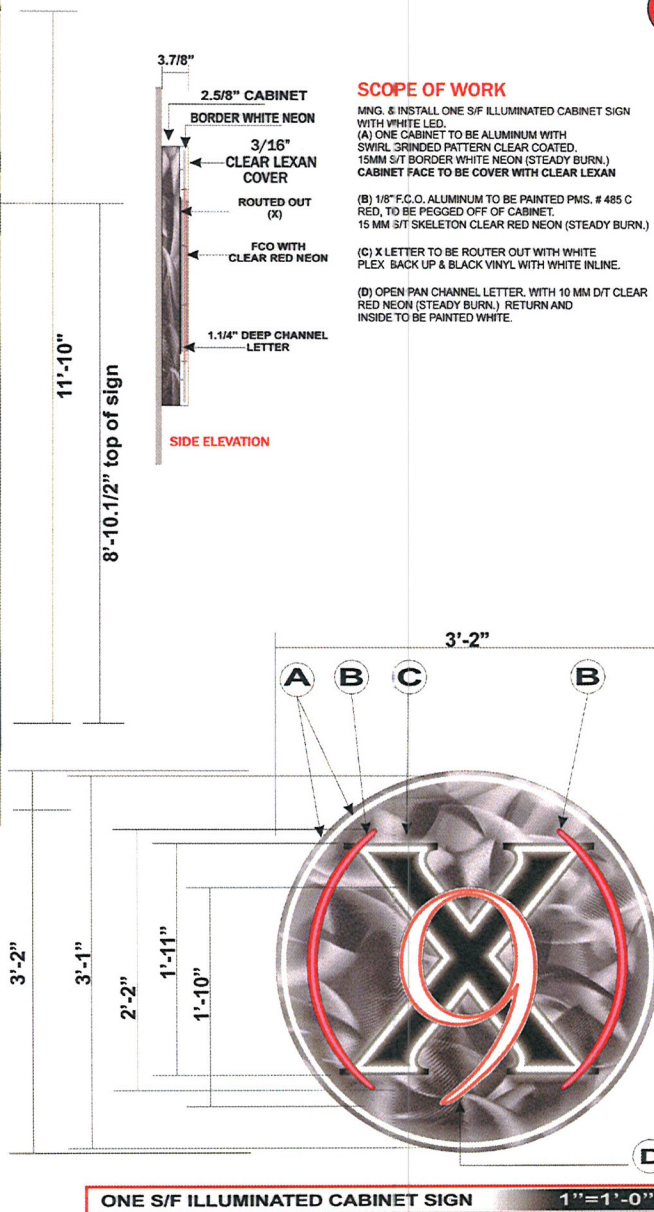


BUILDING ELEVATION

1/2"=1'-0"

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ARC-43722
11/29/11 DDRC



Las Vegas, NV

DATE 8-15-11
SALES R.R.
DESIGNER E.P.

REV.1 9-07-11 E.P.
REV.2 9-08-11 E.P.
REV.3 9-09-11 E.P.
REV.4 9-12-11 E.P.
REV.5 9-14-11 E.P.
REV.6 9-15-11 E.P.

PLEASE NOTE: It is the client's responsibility to have their electrical contractor provide required power to the sign location as necessary.

CLIENT APPROVAL
SALES APPROVAL
DESIGN APPROVAL
ESTIMATING APPROVAL
PRODUCTION APPROVAL

It is understood, understood, and agreed that the client is responsible for the sign's location, power, and other requirements, without the sign company's participation in the sign's location.

DESIGN NUMBER
11-11R6
PAGE
1 OF 1
WORK ORDER NUMBER



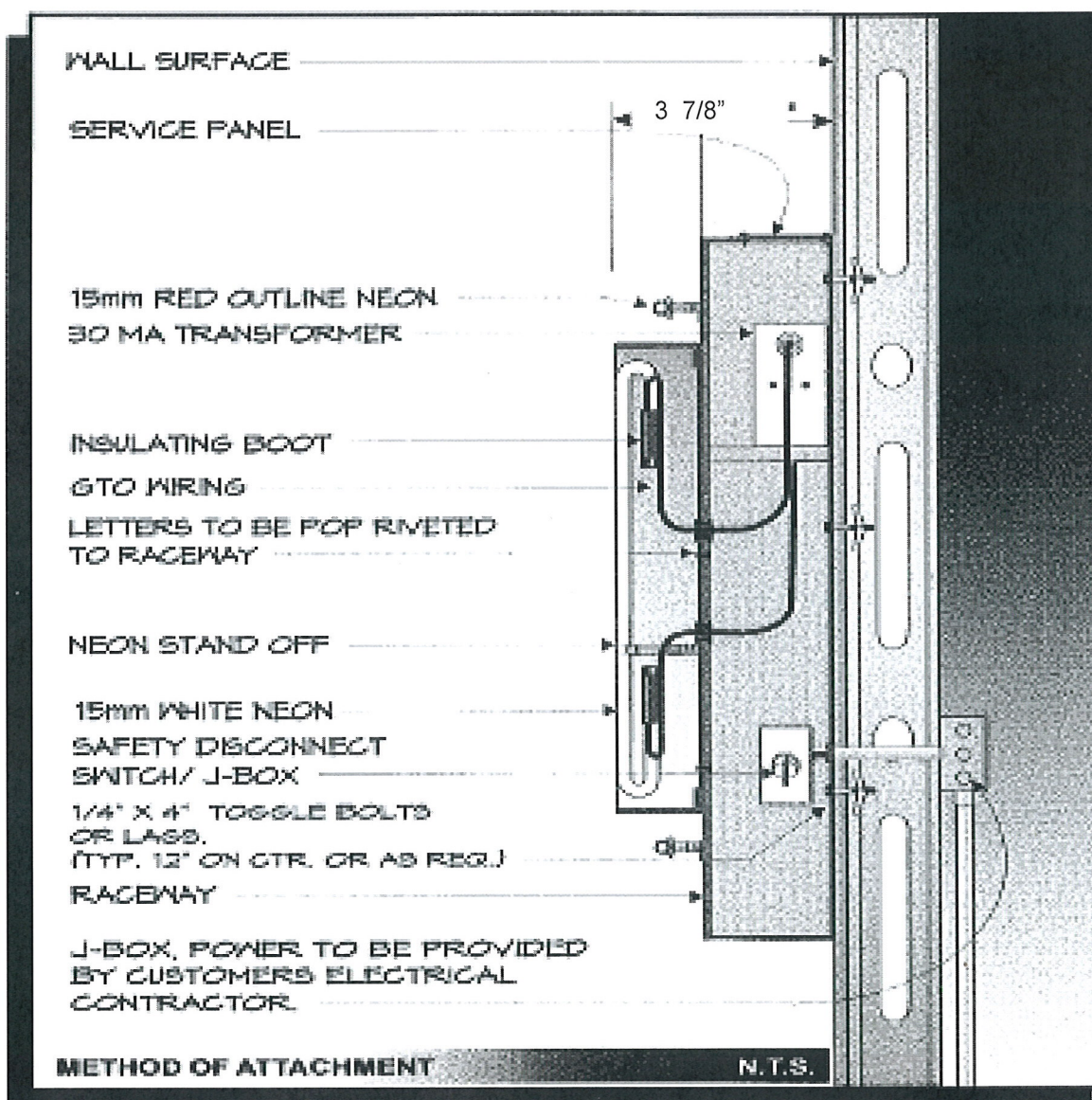
7511 Eastgate Rd.
HENDERSON, NV 89011
PHONE: (702) 895-6817
FAX: (702) 894-9844
CONTRACTOR'S LICENSE #45966



Las Vegas, NV

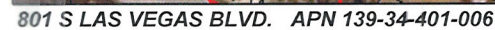
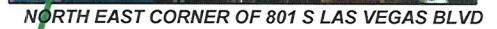
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OCT 27 2011



STANDARD METHOD OF ATTACHMENT
DOES NOT REFLECT CLEAR LEXAN COVER

ARC-43722
11/29/11 DDRC



ARC-43722
11/29/11 DDRC

Sign Analysis Table for;

TEN-NINE DESIGN GROUP 801 S LAS VEGAS BLVD #130
ZONED C-2 IN THE LAS VEGAS BOULEVARD SCENIC BYWAY OVERLAY DISTRICT

Type	Maximum Number	Proposed Number	Maximum Area	Proposed Area	Maximum Height	Proposed Height	Minimum Setback	Proposed Setback	Maximum Projection	Proposed Projection	Required Lighting	Proposed Lighting
Wall	No Limit	1	20% of Elevation (177sf)	10.023 sf	12" above parapet	3'-2"	n/a	n/a	4' from structure	3.7/8"	75% Neon	>75% est*.

APPLICABLE CODE
19.10.160 SB-O LAS VEGAS BOULEVARD SCENIC BYWAY OVERLAY DISTRICT;
19.10.170 LV-O LIVE/WORK OVERLAY DISTRICT
19.08.120 COMMERCIAL & INDUSTRIAL SIGN STANDARDS
307.2 PROTRUSION LIMITS (ICC/ANSI A117-1-2003)

* circumference = dia x 3.14 = 9.946lf with > 17lf of neon

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OCT 27 2011

ARC-43722
11/29/11 DDRC

AGENDA MEMO

DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: NOVEMBER 29, 2011

DEPARTMENT: PLANNING

ITEM DESCRIPTION: ARC-43816 – APPLICANT: OSCAR’S RESTAURANT – OWNER: T-UPR, LLC

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

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
ARC-43816	Staff recommends APPROVAL, subject to conditions:	

**** CONDITIONS ****

ARC-43816 CONDITIONS

Planning

1. Conformance to the sign elevations and documentation as submitted and date stamped 11/14/11 in conjunction with this request, except as modified herein.
2. All signage shall have proper permits obtained through the Building and Safety Department. Temporary signage shall be removed unless a Temporary Sign Permit is approved by the Department of Planning.
3. All City Code requirements and design standards of all City departments must be satisfied.
4. Minor modifications may be approved by the Urban Design Coordinator of the Department of Planning.

Staff Report Page One**November 29, 2011 - Downtown Design Review Committee Meeting****** STAFF REPORT ******PROJECT DESCRIPTION**

This is a request for a signage design review for a proposed restaurant (Oscar's) to be located within an existing Hotel at 1 South Main Street. The property is located within the Downtown Casino Overlay District across from the west portal of the Fremont Street Experience.

One 45 square-foot wall sign is proposed on the east elevation of the domed porte cochere on the front façade where the restaurant will be located. The name of the establishment, "Oscar's," is spelled out in uppercase white open faced pan channel letters with steady burning white exposed neon. The exterior of the letters is colored black, providing visual relief. Underneath the name are the words "beef," "booze" and "broads" in a smaller, uppercase, non-serifed font but with the same colors and illumination. To the left of the establishment name is a stylized logo bearing the profile of former mayor Oscar B. Goodman in white exposed neon.

As the proposed sign is in conformance with all sign requirements (including the minimum neon illumination standard for the Downtown Casino Overlay Special Signage Sub-District) and it will both enhance the front plaza of the property and contribute to the character of the area, staff recommends approval of the request. If denied, the proposed signage will not be permitted. The applicant may appeal the board's decision or present redesigned sign plans for review at a future date. If approved, a building permit may be issued after 10 days, after which the appeal period will have expired.

ISSUES

- A banner announcing the pending opening of the restaurant that currently hangs in the proposed sign location must be removed unless a Temporary Sign Permit is approved by the Department of Planning.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
02/04/70	The Board of City Commissioners approved a Rezoning (Z-0001-70) from C-V (Civic) to C-2 (General Commercial) and M (Industrial) on 7.37 acres along the west side of Main Street from a point approximately 260 feet south of Ogden Avenue to approximately 180 feet north of Bridger Avenue. The Planning Commission and staff recommended approval.

<i>Most Recent Change of Ownership</i>	
10/17/06	A deed was recorded for a change in ownership.

Staff Report Page Two

November 29, 2011 - Downtown Design Review Committee Meeting

<i>Related Building Permits/Business Licenses</i>	
06/26/09	A building permit (142371) was issued to replace an electronic message unit on an existing wall sign with neon letters at 1 South Main Street. A sign inspection was approved on 08/06/09.
10/13/11	An application (197365) for a building permit was submitted for a tenant improvement for a restaurant within an existing hotel at 1 South Main Street. The application is still under review and a permit has not been issued.
11/02/11	An application (198587) for a building permit was submitted for the subject wall sign at 1 South Main Street. The application was denied, pending review by the DDRC.

<i>Pre-Application Meeting</i>	
11/08/11	A pre-application meeting was held with the applicant, where requirements for submittal of a Downtown Design Review were discussed. Other key points discussed included the following: • The sign is subject to the sign criteria and review procedures contained within Title 19.10.100, based on its location in the buffer area for the Downtown Casino Overlay District Special Signage Area. • The applicant confirmed that the sign will be located on private property. • The applicant was informed that the existing temporary banner in the proposed sign location would require approval of a Temporary Sign Permit until an approved permanent sign could be attached to the building.

<i>Field Check</i>	
11/08/11	A field check was conducted on the subject site. The following items were noted: • The proposed location of the sign contains a black background that has been used to display previous signage • A banner sign similar to the proposed sign has been attached to the black background

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	1.49

<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	Hotel and Casino	C (Commercial)	C-2 (General Commercial) and M (Industrial)

Staff Report Page Three

November 29, 2011 - Downtown Design Review Committee Meeting

North	Hotel Parking Lot	C (Commercial)	C-2 (General Commercial)
South	Hotel	C (Commercial)	C-2 (General Commercial) and M (Industrial)
East	Hotel and Casino	C (Commercial)	
	Fremont Street Experience	ROW (Right-of-Way)	C-2 (General Commercial)
West	Union Pacific Railroad	ROW (Right-of-Way)	ROW (Right-of-Way)

Master Plan Areas	Yes	No	Compliance
Master Plan Area			
Downtown Centennial Plan	X		Y
Special Purpose and Overlay Districts	Yes	No	Compliance
Special Purpose and Overlay Districts			
Downtown Centennial Plan Overlay District (Central Casino Core District)	X		Y
A-O (Airport Overlay) District (200 Feet)	X		N/A
Downtown Casino Overlay District	X		Y
Trails (Tortoise Trail)	X		Y
Rural Preservation Overlay District		X	N/A
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:

Oscar's Sign	Required/Allowed	Provided	Compliance
Maximum Coverage	50% of eligible sign area	Less than 50% of eligible sign area	Y
Maximum Area	1,500 SF	45 SF	Y
Height above Sidewalk	10 feet	13 feet 8 inches	Y
Maximum Height	Up to 20 feet above parapet	Below roofline	Y
Maximum Projection	4 feet	3 inches	Y
Illumination	50% neon and/or animation (internal/external)	Approximately 90% neon No animation	Y

Staff Report Page Four**November 29, 2011 - Downtown Design Review Committee Meeting****ANALYSIS**

The subject property is located within the Downtown Casino Overlay District, which contains properties having a rich heritage of innovative illuminated and animated signage, especially neon signage. Within this overlay district is a special signage sub-district, where, through regulation, neon and animated signage that promotes the image of Las Vegas is encouraged. The hotel is located on property that is within 125 feet of the Sub-District; per Title 19.10.100, signage within this buffer area is subject to the special sign standards, as well as those standards in 19.08 that are consistent with the special sign standards. The standards that apply pertain to sign coverage, placement height, sign area and sign height. At least 50 percent of the surface area of each sign must contain neon illumination, animation or a combination of neon and animation. The background table above indicates that these standards are met or exceeded by the proposed wall sign. The sign will be located wholly within private property and will not encroach into the Main Street right-of-way.

Although currently there is no permanent signage, wall signage has been previously approved in this location. Because the texture of the building façade is not flat, previous signage was attached to a smooth opaque surface that is already attached to the building face. This underlying black background is not part of the sign itself, but appears to detract from the aesthetics of the sign. Otherwise, the design, size and placement are? compatible with other illuminated signage downtown and in the nearby Fremont Street Experience. As code requirements are met and the sign will both enhance the front plaza of the property and contribute to the character of the area, staff recommends approval with conditions ensuring proper permitting and inspection of the sign.



DEPARTMENT OF PLANNING

APPLICATION / PETITION FORM

Application/Petition For: Oscar's SIGNAGE - DDRC SIGN Review
Project Address (Location) 1 south main street
Project Name Oscar's Restaurant Proposed Use _____
Assessor's Parcel #(s) 139-34-101-006 Ward # 5 - Barlow
General Plan: existing C proposed N/A Zoning: existing C-2 proposed N/A
Commercial Square Footage _____ Floor Area Ratio _____
Gross Acres 1.49 Lots/Units _____ Density _____
Additional Information _____

PROPERTY OWNER T-UPR, LLC Contact 702 386 2110
Address 1 MAIN STREET Phone: _____ Fax: _____
City LAS VEGAS State NV Zip 89101
E-mail Address TJossel@tamaras.com

APPLICANT Oscar's Restaurant Contact _____
Address 1 South main st Phone: _____ Fax: _____
City Las Vegas State NV Zip _____
E-mail Address _____

REPRESENTATIVE All star Electrical Signs Contact Andrew Thoe
Address 4710 W. Deweg # 102 Phone: 440-8668 Fax: _____
City Las Vegas State NV Zip 89118
E-mail Address All star Signs NV@gmail.com

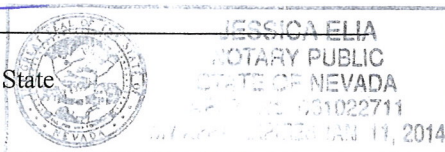
FOR DEPARTMENT USE ONLY

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 10th day of November, 20 11

Notary Public in and for said County and State



Case # ARC-43816
Meeting Date: 11/29/11
Total Fee: \$
Date Accepted: [Signature]
Accepted By: 11/10/11

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



DEPARTMENT OF PLANNING

STATEMENT OF FINANCIAL INTEREST

Case Number: ARC-43816 APN: 139-34-101-006
Name of Property Owner: T-UPR, LLC
Name of Applicant: Oscar's Restaurant
Name of Representative: All Star Electrical Signs

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: _____

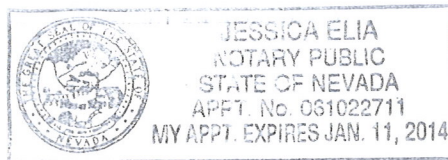
Signature of Property Owner: [Signature]

Print Name: JONATHAN JOSSEL

Subscribed and sworn before me

This 10th day of November, 2011

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



JUSTIFICATION LETTER

DATE: 11-8-11
PROJECT: OSCAR'S RESTAURANT
ADDRESS: ONE SOUTH MAIN STREET
LAS VEGAS, NEVADA 89101



CONTRACTORS LIC #
52302

4710 W. Dewey Dr. #102
LAS VEGAS, NV. 89118
PH.# (702) 440-8668
FAX# (702) 440-8669

ATTENTION: MEMBERS OF THE DDRC

ALL STAR ELECTRICAL SIGNS INTENDS, WITH YOUR APPROVAL, TO MANUFACTURE AND INSTALL PER REQUIRED STANDARDS IDENTIFIED IN SECTION 19. 10.100 DC-O DOWNTOWN OVERLAY DISTRICT SPECIAL SIGN STANDARDS A WALL MOUNTED ILLUMINATED OPEN FACES (EXPOSED NEON) SIGN FOR OSCAR'S RESTAURANT AT THE PLAZA HOTEL AND CASINO LOCATED AT ONE SOUTH MAIN STREET . THE SIGN PROPOSED IN THIS APPLICATION MEETS THE REQUIREMENTS SUCH AS MORE THAN 50% NEON OR ANIMATION, 10' ABOVE GROUND (SIDEWALK) LEVEL, IMPROVES THE QUALITY AND APPEARANCE OF NEW DEVELOPMENT AND IS CONSISTENT WITH THE TYPE, STYLE AND COLORS IN THE AREA. FURTHERMORE THIS SIGN IS FULLY WITH IN THE PROPERTY LINE OF THE PARCEL NUMBERED 139-34-101-006 AND DOES NOT ENCROACH INTO PUBLIC RIGHT-A-WAY OR ANY INTERSECTION. THE SIGN WILL ONLY PROJECT 3" FROM THE FASCIA IT IS ATTACHED TO WHICH IS WELL WITHIN THE ALLOTTED 8'.

WE APPRECIATE YOUR TIME AND CONSIDERATION IN YOUR REVIEW OF THE PROPOSED SIGN FOR OSCAR'S RESTAURANT AT THE PLAZA HOTEL AND CASINO.

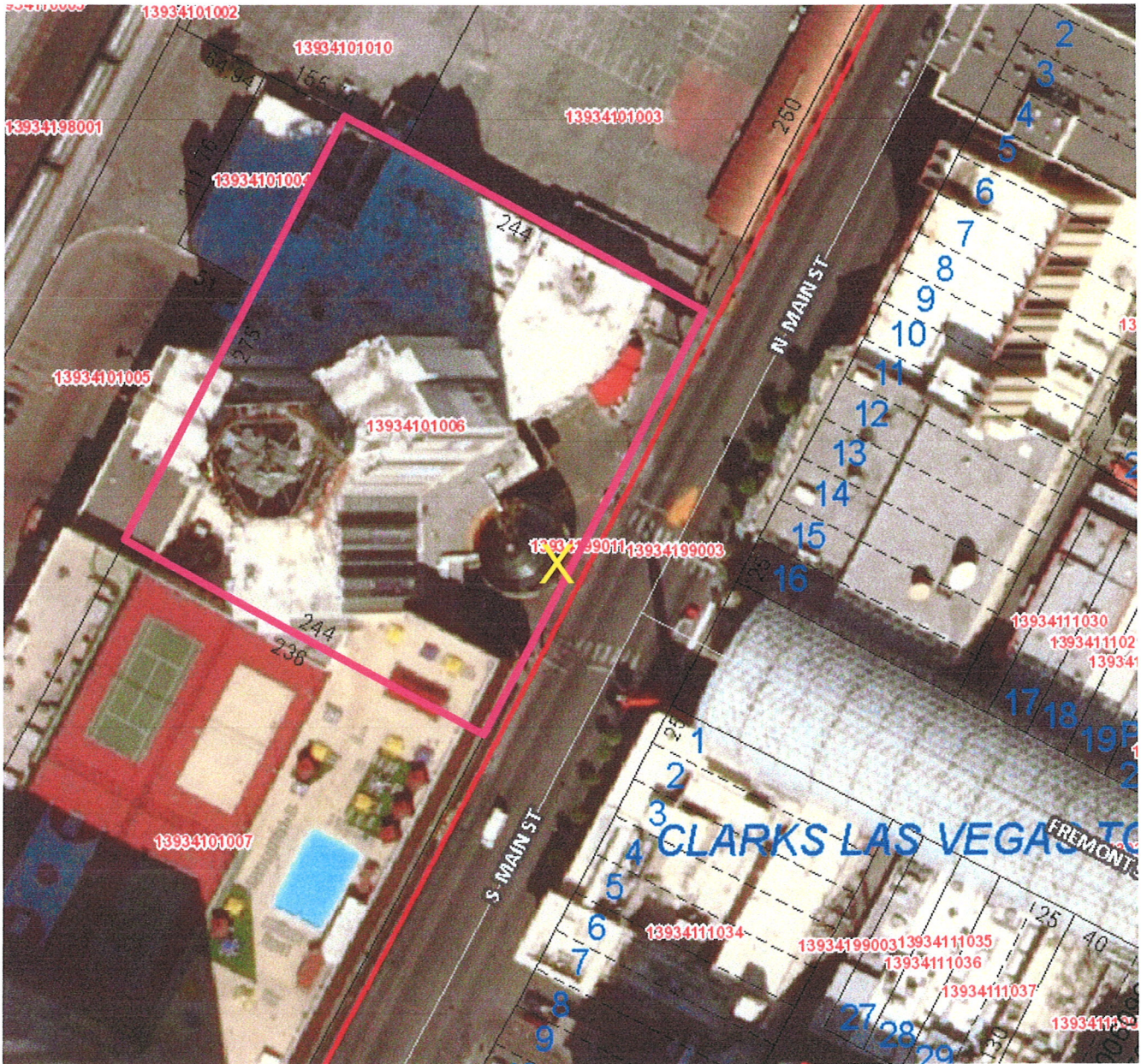
SINCERELY,

A handwritten signature in black ink, appearing to read "Andrew Thoe", is written over the printed name.

ANDREW THOE
DIRECTOR OF SALES AND DESIGN
ALL STAR ELECTRICAL SIGNS
4710 W DEWEY #102
LAS VEGAS, NV 89118

ARC-43816
11/29/11 DDRC

SITE PLAN



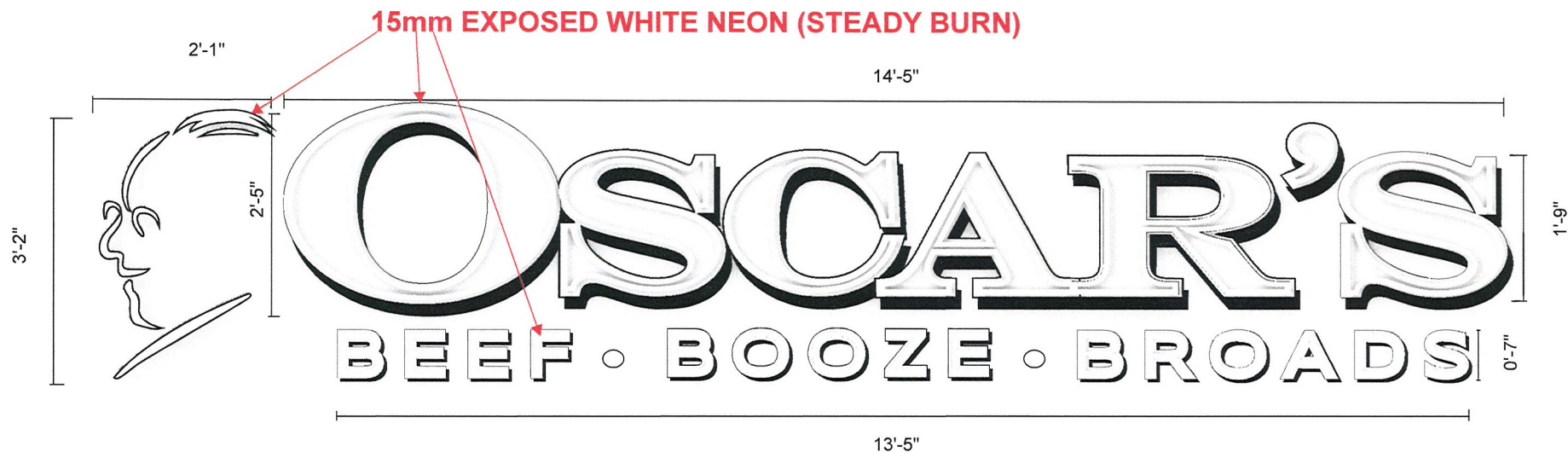
SATELITE ARIAL PHOTO DOWNLOADED FROM CLARK COUNTY ASSESSOR'S WEBSITE WITH PARCEL NUMBER AND PROPERTY LINE OVERLAY

-  PARCEL PROPERTY LINE
-  RIGHT OF WAY
-  PROPOSED SIGN LOCATION

RECEIVED

NOV 17 2011

ARC-43816
11/29/11 DDRC



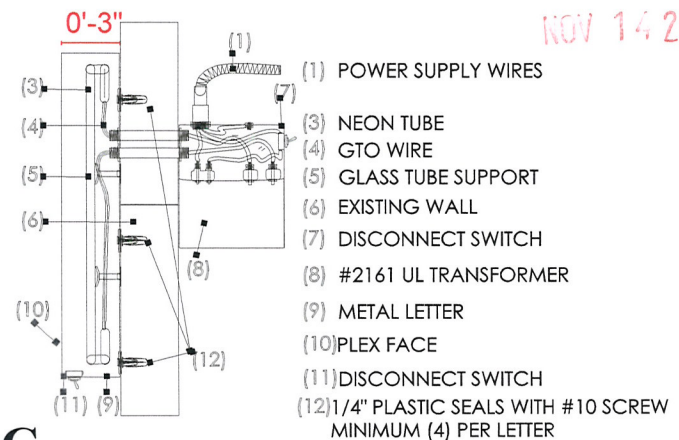
SCOPE OF WORK

MANUFACTURE AND INSTALL ONE SET OF
OPEN FACED PAN CHANNEL LETTERS
PER THE ABOVE DEPICTION AND
THE DIMENSIONS LISTED. LETTERS ARE
FABRICATED USING BAKED ENAMEL ALUMINUM
(WHITE INTERIORS; BLACK EXTERIORS)
EXPOSED 12-15MM MERCURY (WHITE NEON)
TUBING WILL ILLUMINATE. THE LOGO FACE
WILL BE ONLY THE EXPOSED
NEON WITH NO CHANNEL.

METHOD OF ATTACHMENT AND CROSS SECTION OF OPEN FACED CHANNEL LETTER

RECEIVED

NOV 14 2011



ARC-43816
11/29/11 DDRC



contr. lic. 4710 W. DEWEY #102 702-440-8668
#52302 LAS VEGAS, NV 89118 fax 702-440-8669

This rendering is provided to you and your company as Allstar's proposal to suit your need for your custom sign display. Thank you for not sharing, copying or reproducing this artwork with any others. Colors, measurements and other items may vary as described. Refer to color charts and your salesperson for more precise details.

NAME: _____

LOCATION: _____

DATE: _____

CLIENT SIGNATURE _____

DATE _____

PROPERTY MGMT. SIGNATURE _____

DATE _____

SIGN LOCATION ON BUILDING ELEVATION



13'-8"

ARC-43816
11/29/11 DDRC

SIGN IS REQUIRED PER CODE TO BE 10' ABOVE SIDEWALK AND LESS THAN 20' ABOVE PARAPIT

NOV 14 2011

ALL STAR
ELECTRICAL SIGNS
contr. lic. #52302 4710 W. DEWEY #102 LAS VEGAS, NV 89118 702-440-8668 fax 702-440-8669

This rendering is provided to you and your company as Allstar's proposal to suit your need for your custom sign display. Thank you for not sharing, copying or reproducing this artwork with any others. Colors, measurements and other items may vary as described. Refer to color charts and your salesperson for more precise details.

NAME: _____
LOCATION: _____
DATE: _____

CLIENT SIGNATURE

DATE

PROPERTY MGMT. SIGNATURE

DATE

SIGN ANALYSIS TABLE

TYPE OF SIGN	ILLUMINATED WALL SIGN
REQUIRED SET BACK	N/A
PROVIDED SET BACK	N/A
ALLOWED AREA	1500 SQFT
PROPOSED AREA	45 SQFT
REQUIRED LIGHTING	> 50%
PROPOSED LIGHTING	90%
REQUIRED HEIGHT ABOVE GROUND	10'
PROPOSED HEIGHT ABOVE GROUND	13'8"
MAX HEIGHT ABOVE PARAPIT	20'
PROPOSED HEIGHT ABOVE PARAPIT	0

RECEIVED
NOV 14 2011

ARC-43816
11/29/11 DDRC

ALL STAR

★

R

ELECTRICAL SIGNS

contr. lic. #52302

4710 W. DEWEY #102
LAS VEGAS, NV 89118

702-440-8668
fax 702-440-8669

This rendering is provided to you and your company as Allstar's proposal to suit your need for your custom sign display. Thank you for not sharing, copying or reproducing this artwork with any others. Colors, measurements and other items may vary as described. Refer to color charts and your salesperson for more precise details.

NAME: _____
LOCATION: _____
DATE: _____

CLIENT SIGNATURE

DATE

PROPERTY MGMT. SIGNATURE

DATE