

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.

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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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<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

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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.