



DEPARTMENT OF PLANNING

APPLICATION / PETITION FORM

Application/Petition For: SOHO LOFTS MASTER SIGN PLAN
Project Address (Location) 900 SOUTH LAS VEGAS BLVD. LAS VEGAS, NV 89101
Project Name SOHO LOFTS Proposed Use _____
Assessor's Parcel #(s) 139-34-411-121 Ward # _____
General Plan: existing _____ proposed _____ Zoning: existing _____ proposed _____
Commercial Square Footage _____ Floor Area Ratio _____
Gross Acres _____ Lots/Units _____ Density _____
Additional Information MASTER SIGN PLAN TO DETERMIN SIGN TYPES & FUTURE PHAS

PROPERTY OWNER RETAIL 110 INC Contact SAM CHERRY
Address 900 S LAS VEGAS BLVD Phone: 630-1802 Fax: 920-8424
City LAS VEGAS State NV Zip 89101
E-mail Address Sam@cherrylv.com

APPLICANT RETAIL 110 INC/RETAIL 130 INC Contact SAM CHERRY
Address 900 LAS VEGAS BLV S Phone: 630-1802 Fax: 920-8424
City LAS VEGAS State NV Zip 89101
E-mail Address sam@cherrylv.com

REPRESENTATIVE FEDERAL HEATH SIGN CO. Contact RICHARD C. SHADE II
Address 3900 WEST DEWEY DRIVE Phone: 739-9466 Fax: 795-0378
City LAS VEGAS State NEVADA Zip 89118
E-mail Address RSHADE@FEDERALHEATH.COM

Property Owner Signature* [Signature]

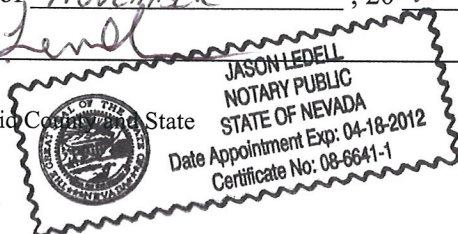
* An authorized agent may sign in lieu of the property owner for Final Maps, Tentative Maps, and Parcel Maps.

Print Name SAM CHERRY

Subscribed and sworn before me

This 11th day of NOVEMBER, 20 11

Notary Public in and for said County of Clark State



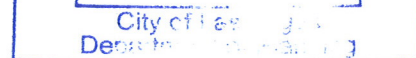
Revised 10/27/08

FOR DEPARTMENT USE ONLY

Case #	<u>ARC-44020</u> <u>MSP-4401A</u>
Meeting Date:	<u>12/20/11</u> <u>DDRL</u>
Total Fee:	<u>0</u>
Date Received:*	<u>11/22/11</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.

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DEPARTMENT OF PLANNING

APPLICATION / PETITION FORM

Application/Petition For: SOHO LOFTS MASTER SIGN PLAN
Project Address (Location) 900 SOUTH LAS VEGAS BLVD. LAS VEGAS, NV 89101
Project Name SOHO LOFTS Proposed Use _____
Assessor's Parcel #(s) 139-34-411-122 Ward # _____
General Plan: existing _____ proposed _____ Zoning: existing _____ proposed _____
Commercial Square Footage _____ Floor Area Ratio _____
Gross Acres _____ Lots/Units _____ Density _____
Additional Information MASTER SIGN PLAN TO DETERMIN SIGN TYPES & FUTURE PHASE

PROPERTY OWNER RETAIL 130 INC Contact SAM CHERRY
Address 900 S LAS VEGAS BLVD Phone: (702) 630-1802 Fax: (702) 920-8424
City LAS VEGAS State NV Zip 89101
E-mail Address SAM@CHERRYLV.COM

APPLICANT RETAIL 130 INC Contact SAM CHERRY
Address 900 S LAS VEGAS BLVD Phone: (702) 630-1802 Fax: (702) 920-8424
City LAS VEGAS State NV Zip 89101
E-mail Address SAM@CHERRYLV.COM

REPRESENTATIVE FEDERAL HEATH SIGN CO. Contact RICHARD C. SHADE II
Address 3900 WEST DEWEY DRIVE Phone: 739-9466 Fax: 795-0378
City LAS VEGAS State NEVADA Zip 89118
E-mail Address RSHADE@FEDERALHEATH.COM

Property Owner Signature* _____

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

Print Name SAM CHERRY

Subscribed and sworn before me

This 21 day of NOVEMBER, 2011.

Notary Public in and for said County and State



Revised 10/27/08

FOR DEPARTMENT USE ONLY

Case #	<u>ARC-44020</u> <u>MSR-44019</u>
Meeting Date:	<u>12/20/11</u> <u>DDRC</u>
Total Fee:	<u>0</u>
Date Received:*	<u>11/29/11</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.

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City of Las Vegas
Department of Planning



DEPARTMENT OF PLANNING

STATEMENT OF FINANCIAL INTEREST

Case Number: **ARC-44020** APN: 13934411122

Name of Property Owner: RETAIL 130 INC

Name of Applicant: RETAIL 130 INC

Name of Representative: SAM CHERRY

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: _____

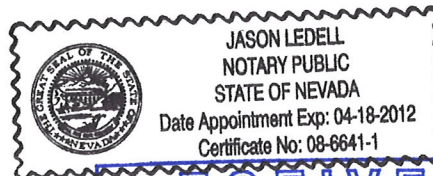
Signature of Property Owner: _____

Print Name: SAM CHERRY

Subscribed and sworn before me

This 21 day of NOVEMBER, 2011

Notary Public in and for said County and State





DEPARTMENT OF PLANNING

STATEMENT OF FINANCIAL INTEREST

Case Number: **ARC-44020** APN: 139-34-411-121

Name of Property Owner: RETAIL 110 INC

Name of Applicant: RETAIL 110 INC/ RETAIL 130 INC

Name of Representative: SAM CHERRY

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

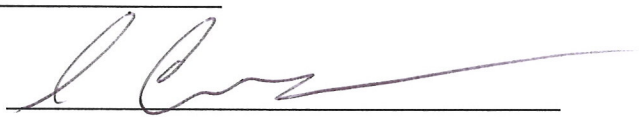
☒ No

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City Official: _____

Partner(s): _____

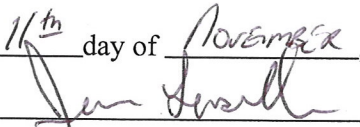
APN: _____

Signature of Property Owner: 

Print Name: SAM CHERRY

Subscribed and sworn before me

This 11th day of November, 20 11


Notary Public in and for said County and State



11/21/11

To: Steve Swanton (DDRC) City of Las Vegas Department of Planning & Development

Re: SoHo Lofts MSP
900 South Las Vegas BLVD
Las Vegas, Nv 89109

On behalf of our customer this letter is to submit a Master Sign Plan Phase I for the first floor retail level of SOHO Lofts. This MSP will define tenant space and standards for sign usage for the first floor retail level and requesting a waiver for Globe Salon proposed wall sign for a main Id sign. We are also requesting to look at Phase II to discuss a future planned use of a Gateway type of sign and the legalities involved in pursuing on and off premises advertising this is for discussion only.

Wall Signs

The use of a standard cabinet with rounded corners exposed neon and brushed aluminum will enhance and create a balanced look through out the retail level reference page#8 of MSP package. We are asking for a deviation in separation from 50' linear feet for signs under 65 Sq.Ft. to minim of 3'to allow a balanced look for established tenant signage areas and all sign must be animated or have 75% of neon please allow any deviation's to the signs that might impose on the current code.

Blade Signs

The MSP will include a small entry non illuminated as depicted on page # 9 of 14 the signs are 2'-6" in height by 1'-5 1/4" wide @ 4 Sq.Ft and to be located by the tenant entry door, this sign is a secondary sign for pedestrian traffic and is directional in nature. This sign type is not and will not be allowed as the "Primary sign", this sign can only be installed with an illuminated wall sign in place or at the same time as wall sign permit is applied for. We are asking for deviations in separation from 50' linear feet to minimum of 14' to accommodate door locations and non illuminate sign where 75% of sign must be animated and or illuminated by 50% of exposed neon, please allow any deviation's to the sign that might impose on the current code.

WAIVER: GLOBE SALON

We are submitting the proposed Globe Salon wall sign as a part of this submittal as a Waiver reference page 13 of MSP. The sign is the same type of wall sign as Resnicks but uses Halo illuminated by neon and is 4' in Height and 8' Wide. This sign uses neon but is not exposed as defined by code it has a neon Halo look and illuminated faces by neon that has been used by casino and has a classic look and still give the tenant logo recognition. This sign and location would have no negative impact and would give a positive statement of forward progress for the Globe Salon and would meet the requirement of the business that it has a illuminated wall sign as a primary sign. We are asking for reduction of 75% of sign must be animated and or illuminated by 75% of exposed neon, please allow any deviation's to the sign that might impose on the current code.

PHASE II For discussion only

We are as including in the MSP for two Gateway type sign on the East elevation and the West elevations for discussion on page 14 of the MSP. The intent of the signs are to advertise goods and services of SOHO Lofts and to help promote down town events and to offer space to off premise advertising and public service announcements like Amber Alert.

Thank you,
Richard C. Shade II





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(702) 739-9466 Fax (702) 795-0378

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Tampa, FL - Daytona Beach, FL - Orlando, FL

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Revisions: _____

Colors Depicted in This Rendering May Not Match Actual Printed Materials. Refer to Product Samples for Exact Color Match.

Client Approval/Date: _____

Landlord Approval/Date: _____

Account Rep: **D.CONNOR**

Project Manager: **R.SHADE**

Drawn By: **M.ELLIS**

UL Underwriters Laboratories Inc. **nec** ELECTRICAL TO USE ALL LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS. ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.S. & CANADIAN ARTICLE 605 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.

Project / Location:

soho lofts
High Rise Condominium Tower, SEC
of Las Vegas Boulevard and Hoover
Avenue, Las Vegas, Nevada

RECEIVED		Job Number:	
		Date:	10-25-11
Sheet Number:	2	Of	14
Design Number:	NOV 29 2011		
City of Las Vegas Department of Planning			

ARC-44020
12/20/11 DDRC

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SOHO LOFT 1st FLOOR SIGNAGE CRITERIA

WALL SIGN

TENANT MAIN ID WALL SIGNS

A: at least 75% of the total sign surface areas must consist of neon signs or animated signs, or a combination thereof.

B: Waiver for separation of 50' linear feet this waiver includes main tenant wall signs and to include tenant Blade entrance signs. Blade sign entrance signs to be located at entrance door 7'-6" from AFF.

C. All Wall signs must conform to Material and shape as noted on page #7 of the MSP and must have Landlord approval to deviate from the MSP and must submit an waiver to the DDRC for review.

BLADE SECONDARY SIGNAGE

A. To conform to height of 7'-6" AFF to bottom of sign unless approved by Landlord.

B. Allowed non-illuminated where 75% must be Illuminated or Animated and must use materials and size as on page # 8

C. Waiver for separation of 50' linear feet this waiver includes main tenant wall signs and to include tenant Blade entrance signs. Blade sign entrance signs to be located at entrance door 7'-6" from AFF.

LANDLORD APPROVAL AND A SIGN CONTRACTOR WITH A C-6 AND CLARK COUNTY APPROVED SIGN FABRICATOR WILL ONLY BE ALLOWED TO INSTALL SIGNAGE.

**"NO SIGN WILL BE INSTALL WITHOUT THE ABOVE LISTED CREDENTIALS AND APPROVALS"
ALL PLANS SUBMITTED MUST HAVE THIS VERBIAGE ON SUBMITTED PLANS TO PROTECT THE OWNER AND TENANTS.**

PROHIBITED SIGNS

PROHIBITED SIGNS

The following signs are prohibited:

- (1) All signs not expressly permitted or exempted under this Chapter;
- (2) Any on-premise sign that is associated with a use that no longer occupies the premises on which it is located;
- (3) Pole signs placed or erected after August 1, 2002 that do not meet the freestanding sign design standards contained in this Chapter;
- (4) A private sign of any kind located on or over any public street, walkway, parking or other public property except as otherwise provided for in this Chapter;
- (5) Displays that employ white, red or blue rotating lights or any lights that simulate emergency vehicle lights;
- (6) Except as lawfully permitted as a temporary special event or civic event sign, beacons, pennants, inflatable signs, tethered balloons, portable signs and similar attention gaining devices;
- (7) Signs placed on parked vehicles or trailers, or parked commercial vehicles where the vehicle or trailer is not used by the business advertised for the transportation of persons or goods in the ordinary course of business;
- (8) Permanent balloon signs; and
- (9) Outdoor, portable electric signs, except as permitted under the provisions for temporary signs.

MAINTENANCE

- (1) All signs shall be maintained in good structural condition, in compliance with all building and electrical codes, and in conformance with this Chapter at all times.
- (2) All materials used in sign construction shall be maintained in such a manner as to be free from fading, peeling, chipping and other states of general deterioration.

REVOCATION

A sign certificate is revocable if the sign is abandoned or allowed to become unsafe or dangerous, or is otherwise condemned. The owner(s) shall maintain the sign in safe condition at all times and shall remove the sign if abandoned.

SIGN CERTIFICATE APPLICATION AND CONTENTS

An application for a sign certificate shall be accompanied by:

- (1) A site plan, which clearly depicts the location of proposed the sign;
- (2) A description, drawing or picture of the proposed sign; and
- (3) A description of the means by which the sign will be fastened or secured.



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Isidro Falls, ID - Dallas, TX - Jacksonville, TX - San Antonio, TX
Houston, TX - Corpus Christi, TX - Indianapolis, IN
Louisville, KY - Knoxville, TN - Canton, MI - Delaware, OH
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Account Rep: D.CONNOR

Project Manager: R.SHADE

Drawn By: M.ELLIS

Underwriters Laboratories Inc. (UL) ELECTRICAL TO USE ALL LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS. ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.L. AND ARTICLE 600 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.

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soho lofts
High Rise Condominium Tower, SEC
of Las Vegas Boulevard and Hoover
Avenue, Las Vegas, Nevada

RECEIVE	
Job Number	_____
Date	10-25-11
Sheet Number	3 Of 14
Design Number	9 2011
City of Las Vegas Department of Planning	

ARC-44020
12/20/11 DDRC

19.20 SIGN DEFINITIONS

Marquee or Porte Cochere. Any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather.

{Ord 5496 ~ 07/17/02}

Marquee Sign or Porte Cochere Sign. Any sign attached to, in any manner, or made a part of a marquee or porte cochere.

{Ord 5496 ~ 07/17/02}

Master Sign Plan. A plot plan and accompanying documentation which identifies all existing and proposed on-premise signage on a development or complex of buildings.

Miscellaneous Residential Sign. Any incidental or real estate sign on a single dwelling unit lot or other residential lot.

{Ord 5496 ~ 07/17/02}

Monument Sign. A freestanding sign where the base of the sign structure is on the ground or a maximum of 12 inches above the lowest point of the ground adjacent to the sign.

{Ord 5496 ~ 07/17/02}

Non-Conforming Sign. Unless otherwise provided, any sign that conformed to existing sign regulations at the time it was erected but that would no longer be permitted by virtue of the adoption of this Title, or an amendment thereto.

Off-Premise Sign. Any sign advertising or announcing any place, product, goods, services, idea or statement whose subject is not located nor available on the lot where the sign is erected or placed.

{Ord 5842 ~ 08/02/06}

{Ord 5496 ~ 07/17/02}

On-Premise Sign. Any sign advertising or announcing any place, product, goods, services, idea or statement whose subject is available or located at or on the lot, same site, or within the same Master Sign Plan area where the sign is erected or placed.

{Ord 5496 ~ 07/17/02}

Painted Wall Sign. Means any sign that is painted directly on a building wall surface.

{Ord 5496 ~ 07/17/02}

Pennant. Any lightweight plastic, fabric or other material, whether or not containing a message of any kind, suspended from a rope, wires, or string, usually in a series, designed to move in the wind. A pennant shall be considered a temporary sign.

{Ord 5496 ~ 07/17/02}

Pole Sign. A Freestanding sign supported by one column, upright, pole, or brace in or upon the ground the sum width/diameter of which is less than 25 percent of the width of the sign.

{Ord 5496 ~ 07/17/02}

Political Sign. Any sign relating to a candidate, issue, proposition, ordinance or other matter in a public election or referendum, or any sign pertaining to the advocacy of political views or policies by persons, groups, or parties.

{Ord 5496 ~ 07/17/02}

Portable Sign. Any sign which is not permanently attached to the ground or to another permanent structure; including, but not limited to, temporarily placed signs designed to be transported; signs by means of wheels; signs converted to A- or T-frames; movable menu and sandwich board signs; tethered balloons used as signs; and signs attached to or painted on a vehicle or trailer which is parked and visible from the public right-of-way, unless the vehicle is used in the normal day-to-day operations of the business.

{Ord 5496 ~ 07/17/02}

Projecting Sign. Any sign affixed to a building in such a manner that its leading edge extends more than twelve inches beyond the surface of the building. The term does not include a decorative awning or canopy.

{Ord 5496 ~ 07/17/02}

Pylon Sign. A freestanding sign supported by two or more columns, uprights, poles, or braces in or upon the ground, or a freestanding sign supported by a single column, upright, pole or brace in or upon the ground the sum width/diameter of which is 25 percent or more of the width of the sign.

{Ord 5496 ~ 07/17/02}

Real Estate Sign. A sign to advertise a commercial or residential property for sale, lease, or rent.

{Ord 5496 ~ 07/17/02}

Roof Sign. Any sign erected and constructed wholly on and over the roof of a building, supported by the roof structure, and extending vertically above the roof or parapet of the building.

Sign. Any device, fixture, placard, structure or other medium, including its structure and component parts, that uses any color, form, graphic, illumination, symbol or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public.

Sign, Animated. Any sign that uses any of the following: animation or movement; mechanical devices such as spinning, rotating, revolving or oscillating mechanical or structural components; flashing, sequential or oscillating lights; lighting that moves from bright to dim and back to bright; or other similar continuously automated methods or dynamic devices, such as steam, fog, misting, or change of lighting or message, to depict action or create a special effect or alternating scene that results in movement, the appearance of movement, or the changing of sign image or message. The term includes any sign or portion thereof with characters, letters or illustrations, that can be changed or rearranged manually or electronically without altering the face or the surface of the sign. The term does not include a sign on which the only copy that changes is the electronic indication of time, temperature, or both.

Sign, Off-Premise. Any sign whose copy advertises or announces any place, product, goods, services, idea or statement whose subject is not available, located at, nor on the lot where the sign is erected or placed.

Sign, On-Premise. Any sign whose copy is limited to advertising or announcing any place, product, goods, services, idea or statement whose subject is available or located at or on the lot where the sign is erected or placed.

Sign Certificate. A certificate issued by the Department of Planning and Development to authorize a sign pursuant to Chapter 19.14

Structure. An object, including a mobile object, constructed or installed including, but not limited to, a building, tower, crane, smokestack, earth formation, sign, overhead transmission line and an edifice or building of any kind, or any piece of work artificially built up or composed of parts joined together in some definite manner.

Suspended Sign. A sign that is suspended from the underside of a horizontal plane surface and is supported by the surface.

Temporary Sign. Any sign not constructed or intended for long term use, such as for sale or for rent signs, pennants, political campaign signs or other similar signs. The term does not include a temporary special event sign.

{Ord 5496 ~ 07/17/02}

Temporary Special Event Sign. Any sign that is used only temporarily and is not permanently mounted, such as banners, pennants, inflatable signs, tethered balloons, portable signs and similar devices.

{Ord 5496 ~ 07/17/02}

Wall Sign. Any sign (other than a projecting sign) which is attached parallel to a wall or building, or to a canopy or awning attached to a building. The sign may be painted on or erected upon the building, awning, or canopy.

{Ord 5496 ~ 07/17/02}

Window Sign. Any sign, picture, symbol or combination thereof, designed to communicate information about an on-premises activity, business, commodity, event, sale or service, that is placed inside a window or upon the window panes or glass and is legible from the exterior of the window from a public right-of-way a distance of more than three feet beyond the lot line of the lot or parcel on which the sign is located.

{Ord 5496 ~ 07/17/02}



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Building Quality Signage Since 1901	Client Approval/Date: Landlord Approval/Date:

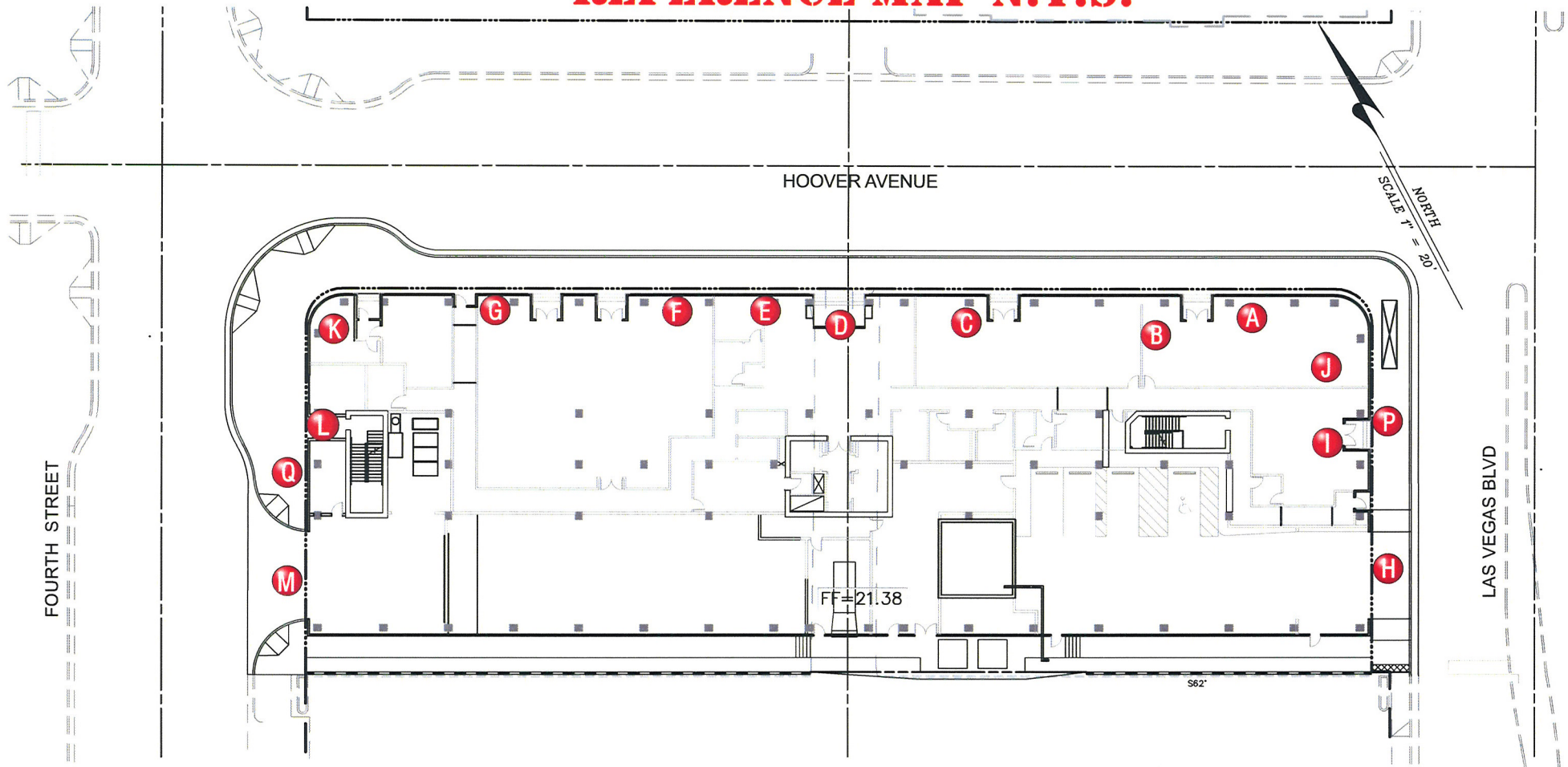
Account Rep: Project Manager: Drawn By: UL Underwriters Laboratories Inc. nfc	D.CONNOR R.SHADY M.ELLIS ELECTRICAL TO USE ALL LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.L. AND N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.
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Project / Location: soho lofts High Rise Condominium Tower, SEC of Las Vegas Boulevard and Hoover Avenue, Las Vegas, Nevada

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Job Number:	
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Sheet Number: 29 of 14	
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REFERENCE MAP N.T.S.



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Project Manager: R.SHAD

Drawn By: M.ELLIS

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ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.L. #8 AND ARTICLE 605 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.

Project / Location:

soho lofts

High Rise Condominium Tower, SEC
of Las Vegas Boulevard and Hoover
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SIGN CODES OF THE DOWNTOWN CASINO OVERLAY DISTRICT REFERENCE 19.10.100

Each wall-mounted sign within the Sub-district shall be a minimum of 10 feet vertically above the height of the finished sidewalk along public rights-of-way and public pedestrian pathways. On-premise signs that do not exceed 65 square feet in size are exempt from this requirement, provided that there is a separation between such signs of at least 50 linear feet along the right-of-way or pathway.

Of all signage to be placed along Fourth Street, or along any street that is adjacent and perpendicular to Fourth Street and is within 125 feet of the centerline of Fourth Street, at least 75% of the total sign surface areas must consist of neon signs or animated signs, or a combination thereof. and Of all signage that is not within the areas described in the preceding sentence, the minimum percentage of neon or animated signage, or combination thereof, is 50%.

Individual sign surface areas shall not exceed a total of 1,500 square feet.

For any one wall, the maximum wall coverage for the composite total of all sign surface areas shall not exceed 50% of the eligible wall signage area. This limitation does not apply to roof signs located above the roofline of the building facade nor to transparent "building wrap" signage.

The minimum separation distance between off-premise signs shall be 5 feet

The total sign surface area of each wall mounted, roof mounted, or parapet mounted sign shall not exceed 1,500 square feet, and no such sign shall extend vertically more than 20 feet above the height of the parapet.

It is recommended that all signs be fully illuminated from at least one hour before dusk until one hour after dawn. Signs may be fully illuminated during daylight hours also.

Signs may not encroach into any public right-of-way, or any intersection more than 8 feet perpendicular to the building wall to which the sign is attached. (See Figure 4) Marquee signage along Fourth Street is exempt from this limitation. The city does not encourage encroachment of signage into public rights-of-way, and the applicant or sign owner must obtain all necessary encroachment approvals before the installation of any sign.

The owner and operator of each sign is responsible for ensuring that appropriate sign maintenance occurs and that repairs of damaged signs are accomplished promptly.

SOHO LOFTS RETAIL TENANT SIGN AREA CALCULATIONS

SIGN AREA	SIGN ELIGIBLE WALL SIGN AREA	50% OF ELIGIBLE SIGN AREA	MEETS DDRC SIGN REGULATIONS
A	259.00	129.50	☐
B	227.50	113.75	☐
C	227.50	113.75	☒ RESNICK'S WALL SIGN 51.33 Sq.Ft. INSTALLED
D	628.60	314.30	☐
E	227.50	113.75	☒ GLOBE BLADE SIGN 4 Sq.Ft INSTALLED W / WAIVER
F	227.50	113.75	☐
G	259.00	129.50	☐
H	218.75	109.37	☐
I	43.00	21.50	☐
J	218.75	109.37	☐
K	203.00	101.50	☐
L	192.50	96.25	☐
M	217.00	108.50	☐
N	260.75	130.37	☐
O	260.75	130.37	☐



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Tampa, FL - Daytona Beach, FL - Orlando, FL

Revisions: _____

Client Approval/Date: _____

Landlord Approval/Date: _____

Colors Depicted in This Rendering May Not Match Actual Finished Materials. Refer to Product Samples for Exact Color Match.

Account Rep: D.CONNOR

Project Manager: R.SHADE

Drawn By: M.ELLIS

Underwriters Laboratories Inc. nfc

ELECTRICAL TO USE U.S. LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS

ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.L. 84 AND ARTICLE 606 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.

Project / Location: High Rise Condominium Tower, SEC of Las Vegas Boulevard and Hoover Avenue, Las Vegas, Nevada

Job Number: _____

Date: 10-25-11

Sheet Number: 7 Of 14

Design Number: 29

2011

City of Las Vegas Department of Planning

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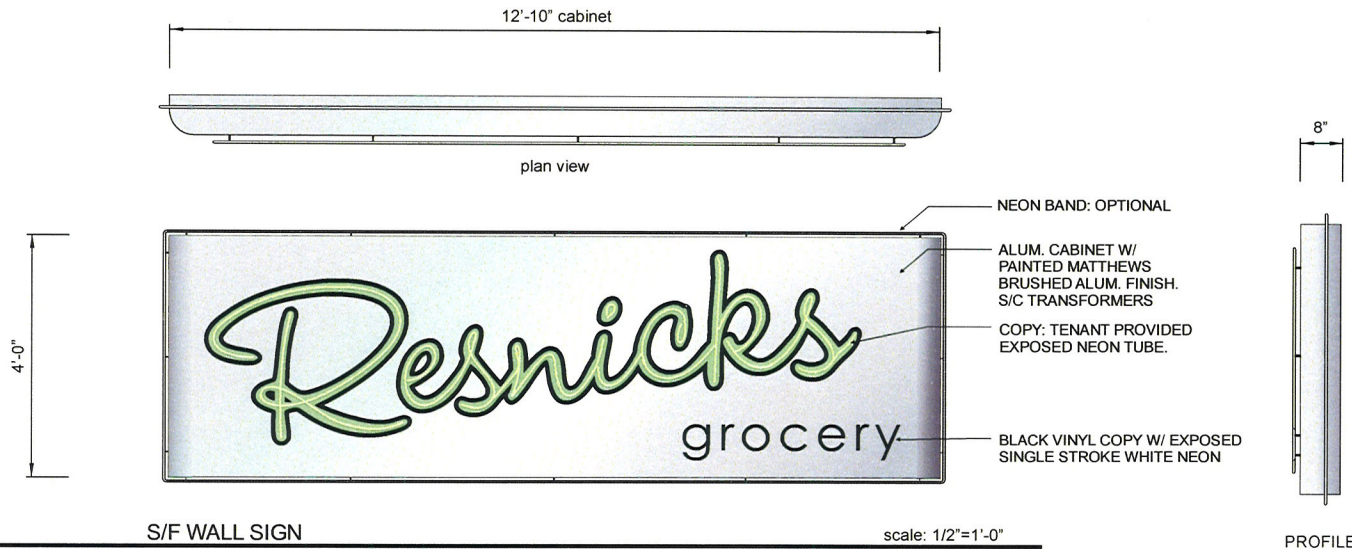
soho lofts

NOV 29 2011

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WALL SIGNS



ALL WALL SIGNS MUST BE MOUNTED ON A CABINET AND ILLUMINATED WITH NEON AND CABINETS MUST MAINTAIN ATTRIBUTES OF CABINET AS REFERENCE IN PICTURE ABOVE WITH ROUNDED CORNERS AND PAINTED MATCH EXISTING, CHANNEL LETTERS MUST BE MOUNTED ON A CABINET UNLESS APPROVED BY OWNER. ALL SIGNS MUST FOLLOW ALL APPLICABLE CODES. SIGNS THAT MAY NOT BE ALTERED ARE LOGO'S OR RECOGNIZED TRADEMARK COMPANIES.

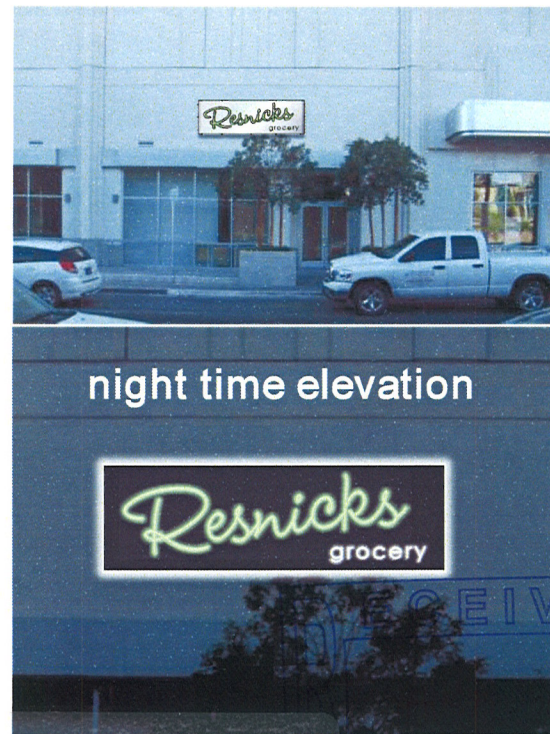
Each wall-mounted sign within the Sub-district shall be a minimum of 10 feet vertically above the height of the finished sidewalk along public rights-of-way and public pedestrian pathways. On-premise signs that do not exceed 65 square feet in size are exempt from this requirement, provided that there is a separation between such signs of at least 50 linear feet along the right-of-way or pathway.

It is recommended that all signs be fully illuminated from at least one hour before dusk until one hour after dawn. Signs may be fully illuminated during daylight hours also.

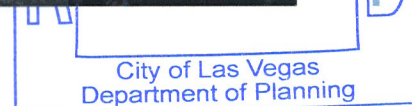
The owner and operator of each sign is responsible for ensuring that appropriate sign maintenance occurs and that repairs of damaged signs are accomplished promptly.

A TENANT MUST HAVE A ILLUMINATED WALL SIGN INSTALLED OR SUBMITTED AT THE SAME TIME FOR PERMIT AS A COMBINATION OF BOTH. LANDLORD APPROVAL AND A SIGN CONTRACTOR WITH A C-6 AND CLARK COUNTY APPROVED SIGN FABRICATOR WILL ONLY BE ALLOWED TO INSTALL SIGNS.

"NO SIGN WILL BE INSTALL WITHOUT THE ABOVE LISTED CREDENTIALS AND APPROVALS" ALL PLANS SUBMITTED MUST HAVE THIS VERBIAGE ON SUBMITTED PLANS TO PROTECT THE OWNER AND TENANTS.



ARC-44020
12/20/11 DDRC



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Building Quality Signage Since 1901

Revisions:	
1	
2	
3	
4	
5	
6	

Account Rep: D.CONNER
Project Manager: L.MORGAN
Drawn By: M.ELLIS
Project / Location:

Underwriters Laboratories Inc. ELECTRICAL TO UL LISTED REQUIREMENTS AND SHALL MEET ALL A.I.C. STANDARDS.

Client Approval/Date:

Landlord Approval/Date:

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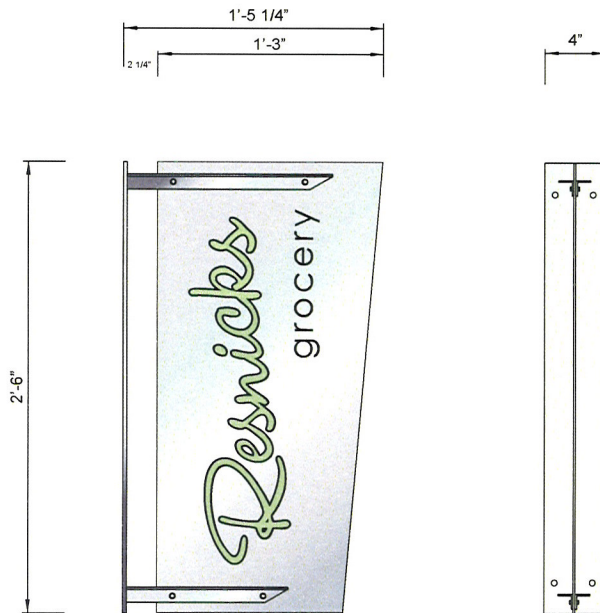
Job Number:

Date: 10-19-10

Number: 8 Or 14

Design Number:

PROJECTING SECONDARY SIGNS



D/F BLADE SIGN (1) PER TENANT ALLOWED scale 1 1/2"=1'-0"



SIDE ELEVATION

- NON ILLUM. DF BLADE SIGN W/ BRACKET
- 1/8" THICK ALUM. SIGN PANEL
- 1/4" ALUM. MOUNTING PLATE
- 1" ALUM. ANGLE SUPPORTS
- ONE PER A STORE FRONT @ 4 SQ.FT SPOT LIGHTS IF REQUIRED BY OWNER
- COLORS:
PAINT ENTIRE SIGN & BRACKET MATTHEWS
BRUSHED ALUMINUM.
LOGO: CUSTOMER DEFINED

WAIVER FOR SEPARATION LESS THAN 50' &
NON ILLUMINATED.

THIS SIGN IS A SECONDARY TENANT SIGN

A TENANT MUST HAVE ILLUMINATED WALL SIGN INSTALLED OR SUBMITTED AT THE SAME TIME FOR PERMIT AS A COMBINATION OF BOTH. LANDLORD APPROVAL AND A SIGN CONTRACTOR WITH A C-6 AND CLARK COUNTY APPROVED SIGN FABRICATOR WILL ONLY BE ALLOWED TO INSTALL SIGNS.

**"NO SIGN WILL BE INSTALL WITHOUT THE ABOVE LISTED CREDENTIALS AND APPROVALS"
ALL PLANS SUBMITTED MUST HAVE THIS VERBIAGE ON SUBMITTED PLANS TO PROTECT THE OWNER AND TENANTS.**

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Cincinnati - Westerville - Knoxville - Tusca

Atlanta - Tampa - Daytona Beach - Winter Park

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Revisions:

1

2

3

4

5

6

Account Rep: D.CONNER

Project Manager:

Drawn By:

Project / Location:



Client Approval/Date:

Landlord Approval/Date:

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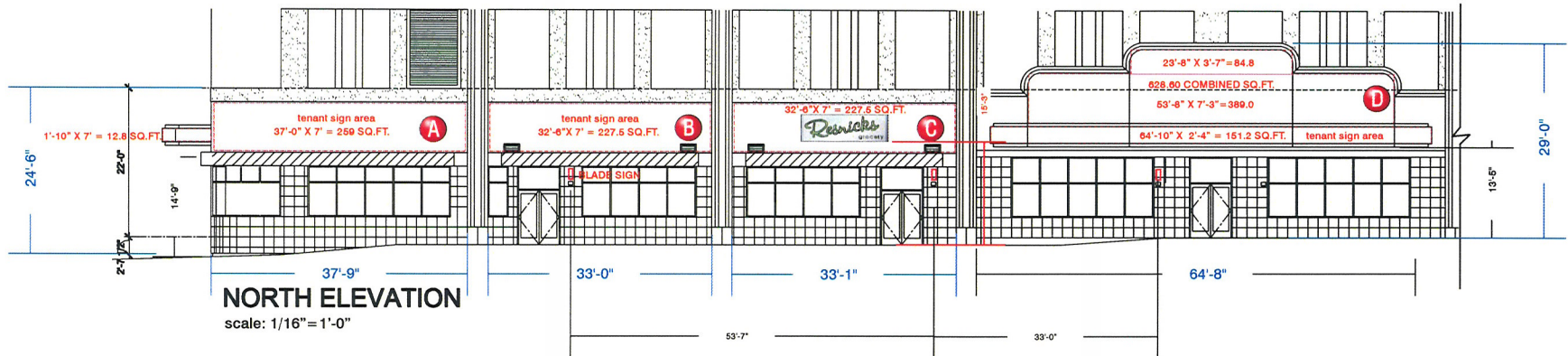
Job Number:

Date: 10-19-10

Number: 9 of 14

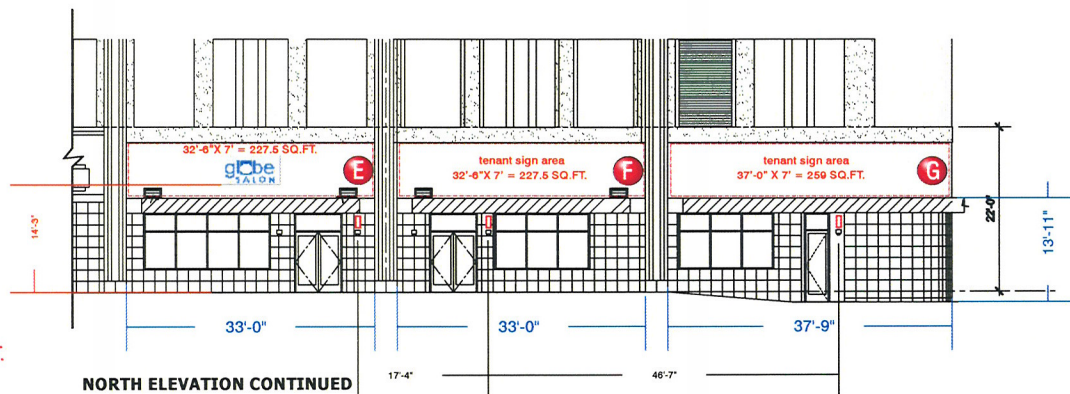
Design Number:

NORTH ELEVATION



Each wall-mounted sign within the Sub-district shall be a minimum of 10 feet vertically above the height of the finished sidewalk along public rights-of-way and public pedestrian pathways. On-premise signs that do not exceed 65 square feet in size are exempt from this requirement, provided that there is a separation between such signs of at least 50 linear feet along the right-of-way or pathway.

WAIVER FOR SEPARATION LESS THAN 50' LINEAR FT.



ACCESS AND ADEQUATE POWER AS DESIGNATED BY FEDERAL HEATH TO SIGN LOCATION(S) TO BE PROVIDED BY OTHERS



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Building Quality Signage Since 1901

Account Rep: D.CONNOR

Project Manager: R.SHAD

Drawn By: M.ELLIS

Underwriters Laboratories Inc. nfc

ELECTRICAL TO USE U.S. LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS

ALL ELECTRICAL SIGNAGE IS TO COMPLY WITH U.L. 84 AND ARTICLE 600 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.

Project / Location:
soho lofts
High Rise Condominium Tower, SEC
of Las Vegas Boulevard and Hoover
Avenue, Las Vegas, Nevada

Job Number: _____

Date: 10-25-11

Sheet Number: 2 of 10

Design Number: 2011 14



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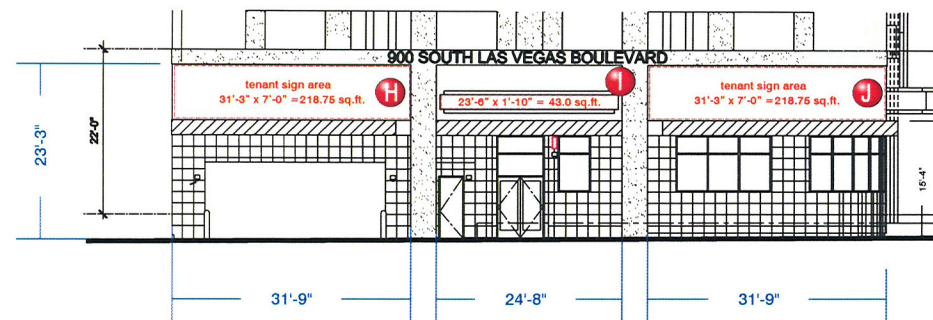
ARC-44020
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Department of Planning

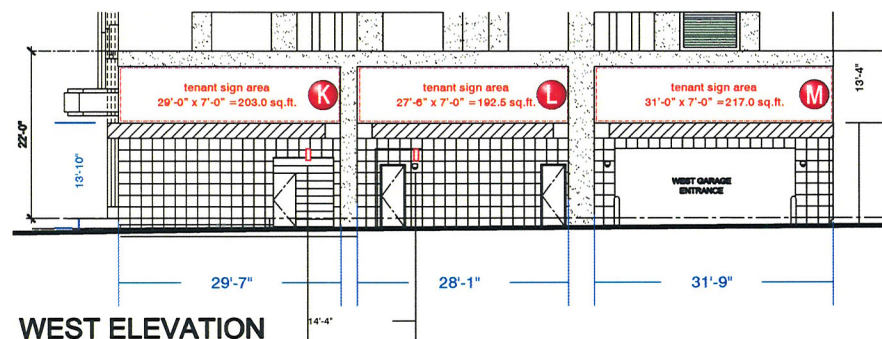
EAST & WEST ELEVATIONS

Each wall-mounted sign within the Sub-district shall be a minimum of 10 feet vertically above the height of the finished sidewalk along public rights-of-way and public pedestrian pathways. On-premise signs that do not exceed 65 square feet in size are exempt from this requirement, provided that there is a separation between such signs of at least 50 linear feet along the right-of-way or pathway.

 **WAIVER FOR SEPARATION LESS THAN 50' LINEAR FT.**



EAST ELEVATION



WEST ELEVATION



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REVISIONS:

Revisions:

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Client Approval/Date:

Landlord Approval/Date:

Account Rep: **D.CONNOR**

Project Manager: **R.SHAD**

Drawn By: **M.ELLIS**

 **Underwriters Laboratories Inc.**  **ELECTRICAL TO USE U.L. LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS. ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.L. 84 AND ARTICLE 400 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.**

Project / Location:

soho lofts

High Rise Condominium Tower, SEC
of Las Vegas Boulevard and Hoover
Avenue, Las Vegas, Nevada

Job Number:

Date: **10-25-11**

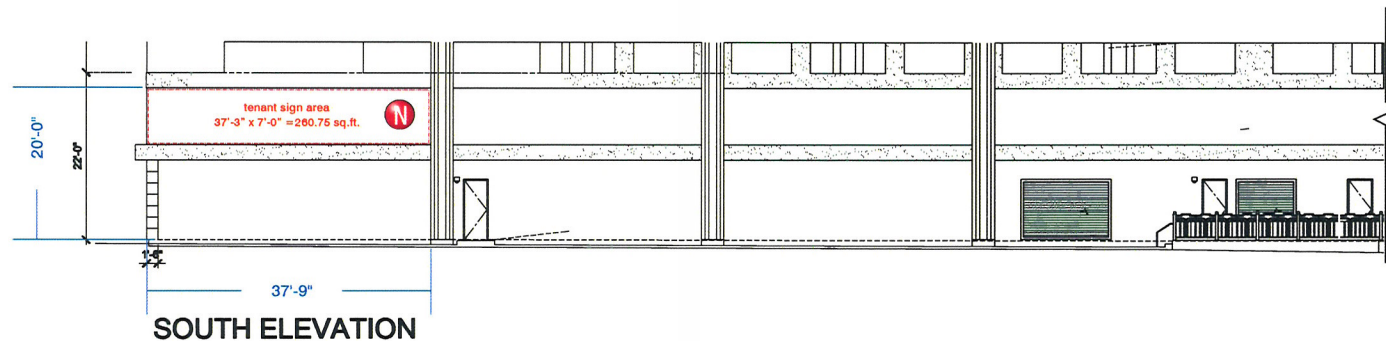
Sheet Number: **11** Of **14**

Design Number:

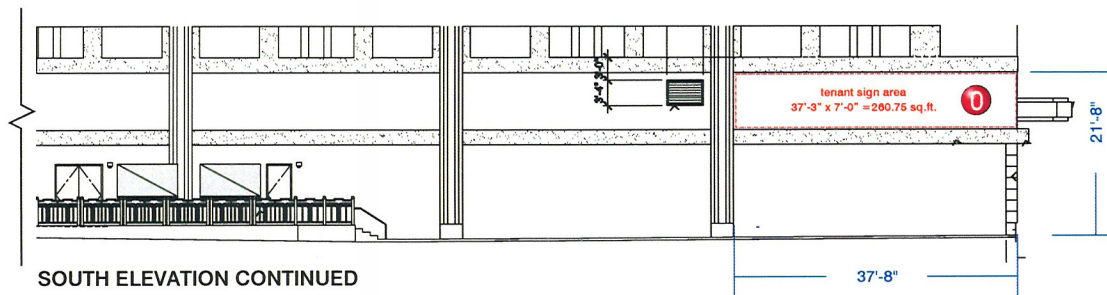
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SOUTH ELEVATION



Each wall-mounted sign within the Sub-district shall be a minimum of 10 feet vertically above the height of the finished sidewalk along public rights-of-way and public pedestrian pathways. On-premise signs that do not exceed 65 square feet in size are exempt from this requirement, provided that there is a separation between such signs of at least 50 linear feet along the right-of-way or pathway.



 **WAIVER FOR SEPARATION LESS THAN 50' LINEAR FT.**

ACCESS AND ADEQUATE POWER AS DESIGNATED BY FEDERAL HEATH TO SIGN LOCATION(S) TO BE PROVIDED BY OTHERS



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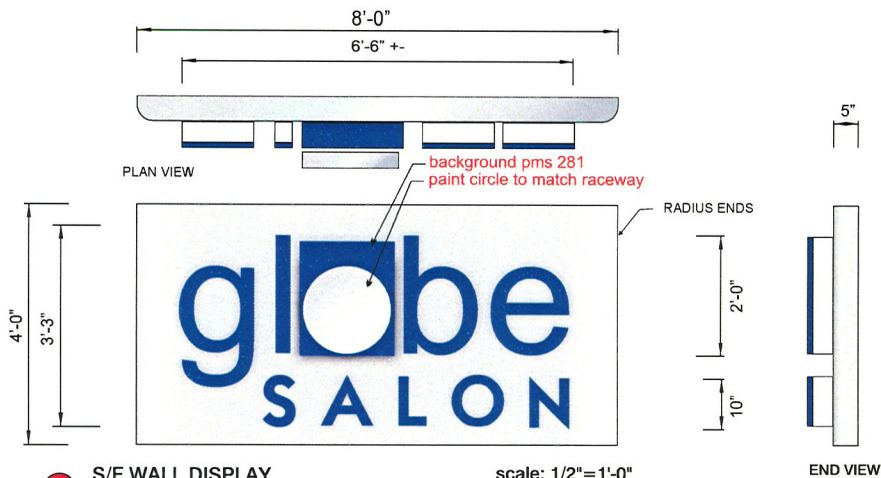
Account Rep: D.CONNOR Project Manager: R.SHAD Drawn By: M.ELLIS Underwriters Laboratories Inc.   ELECTRICAL TO USE U.L. LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.L. 48 AND ARTICLE 605 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.	Project / Location: soho lofts High Rise Condominium Tower, SEC of Las Vegas Boulevard and Hoover Avenue, Las Vegas, Nevada
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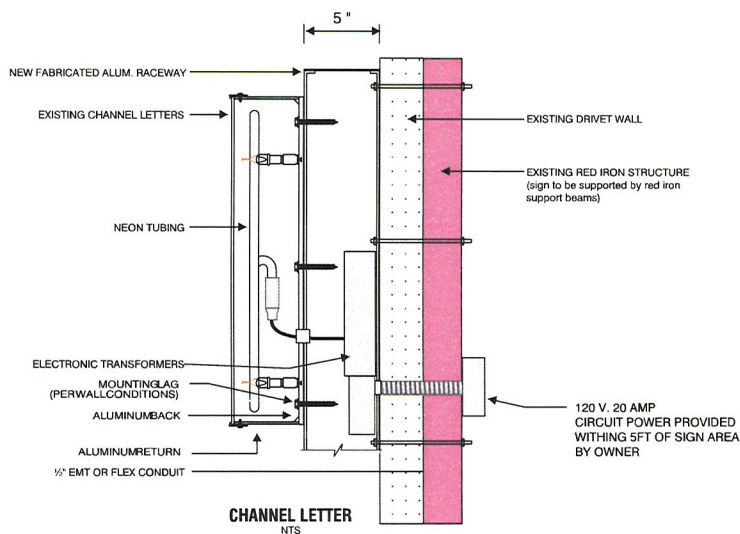


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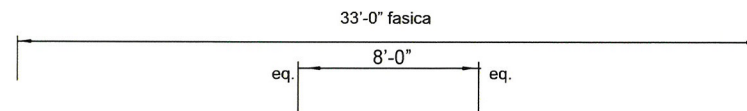


A S/F WALL DISPLAY scale: 1/2"=1'-0"

- ALUM. CABINET PTD. MATHEWS BRUSHED ALUM.
- MOUNT CUSTOMER SUPPLIED LETTERS TO RACEWAY.



PROPOSED SIGN



PROPOSED ELEVATION

(verify exact location of blade sign)

scale: 3/16"=1'-0"

ADEQUATE POWER AS DESIGNATED BY FEDERAL HEATH TO SIGN LOCATION(S) TO BE PROVIDED BY OTHERS



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Atlanta - Tampa - Daytona Beach - Winter Park

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Revisions:

spec paint m.e. 10-4-11
change cab. size, add radius ends m.e. 10-19-11

Client Approval/Date:

Landlord Approval/Date:

Account Rep: D.CONNER

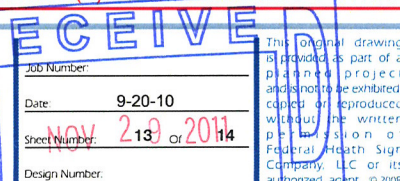
Project Manager: L.MORGAN

Drawn By: M.ELLIS

Underwriters Laboratories Inc. Electrical to use U.L.-48 listed components and shall meet all N.E.C. standards

Project / Location:

globe SALON
800 Las Vegas Blvd. Sd.
Suite 130
Las Vegas, NV 89101

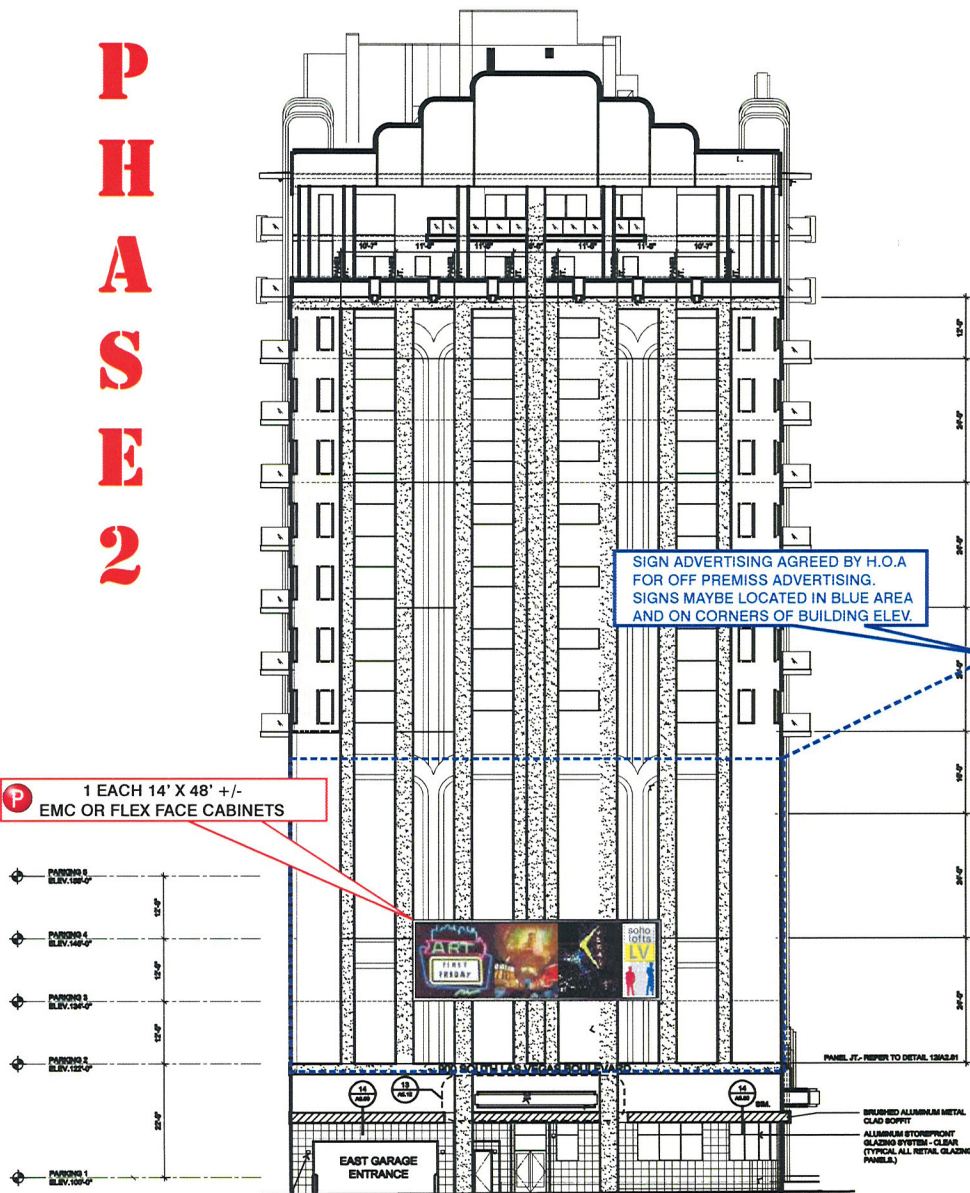


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City of Las Vegas
Department of Planning

P 1 EACH 14' X 48' +/-
EMC OR FLEX FACE CABINETS

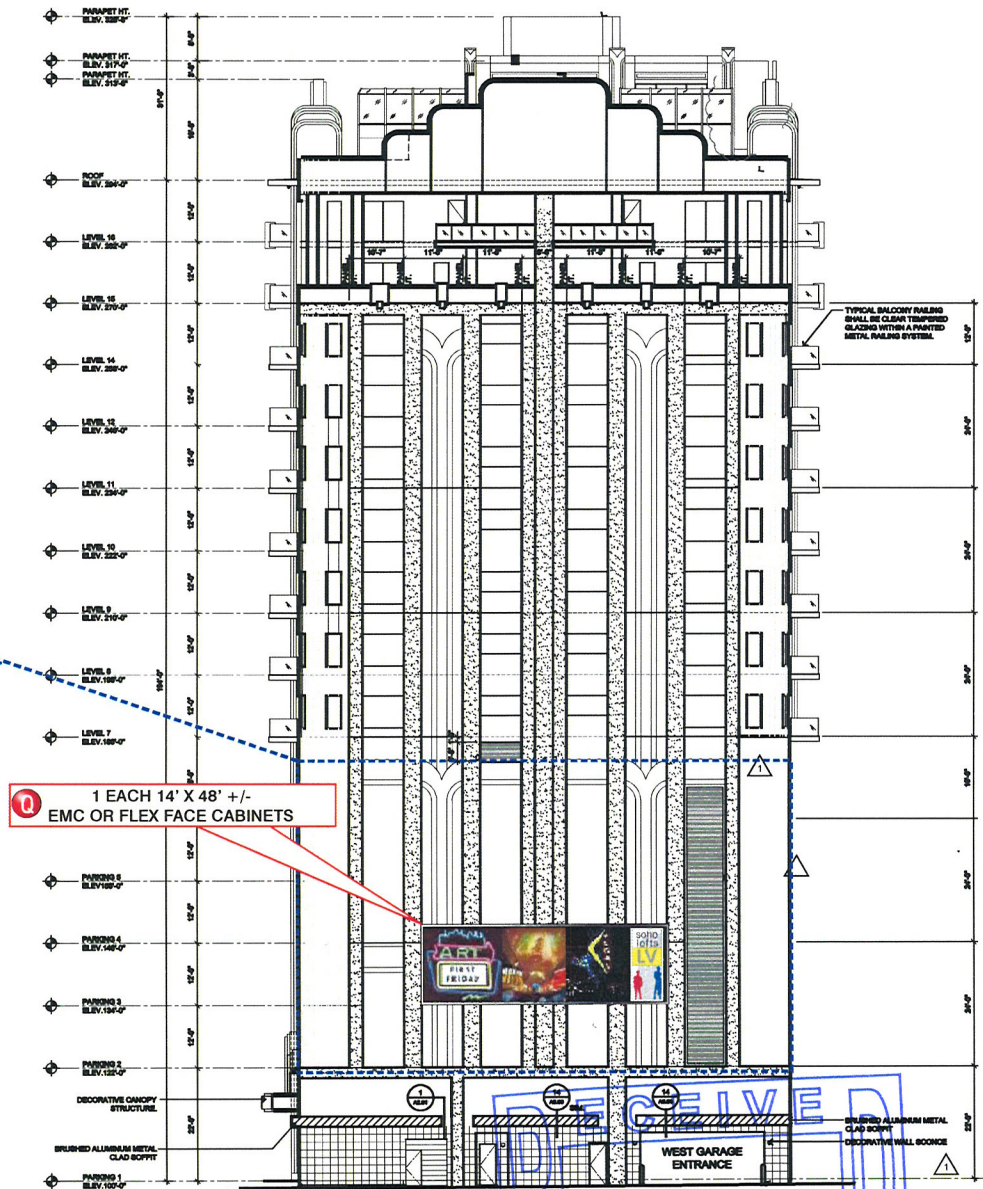


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SIGN COMPANY
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 CRO Products
 Chemical: Cellulose, Lactate, Meltable
 Gases: Acetylene, Ethylene, Gasolene
 Copper: Sheet, Rod, Wire, Tube
 Aluminum: Castable, Extrudable, Coated
 Chemical: Ammonia, Potassium, Soda
 Plastic: Sheet, Rods, Bends, Wire Pipe

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EAST ELEVATION N.T.S.



Q 1 EACH 14' X 48' +/-
EMC OR FLEX FACE CABINETS

WEST ELEVATION N.T.S.

City of Las Vegas
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PAGE 14

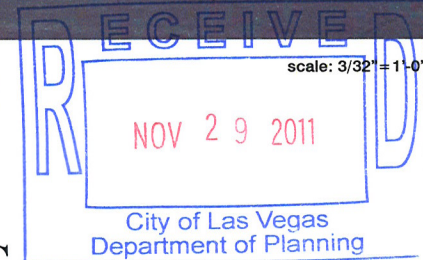
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PHASE 2



PHASE 2 PROPOSED LOCATIONS

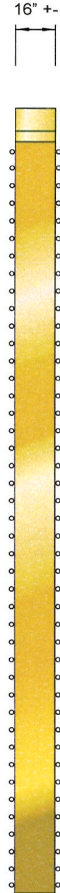
ARC-44020
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**P
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S
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2**



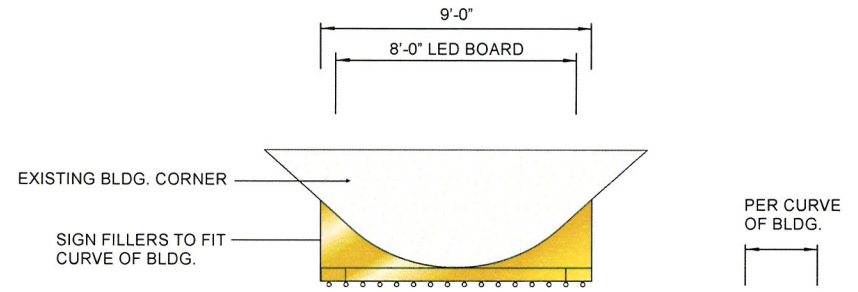
OPTION A
D/F PROJECTING BLADE SIGN
SCALE: 1/4"=1'-0"



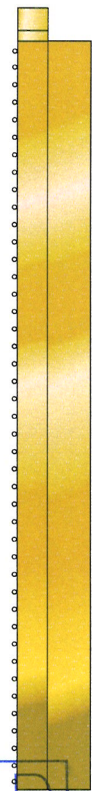
PROFILE

GENERAL SPECIFICATIONS:

- FABRICATED ALUM. CABINET
PAINT COLOR T.B.D.
- CHASING BULBS
- LED DISPLAY
- DECORATION TO BE
ROUTED, BACKED
W/ PLEX, BACKLIT.



OPTION B
S/F CORNER SIGN
SCALE: 1/4"=1'-0"



PROFILE

ARC-44020
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