

City of Las Vegas

**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
DECEMBER 20, 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 and the Special Meeting of November 29, 2011
5. ARC-44020 - (DDRC) - PUBLIC HEARING - APPLICANT/OWNER: RETAIL 110, INC., ET AL. - For possible action on a request for a Signage Design Review for a portion of an existing Mixed Use Development at 900 South Las Vegas Boulevard (APNs 139-34-411-121 and 122), C-2 (General Commercial) Zone - Ward 3 (Coffin)
6. 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
7. ADJOURNMENT

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 - PLANNING**

DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: DECEMBER 20, 2011

DEPARTMENT: PLANNING

ITEM DESCRIPTION: ARC-44020 – APPLICANT: APPLICANT/OWNER: RETAIL 110, INC., ET AL.

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

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
ARC-44020	Staff recommends DENIAL. If approved, subject to conditions:	

**** CONDITIONS ****

ARC-44020 CONDITIONS

Planning

1. Conformance to the sign elevations and documentation as submitted and date stamped 11/29/11 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. An Encroachment Permit shall be approved and obtained prior to installation of any sign projecting into the public right-of-way.
4. Minor modifications may be approved by the Urban Design Coordinator of the Department of Planning.
5. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

Staff Report Page One**December 20, 2011 - Downtown Design Review Committee Meeting****** STAFF REPORT ******PROJECT DESCRIPTION**

This is a request for a master sign plan design review for retail shops associated with an existing Mixed Use development (Soho Lofts) at 900 South Las Vegas Boulevard. The property is located within the Las Vegas Boulevard Scenic Byway Overlay District.

Phase I of the master sign plan proposes 14 wall signs, one awning sign and nine projecting signs to be attached to the north, south, east and west elevations of the building at the ground level. The typical wall sign proposed will include and match the existing approved signage for the existing Convenience Store in Suite 120 facing Hoover Avenue. The typical wall sign is approximately 52 square feet, contains a cabinet with rounded corners and a brushed aluminum finish, and features lettering with exposed neon and neon banding around the cabinet. Depending on the sign, additional messages will consist of black vinyl lettering and white exposed neon. Sign E is atypical—it is approximately 26 square feet in size with a similar brushed aluminum cabinet, but the lettering (“Globe Salon”) is blue and does not contain exposed neon but instead is illuminated by neon tubing within the cabinet.

The typical projecting sign will be attached to the building near the entrance to each tenant space approximately 8-10 feet above the sidewalk. Each double-faced sign will be approximately four square feet in area, have a trapezoidal shape and brushed aluminum finish, and feature lettering matching each tenant’s logo. The signs project approximately 1.5 feet from the building but will not extend beyond any building popout. These signs are not proposed to be internally illuminated; however, the plan allows direct external illumination at the owner’s discretion.

Phase II of the plan is not a part of this proposal, but is shown on the plans as part of a complete sign plan that can be modified for future approval. It would include installation of two 672 square-foot electronic message consoles to be located on the west and east elevations no higher than the parking garage levels. The units are proposed to display on-premise and off-premise advertising and non-commercial messages. Alternatively, the plan contemplates adding two 192 square-foot signs to the corners of the building for the same purposes.

As the signage’s design does not comply in part with the provisions of the Las Vegas Scenic Byway Overlay District, the proposed master sign plan cannot be supported. If the request is denied, signage for the ground floor must be redesigned and presented again to the DDRC to meet Condition #8 of ARC-40353.

Staff Report Page Two

December 20, 2011 - Downtown Design Review Committee Meeting

ISSUES

- Approval is sought only for signage labeled as Phase I, which includes Signs A through O and nine projecting signs located on the north, east and west elevations. Signage labeled as Phase II is not part of this request and would be brought forward for consideration in a detailed update to the proposed plan at a future date.
- A Waiver is requested to allow a minimum sign separation distance of 14 feet where at least 50 feet is required for projecting signs less than 10 feet above the ground that are less than 65 square feet. Staff recommends approval of the waiver.
- A Waiver is requested to allow no illumination on the projecting signs where 75% neon/animation is required. Staff recommends denial of the waiver.
- A Waiver is requested to allow less than 75% neon illumination and/or animation for a proposed wall sign at Suite 130 (Sign E—currently Globe Salon). Staff recommends denial of the waiver.
- A Waiver is needed to allow up to 71% of the eligible wall coverage for tenant signage where Title 19.10.100 requires no more than 50 percent coverage. Staff recommends approval of the waiver.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
01/21/04	The City Council approved a Special Use Permit (SUP-3352) for a proposed Mixed Use Development with 112 residential units and approximately 4,000 square feet of retail space at the southwest corner of Las Vegas Boulevard and Hoover Street. The Planning Commission and staff recommended approval.
08/26/10	The Planning Commission approved a Special Use Permit (SUP-38842) for a proposed 3,937 square-foot Urban Lounge with outdoor dining area at 900 South Las Vegas Boulevard, Suite 140. Staff recommended approval.
12/14/10	The Downtown Design Review Committee approved a request for a Signage Design Review (ARC-40353) for an existing General Personal Service at 900 South Las Vegas Boulevard, Suite 130, subject to submittal of a master sign plan for the site. The approval included a Waiver of the 75% neon illumination and/or animation standard. Staff recommended denial.
	The Downtown Design Review Committee approved a request for a Signage Design Review (ARC-40354) for an existing Convenience Store at 900 South Las Vegas Boulevard, Suite 120. Staff recommended approval.
02/08/11	The Planning Commission approved a Special Use Permit (SUP-40115) for a Beer/Wine/Cooler Off-Sale Establishment within a proposed 1,370 square-foot Convenience Store at 900 South Las Vegas Boulevard, Suite 120. Staff recommended approval.

Staff Report Page Three

December 20, 2011 - Downtown Design Review Committee Meeting

<i>Most Recent Change of Ownership</i>	
04/03/09	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
01/13/11	A building permit (176889) was issued for a non-illuminated projecting sign at 900 South Las Vegas Boulevard, Suite 130. A final inspection was approved 04/22/11.
01/13/11	A building permit (176890) was issued for an illuminated wall sign at 900 South Las Vegas Boulevard, Suite 120. A final inspection was approved 04/22/11.

<i>Pre-Application Meeting</i>	
11/17/11	A pre-application meeting was held with the applicant to discuss submittal requirements for a master sign plan application. The following issues were discussed: • The master sign plan is in response to the DDRC's request for a sign plan addressing the entire mixed use development. Included would be signage previously approved by the DDRC. • The proposed master sign plan would cover the ground floor of the building, although additional electronic message unit signs would be proposed in a future phase of signage that would require additional DDRC approval. • Wall signs would follow a basic template of a rectangular aluminum background with colored lettering and neon attached. • A similar template is proposed for projecting signs at each tenant space. A horizontal lettering orientation is preferred by staff. • Phase II signage was presented for discussion by the DDRC. This signage consists of electronic message cabinets that could be affixed to the parking garage face on the east and west elevations and corners of the building. • A Waiver is requested to allow a minimum sign separation distance of 14 feet where at least 50 feet is required for projecting signs less than 10 feet above the ground that are less than 65 square feet. • A Waiver is requested to allow no illumination on the projecting signs where 75% neon/animation is required. • A Waiver is requested to allow less than 75% neon illumination and/or animation for a proposed wall sign (Globe Salon).

<i>Field Check</i>	
11/23/11	The site contains an existing high-rise building with ground level commercial facing Las Vegas Boulevard and Hoover Avenue. Previously permitted signage has been installed along Hoover Avenue.

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December 20, 2011 - Downtown Design Review Committee Meeting

<i>Surrounding Property</i>	<i>Existing Land Use Per Title 19.12</i>	<i>Planned Land Use Designation</i>	<i>Existing Zoning District</i>
Subject Property	Mixed Use	MXU (Mixed Use)	C-2 (General Commercial)
North	Undeveloped	MXU (Mixed Use)	C-2 (General Commercial)
	Office, Other Than Listed		
South	Parking Lot for Mixed Use	MXU (Mixed Use)	C-2 (General Commercial)
	Restaurant		
East	Parking Lot	MXU (Mixed Use)	C-2 (General Commercial)
West	Office, Other Than Listed	MXU (Mixed Use)	C-2 (General Commercial)
	Undeveloped		

<i>Master Plan Areas</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Master Plan Area			
Downtown Centennial Plan	X		Y
<i>Special Purpose and Overlay Districts</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Purpose and Overlay Districts			
DCP-O (Downtown Centennial Plan Overlay District) (18b – The Las Vegas Arts District)	X		Y
Las Vegas Boulevard Scenic Byway Overlay District	X		N
Las Vegas Redevelopment Plan Area	X		Y

DEVELOPMENT STANDARDS

Wall Signs:

<i>Signs A-O (excluding E)</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Coverage	50% of eligible sign area (Up to 616 SF)	Up to 629 SF	N
Maximum Area	1,500 SF	52 SF	Y
Maximum Height	Up to 20 feet above parapet	20 feet above sidewalk	Y
Maximum Projection	4 feet	8 inches	Y
Illumination	75% neon and/or animation (internal/external)	75% neon and/or animation (internal/external)	Y

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December 20, 2011 - Downtown Design Review Committee Meeting

<i>Sign E</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Coverage	50% of eligible sign area (Up to 163 SF)	Up to 228 SF	N
Maximum Area	1,500 SF	26 SF	Y
Maximum Height	Up to 20 feet above parapet	17.5 feet above sidewalk	Y
Maximum Projection	4 feet	5 inches	Y
Illumination	75% neon and/or animation (internal/external)	Less than 75%	N

<i>Signs P & Q</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Coverage	50% of eligible sign area (Up to 3,600 SF)	672 SF	Y
Maximum Area	1,500 SF	672 SF	Y
Maximum Height	Up to 20 feet above parapet	Approx. 84 feet above sidewalk	Y
Maximum Projection	4 feet	N/A	N/A
Illumination	75% neon and/or animation (internal/external)	100%	Y

Projecting Signs:

	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Number	1 per entrance	9 signs/9 entrances	Y
Maximum Area	1,500 SF	4 SF	Y
Maximum Height	Less than 20 feet above parapet	12 feet above sidewalk	Y
Minimum Setback	8-foot projection into ROW	No setback; 1.5 projection	Y
Minimum Clearance	8 feet to bottom of sign	8 feet to bottom of sign	Y
Illumination	Internal/external/EMU; 75% neon and/or animation	None	N

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<i>Sign</i>	<i>Sign Type</i>	<i>50% Eligible Area</i>	<i>Proposed Tenant Signage Area</i>	<i>Sign Area</i>	<i>Allowed Height</i>	<i>Height</i>	<i>Illumination</i>
A	wall	191.40 SF	271.80 SF	52 SF	24 feet above sidewalk	20 feet	75%
B	wall	162.50 SF	227.50 SF	52 SF	24 feet above sidewalk	20 feet	75%
C	wall	162.50 SF	227.50 SF	52 SF	24 feet above sidewalk	20 feet	75%
D	wall	615.89 SF	628.60 SF	52 SF	24 feet above sidewalk	29 feet	75%
E	wall	162.50 SF	227.50 SF	26 SF	24 feet above sidewalk	20 feet	Less than 75%
F	wall	162.50 SF	227.50 SF	52 SF	24 feet above sidewalk	20 feet	75%
G	wall	185.00 SF	259.00 SF	52 SF	24 feet above sidewalk	20 feet	75%
H	wall	156.25 SF	218.75 SF	52 SF	24 feet above sidewalk	20 feet	75%
I	awning	117.50 SF	43.00 SF	52 SF	24 feet above sidewalk	20 feet	75%
J	wall	156.25 SF	218.75 SF	52 SF	24 feet above sidewalk	20 feet	75%
K	wall	145.00 SF	203.00 SF	52 SF	24 feet above sidewalk	20 feet	75%
L	wall	137.50 SF	192.50 SF	52 SF	24 feet above sidewalk	20 feet	75%
M	wall	155.00 SF	217.00 SF	52 SF	24 feet above sidewalk	20 feet	75%

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N	wall	186.25 SF	260.75 SF	52 SF	24 feet above sidewalk	20 feet	75%
O	wall	186.25 SF	260.75 SF	52 SF	24 feet above sidewalk	22 feet	75%
P	wall	3,600 SF	3,600 SF	672 SF	84 feet	N/A	75%
Q	wall	3,600 SF	3,600 SF	672 SF	84 feet	N/A	75%
PRJ	projecting	Per tenant area	Per tenant area	4 SF	24 feet above sidewalk	12 feet	None

<i>Waivers</i>		
<i>Requirement</i>	<i>Request</i>	<i>Staff Recommendation</i>
75% neon illumination and/or animation per sign	No illumination on projecting signs; less than 75% on Wall Sign E	Denial
Minimum separation of 50 feet for signs less than 65 SF that are below 10 feet vertical height from sidewalk	Minimum 14 feet separation between projecting signs	Approval
Maximum wall coverage shall not exceed 50% of eligible wall signage area	Up to 71% coverage	Approval

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. Although only the east side of the property faces Las Vegas Boulevard, the codes governing the Scenic Byway Overlay are applicable to the entire parcel.

Two signs (one wall sign and one non-illuminated projecting sign) have already been approved and installed on the north elevation of the building, which faces Hoover Avenue. The proposed signs would have a similar design to the existing signs. A master sign plan for the mixed use development was required as a condition of the approval of the non-illuminated sign at Suite 130.

Staff Report Page Eight**December 20, 2011 - Downtown Design Review Committee Meeting**

The proposed typical wall signage meets Scenic Byway Overlay standards, including the 75% neon and/or animation. Sign E, which is smaller, does not meet the minimum illumination standard and will require a waiver. It is recommended that the design be altered to either match that of the typical wall sign or to meet the 75% requirement. A Waiver of Title 19.10.100 is required to allow wall coverage limits to exceed the 50% maximum of the eligible tenant signage area. As the elevation areas proposed are appropriate for tenant signage on a large building such as this one and the proposed signs are much less in area (52 square feet) than the tenant space allows, staff recommends approval.

The proposed projecting signs are allowed by Title 19.10.100 to extend up to eight feet perpendicular to the building wall to which they are attached. The signs comply with this requirement, projecting approximately 1.5 feet from the building. If approved as part of this request, and if determined that the signs encroach into the public right-of-way, an encroachment permit must be approved before the signs can be installed. The signs also meet the minimum clearance height of eight feet from the ground. In addition to the lack of neon illumination and/or animation, the projecting signs are in most cases separated by less than 50 feet, which also requires a waiver. As the signs are needed to identify tenants at the pedestrian level, and the size and placement of the signs does not contribute to clutter along the north and west elevations, the waiver can be supported.

Although Phase II signage is not presented for approval in this request, it should be noted that off-premise signs are not allowed in Scenic Byway Overlay District and that any commercial messages must pertain only to services offered on the property.

FINDINGS

While the proposed signage design is compatible in size and aesthetics with other signage in the area, staff cannot support the lack of illumination on the proposed projecting signs or Sign E, as it is not in conformance with the Scenic Byway Overlay District objectives. Properties along the Scenic Byway should carry the neon-illuminated theme around each side of the building, not just on the side facing Las Vegas Boulevard. Staff therefore recommends denial of the master sign plan, subject to conditions. If approved, each individual sign must be reviewed by the Department of Planning staff against the approved master sign plan during the building permit process. If denied, signage for the ground floor must be redesigned and presented again to the DDRC to meet Condition #8 of ARC-40353.



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]

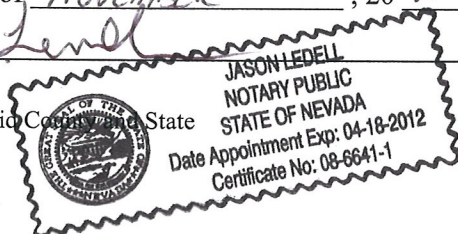
* An authorized agent may sign in lieu of the property owner for Final Maps, Tentative Maps, and Parcel Maps.

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



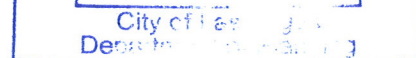
Revised 10/27/08

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>MSP-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.

Application Packet Application Form.pdf
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: _____

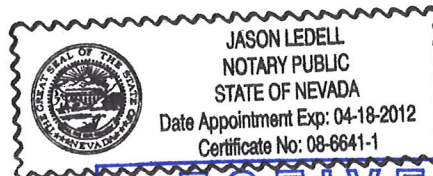
Signature of Property Owner: _____

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

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: SAM CHERRY

Subscribed and sworn before me

This 11th day of November, 20 11

[Signature]
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





www.FederalHeath.com

3900 W. Dewey Drive Las Vegas, NV 89118
(702) 739-9466 Fax (702) 795-0378

Manufacturing Facilities:
Orem, UT - Evans, TX - Jacksonville, TX - Des Moines, IA

Office Locations:
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Revisions: _____

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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
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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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Account Rep: D.CONNOR

Project Manager: R.SHADE

Drawn By: M.ELLIS

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Project / Location:

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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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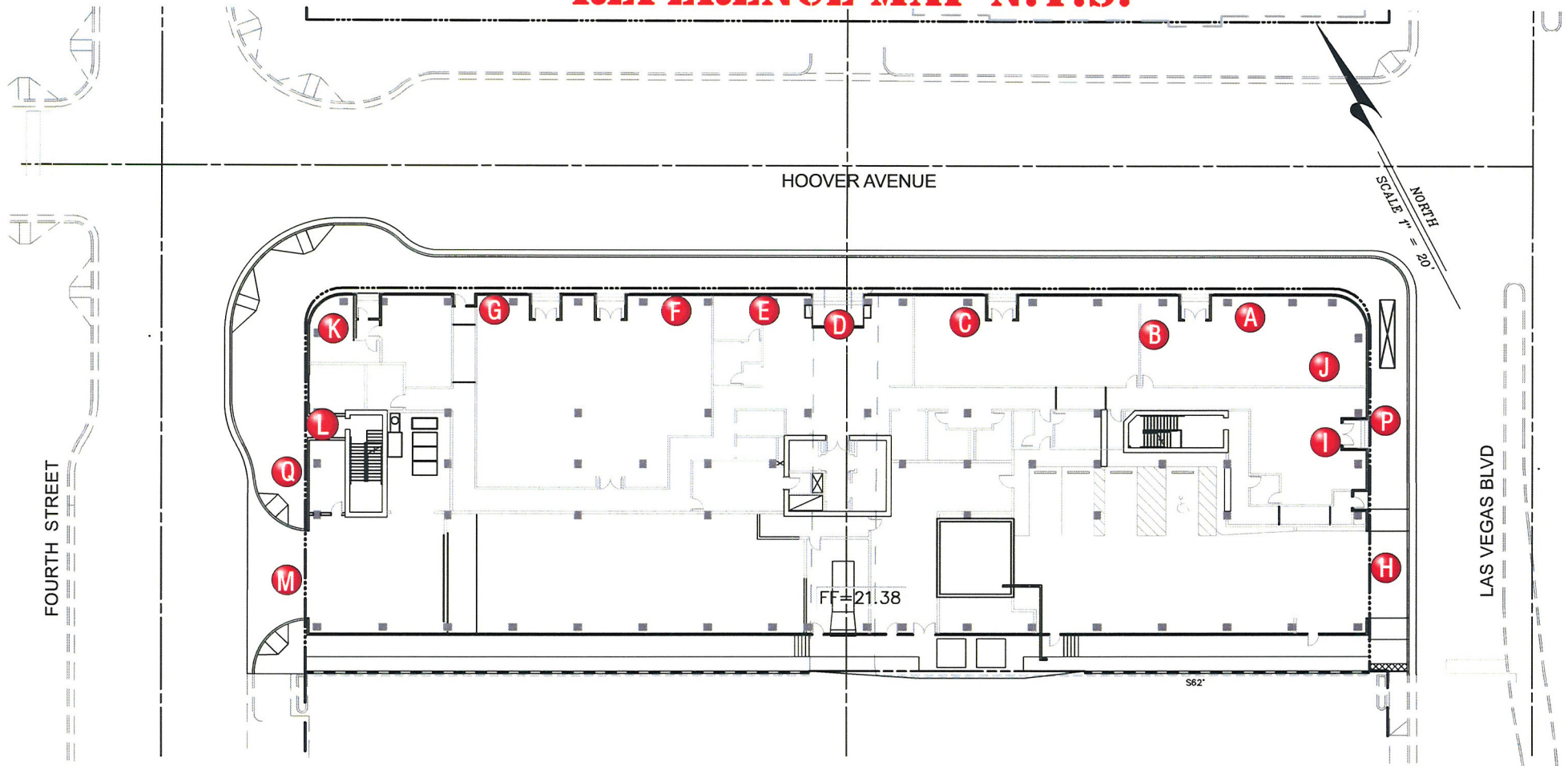
Account Rep: D.CONNOR	Project / Location: soho lofts
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SIGN CODES OF THE DOWNTOWN CASINO OVERLAY DISTRICT REFERENCE 19.10.100

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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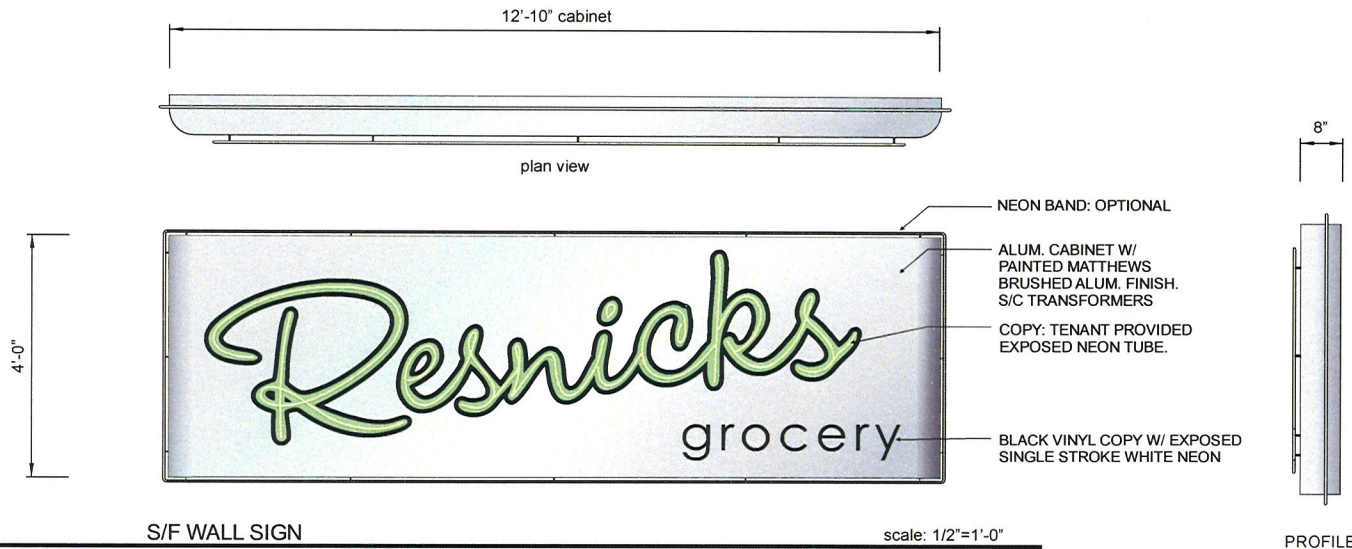
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WALL SIGNS



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.

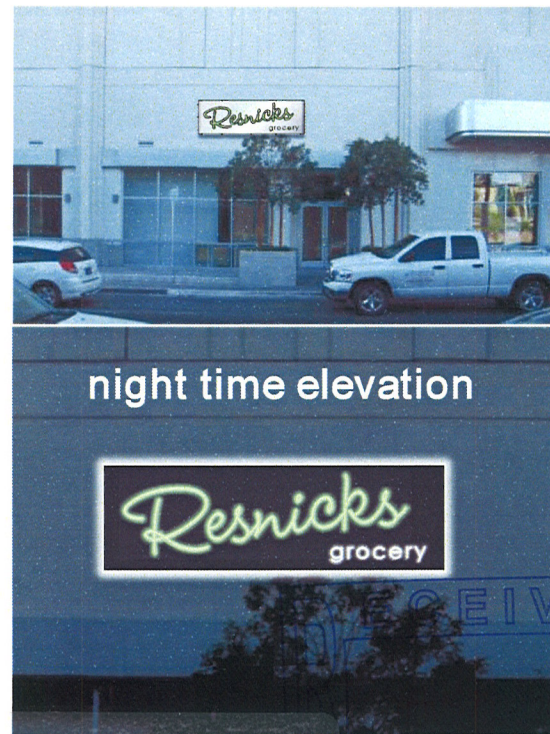
Each wall-mounted sign within the Sub-district shall be a minimum of 10 feet vertically above the height of the finished sidewalk along public rights-of-way and public pedestrian pathways. On-premise signs that do not exceed 65 square feet in size are exempt from this requirement, provided that there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

City of Las Vegas
Department of Planning

**FEDERAL
HEATH**

SIGN COMPANY

www.FederalHeath.com

3900 W. Dewey Drive
Las Vegas, NV 89118
(702) 739-9466
Fax (702) 795-0378

Manufacturing Facilities:
Oceanside - Eufess - Jacksonville - Columbus

Office Locations:
Oceanside - Las Vegas - Laughlin - Idaho Falls
Eufess - Jacksonville - Houston - San Antonio
Corpus Christi - Grafton - Milwaukee
Wilkesboro - Louisville - Indianapolis - Columbia
Channahon - Westerville - Knoxville - Tunica
Atlanta - Tampa - Daytona Beach - Winter Park

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 COMPANIES AND SHALL MEET ALL A.I.C. STANDARDS.

Client Approval/Date:

Landlord Approval/Date:

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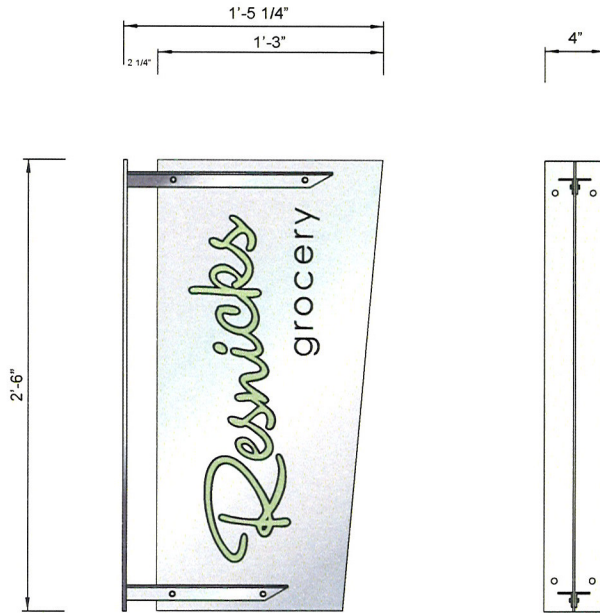
Job Number:

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.**

ARC-44020
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Cincinnati - Westerville - Knoxville - Tusica

Atlanta - Tampa - Daytona Beach - Winter Park

Building Quality Signage Since 1901

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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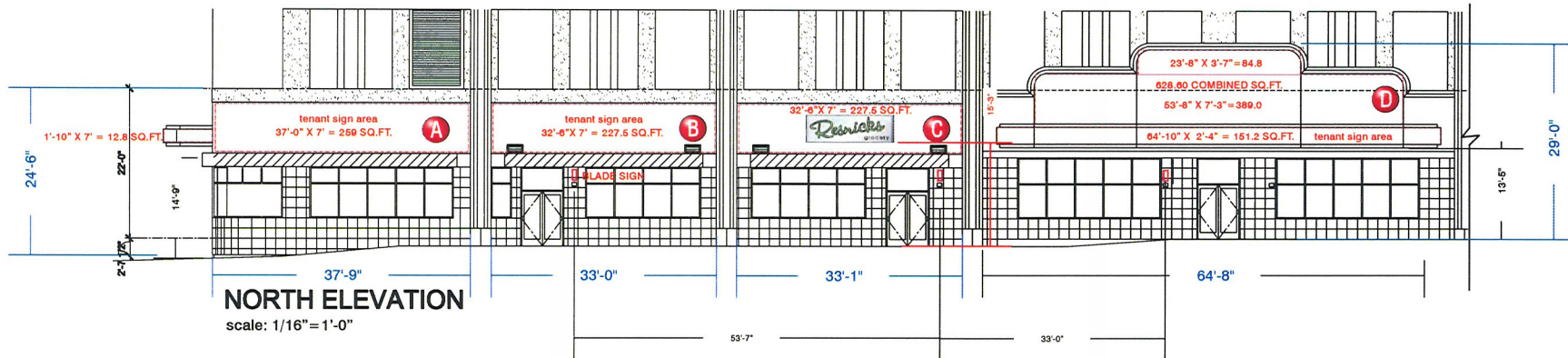
Job Number:

Date: 10-19-10

Number: 9 of 14

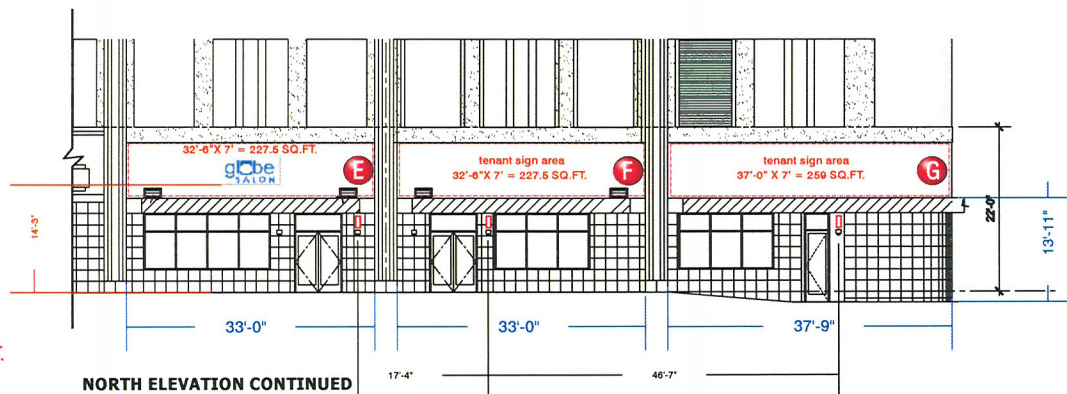
Design Number:

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



SIGN COMPANY
www.FederalHeath.com

3900 W. Dewey Drive Las Vegas, NV 89118
(702) 739-9466 Fax (702) 795-0378

Manufacturing Facilities:
Orem, UT - Dallas, TX - Jacksonville, FL - Delaware, OH
Other Locations:
Orem, UT - Las Vegas, NV - Laughlin, AZ
Idaho Falls, ID - Eufaula, TX - Jacksonville, TX - San Antonio, TX
Houston, TX - Corpus Christi, TX - Indianapolis, IN
Louisville, KY - Knoxville, TN - Grapen, MI - Delaware, OH
Windsor, ON - London, ON - Atlanta, GA
Tampa, FL - Daytona Beach, FL - Orlando, FL

Building Quality Signage Since 1901

Revisions:

Revisions:

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

Client Approval/Date:

Landlord Approval/Date:

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 60 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 10 2011 14

Design Number:

City of Las Vegas
Department of Planning

ARC-44020
12/20/11 DDRC

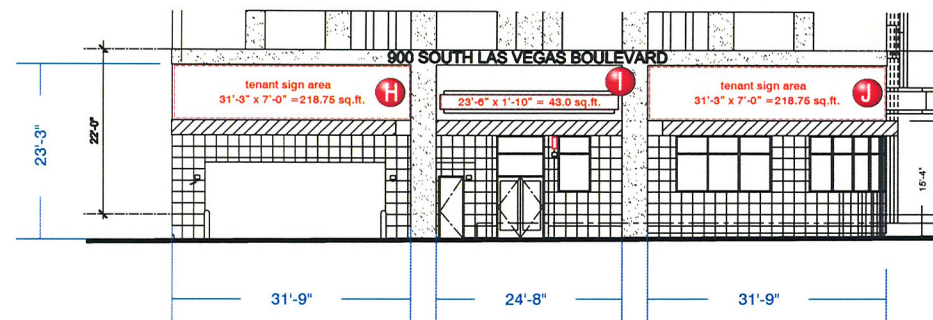


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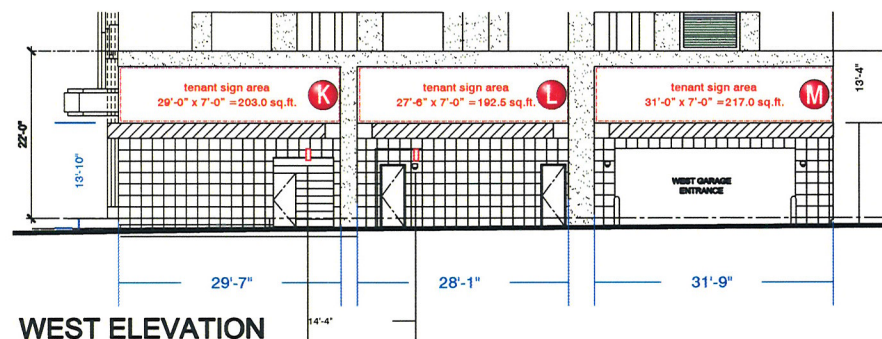
EAST & WEST ELEVATIONS

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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Houston, TX - Corpus Christi, TX - Indianapolis, IN
Louisville, KY - Knoxville, TN - Griffin, GA - Odessa, OH
Wilmington, IL - Tunica, MS - Atlanta, GA
Tampa, FL - Daytona Beach, FL - Orlando, FL

Building Quality Signage Since 1901

REVISIONS: Revisions:

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

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**

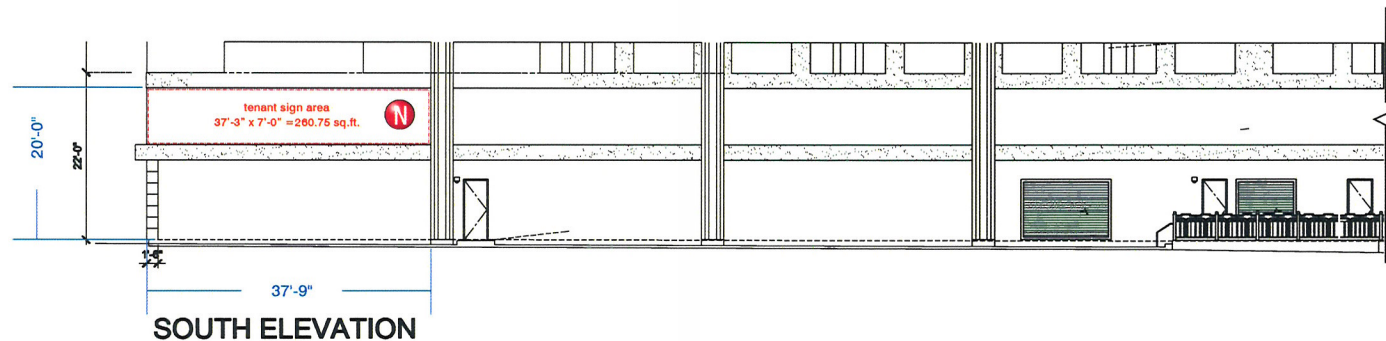
Sheet Number: **11** Of **14**

Design Number:

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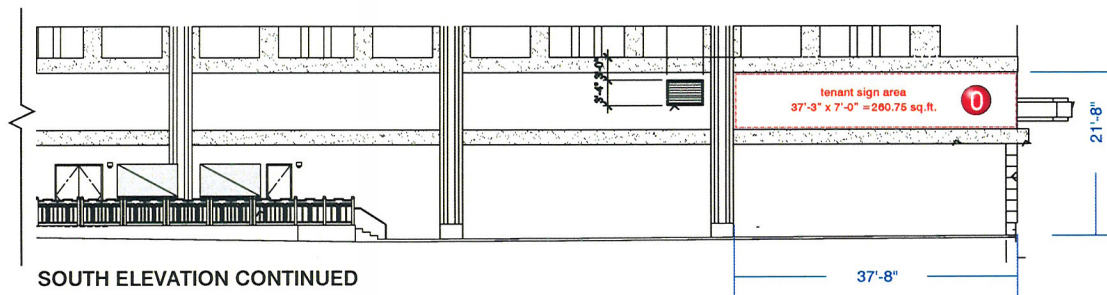
ARC-44020
12/20/11 DDRC

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



SIGN COMPANY
www.FederalHeath.com

3900 W. Dewey Drive Las Vegas, NV 89118
(702) 739-9466 Fax (702) 795-0378

Manufacturing Facilities: Orem, UT - Eureka, TX - Jacksonville, TX - Delaware, OH Office Locations: Orem, UT - Las Vegas, NV - Laughlin, AZ Idaho Falls, ID - El Paso, TX - Jacksonville, TX - San Antonio, TX Houston, TX - Corpus Christi, TX - Indianapolis, IN Louisville, KY - Knoxville, TN - Grafton, WI - Delaware, OH Bloomington, IL - Tampa, FL - Atlanta, GA Tampa, FL - Daytona Beach, FL - Orlando, FL Building Quality Signage Since 1901	Revisions: Client Approval/Date: Landlord Approval/Date:
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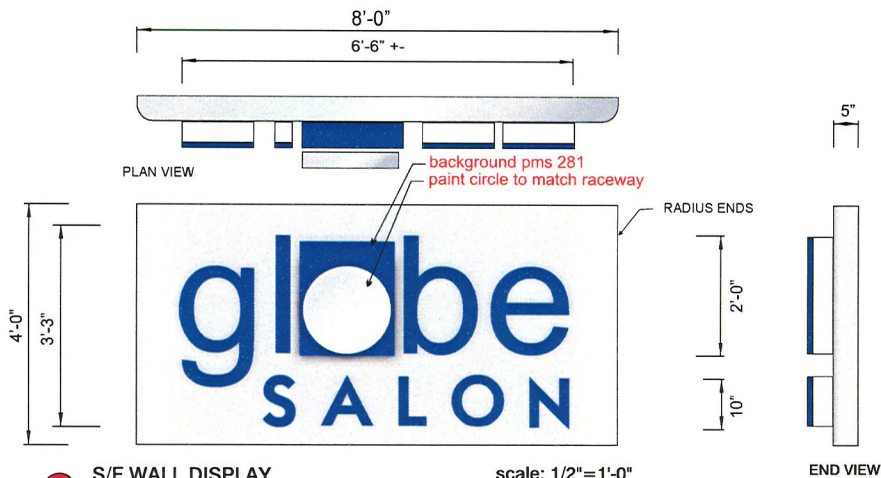
Account Rep: D.CONNOR Project Manager: R.SHAD Drawn By: M.ELLIS Underwriters Laboratories Inc.   ELECTRICAL TO USE U.L. LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.L. 48 AND ARTICLE 605 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING 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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RECEIVED	
Job Number:	
Date:	10-25-11
Sheet Number:	129 of 2011
Design Number:	
City of Las Vegas Department of Planning	



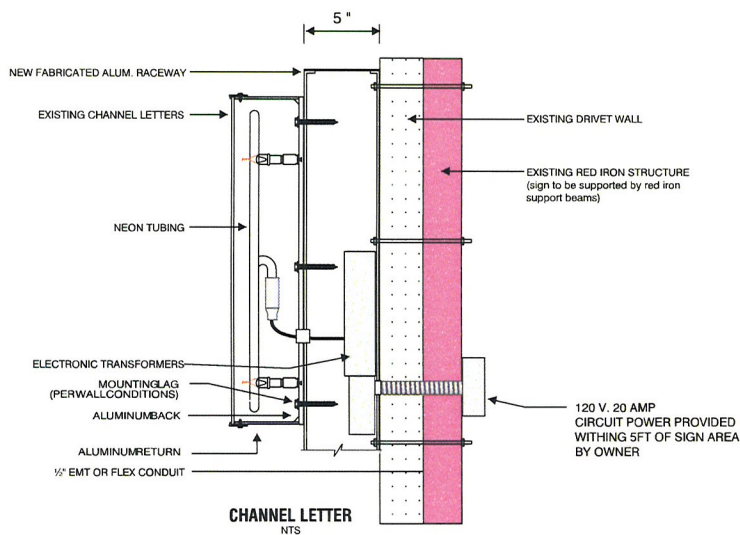
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12/20/11 DDRC

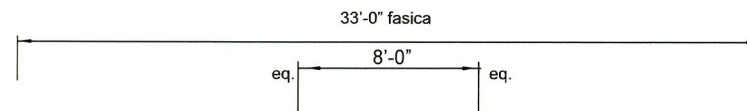


A S/F WALL DISPLAY scale: 1/2"=1'-0"

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

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Willowbrook • Louisville • Indianapolis • Columbus
Cincinnati • Westerville • Knoxville • Tampa
Atlanta • Tampa • Daytona Beach • Winter Park

Building Quality Signage Since 1901

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

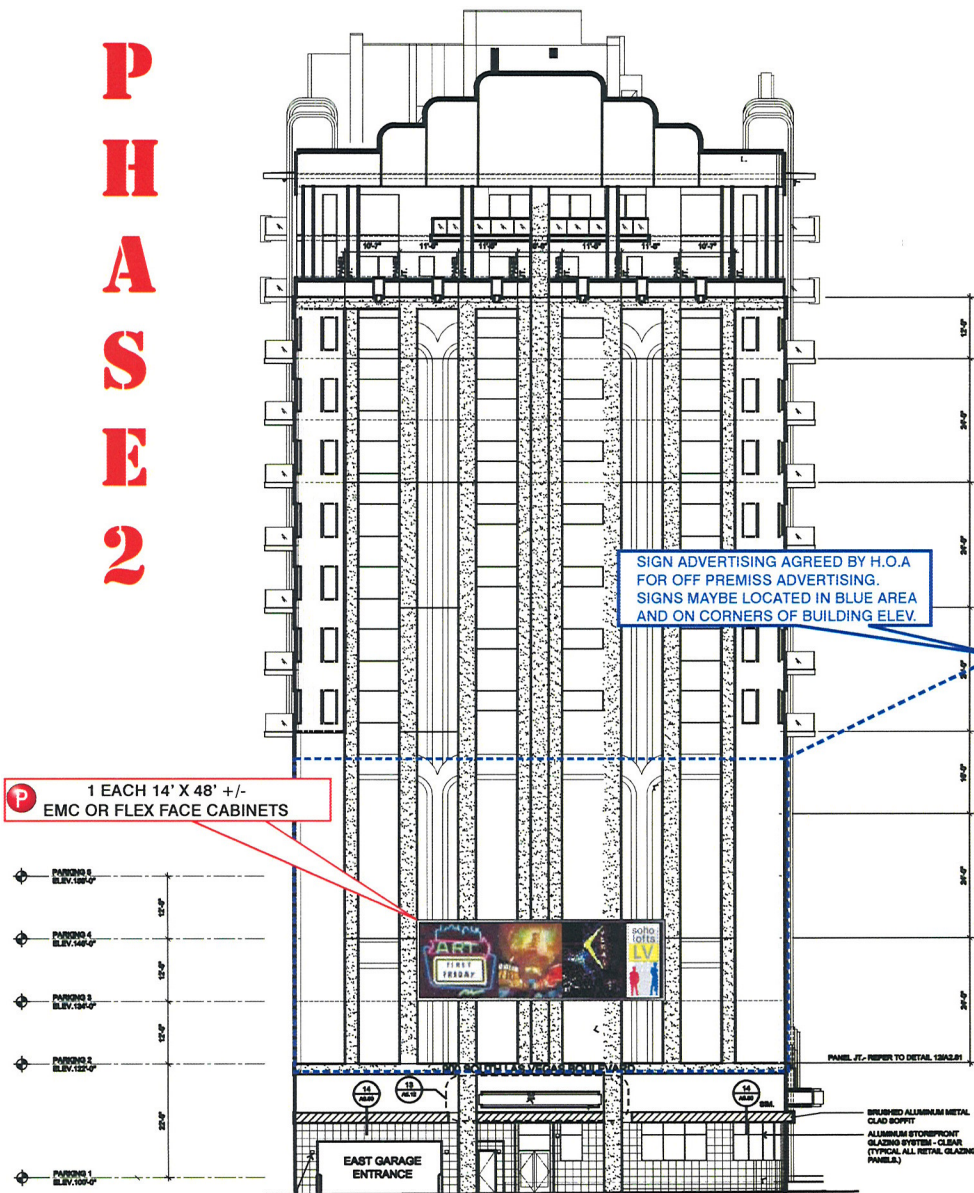
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Date:	9-20-10
Sheet Number:	NOV 213 or 2011 14
Design Number:	

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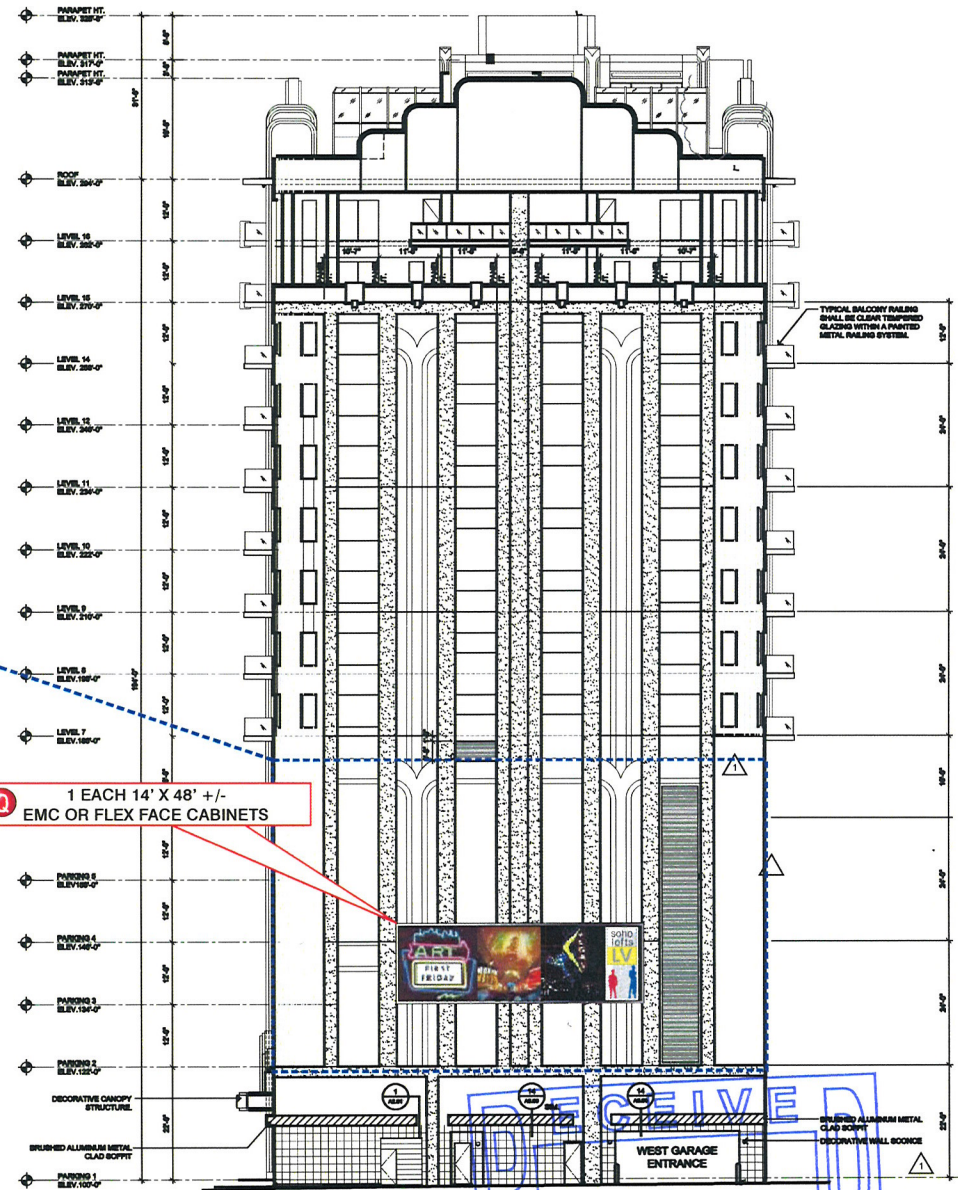
PHASE 2



1 EAST ELEVATION N.T.S.

FEDERAL HEALTH
SIGN COMPANY
2307 W. GARDEN DRIVE, LAS VEGAS, NV 89102
(702) 799-6644 FAX (702) 799-6575

Materials, Fabric, Finish, Color, and Quantity of Signage shall be as shown on the drawings. The Contractor shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities. The Contractor shall be responsible for the installation and removal of the signage. The Contractor shall be responsible for the maintenance and repair of the signage. The Contractor shall be responsible for the removal of the signage at the end of the project. The Contractor shall be responsible for the removal of the signage at the end of the project.



2 WEST ELEVATION N.T.S.

NOV 29 2011
City of Las Vegas
Department of Planning

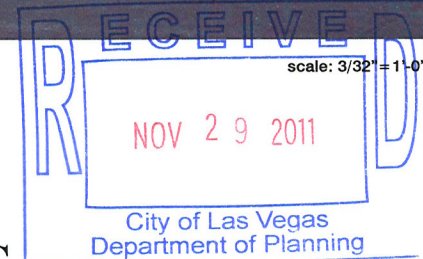
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PHASE 2



PHASE 2 PROPOSED LOCATIONS

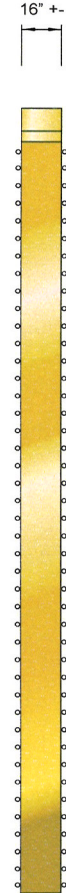
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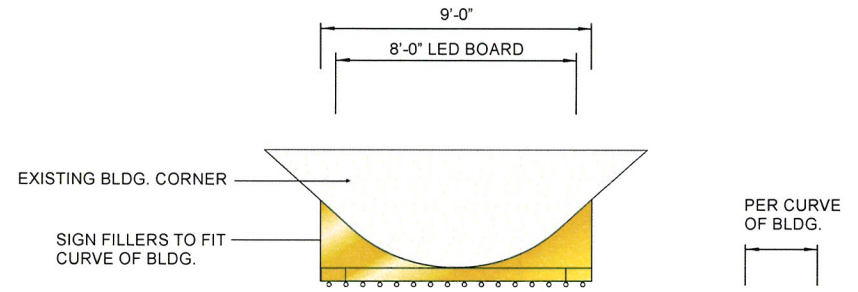
OPTION A
D/F PROJECTING BLADE SIGN
SCALE: 1/4"=1'-0"



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

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