



AGENDA MEMO

PLANNING COMMISSION MEETING DATE: DECEMBER 13, 2011

DEPARTMENT: PLANNING

ITEM DESCRIPTION: APPLICANT: CONTINENTAL SUITES - OWNER: 1213 S LAS VEGAS BLVD, LLC

** STAFF RECOMMENDATION(S) **

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
ARC-43672	Staff recommends DENIAL, if approved subject to conditions:	

** CONDITIONS **

ARC-43672 CONDITIONS

Planning

1. Approval of a Variance (VAR-43719) in accordance with Title 19.16.
2. Conformance to the sign elevations and documentation as submitted and date stamped 10/25/11 in conjunction with this request, except as modified herein.
3. An encroachment permit approved by the City Council and the Department of Public Works shall be required for all signage that encroaches into the public right-of-way prior to placement of the sign.
4. This sign shall have proper permits obtained through the Building and Safety Department.
5. All City Code requirements and design standards of all City departments must be satisfied.
6. Minor modifications may be approved by the Urban Design Coordinator of the Department of Planning.

Staff Report Page One
December 13, 2011 – Planning Commission Meeting

**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a request for a signage design review for a proposed freestanding sign at an existing Motel at 1213 South Las Vegas Boulevard. The property is located within the Las Vegas Boulevard Scenic Byway Overlay District. There are currently no existing freestanding signs on this property.

The proposed sign, which will face traffic along Las Vegas Boulevard, is 25 feet in total height and will allow for a 10-foot clearance from the ground. The main cabinet of the sign has an asymmetrical shape with a red background and white enamel letters with exposed neon spelling “Continental Suites.” Below these letters, a smaller asymmetrical cabinet with a white, backlit face and a black outline, contains the onsite phone number and website in red vinyl letters. An ovular stylized logo with the white channel letters “CS” with exposed neon projects from the top of the main cabinet, with accents in exposed red neon. Along the narrow side of the sign perpendicular to Las Vegas Boulevard, individual cabinets containing letters spelling “Suites” project from the main cabinet. Each cabinet contains an open face channel letter with a clear red neon outline. The square pole structure will be red and black and will attach to the ground adjacent to the property ingress and egress. The sign encroaches three feet into the Las Vegas Boulevard right-of-way and therefore does not meet the setback requirements. A Variance (VAR-43719) to allow a zero-foot sign setback where five feet is required will be considered by the Planning Commission at its meeting of 12/13/11.

The sign’s design meets the minimum illumination and/or animation requirements of the Las Vegas Boulevard Scenic Byway Overlay District. However, staff recommends denial of this request, as it encroaches into the Las Vegas Boulevard right-of-way. If this request is denied, the proposed signage will not be permitted. The applicant may appeal the board’s decision or present a redesigned sign at a future date. If approved, a permit cannot be issued for 14 days, after which the appeal period will have expired.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
10/25/11	Department of Planning staff approved a Temporary Commercial Permit (TCP-43658) to allow an outdoor special event with music, third party catering and retail sales of souvenirs from 11/11/11 to 11/13/11 in the parking lot at 1213 South Las Vegas Boulevard.
11/15/11	The Downtown Design Review Committee approved a request for a Signage Design Review (ARC-43672) a proposed freestanding sign at an existing Motel at 1213 South Las Vegas Boulevard. Staff recommended denial.
12/13/11	The Planning Commission will hear a request for a Variance (VAR-43719) to allow a zero-foot setback for a proposed freestanding sign where five feet is required.

Staff Report Page Two
December 13, 2011 – Planning Commission Meeting

<i>Most Recent Change of Ownership</i>	
01/03/11	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
12/03/10	A building permit (177221) was issued for a tenant improvement for Buildings #1 and 2 at an existing Motel at 1213 South Las Vegas Boulevard. A final inspection was approved and Certificate of Occupancy was issued on 02/24/11.
03/21/11	A building permit (183768) was issued for a tenant improvement for Building #3 at an existing Motel at 1213 South Las Vegas Boulevard. A final inspection was approved and Certificate of Occupancy was issued on 05/25/11.
05/16/11	A business license (M06-03210) was issued for General Merchandise at 1213 South Las Vegas Boulevard. The license is still active.
05/16/11	A business license (M08-00206) was issued for a 151-unit Motel at 1213 South Las Vegas Boulevard. The license is still active.

<i>Pre-Application Meeting</i>	
10/13/11	A pre-application meeting was held with the applicant to discuss submittal requirements for a sign design review on the subject site. It was noted that the proposed sign would project into the public right-of-way and that an encroachment permit would need to be approved by the City Council prior to any construction within the right-of-way. Downtown Design Review Committee approval of the sign design would need to be obtained prior to the hearing on this item. A street address would need to be added to the sign per Title 19.

<i>Field Check</i>	
11/03/11	A field check of the subject site was conducted by staff. The following items were noted: • There is currently no freestanding sign on the property. • Two portable signs and two banners advertising onsite services are located on the property. One of the banners is attached to a freestanding sign on the adjacent property to the north.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	1.17

Staff Report Page Three
December 13, 2011 – Planning Commission Meeting

<i>Surrounding Property</i>	<i>Existing Land Use Per Title 19.12</i>	<i>Planned or Special Land Use Designation</i>	<i>Existing Zoning District</i>
Subject Property	Motel	C (Commercial)	C-2 (General Commercial) and C-1 (Limited Commercial)

North	Wedding Chapel	C (Commercial)	C-2 (General Commercial)
	Motel		
	General Retail Store Parking Lot	C (Commercial)	C-1 (Limited Commercial)
South	Hotel	C (Commercial)	C-2 (General Commercial) and C-1 (Limited Commercial)
East	Single Family, Detached	L (Low Density Residential)	R-1 (Single Family Residential)
West	General Retail Store	C (Commercial)	C-2 (General Commercial)

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

SIGN STANDARDS

Freestanding Signs:

<i>Continental Suites</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Number	1/200 feet street frontage; 1 total	1 total	Y

Staff Report Page Four
December 13, 2011 – Planning Commission Meeting

Maximum Area	2 SF/foot street frontage; 260 SF	120 SF	Y
Maximum Height	40 Feet	25 Feet	Y
Minimum Setback	5 Feet from property lines	0 Feet from front property line	N
Separation Distance from another Freestanding Sign	100 feet from freestanding or monument sign on same lot	No other freestanding or monument sign on same lot (nearest sign is 100 feet from proposed)	Y
Illumination	75% of total surface areas for all signs must contain neon illumination and/or animation	76% neon/no animation	Y

ANALYSIS

Freestanding signs are permitted within the Las Vegas Scenic Byway Overlay District, subject to Title 19.08 sign requirements for the C-2 (General Commercial) Zoning District as well as Title 19.10.160 for the Byway.

Seventy-five percent of the total sign surface areas for each development within the Las Vegas Boulevard Scenic Byway Overlay District are required to contain illumination in the form of neon or animated signs, or a combination of neon and animation. The applicant is proposing to install one freestanding sign advertising the primary Motel use on the site. Each portion of the proposed sign's message contains neon illumination which, when combined, accounts for at least 75 percent of the total surface area of the sign in conformance with Title 19.10.160.

The proposed sign would be located adjacent to the south portion of the driveway into the property, east of the primary sidewalk. The sign's support structure would be affixed to private property; however, the message of the sign will encroach up to three feet into the public right-of-way. The height of the sign is 25 feet, the total sign area is 120 square feet and it is located 10 feet from the grade of the sidewalk, meeting code requirements.

The sign's design meets the minimum illumination and/or animation requirements of the Las Vegas Boulevard Scenic Byway Overlay District. The signage concept represents the design intent of the Las Vegas Boulevard Scenic Byway Overlay District, which seeks to preserve the tradition of neon art and encourage signage that will enhance the district as a nationally recognized place. However, staff recommends denial of this request, as it encroaches into the Las Vegas Boulevard right-of-way. If approved, certain conditions are added to ensure the proper permits are secured and the public's safety.

Staff Report Page Five
December 13, 2011 – Planning Commission Meeting

NOTICES MAILED NEWSPAPER ONLY

APPROVALS 0

PROTESTS 0