

City of Las Vegas

AGENDA MEMO - PLANNING

DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: JUNE 28, 2012

DEPARTMENT: PLANNING

ITEM DESCRIPTION: ARC-45769 – APPLICANT/OWNER: T-UPR, LLC

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

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
ARC-45769	Staff recommends APPROVAL, subject to conditions:	

**** CONDITIONS ****

ARC-45769 CONDITIONS

Planning

1. Conformance to the sign elevations and documentation as submitted and date stamped 06/18/12 in conjunction with this request, except as modified herein.
2. All signage, including temporary signage, shall have proper permits obtained through the Building and Safety Department.
3. All City Code requirements and design standards of all City departments must be satisfied.
4. Minor modifications may be approved by the 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
June 28, 2012 - Downtown Design Review Committee Meeting

**** STAFF REPORT ****

PROJECT DESCRIPTION

The applicant is proposing a signage design review to add a proposed 250 square-foot wall sign to the east façade of an existing Hotel at 1 South Main Street. The property is located within the Downtown Casino Overlay District across from the west portal of the Fremont Street Experience.

The sign contains an RGB electronic message unit that is 12 feet tall and approximately 20 feet wide. It will attach to a load bearing beam at the central balcony on the 8th level of the existing building and tilt approximately 15 degrees downward for maximum readability from Fremont Street. The sign will display only products and services provided on the subject site and will not display any off-premise advertising.

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

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
11/29/11	The Downtown Design Review Committee approved the design (ARC-43816) for a 45 square-foot wall sign for a proposed restaurant within an existing Hotel located at 1 South Main Street. Staff recommended approval.

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

<i>Related Building Permits/Business Licenses</i>	
06/26/09	A building permit (142371) was issued to replace an electronic message unit on an existing wall sign with neon letters at 1 South Main Street. A sign inspection was approved on 08/06/09.
12/12/11	A building permit (198587) was issued for a 45 square-foot wall sign at 1 South Main Street. A final sign inspection has not been approved.

Staff Report Page Two
June 28, 2012 - Downtown Design Review Committee Meeting

Pre-Application Meeting	
06/14/12	A pre-application meeting was held with the applicant to discuss submittal requirements for a signage design review. There were no major issues discussed beyond the required items for submittal.

Surrounding Property	Existing Land Use Per Title 19.12	Planned Land Use Designation	Existing Zoning District
Subject Property	Hotel and Casino	C (Commercial)	C-2 (General Commercial) and M (Industrial)
North	Hotel Parking Lot	C (Commercial)	C-2 (General Commercial)
South	Hotel	C (Commercial)	C-2 (General Commercial) and M (Industrial)
East	Hotel and Casino	C (Commercial)	C-2 (General Commercial)
	Fremont Street Experience	ROW (Right-of-Way)	
West	Union Pacific Railroad	ROW (Right-of-Way)	ROW (Right-of-Way)

Master Plan Areas	Yes	No	Compliance
Master Plan Area			
Downtown Centennial Plan	X		Y
Special Purpose and Overlay Districts	Yes	No	Compliance
Special Purpose and Overlay Districts			
DCP-O (Downtown Centennial Plan Overlay District) – Central Casino Core	X		Y
DC-O (Downtown Casino Overlay District - Special Signage Area)	X		Y
DC-O (Downtown Casino Overlay District - 125' Buffer Area)	X		Y
A-O (Airport Overlay) District (200 feet)	X		Y
Las Vegas Redevelopment Plan Area	X		Y

DEVELOPMENT STANDARDS

Wall Signs: [Sign A]			
Standards	Allowed	Provided	Compliance
Maximum Coverage	50% of eligible sign area	Less than 50%	Y
Maximum Area	1,500 SF	250 SF	Y
Height above Sidewalk	10 feet minimum	120 feet	Y
Maximum Height	Up to 20 feet above parapet	Located below parapet (on 8th floor)	Y

Staff Report Page Three

June 28, 2012 - Downtown Design Review Committee Meeting

Maximum Projection	4 feet	0 feet	Y
Illumination	50% neon and/or animation (internal/external)	100% illumination and animation	Y

ANALYSIS

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

The proposed sign is the first of its type to be displayed on this side of the building. The sign is intended to be seen from well within the Fremont Street Experience. It is comparable to the type and scale of other signs within the Fremont Street Experience. The applicant is aware of the externalities of the proposed sign location. (For example, the sign would block the view from the adjacent guest room and subject nearby guest rooms to additional outside light pollution and flashing, especially at night.)

FINDINGS

As code requirements are met and the sign will contribute to the pedestrian-oriented character of the area, staff recommends approval with conditions.