

**AGENDA MEMO - PLANNING****DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: AUGUST 21, 2012****DEPARTMENT: PLANNING****ITEM DESCRIPTION: ARC-46036 – APPLICANT: 7-ELEVEN STORE #29384 –
OWNER: BULLOCK FAMILY TRUST, ET AL**

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
ARC-46036	Staff recommends APPROVAL, subject to conditions:	

**** CONDITIONS ****

ARC-46036 CONDITIONS

Planning

1. Conformance to the sign elevations and documentation as submitted and date stamped 07/09/12 in conjunction with this request, except as modified herein.
2. All signage, including temporary signage, shall have proper permits obtained through the Department of Building and Safety prior to installation of proposed signage. Any existing non-permitted signage shall be removed within 30 days, or permits shall be obtained.
3. 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**August 21, 2012 - Downtown Design Review Committee Meeting****** STAFF REPORT ******PROJECT DESCRIPTION**

The applicant is requesting Downtown Design Review Committee (DDRC) review for replacement of existing wall signage with neon illuminated signage on the north elevation of an existing Convenience Store at 1100 South Charleston Boulevard. Sign BG-1 will consist of 141 square feet of open pan channel stripes in the colors matching the logo of the convenience store; it is proposed to be installed over the top of the existing logo stripes and overlaid by orange, green and red exposed neon tubing. Sign BG-2 will consist of a 12.5 square-foot open pan “7-Eleven” logo over a green and white painted background. The number “7,” letters and border will be illuminated by exposed green, white, orange and red exposed neon to match the paint colors underneath. This sign will be positioned between the stripes of Sign BG-1.

As the two signs conform to the requirements of Title 19.08 and the illumination requirements of the Las Vegas Scenic Byway Overlay District, staff recommends approval. The DDRC’s action may be appealed to the City Council within 10 days of final approval.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
There are no relevant actions pertaining to the subject site.	

<i>Most Recent Change of Ownership</i>	
04/26/11	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
08/31/89	A building permit (#89037927) was issued for two 35-foot tall, 200 square-foot freestanding signs and one 48 square-foot wall sign at 1100 South Las Vegas Boulevard.
05/15/91	A building permit (#91106720) was issued for a wall sign at 1100 South Las Vegas Boulevard. A final inspection was approved 05/29/91.
09/17/92	A building permit (#92160721) was issued for replacement of three (3) nine square-foot illuminated wall signs and replacement of non-illuminated canopy signs at 1100 South Las Vegas Boulevard. A final inspection was approved 12/24/92.
01/06/00	A building permit (#00000256) was issued for replacement of sign panels on an existing freestanding sign at 1100 South Las Vegas Boulevard. A final inspection was not completed.

Staff Report Page Two

August 21, 2012 - Downtown Design Review Committee Meeting

04/14/00	A building permit (#00007020) was issued for a six square-foot illuminated sign at 1100 South Las Vegas Boulevard. A final inspection was approved 06/16/00.
07/18/11	A building permit application (191960) for a 111 square-foot illuminated wall sign at 1100 South Las Vegas Boulevard was denied in plan review by the Department of Planning pending review by the Downtown Design Review Committee. A permit has not been issued.

Pre-Application Meeting	
06/13/12	A pre-application meeting was held with the applicant to discuss submittal requirements for a signage review by the Downtown Design Review Committee. The applicant was asked to clarify on the site plan which existing signs will remain and therefore not be subject to review.

Field Check	
07/31/12	The site contains an existing Convenience Store. Signs similar to the ones proposed are located on the north elevation of the building, but are not internally illuminated. The site also contains temporary signage on light poles within the parking lot and in a landscaped area.

Surrounding Property	Existing Land Use Per Title 19.12	Planned Land Use Designation	Existing Zoning District
Subject Property	Convenience Store	C (Commercial)	C-2 (General Commercial)
North	Motel	C (Commercial)	C-2 (General Commercial)
	Multi-Family Residential		
South	Mini-Storage Facility	C (Commercial)	C-2 (General Commercial)
East	General Retail Store	C (Commercial)	C-2 (General Commercial)
West	Office	C (Commercial)	C-1 (Limited Commercial)

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) (Downtown South District)	X		Y
Las Vegas Boulevard Scenic Byway Overlay District	X		Y
Las Vegas Redevelopment Plan Area	X		Y

Staff Report Page Three

August 21, 2012 - Downtown Design Review Committee Meeting

DEVELOPMENT STANDARDS*Pursuant to Title 19.08 and Title 19.10.160, the following standards apply:*

Wall Signs [Signs BG-1 and BG-2]			
Standards	Allowed	Provided	Compliance
Maximum Number	Limited by total area	2 wall signs	Y
Maximum Area	20% of building elevation (or 339 SF)	(178 SF including existing permitted wall signs)	Y
Maximum Height	12 inches above top of wall or parapet	Below roofline	Y
Maximum Projection	4 feet from structure	3 inches	Y
Illumination	75% neon illumination and/or animation	75% neon illumination	Y

ANALYSIS

The subject site is located within the Downtown Centennial Plan Overlay District, which is subject to the requirements of the Downtown Centennial Plan. The Plan requires DDRC approval of all signage within the Downtown South District. In addition, the site is located within the Las Vegas Boulevard Scenic Byway Overlay District, established by Title 19.10.160, which requires a more restrictive illumination standard to promote neon signage and underscore the historical importance of such signage in the development of Las Vegas Boulevard as a unique corridor. The proposed signage meets the intent of these standards and is in conformance with the 75 percent illumination requirement within the overlay.

Per Title 19.08.120(E), decorative architectural graphics that do not include a commercial message and are not symbolic of any commercial activities taking place on the site are exempt from sign regulation under the Zoning Code. However, the orange, green and red stripes that make up Sign BG-1 are part of the applicant's logo and are used universally on the convenience stores operated by the applicant; therefore the sign is not exempt from Title 19 regulation.

FINDINGS

The signs are in conformance with Title 19.08 sign standards, the illumination requirements of Title 19.10.160 and are compatible with the site. Therefore, staff recommends approval, subject to conditions.