

**AGENDA MEMO - PLANNING**

DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: JANUARY 15, 2013
DEPARTMENT: PLANNING
ITEM DESCRIPTION: ARC-47898 – APPLICANT: THE D LAS VEGAS CASINO
HOTEL - OWNER: NOLEN 1983 TRUST, ET AL

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
ARC-47898	Staff recommends DENIAL, if approved subject to conditions:	

**** CONDITIONS ****

ARC-47898 CONDITIONS

Planning

1. Conformance to the sign elevations and documentation as submitted and date stamped 12/27/12 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 any proposed signage.
3. Minor modifications may be approved by the Department of Planning.
4. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

Staff Report Page One**January 15, 2013 - Downtown Design Review Committee Meeting****** STAFF REPORT ******PROJECT DESCRIPTION**

The applicant is requesting Downtown Design Review Committee (DDRC) review for two signs associated with an existing Hotel and Casino at 301 East Carson Avenue and 100 South Third Street. The signs are located within the Special Signage Sub-District of the Downtown Casino Overlay District.

Sign H is depicted as a large wall sign that is present on two sides of the building. Originally approved via a temporary sign permit, the applicant is now seeking permanent approval of the wall signage. Each sign is 22,223 square feet in size, exceeding the maximum allowed area of 1,500 square feet for each individual sign allowed within the Downtown Casino Overlay district. In addition, the signs are lit externally via flood lights located on the lower adjacent rooftop, and do not meet the requirement for 50% exposed neon, LED or animation.

Sign J is a roof sign with three sign faces, consisting of two large square panels on the east and west facades with the resort logo illuminated internally, and a ribbon of animated LED displays wrapping around three sides of the building. The sign meets the requirement for LED/animation, but requires a waiver for the size of each sign face on the east and west sides of the building, as the signs are 1,844 square feet in size, where 1,500 square feet is allowed. A waiver is also required for the height of the signs, as the square logo panels extend 30 feet above the roofline, where 20 feet is the maximum allowed.

The signs do not comply with Title 19.10.100 signage requirements for illumination standards size, and height, for which the applicant requests waivers. As staff supports current city policies with regard to the development of the Downtown Casino Overlay District, it cannot support the request and therefore recommends denial of this review. The DDRC's action may be appealed to the City Council within 10 days of final approval.

ISSUES

- Waivers of Title 19.10.100 are required for Sign H to allow no neon and/or animation where such is required on at least 50 percent of the surface area of any new sign within the Special Signage Sub-District of the Downtown Casino Overlay District, and to allow two individual signs greater than 1,500 square feet in size. Staff does not support the waivers.
- Waivers of Title 19.10.100 are required for Sign J to allow two individual sign faces greater than 1,500 square feet in size, and to allow two roof sign faces to extend 30 feet above the roofline. Staff does not support the waivers.
- Submitted plans include all signage for the hotel. Only the signs listed as "H" and "J" are subject to this review. All others have been previously approved.

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BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
03/01/12	A Temporary Sign Permit (TSP-44760) was issued for two building wraps located at 301 Fremont Street. The signs are on the east and west sides of the building. The building wraps measure 163' high by 136' wide with the message "The D Las Vegas". The signs were to be displayed from March 7, 2012 through May 5, 2012. This approval was extended via ordinance to six months from the date of issuance, or September 7, 2012, and has since expired.
08/21/12	A Signage Design Review (ARC-46358) for a portion of an existing hotel and casino was approved by the Downtown Design Review Committee at 301 East Carson Avenue and 100 South Third Street (APNs 139-34-210-064 and 065).

<i>Related Building Permits/Business Licenses</i>	
07/23/09	A building permit (144116) was issued for four internally illuminated wall signs at 301 Fremont Street. A final inspection has not been completed.
05/24/12	A building permit review (211898) for a proposed sign at 301 Fremont Street was denied by the Department of Planning pending review and approval by the Downtown Design Review Committee. A permit has not been issued.
06/04/12	A building permit (212476) was issued for an illuminated wall sign at 301 Fremont Street. A final inspection was approved 06/20/12.
08/01/12	An application for building permit (216677) was issued for changeout of four existing signs along Carson Avenue and Fourth Street associated with the property. These permits have not yet received a final inspection.

<i>Pre-Application Meeting</i>	
07/02/12	A pre-application meeting was held with the applicant to discuss submittal requirements for Downtown Design Review Committee review of signage for an existing Hotel and Casino. The applicant was informed that waivers would be required if the 50 percent neon illumination/animation standard in the Special Signage Sub-District could not be met for each sign. Waivers would also be required for individual signs exceeding 1,500 square feet in size, and for a roof sign that extends more than 20 feet above the roofline.

<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	Hotel and Casino	C (Commercial)	C-2 (General Commercial)
North	Hotel and Casino	C (Commercial)	C-2 (General Commercial)
South	Office	C (Commercial)	C-2 (General Commercial)
East	Hotel and Casino	C (Commercial)	C-2 (General Commercial)
West	Hotel and Casino	C (Commercial)	C-2 (General Commercial)

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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 District)	X		Y
DC-O (Downtown Casino Overlay District - Special Signage Area)	X		N
A-O (Airport Overlay) District (200 Feet)	X		Y
Las Vegas Redevelopment Plan Area	X		Y

DEVELOPMENT STANDARDS

Pursuant to Title 19.08 and Title 19.10.100, the following standards apply:

Wall Signs [Sign H – east and west elevations]			
Standards	Allowed	Provided	Compliance
Maximum Number	Limited by total area	2 signs	Y
Maximum Area	1,500 SF	22,223 SF each	N
Maximum Coverage	50% of eligible signage area, excluding “building wrap” signage	N/A	Y
Maximum Height	20 feet above top of wall or parapet	Does not extend above parapet	Y
Maximum Projection	4 feet from structure	Less than 4 feet	Y
Illumination	Internal/external	External floodlights	N

Roof Signs [Sign J – east, west and south elevations]			
Standards	Allowed	Provided	Compliance
Maximum Number	Limited by total area	3 signs	Y
Maximum Area	1,500 SF / sign	1,844 SF (x2) 474 SF	N Y
Maximum Height	20 feet above top of wall or parapet	30 Feet above the parapet	N
Illumination	Internal/external	Internal and LED/Animation	Y

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Waivers		
Requirement	Request	Staff Recommendation
50% neon illumination and/or animation for each sign within DC-O District	To allow Sign H to contain no neon and/or animation	Denial
Individual signs are limited to no more than 1,500 square feet for each sign within DC-O District	To allow Signs H and J to exceed 1,500 Square feet	Denial
Roof signs are allowed to extend no more than 20 feet above the parapet of the building within DC-O District	To allow Sign J to extend 30 feet above the parapet on the east and west sides of the building	Denial

ANALYSIS

The subject site is located within the Downtown Centennial Plan Overlay District, which is subject to the requirements of the Downtown Centennial Plan. As a part of the Special Signage Sub-District, the site is subject to the signage requirements of Title 19.10.100. The property also borders the Fremont Street Experience pedestrian mall. Per Title 19.10.100, only the portions of the property outside of the pedestrian mall are subject to DDRC review.

The signs do not comply with Title 19.10.100 signage requirements for illumination standards and maximum size and height limitations, for which the applicant requests waivers. As staff supports current city policies with regard to the development of the Downtown Casino Overlay District, it cannot support the request.

FINDINGS

The proposed signs are not in conformance with the requirements of the Special Signage Sub-District. Staff cannot support the waiver requests, as it supports the intent of the Downtown Casino Overlay District for the developmental, aesthetic and cultural reasons stated in Title 19.10.100. Therefore, staff recommends denial.