

City of Las Vegas

AGENDA MEMO - PLANNING

DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: JULY 17, 2012

DEPARTMENT: PLANNING

ITEM DESCRIPTION: ARC-45972 – APPLICANT: GOLDEN GATE HOTEL AND
CASINO - OWNER: SAL SAGEV HOTEL CO., INC., ET AL

****STAFF REPORT WILL BE MADE AVAILABLE AT THE MEETING****



DEPARTMENT OF PLANNING

APPLICATION / PETITION FORM

Application/Petition For: _____
 Project Address (Location) 1 FREMONT ST.
 Project Name GOLDEN GATE HOTEL + CASINO Proposed Use _____
 Assessor's Parcel #(s) 139-34-101-D12 Ward # 3
 General Plan: existing _____ proposed _____ Zoning: existing C-2 proposed _____
 Commercial Square Footage _____ Floor Area Ratio _____
 Gross Acres 1.29 Lots/Units _____ Density _____
 Additional Information _____

PROPERTY OWNER SAL SAGEV HOTEL CO INC Contact Mark Brandenburg
 Address 1 FREMONT ST. Phone: 385-1906 Fax: 383-9681
 City LAS VEGAS State NV Zip 89101
 E-mail Address mbrandenburg@goldengatecasino.com

APPLICANT GOLDEN GATE HOTEL + CASINO Contact Mark Brandenburg
 Address 1 FREMONT ST. Phone: 385-1906 Fax: 383-9681
 City LAS VEGAS State NV Zip 89101
 E-mail Address mbrandenburg@goldengatecasino.com

REPRESENTATIVE Greg Borgel Contact Greg Borgel
 Address 300 S. 4th ST, Suite 1700 Phone: 383-8953 Fax: 383-8845
 City LAS VEGAS State NV Zip 89101
 E-mail Address gborgel@lionelsawyer.com

FOR DEPARTMENT USE ONLY

Property Owner Signature* Mark Brandenburg

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

Print Name mark Brandenburg

Subscribed and sworn before me

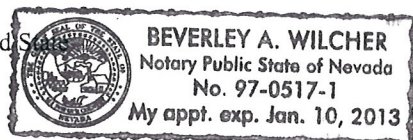
This 27th day of June

Beverly A Wilcher



Case #	<u>ARC-45972</u>
Meeting Date:	<u>7/17/12</u>
Total Fee:	<u>\$0</u>
Date Received:*	<u>6/28/12</u>
Received By:	<u>[Signature]</u>

Notary Public in and for said County and State



*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.

f:\depot\Application Packet\Application Form.pdf



DEPARTMENT OF PLANNING

APPLICATION / PETITION FORM

Application/Petition For: DORC
 Project Address (Location) 201 + 209 S. Main St.
 Project Name Golden Gate Hotel + Casino Proposed Use _____
 Assessor's Parcel #(s) 139-34-11-045 / 139-34-11-046 Ward # 3
 General Plan: existing _____ proposed _____ Zoning: existing C-2 proposed _____
 Commercial Square Footage _____ Floor Area Ratio _____
 Gross Acres _____ Lots/Units _____ Density _____
 Additional Information _____

PROPERTY OWNER Sophia Ghelfi Ann Income Trust Contact _____
 Address 1 Fremont St Phone: _____ Fax: _____
 City Las Vegas State NV Zip 89101
 E-mail Address _____

APPLICANT Golden Gate Hotel + Casino Contact Mark Brandenburg
 Address 1 Fremont St Phone: 385-1906 Fax: 383-9651
 City Las Vegas State NV Zip 89101
 E-mail Address mbrandenburg@goldengatecasino.com

REPRESENTATIVE Greg Borgel Contact _____
 Address 300 S. 4th St., Suite 1700 Phone: 383-8953 Fax: 383-8845
 City Las Vegas State NV Zip 89101
 E-mail Address gborgel@lionelsawyer.com

FOR DEPARTMENT USE ONLY

Property Owner Signature* Mark Brandenburg

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

Print Name Mark Brandenburg

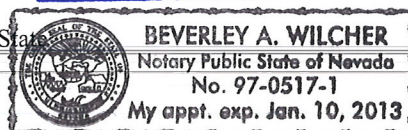
Subscribed and sworn before me

This 3rd day of July

Beverly A Wilcher



Notary Public in and for said County and State



Case #	<u>ARC-45972</u>
Meeting Date:	<u>7/17/12</u>
Total Fee:	<u>\$0 -</u>
Date Received:*	<u>7/3/12</u>
Received By:	<u>ASwanth</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.



DEPARTMENT OF PLANNING

STATEMENT OF FINANCIAL INTEREST

Case Number: ARC-45972 APN: 139-34-101-012

Name of Property Owner: SAL SAGEV HOTEL CO. INC

Name of Applicant: GOLDEN GATE HOTEL & CASINO

Name of Representative: GREG BORDEL

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: _____

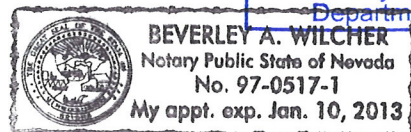
Signature of Property Owner: Mark Brandenburg

Print Name: Mark Brandenburg

Subscribed and sworn before me

This 27th day of June, 2012

Beverly A Wilcher
Notary Public in and for said County and State





DEPARTMENT OF PLANNING

STATEMENT OF FINANCIAL INTEREST

Case Number: ARC-45972 APN: 139-34-111-045/139-34-111-046
 Name of Property Owner: Sophia Ghelfi Ann Income Trust
 Name of Applicant: Golden Gate Hotel & Casino
 Name of Representative: Greg Borgel

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: _____



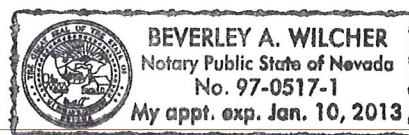
Signature of Property Owner: Mark Brandenburg

Print Name: MARK BRANDENBURG

Subscribed and sworn before me

This 3rd day of July, 2012

Beverly A Wilcher
 Notary Public in and for said County and State





Las Vegas Division

5119 South Cameron Street
Las Vegas, Nevada 89118

702-876-8080 Telephone
702-944-4500 Fax

June 28, 2012

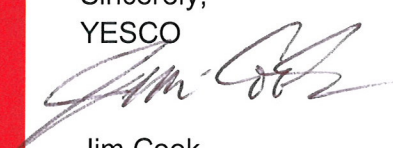
Doug Rankin
Planning Manager - City of Las Vegas
333 North Rancho Drive
Las Vegas, NV 89106

Dear Mr. Rankin

Please consider this justification submittal for the Golden Gate Casino Entitlement Package.

- Free standing signage not allowed. The (4) four signs submitted are "directional" signage and function to promote public way finding for the Golden Gate main and self parking lots as shown.
- DDRC signage requires 75% neon illumination. The signage in reference was designed to function as a "directional" signage. This type of signage is typically illuminated with standard fluorescent lighting there for no neon was used in the design or fabrication of the signage.
- The main purpose of these (4) four signs is to communicate and convey information such that its receiver can make cognitive decisions based on the information provided. These "directional" signs lead the public to the Golden Gate Casino & Hotel and their related functional spaces as shown on the attached site plans and elevation drawings.
- The ownership of the Golden Gate Casino & Hotel has made a substantial investment that not only promotes the Golden Gate but is a welcoming icon to the overall downtown experience. The entire project has been carefully planned and designed to uphold Downtown Las Vegas and its long history that all started at 1 Fremont in 1906.

Sincerely,
YESCO


Jim Cook
Project Director

ARC-45972
07/17/12 DDRC



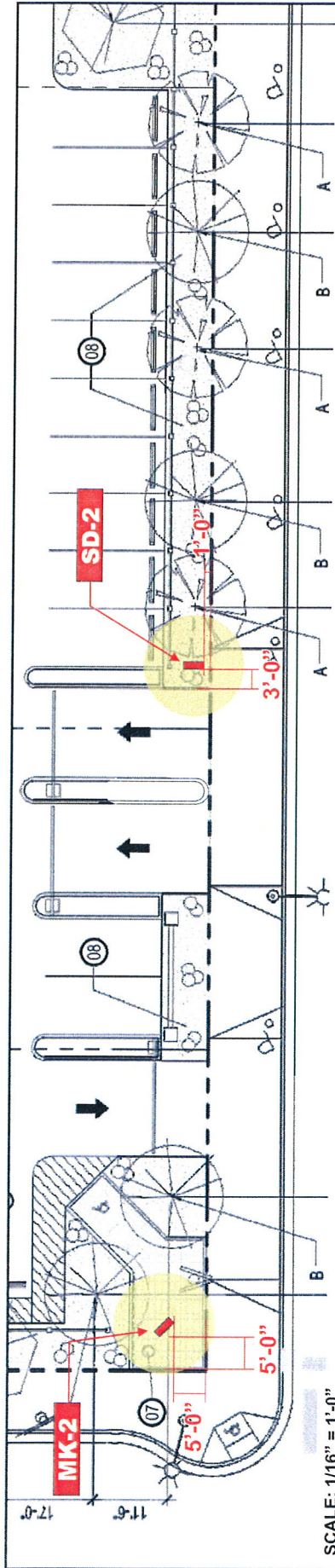
SIGN ANALYSIS TABLE
DIRECTIONAL SIGN **711.3**

SIGNS ARE LOCATED IN THE NORTH LOT

SIGN HEIGHT ALLOWED:	7'-0"	PROPOSED:	8'-3"
SIGN AREA ALLOWED:	12 SQ. FT.	PROPOSED:	16.83 SQ. FT.

INTERNAL FLUORESCENT ILLUMINATION (75% NEON REQUIRED / 0% PROPOSED)

NO ANIMATION ON THE SIGN



SIGN ANALYSIS TABLE

DIRECTIONAL SIGN **SD-2**

SIGNS ARE LOCATED IN THE NORTH LOT

SIGN HEIGHT ALLOWED: 7'-0" PROPOSED: 8'-3"

SIGN AREA ALLOWED: 12 SQ FT PROPOSED: 17.8 SQ FT

INTERNAL FLUORESCENT ILLUMINATION (75% NEON REQUIRED / 0% PROPOSED)

NO ANIMATION ON THE SIGN

SIGN ANALYSIS TABLE

DIRECTIONAL SIGN **MK-2**

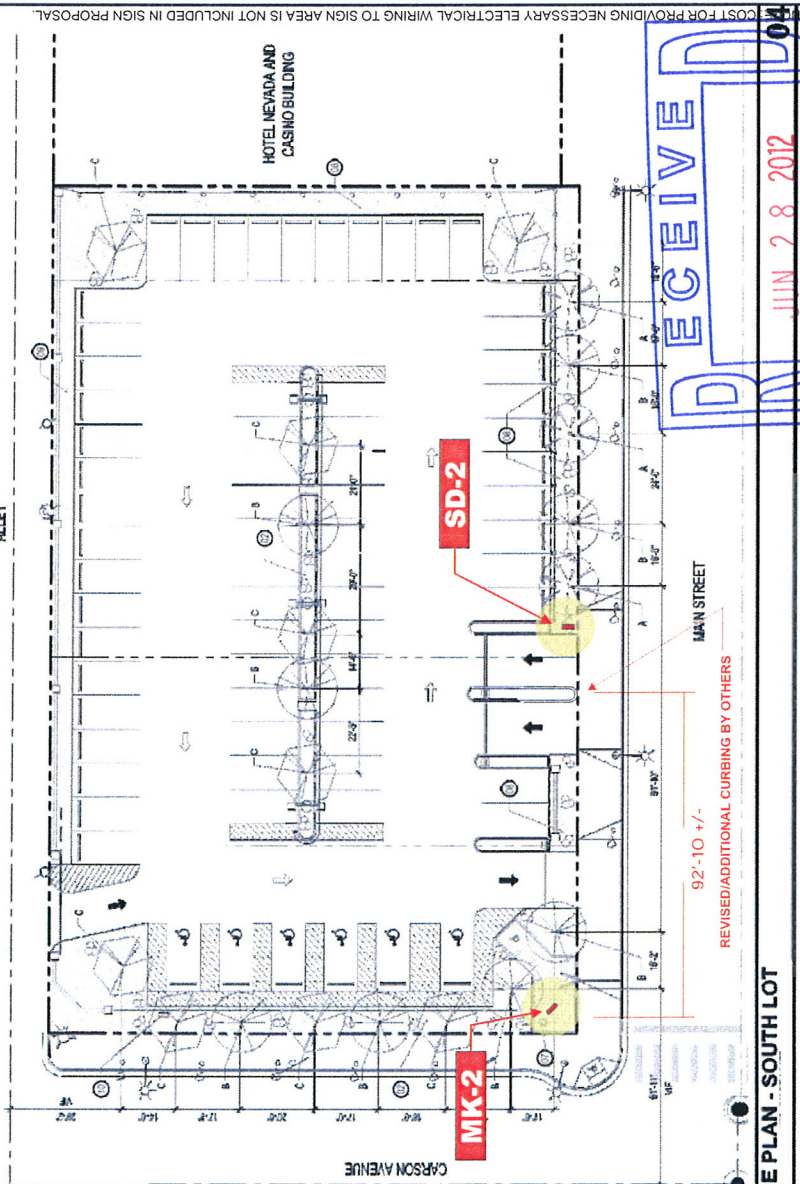
SIGNS ARE LOCATED IN THE NORTH LOT

SIGN HEIGHT ALLOWED: 7'-0" PROPOSED: 8'-3"

SIGN AREA ALLOWED: 12 SQ FT PROPOSED: 16.83 SQ FT

INTERNAL FLUORESCENT ILLUMINATION (75% NEON REQUIRED / 50% PROPOSED)

SIDE A - ANIMATED SIDE B - NO ANIMATION ON THE SIGN



LANDSCAPE PLAN - SOUTH LOT

SCALE: 1/16" = 1'-0"



92'-10" +/-

REVISED/ADDITIONAL CURBING BY OTHERS

MAIN STREET

SD-2

MK-2

HOTEL NEVADA AND CASHIO BUILDING

ALLEY

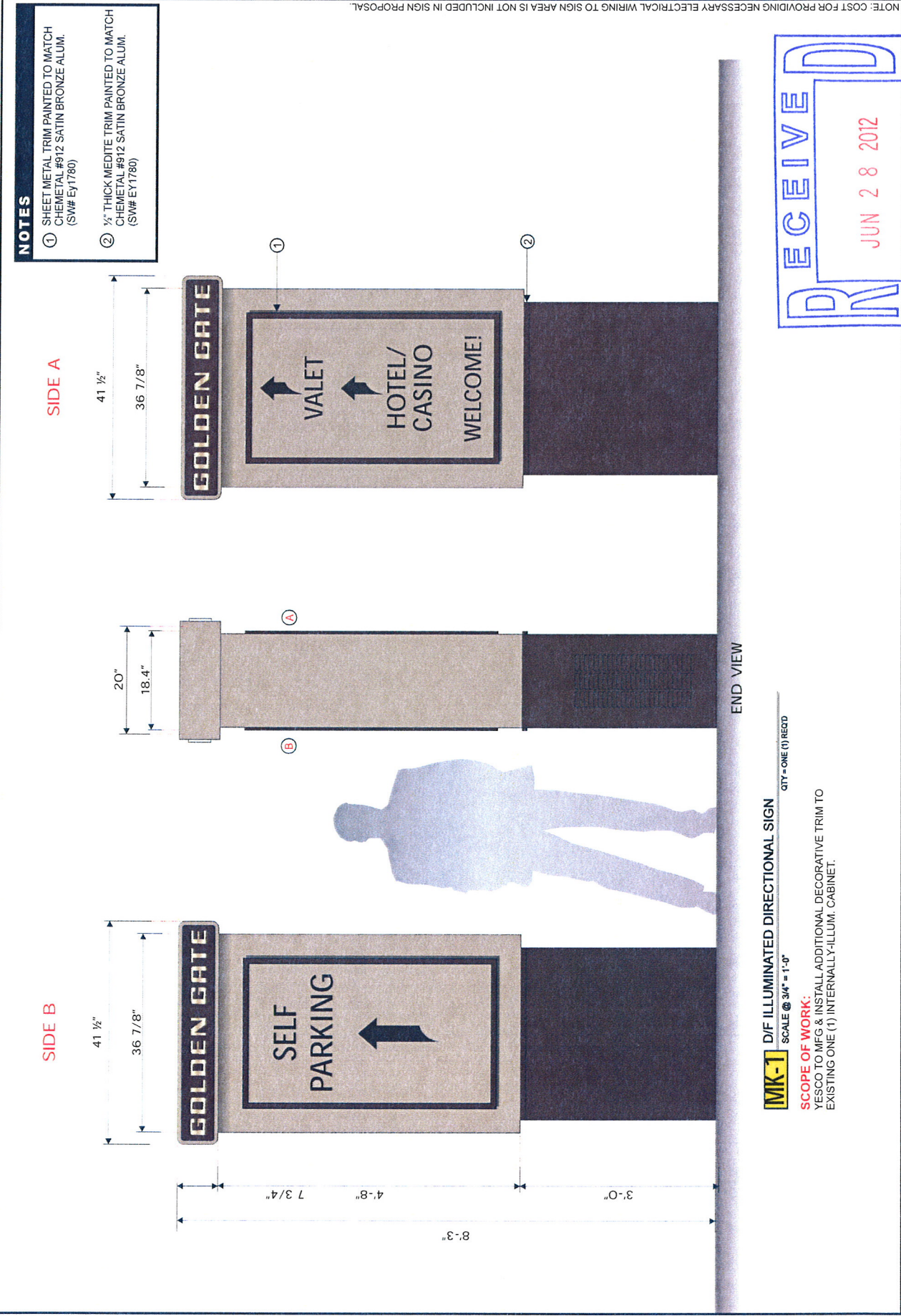
CARSON AVENUE

RECEIVED
JUN 28 2012

City of Las Vegas
Department of Planning

ARC-45972
07/17/12 DDRC

NOTE: COST FOR PROVIDING NECESSARY ELECTRICAL WIRING TO SIGN AREA IS NOT INCLUDED IN SIGN PROPOSAL.



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JUN 28 2012

City of Las Vegas
Department of Planning

ARC-45972
07/17/12 DDRC

MK-1 D/F ILLUMINATED DIRECTIONAL SIGN
SCALE @ 3/4" = 1'-0"
QTY = ONE (1) REQ'D
SCOPE OF WORK:
YESCO TO MFG & INSTALL ADDITIONAL DECORATIVE TRIM TO EXISTING ONE (1) INTERNALLY-ILLUM. CABINET.

SIDE A



RECEIVED
JUN 28 2012

City of Las Vegas
Department of Planning

ARC-45972
07/17/12 DDRC

YESCO
LAS VEGAS DIVISION
5119 SO. CAMERON ST.
LAS VEGAS, NV 89116
PHONE: (702) 876-8080
WWW.YESCO.COM

YESCO
LAS VEGAS DIVISION
5119 SO. CAMERON ST.
LAS VEGAS, NV 89116
PHONE: (702) 876-8080
WWW.YESCO.COM

Client Name & Address:
**GOLDEN GATE
FREMONT
LAS VEGAS, NV 89101**

Project Name:
GOLDEN GATE

Project No.:
421900

Account Executive:
JIM COOK

Designer:
MALCOLM SWAN

Checked by:
Cristina Director

Estimating:
Account Executive

Client:

Rev. / Date / Designer

A	08/14/11	MS
A	08/29/11	JC
A	10/04/11	MS
A	10/29/11	MS
A	12/29/11	MS
A	02/01/12	MS
A	04/04/12	MS

Description:
**DIRECTIONAL &
LCD DISPLAYS**

Classification:

Reference Design:
000000

G.E.M. Serial:
000000

Sheet:
3.1

NOTE: COST FOR PROVIDING NECESSARY ELECTRICAL WIRING TO SIGN AREA IS NOT INCLUDED IN SIGN PROPOSAL.



SIDE A

MK-2

ARC-45972
07/17/12 DDRC

City of Las Vegas
Department of Planning

YESCO

YESCO LLC
LAS VEGAS DIVISION
5119 SO. CAMERON ST
LAS VEGAS, NV 89118
PHONE (702) 876-8080
WWW.YESCO.COM

CONTRACTOR LICENSE #817213 & #811218

Project Name & Address:
GOLDEN GATE
1 FREMONT
LAS VEGAS, NV 89101

421900

GOLDEN GATE

Account Executive
JIM COOK

Designer
MALCOLM SWART

Checked by
Design Approvals

Creating Director
Estimating

Account Executive
Client

Rev. / Date / Designer
A 08/14/11 - MS
A 10/04/11 - JC
A 11/04/11 - MS
A 12/01/11 - MS
A 02/04/12 - MS
A 04/04/12 - MS

DIRECTIONAL &
LCD DISPLAYS

Classification

Reference Design
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Q.M. Revs
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Sheet
4.1

NOTE: COST FOR PROVIDING NECESSARY ELECTRICAL WIRING TO SIGN AREA IS NOT INCLUDED IN SIGN PROPOSAL.



SIDE B

NOTE: COST FOR PROVIDING NECESSARY ELECTRICAL WIRING TO SIGN AREA IS NOT INCLUDED IN SIGN PROPOSAL.

YESCO
LAS VEGAS DIVISION
5119 SO. CAMERON ST.
LAS VEGAS, NV 89118
PHONE: (702) 876-8080
WWW.YESCO.COM

YESCO LLC
LAS VEGAS DIVISION
5119 SO. CAMERON ST.
LAS VEGAS, NV 89118
PHONE: (702) 876-8080
WWW.YESCO.COM

Project Name & Address
GOLDEN GATE
FREMONT
LAS VEGAS-NV 89101

Project No.
421900

Account Executive
JIM COOK

Designer
MARK CULM

Checker
BRAD

Client
Golden Gate

Drawn By
Mark Culm

Checked By
Mark Culm

Estimating
Mark Culm

Account Executive
Mark Culm

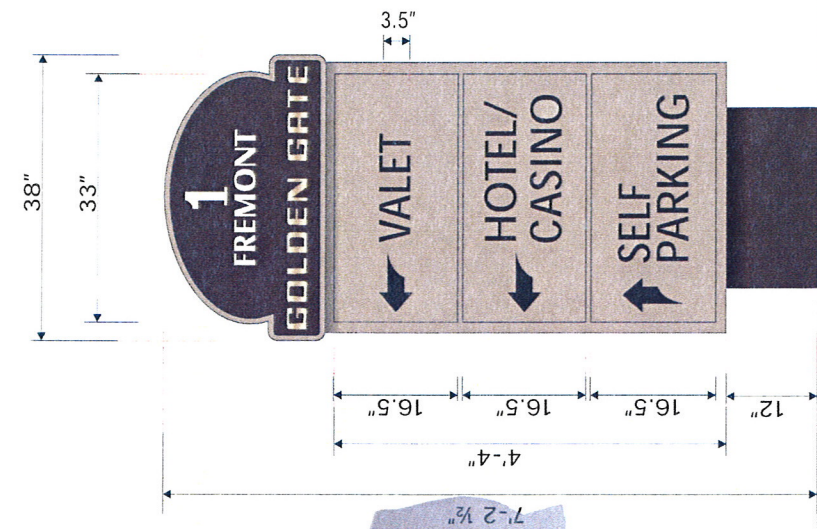
Revision / Date / Designer
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Sheet
4.2

3 amps @
120 volts
1-20 amp circuit

SIDE A



FACE A-
DRIVING SOUTH ON MAIN ST.

SD-1 D/F ILLUMINATED DIRECTIONAL SIGN
SCALE @ 3/4" = 1'-0"
QTY = ONE (1) REQ'D



SIDE B



FACE B-
DRIVING NORTH ON MAIN ST.

NOTES

- ① MANUFACTURE & INSTALL 2 EA. FREESTANDING ILLUMINATED DISPLAYS WITH PAINTED BRONZE FINISH, **TIGER DRYLAC CHAMPAGNE (302 METALLIC - 38-15015)**
- ② 'GOLDEN GATE' TO BE PUSH THRU COPY (CLEAR ACRYLIC W/ POLISHED EDGES) ANF FACED WITH LITE GOLD VINYL
- ③ ROUTED FACES TO BE **TIGER DRYLAC CHAMPAGNE (302 METALLIC - 38-15015)** BROWN PERFORATED VINYL FOR ALL DIRECTIONAL COPY
- ④ BASE OF CABINET PAINTED TO MATCH CHEMETAL #912 SATIN BRONZE ALUM. (SV# EY1780)

RECEIVED
JUN 28 2012

City of Las Vegas
Department of Planning

ARC-45972
07/17/12 DDRC

A color photograph of a street scene in Las Vegas, showing the MGM Grand hotel and casino. A white SUV is parked on the street, and a large orange traffic cone is visible. The image is labeled "SIDE B" and "RECEIVE".

RECEIVED
JUN 28 2012
City of Las Vegas
Department of Planning

[illegible]

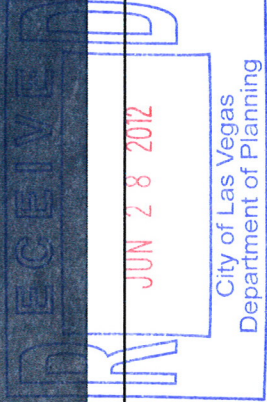
SIDE A



NOTE: COST FOR PROVIDING NECESSARY ELECTRICAL WIRING TO SIGN AREA IS NOT INCLUDED IN SIGN PROPOSAL.

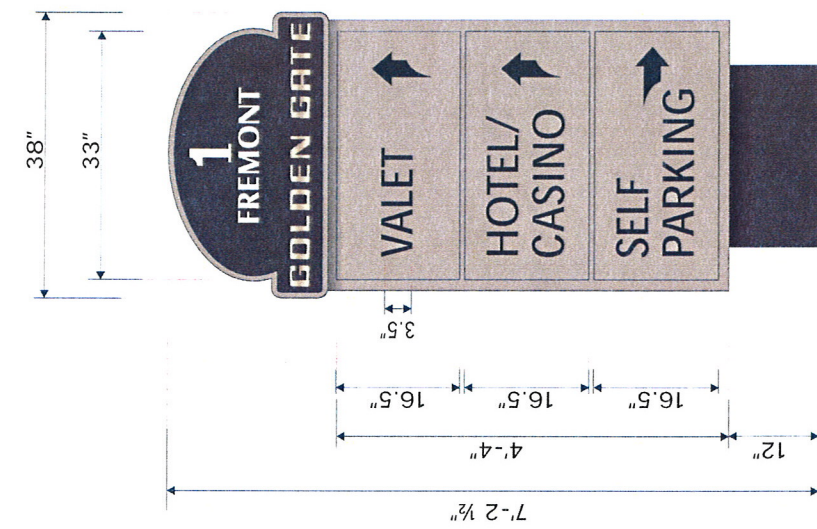
YESCO LAS VEGAS DIVISION 5119 SO. CAMERON ST. LAS VEGAS, NV 89118 PHONE: (702) 876-8090 WWW.YESCO.COM NY CONTRACTOR LICENSE: WH1713 & AH1713H		YESCO LAS VEGAS DIVISION 5119 SO. CAMERON ST. LAS VEGAS, NV 89118 PHONE: (702) 876-8090 WWW.YESCO.COM NY CONTRACTOR LICENSE: WH1713 & AH1713H	
421900 Project Name: GOLDEN GATE		421900 Project Name: GOLDEN GATE	
Client Name & Address: 1 FREMONT LAS VEGAS, NV 89101		Client Name & Address: 1 FREMONT LAS VEGAS, NV 89101	
Account Executive: JIM COOK		Account Executive: JIM COOK	
Designer: MALCOLM SHAW		Designer: MALCOLM SHAW	
Checked By:		Checked By:	
Creative Director:		Creative Director:	
Estimating:		Estimating:	
Account Executive:		Account Executive:	
Client:		Client:	
Rev # Date / Designer		Rev # Date / Designer	
001/12/11 - MS		001/12/11 - MS	
1/06/2011 - JC		1/06/2011 - JC	
1/11/11 - MS		1/11/11 - MS	
1/17/11 - MS		1/17/11 - MS	
1/20/11 - MS		1/20/11 - MS	
02/10/12 - MS		02/10/12 - MS	
02/16/12 - MS		02/16/12 - MS	
Directional & LCD Displays		Directional & LCD Displays	
Classification:		Classification:	
Reference Design		Reference Design	
000000		000000	
000000		000000	
Sheet:		Sheet:	
5.2		5.2	

ARC-45972
07/17/12 DDRC

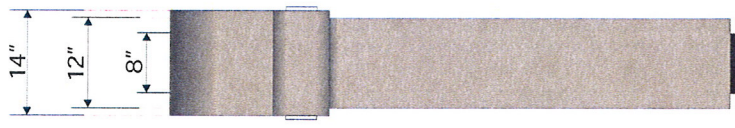


3 amps @
120 volts
1-20 amp circuit

SIDE A



FACE A-
DRIVING NORTH ON MAIN ST.



END VIEW

SIDE B



FACE B-
DRIVING SOUTH ON MAIN ST.

NOTES

- MANUFACTURE & INSTALL 2 EA. FREESTANDING ILLUMINATED DISPLAYS WITH PAINTED BRONZE FINISH. **TIGER DRYLAC CHAMPAGNE (302 METALLIC - 38-15015)**
- 'GOLDEN GATE' TO BE PUSH THRU COPY (CLEAR ACRYLIC W/ POLISHED EDGES) ANF FACED WITH LITE GOLD VINYL
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- BASE OF CABINET PAINTED TO MATCH CHEMETAL #912 SATIN BRONZE ALUM. (SW# EY1780)

YESCO
LAS VEGAS DIVISION
5119 SO CAMERON ST.
LAS VEGAS, NV 89118
PHONE: (702) 876-8080
WWW.YESCO.COM

Contract Name & Address:
**GOLDEN GATE
FREMONT
LAS VEGAS-NV 89101**

Project Number:
421900

Project Name:
GOLDEN GATE

Account Executive:
JIM COOK

Designer:
MALCOLM SHAW

Checked By:

Creative Director:

Estimating:

Account Executive:

Client:

Rev / Date / Designer

00/12/11 - MS

06/22/11 - JC

11/04/11 - MS

11/17/11 - MS

12/01/11 - MS

02/16/12 - MS

Description:
**DIRECTIONAL &
LCD DISPLAYS**

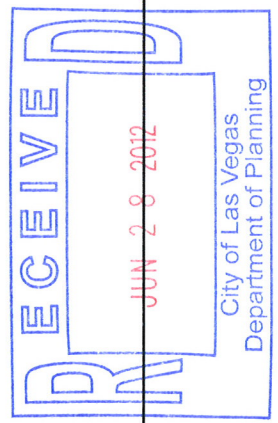
Classification:

Reference Design:
000000

Quantity:
000000

Sheet:
6.0

SD-2 D/F ILLUMINATED DIRECTIONAL SIGN
SCALE @ 3/4" = 1'-0"
QTY = ONE (1) REQD



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NOTE: COST FOR PROVIDING NECESSARY ELECTRICAL WIRING TO SIGN AREA IS NOT INCLUDED IN SIGN PROPOSAL.



SIDE A

SD-2

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NOTE: COST FOR PROVIDING NECESSARY ELECTRICAL WIRING TO SIGN AREA IS NOT INCLUDED IN SIGN PROPOSAL.

YESCO YESCO LLC LAS VEGAS DIVISION 5119 SO. CAMERON ST. LAS VEGAS, NV 89118 PHONE: (702) 876-8080 WWW.YESCO.COM NY CONTRACTOR LICENSE: #012731 & #012019		421900 Project Name GOLDEN GATE Client Name & Address GOLDEN GATE FREMONT LAS VEGAS, NV 89101		Account Executive JIM COOK Designer MARK HOLM SHAW Checked by Design Approvals Creative Director Estimating Account Executive Client		Rev / Date / Designer A 08/14/11 - MS A 11/04/11 - MS A 11/17/11 - MS A 12/20/11 - MS A 02/10/12 - MS A 02/16/12 - MS DESCRIPTION DIRECTIONAL & LCD DISPLAYS Classification Reference & Design 000000 000000 000000 Sheet 6.1	
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