

City of Las Vegas

AGENDA MEMO - PLANNING

DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: AUGUST 21, 2012

DEPARTMENT: PLANNING

**ITEM DESCRIPTION: ARC-46344 – APPLICANT: PARK ON FREMONT, LLC -
OWNER: ARTEMUS W. HAM, III**

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

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
ARC-46344	Staff recommends APPROVAL, subject to conditions:	

**** CONDITIONS ****

ARC-46344 CONDITIONS

Planning

1. Conformance to the sign elevations and documentation as submitted and date stamped 07/31/12 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. Any existing non-permitted signage shall be removed within 30 days of final action, or permits shall be obtained.
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
August 21, 2012 - Downtown Design Review Committee Meeting**

**** STAFF REPORT ****

PROJECT DESCRIPTION

The applicant is requesting Downtown Design Review Committee (DDRC) review for two proposed signs at a proposed Tavern-Limited Establishment at 506 Fremont Street. Sign BG-1 is a projecting roof sign containing approximately 32 square feet that would be located midway along the west elevation of the existing building on the site. The aluminum sign cabinet is 10.5 feet tall but extends seven feet above the parapet of the building, overlapping the façade by two feet. The bulk of the cabinet is ovular and vertically spells the word “Park.” The letters consist of individual open face aluminum cabinets that are painted green and overlaid by bordering white neon. The letters are designed to illuminate in sequence to spell the full word “Park” in repeating cycles. The sign projects at a 30 degree angle from the building façade so that it can be adequately seen from Las Vegas Boulevard. Sign BG-2 is a 39 square-foot wall sign consisting of dark green painted aluminum letters that horizontally spell “Park on Fremont” along the south parapet of the existing building. The letters are proposed to be outlined by non-flashing white neon.

As the two proposed signs conform to the requirements of Title 19.10.100 and the illumination requirements of the Las Vegas Scenic Byway Overlay District, staff recommends approval with conditions. The DDRC’s action may be appealed to the City Council within 10 days of final action.

ISSUES

- The two proposed signs meet the 75 percent illumination/animation requirement of the Las Vegas Boulevard Scenic Byway Overlay District. The site is subject to DDRC review as a result of a mapping action that combined the underlying lots, with the result that they are now located within the Scenic Byway Overlay District.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
06/23/92	The City Council denied the appeal from the Board of Zoning Adjustment denial of a Special Use Permit (U-0116-92) for a 34-foot tall, 14-foot by 48-foot Off-Premise Sign that was proposed to replace an existing 6-foot by 12-foot Off-Premise Sign at 500 Fremont Street. Staff recommended approval.

Staff Report Page Two

August 21, 2012 - Downtown Design Review Committee Meeting

07/13/10	The Downtown Design Review Committee approved a Design Review (ARC-38370) for a Master Sign Plan for an existing retail building at 506 Fremont Street. Staff recommended approval, subject to removal of existing wall signage on the building.
07/17/12	A Final Map (FMP-45719) was recorded reverting the four lots that make up the subject site at 500 and 506 Fremont Street to acreage.
08/14/12	The Planning Commission will discuss a request for a Special Use Permit (SUP-45934) for a proposed Tavern-Limited Establishment at 500 and 506 Fremont Street.

Most Recent Change of Ownership

06/18/90	A deed was recorded for a change in ownership.
----------	--

Related Building Permits/Business Licenses

08/04/78	A building permit (#8538) was issued for a 16-foot tall, 6-foot by 12-foot Off-Premise Sign at 500 Fremont Street.
08/18/10	A building permit (169660) was issued for three illuminated wall signs at 506 Fremont Street. A final inspection was approved 09/15/10.
09/08/10	A building permit (171382) was issued for a 340-square foot illuminated freestanding sign at 506 Fremont Street. A final inspection for this sign has not been approved.

Pre-Application Meeting

07/24/12	A pre-application meeting was held with the applicant to discuss submittal requirements for a Downtown Design Review Committee review of new signage proposed to be installed at the subject location. The types and sizes of the proposed signs were determined. As several districts overlap in this area, the applicability of sign standards for this site was discussed.
----------	---

Field Check

07/31/12	The site currently contains freestanding and wall signage for the current tenant of the subject space. A homemade sign advertising services off the premises was leaning against the building. The parking area at the northeast corner of Las Vegas Boulevard and Fremont Street also contains a nonconforming off-premise sign.
----------	---

<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	Restaurant	C (Commercial)	C-2 (General Commercial)
North	Hotel and Casino	C (Commercial)	C-2 (General Commercial)

Staff Report Page Three

August 21, 2012 - Downtown Design Review Committee Meeting

South	General Retail Store	C (Commercial)	C-2 (General Commercial)
	Restaurant		
	Tavern-Limited Establishment		
East	Convenience Store (vacant)	C (Commercial)	C-2 (General Commercial)
West	Shopping Center	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
Special Purpose and Overlay Districts	Yes	No	Compliance
Special Purpose and Overlay Districts			
DCP-O (Downtown Centennial Plan Overlay District) – (Fremont East District)	X		Y
DC-O (Downtown Casino Overlay District - 125' Buffer Area)	X		Y
DE-O (Downtown Entertainment Overlay District)	X		Y
Las Vegas Boulevard Scenic Byway Overlay District	X		Y
Las Vegas Redevelopment Plan Area	X		Y

DEVELOPMENT STANDARDS

Pursuant to Title 19.10.100 and 19.10.160, the following standards apply:

<i>Projecting Roof Sign [Sign BG-1 West Elevation]</i>			
<i>Standards</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Number	1 sign per entrance	1 sign on west elevation	Y
Maximum Area	1,500 SF	32 SF	Y
Maximum Height	20 feet above height of the parapet	7 feet above parapet	Y
Minimum Setback	3 feet from back of curb	N/A	N/A
Maximum Projection	6 feet from building elevation	3.5 feet	Y
Minimum Clearance	8 feet minimum from ground to bottom of sign	12 feet	Y
Other	Cannot be located on same property as a freestanding sign	Existing freestanding sign proposed to be removed	Y
Illumination	75% exposed neon and/or animation	75% neon and animation	Y

Staff Report Page Four
August 21, 2012 - Downtown Design Review Committee Meeting

<i>Wall Signs [Sign BG-2 South Elevation]</i>			
<i>Standards</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Number	Limited by total area	1 sign	Y
Maximum Area	1,500 SF	39 SF	Y
Maximum Coverage	50% of eligible signage area (or 46 SF)	39 SF	Y
Maximum Height	20 feet above height of the parapet	Located on parapet	Y
Minimum Height	None if less than 65 SF (10 feet above grade if greater than 65 SF)	11 feet	Y
Maximum Projection	4 feet from structure	Flush-mounted	Y
Illumination	75% exposed neon and/or animation	75% exposed neon and/or animation	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 Fremont East District.

The site is located within several overlapping districts, each containing special sign requirements. Following a recent mapping action that combined the lots underlying the subject parcels into one lot, the site is now wholly located within the Las Vegas Boulevard Scenic Byway Overlay District. Established by Title 19.10.160, this district 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. Both proposed signs meet the intent of these standards and are in conformance with the 75 percent illumination requirement within the Overlay. The site also lies within the 125-foot buffer radius of the Downtown Casino Overlay District Special Signage Sub-District; building signage within the radius is subject to the requirements of Title 19.10.100 insofar as those requirements are inconsistent with signage standards elsewhere in Title 19. The two proposed signs meet all of the sign requirements that apply from either Title 19.10.100 or Title 19.08. Finally, the subject site is located within the Downtown Entertainment Overlay District; signage within this area must meet the illumination standard of Title 19.10.120, which requires at least 50 percent of the surface area of each sign to contain neon, LED, animation or a combination thereof. The 75 percent illumination requirement of the Scenic Byway Overlay District is more restrictive and therefore applied to the signs on the subject site. No waivers or variances are required for the proposed signage.

Staff Report Page Five**August 21, 2012 - Downtown Design Review Committee Meeting**

The subject site currently contains a 20-foot tall freestanding sign that is proposed to be removed from the premises and donated to the Neon Museum. Removal of the sign will allow for installation of Sign BG-1, which is classified as a projecting sign. Per Title 19.08, projecting signs may not be located on the same property as freestanding signs. The site also contains an existing nonconforming Off-Premise Sign that will not be removed at this time.

FINDINGS

The signs are in conformance with Title 19.10.100 sign standards and the illumination requirements of Title 19.10.160. As proposed, the signs are compatible with the site. Therefore, staff recommends approval, subject to conditions.