

City of Las Vegas

**SPECIAL DOWNTOWN DESIGN REVIEW COMMITTEE
CITY HALL, 400 STEWART AVENUE
CITY CLERK'S FIRST FLOOR CONFERENCE ROOM
CITY OF LAS VEGAS INTERNET ADDRESS: www.lasvegasnevada.gov
JANUARY 24, 2012
9:00 AM**

ITEMS MAY BE TAKEN OUT OF THE ORDER PRESENTED AT THE DISCRETION OF THE CHAIRPERSON. TWO OR MORE AGENDA ITEMS FOR CONSIDERATION MAY BE COMBINED; AND ANY ITEM ON THE AGENDA MAY BE REMOVED OR RELATED DISCUSSION MAY BE DELAYED AT ANY TIME.

DUPLICATE AUDIO CDs MAY BE AVAILABLE AT A COST OF \$5.00 EACH THROUGH THE CITY CLERK'S OFFICE.

1. CALL TO ORDER
2. ANNOUNCEMENT RE: COMPLIANCE WITH OPEN MEETING LAW
3. PUBLIC COMMENT DURING THIS PORTION OF THE AGENDA MUST BE LIMITED TO MATTERS ON THE AGENDA FOR ACTION. IF YOU WISH TO BE HEARD, GIVE YOUR NAME FOR THE RECORD. THE AMOUNT OF DISCUSSION, AS WELL AS THE AMOUNT OF TIME ANY SINGLE SPEAKER IS ALLOWED, MAY BE LIMITED
4. ARC-44067 - (DDRC) - PUBLIC HEARING - APPLICANT: WRL ARCHITECTS - OWNER: City of Las Vegas - For possible action on a request for a Signage Design Review for a proposed Master Sign Plan for Museum at 300 Stewart Avenue (APN 139-34-501-007), C-V (Civic) Zone, Ward 5 (Barlow)
5. CITIZENS PARTICIPATION: PUBLIC COMMENT DURING THIS PORTION OF THE AGENDA MUST BE LIMITED TO MATTERS WITHIN THE JURISDICTION OF THE COMMITTEE. NO SUBJECT MAY BE ACTED UPON BY THE COMMITTEE UNLESS THAT SUBJECT IS ON THE AGENDA AND IS SCHEDULED FOR ACTION. IF YOU WISH TO BE HEARD, GIVE YOUR NAME FOR THE RECORD. THE AMOUNT OF DISCUSSION ON ANY SINGLE SUBJECT, AS WELL AS THE AMOUNT OF TIME ANY SINGLE SPEAKER IS ALLOWED, MAY BE LIMITED
6. ADJOURNMENT

Facilities are provided throughout City Hall for the convenience of disabled persons. Reasonable efforts will be made to assist and accommodate physically handicapped persons. If you need an accommodation to attend and participate in this meeting, please call the City Clerk's office at 229-6311 and advise of your need at least 48 hours in advance of the meeting. The City's TDD number is 386-9108.

THIS MEETING HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

City Hall Plaza, 400 Stewart Avenue, Vending Area
City Clerk's Bulletin Board, 400 Stewart Avenue, 2nd Floor Skybridge
Las Vegas Library, 833 Las Vegas Boulevard North
Clark County Government Center, 500 S. Grand Central Parkway
Grant Sawyer Building, 555 E. Washington Avenue



AGENDA MEMO - PLANNING

DOWNTOWN DESIGN REVIEW COMMISSION MEETING DATE: JANUARY 24, 2012
DEPARTMENT: PLANNING
ITEM DESCRIPTION: APPLICANT: WRL ARCHITECTS - OWNER: CITY OF LAS VEGAS

** STAFF RECOMMENDATION(S) **

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
ARC-44067	Staff recommends APPROVAL, subject to conditions:	

** CONDITIONS **

ARC-44067 CONDITIONS

Planning

1. Approval of and conformance to the Conditions of Approval of Historic Preservation Commission (HPC- 39602) and Planning Commission (MSP-44034) shall be required, if approved.
2. This approval shall be void two years from the date of final approval, unless exercised pursuant to the provisions of LVMC Title 19.16. An Extension of Time may be filed for consideration by the City of Las Vegas.
3. All development shall be in conformance with the site plan, landscape plan, and building elevations, date stamped 12/01/11, except as amended by conditions herein.
4. Minor modifications may be approved by the Urban Design Coordinator of the Department of Planning.
5. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit.
6. All City Code requirements and design standards of all City Departments must be satisfied, except as modified herein.

Staff Report Page One

January 24, 2012 - Downtown Design Review Committee Special Meeting

**** STAFF REPORT ******PROJECT DESCRIPTION**

This is a request for a Master Sign Plan Design Review for a museum in a C-V (Civic) zone located at 300 Stewart Avenue. Signs within the C-V (Civic) zoning district are the same as for the P-O (Professional Office) district. However, additional signage may be permitted in conjunction with the public and semi-public institutions subject to review and approval by the Planning Commission. The Planning Commission is scheduled to hear the case on January 10, 2012. The proposed sign plan will contribute to the goals and objectives of the Downtown Gateway District of the Centennial Plan and is appropriate for a historic building per the Historic Preservation Commission; therefore, staff recommends approval.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
02/11/08	The City of Las Vegas approved a Capital Improvement Project (CIP-26498) agreement for the historic rehabilitation of the downtown Post Office/Courthouse at 300 Stewart Avenue into a museum and cultural center.
03/27/08	Planning and Development staff administratively approved a Site Development Plan Review (SDR-27014) for proposed on-site improvements and a mechanical room addition at 300 Stewart Avenue.
12/09/09	The Las Vegas Historic Preservation Commission approved a Certificate of Appropriateness (HPC-36661) for new construction at the U.S. Post Office and Courthouse, located at 300 Stewart Avenue.
09/22/10	The Las Vegas Historic Preservation Commission (HPC-39602) approved a Certificate of Appropriateness for exterior signage at the U.S. Post Office and Courthouse, at 300 Stewart Avenue.
12/22/11	A Master Sign Plan Application (MSP-44034) for proposed exterior signage at the U.S. Post Office and Courthouse at 300 Stewart Avenue was submitted and is scheduled for the 01/10/12 Planning Commission agenda.

<i>Most Recent Change of Ownership</i>	
05/14/02	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
07/28/09	A building permit (119565) for Tenant Improvements for a museum at 300 Stewart Avenue was issued. The permit has not been finalized and is still active.

Staff Report Page Two

January 24, 2012 - Downtown Design Review Committee Special Meeting

<i>Pre-Application Meeting</i>	
11/30/11	Staff met with the applicant and reviewed the requirements for a Master Sign Plan application. The DDRC process was also reviewed.

<i>Neighborhood Meeting</i>
No neighborhood meeting was required, nor was one held.

<i>Field Check</i>	
12/01/11	Staff visited the site and found a well maintained and secure property under renovation.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	1.98

<i>Surrounding Property</i>	<i>Existing Land Use Per Title 19.12</i>	<i>Planned or Special Land Use Designation</i>	<i>Existing Zoning District</i>
Subject Property	Museum, Art Display, or Art Sales (Private)	PF (Public Facilities)	C-V (Civic)
North	Vacant	MXU (Mixed Use)	C-2 (General Commercial)
South	Hotel and Gaming Establishment, Non-Restricted	C (Commercial)	C-2 (General Commercial)
East	Vacant	MXU (Mixed Use)	C-2 (General Commercial)
West	Vacant	MXU (Mixed Use)	C-2 (General Commercial)

<i>Master Plan Areas</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Master Plan Area	X		
Downtown Centennial Plan	X		Y
<i>Special Purpose and Overlay Districts</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Purpose and Overlay Districts	X		
C-V (Civic) District	X		Y
Downtown Centennial Plan Overlay District	X		Y
A-O (Airport Overlay) District 200 Feet	X		Y
H (Historic Designation)	X		Y
Live/Work Overlay District	X		N/A

Staff Report Page Three

January 24, 2012 - Downtown Design Review Committee Special Meeting

Trails	X		Y
Rural Preservation Overlay District		X	N/A
Las Vegas Redevelopment Plan Area	X		Y
Development Impact Notification Assessment		X	N/A
Project of Regional Significance		X	N/A

DEVELOPMENT STANDARDS

Pursuant to the Uniform Development Code 19.10.020, the signage standards for a project in a Civic District shall be established by the P-O District. In addition to the allowed signage, additional signs may be permitted in conjunction with public and semi-public institutions subject to the review and approval of the Planning Commission. The standards shall be designed to ensure compatibility of the development with existing and planned development in the surrounding area. The following signs are proposed:

<i>Freestanding Signs: [Signs 2 and 3 on the South Side of Property]</i>		
<i>Standards</i>	<i>Allowed</i>	<i>Provided</i>
Maximum Number	1 / Street frontage 1 total	2/ Street frontage 2 total
Maximum Area	48 SF	14 SF (each)
Maximum Height	12 Feet	18 Feet
Minimum Setback	5 Feet	8 Feet
Illumination	N/A	Internal/Back lit

<i>Freestanding Signs: [Signs 6 – 9 on the South Side of Property]</i>		
<i>Standards</i>	<i>Allowed</i>	<i>Provided</i>
Maximum Number	1 / Street frontage 1 total	4/ Street frontage 4 total
Maximum Area	48 SF	18 SF (each)
Maximum Height	12 Feet	17 Feet
Minimum Setback	5 Feet	5 Feet (Signs 7 and 8)
		2 Feet (Signs 6 and 9)
Illumination	N/A	None

<i>Wall Signs: [Signs 1, 4 and 5 South Elevation]</i>		
<i>Standards</i>	<i>Allowed</i>	<i>Provided</i>
Maximum Number	1 / Street frontage 1 total	3 / Street frontage 3 total
Maximum Area	50 SF / sign	Sign 1: 93 SF
		Sign 4: 142.3 SF
		Sign 5 142.3 SF

Staff Report Page Four

January 24, 2012 - Downtown Design Review Committee Special Meeting

Maximum Projection	2 Feet	Less than 2 Feet
Illumination	Internal/External	None

Wall Signs: [Sign 10 North Elevation]		
Standards	Allowed	Provided
Maximum Number	1 / Street frontage 0 total	1 / Street frontage 1 total
Maximum Area	50 SF/ sign	29.75 SF
Maximum Projection	2 Feet	Less than 2 Feet
Illumination	Internal/External	None

Wall Signs: [Sign 11 East Elevation]		
Standards	Allowed	Provided
Maximum Number	1 / Street frontage 0 total	1 / Street frontage 1 total
Maximum Area	50 SF/ sign	142.3 SF
Maximum Projection	2 Feet	Less than 2 Feet
Illumination	Internal/External	None

Wall Signs: [Sign 12 West Elevation]		
Standards	Allowed	Provided
Maximum Number	1 / Street frontage 0 total	1 / Street frontage 1 total
Maximum Area	50 SF/ sign	142.3 SF
Maximum Projection	2 Feet	Less than 2 Feet
Illumination	Internal/External	None

Window Signs: [Signs 13-18 South Elevation]		
Standards	Allowed	Provided
Maximum Number	1	6 total
Maximum Area	25% of total window SF	3 SF (total)
Maximum Projection	N/A	N/A
Illumination	Internal/External	None

Street Name	Functional Classification of Street(s)	Governing Document	Actual Street Width (Feet)	Compliance with Street Section
Stewart Avenue	Secondary Collector	Master Plan of Streets and Highways	80	Y

Staff Report Page Five**January 24, 2012 - Downtown Design Review Committee Special Meeting****ANALYSIS**

The subject site is located within the boundaries of the Las Vegas Redevelopment District of the Southeast Sector Plan of the General Plan, and is designated as PF (Public Facilities). This category allows for large governmental building sites and complexes, police and fire facilities, hospitals and rehabilitation sites, sewage treatment and storm water control facilities, and other uses considered public or semi-public such as libraries and public utility facilities. The proposed museum use established at this location is permissible in the C-V (Civic) zoning district, which is compatible with the PF (Public Facilities) General Plan designation.

As previously noted, the project is within the boundaries of the Las Vegas Redevelopment Area, with a PF (Public Facilities) land use designation. The proposed museum use is in conformance with Redevelopment Plan policies that encourage innovative projects in this area of the City. The proposed development is in compliance with the PF (Public Facilities) designation.

The Cultural Corridor Trail runs along the southern property line of this site and connects to other existing and future portions of the city's trails network. No specific design standards beyond the streetscape requirements of the Downtown Centennial Plan are identified for this section of the Cultural Corridor Trail.

The parcel is within the Las Vegas Downtown Centennial Plan boundaries, and is located in the Downtown Gateway district. This district is intended to be developed as an intense tourist commercial district with hotel/casinos acting as the anchor for the area. The proposed museum is consistent with the goals and objectives of the Downtown Centennial Plan Downtown Gateway Districts goals and objectives.

The project is allowed to have one freestanding sign. However, the proposal is to allow six freestanding signs, all on the south side of the property. The proposed signs are supported by staff since the pedestrian bridge across 3rd Street blocks the view of the museum from Fremont Street. Signs six through nine reflect an artistic design favored by museums throughout the country. These signs will be located on existing light poles, which will reduce the overall aesthetic footprint of the signs themselves. Signs seven and eight will be located within five feet of the front property line. Since these signs will all remain within the property lines and will not block required site visibility, staff supports the request.

The requested wall signage exceeds the allowed number and area per the Unified Development Code (UDC) for the P-O (Professional Office) district. However, the UDC allows signage in a C-V (Civic) zoning district to exceed the maximum allowed if approved by the Planning Commission due to the public benefit of the uses permitted. The signs are artistic and banner-like in design that softens visual impact. Staff supports this request.

Each of the six front doors will have a logo sign of the museum on the window. This is a common treatment on museum doors throughout the country and does not have a negative effect on the area. Staff supports the request.

Staff Report Page Six**January 24, 2012 - Downtown Design Review Committee Special Meeting**

Staff finds the overall signage plan is appropriate for the site location and civic designation. The Historic Preservation Commission has also reviewed and approved the proposed signage and certified that the proposal will not have a negative impact on the historic nature of the building. For these reasons, staff recommends approval. Additional approval of the proposed signage by the Planning Commission is required, and an application (MSP-44034) is scheduled for 01/10/12.

FINDINGS

The proposed signage package is appropriate for a museum and this site. The Historic Preservation Commission has endorsed the proposal and determined that it is also appropriate for the historic building. For these reasons, staff recommends approval.



DEPARTMENT OF PLANNING

APPLICATION / PETITION FORM

Application/Petition For: Signage
Project Address (Location) 300 Stewart Avenue
Project Name LV Museum of Organized Crime and Law Enforcement Proposed Use museum
Assessor's Parcel #(s) 139-34-501-007 Ward # _____
General Plan: existing _____ proposed _____ Zoning: existing C-V proposed _____
Commercial Square Footage 40,000 Floor Area Ratio _____
Gross Acres 2 Lots/Units _____ Density _____
Additional Information "Mob Museum"

PROPERTY OWNER City of Las Vegas Contact Dave Bratcher
Address 400 Stewart Ave., Office of the City Manager Phone: (702) 229-2201 Fax: (702) 385-3128
City Las Vegas State NV Zip 89101
E-mail Address dbratcher@lasvegasnevada.gov

APPLICANT WRL Architects Contact Rich Sourbrine
Address 1.E. Camelback Rd., Ste 690 Phone: (602) 212-0451 Fax: (602) 212-1020
City Phoenix State AZ Zip 85012
E-mail Address rsour@wrlsdesign.com

REPRESENTATIVE _____ Contact _____
Address _____ Phone: _____ Fax: _____
City _____ State _____ Zip _____
E-mail Address _____

Property Owner Signature* Elizabeth N. Fretwell

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

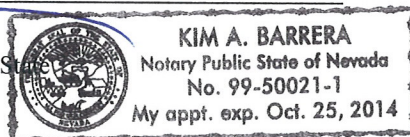
Print Name Elizabeth N. Fretwell

Subscribed and sworn before me

This 11 day of January, 20 12

Kim Barrera

Notary Public in and for said County and State of



FOR DEPARTMENT USE ONLY

Case # ARC-44067
Meeting Date: 1/24/12
Total Fee: —
Date Received:* 12/1/11
Received By: C. MOONEY

*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-44067 APN: 139-34-501-007

Name of Property Owner: City of Las Vegas

Name of Applicant: Westlake Reed Leskosky

Name of Representative: Rich Sourbrine

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: _____

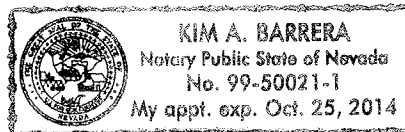
Signature of Property Owner:

Print Name: Elizabeth N. Fretwell

Subscribed and sworn before me

This 11 day of January, 2012

Kim A. Barrera
Notary Public in and for said County and State



Gallagher & Associates

8665 Georgia Avenue
Silver Spring MD 20910

T 301 656 7575
F 301 656 5455

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JAN 11 2012



November 30, 2011

Las Vegas Planning Commission
City of Las Vegas Department of Planning
333 N. Rancho Drive, Floor 3
Las Vegas, Nevada 89106

RE: Justification for Application to the Planning Department,
Mob Museum Exterior Signage

To Whom it May Concern:

The Mob Museum, the National Museum of Organized Crime and Law Enforcement, will be a new cultural destination in Las Vegas that tells an authentic and accurate historical story – Las Vegas's history and the history of American organized crime – in a fun, immersive engaging way.

In visually active areas such as downtown Las Vegas, clear and attractive signage is extremely important. It can influence the number of visitors coming to the Museum as well as create build-up and excitement. The museum building is the former Post Office / Courthouse building located at 300 Stewart Avenue. This location is near to but detached from the core downtown pedestrian area, the Fremont Street Experience. It is critical for the museum to have a visual draw from a distance and at pedestrian/vehicular eye level.

This justification letter describes the challenges that the Mob Museum is facing and requests a limited variance to the Zoning Code requirements for district C-V to allow the museum to be more visible, attract more visitors, and be a more successful addition to downtown Las Vegas.

OVERVIEW

The museum faces significant challenges in connecting to visitors from various approaches. Diagram 1 and Diagram 2 show analysis of the primary paths of travel in the vicinity of the museum, both roads/highways, and at pedestrian/street-level. Our analysis of these paths of travel early in the design process showed that signage would be critical for attracting and directing visitors to this new attraction and ensuring its success.

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Diagram 1: Vehicular Paths of Travel

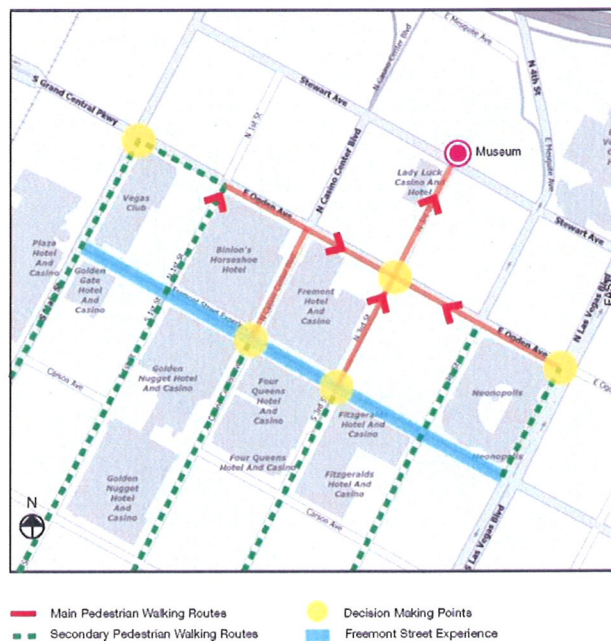


Diagram 2: Pedestrian Paths of Travel

ARC-44067
01/24/12 DDRC

JAN 11 2012

CHALLENGES

1. No view from a distance

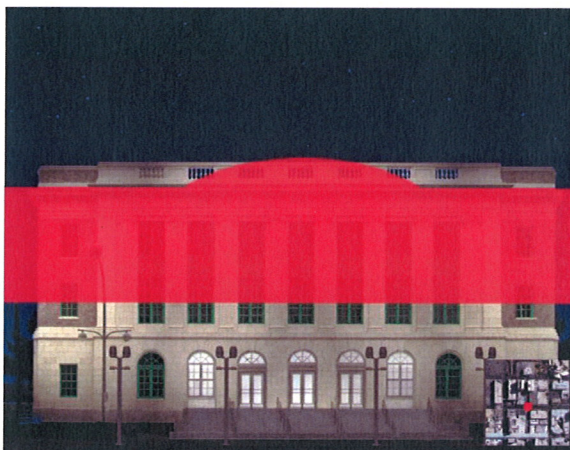
A sign on the rooftop of the building was not approved by the National Park Service, so there is no visibility from a distance. The Las Vegas Expressway runs behind and above the museum, drivers driving at highway speed pass only by the rear of the building from a high vantage point.

2. Blocked presence/view from Fremont Street Experience

The Mob Museum will be located just off the Fremont Street Experience, a major pedestrian walkway in the old downtown section of Las Vegas. However, from the Fremont Street experience, the visitor must turn off the main lighted corridor and view down Third Street to get a glimpse of the museum.

Obscuring this view is a large, opaque pedestrian bridge connecting the two sides of the Lady Luck Hotel and Casino. The hotel and casino has its own re-development project underway, but there are no plans to remove the pedestrian bridge.

The two pictures below show the impact of this pedestrian bridge on the view of the Mob Museum building from two points. The red area indicates the pedestrian bridge's impact on the view from each point. Picture 1 shows the impact from the intersection of Third and Ogden Streets (one block off the Fremont Street Experience), and Picture 2 shows the impact from slightly closer to the museum, on Third Street. Both pictures show that the front of the Mob Museum is almost entirely blocked by the existing pedestrian bridge, even when less than two blocks away. From the Fremont Street Experience, the building will barely be seen past this large obstruction. We have a narrow opportunity, below the red area indicated, to make the building visible.



Picture 1: From the intersection of Third and Ogden Sts, Street, one block off the Fremont Street Experience



Picture 2: From closer to the building, on Third St.

3. Historic Preservation restrictions on amount and scale of signage on the historic building

This is a primary concern. The former Post Office building that will house the Mob Museum is historically important to Las Vegas, and the City of Las Vegas is pursuing several tax credits related to strict historic preservation of the building. The architecture and design teams have been fastidious in addressing historic impact considerations on the interior and exterior of the building, affecting methods of attachment, reversibility, and overall visual impact / scale.

The current exterior signage designs have been rigorously reviewed and negotiated with the National Park Service and have been dramatically reduced in quantity, and scale over that process. What is shown currently on the building signage plans and elevations is the minimum we feel is necessary for getting the appropriate visual presence for this important new institution, and has been approved by the National Park Service.

REQUEST

The architecture and design team asks for consideration from the Planning Commission in addressing these significant hardships in providing visibility to the Museum. Each of the signs proposed in this Master Sign Plan package serves a purpose for a particular set of visitors, delivering specific information at the most appropriate point in the visitor's view of, or approach to, the museum.

Per the Additional standards in the C-V zoning district (LV Zoning Code 19.14.060, C.7c) "additional signs may be permitted in conjunction with public and semi-public institutions subject to the review and approval of the Planning Commission as to each case."

Freestanding Signs:

For sign types B (ground-mounted freestanding sign) and D (lightpost mounted banners): We are requesting additional signs be allowed, and a height increase of 6' from the allowable height for the sign type B signs.

We are requesting this variance as the restrictions on the locations of the signage from a historic preservation perspective limit the size/scale of anything we put on the building, and as evidenced by the views of the pedestrian bridge, we have a very narrow window of visibility from the primary pedestrian path of travel. The 18' height would allow the signs to be much more visible and prominent while not impacting significantly the views of the building. Additional banners on the lightposts will help to utilize that narrow view to the building with more visual identity. And two ground-mounted signs, rather than one, allow us to catch the attention of visitors approaching from either direction on Stewart Avenue.

After review of the C-V district codes, it appears that the only variance that we are requesting is related to the quantity and height of the freestanding signs. Other sign types that we would like to address, but that we feel are already within the requirements of the Zoning Code for district C-V:

ARC-44067
01/24/12 DDRC

Sign Type A: Wall Sign / Non-Illuminated Letters on Building: Per the Additional standards in the C-V zoning district, (LV Zoning Code 19.14.060, C.7a), "Non-illuminated letters identifying the name of a public or semi-public institution may be permanently set on the wall of the building, providing the sign does not exceed 50 square feet." The bronze letters shown on the frontage of the building meet these criteria. In addition, this sign is simply a replacement of the bronze lettering which is already a part of the historic building. The frieze letters must be replaced since the name and use of the building is changed.

Sign Types C and E: Wall Signs: For our submission, we are categorizing the banners on the windows on the South, East and West elevations as "wall signs" since banners are not specifically mentioned in the Code. There is no specific limit on the number of signs, except that maximum area "shall not cover more than 25 percent of the total area of all windows located on a building elevation." Additionally, any of these banners can be removed or replaced at any time.

Sign Type F: Window Signs: These types of entry graphics signs are not addressed in the requirements for Zone C-V per the Las Vegas Zoning Code, however the DDRC does need to comment on these. Therefore, we are requesting to include these signs in accordance with the note in LV Zoning Code 19.14.060, C.7c which allows the "request for additional signs subject to the review and approval of the Planning Commission." The function of these small vinyl-applied graphics are to convey the brand of the museum, directions to the primary entry doors (only two sets of doors are available for visitor use) and important information about the hours of operation of the museum and store.

We thank you for your consideration of this request. The exterior signage at the Mob Museum is critical to attracting visitors to the site and making its presence known among all of the other visually active buildings in the area and in Las Vegas. The visibility of the building is critical to making the Mob Museum a popular and successful anchor and attraction for downtown Las Vegas and the revitalized Fremont Street Experience area.

Sincerely,

Sara Habich
Project Manager
Gallagher & Associates

ARC-44067
01/24/12 DDRC

MEMORANDUM

Client: City of Las Vegas
Project: Mob Museum
Comm. No.: 06079.03
File No.: D-Planning

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JAN 11 2012

Date: November 30, 2011

The following is a brief sustainability statement, per the City of Las Vegas Department of Planning Justification letter instructions:

The National Museum of Organized Crime and Law Enforcement ("Mob Museum") has been designed to achieve LEED Silver certification. Some of the sustainability design features are as follows: Evacuated solar tubes are provided on the roof for the heating of hot water. Low-flow plumbing fixtures and low-water landscaping have been implemented. Bicycle parking has been provided, along with priority parking for hybrid/alternative fuel vehicles and carpools. The HVAC system has been designed to be as efficient as possible. Recycled and regional materials have been used wherever possible. Finally, low-VOC or non-VOC materials have been used throughout.

ARC-44067
01/24/12 DDRC

x:\Job Name\POST Modern Las Vegas\06079.00 Post\Admin\Dfile\Planning
Dept\submitted 11.30.11\Memorandum- Sustainability.docx

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New York	1140 Broadway Suite 501 New York, New York 10001	F 212.659.0050	T 212.564.8705
Phoenix	One East Camelback Road Suite 690 Phoenix, Arizona 85012	F 602.212.1020	T 602.212.0451
Washington	1634 Eye Street NW Suite 900 Washington, DC 20006	F 202.296.6116	T 202.296.4344
Cleveland	925 Euclid Avenue Suite 1900 Cleveland, Ohio 44115	F 216.522.1357	T 216.522.1350
Los Angeles	2140 Hyperion Avenue Los Angeles, CA 90027	F 323.664.3566	T 213.804.4531

www.WRLdesign.com

Site Plan

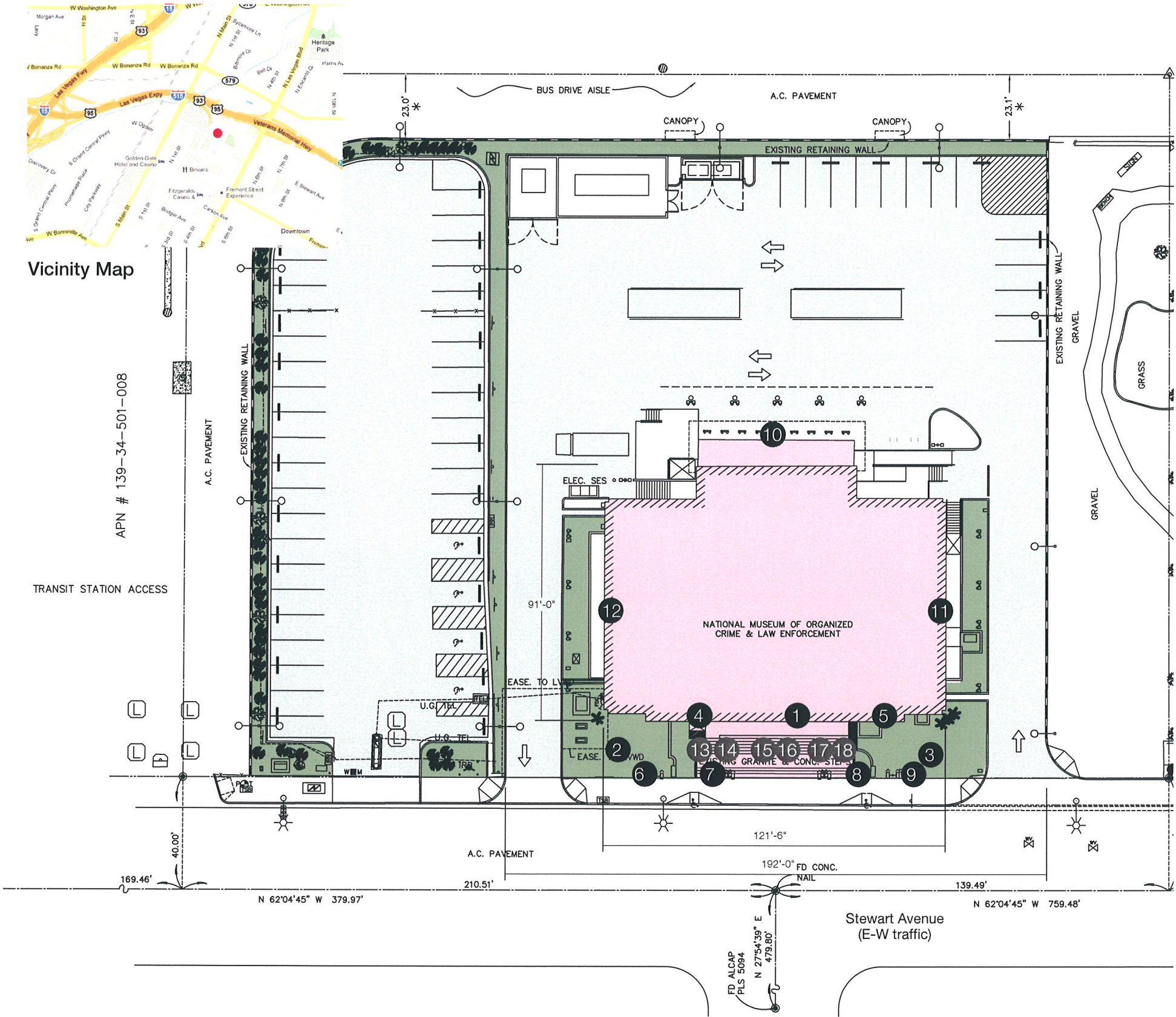
General Information:
Building Size 40, 940 s/f
Property Size 87,000 s/f
Street Frontage 192'-0"

Sign Analysis Table

Sign #	Sign Type	Sign Location	Height	Width	Area	Illumination	Animation	Code Compliance Issue?
1	A: Wall-Mounted	South Facade	1'-4"	69'-8"	93 s/f	None	None	No
2	B: Freestanding	South Facade	18'-0" Allowable: 12'-0"	2'-6"	14 s/f message Allowable: 48 s/f	Internal-Back-lit Letterforms	None	Yes - sign is 18'-0" (allowed is 12'-0"). We are requesting 2 signs (1 allowed per frontage)
3	B: Freestanding	South Facade	18'-0" Allowable: 12'-0"	2'-6"	14 s/f message Allowable: 48 s/f	Internal-Back-lit Letterforms	None	Yes - sign is 18'-0" (allowed is 12'-0"). We are requesting 2 signs (1 allowed per frontage)
4	C: Wall Sign	South Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area
5	C: Wall Sign	South Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area
6	D: Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
7	D: Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
8	D: Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
9	D: Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
10	E: Wall Sign	North Facade	2'-9"	10'-10"	29.75 s/f	None	None	No
11	C: Wall Sign	East Facade	23'-1"	6'-2"	142.3 s/f	None	None	No
12	C: Wall Sign	West Facade	23'-1"	6'-2"	142.3 s/f	None	None	No

Sign Analysis Table - Window Signs

Sign #	Sign Type	Sign Location	Height	Width	Area	Illumination	Animation	Code Compliance Issue?
13	F: Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
14	F: Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
15	F: Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
16	F: Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
17	F: Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
18	F: Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area



South Elevation

General Information:

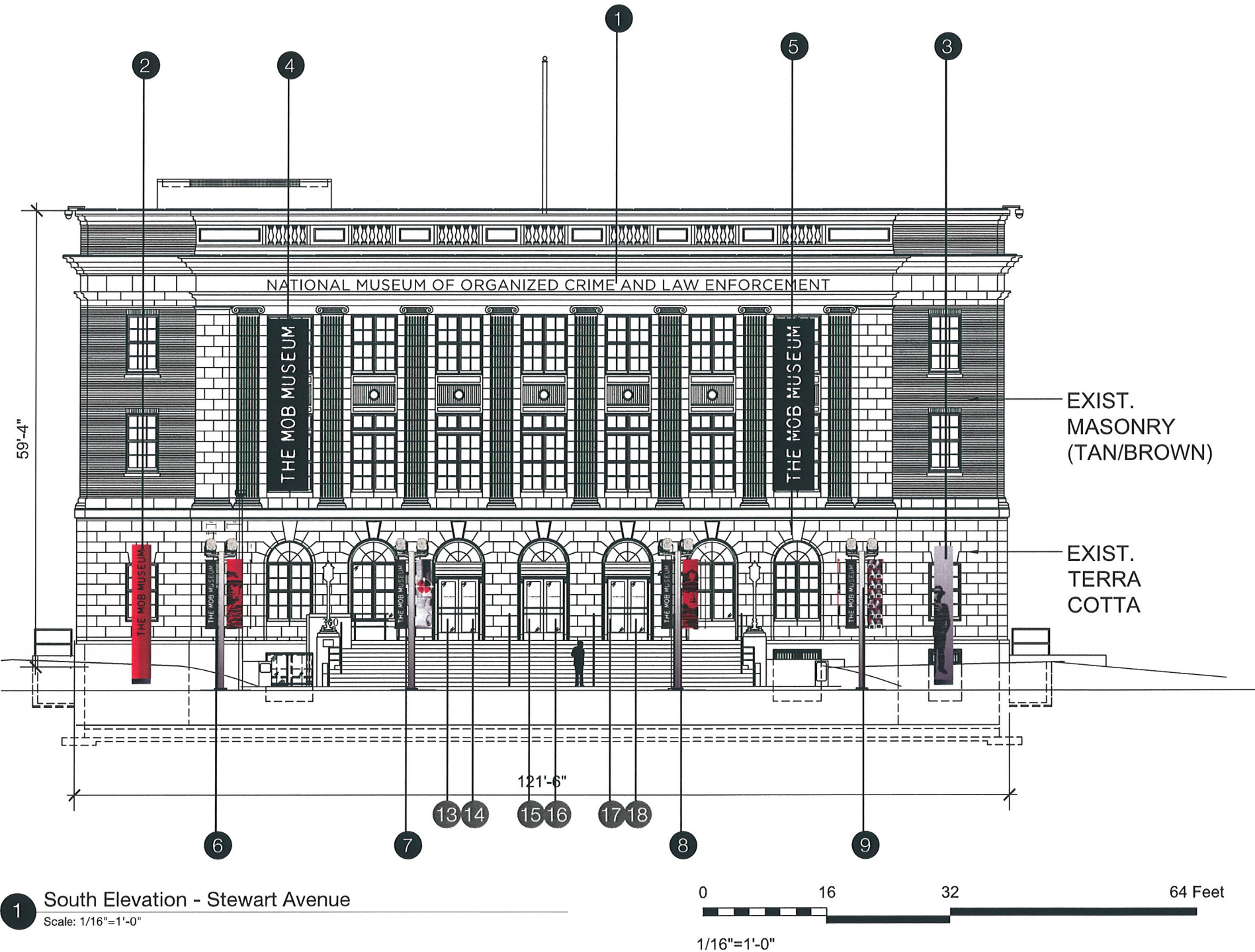
Square Footage	7209 s/f
Window Square Footage	1485 s/f
Wall Sign Square Footage	93 s/f (1.2% of facade)
Window Sign Square Footage	284 s/f (19% of windows, 3.9% of wall)

Sign Analysis Table

Sign #	Sign Type	Sign Location	Height	Width	Area	Illumination	Animation	Code Compliance Issue?
1	A. Wall-Mounted	South Facade	1'-4"	69'-8"	93 s/f	None	None	No
2	B. Freestanding	South Facade	18'-0" Allowable: 12'-0"	2'-6"	14 s/f message Allowable: 48 s/f	Internal-Back-lit Letterforms	None	Yes - sign is 18'-0" (allowed is 12'-0"). We are requesting 2 signs (1 allowed per frontage)
3	B. Freestanding	South Facade	18'-0" Allowable: 12'-0"	2'-6"	14 s/f message Allowable: 48 s/f	Internal-Back-lit Letterforms	None	Yes - sign is 18'-0" (allowed is 12'-0"). We are requesting 2 signs (1 allowed per frontage)
4	C. Wall Sign	South Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area
5	C. Wall Sign	South Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area
6	D. Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
7	D. Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
8	D. Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
9	D. Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
10	E. Wall Sign	North Facade	2'-9"	10'-10"	29.75 s/f	None	None	No - under 25% of window area and 10% of wall area
11	C. Wall Sign	East Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area
12	C. Wall Sign	West Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area

Sign Analysis Table - Window Signs

Sign #	Sign Type	Sign Location	Height	Width	Area	Illumination	Animation	Code Compliance Issue?
13	F. Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
14	F. Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
15	F. Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
16	F. Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
17	F. Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
18	F. Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area



1 South Elevation - Stewart Avenue
Scale: 1/16"=1'-0"

East Elevation

General Information:

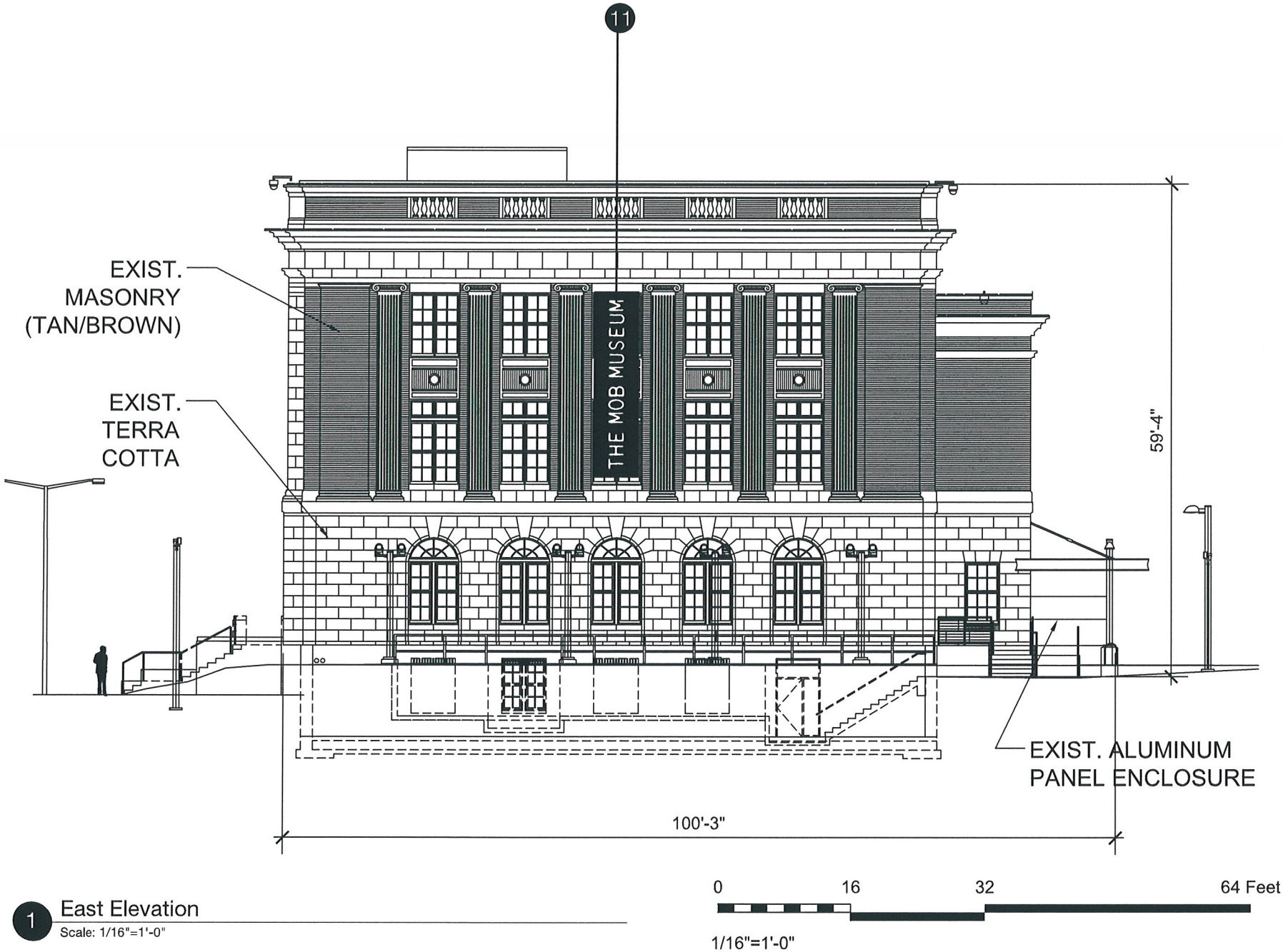
Square Footage	5347 s/f
Window Square Footage	774 s/f
Wall Sign Square Footage	N/A
Window Sign Square Footage	142.3 s/f (18% of windows 2.6% of walls)

Sign Analysis Table

Sign #	Sign Type	Sign Location	Height	Width	Area	Illumination	Animation	Code Compliance Issue?
1	A: Wall-Mounted	South Facade	1'-4"	69'-8"	93 s/f	None	None	No
2	B: Freestanding	South Facade	18'-0" Allowable: 12'-0"	2'-6"	14 s/f message Allowable: 48 s/f	Internal-Back-lit Letterforms	None	Yes - sign is 18'-0" (allowed is 12'-0"). We are requesting 2 signs (1 allowed per frontage)
3	B: Freestanding	South Facade	18'-0" Allowable: 12'-0"	2'-6"	14 s/f message Allowable: 48 s/f	Internal-Back-lit Letterforms	None	Yes - sign is 18'-0" (allowed is 12'-0"). We are requesting 2 signs (1 allowed per frontage)
4	C: Wall Sign	South Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area
5	C: Wall Sign	South Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area
6	D: Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
7	D: Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
8	D: Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
9	D: Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
10	E: Wall Sign	North Facade	2'-9"	10'-10"	29.75 s/f	None	None	No - under 25% of window area and 10% of wall area
11	C: Wall Sign	East Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area
12	C: Wall Sign	West Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area

Sign Analysis Table - Window Signs

Sign #	Sign Type	Sign Location	Height	Width	Area	Illumination	Animation	Code Compliance Issue?
13	F: Window Sign	South Facade	4' 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
14	F: Window Sign	South Facade	4' 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
15	F: Window Sign	South Facade	4' 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
16	F: Window Sign	South Facade	4' 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
17	F: Window Sign	South Facade	4' 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
18	F: Window Sign	South Facade	4' 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area



1 East Elevation
Scale: 1/16"=1'-0"

North Elevation

General Information:

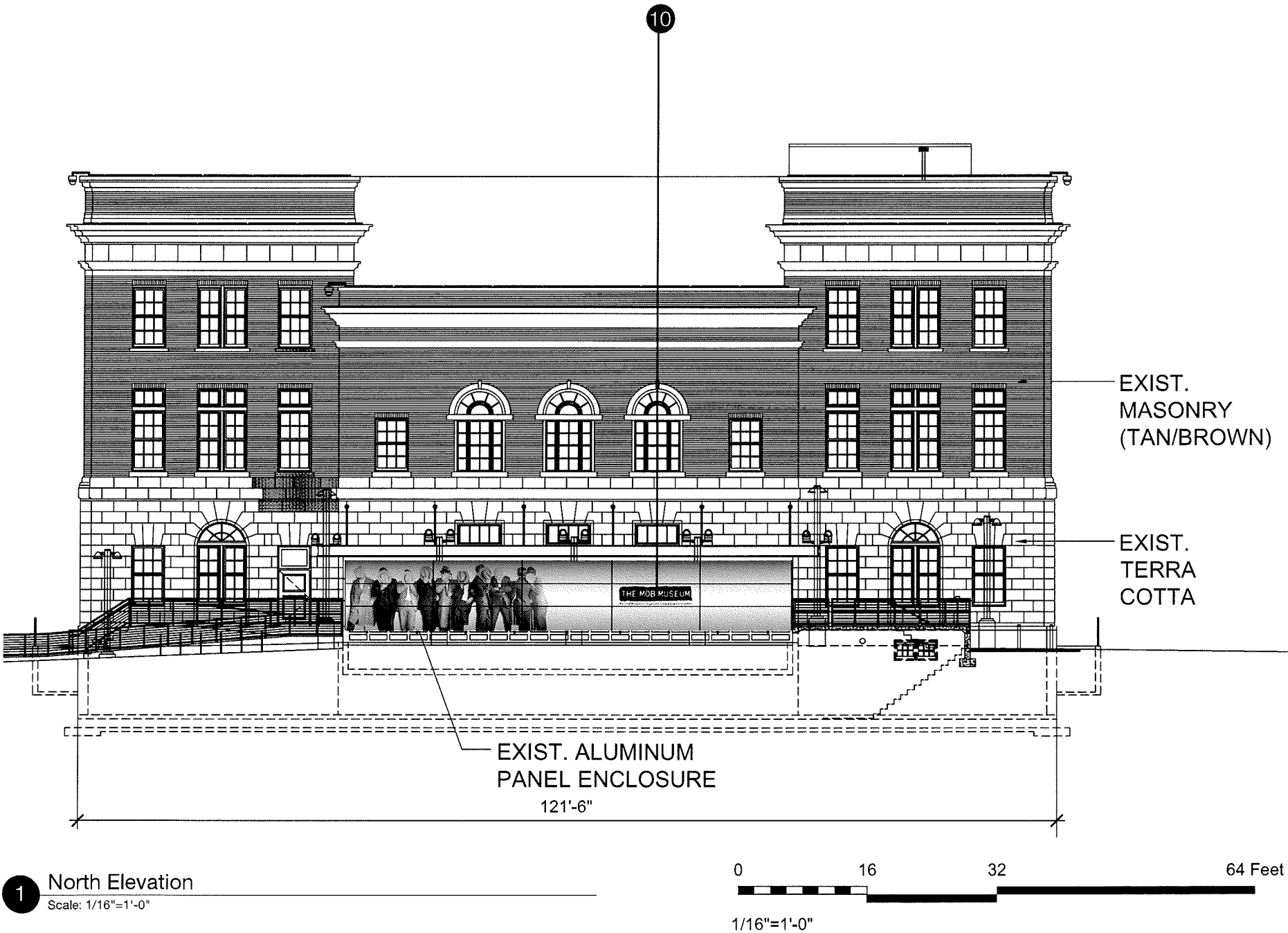
Square Footage	7209 s/f
Window Square Footage	949 s/f
Wall Sign Square Footage	N/A
Window Sign Square Footage	N/A

Sign Analysis Table

Sign #	Sign Type	Sign Location	Height	Width	Area	Illumination	Animation	Code Compliance Issue?
1	A Wall-Mounted	South Facade	1'-4"	69'-8"	93 s/f	None	None	No
2	B Freestanding	South Facade	18'-0" Allowable: 12'-0"	2'-6"	14 s/f message Allowable: 48 s/f	Internal-Back-lit Letterforms	None	Yes - sign is 18'-0" (allowed is 12'-0"). We are requesting 2 signs (1 allowed per frontage)
3	B Freestanding	South Facade	18'-0" Allowable: 12'-0"	2'-6"	14 s/f message Allowable: 48 s/f	Internal-Back-lit Letterforms	None	Yes - sign is 18'-0" (allowed is 12'-0"). We are requesting 2 signs (1 allowed per frontage)
4	C Wall Sign	South Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area
5	C Wall Sign	South Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area
6	D Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
7	D Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
8	D Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
9	D Freestanding Sign	South Facade	9'-0"	1'-5"	18 s/f	None	None	No
10	E Wall Sign	North Facade	2'-9"	10'-10"	29.75 s/f	None	None	No - under 25% of window area and 10% of wall area
11	C Wall Sign	East Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area
12	C Wall Sign	West Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area

Sign Analysis Table - Window Signs

Sign #	Sign Type	Sign Location	Height	Width	Area	Illumination	Animation	Code Compliance Issue?
13	F Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
14	F Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
15	F Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
16	F Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
17	F Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
18	F Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area



1 North Elevation
Scale: 1/16"=1'-0"

West Elevation

General Information:

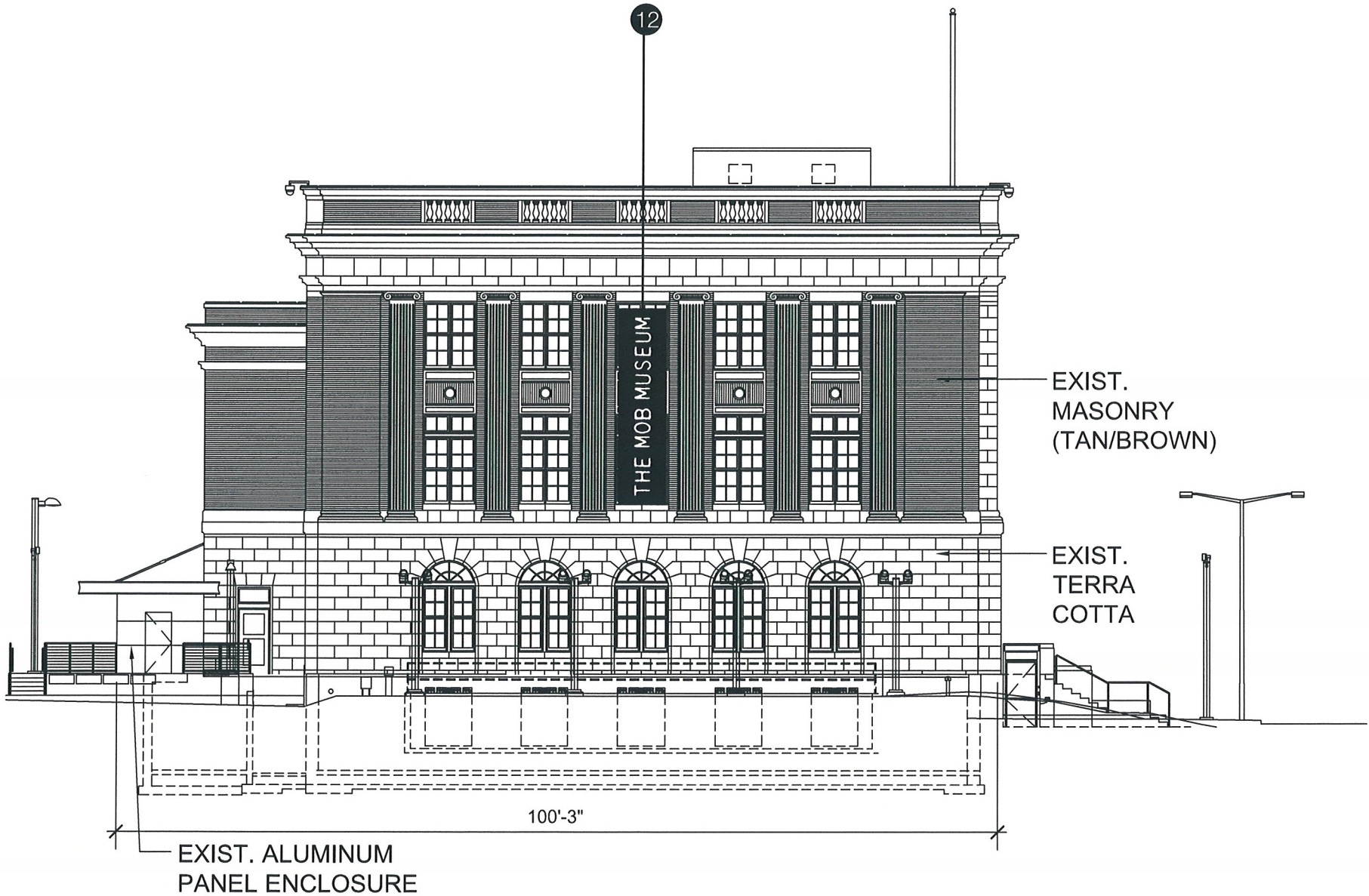
Square Footage	5347 s/f
Window Square Footage	744 s/f
Wall Sign Square Footage	N/A
Window Sign Square Footage	142.3 s/f
	19% of windows
	2.6% of walls

Sign Analysis Table

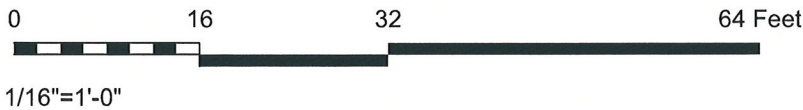
Sign #	Sign Type	Sign Location	Height	Width	Area	Illumination	Animation	Code Compliance Issue?
1	A: Wall-Mounted	South Facade	1'-4"	69'-8"	93 s/f	None	None	No
2	B: Freestanding	South Facade	18'-0" Alloweable: 12'-0"	2'-6"	14 s/f message Alloweable: 48 s/f	Internal-Back-lit Letterforms	None	Yes - sign is 18'-0" (allowed is 12'-0"). We are requesting 2 signs (1 allowed per frontage)
3	B: Freestanding	South Facade	18'-0" Alloweable: 12'-0"	2'-6"	14 s/f message Alloweable: 48 s/f	Internal-Back-lit Letterforms	None	Yes - sign is 18'-0" (allowed is 12'-0"). We are requesting 2 signs (1 allowed per frontage)
4	C: Wall Sign	South Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area
5	C: Wall Sign	South Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area
6	D: Freestanding Sign	South Facade	9'-0"	1'-6"	18 s/f	None	None	No
7	D: Freestanding Sign	South Facade	9'-0"	1'-6"	18 s/f	None	None	No
8	D: Freestanding Sign	South Facade	9'-0"	1'-6"	18 s/f	None	None	No
9	D: Freestanding Sign	South Facade	9'-0"	1'-6"	18 s/f	None	None	No
10	E: Wall Sign	North Facade	2'-9"	10'-10"	29.75 s/f	None	None	No - under 25% of window area and 10% of wall area
11	C: Wall Sign	East Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area
12	C: Wall Sign	West Facade	23'-1"	6'-2"	142.3 s/f	None	None	No - under 25% of window area and 10% of wall area

Sign Analysis Table - Window Signs

Sign #	Sign Type	Sign Location	Height	Width	Area	Illumination	Animation	Code Compliance Issue?
13	F: Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
14	F: Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
15	F: Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
16	F: Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
17	F: Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area
18	F: Window Sign	South Facade	4 1/4"	1'-4 3/4"	.5 s/f	None	None	No - under 25% of window area and 10% of wall area



1 West Elevation
Scale: 1/16"=1'-0"



Sign Type A: Wall Sign

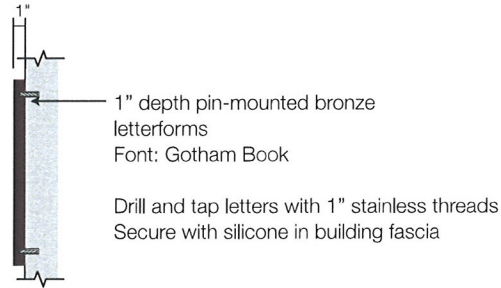
Dimensional bronze letterforms s applied to historic façade

Sign Information:

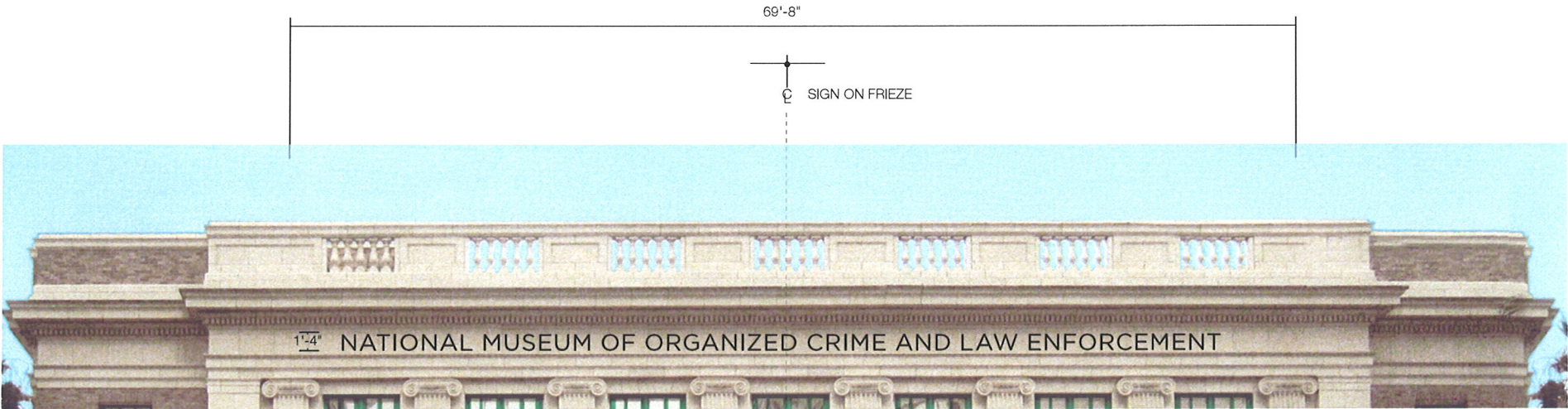
Type:	Wall Sign
Quantity	1
Height:	1'-4"
Width:	69'-8"
Area:	93 s/f
Illumination:	None
Animated	No

Code Compliance: Yes - See below for C-V District Code

- 19.14.060 DIMENSIONAL AND OTHER STANDARDS
(C) PERMITTED SIGNS IN THE C-V, N-S, P-R AND O ZONING DISTRICTS
- (5) Wall Signs
- (a) Maximum number. One wall sign per tenant or per building elevation, which faces a street or on-site parking area.
 - (b) Maximum area. The total amount of wall signage allowed per building elevation is equivalent to 10 percent of the building elevation. In multitenant buildings, the 10 percent maximum sign area for each tenant will be based upon the portion of the building elevation of the leased/occupied area only.
 - (c) Maximum height. A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
 - (d) Minimum setback. NA.
 - (e) Maximum projection. A wall sign shall not project more than 24 inches from the structure to which it is attached; where a wall sign projects from a building elevation, there shall be no additional message on the additional horizontal surface created by the projection.
 - (f) Additional standards.
 - (g) Illumination permitted. Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
 - (h) Certificate required. Yes.
 - (i) See also Residential Protection Standards in Section 19.14.070.



2 FR.1: Frieze Letterform Section
Scale: 3/4"=1'-0"



1 FR.1: Frieze Letterform Elevation
Scale: 3/4"=1'-0"

Sign Type B: Freestanding Sign

Aluminum pylon with back-lit routed letterforms

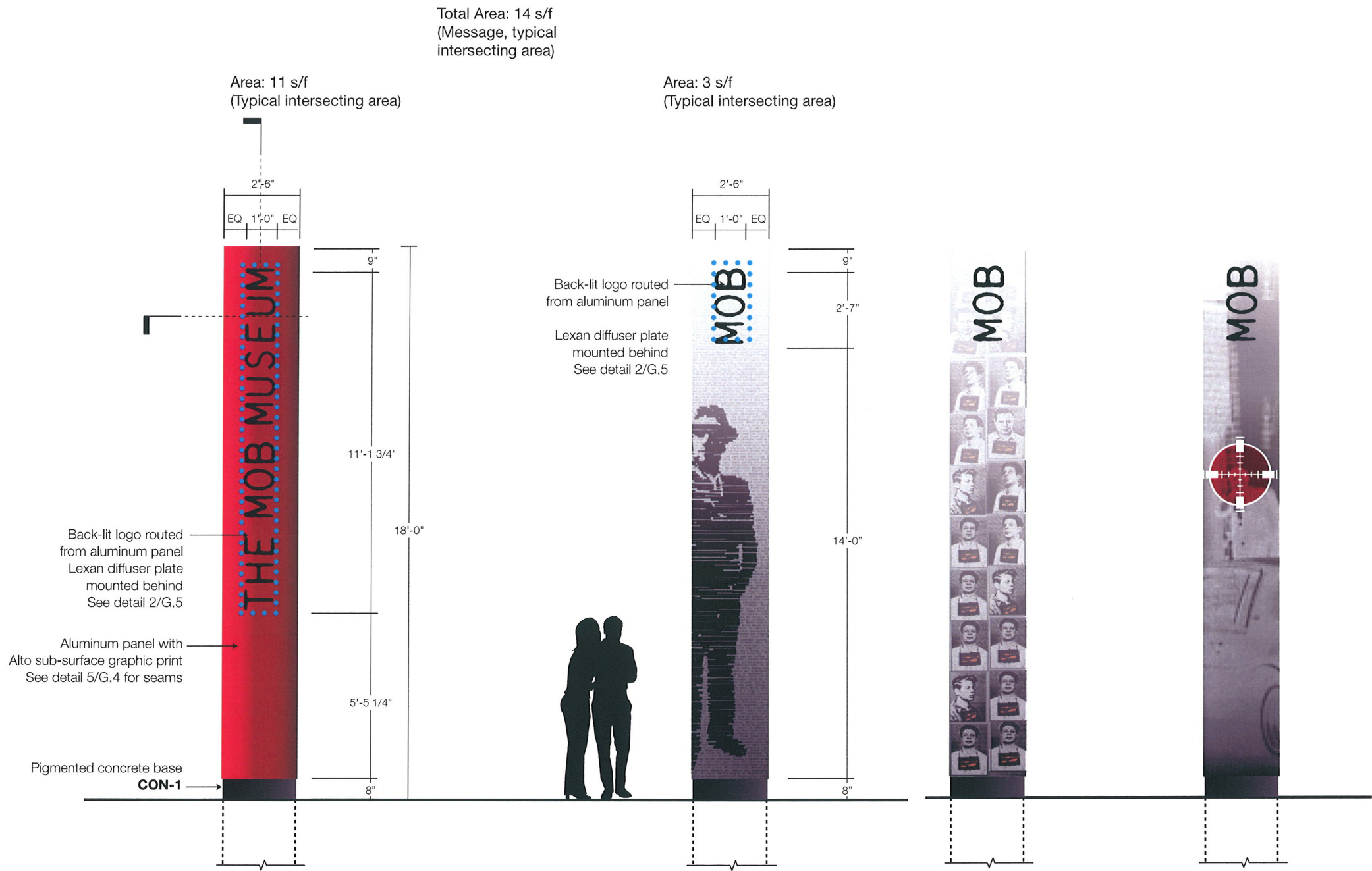
Sign Information:

Type:	Freestanding Sign (see pylon details next page)
Quantity:	2
Height:	18'-0"
Width:	2'-6"
Area:	14 s/f (per sign area calculation guidelines, see below)
Illumination:	Internal - Back-lit letterforms
Animated:	No

Code Compliance: No - see below for C-V District code

- Maximum height freestanding sign: 12 ft
 - One freestanding sign per street frontage
- 19.14.060 DIMENSIONAL AND OTHER STANDARDS
(C) PERMITTED SIGNS IN THE C-V, N-S, P-R AND O ZONING DISTRICTS
(3) Freestanding Signs
(a) Maximum number.
(i) One freestanding sign per street frontage; and
(ii) No more than one freestanding sign shall be allowed on lots 43,000 square feet or less in area.
(b) Maximum area. 48 square feet, except in the O zoning district.
(c) Maximum height. 12 feet, except in the O zoning district.
(d) Maximum height and area in the O zoning district.
(ii) Freestanding signs not exceeding 20 feet in height may be up to 100 square feet in area

- (I) MEASUREMENT OF SIGN AREA -- GENERAL
See Figures 2 and 3 for illustrations of sign area computation.
(1) The area of a sign face shall be computed by means of the smallest square, circle, rectangle, triangle or combination thereof that encompasses the smallest perimeter of the signs's message.
(2) Except as otherwise provided in this Section, the area of a sign face does not include any supporting framework, bracing, architectural detail or decorative fence or wall which is clearly incidental to the sign. Where the supports or structural elements constitute a commercial symbol, logo, or text, those elements shall be computed as part of the sign area.



1 BID.1: Monument Front Elevation
Scale: 1/4"=1'-0"

2 BID.1: Monument East Elevation
Scale: 1/4"=1'-0"

3 BID.1: Monument West Elevation
Scale: 1/4"=1'-0"

4 BID.1: Monument Back Elevation
Scale: 1/4"=1'-0"

Sign Type B: Freestanding Sign

Aluminum pylon with back-lit routed letterforms

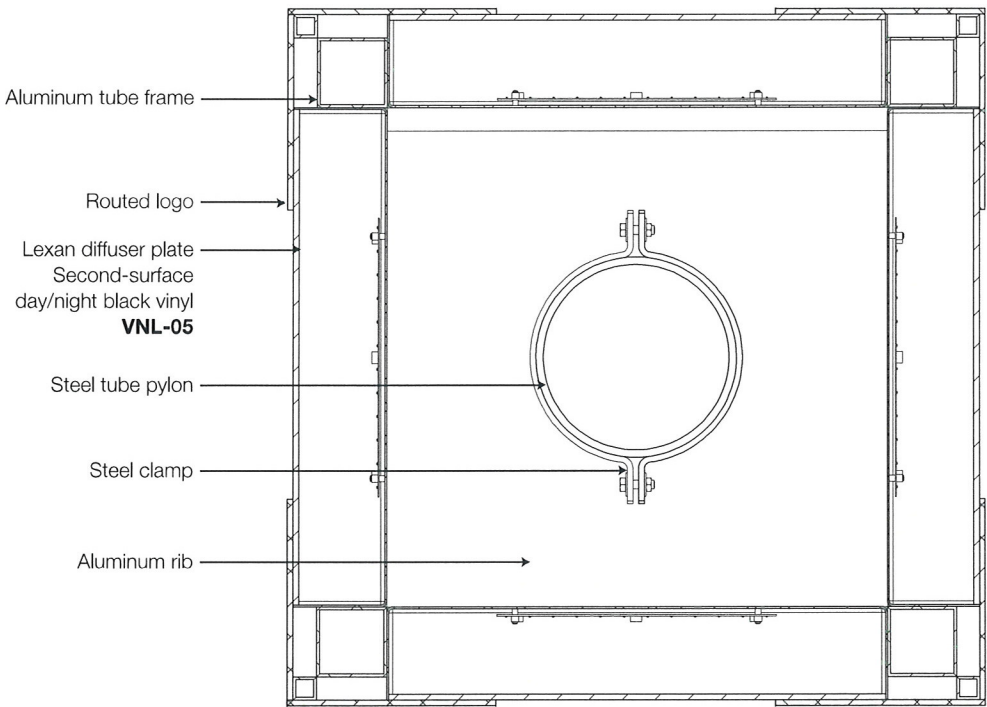
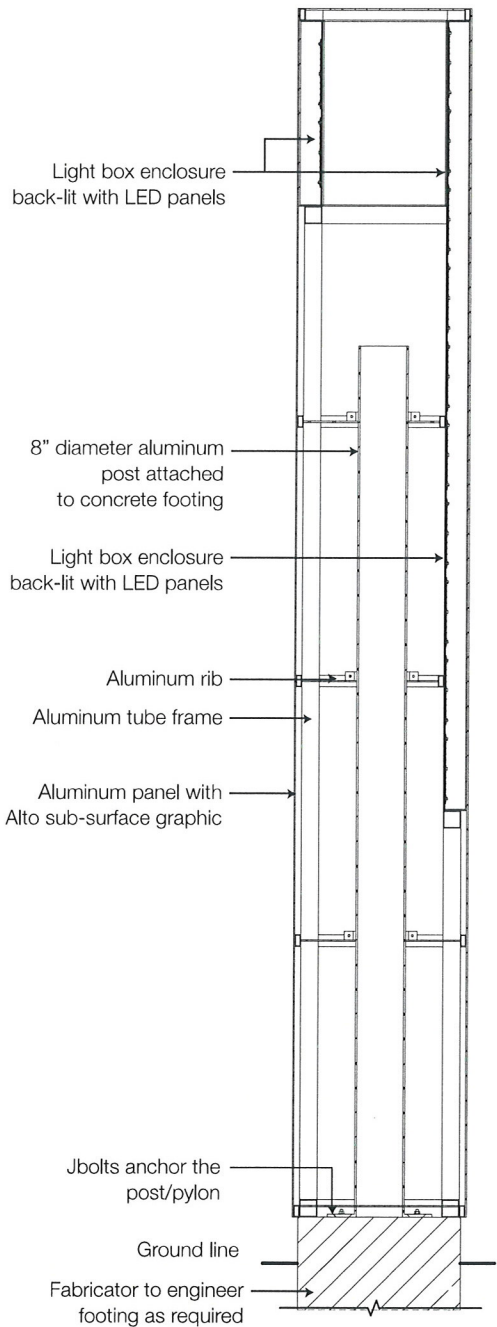
Sign Information:

Type:	Freestanding Sign (see pylon details next page)
Quantity	2
Height:	18'-0"
Width:	2'-6"
Area:	54 s/f (per sign area calculation guidelines)
Illumination:	Internal - Back-lit letterforms
Animated	No

Code Compliance: No - see below for C-V District code

- Maximum height freestanding sign: 12 ft
- One freestanding sign per street frontage

19.14.060 DIMENSIONAL AND OTHER STANDARDS
(C) PERMITTED SIGNS IN THE C-V, N-S, P-R AND O ZONING DISTRICTS
(3) Freestanding Signs
(a) Maximum number.
(i) One freestanding sign per street frontage; and
(ii) No more than one freestanding sign shall be allowed on lots 43,000 square feet or less in area.
(b) Maximum area. 48 square feet, except in the O zoning district.
(c) Maximum height. 12 feet, except in the O zoning district.
(d) Maximum height and area in the O zoning district.
(ii) Freestanding signs not exceeding 20 feet in height may be up to 100 square feet in area



2 BID.1: Monument Detail Plan Section
Scale: 1 1/2"=1'-0"

1 BID.1: Monument Detail Section
Scale: 3/8"=1'-0"

Sign Type C: Wall Sign

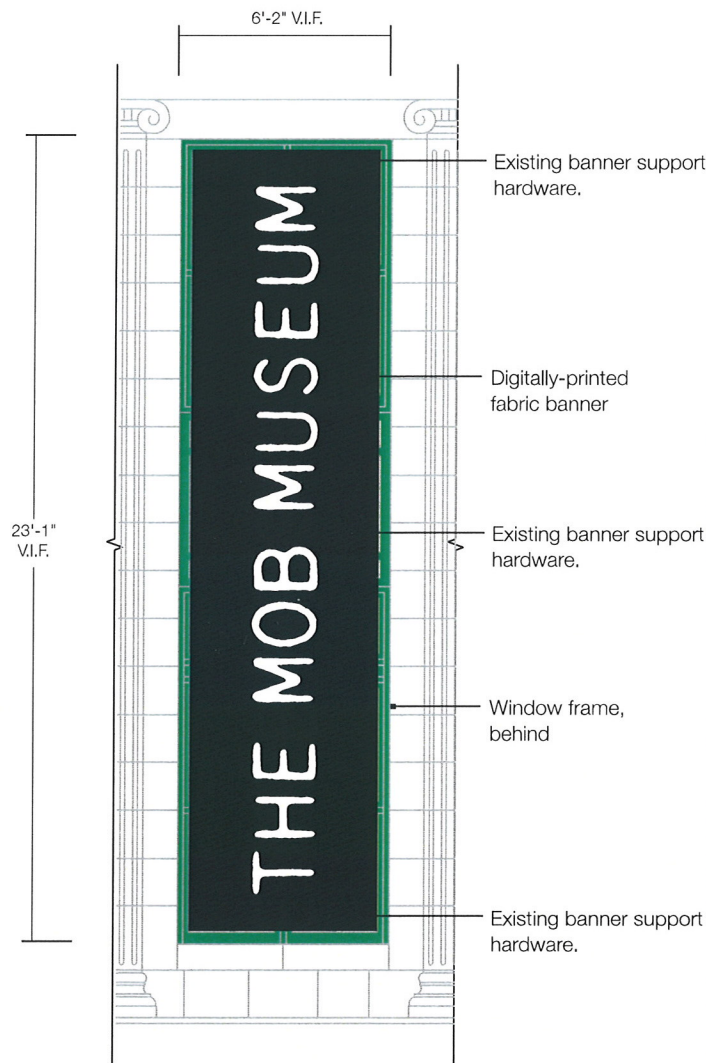
Printed Fabric Banners

Sign Information:

Type:	Wall Sign
Quantity	2 (South Facade) 1 (East Facade) 1 (West Facade)
Height:	23'-1"
Width:	6'-2"
Area:	142.3 s/f
Illumination:	None
Animated	No

Code Compliance: Yes - see below for C-V District code

- 19.14.060 DIMENSIONAL AND OTHER STANDARDS
(C) PERMITTED SIGNS IN THE C-V, N-S, P-R AND O ZONING DISTRICTS
(5) Wall Signs
(a) Maximum number. One wall sign per tenant or per building elevation, which faces a street or on-site parking area.
(b) Maximum area. The total amount of wall signage allowed per building elevation is equivalent to 10 percent of the building elevation. In multitenant buildings, the 10 percent maximum sign area for each tenant will be based upon the portion of the building elevation of the leased/occupied area only.
(c) Maximum height. A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
(d) Minimum setback. NA.
(e) Maximum projection. A wall sign shall not project more than 24 inches from the structure to which it is attached; where a wall sign projects from a building elevation, there shall be no additional message on the additional horizontal surface created by the projection.
(f) Additional standards.
(g) Illumination permitted. Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
(h) Certificate required. Yes.
(i) See also Residential Protection Standards in Section 19.14.070.



1 BN.2: Vertical Banners Front Elevation
Scale: 3/16" = 1'-0"

2 BN.2: Vertical Banners: South Building Elevation (Stewart Avenue)
Scale: 1/16" = 1'-0"

Sign Type D Freestanding Signs

Printed mesh fabric banners

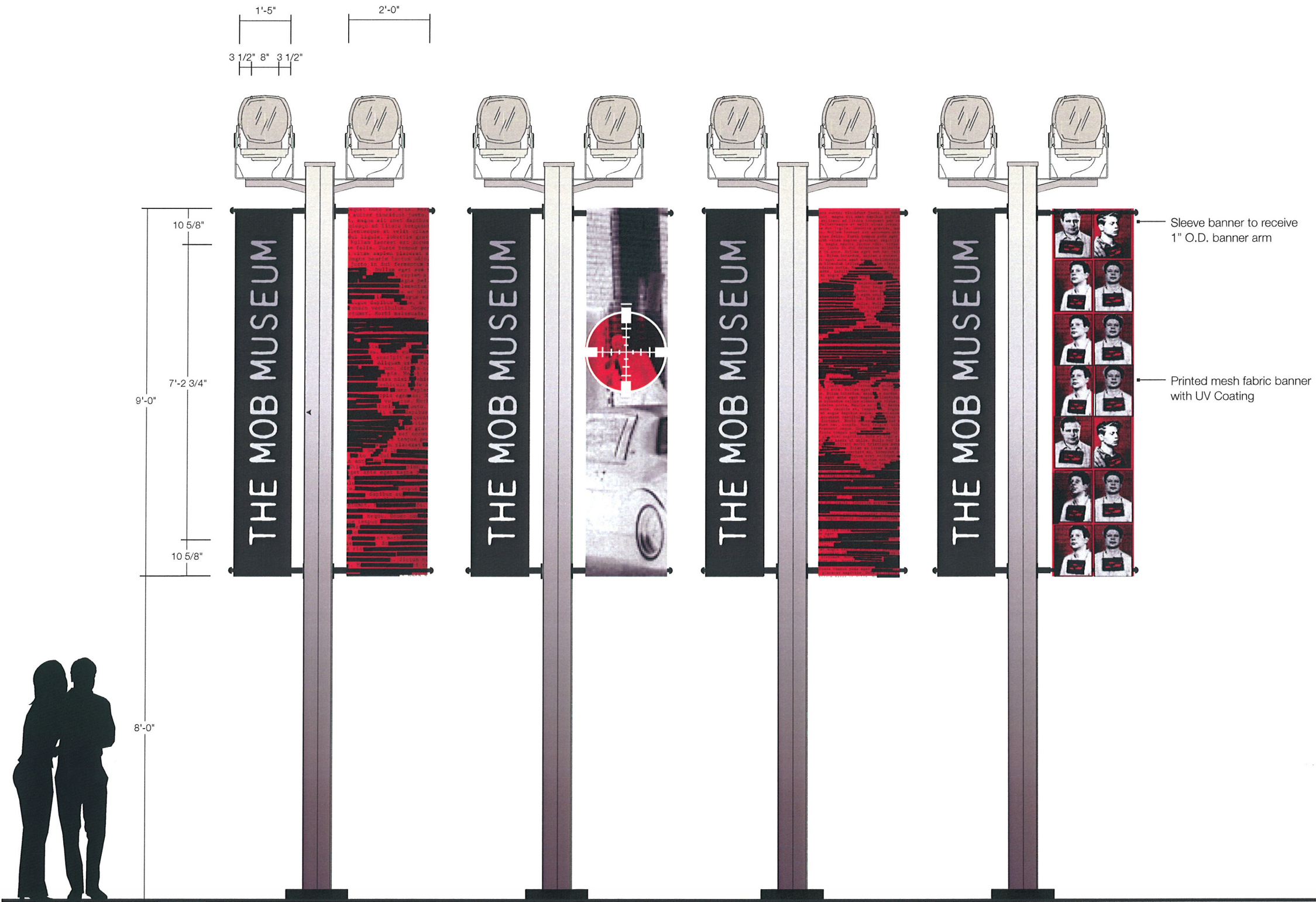
Sign Information:

Type:	Freestanding Sign
Quantity:	4
Height:	9'-0"
Width:	1'-5"
Area:	18 s/f; Total area: 72 s/f
Illumination:	None
Animated:	No

Code Compliance: Yes

- 19.14.060 DIMENSIONAL AND OTHER STANDARDS
(C) PERMITTED SIGNS IN THE C-V, N-S, P-R AND O ZONING DISTRICTS
(3) Freestanding Signs
(a) Maximum number.
(i) One freestanding sign per street frontage; and
(ii) No more than one freestanding sign shall be allowed on lots 43,000 square feet or less in area.
(b) Maximum area. 48 square feet, except in the O zoning district.
(c) Maximum height. 12 feet, except in the O zoning district.
(d) Maximum height and area in the O zoning district.
(ii) Freestanding signs not exceeding 20 feet in height may be up to 100 square feet in area

- (I) MEASUREMENT OF SIGN AREA -- GENERAL
See Figures 2 and 3 for illustrations of sign area computation.
(1) The area of a sign face shall be computed by means of the smallest square, circle, rectangle, triangle or combination thereof that encompasses the smallest perimeter of the signs's message.
(2) Except as otherwise provided in this Section, the area of a sign face does not include any supporting framework, bracing, architectural detail or decorative fence or wall which is clearly incidental to the sign. Where the supports or structural elements constitute a commercial symbol, logo, or text, those elements shall be computed as part of the sign area.



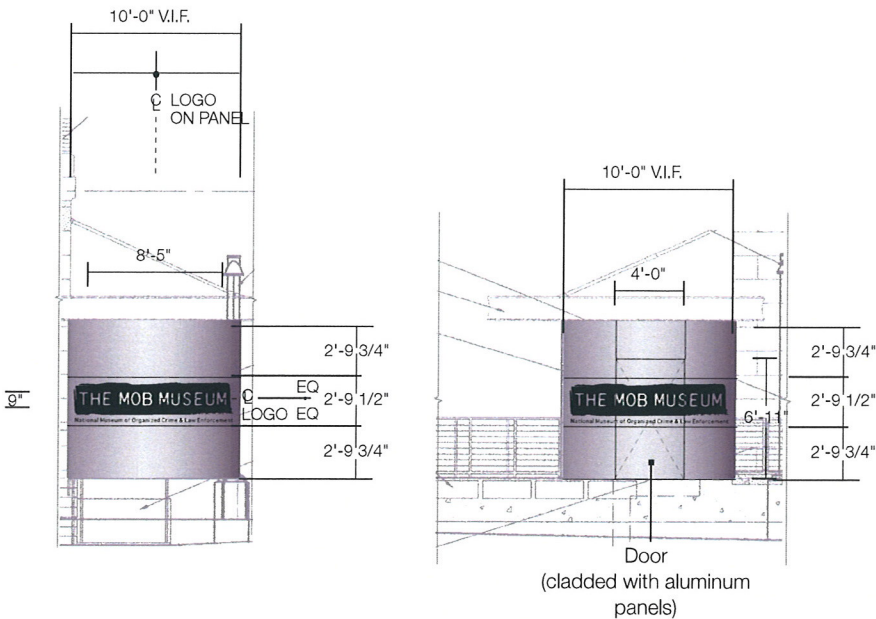
1 BN.1: Light Post Banners Front Elevation
Scale: 3/8" = 1'-0"

Sign Type E: Wall Sign

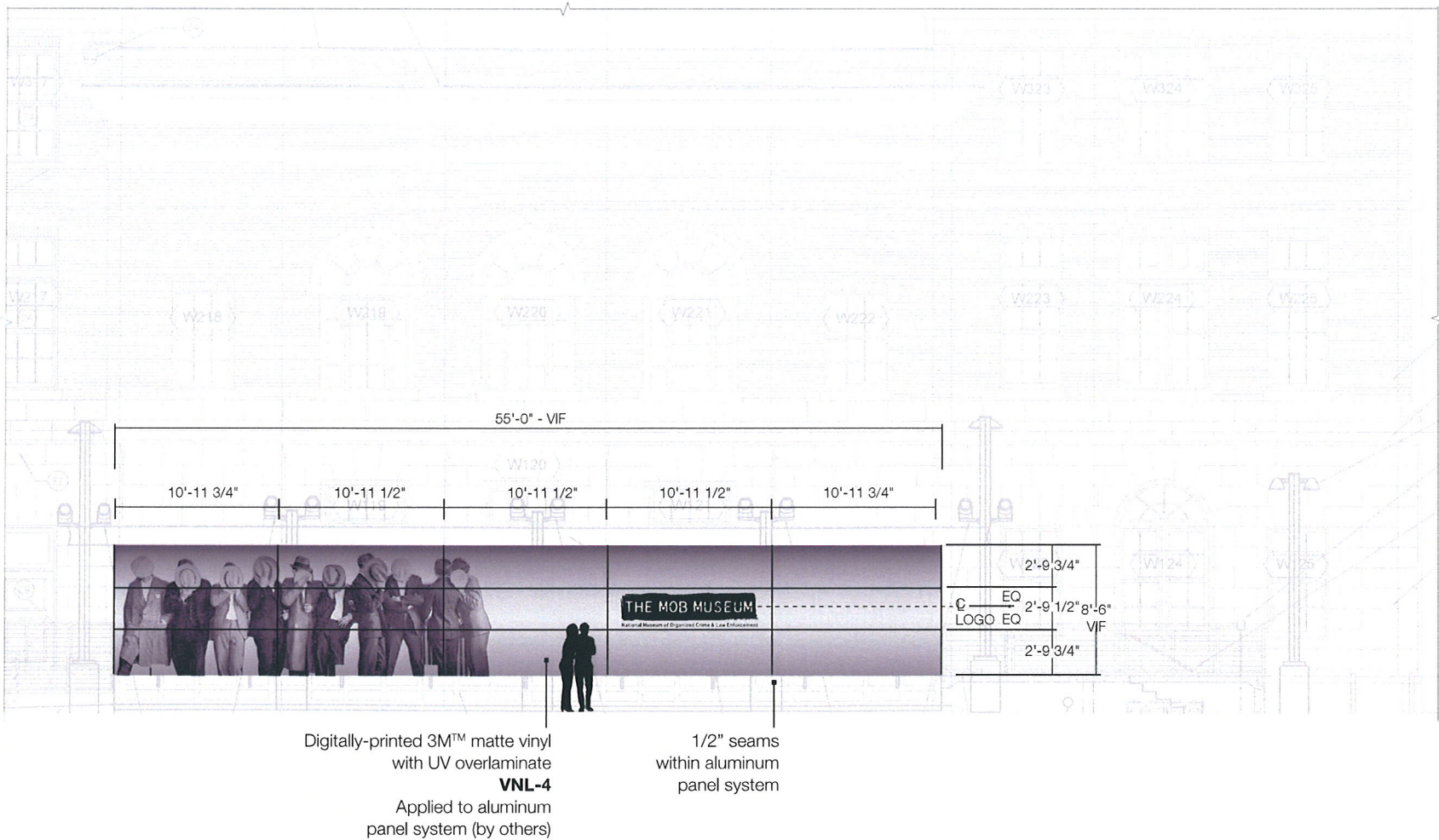
Digitally Printed matte vinyl film

Sign Information:

Type:	Wall Sign
Quantity	3
Height:	2'-9"
Width:	10'-10"
Area:	29.75 s/f each
Illumination:	None
Animated	No
Note	Signs are not visible from public right of way



1 LDE.1: Loading Dock East Elevation
Scale: 3/32" = 1'-0"



2 LDE.1: Loading Dock Enclosure - Building North Elevation
Scale: 3/32" = 1'-0"

Sign Type F: Window Sign

Vinyls applied first surface to clear glass

Sign Information:

Type:	Window Signs
Quantity:	6
Height:	4 1/4"
Width:	1'-4 3/4"
Area:	.5 s/f each; 3 s/f total
Illumination:	None
Animated:	No

Note All information except .5 s/f logo is incidental

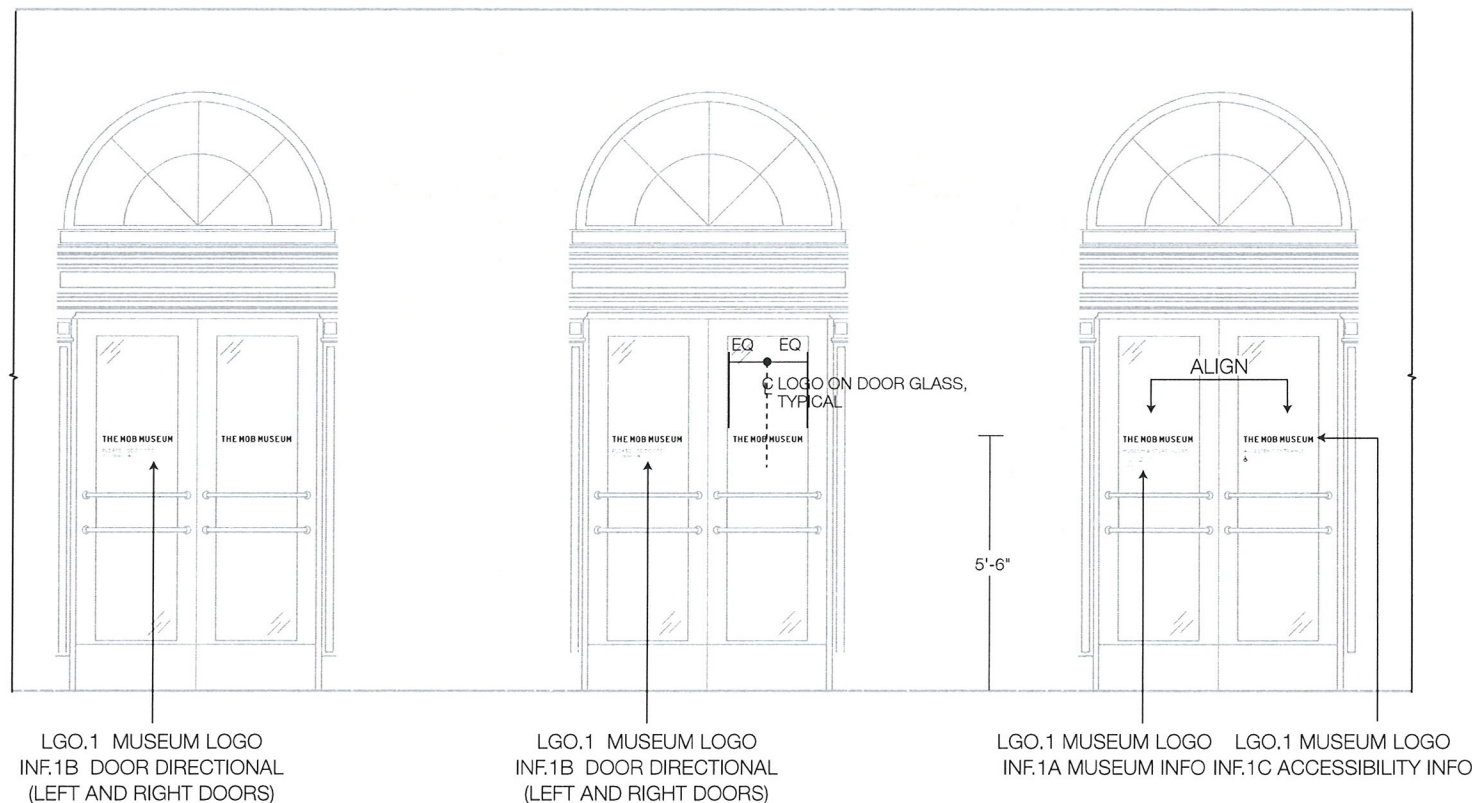
Code Compliance: Yes - see below for C-V District code

- (6) Window Signs
- Maximum number. There is no specific limit on the number of signs, although size and total area limits apply.
 - Maximum area. Window signs shall not cover more than 25 percent of the total area of all windows located on a building elevation. In no case shall the combined area of both wall signs and window signs exceed the area permitted for wall signs.
 - Maximum height. NA.
 - Minimum setback. Refer to Chapter 19.08.
 - Illumination permitted. Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
 - Certificate required. No.

SOUTH FACADE
Total Window Area: 1485 s/f
25% Window Area South Facade: 249 s/f

Proposed Window Area to be Used (Sign Type C):
284 s/f (18% of windows)

Proposed Window Area to be Used (Sign Type D):
3 s/f (.2% of windows)



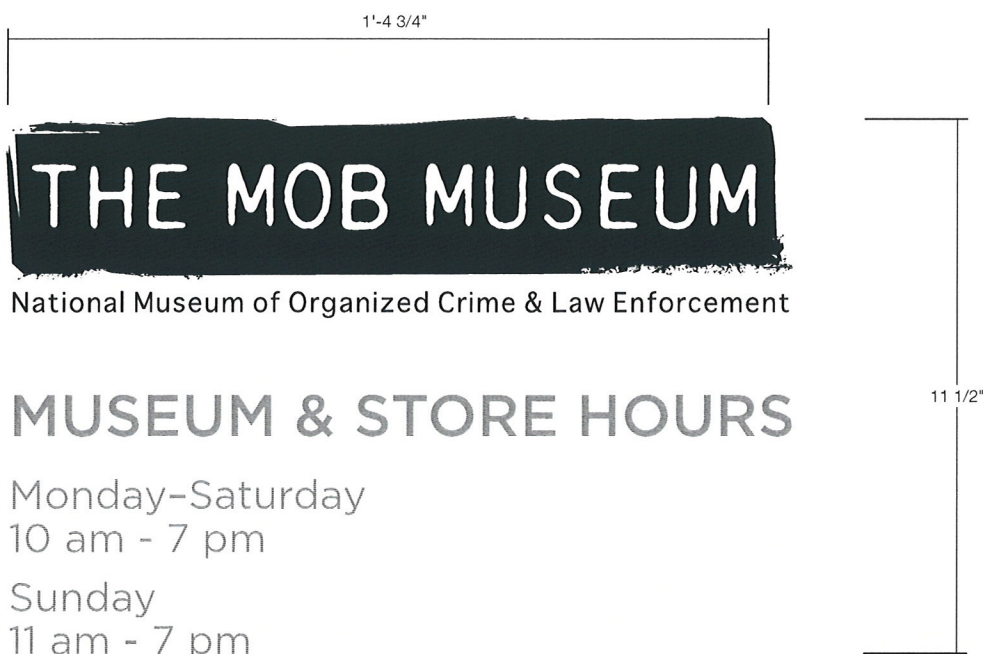
1 Museum Entry Front Elevation

Scale: 1/4" = 1'-0"



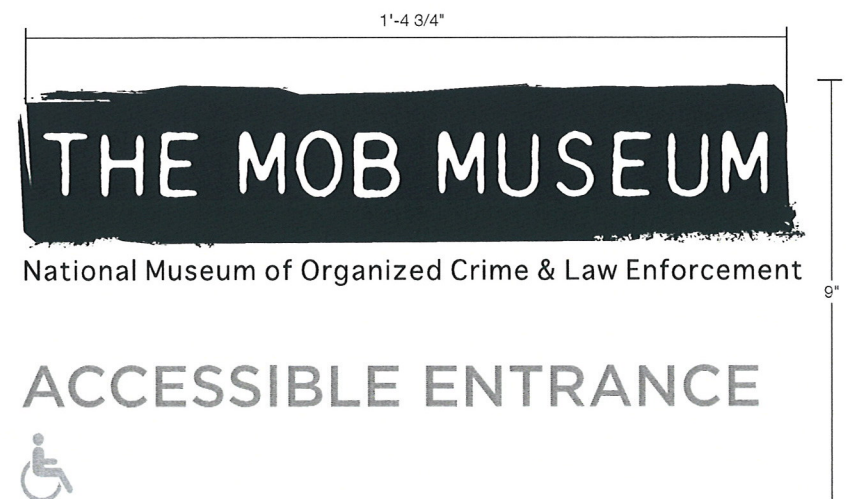
3 LGO.1 & INF.1B: Museum Logo and Directional Detail Elevation

Scale: 3" = 1'-0"



2 LGO.1 & INF.1A: Museum Logo and Hours Detail Elevation

Scale: 3" = 1'-0"



4 LGO.1 & INF.1C: Museum Logo and Accessibility Info Detail Elevation

Scale: 3" = 1'-0"