

**AGENDA MEMO - PLANNING****DOWNTOWN DESIGN REVIEW COMMISSION MEETING DATE: MARCH 20, 2012****DEPARTMENT: PLANNING****ITEM DESCRIPTION: APPLICANT: 6TH AND FREE - OWNER: T-BREO II, LLC**

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
ARC-44742	Staff recommends APPROVAL, subject to conditions:	N/A

**** CONDITION(S) ****

ARC-44067 CONDITIONS

Planning

1. 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, building elevations and sign elevations, date stamped 02/28/12, except as amended by conditions herein.
4. Minor modifications may be approved by 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.

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

This is a request for a Master Sign Plan for a proposed 5,958 square-foot Tavern-Limited Establishment at 525 Fremont Street. The two-story establishment is made up of approximately 3,374 square feet gross floor area for the first floor bar area, 2,584 square feet gross floor area for the rooftop bar area, and 1,055 square feet gross floor area for the outdoor seating area. The plan includes two wall signs. The largest sign (BG-2) is an 18 square-foot sign located on the north elevation. The remaining wall sign (BG-1) is located on northeast corner of the building with half of the sign on the north elevation and half on the east elevation. Staff recommends approval of this request, as it meets the minimum design standards of the Downtown Entertainment Overlay District.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
04/12/11	The Planning Commission approved a request for a Special Use Permit (SUP-41036) for a proposed 1,983 square-foot Tavern-Limited Establishment at 523 Fremont Street. Staff recommended approval.
05/10/11	Code Enforcement Case #101729 was issued for illegal signage consisting of off-premise advertising for a Casino at Fremont Street. This case was resolved on 12/01/11.
09/20/11	The Downtown Design Review Committee approved a request for a sign review (ARC-43058) for a Restaurant and Tavern-Limited Establishment adjacent to this site, at 523 Fremont Street.
03/21/12	The City Council approved a Special Use Permit (SUP-44167) for a proposed 5,958 square-foot tavern-limited establishment with a 1,055 square-foot outdoor seating area at 525 East Fremont Street. The Planning Commission and staff recommended approval.

<i>Most Recent Change of Ownership</i>	
11/06/06	A deed was recorded for a change in ownership.

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<i>Related Building Permits/Business Licenses</i>	
02/14/08	A Building Permit (#108392) was issued over-the-counter for interior demolition work at 525 Fremont Street.

<i>Pre-Application Meeting</i>	
02/21/12	A pre-application meeting was held with staff and the applicant to discuss the submittal requirements for signage.

<i>Neighborhood Meeting</i>	
A neighborhood meeting is not required for this type of request, nor was one held.	

<i>Field Check</i>	
03/01/12	Staff conducted a field check and found an unoccupied building with remnants of illegal banners pasted to the facade. The property was properly secured.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	0.20

<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	General Retail Store	C (Commercial)	C-2 (General Commercial)
North	Tavern-Limited Establishment	C (Commercial)	C-2 (General Commercial)
South	General Retail Store	C (Commercial)	C-2 (General Commercial)
East	General Retail Store	C (Commercial)	C-2 (General Commercial)
West	Tavern-Limited Establishment	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			
Downtown Centennial Plan Overlay District - Fremont East District	X		Y
A-O (Airport Overlay) District – 200 Feet	X		Y
Downtown Entertainment Overlay District	X		Y
Live/Work Overlay District	X		N/A
Trails		X	N/A
Rural Preservation Overlay District		X	N/A
Las Vegas Redevelopment Plan Area		X	N/A
Development Impact Notification Assessment		X	N/A
Project of Regional Significance		X	N/A

DEVELOPMENT STANDARDS

Wall Signs: [Sign BG-2 North Elevation]		
Standards	Allowed	Provided
Maximum Number	N/A	N/A
Maximum Area	20% of Building elevation 270 SF total	1% of Building Elevation 18 SF
Maximum Projection	4 Feet	Less than 2 Feet
Illumination	Internal/External	Internal

Wall Signs: [Sign BG-1 North Elevation]		
Standards	Allowed	Provided
Maximum Number	N/A	N/A
Maximum Area	20% of Building elevation 270 SF total	2 % of Building Elevation 24 SF
Maximum Projection	4 Feet	Less than 2 Feet
Illumination	Internal/External	Internal

Wall Signs: [Sign BG-1 East Elevation]		
Standards	Allowed	Provided
Maximum Number	N/A	N/A
Maximum Area	20% of Building elevation 462 SF total	1% of Building elevation 24 SF
Maximum Projection	2 Feet	Less than 2 Feet
Illumination	Internal/External	Internal

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The proposed signage meets all of the Unified Development Code standards for a C-2 (General Commercial) district for wall signage. Up to 20% of an elevation is permitted to be wall signage. In this case, the north elevation can have up to 270 square-foot of signage. The proposal shows only a total of 42 square-foot of signage. The east elevation can have up to 462 square-foot of signage, but is only providing 24 square-foot of signage.

Signage in the Entertainment District must have a minimum of 50% neon and/or animation, which is an additional standard then signage in C-2 (General Commercial) districts outside of the overlay. Sign BG-1, located on the corner of the building with half on the north elevation and half on the east elevation is in the general shape of a peacock with the word “cocktails” spelled out vertically below it. There are 68 chasing illuminated white bulbs around the outside of the color changing L.E.D. lights that make up the feathers of the peacock. There are also several stripes of gold skeleton neon located around the sign. The word, “Cocktails” is rout out push thru white acrylic letters with brushed gold vinyl overlay with white internal illumination. With the color changing L.E.D. lights, the neon stripes and the chasing bulb illuminations that sign BG-1 offers, it meets the minimum standards of the overlay signage requirements.

Sign BG-2, located on the north elevation is straight forward, typical wall sign that spells out the word, “Commonwealth” in one-foot by one-foot tall letters horizontally above the main entrance. These letters have skeleton gold neon and meet the minimum requirements of the overlay signage requirements.

FINDINGS (ARC-44742)

The proposed signage package is appropriate for this location. The tavern is located in the Entertainment District of the Downtown Centennial Plan and both signs have the minimum 50% required neon and/or animation. For these reasons, staff recommends approval.