



AGENDA MEMO - PLANNING

PLANNING COMMISSION MEETING DATE: OCTOBER 8, 2013

DEPARTMENT: PLANNING

ITEM DESCRIPTION: APPLICANT: D ROCK GAMING - OWNER: TINKLER

REVOCABLE TRUST NO. 1, ET AL

** STAFF RECOMMENDATION(S) **

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
MSP-50712	Staff recommends APPROVAL, subject to conditions:	

** CONDITIONS **

MSP-50712 CONDITIONS

Planning

1. Conformance of the applicable approved conditions for a Downtown Design Review Committee Sign Design Review (ARC-47898).
2. This approval shall be void six months from the date of final approval, unless exercised through a final inspection for the subject signage. An Extension of Time may be filed for consideration by the City of Las Vegas.
3. Conformance with the site plan, sign elevations and documentation date stamped 08/19/13, except as amended by conditions herein.
4. All building permits for signage shall be obtained and final inspections shall be completed in conformance with Title 19 and all codes as required by the Department of Building and Safety.
5. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit.

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6. Any future amendments to the approved signage within the Master Sign Plan in conformance with the Master Sign Plan and new signage in conformance with Title 19 standards may be reviewed and approved administratively by the Department of Planning.
7. 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

The applicant is requesting approval of a Master Sign Plan for two existing large wall signs (22,223 square feet each) on the east and west elevations of the hotel tower at 301 Carson Avenue as required by Title 19.08.120(H). The signs had initially been allowed through a Temporary Sign Permit and then approved as wall signs with waivers of Title 19 size and illumination requirements by the Downtown Design Review Committee. Now subject to specific location and dimensional requirements, the signs meet all supergraphic signage criteria as established by Title 19. Staff therefore recommends approval. If denied, the signs would have to be removed.

ISSUES

- The subject signs received design approval from the Downtown Design Committee (DDRC) through an action (ARC-47898) that preceded adoption of the supergraphic sign ordinance (Ordinance No. 6250).
- A sign permit for permanent signs must be obtained in order to exercise the Master Sign Plan; otherwise, the existing signs must be removed. A condition of approval establishes a six-month period within which the permit(s) must be obtained and inspections completed.

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 wall signs (building wraps) located at 301 Fremont Street. The signs are on the east and west sides of the building. The building wraps measure 163 feet high by 136 feet 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	The Downtown Design Review Committee approved a Sign Design Review (ARC-46358) for a portion of an existing hotel and casino at 301 East Carson Avenue and 100 South Third Street. Staff recommended denial.
01/15/13	The Downtown Design Review Committee approved a Sign Design Review (ARC-47898) for two large wall signs (building wraps) and roof signage with waivers of the Downtown Casino Overlay District Special Sign Standards at 301 East Carson Avenue. Staff recommended denial.

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05/01/13	The City Council adopted Ordinance 6250, which authorized supergraphic signage within the Downtown Centennial Plan Overlay District and established standards and procedures related to supergraphic signage. The ordinance became effective 05/05/13.
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<i>Most Recent Change of Ownership</i>	
10/08/84	A deed was recorded for a change in ownership on APN 139-34-210-064.
12/10/01	A deed was recorded for a change in ownership on APN 139-34-610-041.
07/14/06	A deed was recorded for a change in ownership on APN 139-34-210-063.
11/25/09	A deed was recorded for a change in ownership on APN 139-34-610-040.

<i>Related Building Permits/Business Licenses</i>
A permanent sign permit has not been issued for the subject signs.

<i>Pre-Application Meeting</i>	
07/15/13	Staff and the applicant discussed submittal requirements for the Master Sign Plan application. It was established that only the large signs on the sides of the tower qualify as supergraphic signs and the wall signs atop the roof were already approved through a previous Downtown Design Review Committee action.

<i>Neighborhood Meeting</i>
A neighborhood meeting is not required, nor was one held.

<i>Field Check</i>	
08/29/13	The site contains an existing hotel and casino. The building wraps are in place and cover the windowed portions of the east and west elevations of the hotel tower.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	0.62 (portion of 2.42 acres overall)

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<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)

<i>Master Plan Areas</i>	<i>Compliance</i>
Downtown Centennial Plan	Y
<i>Special Purpose and Overlay Districts</i>	<i>Compliance</i>
Downtown Centennial Plan Overlay District (Central Casino Core)	Y
A-O (Airport Overlay) District (200 Feet)	Y
Downtown Casino Overlay District (Special Signage Sub-District)	Y
<i>Other Plans or Special Requirements</i>	<i>Compliance</i>
Trails	N/A
Las Vegas Redevelopment Plan Area	Y
Project of Significant Impact (Development Impact Notification Assessment)	N/A
Project of Regional Significance	N/A

DEVELOPMENT STANDARDS

Pursuant to Title 19.08.120(H), the following standards apply:

<i>Wall Signs [Sign H – east and west elevations]</i>			
<i>Standards</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Location	Within the boundaries of the Downtown Centennial Plan Overlay District	Within the Downtown Centennial Plan Overlay District	Y
Orientation	May not be oriented toward adjacent “R” zoned properties	N/A	N/A
	May not front Las Vegas Blvd.	N/A	N/A
Building Use	Occupied commercial buildings only	Hotel and Casino use No permanent residential	Y
Min. Building Height	9 stories	Greater than 9 stories	Y
Min. Gross Floor Area	120,000 SF	Greater than 120,000 SF	Y

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<i>Wall Signs [Sign H – east and west elevations]</i>			
<i>Standards</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Number	3 signs per building 1 per elevation	2 signs 1 on east and west elevations	Y
Minimum Area	1,500 SF	22,223 SF each	Y
Maximum Height	Top of wall or parapet	Does not extend above parapet	Y
Minimum Clearance	15 feet above grade of abutting sidewalk or average finished grade	Bottom of sign is above 15 feet	Y
Maximum Projection	4 feet from structure	Less than 4 feet	Y
Other	On-premise advertising only	Advertising name of hotel on the site	Y
Illumination	Internal/external	External floodlights	Y

ANALYSIS

Title 19.18 defines supergraphic signage as “Large-format signage, consisting of an image printed on vinyl, mesh or other material that is supported by and attached to a building wall by means of an adhesive, stranded cable and eye-bolts, other similar materials or methods, or any combination thereof. Such signage:

1. May or may not include written text;
2. May include LED panels; and
3. Typically features a single image or idea, with an emphasis on graphic or pictorial representations.”

The hotel name and logo appear on the signs, which consist of vinyl applied directly to the glass on the hotel tower. The signs are approximately 163 feet tall by 136 feet wide, externally illuminated by floodlights at the base of the tower and are situated well above street level. The signs meet each of the criteria in the table above as established by Title 19.08.120(H).

A condition of approval of the Downtown Design Review Committee’s January 2013 review of the signs requires them to be subject to the supergraphics ordinance (Ordinance 6250). Although the signs were previously approved by the Downtown Design Review Committee with waivers of the Downtown Casino Overlay special illumination standards, DDRC approval is no longer necessary and the special illumination standards are no longer applicable to supergraphic signs. All other signs on the property have been approved through previous actions.

FINDINGS (MSP-50712)

As the existing signs are in conformance with Title 19 requirements for supergraphic signs and they are compatible with the site and with the appearance of other Downtown buildings, staff recommends approval of the Master Sign Plan with conditions.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 34

NOTICES MAILED 150

APPROVALS 0

PROTESTS 0