

City of Las Vegas

**DOWNTOWN DESIGN REVIEW COMMITTEE
CITY HALL, 495 S. MAIN STREET
CITY CLERK'S 2ND FLOOR CONFERENCE ROOM
CITY OF LAS VEGAS INTERNET ADDRESS: www.lasvegasnevada.gov
FEBRUARY 18, 2014
12:15 P.M.**

ITEMS LISTED ON THE AGENDA MAY BE TAKEN OUT OF THE ORDER PRESENTED; 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. BACKUP MATERIAL FOR THIS AGENDA MAY BE OBTAINED FROM BEVERLY K. BRIDGES, CITY CLERK, AT THE CITY CLERK'S OFFICE AT 495 SOUTH MAIN STREET, 2ND FLOOR OR ON THE CITY'S WEBPAGE AT www.lasvegasnevada.gov.

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. For possible action to approve the Final Minutes by reference of the Regular Meeting of October 15, 2013
5. ARC-52859 - (DDRC) - PUBLIC HEARING - APPLICANT: DTG LAS VEGAS, LLC - OWNER: 220 NORTH 4TH STREET LV, LLC, ET AL - For possible action on a request for a Major Amendment of an approved Master Sign Plan (ARC-45917) FOR AN EXISTING HOTEL/CASINO WITH A WAIVER TO ALLOW A WALL SIGN TO CONTAIN NO ILLUMINATION/ANIMATION WHERE 50 PERCENT IS REQUIRED at 206 North 3rd Street, 221 North 3rd Street and 220 North 4th Street (APNs 139-34-514-007 through 009; and 139-34-510-019), C-2 (General Commercial) Zone - Ward 5 (Barlow)
6. ARC-52755 - (DDRC) - PUBLIC HEARING - APPLICANT: FREMONT HOTEL & CASINO - OWNER: SAM-WILL, INC. - For possible action on a request for Signage Design Review FOR TWO PROPOSED WALL SIGNS AT AN EXISTING HOTEL/CASINO WITH A WAIVER TO ALLOW SIGNAGE TO CONTAIN NO ILLUMINATION/ANIMATION WHERE AT LEAST 50 PERCENT IS REQUIRED at 200 Fremont Street (APN 139-34-510-009), C-2 (General Commercial) Zone - Ward 5 (Barlow) [PRJ-52404]
7. 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
8. 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. Dial 7-1-1 for Relay Nevada.

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

City Hall, 495 South Main Street, 1st Floor
Clark County Government Center, 500 South Grand Central Parkway
Grant Sawyer Building, 555 East Washington Avenue
City of Las Vegas Development Services Center, 333 North Rancho Drive



AGENDA MEMO - PLANNING

DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: FEBRUARY 18, 2014

DEPARTMENT: PLANNING

ITEM DESCRIPTION: ARC-52859 – APPLICANT: DTG LAS VEGAS, LLC - OWNER: 220 NORTH 4TH STREET LV, LLC, ET AL

** STAFF RECOMMENDATION(S) **

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
ARC-52859	Staff recommends APPROVAL, subject to conditions:	

** CONDITIONS **

ARC-52859 CONDITIONS

Planning

1. Conformance to the conditions of approval of the revised Master Sign Plan (MSP-51851), Sign Design Review (ARC-45917) and the sign elevations and documentation as submitted in conjunction with this request, date stamped 10/31/13, except as amended herein.
2. No off-premise signage shall be displayed on any sign without prior approval of a Special Use Permit to conduct the Off-Premise Sign use.
3. Proper permits shall be obtained for all signage, including temporary signage, through the Department of Building and Safety prior to installation of any proposed signage. Entitlements and permits shall be obtained for any existing non-permitted signage, or such signage shall be removed within 30 days of final action.
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**February 18, 2014 - Downtown Design Review Committee Meeting****** STAFF REPORT ******PROJECT DESCRIPTION**

This request would amend the previously approved Master Sign Plan and Design Review (ARC-45917) to add an eight square-foot freestanding sign (Sign 31) and to convert an illuminated wall sign (Sign 2) into a non-illuminated painted wall sign at an existing Hotel/Casino located at the northwest corner of Ogden Avenue and 4th Street. The changes to the Master Sign Plan are pending approval by the Planning Commission.

Each face of Sign 31 consists of die cut white vinyl copy on a circular black painted eight square-foot aluminum cabinet. White exposed neon is proposed to cover each letter, as well as the outer edge of the cabinet. In addition to the face, an arrow consisting of rows of animated incandescent bulbs is proposed to wrap around the edge of the cabinet. (Note that this portion of the sign is decorative and not included in the sign area calculation.) The sign is intended to inform patrons that the valet entrance is on 4th Street, rather than on Stewart Avenue.

The applicant's request would replace the previously approved 100 square-foot LED-illuminated wall sign with a 121 square-foot painted wall sign with external gooseneck lighting from above, similar to other signs along the Ogden frontage that were approved with waivers of the illumination standards.

The proposed signage is in keeping with the established theme of the Hotel/Casino development and will not detract from the intent of the Downtown Casino Overlay District standards; therefore, staff recommends approval, subject to conditions.

ISSUES

- The applicant is requesting a waiver of the Downtown Casino Overlay District Special Signage Standards to allow no illumination on the painted wall sign (Sign 2) where at least 50 percent of the surface area of the sign shall be illuminated by exposed neon, LED, animation or a combination of any of these. Because similar signage was approved along the same wall adjacent to the subject sign, the waiver is warranted and staff recommends approval.
- The permit for Sign 2 must be revised to indicate the current request.

Staff Report Page Two

February 18, 2014 - Downtown Design Review Committee Meeting

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc.</i>	
07/17/12	The Downtown Design Review Committee approved a Master Sign Plan Design Review (ARC-45917) for an existing Hotel/Casino with waivers to allow individual signs to contain less than 50 percent illumination and/or animation, to allow a single wall sign to exceed 1,500 square feet, and to allow the total area of all signage on the south elevation of the East Tower to exceed 50 percent of the eligible sign area at 206 North 3rd Street, 221 North 3rd Street and 220 North 4th Street. Staff recommended denial.
10/17/12	The City Council approved a Variance (VAR-45918) to allow a projecting sign on a property containing a freestanding sign where such is not allowed, a projecting sign to project eight feet from a building where six feet is the maximum allowed, three projecting signs to be 59 square feet, 105 square feet and 51 square feet where 32 square feet is the maximum allowed, a roof sign to be 300 square feet and 22 feet above the roofline where 150 square feet in area and eight feet in height are the maximum allowed and to allow wall signage to cover 20.4 percent of the surface area of the north elevation of the East Tower, 42 percent of the surface area of the north elevation of the West Tower, and 37 percent of the surface area of the south elevation of the West Tower where 20 percent is the maximum allowed for each elevation, on 3.73 acres at 206 North 3rd Street, 221 North 3rd Street and 220 North 4th Street. The Planning Commission recommended approval; staff recommended denial.
10/17/12	The City Council approved a Master Sign Plan (MSP-45919) for an existing Hotel/Casino on 3.73 acres at 206 North 3rd Street, 221 North 3rd Street and 220 North 4th Street. The Planning Commission recommended approval; staff recommended denial.
05/01/13	The City Council approved Ordinance 6250, which authorized supergraphic signage within the Downtown Centennial Plan Overlay District and established standards and procedures relating thereto.
07/15/13	Department of Planning staff approved a Minor Amendment (MSP-49989) of an approved Master Sign Plan (MSP-45919) for an existing Hotel/Casino on 3.73 acres at 206 North 3rd Street, 221 North 3rd Street and 220 North 4th Street.
02/11/14	The Planning Commission will consider a Major Amendment (MSP-51851) of an approved Master Sign Plan (MSP-45919) for an existing Hotel/Casino on 3.73 acres at 206 North 3rd Street, 221 North 3rd Street and 220 North 4th Street. Staff recommended approval.

Staff Report Page Three

February 18, 2014 - Downtown Design Review Committee Meeting

<i>Most Recent Change of Ownership</i>	
10/08/07	A deed was recorded for a change in ownership on APN 139-34-514-008 and 009.
04/16/08	A deed was recorded for a change in ownership on APN 139-34-510-019.
12/21/12	A deed was recorded for a change in ownership on APN 139-34-514-007.

<i>Related Building Permits/Business Licenses</i>	
12/13/12	A building permit (223311) was issued for supergraphic wall signs on the south elevation of the East and West Towers at 206 North 3rd Street and 221 North 3rd Street. A special inspection is required and has not yet been completed. The permit expired 6/13/13 and was reinstated on 10/15/13.
09/19/13	A building permit (241153) was issued for one freestanding sign, three projecting signs and 31 wall signs at 206 North 3rd Street, 221 North 3rd Street and 220 North 4th Street. A final inspection has not yet been completed.

<i>Pre-Application Meeting</i>	
01/02/14	A follow-up checklist based on meetings with the applicant in May and October 2013 was sent to the applicant by e-mail. Although the valet freestanding sign (Sign 31) can be approved as an update to the approved Master Sign Plan without a variance, approval of a waiver for no illumination on the wall sign (Sign 2) will need to come from the DDRC.

<i>Field Check</i>	
01/23/14	Signage previously approved through the Master Sign Plan has been installed. Sign 2 has been installed as a non-illuminated painted wall sign on the south elevation of the East Tower.

<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	Hotel and Gaming Establishment, Non-Restricted	C (Commercial)	C-2 (General Commercial)
North	Museum (Public)	PF (Public Facilities)	C-V (Civic)
South	Parking Garage	C (Commercial)	C-2 (General Commercial)
East	Hotel/Gaming Establishment, Non-Restricted/Tavern	C (Commercial)	C-2 (General Commercial)
	Parking Facility		
West	Taverns/Restaurant	C (Commercial)	C-2 (General Commercial)
	Parking Facility		

Staff Report Page Four

February 18, 2014 - Downtown Design Review Committee Meeting

<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 (Downtown Gateway District)	Y
A-O (Airport Overlay) District (200 Feet)	Y
Downtown Casino Overlay District – 75' Buffer Area	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

Sign Details Summary

<i>Sign</i>	<i>Location</i>	<i>Type</i>	<i>Area</i>	<i>Height</i>	<i>Height Above Ground</i>	<i>Illumination</i>	<i>Projection</i>	<i>Illumination/ Animation Amount</i>
2	S elevation E Tower	wall (painted)	121 SF	11 feet	14 feet	external	none	none
31	E property line (4th St)	freestanding	15 SF	12 feet	N/A	exposed neon/ incandescent	N/A	90%

DEVELOPMENT STANDARDS

Pursuant to the approved Master Sign Plan (MSP-45919), Title 19.10.100 and the Downtown Centennial Plan, the following standards apply:

<i>Freestanding Signs: [Sign 31]</i>			
<i>Standards</i>	<i>Allowed</i>	<i>Provided</i>	<i>Compliance</i>
Maximum Number	1 sign per 200 linear feet of street frontage	2 signs total (1 new proposed)	Y
Maximum Area	2 SF per linear foot of street frontage (770 SF max)	8 SF (710 SF available)	Y
Maximum Height	40 Feet	12 Feet	Y
Minimum Setback	5 Feet	5 Feet	Y
Width of support base	0.62 feet	0.50 feet	N
Illumination	Internal/External	90% neon/animated	Y

Staff Report Page Five

February 18, 2014 - Downtown Design Review Committee Meeting

<i>Wall Signs: [Sign 2]</i>			
<i>Standards</i>	<i>Approved MSP-45919</i>	<i>Proposed</i>	<i>Compliance</i>
Maximum Number	31 signs	31 signs total (1 proposed to be altered)	Y
Maximum Area	100 SF	121 SF	Y
Maximum Projection	11 in	none	Y
Illumination	100% illumination (LED)	0% illumination (direct lighting)	N

<i>Waivers</i>		
<i>Requirement</i>	<i>Request</i>	<i>Staff Recommendation</i>
50% of each sign's surface area shall consist of exposed neon, LED and/or animation	To allow no exposed neon, LED or animation on Sign 2 (wall sign)	Denial

ANALYSIS

New signage on the site is subject to Title 19.10.100 for sign design, installation and maintenance, as referenced by the Downtown Gateway District Standards within the Downtown Centennial Plan. As the Downtown Gateway District is not coterminous with the boundaries of the Downtown Casino Overlay Signage Sub-District, some of the standards within Title 19.10.100 do not apply (such as maximum number, height, area, illumination and minimum setback for freestanding signs), and thus must conform to the standards of Title 19.08.120. Sign 31, a freestanding sign, does not fall within the Signage Sub-District boundaries but does require DDRC design review. Sign 2, a wall sign, does fall within the Sub-District buffer area and must meet illumination requirements.

Sign 31 generally meets criteria for freestanding signage in the C-2 (General Commercial) zoning district. The support pole proposed for the sign is compatible with design characteristics of the overall development; however, Title 19.08.120(I) requires this support to be the lesser of three feet wide or 20 percent of the sign width at the base. Since the proposed sign cabinet is 3.10 feet wide, the base must be at least 0.62 feet (7.44 inches) wide. A condition of approval of MSP-51851 required widening the base to conform to Title 19 requirements.

Per Title 19.10.100, at least 50 percent of the surface area of Sign 2 is required to be illuminated by exposed neon, LED, be animated or a combination of these elements. As part of the previous ARC-45917 approval, the adjacent painted wall Signs 3A, 3B, 3C and 3D were approved with waivers of the 50 percent illumination requirement. The proposed Sign 2 would be lit externally from above by gooseneck fixtures similar to Signs 3A-3D. As this sign would now be more in keeping with the approved signage theme of painted signs along the south elevation of the East Tower, staff has no objection to this proposed change. The sign permit must still reflect this change.

Staff Report Page Six
February 18, 2014 - Downtown Design Review Committee Meeting

FINDINGS (ARC-52859)

The changes proposed by this amendment would be compatible with the signs already approved through the Master Sign Plan. There are some minor inconsistencies with Title 19 requirements that can be rectified through previous conditions of approval and design review. Staff therefore recommends approval of this sign design review with conditions.



DEPARTMENT OF PLANNING

STATEMENT OF FINANCIAL INTEREST

Case Number: **ARC-52859** APN: 139-34-514-008

Name of Property Owner: 221 NORTH 3RD LV, LLC

Name of Applicant: DTG LAS VEGAS, LLC

Name of Representative: LYNDSEE VELTRE

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: _____

By: 221 North 3RD LV, LLC:

Signature of Property Owner: [Signature]

Print Name: Shawn Kuba, Vice President

Subscribed and sworn before me

This _____ day of _____, 20____

(see attached notary)

Notary Public in and for said County and State

CALIFORNIA JURAT WITH AFFIANT STATEMENT
GOVERNMENT CODE § 8202

- ☒ See Attached Document (Notary to cross out lines 1-6 below)
☐ See Statement Below (Lines 1-6 to be completed only by document signer[s], not Notary)

1
2
3
4
5
6

Signature of Document Signer No. 1

Signature of Document Signer No. 2 (if any)

State of California

County of Los Angeles

Subscribed and sworn to (or affirmed) before me

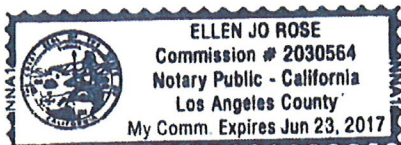
on this 7th day of October, 2013,
by Date Month Year

(1) Shaul Kuba

(2) _____

Name(s) of Signer(s)

proved to me on the basis of satisfactory evidence
to be the person(s) who appeared before me.



Place Notary Seal Above

Signature

A handwritten signature in blue ink, appearing to read 'Ellen Jo Rose'.

Signature of Notary Public

Ellen Jo Rose, Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Further Description of Any Attached Document

Title or Type of Document: 221 North 3rd LV, LLC - Master Sign Plan Application

Document Date: _____ Number of Pages: 1

Signer(s) Other Than Named Above: None



DEPARTMENT OF PLANNING

STATEMENT OF FINANCIAL INTEREST

Case Number **ARC-52859** APN: 139-34-514-009, 139-34-510-019

Name of Property Owner: 220 NORTH 4TH ST. LV, LLC

Name of Applicant: DTG LAS VEGAS, LLC

Name of Representative: LYNDSEE VELTRE

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: _____

By: 220 North 4th St. LV, LLC:

Signature of Property Owner: By:

Print Name: Shaul Kuba, Vice President

Subscribed and sworn before me

This _____ day of _____, 20____

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by Date Month Year

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Signature _____

Signature of Notary Public
Ellen Jo Rose, Notary Public



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Title or Type of Document: 220 North 4th Street LV, LLC - Master Sign Application

Document Date: _____ Number of Pages: 1

Signer(s) Other Than Named Above: None



DEPARTMENT OF PLANNING

APPLICATION / PETITION FORM

Application/Petition For: MASTER SIGN PLAN - MAJOR AMENDMENT
Project Address (Location): 206 N. THIRD STREET, LAS VEGAS, NV 89101
Project Name: DOWNTOWN GRAND HOTEL & CASINO Proposed Use: HOTEL CASINO
Assessor's Parcel #(s): 139-34-514-009, 139-34-510-019 Ward #: 5
General Plan: existing X proposed _____ Zoning: existing _____ proposed _____
Commercial Square Footage: 501,531 Floor Area Ratio: 2.92
Gross Acres: 3.12 Lots/Units: N/A Density: N/A
Additional Information: _____

PROPERTY OWNER 220 NORTH 4TH ST., LV LLC Contact: BRAD AARONSON
Address: 6922 HOLLYWOOD BLVD Phone: (323) 860-4988 Fax: _____
City: HOLLYWOOD State: CA Zip: 90028
E-mail Address: BAaronson@cimgroup.com

APPLICANT DTG LAS VEGAS, LLC Contact: BRAD AARONSON
Address: 6922 HOLLYWOOD BLVD Phone: (323) 860-4988 Fax: _____
City: HOLLYWOOD State: CA Zip: 90028
E-mail Address: BAaronson@cimgroup.com

REPRESENTATIVE ULTRASIGNS INC. Contact: LYNDSEE VELTRE
Address: 10 RESEARCH LANE Phone: (702) 431-1729 Fax: (702) 431-3585
City: LAS VEGAS State: NV Zip: 89101
E-mail Address: LVeltre@Ultrasigns.com

I certify that I am the applicant and that the information submitted with this application is true and accurate to the best of my knowledge and belief. I understand that the City is not responsible for inaccuracies in information presented, and that inaccuracies, false information, or incomplete application may cause the application to be rejected. I further certify that I am the owner or purchaser (or option holder) of the property involved in this application, or the lessee or agent fully authorized by the owner to make this submission, as indicated by the owner's signature below.

By: 220 North 4th St. LV, LLC
Property Owner Signature: _____

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

Print Name: Shawn Kuba, Vice President

Subscribed and sworn before me

This _____ day of _____, 20____.
(see attached notary)

Notary Public in and for said County and State

Revised 10/27/08

FOR DEPARTMENT USE ONLY

Case #: ARC-52859
Meeting Date: 2/18/14
Total Fee: _____
Date Received: * 2/5/14
Received By: ASwanton

* 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.

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CALIFORNIA JURAT WITH AFFIANT STATEMENT
GOVERNMENT CODE § 8202

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☐ See Statement Below (Lines 1-6 to be completed only by document signer[s], not Notary)

[This section contains lines 1-6, which are crossed out with a diagonal line.]

Signature of Document Signer No. 1

Signature of Document Signer No. 2 (if any)

State of California

County of Los Angeles

Subscribed and sworn to (or affirmed) before me

on this 7th day of October, 2013,
by Shaul Kuba
Date Month Year

(1) Shaul Kuba

(2) _____

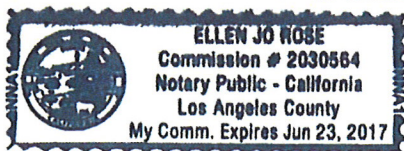
Name(s) of Signer(s)

proved to me on the basis of satisfactory evidence
to be the person(s) who appeared before me.

Signature _____

Signature of Notary Public

Ellen Jo Rose, Notary Public



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DEPARTMENT OF PLANNING

APPLICATION / PETITION FORM

Application/Petition For: MASTER SIGN PLAN - MAJOR AMENDMENT
Project Address (Location) 206 NORTH THIRD ST. LAS VEGAS, NV 89101
Project Name DOWNTOWN GRAND HOTEL CASINO Proposed Use HOTEL CASINO
Assessor's Parcel #(s) 139-34-514-008 Ward # 5
General Plan: existing ☒ proposed ☐ Zoning: existing ☒ proposed ☐
Commercial Square Footage 501,531 Floor Area Ratio 2.92
Gross Acres 3.12 Lots/Units NA Density NA
Additional Information _____

PROPERTY OWNER 221 NORTH 3RD LV, LLC Contact BRAD AARONSON
Address 6922 HOLLYWOOD BLVD 9TH FLOOR Phone: (323) 860-4988 Fax: _____
City HOLLYWOOD State CA Zip 90028BA
E-mail Address BAaronson@cimgroup.com

APPLICANT DTG LAS VEGAS, LLC Contact BRAD AARONSON
Address 6922 HOLLYWOOD BLVD, 9TH FLOOR Phone: (323) 860-4988 Fax: _____
City HOLLYWOOD State CA Zip 90028
E-mail Address BAaronson@cimgroup.com

REPRESENTATIVE ULTRASIGNS INC. Contact LYNDSEE VELTRE
Address 10 RESEARCH LANE Phone: (702) 431-1729 Fax: (702) 431-3585
City LAS VEGAS State NV Zip 89101
E-mail Address LVeltre@Ultrasigns.com

By: 221 North 3RD LV, LLC:

Property Owner Signature [Signature]

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

Print Name Shaul Kuba, Vice President

Subscribed and sworn before me

This _____ day of _____, 20 _____.

(see attached notary)

Notary Public in and for said County and State

Revised 10/27/08

FOR DEPARTMENT USE ONLY

Case # ARC-52859

Meeting Date: 2/18/14

Total Fee: _____

Date Received: 2/5/14

Received By: [Signature]

*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

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~~_____

_____~~

Signature of Document Signer No. 1

Signature of Document Signer No. 2 (if any)

State of California

County of Los Angeles

Subscribed and sworn to (or affirmed) before me

on this 7th day of October, 2013,
by Date Month Year

(1) Shaul Kuba

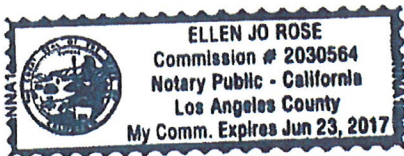
(2) _____

Name(s) of Signer(s)

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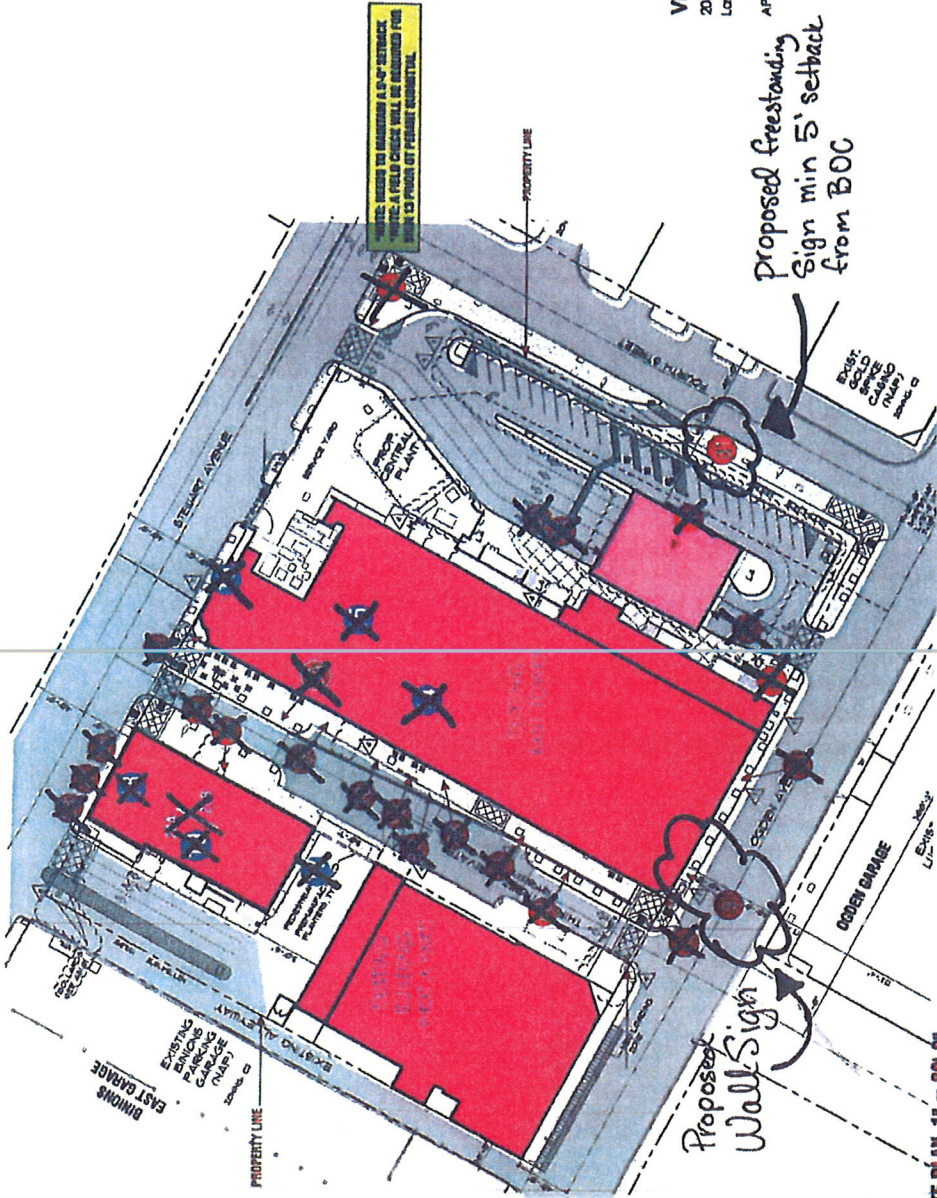
FREE STANDING SIGN DATA

NAME SIGN SIZE
 SETBACK 5'-0" 5'-7" X 7'-0" / 4"



VICINITY MAP

206 N. 3rd Street
 Las Vegas, Nevada 89101
 APN: 139-34-51-007, 008, 009



Proposed freestanding Sign min 5' setback from BOC

Proposed Wall Sign

SITE PLAN 1" = 80'-0"

ultrasigns
 3025 MILLIKEN AVENUE, STE 100
 SAN DIEGO, CA 92123-1020
 TEL: 619-594-1400 FAX: 619-594-1433

CLIENT APPROVAL
 Page 4 of 45

REVISION DATES
 12-19-2012 BHW 02-06-2013 BHW
 01-09-2013 BHW 02-12-2013 BHW
 01-21-2013 BHW 02-12-2013 BHW
 01-29-2013 BHW 02-12-2013 BHW
 02-04-2013 BHW

THIS SIGN IS TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 606 OF THE NATIONAL ELECTRICAL CODE (NEC) AND ANY OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER FOUNDATION AND BRACING OF THE SIGN.

SALESPERSON
 LYNDSEE VELTRE
 MARK WHITEHOUSE
 DESIGNER
 BRANDI W.
 DAVID GREEN
 SKETCH NO
 DOWNTOWN GRAND 01

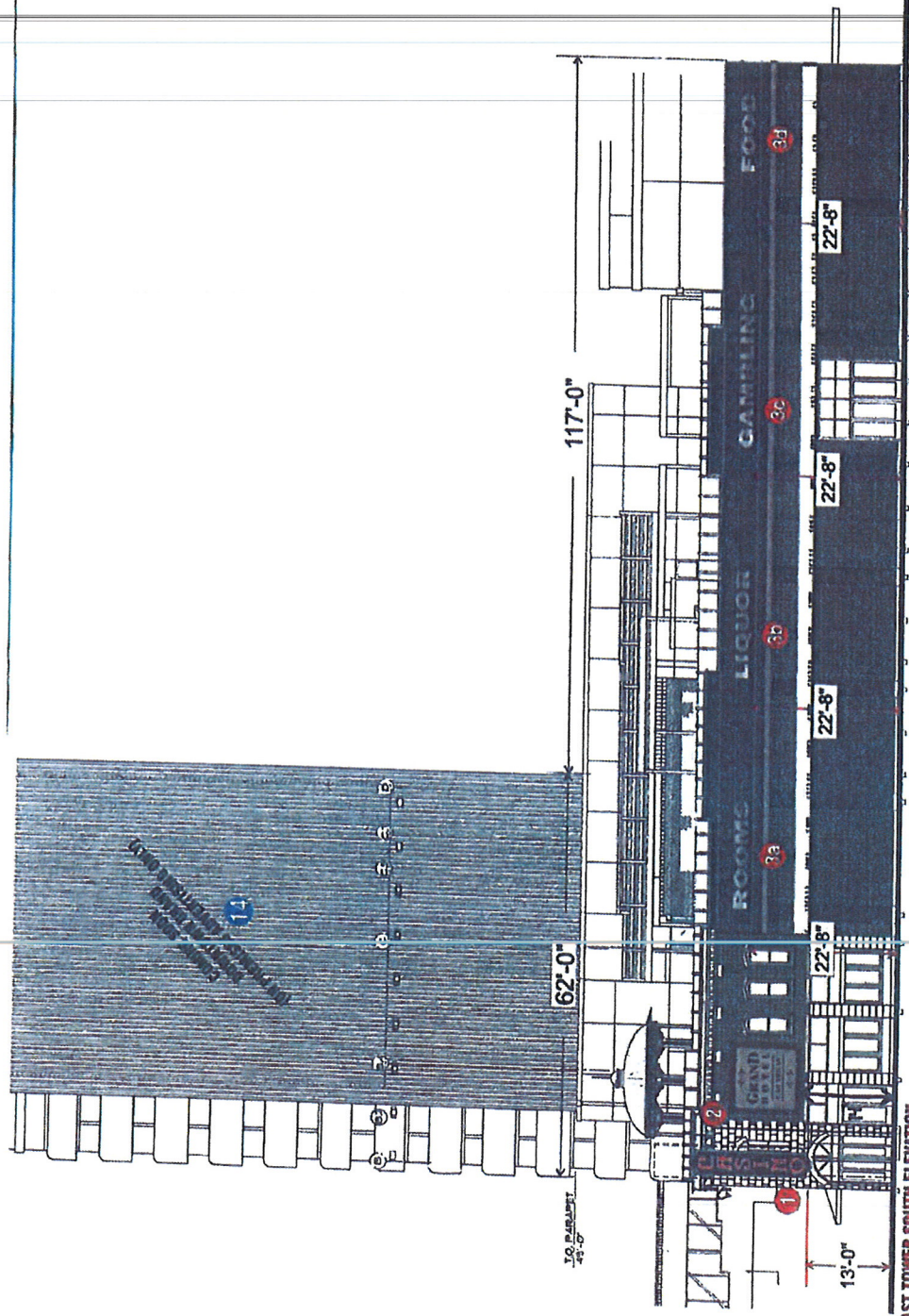
JOB INFORMATION
 DOWNTOWN GRAND
 206 N. 3RD STREET
 LAS VEGAS, NV 89101

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OCT 31 2013

City of Las Vegas
 Department of Planning

ARC-52859



BUILDING ELEVATION - EAST TOWER SOUTH ELEVATION BUILDING ELEVATION = 14,689 ϕ

JOB INFORMATION DOWNTOWN GRAND 206 N. 3RD STREET LAS VEGAS, NV 89101		DATE 06-22-2012 VOLTAGE VERIFY		REVISION DATES 12-19-2012 BMTV 10 02-05-2013 BMTV 11 02-13-2013 BMTV 12 01-05-2013 BMTV 13 01-21-2013 BMTV 14 01-28-2013 BMTV 15 02-04-2013 BMTV 16	
SUPERVISOR LYNDSEY FELTRE MARK WHITEHOUSE DESIGNER DAVID W. GREEN SKETCH NO. DOWNTOWN GRAND 01		CLIENT APPROVAL Page 5 of 45		ultrasigns 925-888-1400 FAX: 925-888-1403 3825 BALBOA AVENUE, STE 120 SAN DIEGO, CA 92122-1520	

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 Department of Planning
ARC-52859

JOB INFORMATION
DOWNTOWN GRAND
208 N. 3rd Street
Las Vegas, NV 89101

APR-136-34-514-907, REV. 000

SALESPERSON
Mark Whittemore

DESIGNER
Jingwei Heiman

SKETCH NO.

OTERLANDS-EXTERIOR

DATE

03-30-2013

REVISION DATES

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VOLTAGE

120v

PRIMARY ELECTRICAL TO SIGN
LOCATIONS IS TO BE PROVIDED BY
OTHERS. NO ANY DEDICATED
CIRCUITS ARE TO BE PROVIDED
NO SHARED CIRCUITS ARE TO BE
PROVIDED. ALL CIRCUITS ARE TO
BE PROVIDED FOR ALL
INSTALLATIONS.

COLOURS SPECIFIED IN THE
DRAWINGS ARE FOR INFORMATION
PURPOSES ONLY. THEY
MAY NOT MATCH THE FINISHED
PRODUCT. PREPARE COLOR CALL-
OUTS ARE FOR A MINOR AS CLOSE
AS POSSIBLE.

THIS SIGN IS INTENDED TO BE
INSTALLED IN ACCORDANCE WITH
THE REQUIREMENTS OF ARTICLE 600
OF THE NATIONAL
ELECTRICAL CODE AND THE
CULMINATING ELEVATION CODE. THIS
SIGN IS NOT TO BE USED FOR
REASONING OF THE SIGN.

Page 56 of 57

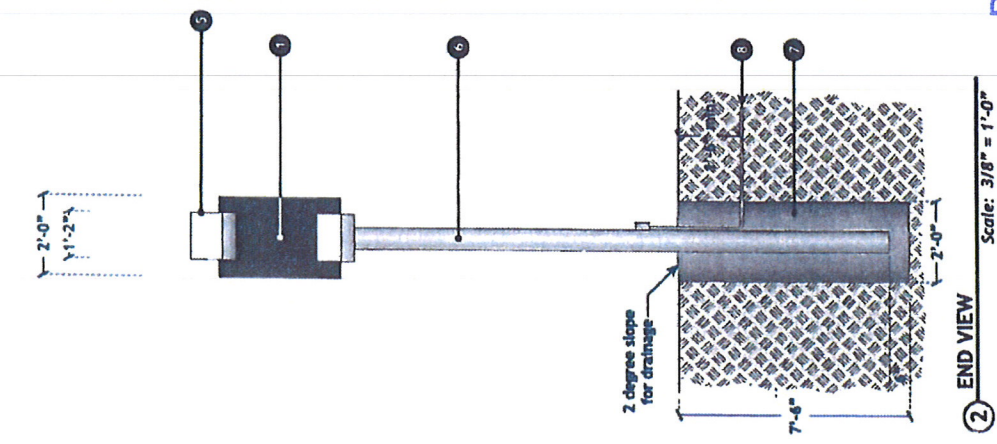
ultrasigns
2000 N. 3rd Street, Suite 100
Las Vegas, NV 89101
TEL: 702.735.1111 FAX: 702.735.1112
WWW.ULTRASIGNS.COM

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OCT 31 2013

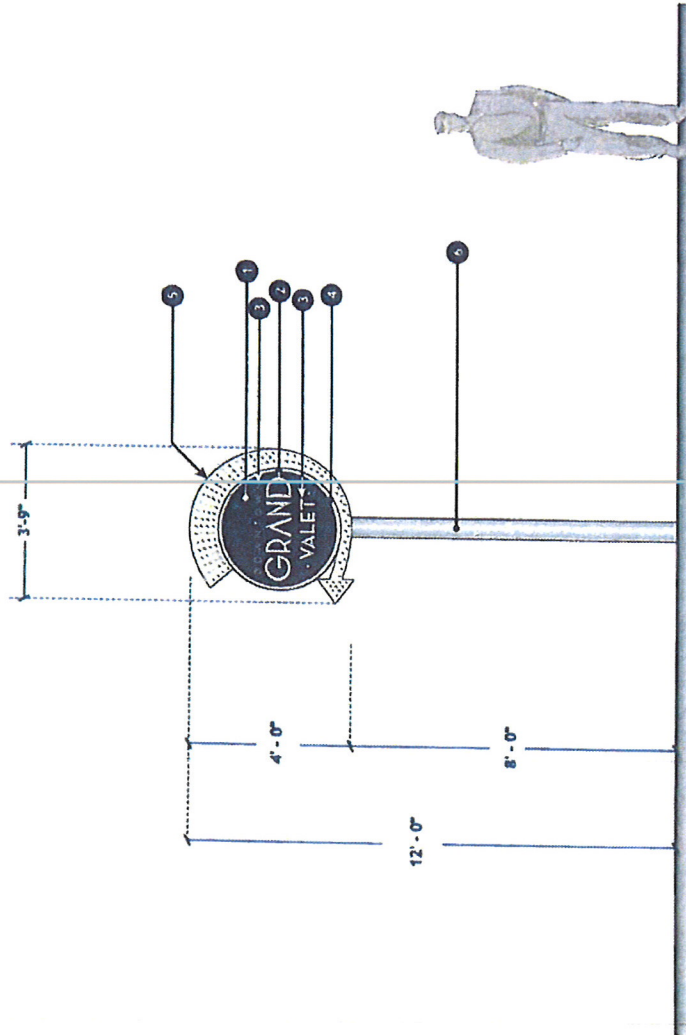
City of Las Vegas
Department of Planning

ARC-52859



END VIEW

Scale: 3/8" = 1'-0"



SIGN 31 - S/F VALET DIRECTIONAL POLE SIGN

1. Custom fabricated aluminum S/F sign cabinet with 3" deep open faced pan painted satin black.
2. 3" deep open faced channel letters. Letter exteriors to be painted satin black. Letter interiors to be painted satin white.
3. 12mm 6500 white exposed neon luminous tubing with single strokes 12mm 6500 white exposed neon luminous tubing.
4. 13mm 6500 white exposed neon luminous tubing over die-cut opaque white vinyl copy
5. Custom fabricated aluminum wrap-around arrow painted satin white. 3" deep open faced pan to have incandescent light bulb array wired to chaser unit. Animation to sweep from top of arrow to point of arrow via 4 point flasher, sequential animation.
6. 6" diameter x .375" wall upright steel pipe support with galvanized finish.
7. Poured in place consolidated concrete footing. fc=2,500 psi
8. Primary electrical circuit provided by others.
9. All cabinet framing to be 1 1/2" x 1 1/2" x 3/16" aluminum angle welded at all intersections. Cabinet cladding to be .080" aluminum sheet.
10. Final location of sign to be determined via field survey prior to application for permit.

Two 20amp, 120v dedicated electrical circuits required.

DOWNTOWN GRAND

Sign	Sign Type	Req. Setback	Proposed Setback	Req. Height	Proposed Height	Req. Area	Proposed Area	Req. Lighting	Proposed Lighting	Projection Distance	Sign Height Above Grade
31	Freestanding	5' BOC	5' BOC		20'	12'	100	15	yes	Neon w/ animation	12'
2	Wall	<4' off wall	<4' off wall		N/A	11'	<25%	22	no	Indirect goosenecks	14'

RECEIVED

OCT 31 2013

City of Las Vegas
Department of Planning

ARC-52859



LAS VEGAS
CITY COUNCIL

CAROLYN G. GOODMAN
MAYOR

STAVROS S. ANTHONY
MAYOR PRO TEM

LOIS TARKANIAN

STEVEN D. ROSS

RICKI Y. BARLOW

BOB COFFIN

BOB BEERS

ELIZABETH N. FRETWELL
CITY MANAGER

July 17, 2012

Beth Garside, Et Al
Mr. James Germain
10620 Southern Highlands Pkwy #110-441
Las Vegas, Nevada 89141

RE: ARC-45917

Dear Applicant:

Your request FOR A MASTER SIGN PLAN DESIGN REVIEW FOR AN EXISTING HOTEL/CASINO AND WAIVERS TO ALLOW INDIVIDUAL SIGNS TO CONTAIN LESS THAN 50 PERCENT ILLUMINATION AND/OR ANIMATION, TO ALLOW A SINGLE WALL SIGN TO EXCEED 1,500 SQUARE FEET, AND TO ALLOW THE TOTAL AREA OF ALL SIGNS ON THE SOUTH ELEVATION OF THE EAST TOWER TO EXCEED 50 PERCENT OF THE ELIGIBLE SIGN AREA at 206 North Third Street, 221 North Third Street and 220 North Fourth Street (APNs 139-34-514-007 through 009; and 139-34-510-019), C-2 (General Commercial) Zone, Ward 5 (Barlow), was considered by the Downtown Design Review Committee (DDRC) on July 17, 2012. The Notice of Final Action was filed with the Las Vegas City Clerk on July 18, 2012.

The Downtown Design Review voted to *APPROVE* of your request subject to the following amended conditions:

Conformance to the sign elevations and documentation as submitted and date stamped 06/28/12 and 07/09/12 in conjunction with this request, except as modified herein.

1. A horizontal neon band shall be added to the metal canopy on the south elevation of the East Tower on the north side of Ogden Avenue.
2. Conformance to the sign elevations and documentation as submitted and date stamped 06/28/12 and 07/09/12 in conjunction with this request, except as modified herein.
3. Approval of a Variance (VAR-45918) prior to issuance of any permits for signage on the subject site not in conformance with Title 19.08 requirements.
4. All signage, including temporary signage, shall have proper permits obtained through the Building and Safety Department prior to installation.
5. All City Code requirements and design standards of all City departments must be satisfied.
6. Minor modifications may be approved by the Department of Planning.
7. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

CITY OF LAS VEGAS
DEPARTMENT OF PLANNING
DEVELOPMENT SERVICES CENTER
333 NORTH RANCHO DRIVE
3RD FLOOR
LAS VEGAS, NEVADA 89106

VOICE 702.229.6301

FAX 702.474.0352

TTY 702.386.9108

www.lasvegasnevada.gov

ARC-52859

FM-0073-04-12

Beth Garside, Et Al
Mr. James Germain
ARC-45917 -- Page Two

This action by the Downtown Design Review Committee on July 17, 2012 is final unless a written appeal is filed with the City Clerk within ten (10) days of the date of the Downtown Design Review Committee's decision.

Sincerely,



Steve Gebeke, AICP
Senior Planner
Case Planning Division

SG:nl

Cc:

CIM/LL Las Vegas, LLC
Mr. Brad Aaronson
6922 Hollywood Boulevard, 9th Floor
Hollywood, California 90028

220 North 4th St LV, LLC
Mr. Brad Aaronson
6922 Hollywood Boulevard, 9th Floor
Hollywood, California 90028

Mr. Todd Kessler
P.O. Box 1570
Las Vegas, Nevada 89125

221 North 3rd St LV, LLC
Mr. Brad Aaronson
6922 Hollywood Boulevard, 9th Floor
Hollywood, California 90028

ARC-52859



LAS VEGAS
CITY COUNCIL

CAROLYN G. GOODMAN
MAYOR

STAVROS S. ANTHONY
MAYOR PRO TEM

LOIS TARKANIAN
STEVEN D. ROSS
RICKI Y. BARLOW
BOB COFFIN
BOB BEERS

ELIZABETH N. FRETWELL
CITY MANAGER

November 8, 2012

Mr. James Germain
Beth Garside, et al
10620 Southern Highlands Parkway, Suite #110-441
Las Vegas, Nevada 89141

RE: MSP-45919 – MASTER SIGN PLAN
CITY COUNCIL MEETING OF OCTOBER 17, 2012
RELATED TO VAR-45918

Dear Mr. Germain:

The City Council at a regular meeting held October 17, 2012, APPROVED the request for a Master Sign Plan FOR AN EXISTING HOTEL/CASINO on 3.73 acres at 206 North Third Street, 221 North Third Street and 220 North Fourth Street (APNs 139-34-514-007 through 009; and 139-34-510-019), C-2 (General Commercial) Zone. The Notice of Final Action was filed with the Las Vegas City Clerk on October 18, 2012. This approval is subject to:

Planning

1. Deleted at City Council.
2. Approval of and conformance to the Conditions of Approval for a Variance (VAR-45918) and a Sign Design Review (ARC-45917) by the Downtown Design Review Committee prior to the issuance of permits for signage on the subject site.
3. Conformance to the conditions of approval for Site Development Plan Review (SDR-37946) and all subsequent site-related actions.
4. Conformance to the sign elevations and documentation as submitted in conjunction with this request, date stamped 06/28/12 and 07/09/12, except as amended by conditions herein.
5. All signage shall have proper permits obtained through the Building and Safety Department.
6. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit.

CITY OF LAS VEGAS
495 S. MAIN STREET
LAS VEGAS, NEVADA 89101

VOICE 702.229.6011
TTY 702.386.9108
www.lasvegasnevada.gov

ARC-52859



Mr. James Germain
MSP-45919 – Page Two
November 8, 2012

7. Any future amendments to the approved signage within the Master Sign Plan in conformance with Title 19 standards may be reviewed and approved administratively by the Department of Planning. Downtown Design Review Committee approval is also required, subject to the provisions of Title 19.10.100.
8. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

Public Works

9. All signage installed with this project shall be situated and maintained so as to not create sight visibility obstructions for vehicular traffic at all development access drives and abutting street intersections and shall comply with the requirements of the Downtown Centennial Plan standards.
10. No sign or surface structure shall be allowed to encroach within the 34-foot wide public sewer easement reserved by Document #20041119:01305, located from 13 feet on the southeast side through 21 feet on the northwest side of the centerline of former 3rd Street right-of-way. Any proposed sign or structure in the public sewer easement area must have an unobstructed vertical clearance of at least 20 feet from the ground.
11. Submit an Encroachment Agreement for all signage and private improvements located in the Stewart Avenue and Ogden Avenue public rights-of-way adjacent to this site prior to issuance of permits for the signs shown on the proposed Master Sign Plan. The installation and maintenance of all signage and any private improvements in the public right of way shall be the responsibility of the adjacent property owner(s) and shall be transferred with the sale of the property for the entire term of the Encroachment Agreement. Coordinate all requirements for the Encroachment Agreement with the Land Development Section of the Department of Building and Safety (229-4836).

Sincerely,



Angela Crolli
Deputy City Clerk II for
Beverly K. Bridges, MMC, City Clerk



Flinn Fagg
Director
Planning

cc: Mr. Brad Aaronson
CIM/LL Las Vegas, LLC
6922 Hollywood Boulevard, 9th Floor
Hollywood, California 90028

Mr. Todd Kessler
PO Box 1570
Las Vegas, Nevada 89125

ARC-52859



November 8, 2012

LAS VEGAS
CITY COUNCIL

CAROLYN G. GOODMAN
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STAVROS S. ANTHONY
MAYOR PRO TEM

LOIS TARKANIAN
STEVEN D. ROSS
RICKI Y. BARLOW
BOB COFFIN
BOB BEERS

ELIZABETH N. FRETWELL
CITY MANAGER

Mr. James Germain
Beth Garside, et al
10620 Southern Highlands Parkway, Suite #110-441
Las Vegas, Nevada 89141

RE: VAR-45918 – VARIANCE
CITY COUNCIL MEETING OF OCTOBER 17, 2012
RELATED TO MSP-45919

Dear Mr. Germain:

The City Council at a regular meeting held September 19, 2012, APPROVED the request for a Variance TO ALLOW A PROJECTING SIGN ON A PROPERTY CONTAINING A FREESTANDING SIGN WHERE SUCH IS NOT ALLOWED, A PROJECTING SIGN TO PROJECT EIGHT FEET FROM A BUILDING WHERE SIX FEET IS THE MAXIMUM ALLOWED, THREE PROJECTING SIGNS TO BE 59 SQUARE FEET, 105 SQUARE FEET AND 51 SQUARE FEET WHERE 32 SQUARE FEET IS THE MAXIMUM ALLOWED, A ROOF SIGN TO BE 300 SQUARE FEET AND 22 FEET ABOVE THE ROOFLINE WHERE 150 SQUARE FEET IN AREA AND EIGHT FEET IN HEIGHT ARE THE MAXIMUM ALLOWED AND TO ALLOW WALL SIGNAGE TO COVER 20.4 PERCENT OF THE SURFACE AREA OF THE NORTH ELEVATION OF THE EAST TOWER, 42 PERCENT OF THE SURFACE AREA OF THE NORTH ELEVATION OF THE WEST TOWER, AND 37 PERCENT OF THE SURFACE AREA OF THE SOUTH ELEVATION OF THE WEST TOWER WHERE 20 PERCENT IS THE MAXIMUM ALLOWED FOR EACH ELEVATION on 3.73 acres at 206 North Third Street, 221 North Third Street and 220 North Fourth Street (APNs 139-34-514-00/ through 009; and 139-34-510-019), C-2 (General Commercial) Zone. The Notice of Final Action was filed with the Las Vegas City Clerk on October 18, 2012. This approval is subject to:

Planning

1. Deleted at City Council.
2. Approval of and conformance to the Conditions of Approval for Master Sign Plan (MSP-45919) shall be required, if approved.
3. Conformance to the conditions of approval for Site Development Plan Review (SDR-37946) and all subsequent site-related actions.

CITY OF LAS VEGAS
495 S. MAIN STREET
LAS VEGAS, NEVADA 89101

VOICE 702.229.6011
TTY 702.386.9108
www.lasvegasnevada.gov

ARC-52859



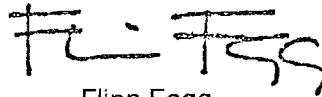
Mr. James Germain
VAR-45918 – Page Two
November 8, 2012

4. 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.
5. All necessary building permits shall be obtained and final inspections shall be completed in compliance with Title 19 and all codes as required by the Department of Building and Safety.
6. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit.
7. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

Sincerely,



Angela Crolli
Deputy City Clerk II for
Beverly K. Bridges, MMC, City Clerk



Flinn Fagg
Director
Planning

cc: Mr. Brad Aaronson
CIM/LL Las Vegas, LLC
6922 Hollywood Boulevard, 9th Floor
Hollywood, California 90028

Mr. Todd Kessler
PO Box 1570
Las Vegas, Nevada 89125

ARC-52859



RECEIVED
OCT 5 2013

City of Las Vegas
Development Services
333 N. Rancho Drive
Las Vegas, NV 89106

To Whom it May Concern,

This letter is in regards to the Downtown Grand Hotel & Casino located at 206 N. Third Street in Downtown Las Vegas. We are requesting a major amendment to the Master Sign Plan #45919 that has already been approved and also had a minor amendment done administratively. We are requesting an additional freestanding sign, Sign #31, that is 12 in height and 15 square feet of sign area. This sign's functionality is as a directional sign due to the unique entrance conditions as the main entrance to the Port Cochere area, where the main casino valet is located is along Stewart Ave. The main entrance to the Casino faces Fourth Street and there is a small turn in opening along Fourth Street. Since Fourth Street is a one way street only this poses a hardship on getting patrons into the Valet area at the Port Cochere. We are requesting this sign to be located along Fourth Street before the small drive so that it can catch passing traffic to turn into the casino before they pass it and back up traffic. This sign will alleviate any confusion for entry and also help with the flow of traffic along Fourth Street and into the Casino. Due to the existing layout of the area with the landscaping, curbs and sidewalks we will be able to fully maintain the required setback, this being said, this is why we are requesting a 12' tall sign. I understand this sign's functionality is actually a directional but due to the location we need to get it up off the ground and the maximum height of 7' for a directional sign will not be enough height here to grab attention so this is the main reason why we are asking for a 12' sign here. Also we are requesting a painted on sign, Sign #2, that originally had an animated LED display in this location which was relocated to the large tri-sided marquee sign on Third Street. With this relocation, this left a large blank wall. In going with the whole "Old era warehouse" design motif, we already have some painted on letters that have a distressed look on the brick wall on this elevation that are indirectly lit with goosenecks so we are requesting the same type of sign here. This painted on sign we are requesting will also have a distressed look as to seem like it has been up for years and faded after time. This sign does not meet the illumination requirements due to the indirect goosenecks so we are requesting a waiver for the illumination. This property is very different than any other in the downtown area and we would like to maintain the integrity of this very different design model.

Thank you,

A handwritten signature in black ink that reads "Lyndsee B. Veltre".

Lyndsee B. Veltre
Ultrasigns Inc
Las Vegas Division
10 Research Lane
Las Vegas, NV 89101

ARC-52859

City of Las Vegas

AGENDA MEMO - PLANNING

DOWNTOWN DESIGN REVIEW COMMITTEE MEETING DATE: FEBRUARY 18, 2014

DEPARTMENT: PLANNING

ITEM DESCRIPTION: ARC-52755 – APPLICANT: FREMONT HOTEL & CASINO - OWNER: SAM-WILL, INC.

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

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
ARC-52755	Staff recommends DENIAL, if approved subject to conditions:	

**** CONDITIONS ****

ARC-52755 CONDITIONS

Planning

1. Conformance to the sign elevations and documentation as submitted and date stamped 01/28/14 in conjunction with this request, except as modified herein.
2. No off-premise signage shall be displayed on any sign without prior approval of a Special Use Permit to conduct the Off-Premise Sign use.
3. All signage, including temporary signage, shall have proper permits obtained through the Department of Building and Safety prior to installation of any proposed signage.
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

February 18, 2014 - Downtown Design Review Committee Meeting

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

The applicant is requesting approval of two (2) 200 square-foot non-illuminated wall signs to be placed directly west of the approved LED display/neon sign on the north elevation of the building at 200 Fremont Street. These signs would be of a similar size (20'x10') and design as existing signs along the 3rd Street frontage, which are also not illuminated. The applicant is requesting a waiver to allow no illumination on either sign, which staff does not support. Therefore, staff recommends denial of the design review, with conditions if approved.

ISSUES

- The applicant is requesting a waiver of the Downtown Casino Overlay District Special Signage Standards to allow no illumination on these signs where at least 50 percent of the surface area of each sign shall be illuminated by exposed neon, LED, animation or a combination of any of these. Staff recommends denial of the waiver request.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc.</i>	
08/16/95	The City Council approved a request for an Aesthetic Review (AR-0012-95) for renovation of an existing hotel and parking garage at 200 Fremont Street, including proposed encroachments into the public right-of-way. Staff and Fremont Street Experience, LLC recommended approval.
11/26/13	Staff administratively approved a Signage Design Review (ARC-51940) for a proposed 203 square-foot wall sign and LED display at 200 Fremont Street.

<i>Most Recent Change of Ownership</i>	
02/28/85	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
12/02/13	A building permit (247688) was issued for replacement of an existing wall sign with an LED display board at 100 North 3rd Street. A final inspection has not been completed.
01/15/14	Revisions (252434) were processed for structural plans for an LED display board at 100 North 3rd Street.

Staff Report Page Two

February 18, 2014 - Downtown Design Review Committee Meeting

<i>Pre-Application Meeting</i>	
12/23/13	Submittal requirements for a Sign Design Review were discussed with the applicant.

<i>Field Check</i>	
01/30/14	The north elevation contains the previously approved LED wall display unit. The proposed signage would face out across a parking lot toward Ogden Avenue.

<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/Casino	C (Commercial)	C-2 (General Commercial)
North	Hotel/Casino (ancillary parking)	C (Commercial)	C-2 (General Commercial)
South	Hotel/Casino	C (Commercial)	C-2 (General Commercial)
East	Parking Facility	C (Commercial)	C-2 (General Commercial)
West	Hotel/Casino (parking garage)	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>
A-O (Airport Overlay) District (200 Feet)	Y
DCP-O (Downtown Centennial Plan Overlay District) – Central Casino Core	Y
DC-O (Downtown Casino Overlay District – Special Signage Area)	Y
<i>Other Plans or Special Requirements</i>	<i>Compliance</i>
Las Vegas Redevelopment Plan Area	N/A

Staff Report Page Three

February 18, 2014 - Downtown Design Review Committee Meeting

DEVELOPMENT STANDARDS*Pursuant to Title 19.08 and Title 19.10.100, the following standards apply:*

Wall Signs			
Standards	Allowed	Provided	Compliance
Maximum Number	Limited by total area	2 signs on north elevation	Y
Maximum Area	1,500 SF per sign	200 SF per sign	Y
Maximum Coverage	50% of eligible signage area (up to 960 SF)	31% (203 SF existing + 400 SF proposed)	Y
Maximum Height	20 feet above roofline	Below roof line	Y
Minimum Clearance	10 feet from grade	13.25 feet from grade	Y
Illumination	50% neon/LED/animation	none	N

Waivers		
Requirement	Request	Staff Recommendation
50% of each sign's surface area shall consist of exposed neon, LED and/or animation	To allow no exposed neon, LED or animation	Denial

ANALYSIS

The site is located within the Central Casino Core Sub-District of the Downtown Centennial Plan Overlay District. Within this area, Downtown Design Review of signage is required.

The subject property is located within the Downtown Casino Overlay District Special Signage Area. Signage within this area is subject to Title 19.10.100 standards and procedures, and the standards of Title 19.08.120 insofar as they do not conflict with Title 19.10.100. Within this area, at least 50 percent of the surface area of each wall-mounted sign must contain neon or LED illumination, animation or a combination of these. The submitted plans indicate that the proposed signs will not contain any required illumination or animation and that downward directed external light will provide sufficient visibility. Staff recommends denial of the requested waiver of standards, as the proposal would not support any of the redevelopment and aesthetic objectives of the Downtown Casino Overlay District. Otherwise, the sign meets the Title 19 requirements for height, area, wall coverage, projection and clearance from grade.

Staff Report Page Four

February 18, 2014 - Downtown Design Review Committee Meeting

FINDINGS

As the proposed sign does not meet the intent of the Downtown Casino Overlay Special Sign Standards or conform to its specific requirements, staff recommends denial of this review with conditions if approved.



DEPARTMENT OF PLANNING

STATEMENT OF FINANCIAL INTEREST

Case Number: ARC-52755 APN: 139-34-510-009

Name of Property Owner: SAM-WILL INC

Name of Applicant: FREMONT HOTEL & CASINO

Name of Representative: AD ART SIGN COMPANY

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: Brian A. Larson

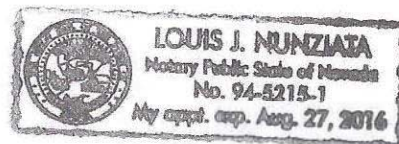
Print Name: BRIAN A. LARSON

Subscribed and sworn before me

This 16th day of January, 2014

Zoe Mujica

Notary Public in and for said County and State





DEPARTMENT OF PLANNING

APPLICATION / PETITION FORM

Application/Petition For: SAM-WILL INC
Project Address (Location) 200 East Fremont Street, Las Vegas, NV 89101
Project Name Fremont Flex Signs Proposed Use Display
Assessor's Parcel #(s) 139-34-510-009 Ward # _____
General Plan: existing X proposed _____ Zoning: existing X proposed _____
Commercial Square Footage _____ Floor Area Ratio _____
Gross Acres 1.32 Lots/Units _____ Density _____
Additional Information _____

PROPERTY OWNER SAM-WILL INC Contact BRIAN LARSON
Address 3883 HOWARD HUGHES 9TH FLOOR Phone: (702) 792-7200 Fax: (702) 696-1114
City LAS VEGAS State NV Zip 89169
E-mail Address brianlarson@boydgaming.com

APPLICANT FREMONT HOTEL & CASINO Contact JIM FORRESTER
Address 200 EAST FREMONT STREET Phone: (702) 385-6294 Fax: (702) 385-6247
City LAS VEGAS State NV Zip 89101
E-mail Address JIMFORRESTER@BOYDGAMING.COM

REPRESENTATIVE AD ART SIGN COMPANY Contact JOE DEJESUS
Address 3753 HOWARD HUGHES PKWY. SUITE 200 Phone: (702) 784-5192 Fax: (702) 784-5193
City LAS VEGAS State NV Zip 89118
E-mail Address JOEDEJESUS@ADART.COM

I certify that I am the applicant and that the information submitted with this application is true and accurate to the best of my knowledge and belief. I understand that the City is not responsible for inaccuracies in information presented, and that inaccuracies, false information or incomplete application may cause the application to be rejected. I further certify that I am the owner or purchaser (or option holder) of the property involved in this application, or the lessee or agent fully authorized by the owner to make this submission, as indicated by the owner's signature below.

Property Owner Signature* Brian A. Larson

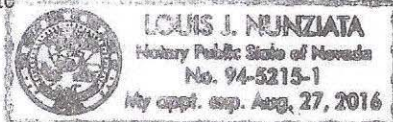
* An authorized agent may sign in lieu of the property owner for Final Maps, Tentative Maps, and Parcel Maps.

Print Name BRIAN A. LARSON

Subscribed and sworn before me

This 16th day of January, 2014.
Zoei Hungisto

Notary Public in and for said County and State



Revised 10/27/08

FOR DEPARTMENT USE ONLY

Case # ARC-52755

Meeting Date: 02/18/14 DDRC

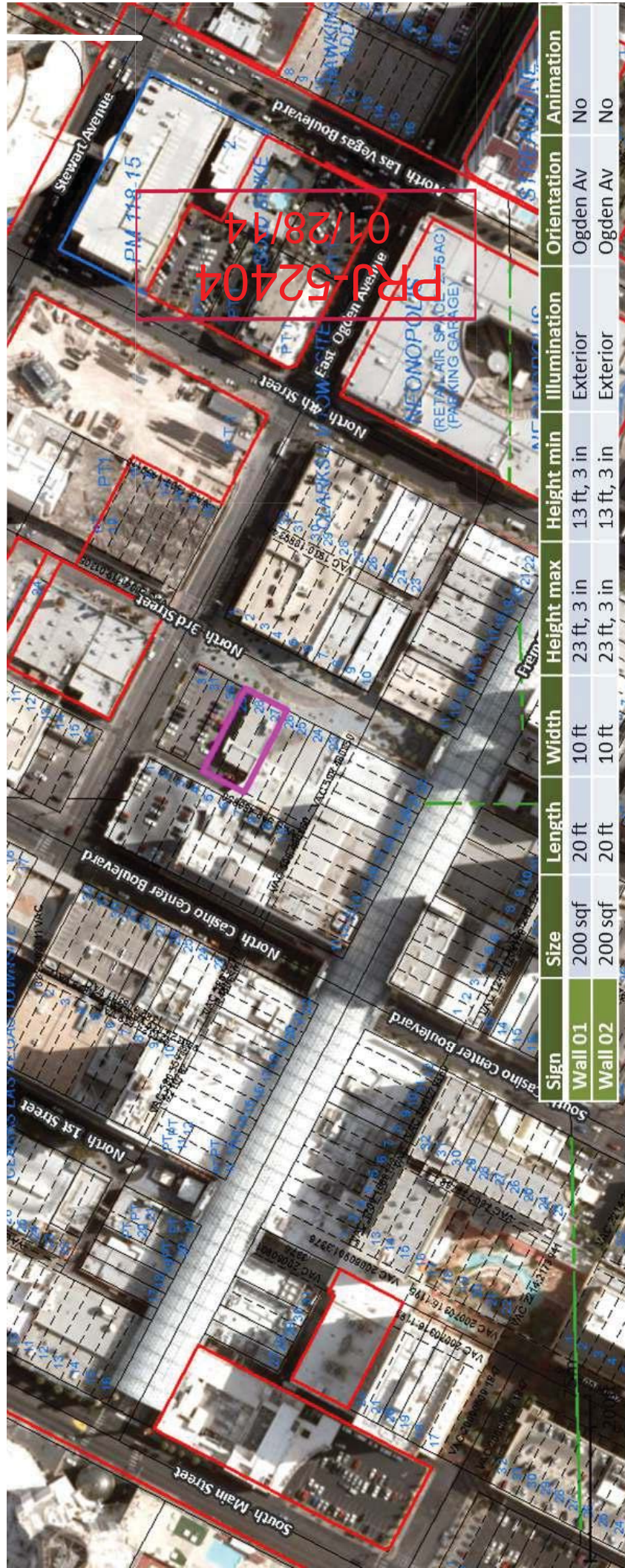
Total Fee:

Date Received:*

Received By:

*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



ARC-52755



ALIGN BOTTOMS WITH SIGNS ON 3RD STREET



SINGLE FLEX-FACE, NON-ILLUM. EXTERIOR WALL MOUNTED SIGN
SCALE: nts

	Howard Hughes Parkway Suite 200 Las Vegas, NV 89169 www.adart.com	Duane M. Contorno Salesperson Project Manager Designer	PROJECT NAME: FREMONT HOTEL & CASINO LOCATION: 200 Fremont Street Las Vegas, NV 89101			SALES APPROVAL		CUSTOMER APPROVAL		LANDLORD APPROVAL		CONCEPTUAL DRAWINGS ONLY: These drawings are for conceptual purposes only and are not to be used for construction. All dimensions and materials are subject to change without notice. All rights reserved. It may not be shown to anyone outside your organization, and may not be reproduced in any form.	REVISIONS DATE BY 11/18/13	SHEET 1
						Signature	Signature	Signature	Signature	Signature	Signature	Signature		

ARC-52755

Technical drawing of a sign extrusion assembly. The drawing shows a cross-section of the assembly mounted on a wall. Key dimensions and components are labeled:

- SIGNCOMP EXTRUSION AT PERIMETER PAINTED BLACK TO MATCH EXISTING SIGN ON 3rd STREET**: Points to the main extrusion body.
- 1"**: Dimension for the width of the extrusion at the top.
- 1 1/4"**: Dimension for the height of the extrusion at the top.
- 3/8" x 3 1/2" EXPANSION BOLTS INTO BLOCK WALL STRUCTURE (MIN. 3" PENETRATION INTO WALL)**: Points to the bolts securing the assembly to the wall.
- FLEXIBLE BANNER**: Points to the banner material attached to the extrusion.
- EXISTING BLOCK WALL**: Points to the wall structure.

SCOPE OF WORK:
MANUFACTURE & INSTALL TWO(2)
SINGLE FACE NON-ILLUMINATED
FLEX FACE SIGN EXTRUDED
CABINETS PAINTED BLACK

Diagram illustrating the dimensions of a rectangular opening:

- Overall dimensions: 20'-0" (OVERALL)
- Visible opening dimensions: 19'-9 1/2" (VISIBLE OPENING)
- Opening dimensions: 9'-9 1/2" x 19'-9 1/2" (VISIBLE OPENING)

SQUARE FEET PER SQ. IN: 01/28/14
TOTAL: 200 SF

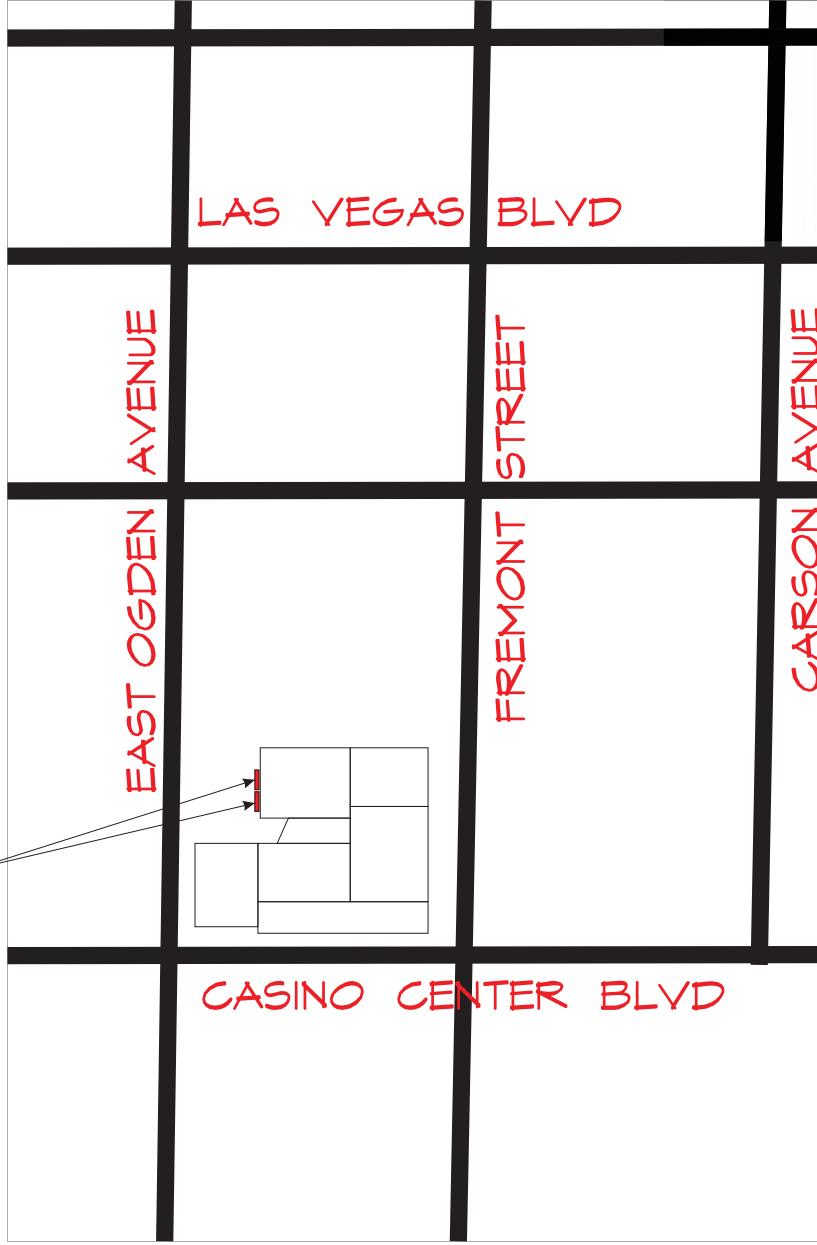
PROJECT NAME: FREMONT HOTEL & CASINO
LOCATION: 200 Fremont Street
Las Vegas, NV 89101
JOB NUMBER:

CONCEPTUAL DRAWINGS ONLY:
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ARC-52755



PROPOSED
SIGN LOCATIONS

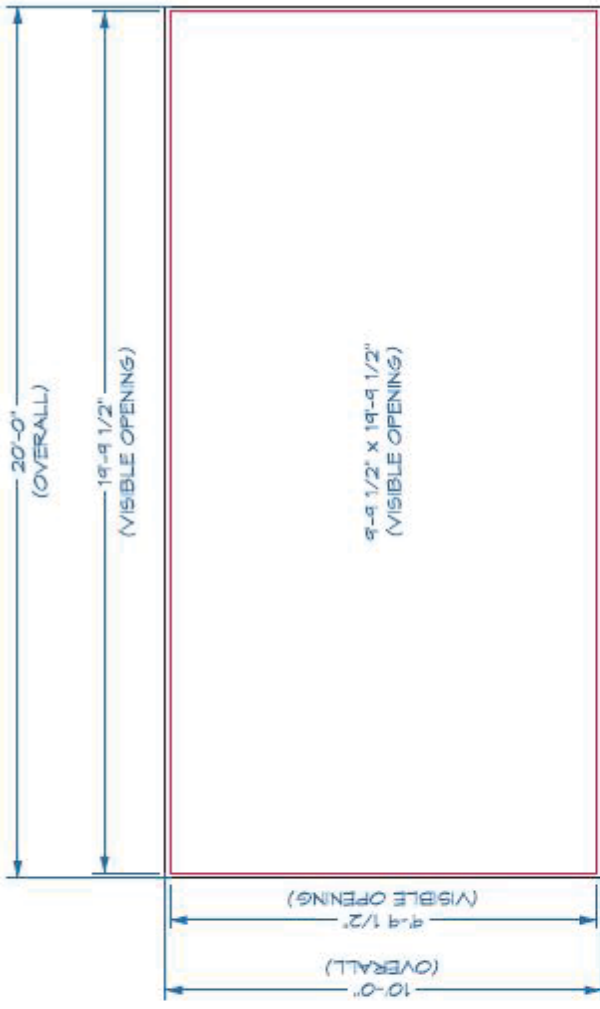


SITE MAP

PRJ-52404
01/28/14

 ADART NV CONTRACTORS LICENSE #5743 www.adart.com	Howard Hughes Parkway Suite 200 Las Vegas, NV 89169 702.735.2222 www.adart.com	Duane M. Contorno Salesperson Architect Designer	PROJECT NAME: FREMONT HOTEL & CASINO LOCATION: 200 Fremont Street Las Vegas, NV 89101		SALES APPROVAL Signature	CUSTOMER APPROVAL Signature	LANDLORD APPROVAL Signature	CONCEPTUAL DRAWINGS ONLY: This drawing is for conceptual purposes only. It is not intended to be used for construction. All dimensions and quantities are approximate. All rights reserved. It may not be shown to anyone outside your organization, and may not be reproduced in any form.	REVISIONS DATE BY REVISIONS	11/18/13 3

ARC-52755



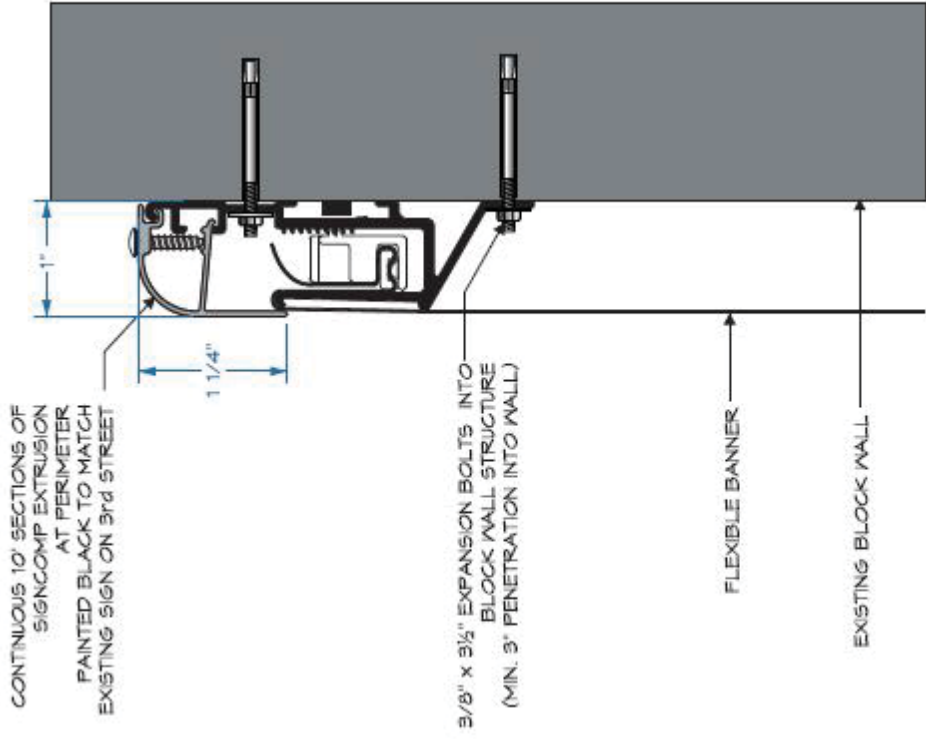
FACE VIEW
SCALE: 3/8"=1'-0"

SCOPE OF WORK:
MANUFACTURE & INSTALL TWO(2)
SINGLE FACE NON-ILLUMINATED
FLEX FACE SIGN EXTRUDED
CABINETS PAINTED BLACK.

PRJ-52404
01/28/14

HEIGHT PER SIGN:
TOTAL: 350 LBS

SQUARE FEET PER SIGN:
TOTAL: 300 S.F.



SIDE VIEW
nfs



The Capitol Company

Public Policy & Government Affairs

January 27, 2014

Steve Swanton, Senior Planner
Planning & Development
City of Las Vegas
333 N. Rancho Drive
Las Vegas, NV 89106

**Re: Justification Letter, Signage Design Review
Fremont Hotel and Casino
APN: 139-34-510-009**

Dear Mr. Swanton,

Our firm represents the Fremont Hotel and Casino. Our client would like to install two (2) wall signs along a building façade that overlooks a parking lot on Ogden Avenue. Each sign is 200 square feet in size and both of them will be install at 13 feet and 3 inches above ground. On the same wall a 16 feet by 8 feet video unit sign has already been approved by ARC-51940 and it has been installed. The two proposed signs are not animated and they will be illuminated by existing flood lights.

Our client has elected to place these two signs along the northern façade in order to create a more vibrant environment in an otherwise dull streetscape. The reason for this application is that the proposed signs are not animated nor do they incorporate exposed neon or LED which are the standard required by the Downtown Casino Overlay District Special Signage Area (Title 19.10.100). However, our client has already installed a fully animated video and with exposed neon sign on this façade. To add additional video units is a tremendous expense that none of the business in the Downtown area can afford. In addition, there are four signs similar to the proposed ones already installed on the 3d Street Promenade by Fremont Hotel and Casino; therefore, the two proposed signs are nothing out of the ordinary and not out of touch with the surrounding area.

We are submitting this application for your kind consideration and we ask for your favorable recommendation. Please feel free to contact us should you have any questions.

Sincerely,

Dimitrios Karapanagiotis
The Capitol Company

Submitted At Meeting
 Date 2/18/14 Item 6



(2) S/F FLEX FACE NON-ILLUM. EXTERIOR WALL MOUNTED SIGNS

SCALE: 1/8"=1'-0"

ADART NV CONTRACTORS LICENSE #57343 Howard Hughes Parkway Suite 200 Las Vegas, NV 89169 T 702.794.5192 www.adart.com	Duane M. Cantelmo Subsponsor RJ Pratt Designer	PROJECT NAME: FREMONT HOTEL & CASINO	SALES APPROVAL	CUSTOMER APPROVAL	LANDLORD APPROVAL	CONCEPTUAL DRAWINGS ONLY Dimensions are approximate & may change due to construction leaders or exact field conditions. Colors shown are as close as printing will allow, always follow written specifications. ALL RIGHTS RESERVED This design has been created for you in connection with a project being planned for you by AD ART. It may not be shown to anyone outside your organization, and may not be reproduced in any manner without prior consent.	REVISIONS NO. 1 DATE 02/13/14	SHEET 02/13/14 1
		LOCATION: 200 Fremont Street Las Vegas, NV 89101 JOB NUMBER:	Signature	Signature	Signature			



(2) S/F FLEX FACE NON-ILLUM. EXTERIOR WALL MOUNTED SIGNS

SCALE: 1/8"=1'-0"

ALIGN BOTTOMS WITH SIGNS ON 3rd STREET



ADART
NY CONTRACTORS LICENSE #57343

Howard Hughes Parkway Suite 200
Las Vegas, NV 89169
T 702.784.6192
www.adart.com

Douglas M. Calabrese
Salesperson
R. Pratt
Designer

PROJECT NAME: FREMONT HOTEL & CASINO

LOCATION: 200 Fremont Street
Las Vegas, NV 89101

JOB NUMBER:

SALES APPROVAL

Signature

CUSTOMER APPROVAL

Signature

LANDLORD APPROVAL

Signature

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REVISIONS

REVISION	DATE	DESCRIPTION

SHEET 02/13/14

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