City of Las Vegas

DOWNTOWN DESIGN REVIEW COMMITTEE
CITY HALL, 495 S. MAIN STREET
CITY CLERKS 2ND FLOOR CONFERENCE ROOM
CITY OF LAS VEGAS INTERNET ADDRESS: www.lasvegasnevada.gov

MINUTES

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 CLERKS OFFICE AT 495 SOUTH MAIN STREET, 2ND FLOOR OR ON THE CITYS WEBPAGE AT www.lasvegasnevada.gov.

1. CALL TO ORDER

Minutes:
CHAIR TRUESDELL called the meeting to order at 12:15 p.m.

PRESENT: CHAIR TRUESDELL and MEMBERS NOLAN, SCHLOTTMAN, BRATCHER and MOONEY

EXCUSED: MEMBERS HEISER and ABRAMO

ALSO PRESENT: STEVE SWANTON, Planning, ASSISTANT CITY ATTORNEY BRYAN SCOTT and DEPUTY CITY CLERK ANGELA CROLLI

2. ANNOUNCEMENT RE: COMPLIANCE WITH OPEN MEETING LAW

Minutes:
ANNOUNCEMENT MADE - This meeting has been properly noticed and posted at the following locations: City Hall Plaza, 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

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

Minutes:
None.

4. For possible action to approve the Final Minutes by reference of the Regular Meeting of October 15, 2013

Motion made by MIKE NOLAN to Approve

Passed For: 5; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2
TRINITY HAVEN SCHLOTTMAN, MIKE NOLAN, RIC TRUESDELL, COURTNEY MOONEY, DAVID BRATCHER; Against-(None); Abstain-(None); Did Not Vote-(None); Excused-DEBRA HEISER, QUENTIN ABRAMO

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)

Motion made by DAVID BRATCHER to Approve subject to conditions and adding the following as stated for the record:
A. The proposed freestanding sign shall be setback a minimum of five feet from property line.

Passed For: 5; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2
TRINITY HAVEN SCHLOTTMAN, MIKE NOLAN, RIC TRUESDELL, COURTNEY MOONEY, DAVID BRATCHER; Against-(None); Abstain-(None); Did Not Vote-(None); Excused-DEBRA HEISER, QUENTIN ABRAMO

Minutes:
STEVE SWANTON, Planning, reported this request would amend the previously approved Master Sign Plan and Design Review for the Downtown Grand Hotel by adding an eight square foot freestanding sign along Fourth Street and converting a previously approved illuminated wall sign, which faces Ogden Avenue, to a larger non-illuminated painted wall sign. That sign requires a waiver of the 50 percent illumination standards in the Downtown Casino Overlay District. Because the changes proposed by the amendment will be compatible with the wall signs already facing Ogden Avenue, staff recommended approval with conditions.

LYNDSEE VELTRE, Jones Signs, appeared on behalf of the applicant and explained they are proposing another sign painted on a brick facia with a distressed look to tie into the previously approved signs. The free-standing sign would be for directional purposes along Ogden Avenue and Fourth Street in the hopes of easing traffic and eliminating the need for a U-turn at Stewart Avenue. The sign will have an animated arrow for directional purposes.

MS. VELTRE verified for CHAIR TRUESDELL that the proposed sign does not replace the super graphic sign. MR. SWANTON confirmed the proposed sign was not a replacement and there was not enough room on this particular elevation for a super graphic sign. MS. VELTRE commented that there is a super graphic sign on the hotel tower itself, but reiterated one would not fit in the space being considered.

MEMBER BRATCHER stated he does not support the steel pole because he opined it needs to have some type of embellishment. A steel pole with a sign on top is not appropriate for this district. He asked if the applicant could amend the pole. MS. VELTRE replied that a pole cover could be an option. MEMBER BRATCHER was concerned about potential graffiti on the pole.

MEMBER NOLAN inquired as to the location of the sign. MS. VELTRE acknowledged it would be in the landscaped area on the property before the small inlet with the five-foot setback from the sidewalk and ten-foot setback from the curb being maintained. MEMBER NOLAN questioned whether the twelve-foot sign would serve the intended purpose and thought an eight-foot sign should be considered.

MEMBER BRATCHER commented that he would be in support of the sign as long as it was on private property at least five feet from the existing property line and not on the right-of-way. MEMBER MOONEY commented that she believed the fence that separated the sidewalk from the sign would deter graffiti and as such, did not mind the pole as proposed.

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]

Motion made by DAVID BRATCHER to Approve subject to conditions

Passed For: 5; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2
TRINITY HAVEN SCHLOTTMAN, MIKE NOLAN, RIC TRUESDELL, COURTNEY MOONEY, DAVID BRATCHER; Against-(None); Abstain-(None); Did Not Vote-(None); Excused-DEBRA HEISER, QUENTIN ABRAMO

Minutes:
STEVE SWANTON, Planning, reported that the applicant was requesting approval of two 200 square foot non-illuminated wall signs. Except for illumination, the signs met all other relevant standards; however, because adequate justification related to the site had not been demonstrated for allowing no illumination on the proposed signs, staff recommended denial and with conditions, if approved.

DIMITRIOS KARAPANAGIOTIS appeared on behalf of the applicant explaining that the two identical proposed wall signs face a private parking lot along Ogden Avenue. He also pointed out that there are several existing wall signs along the Third Street Promenade identical to those proposed and requested the Committees approval. JOE DeJESUS was also present to answer technical questions.

CHAIR TRUESDELL commended the applicant for providing consistency with the rest of the building. He went on to state that because the sign faces a temporary parking lot which will evolve as traffic evolves on that side of Fremont Street Experience and as the Third Street Promenade becomes more active, he believed this to be an appropriate waiver.

MEMBER SCHLOTTMAN asked for an explanation with regard to the wall packs above the signs. MR. KARAPANAGIOTIS replied stating they serve a dual purpose, lighting both the parking lot and the sign.

MEMBER MOONEY asked about the possibility of lining the signs up with the sign on the corner. MEMBER NOLAN said the one sign is smaller, but it appears these two signs line up with the three that are identical so the lighting should be the same also.

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

Minutes:
None.

City of Las Vegas

8. ADJOURNMENT

Minutes:
The meeting was adjourned at 12:47 p.m.

Respectfully submitted:

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Angela Crolli, Deputy City Clerk

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Steve Swanton, AICP, Planning

Facilities are provided throughout City Hall for the convenience of disabled persons. If you need an accommodation to attend and participate in this meeting, please call the City Clerks 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