



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.

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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.

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<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		

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<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

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Wall Signs: [Sign 2]			
Standards	Approved MSP-45919	Proposed	Compliance
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

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 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.

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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.