

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) ****

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
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.

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**** 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.

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<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

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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.

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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.