



STAFF REPORT

HISTORIC PRESERVATION COMMISSION MEETING DATE: 01/27/16

DEPARTMENT: PLANNING

ITEM DESCRIPTION: For possible action regarding an application for a Certificate of Appropriateness for a Master Sign Plan for the Historic Westside School, located at 330-350 W. Washington Avenue, (APN 139-27-201-004), C-V (Civic) Zone, Ward 5 (Barlow)

BACKGROUND

- 09/24/08 HPC approved a request for the selection of plaques for properties listed on the National Register of Historic Places (HPC-30085) within the city of Las Vegas. Locations included the Westside School, located at 330 West Washington Avenue (APNs 139-27-211-053 and 058), Ward 5 (Barlow).
- 11/19/08 City Council approved a Memorandum of Understanding between the City of Las Vegas and the Commission for the Las Vegas Centennial for grant funding in the amount of \$250,000.00 for certain improvements to the Historic Westside School located at 330 West Washington Avenue - Ward 5 (Barlow).
- 05/28/09 The Planning Commission recommended approval of a petition to vacate a 20-foot wide by 300-foot long public right-of-way (alley) generally located 139 feet northeast from the northeast corner of Washington Avenue and "D" Street.
- 07/01/09 The Las Vegas City Council approved petition to vacate a 20-foot wide by 300-foot long public right-of-way (alley) generally located 139 feet northeast from the northeast corner of Washington Avenue and "D" Street.
- 08/26/09 HPC approved a request for HPC Centennial Legacy budget funding (HPC-35662) in the amount of \$2,000 for transcription of oral history interviews for the Westside School, located at 330 West Washington Avenue (APNs 139-27-211-053 and 058), C-V (Civic) Zone, Ward 5 (Barlow).
- 02/24/10 HPC approved a request to designate the Westside School (HPC-37298), located at 330 West Washington Avenue (APNs 139-27-211-053 and 058), C-V (Civic) Zone, on the city of Las Vegas Historic Property Register as an Historic Landmark, Ward 5 (Barlow).
- 04/22/10 Planning Commission recommended approval of request to designate the Westside School as an Historic Landmark on the city of Las Vegas Historic Property Register (DIR-37526), as approved by Historic Preservation Commission (HPC-37298).

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- 05/19/10 City Council approved request to designate the Westside School as an Historic Landmark on the city of Las Vegas Historic Property Register (DIR-37526), as approved by Historic Preservation Commission (HPC-37298).
- 02/02/11 City Council approved an award of Agreement No. 110135-TF, Master Planning, Community Outreach and Architectural Programming Services for the Historic Westside School & Variety Early Learning Center.
- 02/02/11 City Council approved a Memorandum of Understanding between the City of Las Vegas and the Commission for the Las Vegas Centennial for grant funding in the amount of \$300,000.00 to fund a master plan for the Historic Westside School and Variety Early Learning Center and Historic Preservation Plan for the Historic Westside School located at 330 West Washington Avenue (APNs 139-27-211-053 & 139-27-211-058), C-V (Civic) Zone, Ward 5 (Barlow).
- 09/28/11 HPC approved an application with conditions for a Certificate of Appropriateness (HPC-43283) for the Historic Westside School Master Plan which provides recommendations for the rehabilitation and adaptive reuse of the Historic Westside School, located at 330 West Washington Avenue (APNs 139-27-211-053 & 139-27-211-058), C-V (Civic) Zone, Ward 5 (Barlow).
- 12/10/14 HPC approved an application for a Certificate of Appropriateness (HPC-56925) for a custom artist-designed gate to be installed at the Historic Westside School, located at 330-350 West Washington Avenue (APN 139-27-201-004), C-V (Civic) Zone, Ward 5 (Barlow).
- 12/10/14 HPC approved with comments the draft amendment to the nomination to the National Register of Historic Places (HPC-56942) to include the 1948 building of the Historic Westside School, located at 330-350 West Washington Avenue (APN 139-27-201-004), C-V (Civic) Zone, Ward 5 (Barlow).
- 01/28/15 HPC approved the revised amendment to the nomination to the National Register of Historic Places (HPC-57512) to include the 1948 building of the Historic Westside School, located at 330-350 West Washington Avenue (APN 139-27-201-004), C-V (Civic) Zone, Ward 5 (Barlow).

ANALYSIS

The City of Las Vegas is requesting approval of an application for a Certificate of Appropriateness for a Master Sign Plan for the Historic Westside School property.

A Master Sign Plan (MSP) is required for certain types of development in order to allow the Planning Commission and City Council to ensure the appropriate relationships among building elevations, signage and circulation. MSPs encourage integrated signage, with an emphasis on wall signs and central identification signage rather than multiple freestanding signs along the street frontage in order to reduce clutter. A MSP is required for the Historic Westside School because of the possibilities for multiple tenants, and to allow for tenants to identify themselves along West Washington Avenue and D Street.

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The current application includes the following (numbers correspond with attached sheet ASK-045):

- One monument sign (1,4): This double-sided sign with removable tenant signs is located on the south side of the property facing Washington Avenue. It is 9' wide by 9'4" tall and constructed of painted metal. The sign face is internally lit with LED lighting, illuminating the tenants of the Historic Westside School.
- Three dedication plaques (2,6): These bronze plaques are 2' wide by 1'4" tall and are located near the Washington Avenue (south) entrance of the 1948 building. One dedication plaque is for the City of Las Vegas Councilman Ricki Barlow, the second is for Nevada State Senator Harry Reid, and the third is for the current City of Las Vegas Councilmembers and the City of Las Vegas City Manager.
- Multiple suite number signs (3,8): One fixed sign 12" wide by 6" tall will be installed for each suite near the suite entrances in both buildings. The signs are constructed of brass with raised lettering.
- Multiple tenant wall signs (3,8): One removable sign 2' wide by 8" tall will be installed near each suite entrance at both buildings. The signs are constructed of brass with raised lettering.
- One way-finding sign (7): This sign will be located at the exterior northwest corner of the 1923 building. The sign is 7'3" tall and 5'8" wide, constructed of painted metal with removable tenant signs on the north side only, and is externally lit from a ground mounted light.
- Multiple hanging blade signs (10): One removable blade sign per tenant will be installed on the W. Washington Avenue (south) and D Street (west) facades. The signs are 2' wide by 3' tall and will be constructed of a durable, non-flexible metal material that can be replaced as needed. The metal material can be "screen printed" for each tenant as needed. The signs are attached to the eave at the top with eye hooks and cables, and affixed to the wall with a horizontal post and steel anchors at the bottom.

FINDINGS

The Historic Preservation Officer has reviewed the application for compliance with the city of Las Vegas Unified Development Code, Chapter 19.10.150 Section K. Guidelines, Standards and Process for Review of Alteration and New Construction, and has found the MSP to be compatible with the recognized distinctive character of the historic building.

Planning staff has reviewed the MSP for compliance with the city of Las Vegas Unified Development Code (UDC) Chapter 19.10.020 Section H. Signage, which states that standards for signage within the C-V District shall be the same as those indicated in UDC 19.08.120 for the P-O District with certain additional standards (see attached sign standards), and has determined that the Master Sign Plan meets all requirements contained therein with the following exception:

- Per Title 19.10(H)(3), the Multiple hanging Blade Signs are not specifically indicated for the P-O (Professional Office) zoning district, and are subject to the review and approval of the Planning Commission as part of this Master Sign Application.

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Therefore, this Master Sign Plan application will be forwarded to the Planning Commission with the recommendation of the Historic Preservation Commission and staff.

STAFF RECOMMENDATION

APPROVAL

BACKUP DOCUMENTS

- Application for Certificate of Appropriateness for 330-350 W. Washington Avenue.
- UDC Chapter 19.08.120 sign standards for the P-O District.

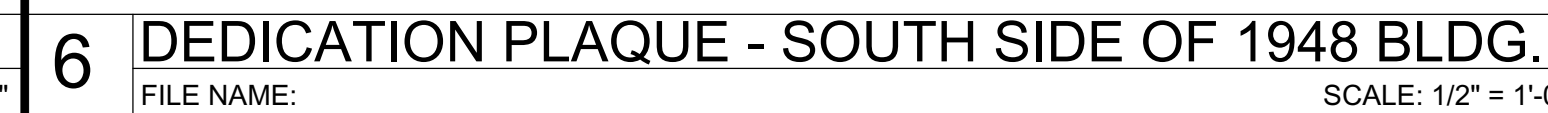
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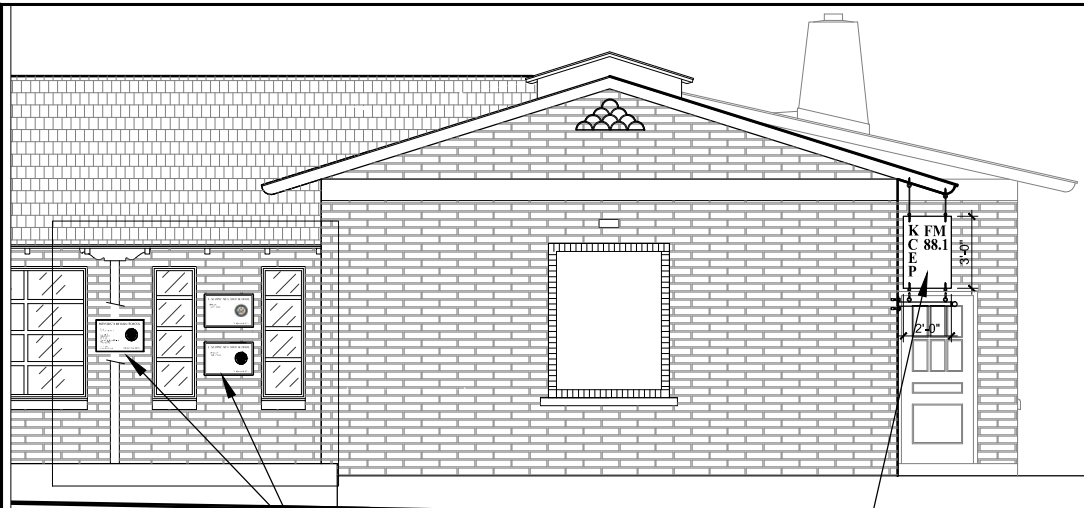
City of Las Vegas Unified Development Code (UDC) Chapter 19.10.020 Section H. Signage, which states that standards for signage within the C-V District shall be the same as those indicated in UDC 19.08.120 for the P-O District with the following additional standards:

1. Non-illuminated letters identifying the name of a public or semi-public institution may be permanently set on the wall of the building, providing the sign does not exceed fifty square feet.
2. Signs on public buildings meeting the foregoing criteria may be permitted on structures which are a part of the institutional architecture or which are symbolic of the institution and the permitted square footage and maximum height limitation of public building signs shall apply only to the written message.
3. In addition to the indicated signs, additional signs may be permitted in conjunction with public and semi-public institutions subject to the review and approval of the Planning Commission as to each case.

UDC Chapter 19.08.120 for the P-O District Standards:

1. Title 19.08.120(F)(17) states Monuments Signs in the P-O (Professional Office) zoning district are limited to 75 square feet in size; 10 feet in height when adjacent to 100 feet or more of street frontage (there is approximately 300 feet of street frontage along Washington Avenue); a minimum of a five-foot setback from the property line; and limited to one Monument Sign per street frontage. The proposed Monument Sign meets Title 19.08.120 Commercial and Industrial Sign Standards for the P-O (Professional Office) zoning district as required by 19.10.020.
2. Title 19.08.120(F)(12) states Building Markers in the P-O (Professional Office) zoning district are limited to a maximum area of four square feet per sign, with no limit on the number of signs. The proposed Building Markers meet Title 19.08.120 Commercial and Industrial Sign Standards for the P-O (Professional Office) zoning district as required by 19.10.020.
3. Title 19.08.120(F)(19) states Wall Signs in the P-O (Professional Office) zoning district are limited to one sign per tenant or per building elevation, which faces a street or on-site parking area; and the total amount of wall signage allowed per building elevation is equivalent to 10% of the building elevation. In multi-tenant buildings, the 10% maximum sign area for each tenant will be based upon the portion of the building elevation of the leased or occupied area only. The proposed Wall Signs meet Title 19.08.120 Commercial and Industrial Sign Standards for the P-O (Professional Office) zoning district as required by 19.10.020.
4. The Project Site Way Finding Sign is exempt from Title 19.08.120 as it is interior to the subject site and not readily visible from the public right-of-way.
5. Per Title 19.10(H)(3), the Multiple hanging Blade Signs are not specifically indicated for the P-O (Professional Office) zoning district, and are subject to the review and approval of the Planning Commission as part of this Master Sign Application. This Master Sign Plan application will be forwarded to the Planning Commission with the recommendation of the Historic Preservation Committee and staff.





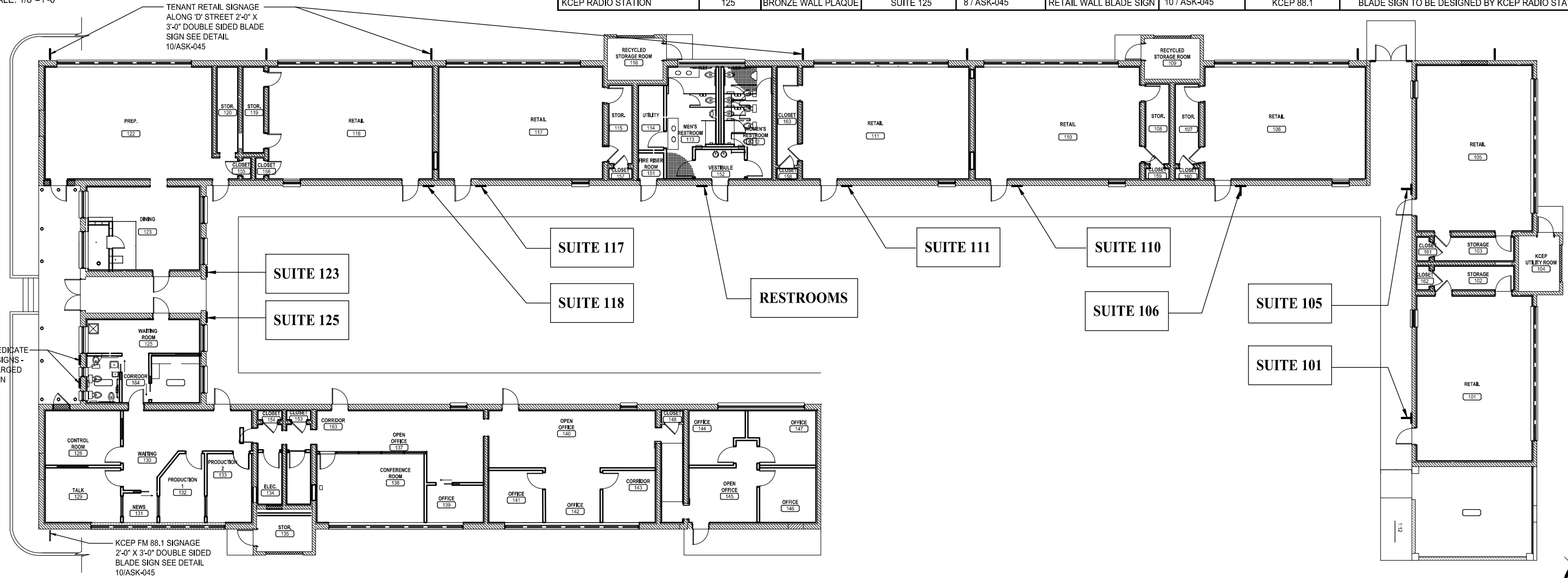
BRASS DEDICATE PLAQUE
SIGNS - SEE ENLARGED
ELEVATION 2/ASK-045

TENANT RETAIL SIGNAGE
2'-0" X 3'-0" DOUBLE SIDED
BLADE SIGN SEE DETAIL
10/ASK-045

PARTIAL SOUTH ELEVATION 1948 BLDG.

2

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



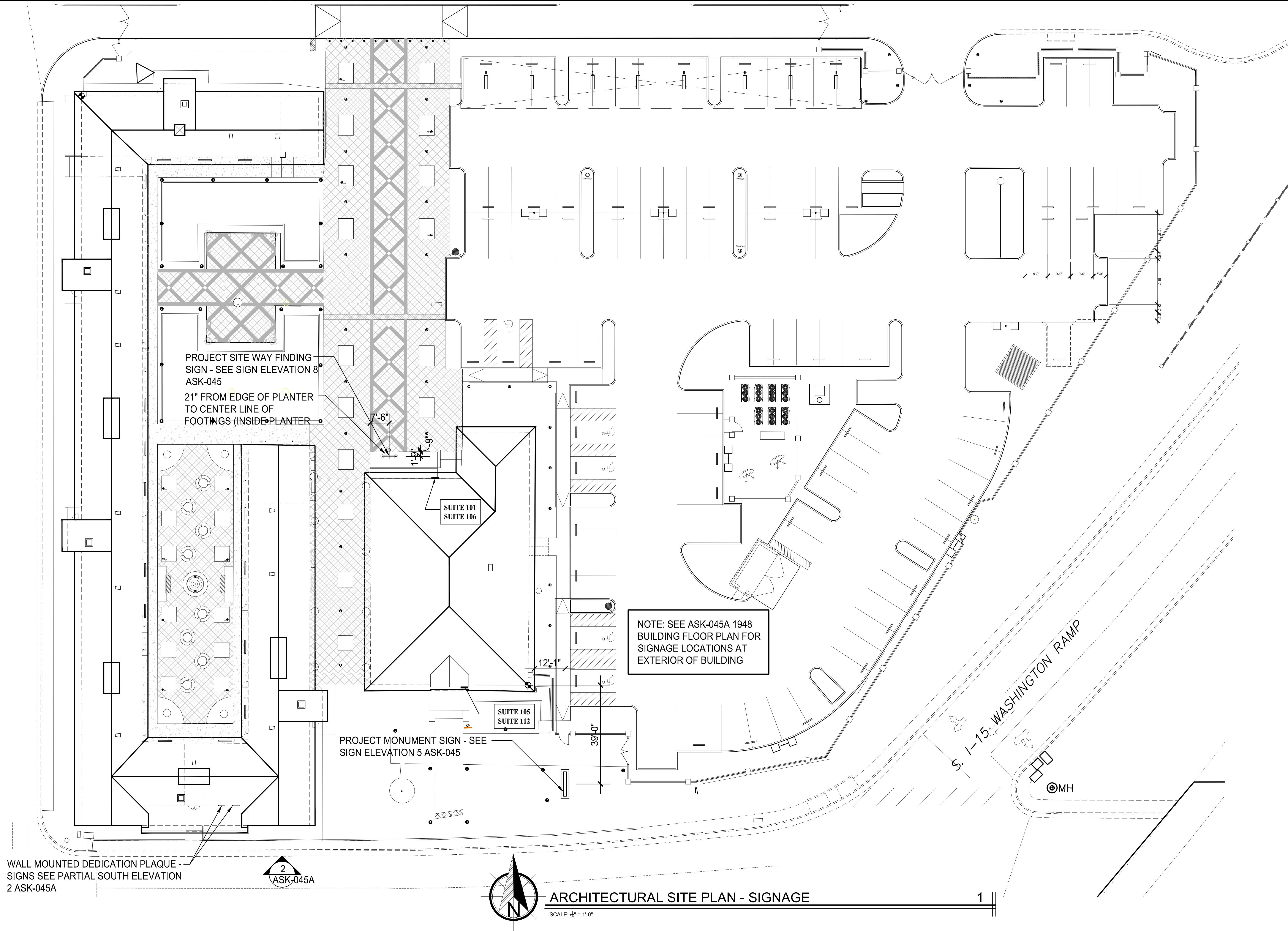
1948 BUILDING SIGNAGE PLAN

1

SCALE: 1"=20'-0"

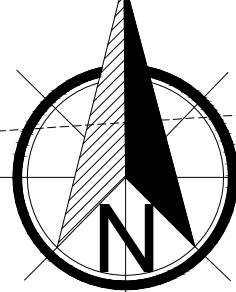
SUITE SIGNAGE SCHEDULE

ROOM NAME	SUITE #	WALL SIGN PLAQUE	SIGN IMPRINT PLAQUE SIGN	WALL SIGN DETAIL	HANGING BLADE SIGN	BLADE SIGN DETAIL	SIGN IMPRINT BLADE SIGN	
1923 BUILDING								
RETAIL	101	BRONZE WALL PLAQUE	SUITE 101		N/A	N/A		ONE PLAQUE SIGN ON NORTH SIDE OF BUILDING EXTERIOR TO TO BE INCREASED IN HEIGHT TO INCLUDE SUITE 101 AND 106
RETAIL	106		SUITE 106		N/A	N/A		
RETAIL	105		SUITE 105		N/A	N/A		
RETAIL	112	BRONZE WALL PLAQUE	SUITE 112		N/A	N/A		ONE PLAQUE SIGN ON SOUTH SIDE OF BUILDING EXTERIOR TO TO BE INCREASED IN HEIGHT TO INCLUDE SUITE 105 AND 112
1948 BUILDING								
RETAIL	101	BRONZE WALL PLAQUE	SUITE 101	8 / ASK-045	RETAIL WALL BLADE SIGN	10 / ASK-045	TO BE DETERMINED	BLADE SIGN TO BE PLACED AT TIME OF TENANT ASSIGNMENT
RETAIL	105	BRONZE WALL PLAQUE	SUITE 105	8 / ASK-045	RETAIL WALL BLADE SIGN	10 / ASK-045	TO BE DETERMINED	BLADE SIGN TO BE PLACED AT TIME OF TENANT ASSIGNMENT
RETAIL	106	BRONZE WALL PLAQUE	SUITE 106	8 / ASK-045	RETAIL WALL BLADE SIGN	10 / ASK-045	TO BE DETERMINED	BLADE SIGN TO BE PLACED AT TIME OF TENANT ASSIGNMENT
RETAIL	111	BRONZE WALL PLAQUE	SUITE 111	8 / ASK-045	RETAIL WALL BLADE SIGN	10 / ASK-045	TO BE DETERMINED	BLADE SIGN TO BE PLACED AT TIME OF TENANT ASSIGNMENT
RETAIL	110	BRONZE WALL PLAQUE	SUITE 110	8 / ASK-045	RETAIL WALL BLADE SIGN	10 / ASK-045	TO BE DETERMINED	BLADE SIGN TO BE PLACED AT TIME OF TENANT ASSIGNMENT
RESTROOM VESTIBULE	112 / 113	BRONZE WALL PLAQUE	RESTROOMS	8 / ASK-045	N/A	N/A	N/A	ONCE IN VESTIBULE MENS / WOMENS BRAILE SIGNS AT ENTRY
RETAIL	117	BRONZE WALL PLAQUE	SUITE 117	8 / ASK-045	RETAIL WALL BLADE SIGN	10 / ASK-045	TO BE DETERMINED	BLADE SIGN TO BE PLACED AT TIME OF TENANT ASSIGNMENT
RETAIL	118	BRONZE WALL PLAQUE	SUITE 118	8 / ASK-045	RETAIL WALL BLADE SIGN	10 / ASK-045	TO BE DETERMINED	BLADE SIGN TO BE PLACED AT TIME OF TENANT ASSIGNMENT
CAFE DINING	123	BRONZE WALL PLAQUE	SUITE 123	8 / ASK-045	RETAIL WALL BLADE SIGN	10 / ASK-045	TO BE DETERMINED	BLADE SIGN TO BE PLACED AT TIME OF TENANT ASSIGNMENT
KCEP RADIO STATION	125	BRONZE WALL PLAQUE	SUITE 125	8 / ASK-045	RETAIL WALL BLADE SIGN	10 / ASK-045	KCEP 88.1	BLADE SIGN TO BE DESIGNED BY KCEP RADIO STATION



WALL MOUNTED DEDICATION PLAQUE -
SIGNS SEE PARTIAL SOUTH ELEVATION
2 ASK-045A

2
ASK-045A



ARCHITECTURAL SITE PLAN - SIGNAGE

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

1

REVISIONS

ARCHITECT

kme
ARCHITECTS

© KME Architects, LLC, 2014
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WEB: www.kmearchitects.com

CONSULTANT

WESTSIDE SCHOOL HISTORIC REHABILITATION

330 W. WASHINGTON AVE.
LAS VEGAS, NEVADA 89106

CLV PLANS LIBRARY NUMBER: 715-175-1

BID NUMBER: 12.43221-TF

ARCHITECTURAL SITE PLAN - SIGNAGE LOCATIONS



OCTOBER 27, 2015
CONSTRUCTION DOCUMENTS
OWNER: CITY OF LAS VEGAS
DEPARTMENT OF PUBLIC WORKS

400 EAST STEWART AVENUE
LAS VEGAS, NEVADA 89101
PHONE: (702) 239-6535
FAX: (702) 382-3232
TDD: (702) 386-9108

DRAWN: **M.S.**
FILE: 2012-007
DATE: 10-27-2015
SCALE: NTS
BID NO: 12.43221-TF
CLV DWG NO: 715-175-1
SHEET NO:

ASK-045b



Print Form

Reset Form

DEPARTMENT OF PLANNING**HISTORIC PRESERVATION COMMISSION
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS**

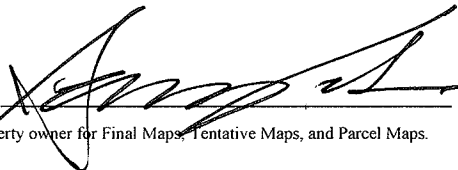
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Application/Petition For: Master Sign Plan - Historic Westside SchoolProject Address (Location) 330 W. Washington Ave.Project Name Westside School Historic RehabilitationAssessor's Parcel(s) # 139-27-201-004Ward# 5General Plan Designation: PF Existing Zoning Designation: C-VGross Acres 2.46

Additional Information _____

RECEIVED**JAN 12 2016****City of Las Vegas
Dept. of Planning****PROPERTY OWNER** City of Las Vegas, Department of Public WorksAddress 400 E. Stewart Ave.City Las Vegas State NV Zip 89101

E-mail Address _____ Phone _____ Fax _____

APPLICANT/REPRESENTATIVE Chattel, Inc.Address 13417 Ventura Blvd.City Sherman Oaks State CA Zip 91423-3938E-mail Address robert@chattel.us Phone 818-788-7954 Fax _____Property Owner Signature* 

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

Print Name

SAMUEL TOZMAN

Subscribed and sworn before me

This _____ day of _____, 20_____.

Notary Public in and for said County and State

FOR DEPARTMENT USE ONLY

Case #

Approved for administrative
review? Yes ___ No ___Project meets P&D
requirements? Yes ___ No ___

Meeting Date:

Date Accepted:*

Accepted 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.

Type of Application

- ☐ **Conceptual Review (recommended):** Discuss with the commission preliminary design ideas for a project. The commission will address the appropriateness of the proposal and provide helpful advice.
- ☐ **New Construction:** Construction of a new building, additions or garages, sheds, etc. See Unified Development Code for guidance.
- ☐ **Exterior Building Alteration:** Includes, but is not limited to, all exterior changes to an existing building that require a building permit, such as windows, doors, roofing, etc. See Unified Development Code for guidance.
- ☒ **Signage or Graphics:** Installation of a sign or graphic on a building, or on the site, or directly behind the window or on a window.
- ☐ **Variance or Zoning change:** Complete this application and submit a stamped copy of the variance or rezoning application filed with the city's Department of Planning for the requested variances.
- ☐ **Demolition:** Removal of any building feature(s) or razing of any structure(s). For all demolitions, the applicant must include a written reason for the demolition, the proposed reuse of the site, evidence of funding and a time frame for project initiation. See Unified Development Code for guidance.
- ☐ **Lot Split**
- ☐ **Other:** _____

Work Description

Describe the proposed project in detail, including all changes to the building, site, lot or zoning. Include all features to be removed, altered and/or added. Indicate all materials to be used and the manufacturer. Attach additional sheets as needed.

Please refer to the Secretary of the Interior's Standards for Rehabilitation (below) for additional information.

This application is for a Master Signage plan for the historic Westside School located at 330 W. Washington Ave. in Las Vegas. Originally, the property was a school with two primary buildings constructed between 1923 and 1948. Both of these buildings are actively being rehabilitated into commercial and retail space. In order to improve the property for this use, signage will be an important factor in attracting both consumers as well as potential tenants. Overall, the master signage plan includes different types of signage including monument, wayfinding, dedication and tenant identification. These proposed signs are comprised of wall-mounted, hanging and stand-alone models. All the proposed signs underwent review for compatibility with the Secretary of the Interior's Standards to ensure the preservation of the historic elements of the property

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City of Las Vegas
Dept. of Planning

Materials to submit with the application (as needed):

- ☐ **Color photos:** 35mm or digital only. Polaroids will not be accepted. Include photos of each side of the building; the site to be altered and close ups of the specific areas to be changed.
- ☐ **Drawings for conceptual review, new construction or graphics/signage:** One complete set, color where applicable, must be submitted, no larger than 11" x 17". If presentation boards will be used, copies of the boards must be submitted in no larger than 11" x 17" format.
- ☐ **Material Samples/Manufacturer's Brochures:** material samples and brochures which show and describe the materials to be used (i.e., paint chips, brochures on doors, windows, etc).
- ☒ **Site Plan:** A site plan must be included for new construction, additions, site graphics, demolition, lot splits, and fencing. The plan must show property lines, all existing structures, and their relationship to adjacent structures. One complete set, color where applicable, must be submitted, no larger than 11" x 17".
- ☒ **Elevations:** Elevations must be included for new construction, additions, site graphics, demolitions and fencing. Elevations must show all existing structures on the parcel. One complete set, color where applicable, must be submitted no larger than 11" x 17".

The Secretary of the Interior's Standards for Rehabilitation

The Standards that follow were originally published in 1977 and revised in 1990 as part of Department of the Interior regulations (36 CFR Part 67, Historic Preservation Certifications). They pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior of historic buildings. The Standards also encompass related landscape features and the building's site and environment as well as attached, adjacent or related new construction.

The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

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