



Downtown Design Review Committee Minutes

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 LuAnn D. Holmes, City Clerk, at the City Clerk's Office, 495 South Main Street, 2nd Floor or on the City's webpage at www.lasvegasnevada.gov.

1. Call to Order

Minutes:

NOTE: Due to technical difficulties, the video for this meeting is not available.

CHAIR NOLAN called the meeting to order at 12:20 p.m.

PRESENT: CHAIR NOLAN and MEMBERS TOUSSAINT, DE SALVIO, WICHMANN (excused 12:21-12:27 to take the Oath of Office), HOWE and AUYONG

EXCUSED: MEMBER DYLAG

ALSO PRESENT: JONATHAN BOYLES, Sr. Planner, SETH FLOYD, Deputy City Attorney, and GABRIELA PORTILLO-BRENNER, Deputy City Clerk

2. Announcement Regarding: Compliance with Open Meeting Law

Minutes:

ANNOUNCEMENT MADE: 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.

3. Public Comment: Comment during this portion of the agenda must be limited to matters on the agenda for action. If you wish to be heard, come forward and 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 March 20, 2018

Minutes:

NOTE: MEMBER TOUSSAINT was going to abstain because she was not in attendance at the 3/20/2018 meeting; however, SETH FLOYD, Deputy City Attorney, advised her that even though she was not in attendance, she could vote but could not make the motion.

Motion made by Mike Howe to Approve

Passed For: 5; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2

For-Louis De Salvio, Donna Toussaint, Scott Auyong, Mike Howe, Mike Nolan; Excused-Tina Wichmann, Pamela Dylag

5. ARC-75662 - (DDRC) - PUBLIC HEARING - APPLICANT/OWNER: STRATOSPHERE GAMING, LLC - For possible action on a request for a Major Amendment to an approved Signage Design Review (ARC-72583) FOR A MASTER SIGN PLAN WITH A WAIVER OF THE SCENIC BYWAY ILLUMINATION REQUIREMENTS at 2000 South Las Vegas Boulevard (APNs Multiple), C-2 (General Commercial) Zone, Ward 3 (Coffin) [PRJ-75550]

Minutes:

CHAIR NOLAN declared the Public Hearing open.

JONATHAN BOYLES, Sr. Planner, reported that on 3/20/2018, the Downtown Design Review Committee (DDRC) approved a master signage plan for the subject property with a waiver of Scenic Byway illumination requirements. The previously approved signage elevations provided approximately 70 percent animated signs throughout the subject site. The applicant proposes to add 11 wall signs through an amendment to the initial master sign plan. The sign table included in the package indicates that one wall sign will provide LED animated signage, six wall signs with digitally printed Panaflex space illumination and four wall signs with LED illuminated channel letters. Staff recommended denial given that the proposed signage is not in keeping with the key characteristics of the Las Vegas Boulevard Scenic Byway and it will further exacerbate the deficiency by providing 65 percent animated signage throughout the site.

PHYLLIS GILLAND, General Counsel with Golden Entertainment, and BILL BUTTRUM, Young Electric Sign Company (YESCO), were present. MR. BUTTRUM commented that the proposed signage is part of the owner's intent to improve the east elevation of the property, and he pointed to the site plan on the monitor and described the proposed signage and landscaping improvements. As it relates to having animated signage for the east and north elevations, there needs to be a static marketing opportunity to promote the amenities inside the Strat (formerly the Stratosphere). Some of the larger outdated signage has been removed and replaced with animated large displays in the front of the property.

CHAIR NOLAN observed that the initial signage package was brilliant; however, the proposed plan amendment depicts a bland building without a lot of signage. He observed the decrease in illuminated signage of 65 percent where 75 percent is required, and he asked MR. BOYLES to comment on this. MR. BOYLES explained that the applicant believes that providing additional signs will add to the overall gross; however, since there are additional signs that do not include neon, this has reduced the overall required percentage of neon on the site to 65 percent. This is the reason why the application was submitted to the DDRC for review.

CHAIR NOLAN recalled that the Committee did not want so much illumination so as to be blinding to the surrounding residents. Therefore, he wondered how the messaging will be lit, to which MR. BUTTRUM replied that they will be backlit or internally illuminated versus having exposed neon.

MEMBER DE SALVIO asked if The Drew and SLS Las Vegas fall under the same guidelines, to which MR. BOYLES replied that those two sites are located within Clark County, and he was not aware of the County's requirements for signage. MEMBER DE SALVIO was still concerned about the deviation from neon in order to achieve a more modern look.

CHAIR NOLAN questioned the total number of signs, and MR. BOYLES explained that the amended proposed package includes 11 additional signs, which do not include the required animation, with one being an animated sign that will wrap around the north and east elevations; therefore, it is considered one sign. He referred the members to the Table included in the backup documentation for a complete list of signs. The channel letters will have LED illumination but not exposed neon. CHAIR NOLAN stated that he wanted the members to be able to see the initial signage, and MR. BOYLES explained that the package submitted is the amended sign package. The initial signs are listed on the Table in the backup documentation. CHAIR NOLAN confirmed with MR. BOYLES that 65 percent of the overall signage will have animation or LED.

MEMBER DE SALVIO confirmed with MR. BOYLES that he was not aware of any input from the Downtown Advisory Board.

MEMBER WICHMANN did not regard the proposed amended signage as being detrimental as the fairly bland facades will be augmented with the proposed signage even if it does not meet the required percentage of neon.

After verifying that the signage is in addition to what was previously approved, MEMBER TOUSSAINT commented that it is a great addition and not detrimental to the neighborhood at all.

CHAIR NOLAN stated that he is usually very strict on the required neon along the Scenic Byway. However, given the amount of façade, he understood that having the required amount could be distracting. He expressed his preference to the proposed amended package versus the bland signs.

MEMBER HOWE found it hard to consider the amended package without seeing the previously approved signs, and although he appreciated the backlit signs out of consideration for the John S. Park neighborhood, where he resides, he wondered if there could ever be an opportunity in the future to replace some of the backlit letters with LED lighting. MS. GILLAND replied that it becomes a matter of cost, noting that one of the legs of the Welcome to Las Vegas sign will be on an easement belonging to the Strat, which is competing in a slightly different area than downtown. So they are trying to put everything together efficiently and cost-effectively. CHAIR NOLAN pointed out that the Scenic Byway does not encompass downtown.

MEMBER HOWE said he does not want to impose overwhelming requirements, but he would like the opportunity to make the entryways stand out. MS. GILLAND explained that they are high signs, and MR. BUTTRUM added that from a design approach, the plan is to make them modern and contemporary with the welcome arch introducing its own flavor of design with neon. He pointed out that all of the signage will have state-of-the-art technology.

MEMBER WICHMANN asked if color-changing LED could be a consideration for the Strat and to the satisfaction of this Committee. MR. BUTTRUM showed the entryway sign and the casino letters from the schematic design on the monitors and commented that they prefer these not compete with the company's logo because they want a very static message. MS. GILLAND emphasized that they just want to advertise the entrance.

CHAIR NOLAN insisted that he would have liked the previous sign package shown to the Committee so that the new members could compare. MS. GILLAND passed out a large schematic from the sign package, and CHAIR NOLAN described it as an overall magnificent look. MS. GILLAND added that significant landscaping will also be added. MR. BUTTRUM referred to the schematic and explained that there will be no exposed neon but there will be LED strip lighting along what is known as the rotunda area.

CHAIR NOLAN acknowledged that it is getting harder to find neon lighting. Although this Committee has received demonstrations on how the effect can be created using LED, the Scenic Byway standards still require exposed neon or a combination of neon and LED animation, as affirmed by MR. BOYLES.

CHAIR NOLAN asked if it would be appropriate to make a simple motion for approval, and SETH FLOYD, Deputy City Attorney, assured him it would be sufficient.

CHAIR NOLAN wondered if approval would be setting a precedent for the Scenic Byway. MR. FLOYD explained that each application has its unique set of circumstances for the Committee to consider and base its decision.

MR. BUTTRUM said the signage project should be completed in the middle of summer.

CHAIR NOLAN declared the Public Hearing closed.

Motion made by Donna Toussaint to Approve

Passed For: 6; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 1

For-Tina Wichmann, Louis De Salvio, Donna Toussaint, Scott Auyong, Mike Howe, Mike Nolan; Excused-Pamela Dylag

6. **Discussion regarding topics for future agenda items.** Comments made during this portion of the agenda by individual members shall refer solely to proposals for future agenda items and any discussion shall be limited to whether or not such proposed items are within the purview of the Committee and/or whether such proposed items shall be placed on a future agenda. No discussion regarding the substance of any such proposed topic shall occur and no action shall be taken.

Minutes:

As the Acting Officer for the Historic Preservation Commission (HPC), MEMBER HOWE commented that he sees overlap on certain matters between this Committee and the HPC; therefore, he suggested a presentation on future coordination of review of proposals. He indicated to the Chair, who asked for a recommendation, this could be raised at the next HPC meeting, and then followed up at a DDRC meeting. SETH FLOYD, Deputy City Attorney, explained that the Commission for the Las Vegas Centennial recently approved funding to hire dedicated staff support for the HPC. The new person should be able to make a presentation within three months. CHAIR NOLAN explained to the members that presentations are made to the members on how the codes work and on certain requirements.

CHAIR NOLAN observed that this is a new item, and MR. BOYLES explained that since the Committee had not met for almost a year, staff wanted to provide the opportunity to put matters of concern or topics of discussion on an agenda. He indicated there may be an item to consider in March. The Chair verified with MR. BOYLES that there would be no meeting in March unless there were applications submitted.

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, come forward and 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.

8. **Adjournment**

Minutes:

The meeting was recessed at 12:21 p.m., recalled at 12:23 p.m. and adjourned at 1:03 p.m.

Respectfully submitted:

Gabriela Portillo-Brenner, Deputy City Clerk

Jonathan Boyles, Sr. Planner

Facilities are provided throughout City Hall for the convenience of persons with disabilities. Reasonable efforts will be made to assist and accommodate persons with disabilities or impairments. If you need an accommodation to attend and participate in this meeting, please call the City Clerk's office at 702-229-6311 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