



Downtown Design Review Committee Minutes

1. Call to Order

Minutes:

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

PRESENT: CHAIR NOLAN and MEMBERS WICHMANN, AUYONG, HOWE, TOUSSAINT and DE SALVIO

EXCUSED: MEMBER DYLAG

ALSO PRESENT: JONATHAN BOYLES, Senior Planner, JAMES LEWIS, Deputy City Attorney, and DEBRA A. OUTLAND, 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 April 16, 2019

NOTE: The video does not reflect the vote accurately in that Member Wichmann voted in the affirmative.

Motion made by Louis De Salvio to Approve

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

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

5. ARC-77294 - (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 and ARC-75662) FOR A WAIVER OF THE SCENIC BYWAY ILLUMINATION REQUIREMENTS FOR TWO WALL SIGNS at 2000 South Las Vegas Boulevard (APNs Multiple), C-2 (General Commercial) Zone, Ward 3 (Diaz) [PRJ-77100]

Minutes:

By way of reading the item, CHAIR NOLAN declared the Public Hearing open.

JONATHAN BOYLES, Senior Planner, clarified the backup documentation included the additional signage being requested by the hotel/casino. The two wall signs being requested are out of conformance with the Scenic Byway requirements in that they do not provide any neon or animation, triggering a review of the signs which exacerbates the previously-approved waiver at this location. These two wall signs, labeled "U" and "V" in the backup, were previously approved via Master Sign Plan (MSP-72582) at their subject locations at 493 square feet each. The applicant's current request is to increase the size of these wall signs to 1,217 square feet each, which is approximately a 60 percent increase in size. The increase still falls below the animation and neon requirement which triggered the need for the new waiver. As such, staff recommended denial of the proposed amendment relating to signs "U" and "V".

MR. BOYLES noted the signs in the backup other than those labeled "U" and "V" comply with the Scenic Byway requirements and will go through a separate administrative review process.

PHYLLIS GILLAND, representing the Strat, and BILL BUTTRAM, representing YESCO, the sign manufacturer, were present.

MR. BUTTRAM explained the location of signs "U" and "V" was already approved at the time of the original provisional master sign approval. He displayed the logo which was used as a placeholder at that time as the company had not yet defined what their brand would be. He stated the north elevation has an existing Stratosphere sign that, if granted approval, will be removed and the STRAT logo will be placed on the north and south elevations. He pointed out a total of 986 square feet was approved, and the new elevation signage totals 2,434 square feet. MEMBER DE SALVIO asked if the increase in square footage is due to the space the lettering will take up on the building or if it is due to the size of the lettering itself; MR. BUTTRAM confirmed the latter.

Referencing the sign identified as location "K" on the spreadsheet distributed and included in the backup, MR. BUTTRAM stated that sign is above the observation tower and has LED channel letters. When they were approved, those letters were static, but YESCO modified the letters at the request of the owners so that they are now animated, increasing the animated square footage.

A representation of the building as it will be when fully completed was shown by MR. BUTTRAM, but was not submitted for the record. MR. BOYLES pointed out that rendering was not included in his presentation because the directional signs along with the additional wall sign meet the requirement for the Scenic Byway and will be processed via a separate administrative review by staff. The two signs that have triggered the need for the waiver are the two wall signs on the north and south elevations of the tower, which have increased in size from the original approval.

MEMBER WICHMANN commented the signs previously approved did not have any neon or animation either; MR. BOYLES confirmed this, stating what was approved were the same LED channel letters with no neon or animation. CHAIR NOLAN stated although the Committee is not considering the third sign, it increases the percentage and he asked how it was animated. MR. BUTTRAM explained the letters are in a constant scintillating or twinkling mode and that all of the lighting elements are synchronized. CHAIR NOLAN re-emphasized that sign will be approved administratively. MR. BOYLES confirmed adding there was a Condition of Approval added to the original Master Sign Plan stating signs that met code requirements could be approved administratively.

CHAIR NOLAN commented the letters previously approved were smaller, but the building is large. MS. GILLAND concurred it is a big building, and the City's new arch will be located in front of it. They are not trying to conflict with that arch, but they are being somewhat usurped by it. Once it was decided what the logo should be, the word "STRAT" became bigger because the word "THE" was deleted from the logo.

MEMBER DE SALVIO thought the placement of "STRAT" on the elevator shaft was better than where it was previously located because it was too low to the ground. MS. GILLAND briefly touched on the other blinking lights in the surrounding area.

MEMBER HOWE stated he would be a little more reluctant if the sign was scintillating on the edifice itself but agreed that the placement of the letters was better, making the sign more legible. He recognized the Scenic

Byway requirements, but he liked the design and did not think there was an issue with the previously-approved waiver.

CHAIR NOLAN stated a concern that was voiced earlier in the process was that the bright lights going on and off might affect the residents in the neighborhood. He understood the need for such on the main sign, but thought a consistent light on the building was an improvement and a better choice for the neighborhood.

MEMBER TOUSSAINT loved what was being proposed and thought the improvement was great, commenting one could not have wimpy letters on such a big building.

By way of calling for a motion, 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, Mike Nolan, Donna Toussaint, Louis De Salvio, Mike Howe, Scott Auyong; Excused-Pamela Dylag;

6. ARC-77529 - (DDRC) - DIRECTOR'S BUSINESS - PUBLIC HEARING - APPLICANT/OWNER: CITY OF LAS VEGAS - For possible action on a request to approve the 2020 Downtown Design Review Committee Meeting schedule

Minutes:

Referring to the proposed meeting schedule in the backup, CHAIR NOLAN commented that it seemed to work well for the Committee to meet the third Tuesday of every month.

Motion made by Louis De Salvio to Approve

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

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

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 adjourned at 12:35 p.m.

Respectfully submitted:

Debra A. Outland, Deputy City Clerk

Jonathan Boyles, Senior Planner

THIS MEETING WAS 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