



Downtown Design Review Committee Minutes

1. Call to Order and Roll Call

Minutes:

ACTING CHAIR HOWE called the meeting to order at 12:17 p.m.

PRESENT: ACTING CHAIR HOWE and MEMBERS WICHMANN, McGEACHY, DWYER, and CHERRY

EXCUSED: CHAIR NOLAN and MEMBER WALSH

ALSO PRESENT: JONATHAN BOYLES, Senior Planner; JIM LEWIS, Deputy City Attorney; and BRIAN CARROLL, 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 in accordance with the noticing standards as outlined in NRS 241.020: City Hall, 495 South Main Street, 1st Floor; The City of Las Vegas website – www.lasvegasnevada.gov; and The Nevada Public Notice website – notice.nv.gov.

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 21, 2023

Motion made by Tina Wichmann to Approve

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

For-Tina Wichmann, Mike Howe, William Dwyer, Jeff McGeachy, Sam Cherry; Excused-Mike Nolan, Donald Walsh;

5. ABEYANCE ITEM - 23-0022-ARC1 - DOWNTOWN DESIGN REVIEW COMMITTEE (DDRC) - SIGNAGE DESIGN REVIEW - PUBLIC HEARING - APPLICANT/OWNER: KB GATEWAY ON THE STRIP, LLC - For possible action on a Land Use Entitlement project request FOR A ROOF-SIGN DESIGN REVIEW FOR AN EXISTING COMMERCIAL DEVELOPMENT WITH A WAIVER OF LAS VEGAS BOULEVARD SCENIC BYWAY DEVELOPMENT STANDARDS TO ALLOW FULL VIDEO FOR AN ANIMATED SIGN WHERE SUCH IS PROHIBITED on 1.82 acres at 2427 South Las Vegas Boulevard (APN 162-03-422-001), C-2 (General Commercial) Zone, Ward 3 (Diaz)

Minutes:

JONATHAN BOYLES, Senior Planner, reported that the applicant requested a Waiver to allow the previously approved animated roof mounted sign to display full video images. Pursuant to Title 19.08, animated signs containing a changeable electronic message shall consist of static images that have a minimum duration of six seconds for each message. The transition time between images shall be no more than two seconds with no motion or animation during the transition between images. Las Vegas Scenic Byway Overlay development standards pertaining to exemptions regarding animated signs state that signs within the Las Vegas Boulevard Scenic Byway Overlay District are exempt from the requirements and limitations concerning animated signage that are set forth within Las Vegas Municipal Code, but only when the following conditions are met: Condition A states that the sign proposed to be exempted may not be a freestanding sign, and Condition B states that in complying with the 75 percent requirement for neon illumination and animation described in Paragraph (2) above, at least 50 percent of the total sign surface areas of the development shall consist of neon signage or neon-similar LED (light-emitting diodes) signage.

Currently, approximately 1,154 square feet of the total 11,324 square feet of sign surface areas for the development is illuminated with neon signage, which equates to approximately 10 percent where 50 percent is required. On February 21st and March 21st, this project was held in abeyance to allow the applicant time to revise the proposed sign elevations to provide additional neon and neon-similar elements. On April 6th, the applicant submitted revised elevations, which include an open channel neon border around the proposed sign with color changing LED illumination. Staff maintained its recommendation for denial of the requested Waiver, due to the total sign surface areas of the subject site not meeting criteria indicated in the Scenic Byway Overlay District development standards pertaining to exemptions regarding animated signs.

MARK WHITEHOUSE appeared representing the item. He stated that the Committee previously discussed the differences between static images and video displays, neon accents on the building, and adding neon to the sign. He explained that he had created renderings with added tenant signs, and City staff advised that would expand the application. He reported that the developer wanted to provide something big and bold. He believed that an RGBW (red, green, blue, white) LED tube would match the building better than traditional neon, and he expressed concern that neon was high in maintenance and archaic. MR. WHITEHOUSE said the RGBW tube would go around the sign to animate different colors, and he opined that would help meet the neon requirement. He advised that the project would evolve, noting an elevated walkway would be installed by the City.

MEMBER CHERRY explained that the sign was within a gateway of the scenic byway and an important entrance to Downtown Las Vegas. He noted that the area was primed for large-scale development, and he expressed support for approving this type of sign at this location. He stated that the sign would not be appropriate on property he owns to the north, and he believed that signs of this nature were not contemplated when the scenic byway was developed two decades ago. MEMBER CHERRY asked if the applicant was willing to allow City messaging on the sign. DEPUTY CITY ATTORNEY JIM LEWIS opined that the Committee's purpose was to decide if the sign met City code regarding the scenic byway. He stated that any added conditions needed to be reasonably related to the application, and there needed to be a proper nexus for the condition at this Committee. MR. LEWIS did not believe this was the proper forum to add that condition. In response to the Member, MR. LEWIS clarified that the forum would have been when the sign was approved. He noted that the applicant could voluntarily commit without a condition on the application. MR. WHITEHOUSE considered the City to be a partner, and he explained that the developer was working with the City on the upcoming elevated pedestrian bridge. He advised that a company would operate and handle content on the display, and public service messages were discussed with the City.

ACTING CHAIR HOWE said the proposal had his full support for completing the lattice work. He explained that this unique location was within the gateway of the Gateway District, and he believed it was valuable that the applicant would operate the sign. He stated that Las Vegas is an international city known for its cutting-edge signage, and this type of sign was what he expected to see on Las Vegas Boulevard. MR. WHITEHOUSE thanked the Member for the comments, noting that the developer had additional plans for this corner.

MEMBER WICHMANN stated that neon made Las Vegas unique and the scenic byway was meant to merge the past and the future. She noted different designs were discussed at the last Committee meeting, and she

questioned if the neon border was enough. She believed the sign would be a great amenity for that corner and expressed support. MR. WHITEHOUSE confirmed that he loved refurbishing neon signs and agreed with the Member's sentiment. He said his team understood the scenic byway and this sign would help differentiate the city from Clark County. He expected the project to evolve, and he opined that the proposal was a good starting point for the project. ACTING CHAIR HOWE believed the project would be revisited after the pedestrian bridge was completed.

MR. LEWIS confirmed with MR. BOYLES that the revised elevations show a faux neon border around the sign and are date stamped 4/6/2023.

Motion made by Mike Howe to Approve subject to conditions with the submitted elevations date stamped 4/6/2023

Passed For: 4; Against: 1; Abstain: 0; Did Not Vote: 0; Excused: 2

For-Tina Wichmann, Mike Howe, William Dwyer, Sam Cherry; Against-Jeff McGeachy; Excused-Mike Nolan, Donald Walsh;

6. **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.

7. **Adjournment**

Minutes:
The meeting was adjourned at 12:38 p.m.

Respectfully submitted:



Brian Carroll, Deputy City Clerk



Jonathan Boyles, Senior Planner

THIS MEETING WAS PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS
IN ACCORDANCE WITH THE NOTICING STANDARDS AS OUTLINED IN NRS 241.020:

The City of Las Vegas website – www.lasvegasnevada.gov

The Nevada Public Notice website – notice.nv.gov

City Hall, 495 South Main Street, 1st Floor