

*City of Las Vegas*

**AGENDA MEMO**

**PLANNING COMMISSION MEETING DATE: APRIL 10, 2008**

**DEPARTMENT: PLANNING AND DEVELOPMENT**

**ITEM DESCRIPTION: TXT-26651 - APPLICANT/OWNER: CITY OF LAS VEGAS**

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**\*\* CONDITIONS \*\***

**STAFF RECOMMENDATION: APPROVAL**

**1. Title 19.06.100 Downtown Casino Overlay District is hereby amended as follows:**

**A. Boundaries:** The western boundary will be the Union Pacific Railroad right-of-way; the northern boundary will be the U.S. 93/95 right-of-way; the eastern boundary will be the centerline of Las Vegas Boulevard; and southern boundary will be the centerline of Bridger Avenue; whose boundaries are also depicted in the map that appears below.

**C. Special Sign Standards:**

3.b: Apply to all property, development, expansion and renovation within the district except property located within the boundaries of the Pedestrian Mall, as described in LVMC Chapter 11.68; and properties that front onto Las Vegas Boulevard;

3.c: Delete

6: All new signage within the district shall have at least 75% of the total sign surface areas consisting of neon, animation or a combination thereof. LEED signage reflecting the neon style maybe utilized on a case-by-case basis.

7: Delete

8: Add, "~~Transparent building wrap signage may consist of off premise subject material.~~" Transparent building wrap signage may be permitted, subject to the following criteria:

- a. The signage shall only be permitted on buildings that are currently occupied or hold a non-restricted gaming license on the premises.
- b. The building wrap signage shall be applied in a manner that is consistent with the architectural features of the building.
- c. The signage may be utilized for on-premise or off-premise messages. Off-premise signage shall be subject to the limitations listed in Subsection (C)(13).
- d. The signage shall be posted a maximum of 180 days.
- e. All wrap signage shall be reviewed and approved by the Design Review Committee (DRC) in accordance with the review and approval procedures listed herein. Following approval of the wrap signage by the DRC, the applicant shall obtain a Temporary Sign Permit in accordance with Title 19.14.

Submitted at Planning Commission

Date 4/10/08 Item # 30

YK