

#39

Downtown Signage Overlay Districts Text Amendment – Briefing Summary

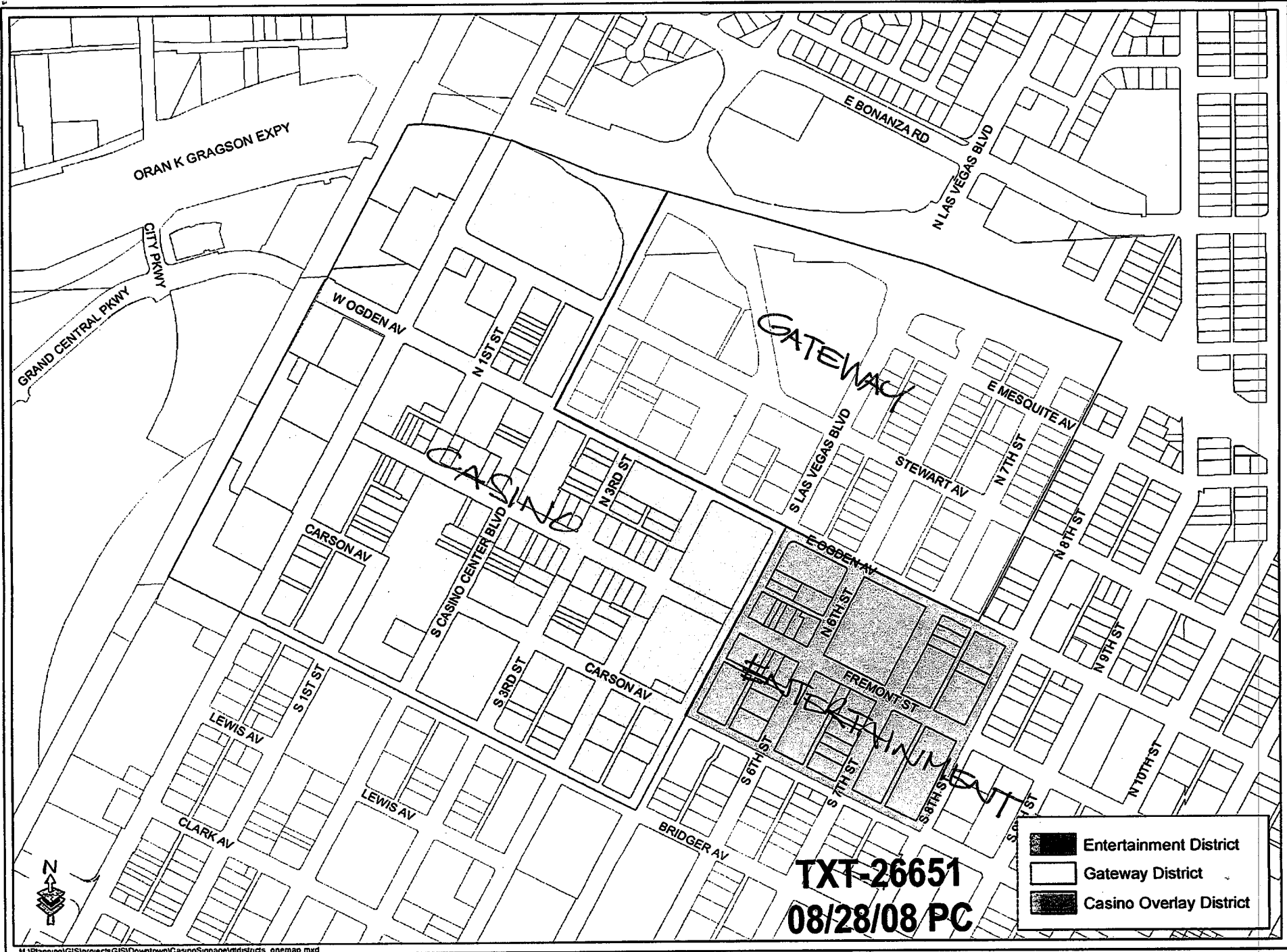
TXT-26651

8/28 PC – Agenda Item #39

Downtown Casino Overlay District	Existing	Proposed
Boundaries	○ See attached map	○ Sub-district boundaries eliminated, and expanded to include area down to Bridger (see attached map); Parkway Center no longer included in overlay district
Sign Regulations – Illumination	○ 75% must be neon or animated	○ LED (mimicking neon tubing) may be substituted for neon
Sign Regulations – Maximum area	○ Wall signs may not exceed 1,500 SF	○ Eliminated – DRC will review on case-by-case basis
Sign Regulations – Transparent building wrap	○ Listed as a permitted sign	○ Eliminated – only allowed in new Gateway District
Design Review Process	○ DRC reviews all sign applications	○ DRC combined with DEOD-DRC to form “DDRC”; will review signage for all downtown overlay districts ○ Consists of 2 PC members, 2 city staff, 3 downtown business owners
Downtown Entertainment Overlay District	Existing	Proposed
Boundaries	○ No changes	○ No changes
Sign Regulations	○ Same as Downtown Casino Overlay	○ Same as Downtown Casino Overlay
Design Review Process	○ DEOD-DRC reviews all sign applications	○ DRC and DEOD-DRC (DDRC)
Scenic Byway Overlay	Existing	Proposed
Boundaries	○ No changes	○ No changes
Sign Regulations	○ No changes	○ No changes
Design Review Process	○ Reviewed and approved by staff	○ Requires approval of new DDRC
Downtown Gateway Overlay District	Existing	Proposed
Boundaries	○ N/A	○ See attached map
Sign Regulations	○ N/A	○ Base signage same as Downtown Casino Overlay; also allows building wrap and wall-mounted billboards
Design Review Process	○ N/A	○ Requires approval of new DDRC; off-premise messages require SUP

Date 8/28/08 Item 39
Planning Commission

Downtown Gateway Overlay	Proposed Sign Regulations – Summary
Intent of District	<ul style="list-style-type: none"> ○ Encourage dynamic displays of signage which enhance the northern entrance to downtown and draw traffic from freeways ○ Celebrate signage as an attraction and cultural amenity ○ Provide freedom of architectural and artistic expression ○ Preserve and expand the tradition of neon art and animated signage ○ Encourage redevelopment of the area
Base Sign Regulations	
Signage Permitted	○ Same signage permitted as Downtown Casino Overlay, Entertainment District
Building Wrap Signs	
Definition	○ Image printed on vinyl, mesh or other material, with or without written text, supported & directly attached to building wall
Location	<ul style="list-style-type: none"> ○ Must be mounted flush with wall ○ Gateway Overlay only (removed from Casino Overlay) ○ Limited to occupied structures or structures w/ non-restricted gaming ○ Excluded from Scenic Byway Overlay
Size/Height	<ul style="list-style-type: none"> ○ No size or height limitations ○ Shall not extend beyond roof or past side of building
Message	<ul style="list-style-type: none"> ○ On-premise ○ Off-premise (75% encouraged to advertise places/products/services/ideas in district)
Illumination	○ Not required to be 75% neon or animated (as is required for all other signs)
Approval	<ul style="list-style-type: none"> ○ Approved by DDRC as part of master sign plan ○ SUP required for off-premise messages
Building-Mounted Off-Premise Signs	
Location	<ul style="list-style-type: none"> ○ Mounted flush to wall, or directly mounted to roof of structure ○ Excluded from Scenic Byway Overlay
Size/Height	<ul style="list-style-type: none"> ○ 672 SF (same as Title 19.14.100) ○ No limit on height
Message	○ Off-premise
Orientation	<ul style="list-style-type: none"> ○ =/<660' from freeway: any direction ○ >660' from freeway: facing freeway
Separation	○ No separation required from other signs, right-of-way
Illumination	○ Not required to be 75% neon or animated (as is required for all other signs)
Approval	<ul style="list-style-type: none"> ○ Reviewed by DDRC as part of master sign plan ○ SUP required



ORAN K GRAGSON EXPY

GRAND CENTRAL PKWY
CITY PKWY

W OGDEN AV

N 1ST ST

E BONANZA RD

N LAS VEGAS BLVD

GATEWAY

CASINO

CARSON AV

S CASINO CENTER BLVD

N 3RD ST

S LAS VEGAS BLVD

STEWART AV

E MESQUITE AV

N 7TH ST

N 8TH ST

E OGDEN AV

N 6TH ST

FREMONT ST

N 9TH ST

N 10TH ST

LEWIS AV

S 1ST ST

S 3RD ST

CARSON AV

S 6TH ST

S 7TH ST

S 8TH ST




S 9TH ST

CLARK AV

LEWIS AV

BRIDGER AV

TXT-26651
08/28/08 PC

-  Entertainment District
-  Gateway District
-  Casino Overlay District

