



Las Vegas

Agenda Item No.: 4.

AGENDA SUMMARY PAGE
RECOMMENDING COMMITTEE MEETING OF: OCTOBER 14, 2008

DEPARTMENT: CITY ATTORNEY
DIRECTOR: BRADFORD R. JERBIC

Consent Discussion

SUBJECT:

Bill No. 2008-47 Revises and consolidates review and approval procedures for signs within the Downtown Casino Overlay District, the Downtown Entertainment Overlay District, and the Las Vegas Boulevard Scenic Byway Overlay District, and establishes the Downtown Gateway Overlay District and the standards applicable thereto. Sponsored by: Mayor Oscar B. Goodman

Fiscal Impact

No Impact Augmentation Required
 Budget Funds Available

Amount:

Funding Source:

Dept./Division:

PURPOSE/BACKGROUND:

This bill will revise and consolidate the review and approval procedures for signs within the Downtown Casino Overlay District, the Downtown Entertainment Overlay District, and the Las Vegas Boulevard Scenic Byway Overlay District. The bill will also establish the Downtown Gateway Overlay District and the standards applicable thereto. These changes are designed to be consistent with the pattern of current and proposed development within these important areas.

RECOMMENDATION:

This bill should be submitted to a Recommending Committee for review, hearing and recommendation to the City Council for final action.

BACKUP DOCUMENTATION:

Bill No. 2008-47

Motion made by RICKI Y. BARLOW to Approve as DO PASS

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

LOIS TARKANIAN, RICKI Y. BARLOW; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-None)

Minutes:

MARGO WHEELER, Director of Planning and Development, stated this ordinance will modify the existing Casino Overlay District and will allow for different signage within this district, particularly on both sides of Las Vegas Boulevard.

Staff has worked with the Office of Business Development, as a significant area is owned by the City. Staff is proposing to allow signage in this area similar to what is allowed in the Arts

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District, such as signage that is flush mounted to buildings and roof structures. When signage is flush mounted, special use permits will still be required and advertising will have to be similar to the strip commercial area. The Downtown District Design Review Committee will have to approve the signage and 70 percent of the neon will not be required, as neon is not preferred in this area.

DAN MADDOX, CEO, Meet Las Vegas, believes this ordinance will have a great impact on his business, which is scheduled to open next month. It was MR. MADDOX'S understanding that this ordinance would place limitations on their signage, which will hinder their business and those clients that have shown interest will now decline. The Las Vegas Hospitality Association will hold a event in December and they would like to showcase the event on the second floor of the building. Having the ability to place banners and special lighting on the building is an opportunity to draw additional patrons/corporate clients in. MR. MADDOX recalled that the subject area was highly spoken of by MAYOR GOODMAN, which was one of the reasons for selecting this particular area for business.

MR. MADDOX was aware that GEORGE STREMBLE was seeking direction as he believed banners can be done in such a way to help further the marketing dynamics of what the City envisions.

COUNCILWOMAN TARKANIA believed the Mayor supported these businesses and wondered if certain businesses could be grandfathered in. MARGO WHEELER, Director of Planning and Development, was uncertain of MR. MADDOX'S concern, but emphasized that this ordinance is less restrictive. CHIEF DEPUTY CITY ATTORNEY VAL STEED added that the existing Code will not change and confirmed with MS. WHEELER that the business owners do have limitations relative to the duration of advertising, which is not a part of this agenda.

MS. WHEELER suggested moving forward with this ordinance, as it has been pending for some time and deals primarily with the new Downtown Gateway Overlay District. Staff will work with these businesses, as it is a separate issue. CHIEF DEPUTY CITY ATTORNEY STEED reiterated the ordinance pertains specifically to the new Downtown Gateway Overlay District and that the item will be heard at the next City Council meeting, in which the business owners can attend and make comments.

CHRIS BOHNER, Culinary Workers Union, stated it appears that this ordinance gives CIM/Lady Luck a monopoly on building full length wrap signs, and only those committed are the companies with unrestricted gaming licenses in the Gateway Overlay District. Not all of the downtown casinos are at liberty to use these types of signage. COUNCILWOMAN TARKANIAN understood that wraps are being used in other districts. He explained for the Councilwoman that essentially CIM/Lady Luck has a tower and signage is not placed on the upper level. In reading CIM/Lady Luck's development agreement documentation, he was unsure of the public policy purpose in allowing one company this right and asked that the ordinance be inclusive and not limited to just CIM/Lady Luck.

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CHIEF DEPUTY CITY ATTORNEY STEED could not verify MR. BOHNER'S assertion, and he believed that other areas were allowed to have signage that wraps. MS. WHEELER confirmed that building wraps are allowed in the Arts District.

