



AGENDA MEMO

PLANNING COMMISSION MEETING DATE: DECEMBER 18, 2008
DEPARTMENT: PLANNING AND DEVELOPMENT
ITEM DESCRIPTION: TXT-31878 - APPLICANT/OWNER: CITY OF LAS VEGAS

**** CONDITIONS ****

STAFF RECOMMENDATION: **APPROVAL**, subject to:

1. Subsection 19.06.100(D) shall be repealed in its entirety, and replaced with the following:

(D) Special Sign Standards Review and Approval Procedures

(1) Downtown Design Review Committee. There is hereby created a Downtown Design Review Committee (DDRC) for the review of signs proposed to be located within the District. The DDRC shall be composed of:

(a) Two members of the Planning Commission, appointed by the Commission.

(b) One representative of the Department, designated by the Director;

(c) One representative of the City's Office of Business Development, designated by its Director; and

(d) Three owners of businesses located within the downtown area, as appointed by the Mayor.

The DDRC shall have the authority to review and approve applications for all signs, subject to the provisions of this Section. Members shall serve three-year terms and may be reappointed.

(2) Application process. Sign applications shall be submitted to the Department. The Department shall forward the application to the DDRC for review and action. The DDRC shall review the application and shall approve, approve with conditions, or deny the application.

(3) Design Review Provisions. The following design review procedures shall apply:

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- (a) The DDRC may approve a sign application for single or multiple uses if it determines that each sign is compatible with the theme and overall character to be achieved in the area. The DDRC shall base its assessment of compatibility on the following criteria:
- i. The applications compliance with the standards identified in this Section.
 - ii. The relationship of the scale and placement of the sign to the building or premises upon which it is to be displayed.
 - iii. The relationship of colors of the sign to the colors of adjacent buildings and nearby street graphics.
 - iv. The similarity or dissimilarity of a signs size and shape to the size and shape of other signs in the area.
 - v. The similarity or dissimilarity of the style of lettering on the sign to the style of lettering of nearby street graphics.
 - vi. The compatibility of the type of illumination, if any, with the type of illumination in the area.
 - vii. The compatibility of the materials used in the construction of the sign with the material used in the construction of other signs in the area.
 - viii. The aesthetic and architectural compatibility of the proposed sign with the building upon which the sign is suspended, including its signage, and with the surrounding buildings and their signage.
 - ix. The signs use of high quality, durable materials such as hardwoods, painted wood, metal, stainless steel, brass or glass.
- (b) Applications for the design review of signs shall be processed as follows:
- i. An application shall include: Ten complete sets of plans which contain visual representations of the lettering, illumination, color, area and height of graphics, and which also indicate the areas and building elevations where they are to be placed and located; photographic or drawn elevations of a minimum of two hundred sixty-six feet of frontage, with proposed signs superimposed, to show the context and perspective of the proposed signs; a drawing of each sign at one-half-inch to one-inch scale; and any other items required by the Director or the DDRC.
 - ii. Applications shall be forwarded to the DDRC by the Department at least one week prior to the regularly scheduled DDRC meeting.

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iii. Approval or denial of an application by the DDRC shall be made in writing with reasons for approval, denial, or approval with conditions, within three days following each DDRC meeting. In the event written notification of the action is not provided within that period, the application shall be deemed to have been denied. Decisions of the DDRC may be appealed to the City Council in accordance with the provisions of Paragraph (5) below.

(4) Waivers. The DDRC is authorized to waive any of the sign standards set forth in Subsection (C), other than the prohibitions contained in Paragraph (4) thereof, if:

(a) The applicant establishes that a waiver is warranted based upon conditions specific to the parcel; and

(b) The DDRC determines that the waiver:

- i. Will not compromise the design objectives of the sign standards; and
- ii. Will further the City's redevelopment efforts.

(5) Appeals. The applicant may appeal a decision of the DDRC to the City Council. An appeal must be in written form and must be filed in the office of the City Clerk, with a copy to be filed in the office of the Department. The appeal must be filed within ten days after notification of the administrative decision has been given (or within ten days after the deadline for notification has passed), and shall specifically describe the decision at issue and the basis for the appeal. The appeal shall be considered on the next available agenda of the City Council.

(6) Rules and Regulations. The DDRC shall have the authority to adopt rules and regulations concerning its administrative procedures.

2. Subsections 19.06.120(E), (F) and (G) shall be repealed in their entirety, and replaced with the following:

(E) Signage Standards. All new signage shall incorporate exposed neon, LED, animation, or any combination thereof, in at least fifty percent of the total surface area of such signage.

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(F) Review and Approval Procedures (General). Except as otherwise provided in this Subsection (F), any application for development within the Downtown Entertainment Overlay District shall be processed in accordance with the normal review and approval processes set forth in Chapter 19.18. Any application for new signage shall be processed in accordance with the procedures described in Subsection (D) of Section 19.06.100.

(G) Special Use Permits for Tavern-Limited Establishment.

(1) A Special Use Permit for a tavern-limited establishment shall be processed in accordance with the Special Use Permit provisions of LVMC 19.18.060. A Special Use Permit for this use may be approved if it meets the Special Use Permit criteria generally, the criteria for a tavern-limited establishment, and the criteria set forth in this Subsection (G).

(2) The approval of a Special Use Permit for a tavern-limited establishment may include such conditions as may be recommended by City Staff and the Planning Commission, and imposed by the City Council.

(H) Relationship to Other Provisions. All provisions of this Title shall apply to property within the District except to the extent that they conflict with the provisions of this Section.

3. Subsection 19.06.140(C)(1) is hereby amended as follows:

(C) Sign Standards.

(1) Relationship to Other Provisions. Except as otherwise modified, required or prohibited by this Section, all signage within the Las Vegas Boulevard Scenic Byway Overlay District shall be governed by and subject to:

(a) All applicable standards and procedures in Chapter 19.14;

(b) All applicable standards ~~and procedures~~ in Chapter 19.06 that govern the Downtown Overlay District, for properties that are located within that district; ~~and~~

(c) All applicable standards ~~and procedures~~ in Chapter 19.06 that govern the Downtown Entertainment Overlay District, for properties that are located within that district; and

(d) The review and approval procedures set forth in Subsection (D) of Section 19.06.100, irrespective of where in the Las Vegas Boulevard Scenic Byway Overlay District the signage will be located.

**** STAFF REPORT ****

PROJECT DESCRIPTION

Discussion and possible action to amend Title 19.06, Special Purpose and Overlay Districts, to update the design review process for the Downtown Casino, Downtown Entertainment and Scenic Byway Overlay Districts. The proposed amendment is intended to simplify the administrative process for sign review in the downtown area, and encourage signage displays that are in keeping with the history and tradition of Las Vegas Boulevard and the downtown area.

BACKGROUND INFORMATION

The current code has two separate design review committees for the Downtown Casino Overlay District and the Entertainment Overlay District, although both districts utilize the same sign regulations. There is currently no design review committee for the Las Vegas Boulevard Scenic Byway Overlay District.

ANALYSIS

The proposed changes are intended to streamline the design review process for projects located within the special signage overlay districts in downtown, as well as to provide a formal review process for signage in the Las Vegas Boulevard Scenic Byway Overlay District. In addition, design review for the Downtown Entertainment Overlay District will be limited to signage; currently, the design review process includes façade improvements as well.

The proposed text amendment will result in the following design review changes to each of the districts as described below:

District Design Review	Existing Regulations	Proposed Regulations
Downtown Casino Overlay District	○ Signage reviewed/approved by the DRC	○ Signage to be reviewed/approved by the DDRC
Downtown Entertainment Overlay District	○ Signage and façade improvements reviewed/approved by the DEOD-DRC	○ Only signage to be reviewed/approved by the DDRC
Las Vegas Boulevard Scenic Byway Overlay District	○ Signage reviewed/approved administratively by staff	○ Signage to be reviewed/approved by the DDRC

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FINDINGS

The proposed text amendment will accomplish the following:

- Reduce overlap between multiple design review committees and streamline the sign approval procedures; and
- Maintain the character of signage within the Scenic Byway Overlay District as a means to safeguard the scenic qualities of Las Vegas Boulevard.

NOTICES MAILED NEWSPAPER ONLY

APPROVALS 0

PROTESTS 0