



AGENDA MEMO

PLANNING COMMISSION MEETING DATE: DECEMBER 3, 2009

DEPARTMENT: PLANNING AND DEVELOPMENT

ITEM DESCRIPTION: TXT-36494 - APPLICANT/OWNER: CITY OF LAS VEGAS

** CONDITIONS **

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

1. Title 19.14.130 (A) is hereby amended as follows:

- A. **Purpose.** A Master Sign Plan is required for certain types of development in order to allow the Planning Commission and City Council to ensure the appropriate relationships among building elevations, signage and circulation. Larger commercial developments are likely to generate greater impacts on surrounding residential properties than smaller commercial projects. An effective Master Sign Plan encourages integrated signage, with an emphasis on wall signs and central identification signage rather than multiple freestanding signs along the street frontage. Reducing the amount of sign clutter along street frontages allows the customer of the commercial center to readily identify establishments that have the goods and services they seek. All signage proposed as part of a Master Sign Plan must, at minimum, meet the sign standards established for the applicable zoning district.

2. Title 19.14.130 (B) is hereby amended as follows:

B. **Applicability.**

1. A Master Sign Plan shall be submitted and approved before any on premises signage may be installed for the following:
 - a. Any non-residential project with a site larger than fifteen net acres; or
 - b. Any non-restricted gaming establishment.
2. A Master Sign Plan may be submitted for any development or property not otherwise required to submit a Master Sign Plan to accomplish the following:
 - a. To establish the requirements and limitations for signs located in the Gaming and Downtown Overlay districts, and any uses not regulated elsewhere in this Chapter located in the Planned Community and Planned Development Districts; or

TXT-36494 - Conditions Page Two
December 3, 2009 - Planning Commission Meeting

- b. ~~To establish requirements and limitations for signs in a specific development.~~ To satisfy a condition or requirement of the Planning Commission or the City Council.
- 3. Title 19.14.130 (F) is hereby deleted.

TXT-36494 - Staff Report Page One
December 3, 2009 - Planning Commission Meeting

**** STAFF REPORT ****

APPLICATION REQUEST

This is a request to amend Title 19.14.130 to clarify when Master Sign Plans are required.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc.</i>	
07/16/03	The City Council adopted Ordinance 5615, which was introduced as Bill No. 2003-59, to update and streamline various provisions of Title 19 and Chapter 11.68 of the LVMC relating to sign review procedures. The Planning Commission and staff recommended approval of this Text Amendment (TXT-1975).

ANALYSIS

The proposed amendment would clarify when a Master Sign Plan (MSP) is required as well as state the need for all signage proposed to meet the minimum sign standards applicable to the zoning district where the development subject to the MSP is to be located. The existing language has resulted in confusion and questions regarding the use of a MSP as a means to deviate from the established sign standards.

The proposed clarification will add language to the purpose statement (Title 19.14.130 (A)) indicating that all signage proposed as part of a MSP must meet the sign standards applicable to the zoning district. Further, under the applicability section (Title 19.14.130 (B)(2)) the amendment proposes to eliminate the allowance for a non-required MSP to establish requirements and limitations for signs in a specific development and replace it with an allowance for a MSP to meet a condition or requirement of the Planning Commission or City Council. Finally, since the signage proposed as part of a MSP must meet the minimum requirements of Chapter 19.14 the effect section (Title 19.14.130 (F)) has been deleted as such conflicts between a MSP and Zoning Code should no longer occur. This modification will eliminate confusion associated with the potential of a MSP to propose signage that deviates from the applicable sign standards. Therefore, staff recommends approval of this amendment.

TXT-36494 - Staff Report Page Two
December 3, 2009 - Planning Commission Meeting

FINDINGS

The proposed text amendment will accomplish the following:

- Clarify language for the Master Sign Plan section (Title 19.14.130) of the Zoning Code to eliminate confusion related to the potential for a MSP to be used to deviate from established zoning district signage standards.

The following table summarizes all proposed changes:

Code Requirements	Existing Regulations	Proposed Regulations
Title 19.14.130 (A) Master Sign Plan - Purpose	• No reference to established signage standards	• Language added to specify that signage proposed as part of a MSP must meet sign standards applicable to the zoning district
Title 19.14.130 (B)(2)(b) Master Sign Plan - Applicability	• Allows a MSP for a property or project not otherwise required to submit one to establish requirements and limitations for signs in a specific development	• Replaces existing language with an allowance for a MSP to satisfy a condition or requirement of the Planning Commission or City Council
Title 19.14.130 (F) Master Sign Plan - Effect	• n/a	• Section deleted

NEIGHBORHOOD ASSOCIATIONS NOTIFIED

NOTICES MAILED

NEWSPAPER ONLY

APPROVALS

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PROTESTS

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