

AGENDA MEMO

PLANNING COMMISSION MEETING DATE: OCTOBER 21, 2010
DEPARTMENT: PLANNING AND DEVELOPMENT
ITEM DESCRIPTION: APPLICANT/OWNER: CITY OF LAS VEGAS

**** STAFF RECOMMENDATION(S) ****

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
TXT-38353	Staff has NO RECOMMENDATION	



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ITEM DESCRIPTION: APPLICANT/OWNER: CITY OF LAS VEGAS

** PROPOSED AMENDMENT(S) **

1. Title 19.14.100(B) is hereby amended to define the approval process for building wrap signage which incorporates off-premise messages:

Title 19.14.100 OFF-PREMISE SIGNS

(B) SPECIAL USE PERMIT REQUIRED

- (1) Except as otherwise provided in Subsections (F) and (G) of this Section a Special Use Permit is required for all off-premise signs prior to the construction, placement, erection or modification of the sign in accordance with the requirements of this Chapter. A Special Use Permit application shall be processed in accordance with Section 19.18.060. Furthermore, the property owner(s), owner(s), of the structure or other responsible person shall maintain in force, at all times, a sign certificate for the sign in accordance with the requirements of this Chapter.
- (2) The Special use Permit requirement set forth in Paragraph (1) is in addition to and independent of any locational provision or limitation contained in this Section. In determining whether to approve or deny a Special use Permit under this Section, the Planning Commission and City Council may consider the aesthetic impact of the sign on the area and all other aspects of the sign's compatibility with the surrounding area, including the existence or nonexistence of other signage in the area.
- (3) Building wrap signage which incorporates off-premise messages, as described in Section 19.14.XXX, shall require the approval of a Special Use Permit. Building wrap signage shall be exempt from the separation and distance requirements, right-of-way setback requirements, size limitations, and height limitations set forth herein, and shall be subject to the requirements contained in Section 19.14.XXX.
- ~~(3)~~(4) In connection with the approval of a Special Use Permit under this Section, the Planning Commission or City Council may impose a time limit on the approval or require a periodic review of the sign as a condition of approval, provided that:

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- (a) In the case of a time limit, the limit is not less than three years; and
- (b) In the case of a periodic review, the review is not sooner than three years after the approval.

~~(4)~~(5) After conducting a review, the City Council may require removal of the sign if it is demonstrated that conditions in the surrounding area have changed in such a manner that the sign no longer meets the standards established in Section 19.18.060(L).

- 2. Title 19.14 is hereby amended to add a new section, to be entitled “Building Wrap Signage,” as follows below:

Title 19.14.XXX BUILDING WRAP SIGNAGE

(A) BUILDING WRAP SIGN DEFINED

A large-format sign, consisting of an image printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods. A building wrap sign may also include an electronic message unit that otherwise meets the provisions of this Section.

(B) GENERAL PROVISIONS

- (1) Building wrap signage shall be limited to properties where there is a Gaming Establishment, Non-Restricted use with an active business license.
- (2) Building facades on which the building wrap signage is to be located shall have a minimum height of 50 feet.

(C) LOCATIONAL PROVISIONS

- (1) Building wrap signage is limited to the following locations:
 - (a) The Downtown Centennial Plan Overlay District, as defined in Section 19.06.060, except as otherwise excluded herein.
 - (b) Outside of the Downtown Centennial Plan Overlay District, building wrap signage may be permitted for any property with a Gaming Establishment, Non-Restricted use which directly abuts the rights-of-way of Interstate 15, Interstate 515 or the U.S. 95 freeways except as otherwise excluded herein.

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(2) Building wrap signage shall not be permitted within the following areas:

- (a) The Las Vegas Boulevard Scenic Byway Overlay District, as defined in Section 19.06.140; and
- (b) The Off-Premise Sign Exclusionary Zone, as defined in Section 19.14.100.

(D) DIMENSIONAL AND OTHER STANDARDS

(1) Minimum area. Building wrap signage shall have a minimum area of 2,400 square feet.

(2) Maximum area. None.

(3) Maximum height. Building wrap signage shall not extend above the roof or parapet of the building to which it is attached. Building wrap signage shall be located a minimum height of 15 feet above the grade of the abutting sidewalk or the average finished grade of the subject property, whichever is greater.

(4) Maximum Projection. Building wrap signage shall not project more than two feet from the facade of the building to which it is attached.

(5) Maximum number. One building wrap sign is permitted per building elevation, not to exceed a maximum of four building wrap signs per property.

(6) Orientation.

(a) Downtown Centennial Plan Overlay District: Building wrap signage may be oriented in any direction.

(b) Outside of the Downtown Centennial Plan Overlay District: Building wrap signage shall only be located on the building elevation that is most directly parallel to the freeway which abuts the property.

(7) Illumination.

(a) Building wrap signage may be illuminated internally or externally.

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- (b) Building wrap signage located within the boundaries of the Downtown Casino Overlay District and the Downtown Entertainment Overlay District, as defined in Title 19.06, shall be exempt from the requirement for 75% neon illumination.
- (c) Illuminated building wrap signage shall be subject to the Residential Protection Standards contained in Section 19.14.070.

(E) REVIEW AND APPROVAL PROCEDURES

- (1) Certificate Required. All building wrap signage shall require the approval of a sign certificate. No building wrap signage shall be installed unless a sign certificate has been obtained.
- (2) Downtown Centennial Plan Overlay District. Within the boundaries of the Downtown Centennial Plan Overlay District, applications for building wrap signage shall be submitted to the Planning & Development Department for review and approval by the Downtown Design Review Committee (DDRC). The DDRC shall not have the ability approve waivers from the dimensional standards and location provisions contained herein.
- (3) Off-Premise Messages. Building wrap signage that is to be utilized for off-premise messages shall require the approval of a Special Use Permit in accordance with the procedures listed in Section 19.14.100(B), in addition to the approval procedures listed above. Building wrap signage with off-premise messages shall be exempt from the separation and distance requirements, right-of-way setback requirements, size limitations, and height limitations set forth in Section 19.14.100.

3. Title 19.20.020 is hereby amended to add the following definitions as follows:

Title 19.20.020 WORDS AND TERMS DEFINED

Building Wrap Sign. A large-format sign, consisting of an image printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods. A building wrap sign may also include an electronic message unit that otherwise meets the provisions of this Section.

Building Façade. That portion of any exterior elevation on the building extending from grade to top of the parapet, wall, or eaves and the entire width of the building elevation.

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**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a request to amend Title 19.14 and Title 19.20 to define standards for building wrap signage. This signage is proposed to be permitted only in conjunction with non-restricted gaming facilities

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
08/28/08	The Planning Commission recommended approval of TXT-26651, which proposed the creation of a new district within the Downtown Centennial Plan, and would have allowed the installation of building wrap signage within the new district. The text amendment was stricken from the 11/05/08 City Council agenda.

ANALYSIS

The amendment as proposed would create a new type of sign called “building wrap signage,” which is defined as large-format signage that is affixed or adhered to a building façade. The new sign type would be limited to properties with an active Non-Restricted Gaming license.

The following table summarizes the proposed requirements for building wrap signage:

Location:	Requirements
Where permitted:	• Downtown Centennial Plan: All Non-Restricted Gaming properties • Outside Centennial Plan: Non-Restricted Gaming properties w/ direct freeway frontage only
Exclusions:	• Not permitted in the Scenic Byway Overlay • Not permitted in the Off-Premise Sign Exclusionary Zone
Dimensional Standards:	Requirements
Minimum qualifications:	• 50’ building height minimum
Minimum sign area:	• 2,400 SF
Maximum sign area:	• None

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Maximum height:	• Cannot extend above roof/parapet • Must be minimum of 15' above grade
Maximum #:	• 1 per building facade
Projection:	• 2' max from building facade
Orientation	• Centennial Plan: No orientation requirements • Outside Centennial Plan: Signage may be located on freeway façade only
Illumination:	Requirements
Illumination	• Internal or external illumination permitted • Exempt from neon illumination requirement in Downtown Casino Overlay District
Approval Process:	Requirements
Downtown Casino Overlay District	• Building wrap signage must be reviewed by the DDRC (Downtown Design Review Committee)
All other areas	• Sign certificate only
Off-premise advertising	• SUP required • Separation, size & other billboard limitations not applied

FINDINGS

The proposed text amendment will achieve the following:

- Establish
- The sign type is restricted to the Downtown Centennial Plan area and limited areas along freeways, thereby reducing impacts to single-family neighborhoods;

NOTICES MAILED

NEWSPAPER ONLY

APPROVALS

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PROTESTS

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