

AGENDA MEMO

PLANNING COMMISSION MEETING DATE: NOVEMBER 18, 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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DEPARTMENT: PLANNING AND DEVELOPMENT
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** 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 that incorporates off-premise messages, as described in Section 19.14.XXX, shall require the approval of a Special Use Permit. However, building wrap signage that incorporates off-premise messages shall be exempt from the following requirements for off-premise signage:
 - (a) Size limitations, as listed in subsection 19.14.100(C)(4);
 - (b) Separation requirements, as listed in subsection 19.14.100(C)(5);
 - (c) Height limitations, as listed in subsection 19.14.100(C)(7) and (C)(8); and
 - (d) Right-of-way setback requirements, as listed in subsection 19.14.100(C)(9).

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~~(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:

- (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 19.14.100(C) is hereby amended to prohibit building wrap signage and free-standing off-premise (billboard) signage on the same parcel:

Title 19.14.100 OFF-PREMISE SIGNS

(C) LOCATIONAL PROVISIONS

(12) No off-premise sign shall be allowed on a parcel where building wrap signage has been approved and/or is currently in place.

- 3. 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.

(B) GENERAL PROVISIONS

(1) Building wrap signage shall be limited to buildings occupied by commercial uses. Building wrap signage shall not be located on multifamily residential buildings or mixed-use buildings with a residential component.

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- (2) Building wrap signage shall only be permitted on buildings with a minimum height of ten stories and a minimum gross floor area of 200,000 square feet.
- (3) Building wrap signage shall not be permitted on any parcel where there is an existing off-premise sign.

(C) LOCATIONAL PROVISIONS

- (1) Building wrap signage shall only be permitted in the C-1 and C-2 zoning districts.
- (2) Building wrap signage shall not be permitted within the Off-Premise Sign Exclusionary Zone, as defined in subsection 19.14.100(E).

(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 parcel, except as otherwise limited herein.
- (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 not be oriented towards any adjacent "R"-zoned residential properties.

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(7) Illumination.

- (a) Building wrap signage may be illuminated internally or externally.
- (b) Building wrap signage located within the boundaries of the Downtown Casino Overlay District, the Downtown Entertainment Overlay District or the Scenic Byway 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.

4. 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.

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 in the C-1 and C-2 zoning districts. The signage is proposed to be permitted only in conjunction with commercial buildings that have a minimum height of ten stories and a minimum floor area of 200,000 square feet.

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.
10/21/10	TXT-38353 was scheduled to be heard by the Planning Commission at their meeting of 10/21/10, but was held in abeyance for 30 days as minor modifications to the text amendment were required.

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 buildings in the C-1 and C-2 zoning districts that are occupied solely by commercial uses and meet minimum height and square footage requirements.

The minimum threshold requirements assist in limiting the number of buildings that would qualify for building wrap signage, thereby reducing the potential impact of the signage. Building wrap signage would not be permitted within the Off-Premise Sign Exclusionary Zone, which is defined generally as the area west of Rainbow Boulevard and north of Sahara Avenue, encompassing the western and northwestern areas of the city. This further assists in reducing the impact of the proposed signage.

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As there are also concerns that building wrap signage has the potential to impact residential neighborhoods, several protections have been put in place. First, building wrap signage may not be located on a building elevation that directly faces a residential zoning district. Secondly, any lighting used in conjunction with building wrap signage must adhere to the same Residential Protection Standards as applies to any other sign types within the city. It should also be noted that building wrap signage shall not be permitted on multifamily residential towers or mixed-use buildings with residential units.

The following table is offered as a comparison of the proposed building wrap signage regulations with the building wrap signage regulations for Clark County and Los Angeles:

Requirements	City of Las Vegas	Clark County	Los Angeles
Minimum requirements:	• Min. of 10 stories/ 200,000 SF • Limited to buildings with commercial uses only	• None	• Must participate in signage reduction program
Where permitted:	• C-1 and C-2 districts	• All zones/districts where wall signage is permitted	• Only in specific plan area districts • May be allowed elsewhere by development agreement
Exclusions:	• Not permitted where off-premise signage is already located on property • Not permitted in Off-Premise Sign Exclusionary Zone	• None	• Not permitted where off-premise signage or solid panel roof sign is located on property
Minimum sign area:	• 2,400 SF	• None	• 1,200 SF
Maximum sign area:	• None	• 80 SF/first 20,000 SF of lot area • 40 SF/each 20,000 SF of add'l lot area	• As approved through review
Maximum height:	• Cannot extend above roof/parapet • Must be minimum of 15' above grade	• H-1 zone: No maximum; letter height limited to 8'-10' • All other zones: No maximum; letter height limited to 4'-6'	• Topmost portion of sign shall not be greater than 150' above grade
Maximum #:	• 1 per building elevation	• H-1 zone: Unlimited; businesses in hotel limited to 100 SF per business • All other zones: Unlimited	• 2 per building
Maximum projection:	• 2' max from building face	• 3' max from building face	• No limitation

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Requirements	City of Las Vegas	Clark County	Los Angeles
Orientation:	- Centennial Plan: No orientation requirements - All other areas: Cannot be oriented towards residential districts	May not face residential unless separated by a street	Images cannot be viewed at the same time from any one location
Illumination:	- Internal or external - Neon not required in downtown overlay districts	Illumination permitted	Not permitted
Approval:	- Downtown overlay districts: DDRC - All other areas: Sign certificate only	- BCC as a result of Design Review - Non-Design Review Sign Certificate	Project permit compliance review
Off-premise messages:	- SUP required - Separation, size and other billboard limitations not applied	Allowed at same location or within same commercial complex as existing licensed/ permitted use conducting the promotion	Special events only

FINDINGS

The proposed text amendment will achieve the following:

- Establish standards for building wrap signage within certain areas of the city;
- Restrict the signage to buildings in commercial districts that meet minimum height and square footage requirements, limiting the possibility for excessive building wrap signage;
- Building wrap signage with off-premise messages must be approved through the Special Use Permit process for consistency with existing off-premise sign regulations; and
- Lighting and orientation restrictions are in place to reduce impacts to residential neighborhoods.

NOTICES MAILED

NEWSPAPER ONLY

APPROVALS

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PROTESTS

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