

ITEM  
#32

**TXT-38353**

## Building Wrap Signage

Definition:

- Large-format signage
- Printed on vinyl, mesh
- With or without text
- Adhered/affixed to wall



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**TEXT-38353**

## **Building Wrap Signage**

Minimum Requirements:

- 10 stories/200,000 SF
- Commercial uses only
- No existing off-premise signage

Where Permitted:

- C-1, C-2 Districts

Exclusions:

- Off-Premise Sign Exclusionary Zone

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**TEXT-38353**

## **Building Wrap Signage**

Residential Protection:

- Cannot be oriented towards adjacent residential districts
- Residential adjacency lighting restrictions

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**TEXT-38353**

## **Building Wrap Signage**

### **Standards:**

- No more than 1 per elevation/4 per property
- Size – 2,400 SF
- Cannot extend above roof/beyond walls
- Min. 15' above grade
- Cannot extend more than 2' from face of building

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**TEXT-38353**

## **Building Wrap Signage**

Off-Premise Messages:

- Requires SUP
- Separation, size limit, other billboard standards not applied

**To:** Flinn Fagg **From:** Rod Carter  
**Fax:** 384-1397 **Pages:** 1  
**Phone :** **Date:** 11/18/2010  
**Re:** Clear Channel Outdoor/ Patrick Smith **CC:**

☐ Urgent ☒ For Review ☐ Please Comment **Please Reply**

Flinn,

On behalf of Clear Channel Outdoor, we look forward to working with you on setting up a "stakeholder" meeting regarding TXT-38353 "Building Wrap Signage." We have some questions and small concerns that staff may be able to clear up in a meeting with the stakeholders. It is my understanding Ms. Fretwell was in communication with you after my conversation with her yesterday.

If you should have any questions, please contact me on my cell at (702) 581-5201 or Rod Carter of Clear Channel Outdoor will be at the meeting tonight.

Please include this as part of the public record of TXT-38353.

Respectfully,

Patrick Smith  
phone: 702.581.6201  
e-mail: [patrick@smithnevada.com](mailto:patrick@smithnevada.com)  
9811 W. Charleston Blvd., # 2-858  
Las Vegas, NV 89117

Submitted at Planning Commission

Date 11/18/10 Item 32

**KAEMPFER**

**CROWELL**

**KAEMPFER CROWELL RENSHAW  
GRONAUER & FIORENTINO**

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November 18, 2010

**VIA HAND DELIVERY**

City of Las Vegas Planning Commission  
c/o City of Las Vegas Planning & Development  
400 Stewart Avenue  
Las Vegas, NV 89101

**Re: Item #32 (TXT-38353)**

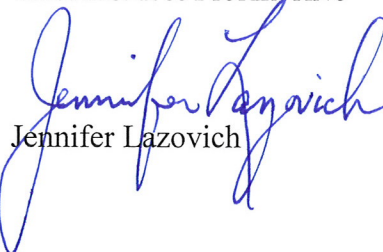
Chairman Truesdell,

Please be advised, this office represents Lamar Outdoor Advertising ("Lamar"). On behalf of Lamar, we are submitting this letter as it relates to consideration of TXT-38353. Since this ordinance pertains to allowing building wrap signage that can, by definition, advertise off-premise advertising, we would like the opportunity to meet with the City to discuss the details of this text amendment in more detail. To our knowledge, we have not been invited to any meetings with the City seeking the input of the off-premises advertising industry as it relates to this text amendment. In the past, the City has always sought input from the industry that would be impacted by any proposed ordinance. Therefore, please let us know if there will be a meeting with outdoor industry representatives to discuss this proposed text amendment.

Thank you for your consideration of this request.

Sincerely,

KAEMPFER CROWELL RENSHAW  
GRONAUER & FIORENTINO

  
Jennifer Lazovich

JJL/sfm

Submitted at Planning Commission

Date 11/18/2010 Item 32