



AGENDA MEMO - PLANNING

PLANNING COMMISSION MEETING DATE: NOVEMBER 8, 2011

DEPARTMENT: PLANNING

ITEM DESCRIPTION: APPLICANT/OWNER: CITY OF LAS VEGAS

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

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
TXT-43463	Staff has NO RECOMMENDATION.	N/A

**** PROPOSED AMENDMENT ****

- Title 19.10.190 is hereby amended as follows:

Title 19.10.190 SS-O SUPERGRAPHIC SIGNAGE OVERLAY DISTRICT

(A) Purpose and Intent

- The purpose of the Supergraphic Signage Overlay District is to provide for the establishment of areas within the City where Supergraphic Signage may be located. In addition to the establishment of the overlay district boundaries, this Section is intended to provide regulations in regards to time, place and manner applicable to Supergraphic Signage.

(B) Boundaries

There is hereby created the Supergraphic Signage Overlay District, whose boundaries are depicted in the map that appears below.



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(C) General Provisions

(1) Supergraphic signage:

(a) Shall be limited to occupied buildings on parcels owned by any of the following units of government:

(i) City of Las Vegas;

(ii) Clark County; and

(iii) State of Nevada.

(b) Must be integrated with the architectural features and fenestration of the building to which it is affixed.

(2) No variance, waiver, or other exception to any provision of Subparagraph (a) above may be granted.

(3) A sign certificate may be withheld for supergraphic signage for any building that is not occupied, unless the reason for non-occupancy is the completion of tenant improvements for which an active building permit exists.

(D) Locational Provisions. Supergraphic signage shall be permitted only within the boundaries of the Supergraphic Signage Overlay District.

(E) Dimensional and Other Standards

(1) Minimum area. Supergraphic signage shall have a minimum area of 1,000 square feet.

(2) Maximum area. None.

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

(4) Maximum projection. Supergraphic signage shall not project more than 5 feet from the façade of the building to which it is attached. Any projection from the building façade that extends over the public right-of-way may be subject to the approval of an encroachment agreement.

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- (5) Maximum number. A maximum number of three supergraphic signs may be permitted per parcel, with no more than one supergraphic sign per building elevation.
 - (6) Orientation. To reduce impacts to residential properties, supergraphic signage shall not be oriented towards any adjacent "R"-zoned residential properties.
 - (7) Illumination.
 - (a) Supergraphic signage may be illuminated externally. External fixtures shall be shielded so that the light source is not directly visible from adjacent properties or the public rights-of-way; lighting shall be focused directly on the supergraphic signage and shall not extend to adjacent buildings or properties.
 - (b) Supergraphic 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 LVMC Chapter 19.10, shall be exempt from the requirements for animation or neon illumination.
 - (8) Maintenance. Supergraphic signage shall be maintained in compliance with all building codes and with the requirements of this title at all times. Supergraphic signage that is faded, torn, ripped, or any similar state of deterioration shall be removed, repaired, or replaced.
 - (9) Removal Upon Notice. Supergraphic signage is subject to removal, and a sign certificate therefore may be revoked, when the building to which the signage is attached has remained unoccupied for a period of three months. For purposes of the preceding sentence, a building shall be deemed unoccupied if its only use is for storage or for displaying supergraphic signage. Such signage shall be removed upon notice to do so from the Department. If the signage is not removed with the time period established by the Department, the City may cause the signage to be removed and assess the costs thereof against the sign owner or the property in accordance with LVMC Chapter 9.04.
- (F) Review and Approval Procedures
- (1) Certificate Required. All supergraphic signage shall require the approval of a sign certificate. No supergraphic signage shall be installed unless a sign certificate has been obtained.

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- (2) Master Sign Plan Required. Approval of a Master Sign Plan application, in accordance the requirements listed in LVMC 19.16.270, shall be required for all supergraphic signage. The Master Sign Plan shall illustrate how the supergraphic signage will be integrated with the architectural features of the subject building, and with any other types of existing or future signage proposed for the site.
- (3) Signage in Certain Overlay Districts. Applications for supergraphic signage within the Downtown Casino Overlay District, the Downtown Entertainment Overlay District and the Las Vegas Boulevard Scenic Byway District, as defined in LVMC Chapter 19.10, shall be reviewed by the Downtown Design Review Committee (DDRC) prior to the approval of a Master Sign Plan or any associated Special Use Permit applications. The DDRC shall not have the ability to approve waivers from the dimensional standards and locational provisions contained in this Section.
- (4) Off-Premise Messages. In addition to the approval procedures listed in this Paragraph, supergraphic signage that is to be utilized for off-premise messages shall be subject to the Special Use Permit procedures and standards set forth in Section 19.12.120(B), including the provisions of Section 19.12.120(B)(3).

Title 19.20.020 WORDS AND TERMS DEFINED

Adjacent. With respect to a particular property, refers to being separated from that property only by one of the following:

- (1) A common property line or lot line; or
- (2) A public or private street, access easement or other right-of-way (other than a freeway or arterial), where the properties so separated are directly across from each other.

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.

Supergraphic Sign. A large-format sign, consisting of an image printed on vinyl, mesh or other material with or without written text, that is supported by and attached to a building wall by an adhesive, stranded cable and eye-bolts, other similar materials or methods, or any combination thereof. Such a sign typically features a single product or idea, with an emphasis on graphic or pictorial representations.

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**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a request to amend Title 19.10 to create a Supergraphic Signage Overlay District, which would allow the installation of large-format signage on properties owned by units of government. The proposed amendment would not allow large-format signage on commercial or private property; a separate text amendment may be prepared at a later date to allow Supergraphic Signage for commercial or private property under certain conditions.

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 (supergraphic) signage within the new district. The text amendment was stricken from the 11/05/08 City Council agenda.
01/25/11	TXT-38353, which established standards for supergraphic signage within the Downtown Centennial Plan area, was stricken by the Planning Commission and replaced with TXT-40334. Planning Commission recommended approval of TXT-40334 with modifications.
07/05/11	Bill No. 2011-25 (TXT-40334) was stricken by City Council. Staff was directed to work with a stakeholder group to reach consensus on supergraphic signage regulations and return with a new text amendment.

ANALYSIS

The amendment as proposed would create a new type of sign called “Supergraphic,” 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 an overlay district and that are owned by units of government.

As there are also concerns that Supergraphic 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 Supergraphic signage must adhere to the same Residential Protection Standards as applies to any other sign types within the city.

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In addition to location and residential adjacency regulations, this amendment will provide for height, number of signs per parcel, minimum size requirements and other dimensional standards.

Applications for all supergraphic signage will be processed the same as a Master Sign Plan. In addition, supergraphic signage which is for off-premise advertising will be processed as both a Master Sign Plan Application and a Special Use Permit Application.

FINDINGS

The proposed text amendment is intended to achieve the following:

- Establish standards for supergraphic signage for government entities within the boundaries of a signage district;
- Requires the approval of a Master Sign Plan application so as to review the integration of the signage with the building design;
- Restrict building wrap signage to buildings with commercial uses that meet minimum height and square footage requirements, limiting the possibility for excessive signage;
- Require approval of a Master Sign Plan application for supergraphic signage to adequately review the character and integration of the proposed signage and any potential impacts to adjacent properties;
- Require approval of a Special Use Permit for Off-premise supergraphic signage.

Overall this text amendment will provide for regulations of supergraphic signage in regards to time, place and manner. The following table summarizes the proposed standards:

Supergraphic Signage	Standard
Purpose:	• To establish an overlay district and to provide appropriate time, place and manner standards
Minimum requirements:	• Limited to occupied buildings on property owned by the city of Las Vegas, Clark County or the State of Nevada
Where permitted:	• Within the new overlay district only
Minimum sign area:	• 1,000 SF
Maximum sign area:	• None
Maximum height:	• Cannot extend above roof/parapet • Must be minimum of 15' above grade
Maximum #:	• 1 per building elevation/3 maximum per parcel
Maximum projection:	• 5' max from building face
Orientation:	• Cannot be oriented towards residential districts
Illumination:	• External only; no spillover permitted • Neon not required in downtown overlay districts
Approval:	• Master Sign Plan required • Downtown overlay districts require DDRC review

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Off-premise messages:	• SUP required
Maintenance:	• Faded/torn/ripped must be removed or replaced
Time Limit/Review Period	• For off-premise signage a time limit or review period may be established as a part of the SUP otherwise, none
Definitions	• Introduces a definition for “Adjacent,” “Building Façade” and “Supergraphic Sign”

NOTICES MAILED

NEWSPAPER ONLY

APPROVALS

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PROTESTS

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