

AMENDMENT TO BILL NO. 2011-25

Las Vegas City Council – Recommending Committee

May 17, 2011

Submitted on behalf of Boyd Gaming Corporation

[Language in *green, bold, italics* is new. Language between red brackets ~~[omitted material]~~ is deleted.]

Purpose of Amendments

1. Prohibit off-premise advertising in conjunction with building wraps.
2. Expand the definition of “on-premise sign” for the purpose of building wraps to include the advertising of goods and services sold online by an establishment whose primary business is the sale of goods and services via the internet.
3. Expire all building wrap approvals after one-year unless reviewed and approved by the City Council at a public hearing.

Proposed Amendments

Amend Section 1 of Bill No. 2011-25, 19.08.120(H)(4)(b) & (d), as follows:

(b) Master Sign Plan Required. Approval of a Master Sign Plan application, in accordance with the requirements listed in LVMC 19.16.270, shall be required for all building wrap signage. The Master Sign Plan shall illustrate how the building wrap signage will be integrated with the architectural features of the site. *All approvals shall be subject to expiration one year from the date of approval unless extended for one additional year by the City Council upon review and a public hearing.*

~~[(d) Off-Premise Messages. In addition to the approval procedures listed in this Paragraph (4), building wrap 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).]~~ *On-Premise Messages. In addition to the definition of On-Premise Signs provided in 19.18.020, building wraps may include advertising or announcing any place, product, goods, services, idea or statement sold via the internet by an establishment located at or on the lot, same site, or within the same Master Sign Plan area where the sign is erected or placed, provided that the primary business of the establishment is the online retail sale of such place, product, goods, services, idea or statement.*

Amend Section 2 of Bill No. 2011-25, 19.10.160(C)(3), as follows:

(3) Off-premise Signs. ~~[Except as otherwise provided in this Paragraph (3),]~~ ~~[Off-premise]~~ ~~off-premise~~ signs are not permitted within the Las Vegas Boulevard Scenic Byway Overlay District.

Submitted At Meeting
5-17-2011
Date
Item 4 By Russell Rowe

~~[Building wrap signage with off-premise messages may be permitted on buildings within the Las Vegas Boulevard Scenic Byway Overlay District in accordance with LVMC 19.08.120(H); provided, however, that no such signage shall be permitted on any building elevation that directly fronts or is parallel to Las Vegas Boulevard.]~~

Amend Section 3 of Bill No. 2011-25, 19.12.120(B)(1) as follows:

(1) Except as otherwise provided in Subsections (F) and (G) of this Section, a Special Use Permit is required for all off-premise signs ~~[, including building wrap signage with an off-premise message,]~~ prior to the construction, placement, erection or modification of the sign in accordance with the requirements of this Title. A Special Use Permit application shall be processed in accordance with Section 19.16.110. 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 Title.

Amend Section 4 of Bill No. 2011-25, 19.12.120(C)(13) as follows:

(C) Locational and Size Provisions.

~~[(13) Building wrap signage that incorporates an off-premise message is exempt from the following requirements pertaining to off-premise signs:~~

- ~~(a) The size limitations set forth in Paragraph (4) of this Subsection (C);~~
- ~~(b) The separation requirements set forth in Paragraph (5) of this Subsection (C);~~
- ~~(c) The height limitations set forth in Paragraphs (7) and (8) of this Subsection (C);~~
- ~~(d) The right-of-way setback requirements set forth in Paragraph (9) of this~~

~~Subsection (C); and~~

~~(e) Any provision of Subsection (D) of this Section that cannot be made to apply to building wrap signage or that is intended to apply to freestanding sign structures only, as determined by the Director.]~~

Amend Bill No. 2011-25 by adding thereto a new language to 19.18.020 as follows:

On-Premise Sign. *Except as otherwise provided in 19.08.120(H)(4)(d),* ~~[Any]~~ **any** sign advertising or announcing any place, product, goods, services, idea or statement whose subject is available or located at or on the lot, same site, or within the same Master Sign Plan area where the sign is erected or placed.

Submitted By:

Russell M. Rowe, Esq.

Griffin Rowe Nave, LLP

Mobile: (702) 884-5014

Email: rrowe@thecapitolcompany.com