



Agenda Item No.: 4.

DEPARTMENT: CITY ATTORNEY
DIRECTOR: BRADFORD R. JERBIC

☐ Consent ☒ Discussion

SUBJECT:
Bill No. 2011-25 For Possible Action: Authorizes building wrap signs within the Downtown Centennial Plan Overlay District, and establishes standards and procedures relating to such signs. Sponsored by Mayor Oscar E. Goodman

Fiscal Impact

☐ No Impact ☐ Augmentation Required
☐ Budget Funds Available

Amount:

Funding Source:

Dept./Division:

PURPOSE/BACKGROUND:

This bill will authorizes building wrap signs within the Downtown Centennial Plan Overlay District, and establish standards and procedures relating to such signs. The bill sets forth dimensional, locational and other standards, as well as the circumstances and procedures under which such signs may be used for both on-premise and off-premise messages.

RECOMMENDATION:

FORWARDED to Full Council with No Recommendation pursuant to the 5/17/2011 Recommending Committee Meeting. REFERRED back to Recommending Committee Meeting from the 6/15/2011 City Council Meeting.

First Reading 5/4/2011; First Publication 5/19/2011

BACKUP DOCUMENTATION:

Bill No. 2011-25

Motion made by STAVROS S. ANTHONY to Strike

Passed For: 2; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

RICKI Y. BARLOW, STAVROS S. ANTHONY; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-None)

Minutes:

By way of reading the item, COUNCILMAN BARLOW declared the Public Hearing open.

FLINN FAGG, Director of Planning, stated that requests for abeyance had been received from the Resort Gaming Group and Boyd Gaming. MR. FAGG indicated that the bill would die on July 18, 2011, unless adopted by the City Council prior to that date.

RECOMMENDING COMMITTEE MEETING OF: JULY 5, 2011

COUNCILMAN ANTHONY asked MR. FAGG's opinion on allowing the bill to die, and MR. FAGG stated he would be happy to do as the sponsor likes. MR. FAGG also confirmed for the Councilman that he had not received a response from the sponsor regarding allowing the bill to die.

ATTORNEY RUSSELL ROWE, on behalf of Boyd Gaming, stated that they had submitted a letter requesting an abeyance and understood that the bill would die in the interim. They are committed to working with the conditions as is JEFF VICTOR, Fremont Street Experience Board, with whom he has been exchanging emails on the matter.

JIM SPANGOLA, Nevada Resort Association, also requested the bill be held in abeyance with the knowledge that it will die. They are working with the County regarding some of the issues including those effecting Las Vegas Boulevard, and they are committed to completing this bill to the satisfaction of all involved. He also stated that he would prefer to see this revisited in the latter part of July or August.

JOHN LELEU, World Market Center, sees the abeyance as a bill killer and is in favor of the bill moving forward with the condition that future discussion can be held.

ATTORNEY MAREN PARRY, Richard Spahn, representing E! Media, stated that although her clients were not part of the initial drafting of this bill, it would significantly impact the contract they are currently working on. They would like to see it held in abeyance for further discussion.

COUNCILMAN BARLOW received confirmation from CITY CLERK BEVERLY K. BRIDGES that if the bill is not voted on at the City Council Meeting on Wednesday, July 6, 2011, it will die.

COUNCILMAN ANTHONY stated his support of the bill, but would not oppose allowing the bill to die in order to allow all parties the opportunity to hold further discussion and reword the bill.

COUNCILMAN BARLOW stated for the record, that while he is not opposed to building wraps he is opposed to off-premise signage and feels that the level of content needs to be controlled in order to maintain building aesthetics throughout the city of Las Vegas. He would like to see that included in the verbiage or he would not be in favor.

CHIEF DEPUTY CITY ATTORNEY VAL STEED informed the Committee that they can either hold the bill in abeyance or allow it to die, but recommended forwarding this item to the City Council with a recommendation to strike for the Council's vote.

COUNCILMAN BARLOW stated that the Council has already spoken by sending it back before the Committee.

RECOMMENDING COMMITTEE MEETING OF: JULY 5, 2011

COUNCILMAN ANTHONY received clarification from CHIEF DEPUTY CITY ATTORNEY VAL STEED that if the recommendation is to strike the bill, it will be die upon action taken by the City Council to strike. The Councilman stated he would like MR. FAGG to meet with the appropriate people for further discussion in order to bring the bill back.

By way of reading the next item, COUNCILMAN BARLOW declared the Public Hearing closed.

