

1 **BILL NO. 2011-25**

2 **ORDINANCE NO. _____**

3 AN ORDINANCE TO AUTHORIZE BUILDING WRAP SIGNS WITHIN THE DOWNTOWN
4 CENTENNIAL PLAN OVERLAY DISTRICT, TO ESTABLISH STANDARDS AND
5 PROCEDURES RELATING TO SUCH SIGNS, AND TO PROVIDE FOR OTHER RELATED
6 MATTERS.

6 Sponsored by: Mayor Oscar B. Goodman

Summary: Authorizes building wrap signs
7 within the Downtown Centennial Plan Overlay
8 District, and establishes standards and
9 procedures relating to such signs.

9 THE CITY COUNCIL OF THE CITY OF LAS VEGAS DOES HEREBY ORDAIN
10 AS FOLLOWS:

11 SECTION 1: Title 19, Chapter 8, Section 120, of the Municipal Code of the City of
12 Las Vegas, Nevada, 1983 Edition, is hereby amended by adding thereto a new subsection, designated
13 as Subsection (H), reading as follows:

14 (H) Building Wrap Signage

15 (1) General Provisions

16 (a) Building wrap signage:

17 (i) Shall be limited to completed buildings occupied by one or more
18 commercial uses, and shall not be located on multifamily residential buildings or mixed-use buildings
19 with a residential component.

20 (ii) Shall be limited to buildings with a minimum height of 10 stories and
21 a minimum gross floor area of 200,000 square feet.

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

24 (b) No variance, waiver, or other exception to any provision of Subparagraphs (i)
25 and (ii) of Subparagraph (a) above may be granted.

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

1 (2) Locational Provisions. Building wrap signage shall be permitted only within the
2 boundaries of the Downtown Centennial Plan Overlay District, as described in LVMC 19.10.110.

3 (3) Dimensional and Other Standards

4 (a) Minimum area. Building wrap signage shall have a minimum area of 2,400
5 square feet.

6 (b) Maximum area. None.

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

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

14 (e) Maximum number. A maximum of 3 building wrap signs may be permitted
15 per parcel, with no more than one building wrap sign per building elevation.

16 (f) Orientation.

17 (i) Las Vegas Boulevard Scenic Byway Overlay District. Building wrap
18 signage for properties within the boundaries of the Las Vegas Boulevard Scenic Byway Overlay
19 District shall not be permitted on any building elevation that directly fronts or is parallel to Las Vegas
20 Boulevard.

21 (ii) All other districts. Building wrap signage may be oriented in any
22 direction.

23 (iii) Residential protection standards. To reduce impacts to residential
24 properties, building wrap signage shall not be oriented towards any adjacent "R"-zoned residential
25 properties.

26 (g) Illumination.

27 (i) Building wrap signage may be illuminated externally. External fixtures
28 shall be shielded so that the light source is not directly visible from adjacent properties or the public

1 rights-of-way; lighting shall be focused directly on the building wrap signage and shall not extend to
2 adjacent buildings or properties.

3 (ii) Building wrap signage located within the boundaries of the Downtown
4 Casino Overlay District, the Downtown Entertainment Overlay District or the Scenic Byway Overlay
5 District, as defined in LVMC Chapter 19.10, shall be exempt from the requirements for animation or
6 neon illumination.

7 (h) Maintenance. Building wrap signage shall be maintained in compliance with
8 all building codes and with the requirements of this Title at all times. Building wrap signage that is
9 faded, torn, ripped, or any similar state of deterioration shall be removed, repaired, or replaced.

10 (i) Removal Upon Notice. Building wrap signage is subject to removal, and a sign
11 certificate therefor may be revoked, when the building to which the signage is attached has remained
12 unoccupied for a period of 3 months. For purposes of the preceding sentence, a building shall be
13 deemed unoccupied if its only use is for storage or for displaying building wrap signage. Such signage
14 shall be removed upon notice to do so from the Department. If the signage is not removed within the
15 time period established by the Department, the City may cause the signage to be removed and assess
16 the costs thereof against the sign owner or the property in accordance with LVMC Chapter 9.04.

17 (4) Review and Approval Procedures

18 (a) Certificate Required. All building wrap signage shall require the approval of
19 a sign certificate. No building wrap signage shall be installed unless a sign certificate has been
20 obtained.

21 (b) Master Sign Plan Required. Approval of a Master Sign Plan application, in
22 accordance with the requirements listed in LVMC 19.16.270, shall be required for all building wrap
23 signage. The Master Sign Plan shall illustrate how the building wrap signage will be integrated with
24 the architectural features of the subject building, and with any other types of existing or future signage
25 proposed for the site.

26 (c) Signage in Certain Overlay Districts. Applications for building wrap signage
27 within the Downtown Casino Overlay District, the Downtown Entertainment Overlay District and the
28 Las Vegas Boulevard Scenic Byway District, as defined in LVMC Chapter 19.10, shall be reviewed

1 by the Downtown Design Review Committee (DDRC) prior to the approval of a Master Sign Plan or
2 any associated Special Use Permit applications. The DDRC shall not have the ability to approve
3 waivers from the dimensional standards and locational provisions contained in this Section.

4 (d) Off-Premise Messages. In addition to the approval procedures listed in this
5 Paragraph (4), building wrap signage that is to be utilized for off-premise messages shall be subject
6 to the Special Use Permit procedures and standards set forth in Section 19.12.120(B), including the
7 provisions of Section 19.12.120(B)(3).

8 SECTION 2: Title 19, Chapter 10, Section 160, Subsection (C), of the Municipal
9 Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as follows:

10 (C) Sign Standards

11 (1) Relationship to Other Provisions. Except as otherwise modified, required or prohibited
12 by this Section, all signage within the Las Vegas Boulevard Scenic Byway Overlay District shall be
13 governed by and subject to:

14 (a) All applicable standards and procedures in this Title;

15 (b) All applicable standards and procedures in LVMC Chapter 19.10 [and] that
16 govern the Downtown Centennial Plan Overlay District, for properties that are located within the
17 district;

18 (c) All applicable standards and procedures in LVMC Chapter 19.10 that govern
19 the Downtown Entertainment Overlay District, for properties that are located within that district; and

20 (d) The review and approval procedures set forth in Subsection (D) of Section
21 19.10.100, irrespective of where in the Las Vegas Boulevard Scenic Byway Overlay District the
22 signage will be located.

23 (2) Illumination. [For any development within the Las Vegas Boulevard Scenic Byway
24 Overlay District, at least 75% of the total sign surface areas for that development] Except as otherwise
25 provided in LVMC 19.08.120(H) with respect to building wrap signage, at least 75% of the total sign
26 surface areas for any particular development within the Las Vegas Boulevard Scenic Byway Overlay
27 District (excluding awning signs) must consist of illuminated signage, in the form of neon signs,
28 animated signs, or a combination thereof.

1 (3) Off-premise Signs. Except as otherwise provided in this Paragraph (3), [Off-premise]
2 off-premise signs are not permitted within the Las Vegas Boulevard Scenic Byway Overlay District.
3 Building wrap signage with off-premise messages may be permitted on buildings within the Las Vegas
4 Boulevard Scenic Byway Overlay District in accordance with LVMC 19.08.120(H); provided,
5 however, that no such signage shall be permitted on any building elevation that directly fronts or is
6 parallel to Las Vegas Boulevard.

7 (4) Maintenance. The owner and operator of each sign are jointly and severally
8 responsible for ensuring that appropriate sign maintenance occurs and that damaged or nonfunctional
9 signs and lighting are promptly repaired and made functional.

10 SECTION 3: Title 19, Chapter 12, Section 120, Subsection (B), of the Municipal
11 Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as follows:

12 (B) Special Use Permit Required

13 (1) Except as otherwise provided in Subsections (F) and (G) of this Section, a Special Use
14 Permit is required for all off-premise signs, including building wrap signage with an off-premise
15 message, prior to the construction, placement, erection or modification of the sign in accordance with
16 the requirements of this Title. A Special Use Permit application shall be processed in accordance with
17 Section 19.16.110. Furthermore, the property owner(s), owner(s), of the structure or other responsible
18 person shall maintain in force, at all times, a sign certificate for the sign in accordance with the
19 requirements of this Title.

20 (2) The Special Use Permit requirement set forth in Paragraph (1) is in addition to and
21 independent of any locational provision or limitation contained in this Section. In determining
22 whether to approve or deny a Special use Permit under this Section, the Planning Commission and
23 City Council may consider the aesthetic impact of the sign on the area and all other aspects of the
24 sign's compatibility with the surrounding area, including the existence or nonexistence of other
25 signage in the area.

26 (3) In connection with the approval of a Special Use Permit under this Section, the
27 Planning Commission or City Council may impose a time limit on the approval or require a periodic
28 review of the sign as a condition of approval, provided that:

- 1 (a) In the case of a time limit, the limit is not less than three years; and
2 (b) In the case of a periodic review, the review is not sooner than three years after
3 the approval.

4 (4) After conducting a review, the City Council may require removal of the sign if it is
5 demonstrated that conditions in the surrounding area have changed in such a manner that the sign no
6 longer meets the standards established in Section 19.16.110(L).

7 SECTION 4: Title 19, Chapter 12, Section 120, Subsection (C), of the Municipal
8 Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as follows:

9 (C) Locational and Size Provisions.

- 10 (1) No off-premise signs shall be erected in the public right-of-way.
11 (2) No off-premise sign certificate of any kind shall be issued for an existing or proposed
12 sign unless the sign is consistent with all requirements of this Title (including those protecting existing
13 signs).

14 (3) Except as provided in Paragraph (12) below, off-premise signs are permitted in the C-1,
15 C-2, C-M and M Zoning Districts only.

16 (4) No off-premise sign shall have a surface area greater than 672 square feet, except that
17 an embellishment of not to exceed five feet above the regular rectangular surface of the sign may be
18 added if the additional area contains no more than 1288 square feet. Any embellishment may include
19 lettering, text, numerals or images, but only to the extent that such items do not exceed fifty percent
20 of any linear side of the sign.

21 (5) Off-premise signs which are within 660 feet of the right-of-way and which can be read
22 from Interstate 15, US 95 from the north city limits to the Oran K. Gragson Highway, the Oran K.
23 Gragson Highway or Interstate 515 shall be no closer than 750 feet (measured along the highway
24 frontage) to any other off-premise sign along the same frontage. Each side of the highway shall be
25 considered a separate frontage. The sign and all other off-premise signs not oriented toward the same
26 highway shall be no closer than 300 feet in any direction to any other off-premise sign, wherever
27 located, including an off-premise sign that is situated outside the corporate boundaries of the City.

28 (6) The distance to and from a sign shall be measured with reference to the point on the

1 ground that is directly beneath the center of the sign structure.

2 (7) Off-premise signs which are within 660 feet of the right-of-way and which can be read
3 from Interstate 15, US 95 from the north city limits to the Oran K. Gragson Highway, the Oran K.
4 Gragson Highway or Interstate 515 shall not be higher than 40 feet except as provided in
5 Subparagraphs (a) and (b) below. The height shall be measured from the grade at the point of
6 construction to the top of the sign. The display surface shall not be higher than 30 feet nor wider than
7 60 feet.

8 (a) An off-premise sign within 150 feet of the right-of-way line of an elevated
9 freeway or highway to which it is oriented may be erected 30 feet above the elevation of the elevated
10 roadway surface nearest the sign.

11 (b) An off-premise sign within 150 feet of the right-of-way line of any freeway or
12 highway to which it is oriented which, at a height of 40 feet, will have a significant portion of its
13 display surface obscured from view from the travel lanes of the freeway or highway may be increased
14 to a maximum of 55 feet when authorized by the City Council.

15 (8) All other off-premise signs shall be no higher than 40 feet from grade at the point of
16 construction, except that an off-premise sign within 60 feet of the right-of-way line of the street to
17 which it is oriented which, at a height of 40 feet, will have a significant portion of its display surface
18 obscured from view from the travel lanes of the street may be increased to a maximum of 55 feet when
19 authorized by the City Council.

20 (9) Off-premise signs shall not be located closer than 10 feet to the right-of-way line of a
21 freeway nor closer than 50 feet to the intersection of the present or future rights-of-way of any two
22 public roads, streets or highways.

23 (10) No off-premise sign shall be erected or maintained within 660 feet of the nearest travel
24 lanes of the Summerlin Parkway from Station 499 + 78 to Station 601 + 30.

25 (11) No off-premise sign shall be allowed within 300 feet from the nearest property line of
26 a lot in the U Zoning District or any R Zoning District.

27 (12) An off-premise sign may be permitted in the C-V District if in each case the parcel or
28 use is operated or controlled by an agency of local, state or federal government, or by any fraternal,

1 veteran, civic or service organization.

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

4 (a) The size limitations set forth in Paragraph (4) of this Subsection (C);

5 (b) The separation requirements set forth in Paragraph (5) of this Subsection (C);

6 (c) The height limitations set forth in Paragraphs (7) and (8) of this Subsection (C);

7 (d) The right-of-way setback requirements set forth in Paragraph (9) of this
8 Subsection (C); and

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

12 SECTION 5: Title 19, Chapter 16, Section 270, Subsection (B), Paragraph (1), of the
13 Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as
14 follows:

15 (1) A Master Sign Plan shall be submitted and approved before any on-premises signage may be
16 installed [for the following:] as:

17 (a) [Any] Signage for any non-residential project with a site larger than 15 net acres; [or]

18 (b) [Any] Signage for any non-restricted gaming establishment[.]; or

19 (c) Building wrap signage.

20 SECTION 6: Title 19, Chapter 18, Section 20, of the Municipal Code of the City of
21 Las Vegas, Nevada, 1983 Edition, is hereby amended by adding thereto, at the appropriate locations,
22 the following terms, together with their corresponding definitions:

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

25 (1) A common property line or lot line; or

26 (2) A public or private street, access easement or other right-of-way (other than a freeway
27 or arterial), where the properties so separated are directly across from each other.

28 **Building Façade.** That portion of any exterior elevation of a building extending from grade to top

1 of the parapet, wall, or eaves, together with the entire width of the building elevation.

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

7 SECTION 7: For purposes of Section 2.100(3) of the City Charter, LVMC 19.08.120,
8 19.10.160, 19.12.120, 19.16.270 and 19.18.020 are deemed to be subchapters rather than sections.

9 SECTION 8: If any section, subsection, subdivision, paragraph, sentence, clause or
10 phrase in this ordinance or any part thereof is for any reason held to be unconstitutional or invalid or
11 ineffective by any court of competent jurisdiction, such decision shall not affect the validity or
12 effectiveness of the remaining portions of this ordinance or any part thereof. The City Council of the
13 City of Las Vegas hereby declares that it would have passed each section, subsection, subdivision,
14 paragraph, sentence, clause or phrase thereof irrespective of the fact that any one or more sections,
15 subsections, subdivisions, paragraphs, sentences, clauses or phrases be declared unconstitutional,
16 invalid or ineffective.

17 SECTION 9: All ordinances or parts of ordinances or sections, subsections, phrases,
18 sentences, clauses or paragraphs contained in the Municipal Code of the City of Las Vegas, Nevada,
19 1983 Edition, in conflict herewith are hereby repealed.

20 PASSED, ADOPTED and APPROVED this _____ day of _____, 2011.

21 APPROVED:

22
23 By _____
OSCAR B. GOODMAN, Mayor

24 ATTEST:

25 _____
BEVERLY K. BRIDGES, MMC
City Clerk

26 APPROVED AS TO FORM:
27 Val Steed 4-20-11
28 _____
Date

1 The above and foregoing ordinance was first proposed and read by title to the City Council on the
2 _____ day of _____, 2011, and referred to the following committee composed of
3 _____ and _____ for recommendation;
4 thereafter the said committee reported favorably on said ordinance on the _____ day of
5 _____, 2011, which was a _____ meeting of said Council; that at said
6 _____ meeting, the proposed ordinance was read by title to the City Council
7 as first introduced and adopted by the following vote:

8 VOTING "AYE": _____
9 VOTING "NAY": _____
10 ABSENT: _____

12 APPROVED:

14 By _____
OSCAR B. GOODMAN, Mayor

15 ATTEST:
16 _____
17 BEVERLY K. BRIDGES, MMC
City Clerk

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