



AGENDA MEMO - PLANNING

PLANNING COMMISSION MEETING DATE: AUGUST 14, 2012

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-46047	Staff recommends APPROVAL.	n/a

** PROPOSED AMENDMENT **

1. Title 19.16.270(B), "Master Sign Plan – Applicability," is hereby amended to read as follows:

B. Applicability

1. A Master Sign Plan shall be submitted and approved before any on-premise signage may be installed for the following:

- a. Any nonresidential project with a site larger than 15 net acres; or
- b. Any non-restricted gaming establishment not otherwise subject to review of signage by the Downtown Design Review Committee (DDRC).

2. A Master Sign Plan may be submitted for any development or property not otherwise required to submit a Master Sign Plan to accomplish one or more of the following:

- a. To establish the requirements and limitations ~~for signs located in the Gaming and Downtown Overlay districts, and~~ for signs relating to uses that are not regulated elsewhere in this Title and that are located on property in the Planned Community and Planned Development districts;-
- b. To establish requirements and limitations for signs in a specific development that are more restrictive than would otherwise be required by this Title; or

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- c.** To satisfy a condition or requirement imposed by the Planning Commission or City Council.

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**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a request to amend LVMC 19.16.270(B) related to Master Sign Plans (MSP) by revising the applicability of requiring a Master Sign Plan for non-restricted gaming projects within the Downtown Centennial Plan Overlay (DCP-O) District and to provide for other related matters.

ANALYSIS

Pursuant to Subsection (B) of Section 19.16.270, MSP applications are required to be submitted and approved for any non-restricted gaming establishment prior to any signage being installed. The Subsection also indicates that a MSP application may be submitted to establish requirements and limitation for signs located within the “Gaming and Downtown Overlay districts.”

Signage within the DC-O (Downtown Casino Overlay), DE-O (Downtown Entertainment Overlay) and SB-O (Las Vegas Boulevard Scenic Byway Overlay) Districts, including signage for non-restricted gaming establishments within the overlay, must be reviewed and approved according to criteria established in various Sections of Chapter 19.10 by the Downtown Design Review Committee (DDRC). The submission and review of a MSP in addition to the DDRC requirements is onerous and not in keeping with the City’s efforts to streamline processes while maintaining consistency regarding the health, safety and welfare of the community.

FINDINGS

The proposed text amendment will achieve the following:

- Clarify that the applicability of the MSP requirements for non-restricted gaming establishments is intended for establishments outside the area which require review by the DDRC.
- Remove provisions for requiring a MSP within the DCP-O where the DDRC has been established to review signage for much of the plan area and specific standards are already a part of the Downtown Centennial Plan.

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The following table summarizes all proposed changes:

Code Requirements	Existing Regulations	Proposed Regulations
19.16.270(B)(1)(a)	Requires a MSP for non-restricted gaming establishments	Adds a clarifying statement that the MSP requirement is intended for non-restricted gaming establishments outside areas that fall under the DDRC's purview
19.16.270(B)(2)	Allows for a MSP to establish limitations and requirements for signs within the Gaming and Downtown Overlay Districts	Deletes this portion of the text

NOTICES MAILED

NEWSPAPER ONLY

APPROVALS

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PROTESTS

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