



Las Vegas

Agenda Item No.: 5.

**AGENDA SUMMARY PAGE**  
**RECOMMENDING COMMITTEE MEETING OF: APRIL 16, 2013**

**DEPARTMENT:** CITY ATTORNEY  
**DIRECTOR:** BRADFORD R. JERBIC

Consent  Discussion

**SUBJECT:**

Bill No. 2013-16 - For Possible Action - Authorizes supergraphic signage within the Downtown Centennial Plan Overlay District, and establishes standards and procedures relating thereto. (TEXT-47630) Bill authored by Councilman Steven D. Ross

**Fiscal Impact**

No Impact  Augmentation Required  
 Budget Funds Available

**Amount:**

**Funding Source:**

**Dept./Division:**

**PURPOSE/BACKGROUND:**

This bill will authorize supergraphic signage within the Downtown Centennial Plan Overlay District, and establish standards and procedures relating thereto. The bill results from input and collaboration from various stakeholders and interested parties brought together over an extended period of time. The bill attempts to balance the various competing interests in a way that provides a level of benefit and comfort to all concerned.

**RECOMMENDATION:**

This bill should be submitted to a Recommending Committee for review, hearing and recommendation to the City Council for final action.

**BACKUP DOCUMENTATION:**

Bill No. 2013-16

Motion made by BOB COFFIN to Approve as Do Pass as a First Amendment

Passed For: 2; Against: 1; Abstain: 0; Did Not Vote: 0; Excused: 0

BOB COFFIN, BOB BEERS; (Against-RICKI Y. BARLOW); (Abstain-None); (Did Not Vote-None); (Excused-None)

Minutes:

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

DOUG RANKIN, Planning Manager, stated that this bill is the result of numerous stakeholder meetings. He briefly discussed the components of the bill and clarified for COUNCILMAN BARLOW that properties located on Las Vegas Boulevard must meet Scenic Byway requirements.

## RECOMMENDING COMMITTEE MEETING OF: APRIL 16, 2013

COUNCILMAN BARLOW received confirmation from MR. RANKIN that R1 zoned properties cannot display super graphic signage and added that there are very few properties with R1 zoning.

COUNCILMAN COFFIN received clarification from MR. RANKIN on the time limit imposed by the bill. Due to the fact that the City is unable to control the content of the signs, COUNCILMAN COFFIN voiced his preference to shorten the length of time that signs can be displayed.

TERRY MURPHY, representing Block Gaming, explained for COUNCILMAN BARLOW that the three-year time limit was a compromise borne out of countless meetings and the future cost-benefit ratios realized by those businesses that would be affected by this bill.

In response to COUNCILMAN COFFIN and BEERS, MR. RANKIN explained that all signs displayed within the city are subject to a one-time fee of 50 cents per square foot. DEPUTY CITY ATTORNEY VAL STEED added that the Title 16 fee is separate from any structural or construction fees, and is in addition to the master sign fee.

MR. RANKIN confirmed for COUNCILMAN BEERS that once the sign fee is paid, the business will not pay a new sign fee if they are changing content, but they would be subject to a new fee if they are changing the size or construction of the sign.

MR. RANKIN stated that the three year review was in keeping with time limits for billboards and will keep all signage reviews consistent.

COUNCILMAN ROSS, sponsor of the bill, provided a brief history of the stakeholders meetings and countless hours that were invested in the draft of this bill. It is important to recognize that the businesses have difficulty creating business models when subject to one year reviews. He reminded the Committee that all sign reviews must come before the City Council for approval.

ATTORNEY RUSSELL ROWE, representing Boyd Gaming, voiced his client's preference to see the bill move forward in its current form. He discussed the efforts of all involved to reach a compromise after significant negotiations.

ATTORNEY JENNIFER LAZOVICH, representing Lamar Advertising, thanked FLINN FAGG for his work and expressed her amazement that this bill has finally reached this point. They support the bill in its current form and are not asking for a shorter review period.

COUNCILMAN BARLOW announced that this bill will be eligible for adoption on May 1, 2013.

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

