

1 **BILL NO. 2013-16**

2 **ORDINANCE NO. \_\_\_\_\_**

3 AN ORDINANCE TO AUTHORIZE SUPERGRAPHIC SIGNAGE WITHIN THE DOWNTOWN  
4 CENTENNIAL PLAN OVERLAY DISTRICT, ESTABLISH STANDARDS AND PROCEDURES  
RELATING THERETO, AND PROVIDE FOR OTHER RELATED MATTERS.

5 Sponsored by: Councilman Steven D. Ross

Summary: Authorizes supergraphic signage  
6 within the Downtown Centennial Plan Overlay  
District, and establishes standards and  
7 procedures relating thereto.

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

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

13 H. Supergraphic Signage

14 1. General Provisions.

15 a. Supergraphic signage is permitted within the City, but only within the  
16 boundaries of the Downtown Centennial Plan Overlay District, as described in LVMC 19.10.110, and  
17 only in accordance with this Subsection (H).

18 b. Supergraphic signage shall be limited to buildings occupied by one or more  
19 commercial uses, and shall not be located on multifamily residential buildings, mixed-use buildings  
20 with a residential component, or unoccupied buildings of any kind.

21 c. Supergraphic signage shall be limited to buildings or building towers with a  
22 minimum height of 9 stories and a minimum gross floor area of 120,000 square feet.

23 d. Supergraphic signage may not include off-premise messages and is limited to  
24 on-premise messages that identify, announce or advertise the specific principal business operations  
25 or attractions that are housed on the premises of the building to which the signage is attached.

26 e. No standard contained in this Paragraph (1) or in Paragraph (2) below may be  
27 waived or an exception or variance therefrom granted.

28 2. Dimensional and Other Standards

- 1           a.       Minimum area. Supergraphic signage shall have a minimum area of 1,500  
2 square feet.
- 3           b.       Maximum area. None.
- 4           c.       Maximum height. Supergraphic signage shall not extend above the roof or  
5 parapet of the building to which it is attached. Supergraphic signage shall be located a minimum  
6 height of 15 feet above the grade of the abutting sidewalk or the average finished grade of the subject  
7 property, whichever is greater.
- 8           d.       Maximum projection. Supergraphic signage (as well as any supporting  
9 structure) shall not project more than 5 feet from the façade of the building to which it is attached.  
10 Any projection from the building façade that extends over the public right-of-way may be subject to  
11 the approval of an encroachment agreement.
- 12           e.       Maximum number. A maximum of 3 supergraphic signs may be permitted per  
13 qualifying building or building tower, with no more than one supergraphic sign per building or  
14 building tower elevation.
- 15           f.       Illumination.
- 16           i.       Supergraphic signage may be illuminated externally. Lighting fixtures  
17 used for external illumination shall be shielded so that the light source is not directly visible from  
18 adjacent properties or the public rights-of-way. Lighting shall be focused directly on the supergraphic  
19 signage and shall not extend to adjacent buildings or properties.
- 20           ii.       Supergraphic signage located within the boundaries of the Downtown  
21 Casino Overlay District, the Downtown Entertainment Overlay District or the Scenic Byway Overlay  
22 District, as defined in LVMC Chapter 19.10, shall be exempt from the requirements for animation or  
23 neon illumination.
- 24           iii.       Supergraphic signage utilizing LED illumination shall be limited to  
25 static images that change no more frequently than once every 6 seconds. Such illumination shall  
26 adjust brightness automatically in response to changes in surrounding light levels so as not to be  
27 unreasonably bright. At no time shall the brightness of LED illumination exceed 300 nits.  
28 Illumination shall also be subject to all applicable Federal and State standards that govern the

1 illumination of signs near Federal and State highways and that are more restrictive than the limitation  
2 set forth in the preceding sentence.

3 g. Orientation.

4 i. Las Vegas Boulevard Scenic Byway Overlay District. Supergraphic  
5 signage for properties within the boundaries of the Las Vegas Boulevard Scenic Byway Overlay  
6 District shall not be permitted on any building elevation that directly fronts or is parallel to Las Vegas  
7 Boulevard.

8 ii. All other districts. Supergraphic signage may be oriented in any  
9 direction unless otherwise specifically restricted in connection with the approval of a Master Sign Plan  
10 or the issuance of a sign certificate.

11 iii. Residential protection standards. To reduce impacts to residential  
12 properties, supergraphic signage shall not be oriented towards any adjacent "R"-zoned residential  
13 properties.

14 h. Maintenance. Supergraphic signage shall be maintained in compliance with  
15 all building codes and with the requirements of this Chapter at all times. Supergraphic signage that  
16 is faded, torn, ripped, or any similar state of deterioration shall be removed, repaired, or replaced  
17 within 30 days after written notice from the City to do so. Supergraphic signage that has been  
18 determined by the building official to be a safety hazard shall be repaired or removed within 72 hours  
19 after notice from the City to do so.

20 3. Review and Approval Procedures

21 a. Certificate Required. All supergraphic signage shall require the approval of a  
22 sign certificate. No supergraphic signage shall be installed unless a sign certificate has been obtained.

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

28 c. Signage in Certain Overlay Districts. Applications for supergraphic signage

1 within the Downtown Casino Overlay District, the Downtown Entertainment Overlay District and the  
2 Las Vegas Boulevard Scenic Byway District, as defined in LVMC Chapter 19.10, are exempt from  
3 review by the Downtown Design Review Committee (DDRC).

4 SECTION 2: Title 19, Chapter 10, Section 100, Subsection (C), Paragraph (6), of the  
5 Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as  
6 follows:

7 6. Except with respect to supergraphic signage that is permitted in accordance with LVMC  
8 19.08.120(H), [All] all new signage located within the Sub-district shall incorporate exposed neon,  
9 LED, animation, or any combination thereof, in at least 50% of the total surface area of such signage,  
10 excluding awning signs.

11 SECTION 3: Title 19, Chapter 10, Section 100, Subsection (D), of the Municipal  
12 Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended by adding thereto a new  
13 paragraph, designated as Paragraph (8), reading as follows:

14 8. Notwithstanding the provisions of this Subsection (D), supergraphic signage within the DC-O  
15 District is exempt from review by the DDRC.

16 SECTION 4: Title 19, Chapter 10, Section 120, Subsection (E), of the Municipal  
17 Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as follows:

18 E. Signage Standards

19 Except as otherwise provided in LVMC 19.10.160(C)(2) with respect to properties located within the  
20 SB-O Las Vegas Boulevard Scenic Byway Overlay District, and except with respect to supergraphic  
21 signage that is permitted in accordance with LVMC 19.08.120(H), all new signage shall incorporate  
22 exposed neon, LED, animation, or any combination thereof, in at least 50% of the total surface area  
23 of such signage.

24 SECTION 5: Title 19, Chapter 10, Section 120, Subsection (F), of the Municipal  
25 Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as follows:

26 F. Review and Approval Procedures (General)

27 Except as otherwise provided in this Subsection (F), any application for development within the  
28 Downtown Entertainment Overlay District shall be processed in accordance with the normal review

1 and approval processes set forth in LVMC Chapter 19.16. Any application for new signage shall be  
2 processed in accordance with the procedures described in Subsection (D) of LVMC 19.10.100. The  
3 provisions of LVMC 19.10.100(D)(8) shall apply to supergraphic signage within the DE-O District.

4 SECTION 6: Title 19, Chapter 10, Section 160, Subsection (C), Paragraph (1) of the  
5 Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as  
6 follows:

7 1. Relationship to Other Provisions. Standards governing signs located within the boundaries  
8 of the SB-O District are intended to be the most restrictive. Except as otherwise modified, required  
9 or prohibited by this Section, all signage within the Las Vegas Boulevard Scenic Byway Overlay  
10 District shall be governed by and subject to:

11 a. All applicable standards and procedures in this Title; and

12 b. The review and approval procedures set forth in Subsection (D) of LVMC 19.10.100,  
13 irrespective of where in the Las Vegas Boulevard Scenic Byway Overlay District the signage will be  
14 located. The provisions of LVMC 19.10.100(D)(8) shall apply to supergraphic signage within the SB-  
15 O District.

16 For signage on properties that are not located within the boundaries of the DCP-O Downtown  
17 Centennial Plan Overlay District, DC-O Downtown Casino Overlay District or the DE-O Downtown  
18 Entertainment Overlay District, the applicable sign standards will be as set forth in LVMC  
19 19.08.120, as well as the standards set forth in Paragraphs (2) through (4) below.

20 SECTION 7: Title 19, Chapter 10, Section 160, Subsection (C), Paragraph (2) of the  
21 Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as  
22 follows:

23 2. Illumination. Except as otherwise provided in LVMC 19.08.120(H) with respect to  
24 supergraphic signage, [For] for any development within the Las Vegas Boulevard Scenic Byway  
25 Overlay District, at least 75% of the total sign surface areas for that development (excluding awning  
26 signs) must consist of illuminated signage, in the form of neon signs, animated signs, or a combination  
27 thereof. All such illuminated signs must be fully illuminated from at least one hour before dusk until  
28 one hour after dawn. [Signs] Such signs may be fully illuminated during daylight hours also.

1                   SECTION 8: Title 19, Chapter 16, Section 270, Subsection (B), Paragraph (1), of the  
2 Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as  
3 follows:

4 1. A Master Sign Plan shall be submitted and approved before any on-premises signage may be  
5 installed [for the following:] as:

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

7       b. [Any] Signage for any non-restricted gaming establishment whose signage is not  
8 otherwise subject to review by the Downtown Design Review Committee under this Title ]; or

9       c. Supergraphic signage.

10                   SECTION 9: Title 19, Chapter 16, Section 270, Subsection (D), Paragraph (2), of the  
11 Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as  
12 follows:

13 2. Conditions of Approval

14 In approving a Master Sign Plan, the Planning Commission may impose [the following] such  
15 conditions, restrictions or limitations as the Commission may determine to be necessary to meet the  
16 general purpose and intent of this Title and to ensure that the public health, safety and welfare are  
17 being maintained. Conditions of approval may include a required review after a specified period to  
18 ensure that signage actually constructed conforms to required standards and is maintained in  
19 accordance with applicable requirements. All signs in the Master Sign Plan shall:

20       a. Either conform to all standards for the zoning district in which the sign will be located,  
21 under this Title, or establish sign requirements and limitations that are more restrictive than those set  
22 forth in this Title and that are consistent with the standards and criteria set forth in the following  
23 Subparagraphs (b) through (g). Master Sign Plans may also be used to establish the requirements and  
24 limitations for signs located in the Gaming and Downtown Centennial Plan Overlay districts, and the  
25 Planned Community and Planned Development Districts;

26       b. Conform to the Residential Protection Standards set forth in this Title;

27       c. Conform to site plan and development standards regarding circulation and emergency  
28 exit patterns, parking and loading requirements and other standards related generally to the location

1 of structures within a development;

2 d. Be compatible with the architectural characteristics and spatial relationships of the  
3 buildings on which the signs are attached, and the placement of freestanding signs on the site, when  
4 considered in terms of location, scale, proportion, color, materials, and illumination;

5 e. Be professionally designed and fabricated from materials that meet the physical  
6 demands of an urban setting;

7 f. Be creative in the use of two- and three-dimensional forms, iconographic  
8 representations, illumination and graphic design, including the use of color, pattern, typography, and  
9 materials; and

10 g. Be designed as attractive and complementary features of the development[,] which it  
11 serves.

12 SECTION 10: Title 19, Chapter 16, Section 270, Subsection (D), of the Municipal  
13 Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended by adding thereto a new  
14 Paragraph (7), reading as follows:

15 7. Notwithstanding any provision of Paragraphs (2), (3) and (4) of this Subsection (D), the  
16 following shall apply to any application for a Master Sign Plan that includes supergraphic signage:

17 a. Action by the Planning Commission on the application is a recommendation only, and  
18 the application shall be forwarded to the City Council for final decision.

19 b. Any review period imposed under Paragraph (2) for the purpose of determining  
20 whether supergraphic signage continues to be appropriate at the location that is the subject of the  
21 application may not be for a period less than 3 years.

22 SECTION 11: Title 19, Chapter 18, Section 20, of the Municipal Code of the City of  
23 Las Vegas, Nevada, 1983 Edition, is hereby amended by adding thereto, at the appropriate locations,  
24 the following terms, together with their corresponding definitions:

25 **Building Façade.** That portion of any exterior elevation of a building extending from grade to top  
26 of the parapet, wall, or eaves, together with the entire width of the building elevation.

27 **Supergraphic Signage.** Large-format signage, consisting of an image printed on vinyl, mesh or other  
28 material that is supported by and attached to a building wall by means of an adhesive, stranded cable

1 and eye-bolts, other similar materials or methods, or any combination thereof. Such signage:

- 2 1. May or may not include written text;
- 3 2. May include LED panels; and
- 4 3. Typically features a single image or idea, with an emphasis on graphic or pictorial
- 5 representations.

6 SECTION 12: For purposes of Section 2.100(3) of the City Charter, LVMC 19.08.120,  
7 19.10.100, 19.10.120, 19.10.160, 19.16.270 and 19.18.020 are deemed to be subchapters rather than  
8 sections.

9 SECTION 13: 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 14: 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 \_\_\_\_\_, 2013.

21 APPROVED:

22  
23 By CAROLYN G. GOODMAN, Mayor

24 ATTEST:

25 \_\_\_\_\_  
26 BEVERLY K. BRIDGES, MMC  
City Clerk

27 APPROVED AS TO FORM:

28 Val Steed 3-19-13  
Date

1 The above and foregoing ordinance was first proposed and read by title to the City Council on the  
2 \_\_\_\_ day of \_\_\_\_\_, 2013, and referred to a committee for recommendation, the  
3 committee being composed of the following members \_\_\_\_\_  
4 \_\_\_\_\_; thereafter the said committee reported favorably on said ordinance on the  
5 \_\_\_\_ day of \_\_\_\_\_, 2013, which was a \_\_\_\_\_ meeting of said  
6 Council; that at said \_\_\_\_\_ meeting, the proposed ordinance was read by title  
7 to the City Council as first introduced and adopted by the following vote:

8 VOTING "AYE": \_\_\_\_\_

9 VOTING "NAY": \_\_\_\_\_

10 ABSENT: \_\_\_\_\_

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APPROVED:

By \_\_\_\_\_  
CAROLYN G. GOODMAN, Mayor

ATTEST:

\_\_\_\_\_  
BEVERLY K. BRIDGES, MMC  
City Clerk