

FINAL Proposed Amendments to Bill 2014-34 6.3.14

SECTION 4: Title 10, Chapter 77, Section 30, of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as follows:

10.77.030: [The provisions of Paragraph (3) of Subsection (B) of Section 10.77.020 do not apply to any special event that takes place within the boundaries of the Pedestrian Mall described in LVMC 11.68.040.]

~~(A) Within that discrete area bounded by Stewart Street, Eighth Street, Bridger Street and the Union Pacific Railroad right of way located directly west of Main Street, it is unlawful for a person to be on public property in possession of any glass or metal container which is fit or intended for beverage purposes.~~

(BA) Within that discrete area bounded by Stewart Street, Eighth Street, Bridger Street and the Union Pacific Railroad right of way located directly west of Main Street, ~~Within the discrete area described above,~~ it is unlawful for a person to open and/or consume any alcoholic beverage in any glass container, metal container or its original packaging on public property, whether sidewalks, right-of-way, buildings, the Pedestrian Mall described in LVMC 11.68.040 or otherwise.

(CB) For purposes of this section, the streets identified above as boundary lines include the entire street right-of-way and sidewalks on both sides of the street.

SECTION X: Title 6, Chapter 50, Section 475 of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended as follows:

6.50.475: A person authorized to sell alcoholic beverages at an establishment pursuant to an off-sale or package alcoholic beverage license directly adjacent to or upon a pedestrian mall:

(A) Shall not sell or otherwise distribute any single serving products containing alcohol for immediate consumption by a patron, including, but not limited to, candy, jello shots or other products containing alcohol that are not considered alcoholic beverages;

(B) Shall not sell or otherwise distribute any alcoholic beverage in a configuration other than in the manufacturers' original configuration intended for re-sale;

(C) Shall not sell or otherwise distribute any malt or beer beverage in any container with a capacity of greater than 32 liquid ounces;

(D) Shall not sell or otherwise distribute any malt or beer beverage with an alcoholic content of greater than eleven percent alcohol by volume;

(E) Shall not sell or otherwise distribute alcoholic beverages, except beer or wine in containers less than one pint, measured in the English system of weights and measures, or in quantities less than three hundred seventy-five milliliters, measured in the metric system of weights and measures;

Submitted at City Council

Date 6/4/14 Item 34

By: Brad Jurlic

(F) Shall not advertise or display any prices for alcoholic beverages within the establishment that are visible to a person standing outside of the establishment;

(G) Shall limit any advertising of alcoholic beverages for sale within the establishment to the windows of the establishment only, and such advertising shall not include the price of the alcoholic beverages so advertised;

(H) Shall limit advertising of any products upon the windows of the establishment to twenty-five percent of the total window area (as permitted by Title 19), and shall limit the advertisement of alcoholic beverages upon the windows of the establishment to forty percent of that total;

(I) Shall post a sign no lower than three feet and no higher than seven feet at each sale counter and at each entrance and exit of the establishment that states: "Alcohol purchased at this location CANNOT be consumed on the Fremont Street Experience." Such signs must:

(1) Be yellow with black lettering;

(2) At least 14 inches by 20 inches on each display of alcoholic beverages and at each sale counter in a prominent position. Font size must be a minimum of 72.

(3) At least 20 inches by 24 inches on each entrance and exit. Font size must be a minimum of 72;

(J) Shall not locate any display of alcoholic beverages inside the establishment within ten feet from any entrance or exit of the establishment;

(K) Shall not provide any means of display of alcoholic beverages, whether a barrel, a shelf, a cooler or any other means to display alcoholic beverages outside of any entrance or exit to the establishment;

(L) Shall only devote to the display of alcoholic beverages an area within the establishment which is the lesser of: 1) the area authorized by the land use entitlement for alcoholic beverage sales; or 2) 10% of its gross retail floor area[.]; and

(M) Shall place any alcoholic beverage purchased at the establishment in a bag that shall remain unopened and used to transport the unopened alcoholic beverage through the area described at LVMC 10.77.030(A).

will add "receipt will be attached
to sealed bag"