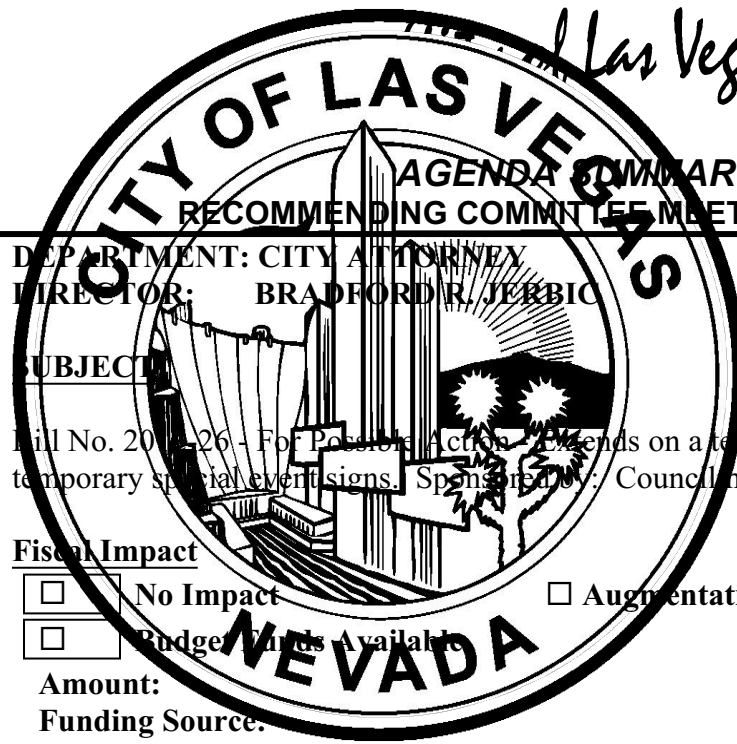




Las Vegas

Agenda Item No.: 6.

AGENDA SUMMARY PAGE
RECOMMENDING COMMITTEE MEETING OF: JUNE 19, 2012

DEPARTMENT: CITY ATTORNEY
DIRECTOR: BRADFORD R. JERBIC

☐ Consent ☒ Discussion

SUBJECT:

Bill No. 2012-26 - For Possible Action - Extends on a temporary basis the display periods for temporary special event signs. Sponsored by: Councilman Steven D. Ross

Fiscal Impact

☐

No Impact

☐ Augmentation Required

☐

Budget Funds Available

Amount:

Funding Source:

Dept./Division:

PURPOSE/BACKGROUND:

Title 19 of the Municipal Code and other planning documents generally limit the time periods for the display of temporary special event signs to 4 times in any one calendar year, with the aggregate time of display not to exceed 60 days in any one calendar year. This bill will temporarily 1) increase the display occasions to 8 times in any one calendar year (new licensees) and 6 times in any one calendar year (all others), and 2) increase the aggregate display time to 180 days per calendar year (new licensees) and 120 days (all others). The increases will expire in 2 years unless otherwise provided by future ordinance.

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. 2012-26

Motion made by BOB BEERS to Approve as Do Pass as First Amendment

Passed For: 3; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

BOB COFFIN, STEVEN D. ROSS, BOB BEERS; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-None)

Minutes:

COUNCILMAN ROSS declared the Public Hearing open.

FLINN FAGG, Director of Planning, explained that the City Council was briefed on the potentiality of extending the timeframe allowed for temporary signs and banners to be displayed. Under the current code temporary signs and banners are allowed a maximum of four times per

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year with a total display time of 60 days. The proposal is for two different timeframes. Existing businesses that have been operational for more than a year, would be allowed to display temporary signs up to six times per year for a maximum of 120 days. New businesses with a business license less than a year from the date of the sign application would be allowed eight times per year with a total of 180 days. There is a sunset provision in the language of the ordinance that essentially reverts back to the original requirements after July 1, 2014 and does not require any further action of City Council. Therefore, it would be valid for approximately two years and any sign permits for temporary signs issued after that date would go under the existing standards of four times per year and a total of display time of 60 days.

COUNCILMAN ROSS stated that as the sponsor of the bill, he found that it has been difficult for new and existing businesses to advertise and maintain a presence in the community, especially during these economic times. He appreciates staff working with him and he is aware that other Councilmembers have concerns regarding temporary signs.

COUNCILMAN COFFIN asked the purpose for having different sign periods. MR. FLINN replied that new businesses sometimes require additional advertising opportunities at the start of their new business. COUNCILMAN COFFIN opined that some even existing businesses are struggling and asked if a different standard is needed for businesses new. COUNCILMAN ROSS noted that because of the continued issues that exist in years 1, 3 and 5 with some existing businesses abusing sign privileges, this was a compromise. He is trying to make it easier for businesses to exist and be successful. COUNCILMAN ROSS asked if the bill could be amended regarding the timeframe.

COUNCILMAN BEERS agreed with COUNCILMAN COFFIN's comments that all businesses follow the same standards. COUNCILMAN ROSS stated that the bill could always be revisited at the time of sunset to see if businesses are abusing this privilege. He asked to amend the bill to include all businesses be allowed to display signs eight times per year with a total of 180 days in one calendar year. CHIEF DEPUTY CITY ATTORNEY VAL STEED verified for COUNCILMAN ROSS that the language could revert to the original bill if the other Councilmembers oppose the amendment.

TERRY MURPHY, 516 South 6th Street, verified that the change will not impact the timing of adoption of the bill.

COUNCILMAN ROSS acknowledged the receipt of an opposition letter from STEVE GEBEKE for Items 6 and 7. CHIEF DEPUTY CITY ATTORNEY STEED indicated that MR. GEBEKE'S concern was the failure to present this bill as a Text Amendment to the Planning Commission first. In the past, items of urgency or a temporary measure that will not find itself in the permanent text of Title 19 have not gone before the Planning Commission.

COUNCILMAN ROSS declared the Public Hearing closed.