



AGENDA MEMO - PLANNING

PLANNING COMMISSION MEETING DATE: February 12, 2013

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-47630	Staff has NO RECOMMENDATION.	n/a

** PROPOSED AMENDMENTS **

1.Title 19.08.120 is hereby amended by adding thereto a new Subsection (H) to read as follows:

H.Supergraphic Signage

1.Definition. A large-format wall sign used to identify the principal business(es) on the subject property. Supergraphic signs typically feature a single image or idea, with an emphasis on graphic or pictorial representations, and may or may not include written text.

2.Minimum Standards.

a.Supergraphic signage shall only be permitted within the boundaries of the Downtown Centennial Plan area, as defined in LVMC Chapter 19.10.

b.Supergraphic signage shall be limited to buildings occupied by commercial uses. Supergraphic signage shall not be located on unoccupied buildings, multifamily residential buildings, or mixed-use buildings with a residential component.

c.Supergraphic signage shall only be permitted on buildings or building towers with a minimum height of nine stories and a minimum gross floor area of 120,000 square feet.

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3. Dimensional and Other Standards.

a. Minimum area. Supergraphic signage shall have a minimum area of 1,500 square feet.

b. Maximum area. None.

c. Maximum height. Supergraphic signage shall not extend above the roof or parapet of the building to which it is attached. Supergraphic signage shall be located a minimum of 15 feet above the grade of the abutting sidewalk or the average finished grade of the subject property, whichever is greater.

d. Maximum projection. Supergraphic signage or its support structure shall not project more than five feet from the face of a building to which it is attached. Any projection from the building façade that extends over the public right-of-way may be subject to approval of an encroachment agreement.

e. Maximum number. A maximum of three supergraphic signs may be permitted per qualifying building or building tower, with no more than one supergraphic sign per building elevation.

f. Construction. Supergraphic signage may be constructed of vinyl, mesh, or other similar material. LED panels may also be utilized for supergraphic signage.

g. Illumination.

i. Supergraphic signage may be illuminated externally. Lighting fixtures used for external illumination of supergraphic signage shall be shielded so that the light source is not directly visible from adjacent properties or the public rights-of-way. Lighting shall be focused directly on the supergraphic signage and shall not extend to adjacent buildings or properties.

ii. Supergraphic signage located within the boundaries of the Downtown Casino Overlay District, the Downtown Entertainment Overlay District or the Scenic Byway Overlay District, as defined in LVMC Chapter 19.10, shall be exempt from the requirements for animation or neon illumination.

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iii. Supergraphic signage utilizing LED illumination shall be limited to static images that change no more frequently than once every six seconds and adjust brightness in response to changes in surrounding light levels so that the signs are not unreasonably bright. At no time shall the brightness exceed a level that complies with federal or state guidelines or 300 Nits, whichever is lower.

h. Orientation.

i. Las Vegas Boulevard Scenic Byway Overlay District. Supergraphic signage for properties within the boundaries of the Las Vegas Boulevard Scenic Byway Overlay District shall not be permitted on any building elevation that directly fronts or is parallel to Las Vegas Boulevard. In all other districts, supergraphic signage may be oriented in any direction unless otherwise restricted by this section.

ii. Residential districts. To reduce impacts to residential properties, supergraphic signage shall not be oriented towards any adjacent “R”-zoned properties.

i. Maintenance. Supergraphic signage shall be maintained in compliance with all building codes and with the requirements of this Chapter at all times. Supergraphic signage that is faded, torn, ripped, or in any similar state of deterioration shall be removed, repaired or replaced within 30 days upon written notice from the City. Supergraphic signs that are determined to be a safety hazard shall be repaired or removed within 72 hours upon written notice from the City.

4. Review and Approval Process for Supergraphic Signage.

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

b. Master Sign Plan required. Approval of a Master Sign Plan application, in accordance with the requirements listed in LVMC 19.16.270, shall be required for all supergraphic signage. The Master Sign Plan shall illustrate how the supergraphic signage shall be integrated with the architectural features of the subject building, and any other types of existing or future signage proposed for the site. A review period may be imposed as a condition of approval of the Master Sign Plan; however, in no case shall the review period be less than three years.

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c.Signage in certain overlay districts. Applications for supergraphic signage within the Downtown Casino Overlay District, the Downtown Entertainment Overlay District and the Las Vegas Boulevard Scenic Byway Overlay District, as defined in LVMC Chapter 19.10, shall be exempt from review by the Downtown Design Review Committee (DDRC).

d.Limited to certain types of on-premise messages. A supergraphic sign may not include off-premise messages and is limited to messages that advertise, announce or identify the principal business operations or attractions that are located on the premises of the building to which it is attached.

5.Applicability of Standards. No variance, waiver, or other exception may be granted from the minimum standards listed in this Subsection (H).

2.Title 19.10.100(C)(6), DC-O Downtown Casino Overlay District - Special Sign Standards, is hereby amended to read as follows:

6.All new signage located within the Sub-district shall incorporate exposed neon, LED, animation, or any combination thereof, in at least 50% of the total surface area of such signage, excluding awning signs. Supergraphic signage, as permitted in accordance with LVMC 19.08.120 (H), shall be exempt from the requirements for neon illumination or animation.

3.Title 19.10.120(E), DE-O Downtown Entertainment Overlay District - Sign Standards, is hereby amended to read as follows:

E.Signage Standards

Except as otherwise provided in LVMC 19.10.160(C)(2) with respect to properties located within the SB-O Las Vegas Boulevard Scenic Byway Overlay District, all new signage shall incorporate exposed neon, LED, animation, or any combination thereof, in at least 50% of the total surface area of such signage. Supergraphic signage, as permitted in accordance with LVMC 19.08.120 (H), shall be exempt from the requirements for neon or LED illumination or animation.

4.Title 19.10.160(C)(2), SB-O Las Vegas Boulevard Scenic Byway Overlay District - Sign Standards, is hereby amended to read as follows:

2.Illumination. For any development within the Las Vegas Boulevard Scenic Byway Overlay District, at least 75% of the total sign surface areas for that development (excluding awning signs) must consist of illuminated signage, in the form of neon

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signs, animated signs, or a combination thereof. All signs must be fully illuminated from at least one hour before dusk until one hour after dawn. Signs may be fully illuminated during daylight hours also. Supergraphic signage, as permitted in accordance with LVMC 19.08.120 (H), shall be exempt from the requirements for neon illumination or animation.

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

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

a. Any non-residential project with a site larger than 15 net acres; or

b. Any non-restricted gaming establishment; or

c. Any application for supergraphic signage.

6. Title 19.16.270(D)(1), Master Sign Plan - Procedures, is hereby amended to read as follows:

1. Hearing

a. General Requirements. The Planning Commission shall review a proposed Master Sign Plan within 65 days after it is properly submitted for review. The Planning Commission, in its discretion, may hold the Master Sign Plan in abeyance for good cause. Following the review, the Planning Commission shall make its recommendation to approve, approve with conditions, or deny the Master Sign Plan. The decision shall be based upon evidence that makes approval or denial of the Master Sign Plan appropriate.

b. Supergraphic signage. Master Sign Plan applications that include supergraphic signage, whether approved or denied by the Planning Commission, shall be forwarded automatically to City Council for final decision.

7. Title 19.16.270(D)(2), Master Sign Plan - Procedures, is hereby amended to read as follows:

2. Conditions of Approval

In approving a Master Sign Plan, the Planning Commission may impose the following conditions, restrictions or limitations as the Commission may determine to

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be necessary to meet the general purpose and intent of this Title and to ensure that the public health, safety and welfare are being maintained. A review period may be imposed as a condition of approval to ensure that the constructed signage conforms to required standards and is maintained in accordance with the applicable requirements; however, in no case shall the review period be less than three years. All signs in the Master Sign Plan shall:

- a. Either conform to all standards for the zoning district in which the sign will be located, under this Title, or establish sign requirements and limitations that are more restrictive than those set forth in this Title and that are consistent with the standards and criteria set forth in the following Subparagraphs (b) through (g). Master Sign Plans may also be used to establish the requirements and limitations for signs located in the Gaming and Downtown Centennial Plan Overlay districts, and the Planned Community and Planned Development Districts;
- b. Conform to the Residential Protection Standards set forth in this Title;
- c. Conform to site plan and development standards regarding circulation and emergency exit patterns, parking and loading requirements and other standards related generally to the location of structures within a development;
- d. Be compatible with the architectural characteristics and spatial relationships of the buildings on which the signs are attached, and the placement of freestanding signs on the site, when considered in terms of location, scale, proportion, color, materials, and illumination;
- e. Be professionally designed and fabricated from materials that meet the physical demands of an urban setting;
- f. Be creative in the use of two- and three-dimensional forms, iconographic representations, illumination and graphic design, including the use of color, pattern, typography, and materials; and
- g. Be designed as attractive and complementary features of the development, which it serves.

8. Title 19.18.020 is hereby amended by adding thereto, at the appropriate locations, the following:

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

Sign, Supergraphic. A large-format sign used to identify the principal business(es) on the subject property. Supergraphic signs typically feature a single image or idea, with an emphasis on graphic or pictorial representations, and may or may not include written text.

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**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a request to amend LVMC Title 19 to establish standards for Supergraphic Signage.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
08/28/08	The Planning Commission recommended approval of TXT-26651, which proposed the creation of a new district within the Downtown Centennial Plan, and would have allowed the installation of building wrap (supergraphic) signage within the new district. The text amendment was stricken from the 11/05/08 City Council agenda.
01/25/11	TXT-38353, which established standards for supergraphic signage within the Downtown Centennial Plan area, was stricken by the Planning Commission and replaced with TXT-40334. Planning Commission recommended approval of TXT-40334 with modifications.
07/05/11	Bill No. 2011-25 (TXT-40334) was stricken by City Council. Staff was directed to work with a stakeholder group to reach consensus on supergraphic signage regulations and return with a new text amendment.
11/08/11	The Planning Commission tabled TXT-43463, which proposed the creation of a new overlay district which would have allowed the installation of building wrap (supergraphic) signage on government properties. The text amendment was not un-tabled within the time provided under LVMC 19.16.010(G) and was expired.
12/10/12	The Planning Commission held this proposed amendment in abeyance to allow time for staff to address concerns related to illumination standards.

ANALYSIS

The amendment as proposed would create a new type of sign called “supergraphic,” which is defined as large-format wall sign used to identify the principal business(es) on the subject property. Such signage typically features a single image or idea, with an emphasis on graphic or pictorial representations, and may or may not include written text. The new sign type would be limited to buildings in the Downtown Centennial Plan Overlay District that meet the occupancy and height requirements.

As there are concerns that supergraphic signage has the potential to impact residential neighborhoods, supergraphic signage may not be located on a building elevation that directly faces a residential zoning district.

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In addition to location and residential adjacency regulations, this amendment will provide for height, number of signs per parcel, minimum size requirements and other dimensional standards. Applications for all supergraphic signage will be processed the same as a Master Sign Plan.

Using comments received during the public hearing processes for the previous amendments related to building wrap or supergraphic sign standards, staff worked closely with a stakeholder group to address concerns relative to the potential impacts of this type of signage. The following outlines the proposed standards:

- **Location:** Supergraphic signage will be limited to the Downtown Centennial Plan area.
- **Number of signs permitted:** A total of three supergraphic signs will be permitted per property.
- **Illumination:** External illumination may be used provided it is shielded to prevent spill-over to adjacent properties. Where an LED sign is used, brightness is limited to a luminance of 300 Nits and must be adjusted based on changing light levels.
- **Maintenance:** Supergraphic signage must be properly maintained, and any fading or damage to the sign must be repaired or the sign must be replaced or removed.
- **Approval process:** It is proposed that all supergraphic signage be approved as a Master Sign Plan application in a public hearing that must ultimately be approved by the City Council.
- **Architectural Integration:** Supergraphic signage shall be integrated with the architectural features of the building to which it is attached. This will be reviewed by the Planning Commission and City Council as part of the Master Sign Plan application.

FINDINGS

The proposed text amendment is intended to achieve the following:

- Establish standards for supergraphic signage within the boundaries of the DCP-O District;
- Requires the approval of a Master Sign Plan application by the City Council;
- Restricts supergraphic signage to buildings with commercial uses that meet minimum height requirements, limiting the possibility for excessive signage;
- Require approval of a Master Sign Plan application for supergraphic signage to adequately review the character and integration of the proposed signage and any potential impacts to adjacent properties;
- Limits supergraphic signage to certain types of on-premise messages.

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Overall this text amendment will provide for regulations of supergraphic signage in regards to time, place and manner. The following table summarizes the proposed standards:

BUILDING WRAP SIGNAGE REQUIREMENTS	
Minimum Requirements:	• Min. of 9 stories/ 120,000 SF • Limited to buildings with commercial uses only ○ Not permitted on residential buildings or mixed-use buildings with a residential component • Building must be occupied ○ Temporary special event signage may be utilized for buildings under construction
Off-Premise Messages:	• Not permitted
On-Premise Messages:	• Limited to messages that advertise principal business operations or attractions
Where Permitted:	• Downtown Centennial Plan area only
Maximum #:	• 3 supergraphic signs per building tower/no more than 1 per building elevation
Minimum Sign Area:	• 1,500 SF
Maximum Sign Area:	• None
Maximum Height:	• Cannot extend above roof/parapet • Must be minimum of 15' above grade/sidewalk
Maximum Projection:	• 5' max from building face
Orientation:	• Scenic Byway: Cannot face Las Vegas Blvd. • Cannot be oriented towards "R"-zoned properties
Illumination:	• External lighting permitted; must be shielded • LED permitted; limited to static images and 6-second cycles minimum and luminance must adjust based on ambient light with an upper brightness limit of 300 Nits
Maintenance:	• Must be removed/repaired/replaced in 30 days if not maintained • Safety issues must be corrected in 72 hours
Approval Process:	• Master Sign Plan (MSP) application required ○ MSP for Supergraphic signs must be approved by City Council • No variances or deviations permitted
Required Reviews:	• Required reviews allowed; review period may not be less than 3 years

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NEIGHBORHOOD ASSOCIATIONS NOTIFIED N/A

NOTICES MAILED NEWSPAPER ONLY

APPROVALS 0

PROTESTS 0