

Supergraphic Sign Standards

- Limits supergraphic signage to the DCP-O (Downtown Centennial Plan Overlay) District and to certain types of on-premise messages;
- Requires approval of a Master Sign Plan (MSP) application for supergraphic signage to adequately review the character and integration of the proposed signage and any potential impacts to adjacent properties (***the City Council must approve the required MSP***);
- Restricts supergraphic signage to buildings with commercial uses that meet minimum height requirements, limiting the possibility for excessive signage;

Supergraphic Sign Standards : General Standards

Supergraphic 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
Where Permitted:	• DCP-O (Downtown Centennial Plan Overlay) District only

Supergraphic Sign Standards : Message

Supergraphic Signage	Requirements
Off-Premise Messages:	• Not permitted
On-Premise Messages:	• Limited to messages that advertise principal business operations or attractions

This

- Hotel
- Restaurants
- Shops
- Amenities
- Shows

Not This

- Individual Products or Services
- Off-Premise Messages

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Supergraphic Sign Standards : Number/Size/Area

Supergraphic Signage	Requirements
Maximum # of Signs:	• 3 supergraphic signs per building tower ▪ No more than 1 per building elevation
Sign Area • Minimum • Maximum	• 1,500 SF • None
Maximum height:	• Cannot extend above roof/parapet • Must be minimum of 15' above grade/sidewalk
Maximum projection:	• 5' max. from building face

Supergraphic Sign Standards : Other Standards

Supergraphic Signage	Requirements
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 maximum of 300 Nits of brightness based on surrounding light levels
Maintenance:	• Must be removed/repaired/replaced within 30 days if not maintained • Safety issues must be corrected within 72 hours

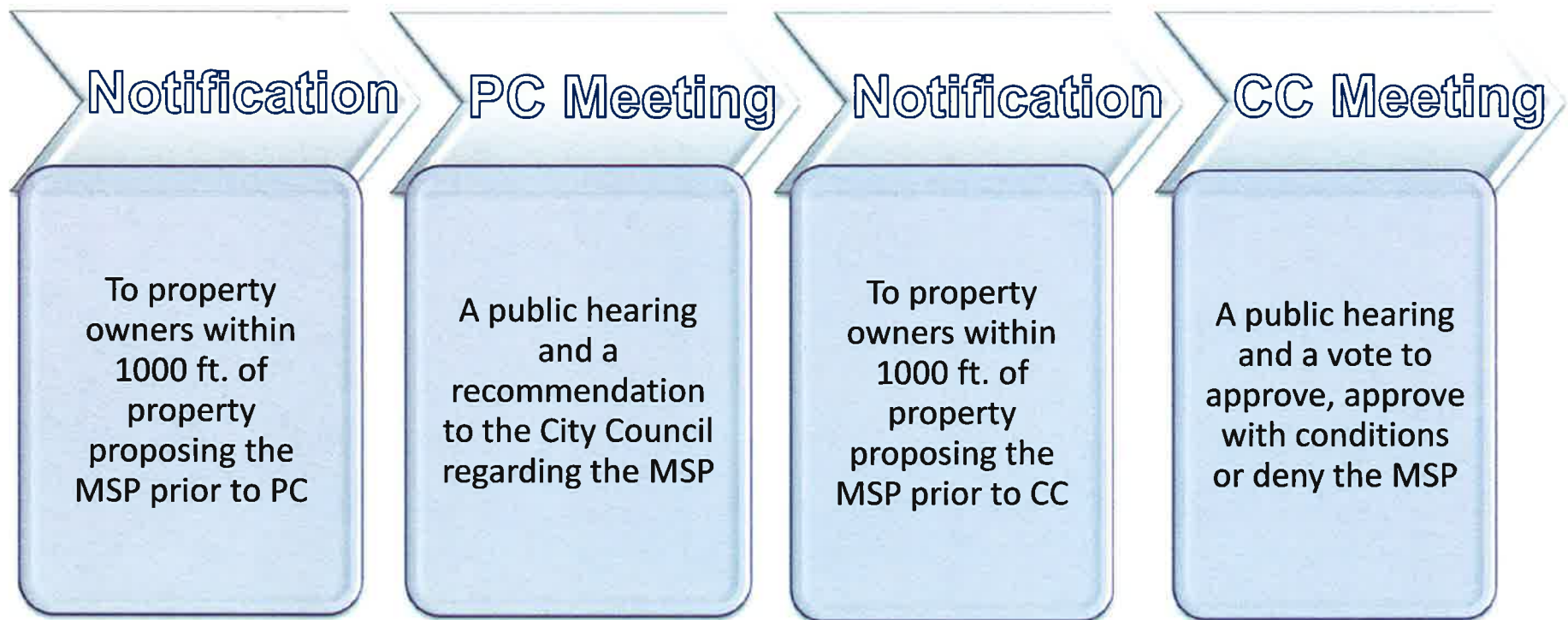
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Supergraphic Sign Standards : Approval

Supergraphic Signage	Requirements
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

Notification and Public Hearing process for a Master Sign Plan for Supergraphic Signs



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Supergraphic Signs – Orientation Example



DO THIS

Supergraphic signage doesn't
face Las Vegas Blvd.



NOT THIS

Some of the supergraphic signs
face and are parallel to Las
Vegas Blvd.

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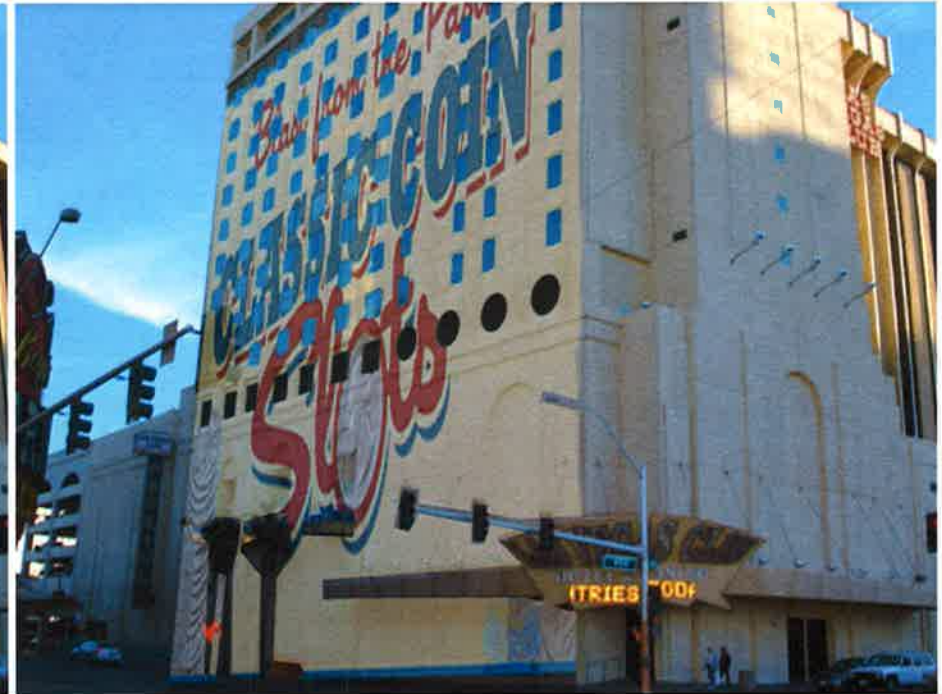
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Supergraphic Signs – Height Example



DO THIS

Signage begins well above
(>15 feet) sidewalk.



NOT THIS

Signage begins just above the
sidewalk when it has to be at
least 15 feet above the
sidewalk/grade.

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Supergraphic Signs – Max. No. of Signs Example



DO THIS

One supergraphic sign on this elevation that integrates multiple images/messages.



NOT THIS

Two supergraphic signs on this elevation when only one is permitted.

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Supergraphic Signs – Size Example



DO THIS

Supergraphic sign is well above the 1500 square foot minimum.



NOT THIS

Sign is too small. It fails to meet the minimum size requirement and is not integrated with the architecture.