



Las Vegas

Agenda Item No.: 8.

AGENDA SUMMARY PAGE
RECOMMENDING COMMITTEE MEETING OF: SEPTEMBER 4, 2018

DEPARTMENT: CITY ATTORNEY
DIRECTOR: BRADFORD R. JERBIC

Consent Discussion

SUBJECT:

Bill No. 2018-39 - For possible action. Amends LVMC 19.10.160(C) to exempt signage within the Las Vegas Boulevard Scenic Byway Overlay District from the general limitations on animated signage that prohibit full motion video. Sponsored by: Councilman Bob Coffin

Fiscal Impact

- No Impact
- Budget Funds Available
- Augmentation Required

Amount:
Funding Source:
Dept./Division:

PURPOSE/BACKGROUND:

This bill will amend LVMC 19.10.160(C) to exempt signage within the Las Vegas Boulevard Scenic Byway Overlay District from the general limitations on animated signage that prohibit full motion video. The stated intent is to allow greater flexibility in meeting the signage requirements for the Overlay District.

RECOMMENDATION:

This bill should be submitted to a Recommending Committee for review, hearing and recommendation to the City Council for final action.

BACKUP DOCUMENTATION:

1. Bill No. 2018-39
2. Submitted at Meeting Comments by Michelle Larime

Motion made by BOB COFFIN to Hold in abeyance to 10/1/2018

Passed For: 3; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0
BOB COFFIN, STAVROS S. ANTHONY, MICHELE FIORE; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-None)

Minutes:

COUNCILMAN ANTHONY declared the Public Hearing open.

ROBERT SUMMERFIELD, Planning Director, explained the proposed ordinance will provide for an exemption in the Las Vegas Boulevard Scenic Byway that will allow LED signs/changeable message unit signs to show full-motion video. Currently, all images must be static and maintain the image for a certain period of time and then transition directly to a new

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image; there cannot be any type of PowerPoint animation that fades in, etc. This exemption will allow for more flexibility in how messages are delivered on the changeable message units.

MICHELLE LARIME, Nevada Preservation Foundation (NPF), expressed concerns over the proposed amendment. While they understand there is likely the need for greater flexibility on signage in the corridor, they believe the proposed amendment will have some negative and inadvertent consequences on the Scenic Byway.

She drew attention to Vision 35, the plan that was put together through significant community input and outreach which calls out the Scenic Byway as an important cultural feature for Las Vegas. Specifically, it recommends two treatments for the Scenic Byway. The first is to treat it as a key unifying element of the Downtown Core taking measures to enhance its scenic qualities. Secondly, is to continue to encourage the protection and exhibition of neon signage along Las Vegas Boulevard to enhance its historic, nighttime and scenic qualities.

She explained the NPF saw the following as consequences resulting from the proposed change: 1) Allowing video signage will de-incentivize the restoration of neon in the corridor; 2) It will overwhelm existing neon signage and the like which existing business owners have already invested in; 3) It will significantly alter the historic character and identity of the Byway creating an environment that is no longer cohesive. This will be undesirable for tourists and residents alike.

She reiterated that they understand the environment and economy is ever-changing, and they are not specifically opposed to a sign amendment; they would just like to see some compromise. Some of those may be allowing video only in combination with other static lighted elements to further encourage the restoration of neon. The percentage of neon currently required could be reduced and the video signage would not count towards that reduced requirement of neon. Also, they would like to see some design guidelines introduced for video content so that any video content that is introduced into the corridor would have the same artistic qualities as the existing neon signage and would contribute to the existing cultural character rather than deter from it.

She asked the Committee to carefully consider the proposed changes going forward and possibly consider some of the compromises mentioned. She noted additional compromises were submitted at the Planning Commission and by the Historic Preservation Commission.

She asked that all of the information be reviewed and taken into consideration prior to moving the amendment forward as written.

COUNCILWOMAN FIORE asked COUNCILMAN COFFIN if he had those amendments to which he indicated he did not. The Councilwoman noted that her office is also working with the NPF in her ward. She asked the Councilman if he was open to what was suggested.

COUNCILMAN COFFIN responded he was not at this time. He noted one factor that was

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considered when drafting the ordinance was the risk to driver and pedestrian safety. He noted this only applied to slow-speed streets, such as Las Vegas Boulevard, not freeways or arterials. He stated he worked with the people who invested a lot of money in the signs, and they are wrapping them in neon. He thought it was kind of late for the NPF to present their concerns but stated he would work with them prior to the October 3, 2018 City Council meeting.

COUNCILWOMAN FIORE expressed her concern that all of the beautiful historical signs downtown might get overshadowed by the video signs, specifically on Las Vegas Boulevard where there are adult-oriented businesses. She wanted to make sure caution was being taken so as not to ruin the historical preservation of downtown with nakedness.

COUNCILMAN ANTHONY asked COUNCILMAN COFFIN if he was amenable to abeying this item in order to allow the NPF to talk to him personally. COUNCILMAN COFFIN asked if nudity was the main concern. COUNCILMAN ANTHONY stated it was everything MS. LARIME mentioned, and he thought this was a good opportunity for her to sit down with COUNCILMAN COFFIN.

COUNCILMAN COFFIN stated he was agreeable to abeying this to the next meeting. LUANN D. HOLMES, City Clerk, advised the full meeting would be on October 1, 2018.

COUNCILMAN ANTHONY declared the Public Hearing closed.

