

1 **BILL NO. 2018-39**

2 **ORDINANCE NO. _____**

3 AN ORDINANCE TO AMEND LVMC 19.10.160(C) TO EXEMPT SIGNAGE WITHIN THE LAS
4 VEGAS BOULEVARD SCENIC BYWAY OVERLAY DISTRICT FROM THE GENERAL
5 LIMITATIONS ON ANIMATED SIGNAGE THAT PROHIBIT FULL MOTION VIDEO, AND TO
6 PROVIDE FOR OTHER RELATED MATTERS.

6 Sponsored by: Councilman Bob Coffin

Summary: Amends LVMC 19.10.160(C) to
7 exempt signage within the Las Vegas Boulevard
8 Scenic Byway Overlay District from the general
9 limitations on animated signage that prohibit full
10 motion video.

9 THE CITY COUNCIL OF THE CITY OF LAS VEGAS DOES HEREBY ORDAIN AS
10 FOLLOWS:

11 SECTION 1: Ordinance No. 6289 and the Unified Development Code adopted as Title 19
12 of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, are hereby amended as set forth in
13 Section 2 of this Ordinance. The amendment is deemed to be an amendment to both Ordinance No. 6289
14 and the Unified Development Code adopted as Title 19.

15 SECTION 2: Title 19, Chapter 10, Section 160, Subsection (C), is hereby amended to read
16 as follows:

17 **C. Sign Standards**

18 **1. Relationship to Other Provisions.** Standards governing signs located within the boundaries of the
19 SB-O District are intended to be the most restrictive. Except as otherwise modified, required or prohibited
20 by this Section, all signage within the Las Vegas Boulevard Scenic Byway Overlay District shall be governed
21 by and subject to:

22 a. All applicable standards and procedures in this Title; and

23 b. The review and approval procedures set forth in Subsection (D) of LVMC 19.10.100, irrespective
24 of where in the Las Vegas Boulevard Scenic Byway Overlay District the signage will be located. The
25 provisions of LVMC 19.10.100(D) (8) shall apply to supergraphic signage within the SB-O District.

26 **2. Illumination.** Except as otherwise provided in LVMC 19.08.120(H) with respect to supergraphic

1 signage, for any development within the Las Vegas Boulevard Scenic Byway Overlay District, at least 75%
2 of the total sign surface areas for that development (excluding awning signs) must consist of illuminated
3 signage, in the form of neon signs, animated signs, or a combination thereof. All such illuminated signs must
4 be fully illuminated from at least one hour before dusk until one hour after dawn. Such signs may be fully
5 illuminated during daylight hours also.

6 **3. Off-premise Signs.** Off-premise signs are not permitted within the Las Vegas Boulevard Scenic
7 Byway Overlay District. No waiver or Variance from this prohibition is available.

8 **4. Maintenance.** The owner and operator of each sign are jointly and severally responsible for ensuring
9 that appropriate sign maintenance occurs and that damaged or nonfunctional signs and lighting are promptly
10 repaired and made functional.

11 **5. Exemption Regarding Animated Signs.** Signs within the Las Vegas Boulevard Scenic Byway
12 Overlay District are exempt from the requirements and limitations concerning animated signage that are set
13 forth in LVMC 19.08.120(B)(11)(a).

14 SECTION 2: For purposes of Section 2.100(3) of the City Charter, Section 19.10.160 is
15 deemed to be a subchapter rather than a section.

16 SECTION 3: The Department of Planning is authorized and directed to incorporate into
17 the Unified Development Code the amendment set forth in Section 2 of this Ordinance.

18 SECTION 4: If any section, subsection, subdivision, paragraph, sentence, clause or phrase
19 in this ordinance or any part thereof is for any reason held to be unconstitutional or invalid or ineffective by
20 any court of competent jurisdiction, such decision shall not affect the validity or effectiveness of the
21 remaining portions of this ordinance or any part thereof. The City Council of the City of Las Vegas hereby
22 declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause or phrase
23 thereof irrespective of the fact that any one or more sections, subsections, subdivisions, paragraphs,
24 sentences, clauses or phrases be declared unconstitutional, invalid or ineffective.

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SECTION 5: All ordinances or parts of ordinances or sections, subsections, phrases, sentences, clauses or paragraphs contained in the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, in conflict herewith are hereby repealed.

PASSED, ADOPTED and APPROVED this ____ day of _____, 2018.

APPROVED:

By _____
CAROLYN G. GOODMAN, Mayor

ATTEST:

LUANN D. HOLMES, MMC
City Clerk

APPROVED AS TO FORM:

Val Steed 8-1-18
Val Steed, Date
Deputy City Attorney

1 The above and foregoing ordinance was first proposed and read by title to the City Council on the ____ day
2 of _____, 2018, and referred to a committee for recommendation, the committee being
3 composed of the following members _____;
4 thereafter the said committee reported favorably on said ordinance on the ____ day of
5 _____, 2018, which was a _____ meeting of said Council; that at said
6 _____ meeting, the proposed ordinance was read by title to the City Council as first
7 introduced and adopted by the following vote:

8 VOTING "AYE": _____

9 VOTING "NAY": _____

10 ABSENT: _____

11 APPROVED:

12
13 By _____
CAROLYN G. GOODMAN, Mayor

14 ATTEST:

15 _____
16 LUANN D. HOLMES, MMC
City Clerk

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