

MICHELLE LARIME

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I'm here to express our concerns over the proposed amendment to the Scenic Byway Ordinance. While we understand that there may be a need for greater flexibility on signage within the corridor, we ~~do not~~ believe the proposed amendment will have inadvertent, negative consequences on the very thing it is supposed to protect - neon signage and the cultural identity of the corridor.

I'd like to start by calling attention to Vision 45 which identifies the scenic byway as an important feature for establishing community character and district identity. Specifically, Vision 45 recommends: (1) "Treat Las Vegas Blvd. as the key unifying element of the Downtown Core, taking measures to enhance its scenic qualities and status as a National Scenic Byway," & (2) "encourage the protection and exhibition of neon signage along Las Vegas Blvd., thereby enhancing its historic and nighttime scenic qualities." (pg. 93)

Submitted At Meeting

Date 9/4/18 Item 8

by Michelle Larime

Specifically, we see the following possible consequences resulting from the proposed change:

- Allowing video will de-incentivize the restoration of neon in the corridor
- New video signage will overwhelm existing neon signage & the like in the corridor
- New video signage will alter the existing character & identity of the byway, creating an environment that is no longer ^{cohesive &} desirable for tourists & residents alike

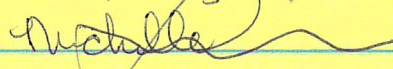
We do understand that our environment & economy are ever changing and we are amenable to allowing greater flexibility of signage in the scenic byway. Some possible compromises are:

- Allow video only in combination w/ other, static lighted elements
- Reducing the percentage of neon required and not allowing video to count towards this neon requirement
- Introduce design guidelines for video content ensuring that new video signage will have the same artistic qualities as the existing neon & will contribute rather than detract from the identity of the corridor.

I'd like to end by reading the description of the scenic byway that is found on the Federal Highway Administration's website. "Viewed at night, the roadway is a work of art in itself due to the concentration of neon sign art that advertises everything from historic wedding chapels and motels to museums and other cultural amenities. Many of these original and restored neon signs are from the 1950s, the hey-day of neon sign art, and possess the charm and aesthetic appeal that make this section of Las Vegas Boulevard a must-see" for byway tourists

I ask that you carefully consider this proposed amendment and reconsider the changes that are being proposed. Please consider the likely consequences to this must-see scenic byway and introduce ~~some~~ language that ensures video signage will not negatively impact the existing cultural character and identity of the corridor. Once that unique quality is lost, it's gone forever.

Thank you,



MICHELLE LARIME

DIRECTOR OF NEIGHBORHOOD STABILIZATION