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SECOND AMENDMENT

BILL NO. 2002-74

ORDINANCE NO. 5496

AN ORDINANCE TO REPEAL AND REPLACE THE CITY'S SIGN REGULATIONS AS CONTAINED IN TITLE 19, AND TO PROVIDE FOR OTHER RELATED MATTERS.

Proposed by: Robert S. Genzer,
Director of Planning and Development

Summary: Repeals and replaces the City's sign regulations as contained in Title 19.

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

SECTION 1: Title 19, Chapter 14, of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby repealed in its entirety.

SECTION 2: Title 19 of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended by adding thereto a new Chapter 14, consisting of the provisions that are set forth in the attached document.

SECTION 3: In the attached document, the division of the new Chapter 14 into sections, subsections, and further subdivisions; the catchlines and headings that are used; and the capitalization, use of bolding, and other formatting appear in the format previously used in Title 19A, the predecessor to Title 19. The catchlines, headings and formatting are included for the sake of convenience and are not adopted as part of the Municipal Code. The codifier is authorized to reformat and resubdivide the provisions in the attached document in accordance with its regular LVMC format, and to employ such additional or replacement catchlines, headings and formatting as are deemed appropriate.

SECTION 4: Section 19.20.020 of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended by deleting therefrom the following terms, along with their corresponding definitions:

Freestanding Ground Sign

Frontage, Street

Marquee

030284



1 Marquee Sign

2 Sign, Animated

3 Sign, Off-Premise

4 Sign, On-Premise

5 Subdivision Development Sales Sign

6 Subdivision Directional Sign

7 SECTION 5: Section 19.20.020 of the Municipal Code of the City of Las Vegas,
8 Nevada, 1983 Edition, is hereby amended by amending the definitions of several terms that appear
9 in that Section. The terms and their corresponding definitions are amended to read, respectively, as
10 follows:

11 “Abandoned Sign” means [any sign remaining in place or not maintained for a period of ninety
12 days or more which no longer advertises or identifies an on-going business, product, service, idea
13 or commercial activity.] a sign described in Section 19.14.140(A)(2).

14 “Building Elevation” means the [view of any building or other structure from any one of four
15 sides. Regardless of the configuration or orientation of a building, no building shall be treated as
16 having more than four building elevations. Each elevation will generally be identified as a north,
17 south, east or west building elevation.] exterior face of a building, including all vertical elements of
18 the building facing in the same general direction.

19 “Building Marker” means any sign indicating the name of a building, date or incidental
20 information about its construction. Building markers are cut into [a masonry surface] the exterior
21 building materials or made of bronze or other permanent material.

22 “Community Interior Directional Sign” means a sign [which is constructed within the interior
23 of a development to provide identification and direction to various buildings, residences and major
24 amenities, such as parks, schools, pedestrian trails, bike paths or similar community facilities, within
25 the development.] placed within the interior of a subdivision to provide directions within the
26 subdivision.

27 “Construction Sign” means a [temporary sign erected on the parcel on which construction is
28 taking place, limited to the duration of the construction, indicating the names of the architects,

1 engineers, contractors, or similar artisans, the owner, financial supporters, sponsors and similar
2 individuals or firms having a major role or interest with respect to the structure or project or any future
3 uses or activities to be conducted on the site.] sign advertising a construction project and the parties
4 involved in its development, proposed to be located on the lot or parcel of land on which the sign is
5 located.

6 “Development Entry Statement Sign” means [any permanent on-premises architectural design
7 statement or feature sign at the entrance to a subdivision, condominium, apartment complex, or
8 identifiable community which serves to announce the identity of the development where the sign is
9 located. In order to qualify as this type of sign, a sign shall not contain the name of the developer or
10 contractor of the project or subdivision.] a sign placed at the entry to a subdivision, apartment
11 development, or identifiable community to identify the subdivision, apartment development, or
12 identifiable community.

13 “Directory Sign” means a sign [for listing the tenants, occupants, floor plan, addresses or suite
14 numbers of a building, center or residential building complex.] that provides a map or listing of the
15 names of businesses, activities, addresses, locations, uses or places within a building or complex of
16 buildings for the purpose of identification only.

17 “Flag” means any fabric, banner or bunting containing distinctive colors, patterns, logos or
18 symbols, used as a representative symbol of a government, political subdivision or [other] private
19 entity.

20 “Incidental Sign” means a sign, generally informational, that has a purpose secondary to the
21 use of the lot on which it is located, such as “no parking,” “entrance,” “loading only,” and “telephone”
22 signs; directory signs and drive-through menu boards; and other similar directives or identifying
23 messages. In order to qualify as an incidental sign, a sign may contain the logo or name of the
24 business that is on the same parcel as the sign but shall not contain any other commercial message
25 legible from a position off the lot on which the sign is located.

26 “Miscellaneous Residential Sign” means [a sign, generally informational, that has a purpose
27 secondary to the use of the residential lot on which it is located, such as occupant nameplates; warning
28 or trespassing signs; or for sale, rent or lease signs. The term excludes any sign which contains

1 information that does not pertain to the property on which it is located.] any incidental or real estate
2 sign on a single dwelling unit lot or other residential lot.

3 “Monument Sign” means [any sign that stands independently from any building or other
4 structure and whose entire bottom is generally in contact with the ground.] a freestanding sign where
5 the base of the sign structure is on the ground or a maximum of 12 inches above the lowest point of
6 the ground adjacent to the sign.

7 “Pennant” means any lightweight plastic, fabric or other material, whether or not containing
8 a message of any kind, suspended from a rope, [wire,] wires, or string, usually in a series, designed
9 to move in the wind. A pennant shall be considered a temporary sign.

10 “Political Sign” means any sign [advertising the candidacy for office of any person or any sign
11 advertising support or non-support of a candidate for office or of action on a ballot matter of a
12 primary, general or special election.] relating to a candidate, issue, proposition, ordinance or other
13 matter in a public election or referendum, or any sign pertaining to the advocacy of political views or
14 policies by persons, groups, or parties.

15 “Portable Sign” means any sign which is not permanently attached to the ground or to another
16 permanent structure; including, but not limited to, temporarily placed [commercial “stab signs” or
17 other commercial] signs designed to be transported; signs by means of wheels; signs converted to A-
18 or T-frames; movable menu and sandwich board signs; tethered balloons used as signs; [vehicles
19 designed with the express purpose of providing advertising space;] and signs attached to or painted
20 on a vehicle or trailer which is parked and visible from the public right-of-way, unless the vehicle is
21 used in the normal day-to-day operations of the business.

22 “Principal Building” means the [building(s)] building in which the principal use of the lot is
23 conducted. Lots with multiple uses may have multiple principal buildings. The term does not include
24 storage buildings, garages or other buildings which normally are considered accessory buildings.

25 “Projecting Sign” means any sign affixed to a building in such a manner that its leading edge
26 extends more than twelve inches beyond the surface of the building. The term does not include a
27 [lighted or non-lighted] decorative awning or canopy.

28 “Real Estate Sign” means [any on-premises sign placed upon or adjacent to a building, lot,

1 subdivision or parcel of land advertising the lease, rent or sale of the building, lot or parcel of land.]
2 a sign to advertise a commercial or residential property for sale, lease, or rent.

3 “Temporary Special Event Sign” means any sign [or attention gaining device] that is used only
4 temporarily and is not permanently mounted, such as banners, pennants, inflatable signs, tethered
5 balloons, portable signs and similar [attention gaining] devices.

6 “Wall Sign” means any sign (other than a projecting sign) that is attached parallel to a wall or
7 building, or to a canopy or awning attached to a building. The sign may be painted on or erected upon
8 the building, awning, or canopy. [but, except as otherwise permitted under this Title, shall be confined
9 within the limits of the building or canopy elevation to which it is attached. The sign shall be
10 supported by the wall of the building or by the canopy to which it is attached. Only one sign surface
11 shall be displayed.]

12 “Window Sign” means any sign, picture, symbol or combination thereof, designed to
13 communicate information about an on-premises activity, business, commodity, event, sale or service,
14 that is placed inside a window or upon the window panes or glass and is [visible] legible from the
15 exterior of the window from a public right-of-way a distance of more than three feet beyond the lot
16 line of the lot or parcel on which the sign is located.

17 SECTION 6: Section 19.20.020 of the Municipal Code of the City of Las Vegas,
18 Nevada, 1983 Edition, is hereby amended by adding thereto, at the appropriate locations, the
19 following terms and their corresponding definitions:

20 “Animated Sign” means any sign that uses movement or change of lighting or message to
21 depict action or create a special effect or alternating scene. A sign on which the only copy that
22 changes is the electronic indication of time or temperature shall not be considered a commercial
23 message or an animated sign for purposes of this Title. A sign on which copy or other matter is
24 changed directly by a person in contact with the sign shall not be considered an animated sign.

25 “Arcade Sign” means a wall or projecting sign attached to the roof or the wall of an arcade
26 and totally within the outside limits of the structural surfaces that delineate the arcade.

27 “Attached Sign” means any sign that is attached to an occupied building or building designed
28 for occupancy.

1 “Awning Sign” means any sign that is a part of or attached to an awning, or other fabric,
2 plastic or structural protective cover over a door, entrance, window or outdoor service area.

3 “Canopy” means a rigid roof, generally supported at all corners or extremities by poles, posts
4 or direct attachment to a building. A canopy typically has little vertical or wall space on it and is only
5 as thick as necessary to create a functional roof. See “Marquee” and “Awning”.

6 “Canopy Sign” means a sign attached to or painted on a canopy.

7 “Changeable Copy Sign” means any sign or portion thereof with characters, letters, or
8 illustrations that can be changed or rearranged without altering the face or the surface of the sign. The
9 message may be changed manually or electronically. Animated signs shall not be considered
10 changeable copy signs.

11 “Electric Message Unit” means a sign or portion of a sign which provides a message, image
12 or combination of the two that is changed electronically. A sign that is changed fewer than 8 times
13 per 24-hour period or that is changed only to reflect changing time or temperature shall not be
14 considered an electric message unit under this Chapter.

15 “Embellishment” means a frame or bracket around the outside of a sign that is used to define
16 the boundaries of, decorate, and/or hold the sign, not including logos or words.

17 “Entrance, Public” means any exterior entrance to a building regularly used by the public for
18 ingress or egress. Entrances to storage areas, emergency exits and employee entrances are not
19 considered public entrances.

20 “Freestanding Sign” means a detached sign which is supported by columns, uprights, poles
21 or braces from the ground or from an object on the ground, or a detached sign which is erected on the
22 ground, provided that no part of the sign is attached to any part of any building, structure, or other
23 sign.

24 “Historic Sign” means a sign designated as historic in accordance with Section 19.14.080.

25 “Institutional Sign” means an on-premise sign designed to communicate information about
26 any house of worship, school, or other institution that is a permitted use in the subject zoning district.

27 “Marquee” or “Porte Cochere” means any permanent roof-like structure projecting beyond a
28 building or extending along and projecting beyond the wall of the building, generally designed and

1 constructed to provide protection from the weather.

2 “Marquee Sign” or “Porte Cochere Sign” means any sign attached to, in any manner, or made
3 a part of a marquee or porte cochere.

4 “Noncommercial Message” means a message, the sole purpose of which is to direct attention
5 to a political, social, community or public service issue.

6 “Off-Premise Sign” means any sign advertising or announcing any place, product, goods,
7 services, idea or statement whose subject is not available, located at, nor on the lot where the sign is
8 erected or placed.

9 “On-Premise Sign” means any sign advertising or announcing any place, product, goods,
10 services, idea or statement whose subject is available or located at or on the lot, same site, or within
11 the same Master Sign Plan area where the sign is erected or placed.

12 “Painted Wall Sign” means any sign that is painted directly on a building wall surface.

13 “Pole Sign” means a freestanding sign supported by one column, upright, pole, or brace in or
14 upon the ground the sum width/diameter of which is less than 25 percent of the width of the sign.

15 “Pylon Sign” means a freestanding sign supported by two or more columns, uprights, poles,
16 or braces in or upon the ground, or a freestanding sign supported by a single column, upright, pole or
17 brace in or upon the ground the sum width/diameter of which is 25 percent or more of the width of
18 the sign.

19 “Street Frontage” means the distance along which a property line of a lot adjoins a public
20 street, from one side lot line intersecting the street to the furthest distant side lot line intersecting the
21 same street.

22 “Subdivision Development Sale Sign” means a sign located within the subject residential
23 subdivision that advertises the availability of lots or dwellings for sale.

24 “Subdivision Development Directional Sign” means a sign not located within the subject
25 residential subdivision that advertises the availability of lots or dwellings for sale.

26 “Temporary Sign” means any sign not constructed or intended for long term use, such as for
27 sale or for rent signs, pennants, political campaign signs or other similar signs. The term does not
28 include a temporary special event sign.

1 “Weekend Directional Sign” means a sign used to direct traffic to residential subdivisions for
2 sale.

3 SECTION 7: For purposes of Section 2.100(3) of the City Charter, each subdivision
4 of LVMC 19.20.020 is deemed to be a “section” of the Code.

5 SECTION 8: If any section, subsection, subdivision, paragraph, sentence, clause or
6 phrase in this ordinance or any part thereof, is for any reason held to be unconstitutional, or invalid
7 or ineffective by any court of competent jurisdiction, such decision shall not affect the validity or
8 effectiveness of the remaining portions of this ordinance or any part thereof. The City Council of the
9 City of Las Vegas hereby declares that it would have passed each section, subsection, subdivision,
10 paragraph, sentence, clause or phrase thereof irrespective of the fact that any one or more sections,
11 subsections, subdivisions, paragraphs, sentences, clauses or phrases be declared unconstitutional,
12 invalid or ineffective.

13 SECTION 9: Whenever in this ordinance any act is prohibited or is made or declared
14 to be unlawful or an offense or a misdemeanor, or whenever in this ordinance the doing of any act is
15 required or the failure to do any act is made or declared to be unlawful or an offense or a
16 misdemeanor, the doing of such prohibited act or the failure to do any such required act shall
17 constitute a misdemeanor and upon conviction thereof, shall be punished by a fine of not more than
18 \$1,000.00 or by imprisonment for a term of not more than six months, or by any combination of such
19 fine and imprisonment. Any day of any violation of this ordinance shall constitute a separate offense.

20 SECTION 10: All ordinances or parts of ordinances or sections, subsections, phrases,

21 ...

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1 sentences, clauses or paragraphs contained in the Municipal Code of the City of Las Vegas, Nevada,
2 1983 Edition, in conflict herewith are hereby repealed.

3 PASSED, ADOPTED and APPROVED this 17th day of July, 2002.

4 APPROVED:

5 By 
6 OSCAR B. GOODMAN, Mayor

7 ATTEST:

8 
9 BARBARA JO RONEMUS, City Clerk
10 By: Beverly K. Bridges
10 APPROVED AS TO FORM: Chief Deputy City Clerk

11 Val Heed 7-17-02
12 Date

1 The above and foregoing ordinance was first proposed and read by title to the City Council on the
2 19th day of June, 2002, and referred to a committee for recommendation; thereafter the
3 committee reported favorably on said ordinance on the 17th day of July, 2002, which was a
4 regular meeting of said Council; that at said regular meeting, the proposed ordinance was read by
5 title to the City Council as amended and adopted by the following vote:

6 VOTING "AYE": Mayor Goodman, Councilmembers Reese, M. McDonald, Brown, L. B.
7 McDonald and Weekly

8 VOTING "NAY": None

9 EXCUSED: Councilman Mack

10 ABSTAINED: None

11 APPROVED:

12 
13 OSCAR B. GOODMAN, Mayor

14 ATTEST:

15 
16 BARBARA J. RONEMUS, City Clerk

17 By: Beverly K. Bridges
18 Chief Deputy City Clerk
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CHAPTER 19.14 SIGN STANDARDS

19.14.010 CONFORMANCE AND PURPOSE

(A) CONFORMANCE REQUIRED

A sign shall be erected, placed, established, relocated, painted, created, or maintained in the City only in conformance with the standards, procedures, exemptions and other requirements of this Chapter.

(B) PURPOSE

The goal of this Chapter is to achieve a balance among: the use of signs for business advertising; the public's need for signs as aids to way-finding; traffic safety; community appearance, particularly along its major corridors; and the maintenance of the residential character of the City's neighborhoods. In furtherance of that goal, this Chapter has the following specific purposes:

- (1) To improve the quality, visibility, conspicuity and appearance of signs, and the appearance of properties, thoroughfares and neighborhoods within the City in accordance with the Las Vegas 2020 Master Plan;
- (2) To establish a certification system to allow a variety of types of signs in commercial and industrial zones and a limited variety of signs in other zones, subject to the standards and the certification procedures of this Chapter;
- (3) To allow without permit or certification certain signs that are small, unobtrusive, and incidental to the principal use of the respective lots on which they are located, subject to the substantive requirements of this Chapter;
- (4) To address issues related to nonconforming signs;
- (5) To provide for temporary signs without commercial messages in limited circumstances;
- (6) To prohibit all signs not expressly permitted by this Chapter; and
- (7) To provide for the enforcement of the provisions of this Chapter.

19.14.020 GENERAL REQUIREMENTS

(A) GENERAL

On-premise signs may be allowed on private property in the City in accordance with this Section.

(B) COMPLIANCE WITH CITY CODES

In addition to the requirements of this Chapter, all signs shall comply with applicable provisions of the technical codes of the City of Las Vegas. All signs shall be attached in compliance with the City Building Code. Signs allowed under this Chapter, either with or without a sign certificate, shall be erected or placed in accordance with applicable height, size and setback requirements and shall conform to applicable lighting standards and other standards, restrictions and conditions set forth in this Chapter.

(C) CERTIFICATE REQUIRED

Prior to the construction, placement, erection or modification of any on-premise sign requiring a certificate under the provisions of this Chapter, the owner(s) of the lot or the owner's authorized agent shall secure a sign certificate in accordance with the requirements of this Chapter. No person shall install a sign that requires a certificate unless the appropriate certificate has been obtained, nor shall any person permit or cause such a sign to be installed without a certificate.

(D) GENERAL STANDARDS

- (1) **Conformance with Sign Standards.** No sign shall be allowed unless the size, characteristics and location of the sign conform to the requirements of this Chapter, and the number of signs on the lot does not exceed the limitations imposed by this Chapter.
- (2) **Signs in public right-of-way.** Except as otherwise provided in this Chapter, no sign shall be erected in the public right-of-way.
- (3) **Required mounting.** Except as otherwise provided in this Chapter, all on-premise signs shall be permanently mounted to a building or freestanding permanently secured support structure. Portable on-premise signs shall only be permitted under Section 19.14.090. No sign shall be painted onto a wood or masonry perimeter fence.
- (4) **Sound.** No sign shall emit any sound as part of the advertising message.
- (5) **Odors.** No sign shall emit any odor as part of the advertising message.
- (6) **Street addresses.** On-premise freestanding or monument signs identifying a building or complex of structures, located along the street frontage to which the street address applies, shall display the address of the building or the range of addresses within the complex. Any other on-premise sign may incorporate a street address. The area of the street address text shall not be computed as part of the sign face. All street addresses displayed shall be in conformance with the "City of Las Vegas Street Naming and Address Assignment Regulations".
- (7) **Issuance of Certificate.** No on-premise sign certificate shall be issued for an existing or proposed sign unless the sign is consistent with the requirements of this Chapter (including those protecting existing signs) and is consistent with any Master Sign Plan in effect for the property.

(E) CONSTRUCTION MATERIALS AND ATTACHMENT

- (1) All signs, other than temporary signs conforming in all respects with the requirements of Section 19.14.090, shall be constructed of durable materials.
- (2) All signs shall be permanently attached to the ground, a building or other structure by direct attachment to a rigid wall, frame or structure, except as allowed for certain temporary signs in accordance with Section 19.14.090.

(F) LICENSED CONTRACTOR REQUIRED

All signs that require a construction permit under applicable codes shall be installed by a qualified contractor licensed by the City of Las Vegas and the State of Nevada.

(G) MAINTENANCE

- (1) All signs shall be maintained in good structural condition, in compliance with all building and electrical codes, and in conformance with this Chapter at all times.
- (2) All materials used in sign construction shall be maintained in such a manner as to be free from fading, peeling, chipping and other states of general deterioration.

(H) REVOCATION

A sign certificate is revocable if the sign is abandoned or allowed to become unsafe or dangerous, or is otherwise condemned. The owner(s) shall maintain the sign in safe condition at all times and shall remove the sign if abandoned.

(I) MEASUREMENT OF SIGN AREA – GENERAL

See Figures 2 and 3 for illustrations of sign area computation.

- (1) The area of a sign face shall be computed by means of the smallest square, circle, rectangle, triangle or combination thereof that encompasses the smallest perimeter of the sign's message.
- (2) Except as otherwise provided in this Section, the area of a sign face does not include any supporting framework, bracing, architectural detail or decorative fence or wall which is clearly incidental to the sign. Where the supports or structural elements constitute a commercial symbol, logo, or text, those elements shall be computed as part of the sign area.

(J) MEASUREMENT OF SIGN AREA – SPECIFIC EXAMPLES

See Figures 1, 2 and 3 for illustrations of sign area computation.

- (1) **Sign cabinets.** The area of sign faces enclosed in frames or cabinets is determined based on the outer dimensions of the frame or cabinet surrounding the sign face.

- (2) **Freestanding signs.** Freestanding signs with more than one face intersecting at an angle of 60 degrees or less shall be computed by measuring the area of the largest sign face. Refer to Figure 3.
- (3) **Cylindrical or spherical signs.** The area of a cylindrical sign shall be the diameter multiplied by the height of the cylinder. The area of a spherical sign shall be the radius of the sphere squared multiplied by 3.14. Refer to Figure 3.
- (4) **Three sided signs.** The total area of signs with three faces shall be the sum total area of the two largest faces. Refer to Figure 1.
- (5) **Four-sided signs.** The total area of signs with four sign faces arranged in a square, rectangle, or diamond shall be the sum total area of the two largest opposing faces. If the faces are equal in size, the total area of the sign shall be the sum of two of the intersecting faces. Refer to Figure 1.
- (6) **Multiple cabinets.** For freestanding and projecting signs that contain multiple cabinets on one structure and oriented in the same direction, the modules together are counted as one sign face
- (7) **Signs on a base material.** When a sign is on a base material and attached without a frame, such as a wood board or Plexiglas panel, the dimensions of the base material are to be used.
- (8) **Individual elements.** When signs are constructed of individual elements attached to a building elevation, the overall sign display shall be measured by determining the sum of the area of each square, rectangle, triangle, portion of a circle or any combination thereof which creates the smallest single continuous perimeter enclosing the limits of the sign message. Refer to Figure 1.
- (9) **Painted wall signs.** Painted wall signs shall be measured by determining the sum of the area of each square, rectangle, triangle, portion of a circle or any combination thereof which creates the smallest single continuous perimeter enclosing the limits of the sign elements. Visible area of the building elevation includes windows and doors, but not openings such as loading entrances.
- (10) **Awnings and marquees.** When signs are incorporated into awnings, the sign area is determined by computing the area of an imaginary rectangle drawn around the sign face. When the ends of awnings or marquees are parallel or within 60 degrees of parallel and contain sign faces, only one side is counted in addition to the sign face area on the front.
- (11) **Changing image sign**
 - (a) Changing image sign features are measured by drawing an imaginary rectangle around the edge of each of the changing elements. Sign elements will be measured as one unit when the individual elements are read as one single message.

- (b) When used as a border around an otherwise static sign, changing image sign elements are measured by drawing a series of rectangles around the changing elements.
- (c) When the changing image sign feature is composed of moving light from a projected source, including laser light, or other display that has the appearance of a static element moving across a static background, the changing image sign element shall be computed by means of the smallest square, circle, rectangle, triangle or combination thereof that encompass the limits of the projected image.

(K) HEIGHT COMPUTATION

See Figures 2 and 3 for illustrations of sign height computation.

- (1) The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign.
- (2) Normal grade shall be the lower of:
 - (a) Existing grade prior to construction; or
 - (b) Newly established grade after construction, exclusive of any filling, berming, mounding or excavating for the sole purpose of locating the sign.
- (3) In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal building, whichever is lower.

(L) BUILDING ELEVATION, DETERMINATION, AND COMPUTATION

- (1) In general, a building will have four elevations, one for each side. A building elevation shall include all vertical elements of the building facing in the same general direction, including articulations and offsets.
- (2) The area of the building elevation shall be the surface area of the elevation, measured from normal grade (see definition under "height computation") to the top of the wall, including windows, doors and other voids but not including the area of intervening portions of the elevation that face in another direction and that create offsets, articulations, entries or other architectural features.
- (3) The area of a building elevation shall not include any part of the roof or any part of the wall that deviates from a vertical, 90-degree angle to the plane surface of the lot, by more than 10 degrees.

(M) DETERMINATION OF VISIBILITY OR LEGIBILITY

Where this ordinance requires a determination of “visibility” or “legibility,” the standard shall be based on the minimum required eyesight of an adult eligible to receive a Nevada driver’s license (wearing any corrective lenses required by such license). Where the height of the person is material to the determination, the person shall be presumed to be more than five feet and less than six feet tall.

(N) FREESTANDING SIGN DESIGN STANDARDS

The purpose and intent of these criteria are to: improve the appearance of the vertical elements and supporting structures of freestanding signs, provide for the use of materials, textures and finishes that complement the architecture of the principal buildings on the same site as the freestanding sign, and to provide for the utilization of architectural features and elements that complement the architectural context of the site on which the freestanding sign is located. In order to further the purpose of this Section, the vertical elements and supporting structures of freestanding signs shall:

- (1) Be constructed of materials that are similar or complementary to the materials utilized on the façade of the principal building on the same site;
- (2) Utilize architectural features and elements that are similar or complementary to the architecture of the principal building on the same site;
- (3) Utilize colors, finishes or textures that are similar or complementary to the architecture of the principal building on the same site; and
- (4) Consist of either two or more supports or of one continuous support which maintains the appearance of ground contact for at least three feet or 20 percent of the width of the sign, whichever is smaller.

(O) SIGN CERTIFICATE APPLICATION AND CONTENTS

An application for a sign certificate shall be accompanied by:

- (1) A site plan, which clearly depicts the location of proposed the sign;
- (2) A description, drawing or picture of the proposed sign; and
- (3) A description of the means by which the sign will be fastened or secured.

19.14.030 EXEMPT AND PROHIBITED SIGNS**(A) SUBSTITUTION OF NON-COMMERCIAL MESSAGES**

Any sign authorized in this Chapter may contain non-commercial copy in lieu of any other copy.

(B) EXEMPT SIGNS

The following signs shall be exempt from regulation under this Chapter:

- (1) Any public safety sign, notice or warning required by a valid and applicable federal, state, or local law, regulation or ordinance;
- (2) Non-commercial messages unless otherwise regulated by this chapter;
- (3) Any sign inside a building that is not legible from a distance of more than three feet beyond the nearest boundary line of the premises on which the sign is located;
- (4) Works of art or decorative architectural graphics that do not include a commercial message and are not symbolic of any commercial business and are not symbolic of commercial activities taking place on the premises on which the graphic is located;
- (5) Official notices of any court, public body or officer, or any other sign required by law;
- (6) Notices posted by a utility or other quasi-public agent in the performance of a public duty or by any person giving due legal notice; or
- (7) Signs not visible from the public right-of-way.

(C) PROHIBITED SIGNS

The following signs are prohibited:

- (1) All signs not expressly permitted or exempted under this Chapter;
- (2) Any on-premise sign that is associated with a use that no longer occupies the premises on which it is located;
- (3) Pole signs placed or erected after August 1, 2002, that do not meet the freestanding sign design standards contained in this Chapter;
- (4) A private sign of any kind located on or over any public street, walkway, parking or other public property except as otherwise provided for in this Chapter;
- (5) Displays that employ white, red or blue rotating lights or any lights that simulate emergency vehicle lights;
- (6) Except as lawfully permitted as a temporary special event or civic event sign, beacons, pennants, inflatable signs, tethered balloons, portable signs and similar attention gaining devices;
- (7) Signs placed on parked vehicles or trailers, or parked commercial vehicles where the vehicle or trailer is not used by the business advertised for the transportation of persons or goods in the ordinary course of business;

- (8) Permanent balloon signs; and
- (9) Outdoor, portable electric signs, except as permitted under the provisions for temporary signs.

19.14.040 SIGNS PERMITTED WITHOUT A CERTIFICATE

The following signs and similar devices are permitted, subject to the specified conditions, without the issuance of a sign certificate:

(A) DECORATIONS

Signs in the nature of decorations, clearly incidental and customary and commonly associated with any national, local or religious holiday; provided that such signs are not displayed for a period of not more than sixty (60) consecutive days nor more than sixty (60) days in any one (1) calendar year. Such signs are not restricted as to type, number, area, height, location, illumination, or animation.

(B) TRAFFIC CONTROL SIGNS ON PRIVATE PROPERTY

Any traffic control sign on private property, such as "Stop," "Yield" and similar signs, the face of which meets Department of Public Works standards and which contains no commercial message of any sort.

(C) OFFICIAL FLAGS OF GOVERNMENTS AND GOVERNMENTAL AGENCIES

Flags of the United States, state flags, municipal flags, flags of foreign nations and any other flag representing a government or governmental agency, provided that:

- (1) The flag is not flown from a pole the top of which is more than 40 feet in height;
- (2) No more than one flag for any one governmental unit or nation is permitted on each parcel of land; and
- (3) No more than four flags are permitted on the same parcel of land.

(D) OFFICIAL FLAGS OF PRIVATE ENTITIES

Official flags of private corporations or other private entities are permitted at the location of the main headquarters, corporate offices or branch office of the subject entity provided that:

- (1) The flags do not exceed 60 square feet in area;
- (2) The flags are not flown from a pole the top of which is more than 40 feet in height; and
- (3) No more than one flag is permitted on each parcel of land.

(E) GARAGE AND YARD SALE SIGNS

Garage and yard sales signs, meeting all of the following requirements, are permitted in all zoning districts and do not require a sign certificate:

- (1) **Maximum number.** Three per event.
- (2) **Maximum area.** No garage or yard sale sign shall exceed six square feet in area.
- (3) **Maximum height.** Six feet.
- (4) **Location.** No such sign shall be placed on private property without the permission of the property owner(s), and no such sign shall be placed on any public land, including rights-of-way, traffic medians, public sidewalks, public trails, bicycle paths on City property, in City rights-of-way, or on fixed structures such as light poles or traffic signals.
- (5) **Additional standards**
 - (a) No such sign may be used more than 24 hours prior to the start of the garage or yard sale event.
 - (b) The property owner(s) shall be responsible for removal of the signs at the end of the garage or yard sale event.
- (6) **Illumination permitted.** No.

(F) INCIDENTAL SIGNS (ATTACHED OR FREESTANDING)

See Figure 4 for examples of incidental signs.

- (1) **Non-directional signs.**
 - (a) **Maximum number.** There is no specific limit on the number of signs.
 - (b) **Maximum area.** Incidental signs, including warning and trespassing signs are permitted without review if they do not exceed four square feet in size or nine square feet for an incidental sign set back at least 30 feet from the right-of-way.
 - (c) **Maximum height.** Five feet.
 - (d) **Minimum setback.** Five feet from all property lines.
 - (e) **Additional standards, including district variations.** Typical incidental signs include, but are not limited to, "restroom," "telephone," "no parking," "entrance," "exit," and generic directions such as "office," "ATM," or "stores." No such sign shall carry any commercial message whatsoever in U, P-D, R-PD, R-D, R-E, R-1, R-2, R-3, or R-4 zoning districts. In any other district, up to 25 percent of the permitted sign area may contain a logo or name of the business to which the sign pertains.

- (f) **Certificate required.** No.
- (2) **Directional Signs.** Signs specifically designed to give parking or traffic directions and other directional information commonly associated with and related to the permitted use. Such signs shall be limited to:
 - (a) **Type.** Wall and freestanding signs.
 - (b) **Maximum number.** Two per driveway or vehicular access except that any such sign not legible from the public right-of-way shall not be counted in this limitation.
 - (c) **Maximum area.** 12 square feet. If the sign includes a business name or logo, it shall not comprise more than 50 percent of the permitted sign area.
 - (d) **Maximum height.** Seven feet.
 - (e) **Minimum setback.** Five feet from all property lines.
 - (f) **Illumination permitted.** Internal illumination only.
 - (g) **Certificate required.** No.

(G) OPEN HOUSE SIGNS

An "open house" realty sign is intended to serve only the short-term customer directing potential homebuyers to an open house of a dwelling unit "For Sale". Such signs are not permanent directional signs.

- (1) **Maximum area.** Nine square feet per open house sign.
- (2) **Maximum number.** Six per event.
- (3) **Maximum height.** No open house sign shall exceed six feet in height.
- (4) **Sign placement.**
 - (a) Open house signs shall only be placed on private property and shall not be placed on any public land, including rights-of-way, traffic medians, public sidewalks, public trails, bicycle paths on City property, in City right-of-way between the sidewalk and the curb, on signs in the right-of-way, or on fixed structures such as light poles or traffic signals
 - (b) No such sign shall block or overhang any sidewalk or other established pedestrian walkway.
 - (c) In order to place "Open House" signs on the private property, other than the property that is the subject of the open house event, authorization from the property owner(s) or the owner's duly authorized agent is required.
- (5) **Additional standards.**

- (a) All open house signs shall state "Open House".
 - (b) Such signs shall not be used for the sale of any residence for which there are current signs (either weekend or continuous) unless the residence is a re-sale and is for sale by owner(s) or listed by an agent other than the marketing agent for the development.
 - (c) All such signs shall contain the listing agent's name and telephone number. A business card is permissible as long as it is protected from the elements.
 - (d) No such signs may be displayed more than one hour prior to nor more than one hour after the period a real estate licensee or broker is on duty at the home for sale; and
 - (e) The property owner(s) shall be responsible for removal of the signs at the end of the open house event.
- (6) **Illumination permitted.** No.
- (7) **Certificate required.** No.

(H) PROJECT FLAGS

Project flags are decorative flags intended to identify a specific development containing a residential use. These flags do not contain any advertising copy other than the name or the logo of the development.

- (1) **Maximum number.** 25 flags per development that is 10 acres in area or less, plus one additional flag for each additional one-half acre in area.
- (2) **Maximum area.** 24 square feet in area.
- (3) **Maximum height.** 24 feet.
- (4) **Minimum setback.** Five feet from all property lines.
- (5) **Illumination permitted.** No.
- (6) **Certificate required.** No.

(I) HOUSE OF WORSHIP DIRECTIONAL SIGNS

House of Worship directional signs are intended to assist the public in finding their way to houses of worship or religious services held in nontraditional locations or facilities. Such signs are not permanent directional signs and may only be used during the periods stated in this Subsection.

- (1) **Maximum area.** Nine square feet per sign.
- (2) **Maximum number.** Six
- (3) **Maximum height.** No such sign shall exceed six feet in height.

(4) Sign placement.

- (a) Such signs shall only be placed on private property and shall not be placed on any rights-of-way, traffic medians, public sidewalks, public trails, bicycle paths, on signs in the right-of-way, or on fixed structures such as light poles or traffic signals.
- (b) No such sign shall block or overhang any sidewalk or other established pedestrian walkway.
- (c) In order to place such signs on private property other than the property containing the house of worship or the premises of the religious services, written authorization from the property owner(s) or the owner's duly authorized agent is required.

(5) Additional standards.

- (a) All such signs shall contain the name of the house of worship and its address;
- (b) All such signs shall contain the name and telephone number of the official of the house of worship responsible for the signs. A business card is permissible as long as it is protected from the elements;
- (c) The house of worship shall be responsible for removal of the signs at the end of the display period; and
- (d) No such sign shall be installed before 6 PM on Friday, and all such signs shall be removed by 6 AM on Monday (Tuesday when City offices are closed on Monday due to a holiday).

(6) Illumination permitted. No.

(7) Certificate required. No.

19.14.050 SIGNS ALLOWED IN ALL DISTRICTS EXCEPT AS LIMITED**(A) COMMUNITY INTERIOR DIRECTIONAL SIGNS**

Community interior directional signs are permitted, if approved by the Director, and are subject to the following:

- (1) **Maximum number.** There is no specific limit on the number of signs.
- (2) **Sign location.**
 - (a) On private property or within public right-of-way, including median, subject to approval of an encroachment agreement; and
 - (b) Placement subject to approval of the City of Las Vegas Traffic Engineer.

- (3) **Illumination permitted.** Direct white light or internal illumination permitted only.
- (4) **Certificate required.** Yes.

(B) DEVELOPMENT ENTRY STATEMENT SIGNS

Development entry statement signs are permitted, if approved by the Director, and are subject to the following:

- (1) **Maximum number.** Two signs at each entry to a subdivision, apartment complex, or identifiable community. The developer may place one sign on each side of the entry street/drive or one sign in the median, subject to approval of an encroachment agreement if applicable.
- (2) **Sign location.** Set back five feet from the property line or a location approved by the City of Las Vegas Traffic Engineer.
- (3) **Illumination permitted.** Direct white light or internal illumination only.
- (4) **Certificate required.** Yes.

(C) BUILDING MARKERS

- (1) **Maximum number.** There is no specific limit on the number of signs.
- (2) **Maximum area.** Four square feet.
- (3) **Maximum height.** NA.
- (4) **Minimum setback.** NA.
- (5) **Certificate required.** No.

(D) DIRECTORY SIGNS

- (1) **Maximum number.** One freestanding directory sign per building or per driveway, whichever is greater. One attached directory sign per public entrance. Directory signs are permitted in addition to other attached or freestanding signs.
- (2) **Maximum area.**
 - (a) 24 square feet for freestanding.
 - (b) 12 square feet or five percent of the building elevation to which it is attached, whichever is less.

- (3) **Maximum height.** 8 feet if freestanding.
- (4) **Minimum setback.** 25 feet from all property lines, if freestanding.
- (5) **Additional standards and district variations.** Permitted only for developments utilizing private streets in the U, R-PD, R-D, R-E, or R-1, zoning districts; permitted in all other districts. Only the word "Directory" should be legible from the public right-of-way; the directory sign(s) should be located so that the user can pull out of off-site traffic to read the details of the directory.
- (6) **Illumination permitted.** Direct white light or internal illumination only.
- (7) **Certificate required.** No.

19.14.060 DIMENSIONAL AND OTHER STANDARDS**(A) PERMITTED SIGNS IN RESIDENTIAL DISTRICTS (U, R-D, R-E, R-1, R-CL, R-2, AND SINGLE AND TWO FAMILY RESIDENTIAL DEVELOPMENT IN THE R-PD AND PD ZONING DISTRICTS)****(1) Institutional Signs (Attached)**

- (a) **Maximum number.** One sign per each building elevation that faces directly onto a street frontage or an on-site parking area.
- (b) **Maximum area.** 10 percent of the building elevation to which it is attached.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** NA.
- (e) **Illumination permitted.** Direct white light or internal illumination only.
- (f) **Certificate required.** Yes.

(2) Institutional Signs (Freestanding)

- (a) **Maximum number.** One freestanding institutional sign per street frontage is permitted on the same site as any house of worship, school, or other institution that is a permitted use in the subject zoning district.
- (b) **Maximum area.** 50 square feet.
- (c) **Maximum height.** Eight feet.
- (d) **Minimum setback.** Five feet from all property lines.
- (e) **Illumination permitted.** Direct white light or internal illumination only.
- (f) **Certificate required.** Yes.

(3) Wall Signs (Residential)

See Figure 10 for an example of a wall sign.

- (a) **Maximum number.** One.
- (b) **Maximum area.** Two square feet.
- (c) **Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.

- (d) **Minimum setback.** NA.
- (e) **Maximum projection.** A wall sign shall not project more than 24 inches from the building elevation, awning, or marquee to which it is attached; where a wall sign projects from a building elevation, there shall be no additional message on the additional horizontal surface created by the projection.
- (f) **Additional standards.**
 - (i) Signs shall be an integral part of or be supported by the wall or wall element (such as awning or marquee) to which they are attached.
 - (ii) See also Residential Protection Standards in Section 19.14.070.
- (g) **Illumination permitted.** Direct white light or internal illumination only.
- (h) **Certificate required.** Yes.

(B) PERMITTED SIGNS IN THE R-3, R-4, R-5, R-MHP AND MULTI-FAMILY PROJECTS IN THE R-PD AND PD ZONING DISTRICTS.

(1) Institutional Signs (Attached)

- (a) **Maximum number.** One sign per each building elevation that faces directly onto a street frontage or an on-site parking area.
- (b) **Maximum area.** 10 percent of the building elevation to which it is attached.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** NA.
- (e) **Illumination permitted.** Direct white light or internal illumination only.
- (f) **Certificate required.** Yes.

(2) Institutional Signs (Freestanding)

- (a) **Maximum number.** One freestanding institutional sign per street frontage is permitted on the same site as any house of worship, school, or other institution that is a permitted use in the subject zoning district.
- (b) **Maximum area.** 50 square feet.
- (c) **Maximum height.** Eight feet.
- (d) **Minimum setback.** Five feet from all property lines.
- (e) **Illumination permitted.** Direct white light or internal illumination only.

(f) **Certificate required.** Yes.

(3) Other Freestanding Signs

(a) **Maximum number.** One sign per development; however, developments that have street frontage on two or more streets that are 80 feet or more in width may have one sign on each such street frontage.

(b) **Maximum area.** 48 square feet.

(c) **Maximum height.** 12 feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.**

(i) All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.

(ii) See also Residential Protection Standards in Section 19.14.070

(f) **Illumination permitted.** Internal and external illumination. In addition, signs over 200 feet from any existing residential property or from property which is designated in the General Plan for future residential development may be animated or contain an electronic message unit.

(g) **Certificate required.** Yes.

(4) Monument Signs

See Figure 7 for an example of a monument sign.

(a) **Maximum number.** One per street frontage.

(b) **Maximum area.** 60 square feet per sign.

(c) **Maximum height.** Eight feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.**

All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.

(f) **Illumination permitted.** Direct white light or internal illumination only.

(g) **Certificate required.** Yes.

(5) Wall Signs

See Figure 10 for an example of a wall sign.

- (a) Maximum number.** One per street frontage.
- (b) Maximum area.** 50 square feet per sign.
- (c) Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
- (d) Minimum setback.** NA.
- (e) Maximum projection.** A wall sign shall not project more than 24 inches from the structure to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.
- (f) Illumination permitted.** Internal and external illumination of wall signs is permitted except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
- (g) Additional standards.**
 - (i)** Signs shall be an integral part of or be supported by the wall or wall element (such as awning or marquee) to which they are attached.
 - (ii)** See also Residential Protection Standards in Section 19.14.070.
- (h) Certificate required.** Yes.

(C) PERMITTED SIGNS IN THE C-V, N-S, P-R AND O ZONING DISTRICTS**(1) Arcade Signs**

See Figure 5 for an example of an arcade sign.

- (a) Maximum number.** One per entrance.
- (b) Maximum area.** Four square feet.
- (c) Maximum height.** NA
- (d) Minimum setback.** Refer to Chapter 19.08.
- (e) Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) Illumination permitted.** Internal, external, animated and electronic message unit signage.
- (g) Certificate required.** Yes.

(2) Awning Signs

See Figure 6 for an example of an awning sign.

- (a) Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) Maximum area.**
 - (i) The total amount of awning signage allowed per building elevation is equivalent to 10 percent of the building elevation. In multi-tenant buildings, the 10 percent maximum sign area for each tenant will be based upon the portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.
 - (ii) The permitted area of all wall, window and awning signs together shall not exceed the maximum permitted area for wall signs attached to the same wall as the awning sign.
- (c) Maximum height.** NA.
- (d) Minimum setback.** Refer to Chapter 19.08.
- (e) Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signage is prohibited.
- (g) Certificate required.** Yes.

(3) Freestanding Signs

- (a) Maximum number.**
 - (i) One freestanding sign per street frontage; and
 - (ii) No more than one freestanding sign shall be allowed on lots 43,000 square feet or less in area.
- (b) Maximum area.** 48 square feet, except in the O zoning district.
- (c) Maximum height.** 12 feet, except in the O zoning district.
- (d) Maximum height and area in the O zoning District.**
 - (i) Freestanding signs not exceeding 16 feet in height may be up to 75 square feet in area.

- (ii) Freestanding signs not exceeding 20 feet in height may be up to 100 square feet in area.

(e) **Minimum setback.** Five feet from all property lines.

(f) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.

(g) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(h) **Certificate required.** Yes.

(4) Monument Signs

See Figure 7 for an example of a monument sign.

(a) **Maximum number.** One monument sign per street frontage. For lots adjacent to a freeway or expressway that have more than 500 feet of frontage along the freeway or expressway, one additional sign is allowed along that frontage.

(b) **Maximum area.** 75 square feet per sign.

(c) **Maximum height.** Eight feet on a property with less than 100 feet of frontage; 10 feet on a property with 100 feet or more of frontage.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.

(f) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(g) **Certificate required.** Yes.

(5) Wall Signs

See Figure 10 for an example of a wall sign.

(a) **Maximum number.** One wall sign per tenant or per building elevation, which faces a street or on-site parking area.

(b) **Maximum area.** The total amount of wall signage allowed per building elevation is equivalent to 10 percent of the building elevation. In multi-tenant buildings, the 10 percent maximum sign area for each tenant will be

based upon the portion of the building elevation of the leased/occupied area only.

- (c) **Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
- (d) **Minimum setback.** NA.
- (e) **Maximum projection.** A wall sign shall not project more than 24 inches from the structure to which it is attached; where a wall sign projects from a building elevation, there shall be no additional message on the additional horizontal surface created by the projection.
- (f) **Additional standards.**

See also Residential Protection Standards in Section 19.14.070.

- (g) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
- (h) **Certificate required.** Yes.

(6) Window Signs

See Figure 11 for an example of a window sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although size and total area limits apply.
- (b) **Maximum area.** Window signs shall not cover more than 25 percent of the total area of all windows located on a building elevation. In no case shall the combined area of both wall signs and window signs exceed the area permitted for wall signs.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** Refer to Chapter 19.08.

(e) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(f) **Certificate required.** No.

(7) Additional standards in the C-V zoning district

(a) Non-illuminated letters identifying the name of a public or semi-public institution may be permanently set on the wall of the building, providing the sign does not exceed 50 square feet.

(b) Signs on public buildings meeting the foregoing criteria may be permitted on structures which are a part of the institutional architecture or which are symbolic of the institution and the permitted square footage and maximum height limitation of public building signs shall apply only to the written message.

(c) In addition to the above signs, additional signs may be permitted in conjunction with public and semi-public institutions subject to the review and approval of the Planning Commission as to each case.

(D) PERMITTED SIGNS IN THE C-D ZONING DISTRICT

(1) Arcade Signs

See Figure 5 for an example of an arcade sign.

(a) **Maximum number.** One per entrance.

(b) **Maximum area.** Four square feet.

(c) **Maximum height.** NA.

(d) **Minimum setback.** Refer to Chapter 19.08.

(e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.

(f) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(g) **Certificate required.** Yes.

(2) Awning Signs

See Figure 6 for an example of an awning sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
 - (b) **Maximum area.** The total amount of signage allowed per building elevation is equivalent to 15 percent of the of the building elevation area. In multi-tenant buildings, the 15 percent maximum sign area for each tenant will be based upon the portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan. The permitted area of all wall, window and awning signs together shall not exceed the maximum permitted area for wall signs attached to the same wall as the awning sign.
 - (c) **Maximum height.** NA.
 - (d) **Minimum setback.** NA.
 - (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
 - (f) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
 - (g) **Certificate required.** Yes.
- (3) **Canopy Signs**
- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
 - (b) **Maximum area.** 25 percent of the area of the face of the canopy.
 - (c) **Additional standards.**
 - (i) No electronic message units, video boards or moving signs shall be placed on the canopy.
 - (ii) Changeable copy signs with prices or other information not changed frequently are permitted.
 - (d) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(e) **Certificate required.** Yes.

(4) Freestanding Signs

(a) **Maximum number.** One freestanding sign per street frontage on streets 80 or more feet in width.

(b) **Maximum height and area.**

(i) Freestanding signs not exceeding 16 feet in height may be up to 75 square feet in area.

(ii) Freestanding signs not exceeding 20 feet in height may be up to 100 square feet in area.

(c) **Minimum setback.** Five feet from all property lines.

(d) **Additional standards.**

See also Residential Protection Standards in Section 19.14.070.

(e) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signage is prohibited.

(f) **Certificate required.** Yes.

(5) Monument Signs

See Figure 7 for an example of a monument sign.

(a) **Maximum number.** One monument sign per street frontage.

(b) **Maximum area.** 75 square feet per sign.

(c) **Maximum height.** Eight feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.**

See also Residential Protection Standards in Section 19.14.070.

(f) **Certificate required.** Yes.

(g) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(6) Projecting Signs

See Figure 6 for an example of an projecting sign.

- (a) Maximum number.** One per entrance.
- (b) Maximum area.** 32 square feet.
- (c) Maximum height.** One foot above eave or rafter line, whichever is higher.
- (d) Minimum clearance from the bottom of the sign to the ground.** Eight feet.
- (e) Minimum setback.** A projecting sign may project over the public right-of-way, provided the projecting sign maintains a minimum setback of three feet from measured from the back of the curb and such signs do not project more than six feet from the building elevation to which they are attached.
- (f) Additional standards.**
 - (i)** Signs shall be located on building elevation.
 - (ii)** Signs shall not be permitted on property that has freestanding signs.
 - (iii)** Signs shall be subject to review by Department of Public Works to the extent they extend over or near public rights-of-way.
- (g) Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
- (h) Certificate required.** Yes.

(7) Wall Signs

See Figure 10 for an example of a wall sign.

- (a) Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) Maximum area.** The total amount of signage allowed per building elevation is equivalent to 15 percent of the building elevation area. In multi-tenant buildings, the 15 percent maximum sign area for each tenant will be based upon the portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.

- (c) **Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
- (d) **Minimum setback.** NA.
- (e) **Maximum projection.** Four feet from the structure to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.
- (f) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
- (g) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.
- (h) **Certificate required.** Yes.

(8) Window Signs

See Figure 11 for an example of a window sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although size and total area limits apply.
- (b) **Maximum area.** Window signs shall not cover more than 25 percent of the total area of all windows located on a building elevation. In no case shall the combined area of both wall signs and window signs exceed the area permitted for wall signs.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** NA.
- (e) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.
- (f) **Illumination permitted.** Internal illumination of signs is permitted except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
- (g) **Certificate required.** Yes.

(E) PERMITTED SIGNS IN THE C-PB ZONING DISTRICT

(1) Arcade Signs

See Figure 5 for an example of an arcade sign.

- (a) **Maximum number.** One per entrance.
- (b) **Maximum area.** Four square feet.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** Refer to Chapter 19.08.
- (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) **Illumination permitted.** Internal illumination and indirect external illumination are permitted. In addition, direct external illumination is permitted on commercial service buildings. Animated and electronic message unit signs are prohibited.
- (g) **Certificate required.** Yes.

(2) Awning Signs

See Figure 6 for an example of an awning sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) **Maximum area.** The total amount of signage allowed per building elevation is equivalent to 10 percent of the building elevation area. In multi-tenant buildings, the 10 percent maximum sign area for each tenant will be based upon the portion of the building elevation of the leased/occupied area only. The permitted area of all wall, window and awning signs together shall not exceed the maximum permitted for wall signs attached to the same wall as the awning sign.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** Refer to Chapter 19.08.
- (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) **Illumination permitted.** Internal illumination of awning signs is permitted.
- (g) **Certificate required.** Yes.

(3) Canopy Signs

- (a) Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) Maximum area.** 25 percent of the area of the face of the canopy.
- (c) Additional standards.** No electronic message units, video boards or moving signs shall be placed on the canopy. Changeable copy signs with prices or other information not changed frequently are permitted.
- (d) Illumination permitted.** Direct external and/or internal illumination only. Illumination is permitted except when such sign is facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
- (e) Certificate required.** Yes.

(4) Freestanding Signs

- (a) Maximum number.**
 - (i) One freestanding sign per street frontage. Such signs shall maintain a minimum separation of 100 feet measured along the street frontage.
 - (ii) No more than one freestanding sign shall be allowed on lots 43,000 square feet or less in area.
- (b) Maximum height and area.**
 - (i) Freestanding signs not exceeding 16 feet in height may be up to 75 square feet in area.
 - (ii) Freestanding signs not exceeding 20 feet in height may be up to 100 square feet in area.
- (c) Minimum setback.** Five feet from all property lines.
- (d) Additional standards.**

See also Residential Protection Standards in Section 19.14.070.
- (e) Illumination permitted.** Internal and external illumination. In addition, signs over 200 feet from any existing residential property or from property which is designated in the General Plan for future residential development may be animated or contain an electronic message unit
- (f) Certificate required.** Yes.

(5) Monument Signs

See Figure 7 for an example of a monument sign.

- (a) **Maximum number.** One monument sign per street frontage.
- (b) **Maximum area.** 75 square feet per sign.
- (c) **Maximum height.** 10 feet.
- (d) **Minimum setback.** Five feet from all property lines.
- (e) **Additional standards.**
 - (i) All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.
 - (ii) See also Residential Protection Standards in Section 19.14.070.
- (f) **Illumination permitted.** Direct external and/or internal illumination only. In addition, direct external illumination is permitted on commercial service buildings. Animated and electronic message unit signage is prohibited.
- (g) **Certificate required.** Yes.

(6) Wall Signs

See Figure 10 for an example of a wall sign.

- (a) **Maximum number.** One wall sign per street frontage for each building with the following adjustments:
 - (i) Single tenant buildings on parcels adjacent to a freeway or expressway are permitted one wall sign for each building elevation with a maximum of four signs per building.
 - (ii) Multi-tenant buildings are permitted one additional wall sign for each tenant.
- (b) **Maximum area.** The total amount of wall signage allowed per building elevation is equivalent to 10 percent of the building elevation to which the sign is attached. In multi-tenant buildings, the 10 percent maximum sign area for each tenant will be based upon that portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.
- (c) **Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
- (d) **Maximum projection.** Four feet from the structure to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.

- (e) **Minimum setback.** NA.
- (f) **Illumination.** Direct external and/or internal illumination only. Animated and electronic message units are prohibited.
- (g) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.
- (h) **Certificate required.** Yes.

(F) PERMITTED SIGNS IN THE C-1, C-2, C-M, AND M ZONING DISTRICTS

(1) Arcade Signs

See Figure 5 for an example of an arcade sign.

- (a) **Maximum number.** One per entrance.
- (b) **Maximum area.** 16 square feet.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** An arcade sign shall not extend beyond edge of the building elevation to which it is attached.
- (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) **Illumination permitted.** Internal, external, animated and electronic message unit signage.
- (g) **Certificate required.** Yes.

(2) Awning Signs

See Figure 6 for an example of an awning sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) **Maximum area.**
 - (i) The total amount of wall signage allowed per building elevation is equivalent to 20 percent of the building elevation. In multi-tenant buildings, the 20 percent maximum sign area for each tenant will be based upon that portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.
 - (ii) The total combined area of all wall, window, roof, awning and marquee signs shall not exceed 20 percent of the building elevation to which they are attached.

- (c) **Maximum height.** NA.
 - (d) **Minimum setback.** Refer to Chapter 19.08.
 - (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
 - (f) **Illumination permitted.** Internal and or direct external illumination of awning signs is permitted.
 - (g) **Certificate required.** Yes.
- (3) **Canopy Signs.**
- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
 - (b) **Maximum area.** 25 percent of the area of the face of the canopy.
 - (c) **Illumination permitted.** Internal and external illumination, animated and electronic message units are permitted.
 - (d) **Certificate required.** Yes.
- (4) **Consolidated Sign.**
- (a) **Maximum number.**

Parcels of five acres or more in area, or parcels covered by a Master Sign Plan, that front on a street 80 or more feet in width, and qualify to have more than one freestanding sign along the same such street frontage, may consolidate the permitted sign area for all freestanding signs on the same street frontage into one consolidated sign, or as approved through a Master Sign Plan. If the development or commercial subdivision elects to consolidate the permitted freestanding signs, parcels containing individual freestanding buildings within the development or commercial subdivision shall be limited to one monument sign per street frontage in addition to the consolidated sign.
 - (b) **Maximum area.** Two square feet per lineal foot of street frontage, counting frontage on all abutting streets, up to 1000 square feet, or 1,500 square feet if part of an approved Master Sign Plan.
 - (c) **Maximum height.**
 - (i) 50 feet.
 - (ii) 80 feet, if approved as part of a Master Sign Plan.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.**

(i) The erection of a consolidated sign requires a minimum of three tenants or individual uses on the same site.

(ii) See also Residential Protection Standards in Section 19.14.070.

(f) **Illumination permitted.** Internal and external illumination. In addition, signs over 200 feet from any existing residential property or from property which is designated in the General Plan for future residential development may be animated or contain an electronic message unit.

(g) **Certificate required.** Yes.

(5) Freestanding Signs

(a) **Maximum number.**

(i) One freestanding sign per each 200 lineal feet of street frontage or portion thereof. The total number of all freestanding and monument signs shall not exceed one per each 200 lineal feet of street frontage or portion thereof.

(ii) Corner lots are permitted to have signs for each street frontage and signs shall maintain a minimum separation of 100 feet measured along the street frontage.

(b) **Maximum area.**

The total area of all freestanding and monument signs shall not exceed two square feet of sign area for each lineal foot of street frontage. On lots with multiple street frontages, the allowable area for each street frontage shall be calculated separately unless consolidated into one sign, then each street frontage shall be added and total square footage permitted may be allowed in one consolidated sign. Signs within 40 feet of existing developed residential property, or property designated in the General Plan as appropriate for future residential development, the maximum sign area shall be 50 square feet. For each additional foot of setback from the property, the area of a sign may be increased an additional two square feet, with a maximum size of 400 square feet unless the site meets criteria for consolidated freestanding signs.

(c) **Maximum height.**

40 feet, subject to the following:

(i) A freestanding sign within 200 feet of the right-of-way line of an elevated freeway or highway to which it is oriented may be erected up to 30 feet above the elevation of the elevated freeway or highway nearest the sign.

- (ii) In addition, signs within 200 feet of the right-of-way line and which can be read from Interstates 15 and 215, US 95 from the north city limits to the Oran K. Gragson Highway, the Oran K. Gragson Highway or Interstate 515 may be increased to a height equal to 80 feet, when authorized by the City Council, after review by the Planning Commission.
 - (d) **Minimum setback.** Five feet from all property lines.
 - (e) **Additional standards.**
 - (i) All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.
 - (ii) See also Residential Protection Standards in Section 19.14.070.
 - (f) **Illumination permitted.** Internal, external, animated and electronic message unit signs are permitted except on a building elevation visible from and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
 - (g) **Certificate required.** Yes.
- (6) **Marquee Signs.**
- (a) **Maximum number.** One marquee sign per building elevation.
 - (b) **Maximum area.**
 - (i) 20 percent of the building elevation to which it is attached.
 - (ii) The total combined area of all wall, window, roof, awning and marquee signs shall not exceed 20 percent of the building elevation to which they are attached.
 - (c) **Maximum height.** A marquee sign shall not extend beyond the top or sides of the building elevation to which it is attached.
 - (d) **Minimum setback.** May project over public right-of-way, provided marquee maintains minimum setback of three feet from back of curb.
 - (e) **Minimum clearance from the bottom of the sign to the ground.** Eight feet.
 - (f) **Additional standards.**
 - (i) Shall not be located on a building elevation oriented to adjoining residential property.
 - (ii) Subject to review by Department of Public Works, to the extent they extend over or near public right-of-way.

(g) **Illumination permitted.** Internal, external, animated and electronic message unit signage.

(h) **Certificate required.** Yes.

(7) Menu Boards

(a) **Maximum number.** If visible from the public right-of-way, two menu board signs are permitted per drive-through lane where drive-through uses are permitted.

(b) **Maximum area.** 60 square feet for freestanding. 24 square feet, or not more than two percent of the building elevation if attached, but coverage of the building elevation with all signs in no case shall exceed 20 percent.

(c) **Maximum height.** Seven feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.** Only the word "Menu" should be legible from the public right-of-way.

(f) **Illumination permitted.** Direct white light or internal illumination permitted. For a site with a Master Sign Plan, other illumination may be permitted in accordance with the Master Sign Plan.

(g) **Certificate required.** No.

(8) Monument Signs

See Figure 7 for an example of a monument sign.

(a) **Maximum number.** One monument sign per each 200 lineal feet of street frontage or portion thereof. The total number of all freestanding and monument signs shall not exceed one per each 200 lineal feet of street frontage or portion thereof.

(b) **Maximum area.** 75 square feet per sign.

(c) **Maximum height.** 10 feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.**

(i) All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.

(ii) See also Residential Protection Standards in Section 19.14.070.

(f) **Certificate required.** Yes.

(9) Projecting Signs

(a) **Maximum number.** One per entrance.

(b) **Maximum area.** 32 square feet.

(c) **Maximum height.** One foot above eave or rafter line, whichever is higher.

(d) **Minimum clearance from the bottom of the sign to the ground.** Eight feet.

(e) **Minimum setback.** A projecting sign may project over the public right-of-way, provided the projecting sign maintains a minimum setback of three feet from measured from the back of the curb and such signs do not project more than six feet from the building elevation to which they are attached.

(f) **Additional standards.**

(i) Projecting signs shall not be permitted on property that has freestanding signs.

(ii) Projecting signs shall be subject to review by the Department of Public Works to the extent they extend over or near the public right-of-way.

(g) **Illumination permitted.** Internal, external, animated and electronic message unit signage.

(h) **Certificate required.** Yes.

(10) Roof Signs

(a) **Maximum number.** One per building elevation.

(b) **Maximum area.** 20 percent of the building elevation to which the sign is most nearly parallel to, up to a maximum of 150 square feet. The total combined area of all wall, window, roof, awning and marquee signs shall not exceed 20 percent of the building elevation to which they are attached.

(c) **Maximum height.** A roof sign shall not extend more than eight feet above the top of wall, marquee or parapet to which it is attached. The total height of the building, including the sign, shall not exceed permitted height of the building in the zoning district in which it is located.

(d) **Minimum setback.** NA.

- (e) **Maximum projection.** A roof sign shall not project horizontally more than four feet from the roof to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.
- (f) **Illumination permitted.** Internal, external, animated and electronic message unit signs are permitted except on a building elevation visible from and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
- (g) **Additional standards.**

See also Residential Protection Standards in Section 19.14.070.

- (h) **Certificate required.** Yes.

(11) Wall Signs

See Figure 10 for an example of a wall sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) **Maximum area.** The total amount of wall signage allowed per building elevation is equivalent to 20 percent of the building elevation. In multi-tenant buildings, the 20 percent maximum sign area for each tenant will be based upon that portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.
- (c) **Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
- (d) **Minimum setback.** NA.
- (e) **Maximum projection.** A wall sign shall not project more than four feet from the structure to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.
- (f) **Illumination permitted.** Internal, external, animated and electronic message unit signs are permitted except on a building elevation visible from and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
- (g) **Additional standards.**
 - (i) Signs shall be an integral part of or be supported by the wall or wall element (such as awning or marquee) to which they are attached.
 - (ii) See also Residential Protection Standards in Section 19.14.070.
- (h) **Certificate required.** Yes.

(12) Window Signs

See Figure 11 for an example of a window sign.

- (a) Maximum number.** There is no specific limit on the number of signs.
- (b) Maximum area.** Window signs shall not cover more than 25 percent of the total area of all windows located on a building elevation. The total combined area of all wall, window, roof, awning and marquee signs shall not exceed 20 percent of the building elevation to which they are attached.
- (c) Maximum height.** NA.
- (d) Minimum setback.** NA.
- (e) Illumination permitted.** Internal, external, animated and electronic message unit signs are permitted except on a building elevation visible from and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
- (f) Certificate required.** No.

19.14.070 RESIDENTIAL PROTECTION STANDARDS**(A) FREESTANDING SIGNS**

Any freestanding sign located in a nonresidential zoning district requiring a sign certificate and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use shall be subject to the following dimensional standards. Where these standards and those shown in Section 19.14.060 are in conflict, the more restrictive shall control.

- (1) Maximum height.** One-third of the distance of the nearest edge of the sign to the nearest point on any property planned or zoned for residential use.
- (2) Minimum setback.** 40 feet from any property planned or zoned for residential use.

(B) ILLUMINATED SIGNS

Any illuminated sign requiring a sign certificate and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use shall be subject to the following additional lighting standards:

- (1)** If the sign is located within 40 feet of the property planned or zoned for residential use and is or will be visible from such property, it may be internally illuminated or lighted with direct white light;

- (2) If the sign is located more than 40 feet from the property planned or zoned for residential use but within 200 feet of such property and the sign is or will be visible from such property, it may be interior-lit or lighted with direct white light, but it shall not contain bare bulbs, exposed neon tube, animation or a electronic message unit; and
- (3) Direct lighting fixtures for such signs shall be aimed up and/or away from the property planned or zoned for residential use.

(C) ELECTRONIC MESSAGE UNIT, ANIMATED AND FLASHING SIGNS

Electronic message units, animated signs and flashing signs are prohibited within 200 feet of property planned or zoned for residential use unless the design of the sign or its location and orientation ensure that the electronic message unit, animated or flashing portion of the sign, or any other light from the sign will not be visible from the property planned or zoned for residential use.

19.14.080 HISTORIC SIGNS

(A) FINDINGS

The City Council of the City of Las Vegas finds that the historic and cultural foundations of the City should be preserved as a living part of its community life and development in order to give a sense of identity and orientation to the people of the City. A historic sign is a sign that, by its construction materials, unusual age, prominent location, unique design, or craftsmanship from another period, contributes to the cultural, historic, or aesthetic quality of the city's streetscape. These regulations have been formulated to allow those signs to be protected.

(B) PURPOSE

The intent of this Section is to promote the public welfare by providing protection for significant signs that represent important aspects of the City's heritage; to enhance the character of the community by considering such signs during development; and to assist owner(s) in the preservation and restoration of their signs.

(C) DESIGNATION CRITERIA

Signs are designated as historic signs by the City Council upon a favorable recommendation of the Historic Preservation Commission. The Council shall hold a public hearing to designate a sign as a historic sign. In order to designate a sign as a historic sign, the Council shall make a finding that the following conditions are met:

- (1) The sign and the use to which it pertains have been in continuous existence at the present location for at least 30 years;
- (2) The sign is structurally safe or is capable of being made so without substantially altering its historical significance;

- (3) The continued existence of the sign is encouraged and is beneficial to the public good; and
- (4) At least one of the following conditions shall be met by the sign:
 - (a) The sign contributes to the historical or cultural character of the streetscape and the community at large;
 - (b) The sign is associated with historic figures, events, or places;
 - (c) The sign is significant as evidence of the history of the product, business, or service advertised;
 - (d) The sign is significant as reflecting the history of the building or the development of the historic district;
 - (e) The sign is characteristic of a specific historic period;
 - (f) The sign is integral to the building's design or physical fabric;
 - (g) The sign represents an outstanding example of the sign maker's art due to craftsmanship, use of materials, or design;
 - (h) This sign is a local landmark recognized as a popular focal point in a community; or
 - (i) The sign contains elements important in defining the character of a historic district.

(D) PROCEDURE

- (1) The procedure for designation of a sign as a landmark sign shall be the same procedure for designating a landmark building or landmark site, in accordance with Section 19.06.090(l)(3).
- (2) Nothing in this Section shall prohibit the owner(s) of a designated historic sign from removing such a sign.

19.14.090 TEMPORARY SIGNS

(A) SPECIAL EVENT SIGNS

See Figure 12 for an example of a special event sign.

- (1) **General standards.**
 - (a) Special event signs may be approved by the Director for a limited time as a means of publicizing special events such as grand openings.

- (b) Special event signs may include balloons, inflated devices, searchlights, pennants, portable signs, streamers and other similar devices.

(2) Certificate required.

- (a) A temporary sign certificate is required for a temporary special event sign.
- (b) The certificate allows the holder to display temporary event signs on the lot where the event is to occur. Temporary special event signs may be displayed by the same business license holder on the same lot up to four times in any one calendar year. The aggregate time of display of such signs shall not exceed 60 days in any one calendar year.

(B) POLITICAL SIGNS

(1) Maximum area.

- (a) **Residential districts.** 16 square feet per sign; not to exceed a maximum total area of 80 square feet for all such signs located on a lot containing a residential use. For all other uses, the maximum total area shall not exceed 128 square feet.
- (b) **Non-residential district.** 64 square feet per political sign. A political sign may be substituted for any other lawful sign, or political copy may be used to replace copy on any existing, conforming sign.

(2) Additional standards.

- (a) Political signs shall be placed only on private property.
- (b) Political signs shall be designed and located in such a manner so that such signs do not interfere with or will be confused with a traffic control signal or sign, or obstruct the vision of traffic.
- (c) Political signs shall not be placed on any public property or right-of-way or posted on any utility pole or device.

- (3) Certificate required.** All political signs in excess of 32 square feet require a sign certificate. Other political signs do not require a sign certificate.

- (4) Illumination permitted.** Separate illumination of political signs in residential districts is not permitted. Where a political sign is erected in place of another permitted sign or political copy is placed on an existing, lawful sign in a non-residential district, the illumination standards otherwise applying to the sign shall apply to the political sign or political copy.

(5) Removal.

All political signs that relate to an election shall be removed within 15 days after the election to which they pertain. Signs supporting a candidate who loses a primary election or wins a nonpartisan race in a primary election with more than

50 percent of the vote shall be removed within 15 days after the primary election.

- (a) The person or persons who are responsible for the erection, placement or distribution of any political sign, including the person whose candidacy the sign supports, are jointly and severally responsible for the removal of the political sign and the cost thereof.
- (b) If any sign is not removed within the time period set forth above, the City may, upon 5 days written notice to a candidate or other person responsible, remove and dispose of any such sign. The City shall certify the removal and may charge the candidate or other person responsible for the City's cost for the removal. Removal charges shall be paid within 30 days after receipt of a statement of charges.

(C) SUBDIVISION DEVELOPMENT SALE SIGNS

- (1) **Maximum number.** One subdivision development sale sign per residential subdivision per street frontage, with a maximum of two signs per subdivision.
- (2) **Maximum area.** 300 square feet per sign.
- (3) **Maximum height.** 22 feet, or 12 feet above the nearest property line wall.
- (4) **Minimum setbacks and separations.**
 - (a) 10 feet from any public right-of-way.
 - (b) 50 feet from any other on-premise, off-premise or subdivision development sale sign.
- (5) **Additional standards.** The sign shall be a freestanding sign that is firmly secured in the ground, as approved by the Building Official.
- (6) **Illumination permitted.** Direct white light or internal illumination only.
- (7) **Certificate required.** Yes. The certificate application shall be accompanied by:
 - (a) A site plan that clearly depicts the location of the proposed sign; description, drawing or picture of the proposed sign; and description of the means by which it will be secured; and
 - (b) Written authorization for the placement of the sign from the owner(s) of the property or from the owner's duly authorized agent on which the sign is to be located.
- (8) **Duration of Certificate.** The certificate shall be valid for 24 months or until the last unit or lot is sold, whichever occurs first. At that time, the sign shall be removed unless a new certificate has been obtained. The property owner(s)

and certificate holder shall each be responsible for maintenance and removal of the sign.

(D) SUBDIVISION DEVELOPMENT CONTINUOUS DIRECTIONAL SIGNS

Subdivision development directional signs are not considered "on-premise" signs or "off-premise" signs and are subject to the following:

(1) Maximum number.

- (a)** Eight signs per residential subdivision.
- (b)** A sign structure advertising two or more different subdivisions may count all the signs on that structure towards the eight sign limit for only one of the subdivisions advertised on such structure, if the owner(s) or lessee(s) of the sign files a plan depicting the location and use and details of how all such signs are allocated.

(2) Maximum area.

- (a)** Two of the eight permitted signs may be up to 128 square feet in area.
- (b)** Two of the eight permitted signs may be up to 96 square feet in area.
- (c)** The remaining four of the eight permitted signs shall not exceed 40 square feet in area.
- (d)** An embellishment of up to 20 percent of each sign area may be added to the sign.

(3) Maximum height.

14 feet, except that any authorized sign that exceeds 40 square feet in size may be up to 22 feet in height.

(4) Minimum setbacks and separations.

- (a)** 10 feet from any public right-of-way.
- (b)** 100 feet from any other sign or on-premise or off-premise sign.
- (c)** 660 feet from the nearest travel lane of Summerlin Parkway from Station 499 + 78 to Station 601 + 30.

(5) Additional standards.

- (a)** These signs are allowed only on vacant developable lots;
- (b)** For any sign that is proposed within 660 feet of any highway classified by the State of Nevada as part of the interstate and primary highway system, a State of Nevada sign permit is required;

- (c) Such signs shall not be located more than four miles from the subdivision to which it is providing direction; and
 - (d) Each sign shall be a freestanding sign that is firmly secured in the ground, as approved by the City of Las Vegas Building Official.
- (6) **Illumination permitted.** No.
- (7) **Certificate required.** Yes. The certificate application shall be accompanied by:
- (a) A site plan that shows where the sign will be placed on property; and
 - (b) A master location plan that indicates where all other subdivision development directional signs (not including weekend directional signs) for the subdivision will be placed.
- (8) **Duration of certificate.** The sign certificate shall be valid for 24 months or until the last unit or lot is sold, whichever occurs first. At that time, the sign shall be removed unless a new certificate has been obtained. The property owner(s) and the certificate holder shall each be responsible for maintenance and removal of the sign.
- (9) **Landowner(s) consent.** Any person placing a directional sign shall obtain the permission of the owner(s) of the property on which the sign is placed. Nothing in this ordinance shall be construed to authorize the placement of any sign without the permission of the landowner(s).

(E) SUBDIVISION DEVELOPMENT -- WEEKEND DIRECTIONAL SIGNS

Weekend directional signs shall be used to direct traffic to residential projects only and shall not be employed for non-residential purposes of any kind.

- (1) **Maximum number.** 70 weekend directional signs per residential subdivision.
- (2) **Maximum area.** Four square feet per sign.
- (3) **Maximum height.**
 - (a) Four feet above nearest street curb.
 - (b) 32 inches above nearest street curb when within 50 feet of any street intersection or driveway opening. Where no curb exists, height shall be measured from edge of adjacent public right-of-way.
- (4) **Sign placement.**
 - (a) Maximum placement distance of any weekend directional sign from its respective residential subdivision project shall be four miles as measured along a radial line whose axis is located at any point on the subject property.

- (b) Minimum spacing between signs relating to the same project is 300 feet, provided however, two signs may be placed within 10 feet of each other at locations where the path of travel turns direction.
- (c) Signs shall be placed at least 25 feet from any street intersection or driveway and not block or overhang any sidewalk or other established pedestrian way.

(5) Additional standards.

- (a) Changes in copy and graphics may be made without re-issuance of certificates; if, the name of the subdivision changes, the developer shall apply for a new certificate.
- (b) Signs may only be installed after 6 PM on Friday or on the day before any Federal, State, or City holiday that may occur throughout the week, and all signs shall be removed by 6 AM on Monday or by the same time on the day after such holiday.
- (c) Signs shall be made of plastic, or some other weather resistant material approved by the Director, and shall be attached to a single metal stake. Signs mounted on wooden stakes are prohibited.

(6) Illumination permitted. No.

(7) Master sign plan required.

Weekend directional signs shall not be installed unless such signs are approved as a part of a master weekend directional sign plan. A certificate application and sign map shall be presented for each development for which weekend directional signs are to be employed. The application and map shall be in a form and include exhibits as specified by the Department of Planning and Development. The map shall indicate the approximate location on each street of each sign to be installed and shall include a statement that at the time of installation no sign is to be installed in violation of the spacing requirements of this Chapter or to cause any already-in-place weekend directional sign to be in violation of the spacing requirements. The certificate application shall state the name and mailing address of the party to be notified in the event of any violations of this Chapter. A master weekend directional sign certificate may be issued to cover all weekend directional signs that have been approved as part of a master weekend directional sign plan.

(8) Insurance required.

Applicants for weekend directional sign certificates shall provide proof of and maintain comprehensive liability insurance in the minimum amount of \$4,000,000 per occurrence in a form acceptable to the Director. If any sign is placed in any unimproved public right-of-way, the certificate holder shall assume full responsibility for any damages or injuries to persons or property resulting either wholly or in part from the placement of the sign and shall agree to defend and indemnify the City and hold the City harmless from all liability for damages or injuries.

- (9) **Landowner(s) consent.** Any person placing a directional sign shall obtain the permission of the owner(s) of the property on which the sign is placed. Nothing in this ordinance shall be construed to authorize the placement of any sign without the permission of the landowner(s).

(10) **Violations.**

Weekend directional signs that are without proper certification; that are placed within 25 feet of a street intersection or driveway; that block or overhang sidewalks and other public pedestrian walkways; or that are left remaining after the time limitations set forth in this Section may be impounded immediately. Violations and the recovery of signs are subject to the following charges and remedies:

Violation	Penalty
1st	\$10 per sign if without proper certification. Fee shall be waived if owner(s) obtains proper sign certificate. If properly certified, warning only.
2nd	\$10 per sign.
3rd	\$15 per sign and misdemeanor citation.
4th	Revocation of weekend directional sign certificate.

(F) CONSTRUCTION SIGNS

(1) **Maximum number.**

- (a) One construction sign per development per street frontage.
- (b) Where two construction signs are located on a corner lot, such signs shall be separated by not less than 50 feet.

(2) **Maximum area.** 300 square feet in sign area.

(3) **Maximum height.** 18 feet.

(4) **Minimum clearance from bottom of the sign to ground.** Eight feet.

(5) **Minimum setback.** 10 feet from any public right-of-way.

(6) **Additional standards.**

- (a) Construction signs shall be freestanding signs and firmly secured in the ground, as approved by the Building Official.
- (b) Construction signs are not permitted on residentially zoned property.

(7) **Illumination permitted.** No.

(8) **Certificate required.**

- (a) A temporary sign certificate is required. The certificate application shall be accompanied by a site or location plan which clearly depicts the location of the proposed sign; a description, drawing or picture of the proposed sign and a description of the means by which it will be secured; and
- (b) The certificate is valid for up to 12 months or until the construction is complete, whichever occurs first. At that time, the sign shall be removed unless a new certificate has been obtained. The property owner(s) and the certificate holder, if the latter is not the property owner(s), shall each be responsible for the maintenance and removal of the sign.

(G) REAL ESTATE SIGNS ADVERTISING COMMERCIAL PROPERTY

(1) **Maximum number.**

- (a) One real estate sign per development or property for sale or lease per street frontage for parcels five acres or less in area, plus one additional sign for each additional five acres of parcel area.

(2) **Maximum area.**

- (a) Unimproved lots: 32 square feet per sign, or with an approved temporary sign certificate, such sign(s) may be up to 80 square feet in area for lots 20,000 square feet or less in area, plus an additional 40 square feet of sign area for each 20,000 additional square feet of lot area. In no case shall the aggregate sign area of all such permitted signs or the area of a single sign exceed 300 square feet.

- (b) Improved lots: 64 square feet.

(3) **Maximum height.** 18 feet.

(4) **Minimum setback.** 10 feet from any public right-of-way.

(5) **Illumination permitted.** No.

(6) **Additional standards.**

- (a) Real estate signs on residentially zoned property shall be subject to the provisions of Section 19.14.070.
- (b) The sign shall be a freestanding sign that is firmly secured in the ground, as approved by the Building Official.

(7) **Certificate required.**

- (a) A temporary certificate is required for signs in excess of 32 square feet.

- (b) The certificate is valid until the property or the last unit is sold or leased. At that time, the sign shall be removed. The property owner(s) and certificate holder, if the latter is not the property owner(s), shall each be responsible for the maintenance and removal of the sign.

(H) REAL ESTATE SIGNS ADVERTISING RESIDENTIAL PROPERTY

- (1) **Maximum number.** One per street frontage.
- (2) **Maximum area.**
 - (a) Six square feet for single and two family dwellings.
 - (b) 32 square feet for all other allowed uses. Real estate signs exceeding 32 square feet, up to a maximum of 64 square feet may be approved by the Director by means of a temporary sign certificate.
- (3) **Maximum height.** Six feet for single and two family dwellings, 18 feet for all other allowed uses.
- (4) **Minimum setback.** Five feet from all property lines.
- (5) **Certificate required.** No.

19.14.100 OFF-PREMISE SIGNS

(A) OFF-PREMISE SIGNS DEFINED

Off-premise signs are to be considered primarily a specific type of land use rather than as an incidental use to an existing land use. Off-premise signs generally produce revenue to the property owner(s) as a land use as compared to on-premise signs which in themselves do not produce revenue but are incidental to a revenue-producing land use. However, because of the special characteristics of off-premise signs as compared to other types of land uses and structures, certain qualifications and requirements are set forth in connection with off-premise signs as a permitted use in certain zoning districts.

(B) SPECIAL USE PERMIT REQUIRED

- (1) A Special Use Permit is required for all off-premise signs prior to the construction, placement, erection or modification of the sign in accordance with the requirements of this Chapter. A Special Use Permit application shall be processed in accordance with Section 19.18.060. Furthermore, the property owner(s), owner(s) of the structure or other assignee shall maintain in force, at all times, a sign certificate for the sign in accordance with the requirements of this Chapter.
- (2) The Special Use Permit requirement set forth in this Section is in addition to an independent of any locational provision or limitation contained in this

Section. In determining whether to approve or deny a Special Use Permit under this Section, the Planning Commission and City Council may consider the aesthetic impact of the sign on the area and all other aspects of the sign's compatibility with the surrounding area, including the existence or nonexistence of other signage in the area. The provisions of this Paragraph (2) are intended to reflect and reconfirm existing standards and practice, rather than to impose a new or different standard.

- (3) In connection with the approval of a Special Use Permit under this Section, the Planning Commission or City Council may impose a time limit on the approval or require a periodic review of the sign as a condition of approval. After conducting a review, the Planning Commission or City Council may require removal of the sign if it is demonstrated that conditions in the surrounding area have changed in such a manner that the sign no longer meets the standards established in Section 19.18.060(L).

(C) LOCATIONAL PROVISIONS

- (1) No off-premise signs shall be erected in the public right-of-way.
- (2) No off-premise sign certificate of any kind shall be issued for an existing or proposed sign unless the sign is consistent with all requirements of this Chapter (including those protecting existing signs).
- (3) Off-premise signs are permitted in the C-1, C-2, C-M and M Zoning Districts only.
- (4) No off-premise sign shall have a surface area greater than 672 square feet, except that an embellishment of not to exceed five feet above the regular rectangular surface of the sign may be added if the additional area contains no more than 128 square feet.
- (5) Off-premise signs which are within 660 feet of the right-of-way and which can be read from Interstate 15, US 95 from the north city limits to the Oran K. Gragson Highway, the Oran K. Gragson Highway or Interstate 515 shall be no closer than 750 feet (measured along the highway frontage) to any other off-premise sign along the same frontage. Each side of the highway shall be considered a separate frontage. The sign and all other off-premise signs not oriented toward the same highway shall be no closer than 300 feet in any direction to any other off-premise sign, wherever located, including an off-premise sign that is situated outside the corporate boundaries of the City.
- (6) The distance to and from a sign shall be measured with reference to the point on the ground that is directly beneath the center of the sign structure.
- (7) Off-premise signs which are within 660 feet of the right-of-way and which can be read from Interstate 15, US 95 from the north city limits to the Oran K. Gragson Highway, the Oran K. Gragson Highway or Interstate 515 shall not be higher than 40 feet except as provided in Subparagraphs (a) and (b) below. The height shall be measured from the grade at the point of construction to

the top of the sign. The display surface shall not be higher than 30 feet nor wider than 60 feet.

- (a) An off-premise sign within 150 feet of the right-of-way line of an elevated freeway or highway to which it is oriented may be erected 30 feet above the elevation of the elevated roadway surface nearest the sign.
- (b) An off-premise sign within 150 feet of the right-of-way line of any freeway or highway to which it is oriented which, at a height of 40 feet, will have a significant portion of its display surface obscured from view from the travel lanes of the freeway or highway may be increased to a maximum of 55 feet when authorized by the City Council.
- (8) All other off-premise signs shall be no higher than 40 feet from grade at the point of construction, except that an off-premise sign within 60 feet of the right-of-way line of the street to which it is oriented which, at a height of 40 feet, will have a significant portion of its display surface obscured from view from the travel lanes of the street may be increased to a maximum of 55 feet when authorized by the City Council.
- (9) Off-premise signs shall not be located closer than 10 feet to the right-of-way line of a freeway nor closer than 50 feet to the intersection of the present or future rights-of-way of any two public roads, streets or highways.
- (10) No off-premise sign shall be erected or maintained within 660 feet of the nearest travel lanes of the Summerlin Parkway from Station 499 + 78 to Station 601 + 30.
- (11) No off-premise sign shall be allowed within 300 feet from the nearest property line of a lot in the "U" zoning district or any "R" zoning district.

(D) ADDITIONAL PROVISIONS

- (1) All structural elements of an off-premise sign to which the display panels are attached shall be screened from view. Display surface panels which are removed for the purpose of changing the advertising message shall be replaced within 30 days with display panels containing a new advertising message or uniformly painted blank panels.
- (2) All off-premise signs shall be detached and permanently secured to the ground and shall not be located on property used for residential purposes.
- (3) For any off-premise sign that is proposed within 660 feet of any highway classified by the State of Nevada as part of the interstate or primary highway system, a State of Nevada sign permit shall be obtained and a copy attached to the application prior to the issuance of a construction permit or sign certificate by the City.
- (4) No sign certificate shall be issued for an individual off-premise sign unless and until a site plan for the lot on which the sign will be erected has been

submitted to and approved by the Director. The site plan shall include the following:

- (a) An accurate site plan of the lot, at the scale the Director requires;
 - (b) The location of buildings, parking lots, driveways and landscaped areas on the lot;
 - (c) An accurate indication of the location of all existing and proposed off-premise signs; and
 - (d) Drawings that allow the computation of the area and the height of any off-premise signs and which indicate any sign characteristics such as illumination, embellishment areas or moving parts.
- (5) The permittee or holder of a sign certificate shall notify the Director of any significant change in the characteristics of an off-premise sign, such as illumination, embellishment areas or moving parts, and provide any additional supplemental drawings as the Director may require.

(E) OFF-PREMISE SIGN EXCLUSIONARY ZONE

- (1) Off-premise signs are prohibited within the boundaries of the following area:
- (a) Bounded on the north by the Las Vegas/Clark County boundary (Moccasin Road).
 - (b) Bounded to the east by the Las Vegas/North Las Vegas boundary (Decatur Boulevard), south to Cheyenne Avenue, then west along Cheyenne Avenue to Rainbow Boulevard, then continuing south along Rainbow Boulevard to Sahara Avenue.
 - (c) Bounded on the south by Sahara Avenue, west to Durango Drive then continuing south along Durango Drive to Desert Inn Road, continuing west to Hualapai Way then north along Hualapai Way to West Charleston Boulevard, then west to the Las Vegas/Clark County boundary.
 - (d) Bounded to the west by the Las Vegas/Clark County boundary, then continuing north to the Las Vegas/Clark County northern boundary.
- (2) The prohibition contained in Paragraph (1) of this Subsection does not apply to any sign which would be within 660 feet of the right-of-way line, and oriented toward, the following interstate and federal-aid primary routes, as defined by the Nevada Department of Transportation:
- (a) Oran K. Gragson Highway
 - (b) U.S. Highway 95, south of Ann Road
 - (c) Interstate 515

- (3) The prohibition of off-premise signs within the area described in Paragraph (1) or within any other area described in this Chapter shall not be deemed or interpreted:
 - (a) As an indication that any other particular location is suitable for an off-premise sign.
 - (b) To eliminate the need for a Special Use Permit or affect the determination of compatibility with respect to a proposed sign.

19.14.110 SIGNS IN PUBLIC RIGHT-OF-WAY

(A) SIGNS PROHIBITED IN PUBLIC RIGHT-OF-WAY

(1) General Rule.

Signs shall be prohibited in the public right-of-way, except as provided in this Section.

(2) Presumption.

A sign erected or placed in the public right-of-way and containing an individual's name, telephone number, address or identification of a product shall be presumed to have been erected or placed by or at the direction of the person or entity associated with that name, business, telephone number, address or product. That presumption is a rebuttable presumption which the affected person or entity may disprove in any enforcement action or administrative hearing involving such signs.

(B) SIGNS PERMITTED IN PUBLIC RIGHT-OF-WAY

The following signs may be permitted in the public right-of-way:

- (1) Public signs erected by or on behalf of a governmental body to post legal notices, identify public property, convey public information and direct or regulate pedestrian or vehicular traffic;
- (2) Bus stop signs erected by a public transit company;
- (3) Informational signs of a public utility regarding its poles, lines, pipes or facilities;
- (4) Marquee, projecting and suspended signs projecting over a public right-of-way in conformity with the provisions in Section 19.14.060;
- (5) Development entry statement signs and interior directional signs may be permitted as provided for in this Chapter and provided the sign owner(s) enters into an encroachment agreement with the City;
- (6) Other signs which have been authorized by the City, including but not limited to signs on bus stop shelters, signs permitted by the approval of an encroachment agreement or emergency warning signs erected by a

governmental agency, a public utility company or a contractor doing authorized or permitted work within the public right-of-way. Such signs are exempted from all regulatory requirements and limitations of this Chapter.

19.14.120 CERTIFICATES AND PERMITS

(A) PROCEDURES

The procedures contained in this Section shall govern the application for, and issuance of, all sign certificates under this Chapter.

- (1) All applications for sign certificates of any kind shall be submitted to the Department of Planning and Development on an application form or in accordance with application specifications published by the Department.
- (2) Within 5 days of receiving an application for a sign certificate, the Department shall review it for completeness. If the application is complete, then the application shall be processed. If the application is incomplete, then notice shall be sent to the applicant, within a 5-day period, of the specific ways in which the application is deficient.
- (3) Upon approval, the City will issue a certificate and tag for the sign. The tag shall be affixed to the sign in a location where it is plainly visible. Absence of the tag or any record of the issuance of the tag on any sign, which is required by this Chapter to have a certificate, shall subject that sign to removal in the same manner as in Section 19.14.140.
- (4) A renewable sign certificate for a commercial sign shall lapse automatically if not renewed or if the business license for the premise expires or is revoked.
- (5) Any sign that is the subject of an application received after the effective date of this Chapter, or any amendment thereto, shall be subject to all the provisions of this Chapter and shall not be subject to the nonconforming sign protections described in Section 19.14.160. For any sign on property annexed into the City after the effective date of this Chapter, an application for a sign certificate shall be submitted within three months of the effective date of the annexation or within such period as may be established in an annexation agreement between the City and the land owner(s).

(B) REMOVAL

Any sign for which a certificate has lapsed shall be removed immediately. The owner(s) of the property on which the sign is erected or displayed, the certificate holder, the owner(s) of the sign, or any person that caused the sign to be installed shall be jointly and severally responsible for the removal of the sign, provided that nothing herein shall be construed to allow any private person to enter onto the property of another person without the permission of the property owner(s).

(C) STATE SIGN PERMIT REQUIRED

For any sign that does not qualify as an on-premise sign and that is proposed within 660 feet of any highway classified by the State of Nevada as part of the interstate and primary highway system, a State of Nevada sign permit shall be obtained prior to the issuance of a construction permit or sign certificate by the City. The issuance of a State of Nevada permit does not take the place of the City's Special Use Permit requirement nor compel the granting of a Special Use Permit. Likewise, the approval of a Special Use Permit by the City does not affect the State of Nevada's authority or discretion to deny a state permit.

19.14.130 MASTER SIGN PLAN**(A) PURPOSE**

A Master Sign Plan is required for certain types of development in order to allow the Planning Commission and City Council to ensure the appropriate relationships among building elevations, signage and circulation. Larger commercial developments are likely to generate greater impacts on surrounding residential properties than smaller commercial projects. An effective Master Sign Plan encourages integrated signage, with an emphasis on wall signs and central identification signage rather than multiple freestanding signs along the street frontage. Reducing the amount of sign clutter along street frontages allows the customer of the commercial center to readily identify establishments that have the goods and services they seek.

(B) APPLICABILITY

- (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 2.5 net acres; or
 - (b) Any non-restricted gaming establishment; or
 - (c) Any residential project containing more than 500 units and/or 160 acres in area.
- (2) A Master Sign Plan may be submitted for any development or property not otherwise required to submit a Master Sign Plan to accomplish the following:
 - (a) To establish the requirements and limitations for signs located in the Gaming and Downtown Overlay districts, and any uses not regulated elsewhere in this chapter located in the Planned Community and Planned Development districts; or
 - (b) To establish requirements and limitations for signs in a specific development.

(C) MASTER SIGN PLAN REQUIREMENTS

A proposed Master Sign Plan generally may be submitted in connection with a Site Development Plan Review. The Master Sign Plan shall be signed by all the owners or the owner's authorized agent of the subject property on the form the Director requires, and shall include the following:

- (1) An accurate site plan of the lot, drawn to scale, indicating the location of buildings, parking lots, driveways and landscaped areas on the lot;
- (2) An accurate indication of the location of each present and proposed sign of any type, whether or not the sign requires a sign certificate, except that incidental signs need not be shown;
- (3) Design drawings which allow the computation of the sign area and the height of any existing or proposed signs and which indicate any sign characteristics such as illumination or moving parts;
- (4) A copy of any private restrictions or sign criteria which the owner(s) or developer agrees will govern all signs affected by the Master Sign Plan;
- (5) The applicable fees set forth in the Fee Schedule;
- (6) If applicable, standards for window signs that indicate the general type of window signage to be allowed (e.g., paper affixed to window, painted, etched on glass, or some other material hung inside the window); and
- (7) If applicable, a schedule for bringing all existing signs into conformance with the requirements in the Master Sign Plan.

(D) PROCEDURES**(1) Hearing.**

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 recommendation shall be based upon evidence that makes approval or denial of the Master Sign Plan appropriate.

(2) Conditions of Approval Recommendation.

In recommending the approval of a Master Sign Plan, the Planning Commission may impose the following conditions, restrictions or limitations as the Commission may determine to 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. 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 Section 19.14.060, or establish the sign requirements and limitations 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 Overlay districts, and the Planned Community and Planned Development districts;

- (b) Conform to the Residential Protection Standards set forth in Section 19.14.070;
- (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.

(3) Effect of Denial; Appeal

A decision by the Planning Commission to deny a Master Sign Plan becomes final and effective at the expiration of 10 calendar days after the date of the decision unless, within that period, the applicant appeals the decision by written request filed with the City Clerk.

(4) Final Action Concerning Appeal or Approval

A decision by the Planning Commission to approve a Master Sign Plan constitutes a recommendation to the City Council. The City Council shall review and make the final decision concerning each Master Sign Plan, which has been appealed or forwarded to the City Council for final action.

(5) City Council Decision

The City Council may approve, approve with conditions, or deny the Master Sign Plan. In doing so, the City Council shall consider the recommendation of the Planning Commission and the evidence presented at the public hearing. Action by the City Council is final.

(6) Deemed Disapproval

If there is no final action by the City Council on a Master Sign Plan within 90 days after the filing of a complete Master Sign Plan application, exclusive of any period of delay agreed to by the applicant thereof, it shall constitute a denial of the proposed Master Sign Plan. Based on the record then pending before the

City Council or Planning Commission, the applicant may seek direct judicial review of that denial.

(E) AMENDMENTS

(1) Minor Amendment

- (a) Applicability.** This Minor Amendment process shall apply to any amendment to a Master Sign Plan which does **not** propose any of the following:
- (i) Any increase in the number or size of freestanding or consolidated signs requiring certificates; or
 - (ii) Any substantial increase in the size, or illumination of wall, awning, roof, marquee or permanent window signs located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use; or
 - (iii) Any substantial change in the location of wall, awning, roof, marquee or permanent window signs located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
- (b) Procedure.** The applicant shall file an application in writing, with supporting drawings, specifically identifying the proposed changes to the approved Master Sign Plan. The Director shall review the application for completeness, and the applicability of the Minor Amendment process under this Section, within 5 business days of the date the application is received. After the Director finds that the application is complete, and that the Minor Amendment process applies, the Director shall review and act on the Amended Master Sign Plan application within 15 business days of the date the application is received. The application shall be reviewed for consistency with any conditions included in the original Master Sign Plan. If the "Master Sign Plan with Minor Amendments," is consistent with any conditions included in the original Master Sign Plan, the Director shall approve the application. The Director shall mark the approved plan as "Master Sign Plan with Minor Amendments," and indicate the date of approval. From that date, the amended Master Sign Plan shall be the official Master Sign Plan.
- (c) Resubmission or Appeal.** If the Minor Amendment is denied under this Paragraph (1), the applicant may revise and resubmit the application or may submit the complete application as a Major Amendment, in accordance with Paragraph (2). The submission of the application as a Major Amendment shall be in lieu of any appeal.

(2) Major Amendment

- (a) Applicability.** Any amendment to a Master Sign Plan, which does not meet the criteria for a "Minor Amendment," as set forth in Paragraph (1), shall be reviewed as a Major Amendment.
- (b) Procedure.** A Major Amendment Master Sign Plan is accomplished by the same process and procedures required establishing a new Master Sign Plan. The proposed Major Amendment shall specifically identify the proposed changes to the existing Master Sign Plan that is in effect.
- (c) Schedule for Achieving Conformance.** If any application for a Major Amendment to a Master Sign Plan is filed for a property on which existing signs are located, the application for the amended Master Sign Plan shall include a schedule for bringing into conformance all signs that do not conform to the proposed amended Master Sign Plan.

(F) EFFECT

After approval of a Master Sign Plan, or amended Master Sign Plan, no sign shall be erected, placed, or altered, except in conformance with the Master Sign Plan, and the Master Sign Plan shall be enforced in the same way as any provision of this Chapter. The provisions of this Chapter shall be in force for any provisions not established in a Master Sign Plan. In case of any conflict between the provisions of a Master Sign Plan and any other provision of this Chapter, the Master Sign Plan shall control.

19.14.140 CERTAIN ILLEGAL AND ABANDONED SIGNS**(A) DEFINED**

- (1)** The following shall without limitation be considered illegal signs:
 - (a)** A sign erected on public property, including the public right-of-way, in violation of this Chapter;
 - (b)** A temporary sign for which the period allowed for its display has expired; or
 - (c)** Any other sign for which a time period included as a condition of its certificate has expired.
- (2)** The following shall be considered abandoned signs:
 - (a)** Any sign which has ceased to be used to display a message relating to an on-going business, product, service, idea or commercial activity and where the owner(s) of the sign has manifested an intention to permanently cease to use the sign. A sign shall be presumed to be abandoned if it has not been used to display or support such a message during any continuous one-year period;

- (b) Any on-premise sign pertaining to a building that has been destroyed or damaged beyond use, and substantial construction work for its repair or replacement has not begun within six months after such destruction. This period may be extended by the Planning Commission upon application of the property owner(s) for good cause shown; or
- (c) Any on-premise sign pertaining to a business that has advertised or otherwise publicly indicated that it is "going out of business," closing, moving, or closing at this location by a date that has passed.

(B) ACTION REQUIRED

- (1) Abandoned sign faces or sign copy shall be removed from public view by covering the sign face, replacing the sign face with a blank sign face, or replacing the sign copy with sign copy that relates to an on-going business, product, service, idea or commercial activity on-site.
- (2) Abandoned sign structures and illegal signs shall be removed by the owner(s) of the property, the owner's agent, or the person having the beneficial use of the building, structure or land where such sign is located within 10 days, in the case of illegal signs, and 30 days, in the case of abandoned sign structures, after written notification from the City.
- (3) Failure to comply with a notice from the City demanding the removal of an abandoned sign or an illegal sign within the time period specified in the notice shall be considered a violation of this Chapter. See also Section 19.14.170.

19.14.150 APPEAL

Any person aggrieved in connection with the inability to obtain a sign certificate or by any other decision of any administrative officer or agency based upon or made in the course of the administration or enforcement of any provision of this Chapter may appeal the decision to the City Council. An appeal must be in written form and must be filed in the office of the City Clerk, with a copy to be filed in the office of the Department of Planning and Development. The appeal must be filed within 10 days after the administrative decision is made and shall specifically describe the decision at issue and the basis for the appeal. The appeal shall be considered on the next available agenda of the City Council. This Section shall not apply to actions on Master Sign Plans, which shall follow the procedures, including appeals, set forth in Section 19.14.130.

19.14.160 NONCONFORMING SIGNS

(A) APPLICABILITY

This Section shall not apply to any sign approved by a variance, any sign approved as part of a Master Sign Plan, any off-premise sign, or any other sign protected from such provisions by Nevada law.

(B) CONTINUED USE ALLOWED

A lawfully nonconforming sign, as defined in Subsection (C) below, may continue in use, except as otherwise provided in or authorized by this Chapter. A change in the information on the face of an existing nonconforming sign is allowed if the change does not increase the area of the sign face.

(C) NONCONFORMING SIGNS DEFINED

Any sign, other than an off-premise sign, which was constructed in accordance with the ordinances and other applicable laws in effect on the date of its construction, but which by reason of its size, height, location, design, or construction is not in conformance with the requirements of this Chapter or any amendment thereto.

(D) BURDEN OF PROOF

In any matter in which a property owner(s), sign owner(s), sign user or other person seeks the protection provided to lawful, nonconforming signs under this Section, the burden of proof shall be on the person seeking such protection to prove:

- (1) The date of erection or installation of the sign;
- (2) That the sign fully conformed to the sign ordinance then in effect;
- (3) That the person erecting the sign obtained all necessary permits for the erection of the sign; and
- (4) That any changes to the sign have been made in accordance with the requirements of this Chapter and in compliance with all applicable permit requirements.

(E) PUBLIC RIGHT-OF-WAY IMPROVEMENTS

The City may require signs to be modified or moved if streets are widened, or for other improvements made in the public-right-of-way. If a nonconforming sign or sign structure is moved under this requirement, it may be re-established on the same site without being brought into conformance.

(F) OWNERSHIP

The status of a nonconforming sign or sign structure is not affected by changes in ownership.

(G) MAINTENANCE AND REPAIR

Sign maintenance, sign repair, and changing of permanent sign faces is allowed so long as structural alterations are not made and the sign is not increased in size.

(H) TERMINATION OF NONCONFORMING SIGNS

- (1) **Change to a conforming sign.** A nonconforming sign or sign structure may be altered to become or be replaced with a conforming sign or sign structure. Once a sign or sign structure is brought into conformance or is replaced with a conforming sign or sign structure, the nonconforming rights for that sign or sign structure are lost and a nonconforming sign or sign structure may not be re-established.
- (2) **Alteration.** Except as provided in Subsection (E), sign structures that are moved, replaced, or the supporting structure is substantially altered, must be brought into conformance with this Chapter.
- (3) **Discontinuance.** If there is no sign in place on a sign structure or building wall for 12 continuous months, the nonconforming rights are lost and a nonconforming sign may not be re-established. If the sign structure or building wall sign area is unused for less than 12 continuous months, a nonconforming sign may be re-established.
- (4) **Removal.** Except as provided in this Section, if a sign or sign structure is permanently removed or intentionally destroyed, replacement signs and sign structures must comply with the current standards.
- (5) **Damaged or deteriorated nonconforming signs.** If a sign or sign structure is damaged or allowed to deteriorate to such an extent that the cost of repair or restoration is fifty percent or more of the cost of replacement of such sign, replacement signs and sign structures must comply with the current standards.

(I) OPTIONAL REGISTRATION

- (1) A sign owner(s) or user may register a lawful, nonconforming sign in accordance with this Subsection. The registration shall be filed on a form provided by the Director, which form shall require at least the following:
 - (a) Sign certificate number (if any);
 - (b) Date of installation of the sign;
 - (c) Address of premises;
 - (d) Location of the sign on the premises (drawing or precise description of location);
 - (e) Dimensions of the sign;
 - (f) For a freestanding sign, the height of the sign; and
 - (g) Photograph of the sign, as it exists at time of filing registration.

- (2) The Director shall review the registration within 30 days of receipt and shall notify the applicant of any inaccuracies or other deficiencies in the registration. Such inaccuracies or deficiencies shall be noted in the registration file. All provisions of the registration not subject to such a notice shall be deemed to be accepted by the City.
- (3) In any proceeding in which the legal status of a sign is material, the unchallenged facts set forth in a registration under this Subsection shall be presumed to be true; any facts subject to a notice from the Director questioning the accuracy or other matters shall not receive such protection unless the applicant amends the registration to cure the deficiencies.

19.14.170 VIOLATIONS, REMEDIES, PENALTIES

(A) VIOLATIONS

Any of the following shall be a violation of this Chapter and shall be subject to the enforcement remedies and penalties provided for in this Title:

- (1) To install, create, erect or maintain any sign in any manner that is inconsistent with any Master Sign Plan;
- (2) To install, create, erect, or maintain any sign in a way that is inconsistent with any site plan review or aesthetic review governing the sign for the lot on which sign is located;
- (3) To install, create, erect, or maintain any sign requiring a certificate without such a certificate;
- (4) To fail to display a tag in conformance with Section 19.14.120;
- (5) To fail to remove any sign that is installed, created, erected, or maintained in violation of this Chapter, or for which the sign certificate has lapsed;
- (6) To continue any violation. Each day of a continued violation shall be considered a separate violation when applying the penalty portions of this Chapter;
- (7) To install, create, erect, or maintain any sign prohibited by or in violation of this Chapter; or
- (8) To abandon any sign.

(B) REMEDIES AND PENALTIES

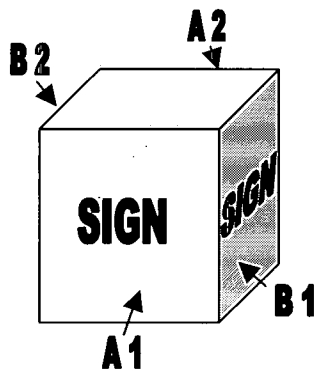
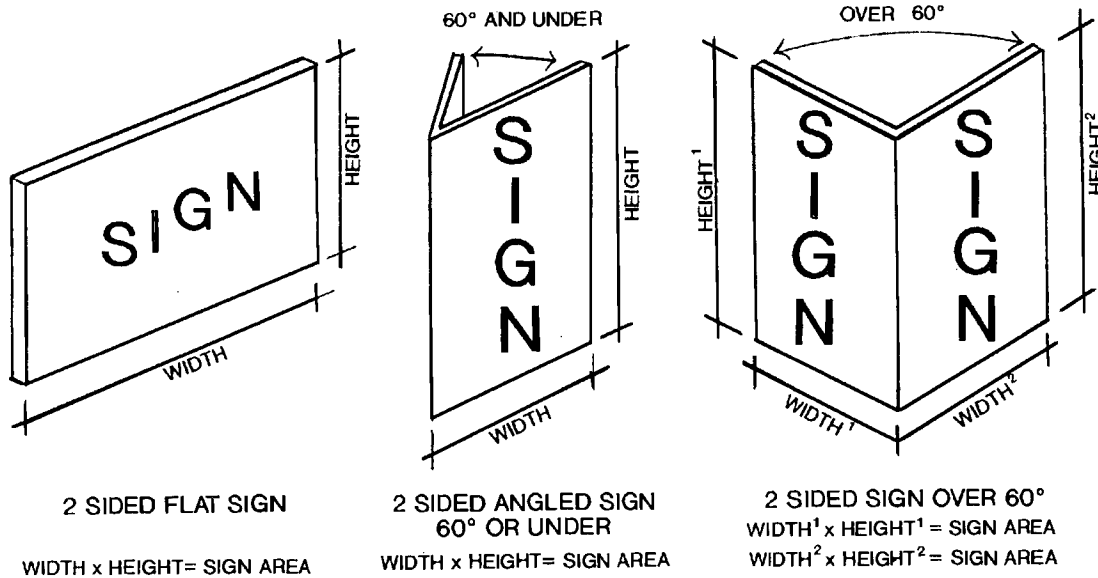
Any sign installed or placed on any property in violation of the requirements of this Chapter shall be subject to the following:

- (1) With respect to any sign that constitutes a hazard to the public or a sign without proper certification that has been installed or placed on unimproved

property, on public property or within public right-of-way, the sign may be immediately removed and impounded. The City shall notify the sign owner(s) or installer (or other responsible person) of the impoundment, if the person or persons are known to or reasonably can be determined by the City. The notice shall be given within 5 days after impoundment of the sign, or within the additional time as may be necessary in order to identify and locate the person or persons. The City will keep the sign for a period of 30 days following the sign's removal, during which time the owner(s) or other responsible person may reclaim the sign. At the end of the 30-day period, the sign may be destroyed.

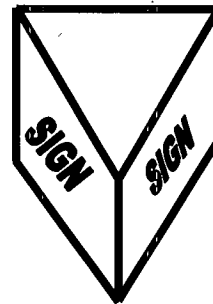
- (2) Signs that are not made subject to the impoundment provisions described in Paragraph (1) above are subject to removal and impoundment 10 days after appropriate notice has been given. Appropriate notice shall be deemed to have been given if the City provides written notice to the owner(s) or installer of the sign (or other responsible person). If the notice cannot be given after reasonable efforts to identify and locate the person or persons, the City may affix a notice of noncompliance to the sign itself. If the sign has not been removed or brought into compliance within 10 days, the City may remove and impound the sign. Following the removal and impoundment of a sign, the City will keep the sign for a period of 30 days following the sign's removal, after which the sign may be destroyed.
- (3) In addition to other remedies, the City shall have the right to recover from the owner(s) or installer of such a sign, or the owner(s) of the property on which it is located, or any other responsible person, the full costs of removal and disposal of the sign. The City shall certify the removal and may charge the owner(s) or installer or other responsible person for the removal, payable within 10 days after receipt of a statement of charges or the charges may be a special assessment and a lien on the property involved and subject to the provisions of LVMC 9.12.150, 9.12.160 and 9.12.170. It is presumed that the person or entity whose identity is represented on the sign is a person responsible for installing the sign, which presumption may be rebutted by affidavit.
- (4) Removal pursuant to this Subsection may be accomplished by the City or its authorized agent.
- (5) For any premises on which there is an existing sign that violates any part of this Chapter, the City may withhold permits for any other signs, including temporary signs, until the violation has been corrected or the property owner(s) has entered into a written agreement with the City for abatement of the violation by a specified date. The provisions of this Paragraph shall not apply to any sign that is not under the legal control of the applicant for a new sign, whether as owner(s) or lessee(s). A sign user simply renting one space on a larger "tenant board" or other sign advertising multiple businesses shall not be considered to be in control of such sign.
- (6) Any violation of this Chapter shall be a misdemeanor. The City may issue a citation and upon conviction seek imposition of fines in accordance with the following schedule:

- (a) Upon first conviction, minimum of \$200;
 - (b) Upon second conviction within period of one year, minimum of \$500; and
 - (c) Upon each subsequent conviction within period of one year, minimum of \$1,000.
- (7) Each sign installed, created, erected, maintained or abandoned in violation of this Chapter shall be considered a separate violation when applying the penalty portions of this Chapter.

19.14.180 ILLUSTRATIONS**Figure 1 Method for Sign Area Measurement**

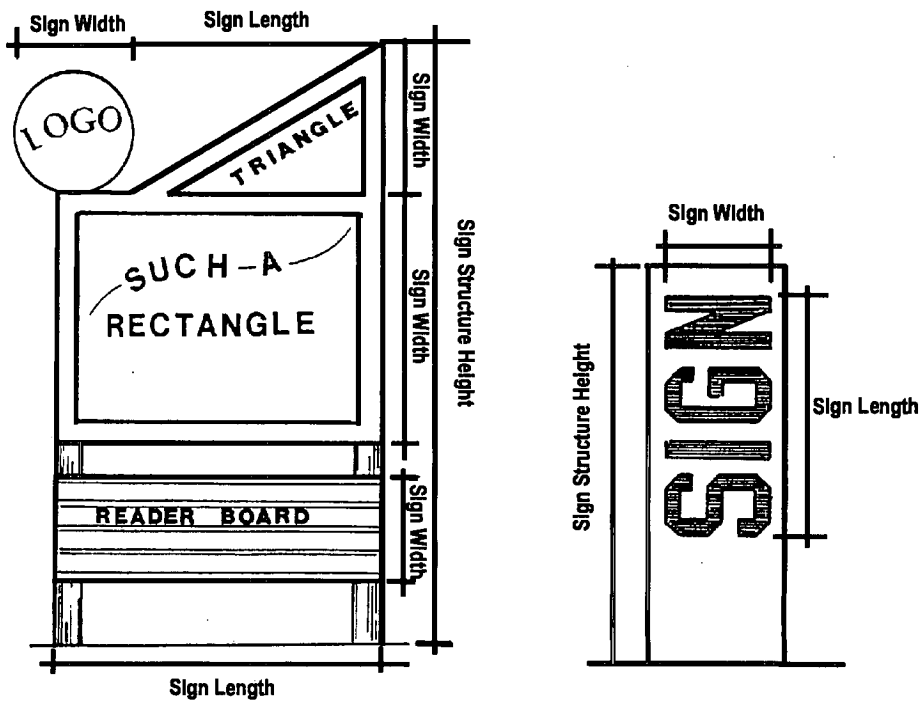
The area of a four sided sign shall be the sum of the largest opposing sides. If A1 is larger than A2 and B1 is larger than B2 the area of the sign is the sum of A1 plus B1.

If the opposing sides are equal, the total area of the sign is the sum of two of the intersecting sides.

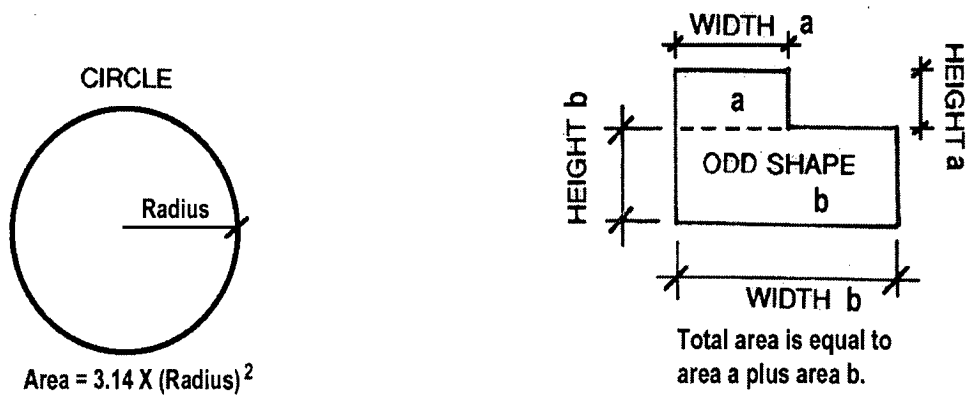


The area of a three sided sign is the sum of the two largest sides.

Figure 2



Signs constructed of individual elements shall measure the overall sign display by determining the sum of the area of each square, rectangle, triangle, portion of a circle or any combination thereof to create the smallest single continuous perimeter enclosing the extreme limits of each word, written representation (including any series of letters), emblems or figures of similar character including all frames, face plates, nonstructural trim or other component parts not otherwise used for support.

Figure 3. Measurement of specific sign areas.

In the case of an odd shape, calculate the smallest regular geometric shape (triangle, rectangle or circle) that encompasses the perimeter of the sign and add the areas together for the total area.

Channel Letters

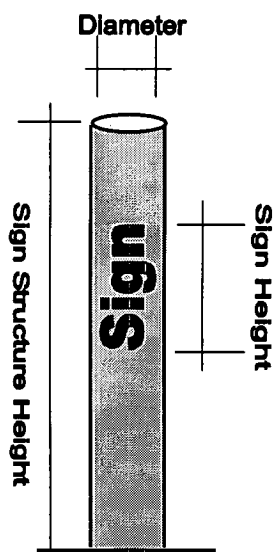
CITY OF LAS VEGAS

PLANNING PUBLIC WORKS FIRE DEPT.

The smallest continuous perimeter that encompasses the entire coherent message is used, in this case, the words making up the message are intentionally spread far apart.

CITY OF LAS VEGAS

The smallest continuous perimeter is used that encompasses the entire message, in this case the perimeter is adjusted for the smaller height letters.



The area of a cylindrical sign shall be the diameter multiplied by the height of the cylinder.

Spherical Sign

Spherical signs areas are calculated as if they are circles: $3.14 \times (\text{radius})^2$

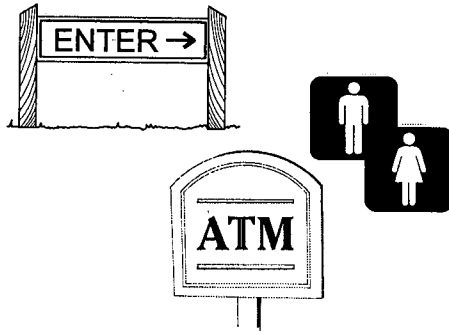


Figure 4 Incidental Signs

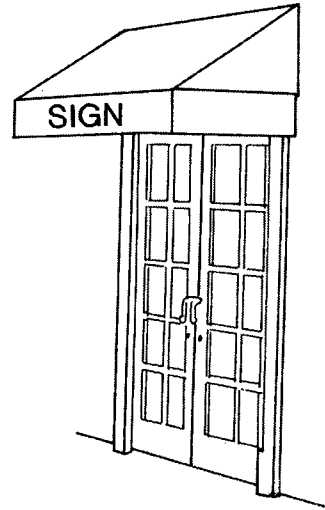


Figure 6 Awning Sign

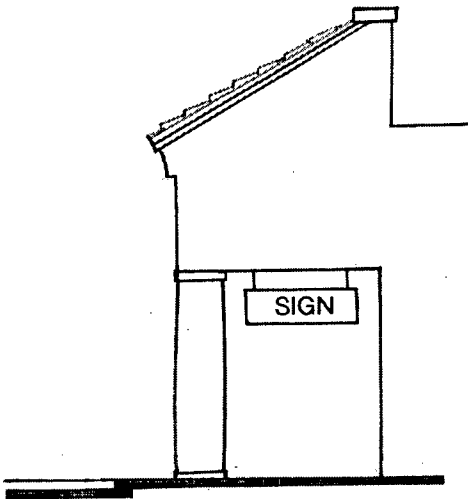


Figure 5. Arcade Sign

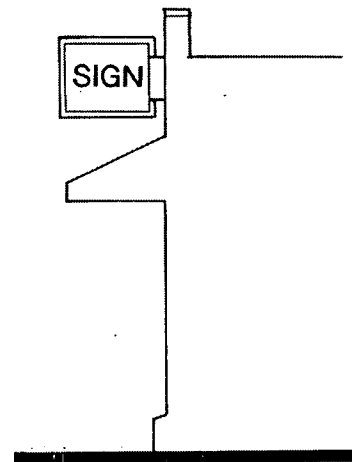


Figure 8 Projecting Sign

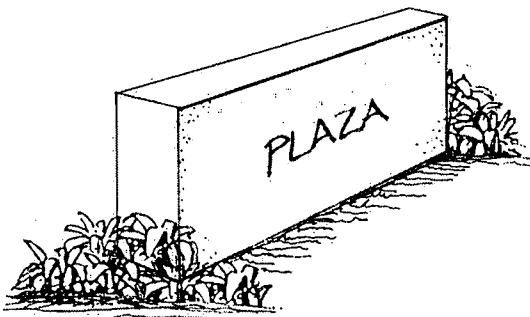


Figure 7 Monument Sign

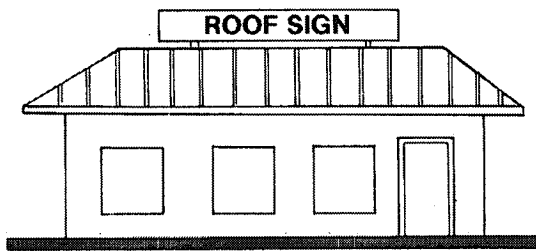


Figure 9 Roof Sign

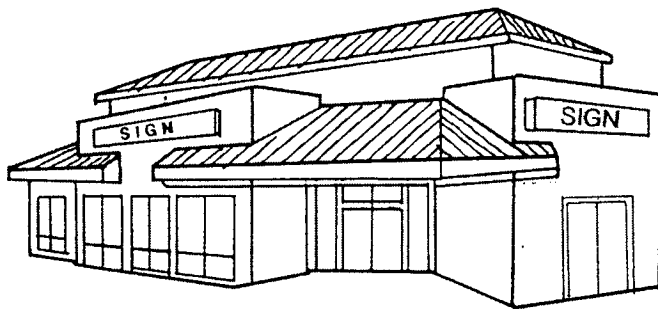


Figure 10 Wall Sign

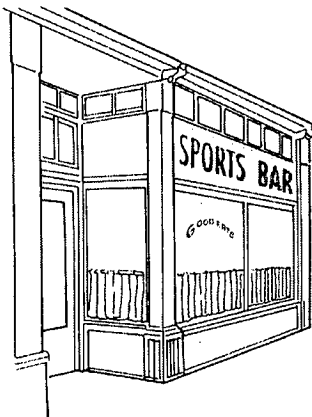


Figure 11 Window Sign

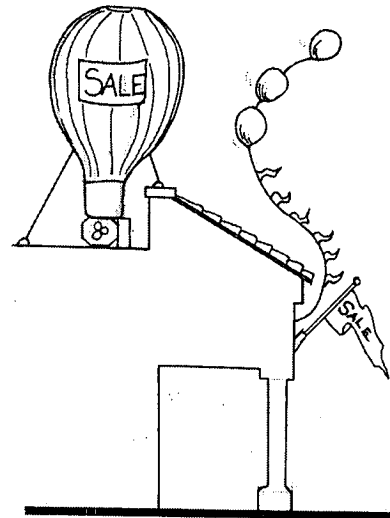


Figure 12 Special Event Sign

Figure 13. Canopy Sign

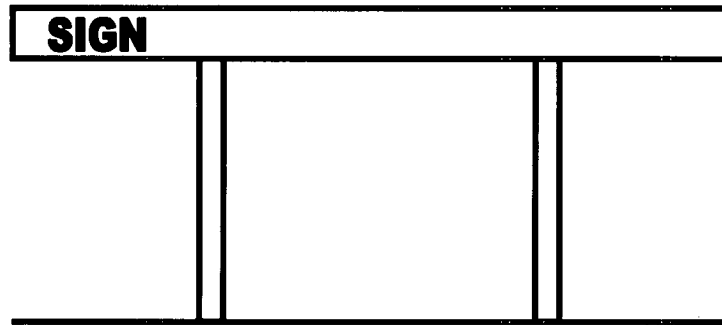
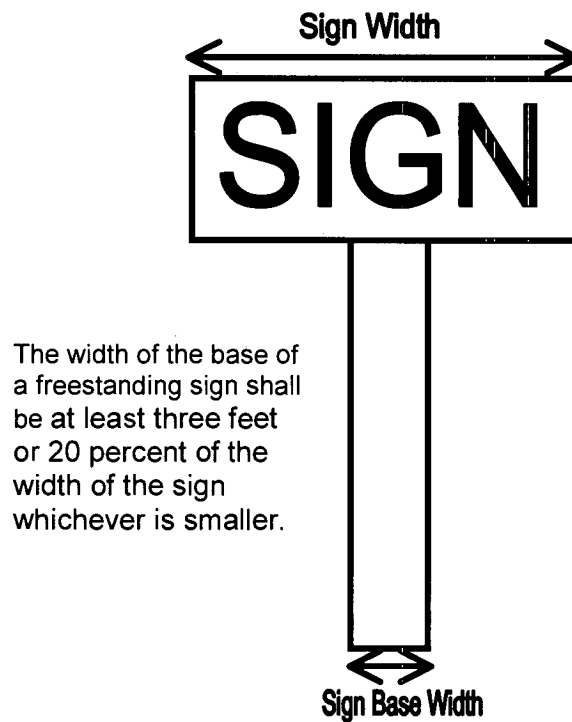


Figure 14. Freestanding Sign Base Width



BILL NO. 2002-74

ORDINANCE NO. _____

AN ORDINANCE TO REPEAL AND REPLACE THE CITY'S SIGN REGULATIONS AS CONTAINED IN TITLE 19, AND TO PROVIDE FOR OTHER RELATED MATTERS.

Proposed by: Robert S. Genzer,
Director of Planning and Development

Summary: Repeals and replaces the City's sign regulations as contained in Title 19.

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

SECTION 1: Title 19, Chapter 14, of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby repealed in its entirety.

SECTION 2: Title 19 of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended by adding thereto a new Chapter 14, consisting of the provisions that are set forth in the attached document.

SECTION 3: In the attached document, the division of the new Chapter 14 into sections, subsections, and further subdivisions; the catchlines and headings that are used; and the capitalization, use of bolding, and other formatting appear in the format previously used in Title 19A, the predecessor to Title 19. The catchlines, headings and formatting are included for the sake of convenience and are not adopted as part of the Municipal Code. The codifier is authorized to reformat and resubdivide the provisions in the attached document in accordance with its regular LVMC format, and to employ such additional or replacement catchlines, headings and formatting as are deemed appropriate.

SECTION 4: Section 19.20.020 of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended by deleting therefrom the following terms, along with their corresponding definitions:

Freestanding Ground Sign

Frontage, Street

Marquee

1 Marquee Sign

2 Sign, Animated

3 Sign, Off-Premise

4 Sign, On-Premise

5 Subdivision Development Sales Sign

6 Subdivision Directional Sign

7 SECTION 5: Section 19.20.020 of the Municipal Code of the City of Las Vegas,
8 Nevada, 1983 Edition, is hereby amended by amending the definitions of several terms that appear
9 in that Section. The terms and their corresponding definitions are amended to read, respectively, as
10 follows:

11 “Abandoned Sign” means [any sign remaining in place or not maintained for a period of ninety
12 days or more which no longer advertises or identifies an on-going business, product, service, idea
13 or commercial activity.] a sign described in Section 19.14.140(A)(2).

14 “Building Elevation” means the [view of any building or other structure from any one of four
15 sides. Regardless of the configuration or orientation of a building, no building shall be treated as
16 having more than four building elevations. Each elevation will generally be identified as a north,
17 south, east or west building elevation.] exterior face of a building, including all vertical elements of
18 the building facing in the same general direction.

19 “Building Marker” means any sign indicating the name of a building, date or incidental
20 information about its construction. Building markers are cut into [a masonry surface] the exterior
21 building materials or made of bronze or other permanent material.

22 “Community Interior Directional Sign” means a sign [which is constructed within the interior
23 of a development to provide identification and direction to various buildings, residences and major
24 amenities, such as parks, schools, pedestrian trails, bike paths or similar community facilities, within
25 the development.] placed within the interior of a subdivision to provide directions within the
26 subdivision.

27 “Construction Sign” means a [temporary sign erected on the parcel on which construction is
28 taking place, limited to the duration of the construction, indicating the names of the architects,

1 engineers, contractors, or similar artisans, the owner, financial supporters, sponsors and similar
2 individuals or firms having a major role or interest with respect to the structure or project or any future
3 uses or activities to be conducted on the site.] sign advertising a construction project and the parties
4 involved in its development, proposed to be located on the lot or parcel of land on which the sign is
5 located.

6 “Development Entry Statement Sign” means [any permanent on-premises architectural design
7 statement or feature sign at the entrance to a subdivision, condominium, apartment complex, or
8 identifiable community which serves to announce the identity of the development where the sign is
9 located. In order to qualify as this type of sign, a sign shall not contain the name of the developer or
10 contractor of the project or subdivision.] a sign placed at the entry to a subdivision, apartment
11 development, or identifiable community to identify the subdivision, apartment development, or
12 identifiable community.

13 “Directory Sign” means a sign [for listing the tenants, occupants, floor plan, addresses or suite
14 numbers of a building, center or residential building complex.] that provides a map or listing of the
15 names of businesses, activities, addresses, locations, uses or places within a building or complex of
16 buildings for the purpose of identification only.

17 “Flag” means any fabric, banner or bunting containing distinctive colors, patterns, logos or
18 symbols, used as a representative symbol of a government, political subdivision or [other] private
19 entity.

20 “Incidental Sign” means a sign, generally informational, that has a purpose secondary to the
21 use of the lot on which it is located, such as “no parking,” “entrance,” “loading only,” and “telephone”
22 signs; directory signs and drive-through menu boards; and other similar directives or identifying
23 messages. In order to qualify as an incidental sign, a sign may contain the logo or name of the
24 business that is on the same parcel as the sign but shall not contain any other commercial message
25 legible from a position off the lot on which the sign is located.

26 “Miscellaneous Residential Sign” means [a sign, generally informational, that has a purpose
27 secondary to the use of the residential lot on which it is located, such as occupant nameplates; warning
28 or trespassing signs; or for sale, rent or lease signs. The term excludes any sign which contains

1 information that does not pertain to the property on which it is located.] any incidental or real estate
2 sign on a single dwelling unit lot or other residential lot.

3 “Monument Sign” means [any sign that stands independently from any building or other
4 structure and whose entire bottom is generally in contact with the ground.] a freestanding sign where
5 the base of the sign structure is on the ground or a maximum of 12 inches above the lowest point of
6 the ground adjacent to the sign.

7 “Pennant” means any lightweight plastic, fabric or other material, whether or not containing
8 a message of any kind, suspended from a rope, [wire,] wires, or string, usually in a series, designed
9 to move in the wind. A pennant shall be considered a temporary sign.

10 “Political Sign” means any sign [advertising the candidacy for office of any person or any sign
11 advertising support or non-support of a candidate for office or of action on a ballot matter of a
12 primary, general or special election.] relating to a candidate, issue, proposition, ordinance or other
13 matter in a public election or referendum, or any sign pertaining to the advocacy of political views or
14 policies by persons, groups, or parties.

15 “Portable Sign” means any sign which is not permanently attached to the ground or to another
16 permanent structure; including, but not limited to, temporarily placed [commercial “stab signs” or
17 other commercial] signs designed to be transported; signs by means of wheels; signs converted to A-
18 or T-frames; movable menu and sandwich board signs; tethered balloons used as signs; [vehicles
19 designed with the express purpose of providing advertising space;] and signs attached to or painted
20 on a vehicle or trailer which is parked and visible from the public right-of-way, unless the vehicle is
21 used in the normal day-to-day operations of the business.

22 “Principal Building” means the [building(s)] building in which the principal use of the lot is
23 conducted. Lots with multiple uses may have multiple principal buildings. The term does not include
24 storage buildings, garages or other buildings which normally are considered accessory buildings.

25 “Projecting Sign” means any sign affixed to a building in such a manner that its leading edge
26 extends more than twelve inches beyond the surface of the building. The term does not include a
27 [lighted or non-lighted] decorative awning or canopy.

28 “Real Estate Sign” means [any on-premises sign placed upon or adjacent to a building, lot,

1 subdivision or parcel of land advertising the lease, rent or sale of the building, lot or parcel of land.]
2 a sign to advertise a commercial or residential property for sale, lease, or rent.

3 “Temporary Special Event Sign” means any sign [or attention gaining device] that is used only
4 temporarily and is not permanently mounted, such as banners, pennants, inflatable signs, tethered
5 balloons, portable signs and similar [attention gaining] devices.

6 “Wall Sign” means any sign (other than a projecting sign) that is attached parallel to a wall or
7 building, or to a canopy or awning attached to a building. The sign may be painted on or erected upon
8 the building, awning, or canopy. [but, except as otherwise permitted under this Title, shall be confined
9 within the limits of the building or canopy elevation to which it is attached. The sign shall be
10 supported by the wall of the building or by the canopy to which it is attached. Only one sign surface
11 shall be displayed.]

12 “Window Sign” means any sign, picture, symbol or combination thereof, designed to
13 communicate information about an on-premises activity, business, commodity, event, sale or service,
14 that is placed inside a window or upon the window panes or glass and is [visible] legible from the
15 exterior of the window from a public right-of-way a distance of more than three feet beyond the lot
16 line of the lot or parcel on which the sign is located.

17 SECTION 6: Section 19.20.020 of the Municipal Code of the City of Las Vegas,
18 Nevada, 1983 Edition, is hereby amended by adding thereto, at the appropriate locations, the
19 following terms and their corresponding definitions:

20 “Animated Sign” means any sign that uses movement or change of lighting or message to
21 depict action or create a special effect or alternating scene. A sign on which the only copy that
22 changes is the electronic indication of time or temperature shall not be considered a commercial
23 message or an animated sign for purposes of this Title. A sign on which copy or other matter is
24 changed directly by a person in contact with the sign shall not be considered an animated sign.

25 “Arcade Sign” means a wall or projecting sign attached to the roof or the wall of an arcade
26 and totally within the outside limits of the structural surfaces that delineate the arcade.

27 “Attached Sign” means any sign that is attached to an occupied building or building designed
28 for occupancy.

1 “Awning Sign” means any sign that is a part of or attached to an awning, or other fabric,
2 plastic or structural protective cover over a door, entrance, window or outdoor service area.

3 “Canopy” means a rigid roof, generally supported at all corners or extremities by poles, posts
4 or direct attachment to a building. A canopy typically has little vertical or wall space on it and is only
5 as thick as necessary to create a functional roof. See “Marquee” and “Awning”.

6 “Canopy Sign” means a sign attached to or painted on a canopy.

7 “Changeable Copy Sign” means any sign or portion thereof with characters, letters, or
8 illustrations that can be changed or rearranged without altering the face or the surface of the sign. The
9 message may be changed manually or electronically. Animated signs shall not be considered
10 changeable copy signs.

11 “Electric Message Unit” means a sign or portion of a sign which provides a message, image
12 or combination of the two that is changed electronically. A sign that is changed fewer than 8 times
13 per 24-hour period or that is changed only to reflect changing time or temperature shall not be
14 considered an electric message unit under this Chapter.

15 “Embellishment” means a frame or bracket around the outside of a sign that is used to define
16 the boundaries of, decorate, and/or hold the sign, not including logos or words.

17 “Entrance, Public” means any exterior entrance to a building regularly used by the public for
18 ingress or egress. Entrances to storage areas, emergency exits and employee entrances are not
19 considered public entrances.

20 “Freestanding Sign” means a detached sign which is supported by columns, uprights, poles
21 or braces from the ground or from an object on the ground, or a detached sign which is erected on the
22 ground, provided that no part of the sign is attached to any part of any building, structure, or other
23 sign.

24 “Historic Sign” means a sign designated as historic in accordance with Section 19.14.080.

25 “Institutional Sign” means an on-premise sign designed to communicate information about
26 any house of worship, school, or other institution that is a permitted use in the subject zoning district.

27 “Marquee” or “Porte Cochere” means any permanent roof-like structure projecting beyond a
28 building or extending along and projecting beyond the wall of the building, generally designed and

1 constructed to provide protection from the weather.

2 “Marquee Sign” or “Porte Cochere Sign” means any sign attached to, in any manner, or made
3 a part of a marquee or porte cochere.

4 “Noncommercial Message” means a message, the sole purpose of which is to direct attention
5 to a political, social, community or public service issue.

6 “Off-Premise Sign” means any sign advertising or announcing any place, product, goods,
7 services, idea or statement whose subject is not available, located at, nor on the lot where the sign is
8 erected or placed.

9 “On-Premise Sign” means any sign advertising or announcing any place, product, goods,
10 services, idea or statement whose subject is available or located at or on the lot, same site, or within
11 the same Master Sign Plan area where the sign is erected or placed.

12 “Painted Wall Sign” means any sign that is painted directly on a building wall surface.

13 “Pole Sign” means a freestanding sign supported by one column, upright, pole, or brace in or
14 upon the ground the sum width/diameter of which is less than 25 percent of the width of the sign.

15 “Pylon Sign” means a freestanding sign supported by two or more columns, uprights, poles,
16 or braces in or upon the ground, or a freestanding sign supported by a single column, upright, pole or
17 brace in or upon the ground the sum width/diameter of which is 25 percent or more of the width of
18 the sign.

19 “Street Frontage” means the distance along which a property line of a lot adjoins a public
20 street, from one side lot line intersecting the street to the furthest distant side lot line intersecting the
21 same street.

22 “Subdivision Development Sale Sign” means a sign located within the subject residential
23 subdivision that advertises the availability of lots or dwellings for sale.

24 “Subdivision Development Directional Sign” means a sign not located within the subject
25 residential subdivision that advertises the availability of lots or dwellings for sale.

26 “Temporary Sign” means any sign not constructed or intended for long term use, such as for
27 sale or for rent signs, pennants, political campaign signs or other similar signs. The term does not
28 include a temporary special event sign.

1 “Weekend Directional Sign” means a sign used to direct traffic to residential subdivisions for
2 sale.

3 SECTION 7: For purposes of Section 2.100(3) of the City Charter, each subdivision
4 of LVMC 19.20.020 is deemed to be a “section” of the Code.

5 SECTION 8: If any section, subsection, subdivision, paragraph, sentence, clause or
6 phrase in this ordinance or any part thereof, is for any reason held to be unconstitutional, or invalid
7 or ineffective by any court of competent jurisdiction, such decision shall not affect the validity or
8 effectiveness of the remaining portions of this ordinance or any part thereof. The City Council of the
9 City of Las Vegas hereby declares that it would have passed each section, subsection, subdivision,
10 paragraph, sentence, clause or phrase thereof irrespective of the fact that any one or more sections,
11 subsections, subdivisions, paragraphs, sentences, clauses or phrases be declared unconstitutional,
12 invalid or ineffective.

13 SECTION 9: Whenever in this ordinance any act is prohibited or is made or declared
14 to be unlawful or an offense or a misdemeanor, or whenever in this ordinance the doing of any act is
15 required or the failure to do any act is made or declared to be unlawful or an offense or a
16 misdemeanor, the doing of such prohibited act or the failure to do any such required act shall
17 constitute a misdemeanor and upon conviction thereof, shall be punished by a fine of not more than
18 \$1,000.00 or by imprisonment for a term of not more than six months, or by any combination of such
19 fine and imprisonment. Any day of any violation of this ordinance shall constitute a separate offense.

20 SECTION 10: All ordinances or parts of ordinances or sections, subsections, phrases,

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1 sentences, clauses or paragraphs contained in the Municipal Code of the City of Las Vegas, Nevada,
2 1983 Edition, in conflict herewith are hereby repealed.

3 PASSED, ADOPTED and APPROVED this _____ day of _____, 2002.

4 APPROVED:

5
6 By _____
OSCAR B. GOODMAN, Mayor

7 ATTEST:

8
9 BARBARA JO RONEMUS, City Clerk

10 APPROVED AS TO FORM:

11 Val Steel 7-3-02
12 _____ Date

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1 The above and foregoing ordinance was first proposed and read by title to the City Council on the
2 ____ day of _____, 2002, and referred to the following committee composed of
3 _____ and _____ for recommendation;
4 thereafter the said committee reported favorably on said ordinance on the ____ day of
5 _____, 2002, which was a _____ meeting of said Council; that at said
6 _____ meeting, the proposed ordinance was read by title to the City Council
7 as amended and adopted by the following vote:

8 VOTING "AYE": _____
9 VOTING "NAY": _____
10 ABSENT: _____

12 APPROVED:

14 By _____
OSCAR B. GOODMAN, Mayor

15 ATTEST:
16
17 BARBARA JO RONEMUS, City Clerk

CHAPTER 19.14 SIGN STANDARDS

19.14.010 CONFORMANCE AND PURPOSE

(A) CONFORMANCE REQUIRED

A sign shall be erected, placed, established, relocated, painted, created, or maintained in the City only in conformance with the standards, procedures, exemptions and other requirements of this Chapter.

(B) PURPOSE

The goal of this Chapter is to achieve a balance among: the use of signs for business advertising; the public's need for signs as aids to way-finding; traffic safety; community appearance, particularly along its major corridors; and the maintenance of the residential character of the City's neighborhoods. In furtherance of that goal, this Chapter has the following specific purposes:

- (1) To improve the quality, visibility, conspicuity and appearance of signs, and the appearance of properties, thoroughfares and neighborhoods within the City in accordance with the Las Vegas 2020 Master Plan;
- (2) To establish a certification system to allow a variety of types of signs in commercial and industrial zones and a limited variety of signs in other zones, subject to the standards and the certification procedures of this Chapter;
- (3) To allow without permit or certification certain signs that are small, unobtrusive, and incidental to the principal use of the respective lots on which they are located, subject to the substantive requirements of this Chapter;
- (4) To address issues related to nonconforming signs;
- (5) To provide for temporary signs without commercial messages in limited circumstances;
- (6) To prohibit all signs not expressly permitted by this Chapter; and
- (7) To provide for the enforcement of the provisions of this Chapter.

19.14.020 GENERAL REQUIREMENTS

(A) GENERAL

On-premise signs may be allowed on private property in the City in accordance with this Section.

(B) COMPLIANCE WITH CITY CODES

In addition to the requirements of this Chapter, all signs shall comply with applicable provisions of the technical codes of the City of Las Vegas. All signs shall be attached in compliance with the City Building Code. Signs allowed under this Chapter, either with or without a sign certificate, shall be erected or placed in accordance with applicable height, size and setback requirements and shall conform to applicable lighting standards and other standards, restrictions and conditions set forth in this Chapter.

(C) CERTIFICATE REQUIRED

Prior to the construction, placement, erection or modification of any on-premise sign requiring a certificate under the provisions of this Chapter, the owner(s) of the lot or the owner's authorized agent shall secure a sign certificate in accordance with the requirements of this Chapter. No person shall install a sign that requires a certificate unless the appropriate certificate has been obtained, nor shall any person permit or cause such a sign to be installed without a certificate.

(D) GENERAL STANDARDS

- (1) Conformance with Sign Standards.** No sign shall be allowed unless the size, characteristics and location of the sign conform to the requirements of this Chapter, and the number of signs on the lot does not exceed the limitations imposed by this Chapter.
- (2) Signs in public right-of-way.** Except as otherwise provided in this Chapter, no sign shall be erected in the public right-of-way.
- (3) Required mounting.** Except as otherwise provided in this Chapter, all on-premise signs shall be permanently mounted to a building or freestanding permanently secured support structure. Portable on-premise signs shall only be permitted under Section 19.14.090. No sign shall be painted onto a wood or masonry perimeter fence.
- (4) Sound.** No sign shall emit any sound as part of the advertising message.
- (5) Odors.** No sign shall emit any odor as part of the advertising message.
- (6) Street addresses.** On-premise freestanding or monument signs identifying a building or complex of structures, located along the street frontage to which the street address applies, shall display the address of the building or the range of addresses within the complex. Any other on-premise sign may incorporate a street address. The area of the street address text shall not be computed as part of the sign face. All street addresses displayed shall be in conformance with the "City of Las Vegas Street Naming and Address Assignment Regulations".
- (7) Issuance of Certificate.** No on-premise sign certificate shall be issued for an existing or proposed sign unless the sign is consistent with the requirements of this Chapter (including those protecting existing signs) and is consistent with any Master Sign Plan in effect for the property.

(E) CONSTRUCTION MATERIALS AND ATTACHMENT

- (1) All signs, other than temporary signs conforming in all respects with the requirements of Section 19.14.090, shall be constructed of durable materials.
- (2) All signs shall be permanently attached to the ground, a building or other structure by direct attachment to a rigid wall, frame or structure, except as allowed for certain temporary signs in accordance with Section 19.14.090.

(F) LICENSED CONTRACTOR REQUIRED

All signs that require a construction permit under applicable codes shall be installed by a qualified contractor licensed by the City of Las Vegas and the State of Nevada.

(G) MAINTENANCE

- (1) All signs shall be maintained in good structural condition, in compliance with all building and electrical codes, and in conformance with this Chapter at all times.
- (2) All materials used in sign construction shall be maintained in such a manner as to be free from fading, peeling, chipping and other states of general deterioration.

(H) REVOCATION

A sign certificate is revocable if the sign is abandoned or allowed to become unsafe or dangerous, or is otherwise condemned. The owner(s) shall maintain the sign in safe condition at all times and shall remove the sign if abandoned.

(I) MEASUREMENT OF SIGN AREA – GENERAL

See Figures 2 and 3 for illustrations of sign area computation.

- (1) The area of a sign face shall be computed by means of the smallest square, circle, rectangle, triangle or combination thereof that encompasses the smallest perimeter of the sign's message.
- (2) Except as otherwise provided in this Section, the area of a sign face does not include any supporting framework, bracing, architectural detail or decorative fence or wall which is clearly incidental to the sign. Where the supports or structural elements constitute a commercial symbol, logo, or text, those elements shall be computed as part of the sign area.

(J) MEASUREMENT OF SIGN AREA – SPECIFIC EXAMPLES

See Figures 1, 2 and 3 for illustrations of sign area computation.

- (1) **Sign cabinets.** The area of sign faces enclosed in frames or cabinets is determined based on the outer dimensions of the frame or cabinet surrounding the sign face.

- (2) **Freestanding signs.** Freestanding signs with more than one face intersecting at an angle of 60 degrees or less shall be computed by measuring the area of the largest sign face. Refer to Figure 3.
- (3) **Cylindrical or spherical signs.** The area of a cylindrical sign shall be the diameter multiplied by the height of the cylinder. The area of a spherical sign shall be the radius of the sphere squared multiplied by 3.14. Refer to Figure 3.
- (4) **Three sided signs.** The total area of signs with three faces shall be the sum total area of the two largest faces. Refer to Figure 1.
- (5) **Four-sided signs.** The total area of signs with four sign faces arranged in a square, rectangle, or diamond shall be the sum total area of the two largest opposing faces. If the faces are equal in size, the total area of the sign shall be the sum of two of the intersecting faces. Refer to Figure 1.
- (6) **Multiple cabinets.** For freestanding and projecting signs that contain multiple cabinets on one structure and oriented in the same direction, the modules together are counted as one sign face
- (7) **Signs on a base material.** When a sign is on a base material and attached without a frame, such as a wood board or Plexiglas panel, the dimensions of the base material are to be used.
- (8) **Individual elements.** When signs are constructed of individual elements attached to a building elevation, the overall sign display shall be measured by determining the sum of the area of each square, rectangle, triangle, portion of a circle or any combination thereof which creates the smallest single continuous perimeter enclosing the limits of the sign message. Refer to Figure 1.
- (9) **Painted wall signs.** Painted wall signs shall be measured by determining the sum of the area of each square, rectangle, triangle, portion of a circle or any combination thereof which creates the smallest single continuous perimeter enclosing the limits of the sign elements. Visible area of the building elevation includes windows and doors, but not openings such as loading entrances.
- (10) **Awnings and marquees.** When signs are incorporated into awnings, the sign area is determined by computing the area of an imaginary rectangle drawn around the sign face. When the ends of awnings or marquees are parallel or within 60 degrees of parallel and contain sign faces, only one side is counted in addition to the sign face area on the front.
- (11) **Changing image sign**
 - (a) Changing image sign features are measured by drawing an imaginary rectangle around the edge of each of the changing elements. Sign elements will be measured as one unit when the individual elements are read as one single message.

- (b) When used as a border around an otherwise static sign, changing image sign elements are measured by drawing a series of rectangles around the changing elements.
- (c) When the changing image sign feature is composed of moving light from a projected source, including laser light, or other display that has the appearance of a static element moving across a static background, the changing image sign element shall be computed by means of the smallest square, circle, rectangle, triangle or combination thereof that encompass the limits of the projected image.

(K) HEIGHT COMPUTATION

See Figures 2 and 3 for illustrations of sign height computation.

- (1) The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign.
- (2) Normal grade shall be the lower of:
 - (a) Existing grade prior to construction; or
 - (b) Newly established grade after construction, exclusive of any filling, berming, mounding or excavating for the sole purpose of locating the sign.
- (3) In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal building, whichever is lower.

(L) BUILDING ELEVATION, DETERMINATION, AND COMPUTATION

- (1) In general, a building will have four elevations, one for each side. A building elevation shall include all vertical elements of the building facing in the same general direction, including articulations and offsets.
- (2) The area of the building elevation shall be the surface area of the elevation, measured from normal grade (see definition under "height computation") to the top of the wall, including windows, doors and other voids but not including the area of intervening portions of the elevation that face in another direction and that create offsets, articulations, entries or other architectural features.
- (3) The area of a building elevation shall not include any part of the roof or any part of the wall that deviates from a vertical, 90-degree angle to the plane surface of the lot, by more than 10 degrees.

(M) DETERMINATION OF VISIBILITY OR LEGIBILITY

Where this ordinance requires a determination of "visibility" or "legibility," the standard shall be based on the minimum required eyesight of an adult eligible to receive a Nevada driver's license (wearing any corrective lenses required by such license). Where the height of the person is material to the determination, the person shall be presumed to be more than five feet and less than six feet tall.

(N) FREESTANDING SIGN DESIGN STANDARDS

The purpose and intent of these criteria are to: improve the appearance of the vertical elements and supporting structures of freestanding signs, provide for the use of materials, textures and finishes that complement the architecture of the principal buildings on the same site as the freestanding sign, and to provide for the utilization of architectural features and elements that complement the architectural context of the site on which the freestanding sign is located. In order to further the purpose of this Section, the vertical elements and supporting structures of freestanding signs shall:

- (1) Be constructed of materials that are similar or complementary to the materials utilized on the façade of the principal building on the same site;
- (2) Utilize architectural features and elements that are similar or complementary to the architecture of the principal building on the same site;
- (3) Utilize colors, finishes or textures that are similar or complementary to the architecture of the principal building on the same site; and
- (4) Consist of either two or more supports or of one continuous support which maintains the appearance of ground contact for at least three feet or 20 percent of the width of the sign, whichever is smaller.

(O) SIGN CERTIFICATE APPLICATION AND CONTENTS

An application for a sign certificate shall be accompanied by:

- (1) A site plan, which clearly depicts the location of proposed the sign;
- (2) A description, drawing or picture of the proposed sign; and
- (3) A description of the means by which the sign will be fastened or secured.

19.14.030 EXEMPT AND PROHIBITED SIGNS**(A) SUBSTITUTION OF NON-COMMERCIAL MESSAGES**

Any sign authorized in this Chapter may contain non-commercial copy in lieu of any other copy.

(B) EXEMPT SIGNS

The following signs shall be exempt from regulation under this Chapter:

- (1) Any public safety sign, notice or warning required by a valid and applicable federal, state, or local law, regulation or ordinance;
- (2) Non-commercial messages unless otherwise regulated by this chapter;
- (3) Any sign inside a building that is not legible from a distance of more than three feet beyond the nearest boundary line of the premises on which the sign is located;
- (4) Works of art or decorative architectural graphics that do not include a commercial message and are not symbolic of any commercial business and are not symbolic of commercial activities taking place on the premises on which the graphic is located;
- (5) Official notices of any court, public body or officer, or any other sign required by law;
- (6) Notices posted by a utility or other quasi-public agent in the performance of a public duty or by any person giving due legal notice; or
- (7) Signs not visible from the public right-of-way.

(C) PROHIBITED SIGNS

The following signs are prohibited:

- (1) All signs not expressly permitted or exempted under this Chapter;
- (2) Any on-premise sign that is associated with a use that no longer occupies the premises on which it is located;
- (3) Pole signs placed or erected after August 1, 2002, that do not meet the freestanding sign design standards contained in this Chapter;
- (4) A private sign of any kind located on or over any public street, walkway, parking or other public property except as otherwise provided for in this Chapter;
- (5) Displays that employ white, red or blue rotating lights or any lights that simulate emergency vehicle lights;
- (6) Except as lawfully permitted as a temporary special event or civic event sign, beacons, pennants, inflatable signs, tethered balloons, portable signs and similar attention gaining devices;
- (7) Signs placed on parked vehicles or trailers, or parked commercial vehicles where the vehicle or trailer is not used by the business advertised for the transportation of persons or goods in the ordinary course of business;

- (8) Permanent balloon signs; and
- (9) Outdoor, portable electric signs, except as permitted under the provisions for temporary signs.

19.14.040 SIGNS PERMITTED WITHOUT A CERTIFICATE

The following signs and similar devices are permitted, subject to the specified conditions, without the issuance of a sign certificate:

(A) DECORATIONS

Signs in the nature of decorations, clearly incidental and customary and commonly associated with any national, local or religious holiday; provided that such signs are not displayed for a period of not more than sixty (60) consecutive days nor more than sixty (60) days in any one (1) calendar year. Such signs are not restricted as to type, number, area, height, location, illumination, or animation.

(B) TRAFFIC CONTROL SIGNS ON PRIVATE PROPERTY

Any traffic control sign on private property, such as "Stop," "Yield" and similar signs, the face of which meets Department of Public Works standards and which contains no commercial message of any sort.

(C) OFFICIAL FLAGS OF GOVERNMENTS AND GOVERNMENTAL AGENCIES

Flags of the United States, state flags, municipal flags, flags of foreign nations and any other flag representing a government or governmental agency, provided that:

- (1) The flag is not flown from a pole the top of which is more than 40 feet in height;
- (2) No more than one flag for any one governmental unit or nation is permitted on each parcel of land; and
- (3) No more than four flags are permitted on the same parcel of land.

(D) OFFICIAL FLAGS OF PRIVATE ENTITIES

Official flags of private corporations or other private entities are permitted at the location of the main headquarters, corporate offices or branch office of the subject entity provided that:

- (1) The flags do not exceed 60 square feet in area;
- (2) The flags are not flown from a pole the top of which is more than 40 feet in height; and
- (3) No more than one flag is permitted on each parcel of land.

(E) GARAGE AND YARD SALE SIGNS

Garage and yard sales signs, meeting all of the following requirements, are permitted in all zoning districts and do not require a sign certificate:

- (1) **Maximum number.** Three per event.
- (2) **Maximum area.** No garage or yard sale sign shall exceed six square feet in area.
- (3) **Maximum height.** Six feet.
- (4) **Location.** No such sign shall be placed on private property without the permission of the property owner(s), and no such sign shall be placed on any public land, including rights-of-way, traffic medians, public sidewalks, public trails, bicycle paths on City property, in City rights-of-way, or on fixed structures such as light poles or traffic signals.
- (5) **Additional standards**
 - (a) No such sign may be used more than 24 hours prior to the start of the garage or yard sale event.
 - (b) The property owner(s) shall be responsible for removal of the signs at the end of the garage or yard sale event.
- (6) **Illumination permitted.** No.

(F) INCIDENTAL SIGNS (ATTACHED OR FREESTANDING)

See Figure 4 for examples of incidental signs.

- (1) **Non-directional signs.**
 - (a) **Maximum number.** There is no specific limit on the number of signs.
 - (b) **Maximum area.** Incidental signs, including warning and trespassing signs are permitted without review if they do not exceed four square feet in size or nine square feet for an incidental sign set back at least 30 feet from the right-of-way.
 - (c) **Maximum height.** Five feet.
 - (d) **Minimum setback.** Five feet from all property lines.
 - (e) **Additional standards, including district variations.** Typical incidental signs include, but are not limited to, "restroom," "telephone," "no parking," "entrance," "exit," and generic directions such as "office," "ATM," or "stores." No such sign shall carry any commercial message whatsoever in U, P-D, R-PD, R-D, R-E, R-1, R-2, R-3, or R-4 zoning districts. In any other district, up to 25 percent of the permitted sign area may contain a logo or name of the business to which the sign pertains.

- (f) **Certificate required.** No.
- (2) **Directional Signs.** Signs specifically designed to give parking or traffic directions and other directional information commonly associated with and related to the permitted use. Such signs shall be limited to:
 - (a) **Type.** Wall and freestanding signs.
 - (b) **Maximum number.** Two per driveway or vehicular access except that any such sign not legible from the public right-of-way shall not be counted in this limitation.
 - (c) **Maximum area.** 12 square feet. If the sign includes a business name or logo, it shall not comprise more than 50 percent of the permitted sign area.
 - (d) **Maximum height.** Seven feet.
 - (e) **Minimum setback.** Five feet from all property lines.
 - (f) **Illumination permitted.** Internal illumination only.
 - (g) **Certificate required.** No.

(G) OPEN HOUSE SIGNS

An "open house" realty sign is intended to serve only the short-term customer directing potential homebuyers to an open house of a dwelling unit "For Sale". Such signs are not permanent directional signs.

- (1) **Maximum area.** Nine square feet per open house sign.
- (2) **Maximum number.** Six per event.
- (3) **Maximum height.** No open house sign shall exceed six feet in height.
- (4) **Sign placement.**
 - (a) Open house signs shall only be placed on private property and shall not be placed on any public land, including rights-of-way, traffic medians, public sidewalks, public trails, bicycle paths on City property, in City right-of-way between the sidewalk and the curb, on signs in the right-of-way, or on fixed structures such as light poles or traffic signals
 - (b) No such sign shall block or overhang any sidewalk or other established pedestrian walkway.
 - (c) In order to place "Open House" signs on the private property, other than the property that is the subject of the open house event, authorization from the property owner(s) or the owner's duly authorized agent is required.
- (5) **Additional standards.**

- (a) All open house signs shall state "Open House".
 - (b) Such signs shall not be used for the sale of any residence for which there are current signs (either weekend or continuous) unless the residence is a re-sale and is for sale by owner(s) or listed by an agent other than the marketing agent for the development.
 - (c) All such signs shall contain the listing agent's name and telephone number. A business card is permissible as long as it is protected from the elements.
 - (d) No such signs may be displayed more than one hour prior to nor more than one hour after the period a real estate licensee or broker is on duty at the home for sale; and
 - (e) The property owner(s) shall be responsible for removal of the signs at the end of the open house event.
- (6) **Illumination permitted.** No.
- (7) **Certificate required.** No.

(H) PROJECT FLAGS

Project flags are decorative flags intended to identify a specific development containing a residential use. These flags do not contain any advertising copy other than the name or the logo of the development.

- (1) **Maximum number.** 25 flags per development that is 10 acres in area or less, plus one additional flag for each additional one-half acre in area.
- (2) **Maximum area.** 24 square feet in area.
- (3) **Maximum height.** 24 feet.
- (4) **Minimum setback.** Five feet from all property lines.
- (5) **Illumination permitted.** No.
- (6) **Certificate required.** No.

(I) HOUSE OF WORSHIP DIRECTIONAL SIGNS

House of Worship directional signs are intended to assist the public in finding their way to houses of worship or religious services held in nontraditional locations or facilities. Such signs are not permanent directional signs and may only be used during the periods stated in this Subsection.

- (1) **Maximum area.** Nine square feet per sign.
- (2) **Maximum number.** Six
- (3) **Maximum height.** No such sign shall exceed six feet in height.

(4) Sign placement.

- (a) Such signs shall only be placed on private property and shall not be placed on any rights-of-way, traffic medians, public sidewalks, public trails, bicycle paths, on signs in the right-of-way, or on fixed structures such as light poles or traffic signals.
- (b) No such sign shall block or overhang any sidewalk or other established pedestrian walkway.
- (c) In order to place such signs on private property other than the property containing the house of worship or the premises of the religious services, written authorization from the property owner(s) or the owner's duly authorized agent is required.

(5) Additional standards.

- (a) All such signs shall contain the name of the house of worship and its address;
- (b) All such signs shall contain the name and telephone number of the official of the house of worship responsible for the signs. A business card is permissible as long as it is protected from the elements;
- (c) The house of worship shall be responsible for removal of the signs at the end of the display period; and
- (d) No such sign shall be installed before 6 PM on Friday, and all such signs shall be removed by 6 AM on Monday (Tuesday when City offices are closed on Monday due to a holiday).

(6) Illumination permitted. No.**(7) Certificate required. No.****19.14.050 SIGNS ALLOWED IN ALL DISTRICTS EXCEPT AS LIMITED****(A) COMMUNITY INTERIOR DIRECTIONAL SIGNS**

Community interior directional signs are permitted, if approved by the Director, and are subject to the following:

- (1) **Maximum number.** There is no specific limit on the number of signs.
- (2) **Sign location.**
 - (a) On private property or within public right-of-way, including median, subject to approval of an encroachment agreement; and
 - (b) Placement subject to approval of the City of Las Vegas Traffic Engineer.

- (3) **Illumination permitted.** Direct white light or internal illumination permitted only.
- (4) **Certificate required.** Yes.

(B) DEVELOPMENT ENTRY STATEMENT SIGNS

Development entry statement signs are permitted, if approved by the Director, and are subject to the following:

- (1) **Maximum number.** Two signs at each entry to a subdivision, apartment complex, or identifiable community. The developer may place one sign on each side of the entry street/drive or one sign in the median, subject to approval of an encroachment agreement if applicable.
- (2) **Sign location.** Set back five feet from the property line or a location approved by the City of Las Vegas Traffic Engineer.
- (3) **Illumination permitted.** Direct white light or internal illumination only.
- (4) **Certificate required.** Yes.

(C) BUILDING MARKERS

- (1) **Maximum number.** There is no specific limit on the number of signs.
- (2) **Maximum area.** Four square feet.
- (3) **Maximum height.** NA.
- (4) **Minimum setback.** NA.
- (5) **Certificate required.** No.

(D) DIRECTORY SIGNS

- (1) **Maximum number.** One freestanding directory sign per building or per driveway, whichever is greater. One attached directory sign per public entrance. Directory signs are permitted in addition to other attached or freestanding signs.
- (2) **Maximum area.**
 - (a) 24 square feet for freestanding.
 - (b) 12 square feet or five percent of the building elevation to which it is attached, whichever is less.

- (3) **Maximum height.** 8 feet if freestanding.
- (4) **Minimum setback.** 25 feet from all property lines, if freestanding.
- (5) **Additional standards and district variations.** Permitted only for developments utilizing private streets in the U, R-PD, R-D, R-E, or R-1, zoning districts; permitted in all other districts. Only the word "Directory" should be legible from the public right-of-way; the directory sign(s) should be located so that the user can pull out of off-site traffic to read the details of the directory.
- (6) **Illumination permitted.** Direct white light or internal illumination only.
- (7) **Certificate required.** No.

19.14.060 DIMENSIONAL AND OTHER STANDARDS**(A) PERMITTED SIGNS IN RESIDENTIAL DISTRICTS (U, R-D, R-E, R-1, R-CL, R-2, AND SINGLE AND TWO FAMILY RESIDENTIAL DEVELOPMENT IN THE R-PD AND PD ZONING DISTRICTS)****(1) Institutional Signs (Attached)**

- (a) Maximum number.** One sign per each building elevation that faces directly onto a street frontage or an on-site parking area.
- (b) Maximum area.** 10 percent of the building elevation to which it is attached.
- (c) Maximum height.** NA.
- (d) Minimum setback.** NA.
- (e) Illumination permitted.** Direct white light or internal illumination only.
- (f) Certificate required.** Yes.

(2) Institutional Signs (Freestanding)

- (a) Maximum number.** One freestanding institutional sign per street frontage is permitted on the same site as any house of worship, school, or other institution that is a permitted use in the subject zoning district.
- (b) Maximum area.** 50 square feet.
- (c) Maximum height.** Eight feet.
- (d) Minimum setback.** Five feet from all property lines.
- (e) Illumination permitted.** Direct white light or internal illumination only.
- (f) Certificate required.** Yes.

(3) Wall Signs (Residential)

See Figure 10 for an example of a wall sign.

- (a) Maximum number.** One.
- (b) Maximum area.** Two square feet.
- (c) Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.

- (d) **Minimum setback.** NA.
- (e) **Maximum projection.** A wall sign shall not project more than 24 inches from the building elevation, awning, or marquee to which it is attached; where a wall sign projects from a building elevation, there shall be no additional message on the additional horizontal surface created by the projection.
- (f) **Additional standards.**
 - (i) Signs shall be an integral part of or be supported by the wall or wall element (such as awning or marquee) to which they are attached.
 - (ii) See also Residential Protection Standards in Section 19.14.070.
- (g) **Illumination permitted.** Direct white light or internal illumination only.
- (h) **Certificate required.** Yes.

(B) PERMITTED SIGNS IN THE R-3, R-4, R-5, R-MHP AND MULTI-FAMILY PROJECTS IN THE R-PD AND PD ZONING DISTRICTS.

(1) Institutional Signs (Attached)

- (a) **Maximum number.** One sign per each building elevation that faces directly onto a street frontage or an on-site parking area.
- (b) **Maximum area.** 10 percent of the building elevation to which it is attached.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** NA.
- (e) **Illumination permitted.** Direct white light or internal illumination only.
- (f) **Certificate required.** Yes.

(2) Institutional Signs (Freestanding)

- (a) **Maximum number.** One freestanding institutional sign per street frontage is permitted on the same site as any house of worship, school, or other institution that is a permitted use in the subject zoning district.
- (b) **Maximum area.** 50 square feet.
- (c) **Maximum height.** Eight feet.
- (d) **Minimum setback.** Five feet from all property lines.
- (e) **Illumination permitted.** Direct white light or internal illumination only.

(f) **Certificate required.** Yes.

(3) **Other Freestanding Signs**

(a) **Maximum number.** One sign per development; however, developments that have street frontage on two or more streets that are 80 feet or more in width may have one sign on each such street frontage.

(b) **Maximum area.** 48 square feet.

(c) **Maximum height.** 12 feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.**

(i) All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.

(ii) See also Residential Protection Standards in Section 19.14.070

(f) **Illumination permitted.** Internal and external illumination. In addition, signs over 200 feet from any existing residential property or from property which is designated in the General Plan for future residential development may be animated or contain an electronic message unit.

(g) **Certificate required.** Yes.

(4) **Monument Signs**

See Figure 7 for an example of a monument sign.

(a) **Maximum number.** One per street frontage.

(b) **Maximum area.** 60 square feet per sign.

(c) **Maximum height.** Eight feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.**

All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.

(f) **Illumination permitted.** Direct white light or internal illumination only.

(g) **Certificate required.** Yes.

(5) Wall Signs

See Figure 10 for an example of a wall sign.

- (a) Maximum number.** One per street frontage.
- (b) Maximum area.** 50 square feet per sign.
- (c) Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
- (d) Minimum setback.** NA.
- (e) Maximum projection.** A wall sign shall not project more than 24 inches from the structure to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.
- (f) Illumination permitted.** Internal and external illumination of wall signs is permitted except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
- (g) Additional standards.**
 - (i)** Signs shall be an integral part of or be supported by the wall or wall element (such as awning or marquee) to which they are attached.
 - (ii)** See also Residential Protection Standards in Section 19.14.070.
- (h) Certificate required.** Yes.

(C) PERMITTED SIGNS IN THE C-V, N-S, P-R AND O ZONING DISTRICTS**(1) Arcade Signs**

See Figure 5 for an example of an arcade sign.

- (a) Maximum number.** One per entrance.
- (b) Maximum area.** Four square feet.
- (c) Maximum height.** NA
- (d) Minimum setback.** Refer to Chapter 19.08.
- (e) Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) Illumination permitted.** Internal, external, animated and electronic message unit signage.
- (g) Certificate required.** Yes.

(2) Awning Signs

See Figure 6 for an example of an awning sign.

- (a) Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) Maximum area.**
 - (i) The total amount of awning signage allowed per building elevation is equivalent to 10 percent of the building elevation. In multi-tenant buildings, the 10 percent maximum sign area for each tenant will be based upon the portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.
 - (ii) The permitted area of all wall, window and awning signs together shall not exceed the maximum permitted area for wall signs attached to the same wall as the awning sign.
- (c) Maximum height.** NA.
- (d) Minimum setback.** Refer to Chapter 19.08.
- (e) Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signage is prohibited.
- (g) Certificate required.** Yes.

(3) Freestanding Signs

- (a) Maximum number.**
 - (i) One freestanding sign per street frontage; and
 - (ii) No more than one freestanding sign shall be allowed on lots 43,000 square feet or less in area.
- (b) Maximum area.** 48 square feet, except in the O zoning district.
- (c) Maximum height.** 12 feet, except in the O zoning district.
- (d) Maximum height and area in the O zoning District.**
 - (i) Freestanding signs not exceeding 16 feet in height may be up to 75 square feet in area.

- (ii) Freestanding signs not exceeding 20 feet in height may be up to 100 square feet in area.

(e) **Minimum setback.** Five feet from all property lines.

(f) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.

(g) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(h) **Certificate required.** Yes.

(4) Monument Signs

See Figure 7 for an example of a monument sign.

(a) **Maximum number.** One monument sign per street frontage. For lots adjacent to a freeway or expressway that have more than 500 feet of frontage along the freeway or expressway, one additional sign is allowed along that frontage.

(b) **Maximum area.** 75 square feet per sign.

(c) **Maximum height.** Eight feet on a property with less than 100 feet of frontage; 10 feet on a property with 100 feet or more of frontage.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.

(f) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(g) **Certificate required.** Yes.

(5) Wall Signs

See Figure 10 for an example of a wall sign.

(a) **Maximum number.** One wall sign per tenant or per building elevation, which faces a street or on-site parking area.

(b) **Maximum area.** The total amount of wall signage allowed per building elevation is equivalent to 10 percent of the building elevation. In multi-tenant buildings, the 10 percent maximum sign area for each tenant will be

based upon the portion of the building elevation of the leased/occupied area only.

- (c) **Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
- (d) **Minimum setback.** NA.
- (e) **Maximum projection.** A wall sign shall not project more than 24 inches from the structure to which it is attached; where a wall sign projects from a building elevation, there shall be no additional message on the additional horizontal surface created by the projection.
- (f) **Additional standards.**

See also Residential Protection Standards in Section 19.14.070.

- (g) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
- (h) **Certificate required.** Yes.

(6) Window Signs

See Figure 11 for an example of a window sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although size and total area limits apply.
- (b) **Maximum area.** Window signs shall not cover more than 25 percent of the total area of all windows located on a building elevation. In no case shall the combined area of both wall signs and window signs exceed the area permitted for wall signs.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** Refer to Chapter 19.08.

(e) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(f) **Certificate required.** No.

(7) **Additional standards in the C-V zoning district**

(a) Non-illuminated letters identifying the name of a public or semi-public institution may be permanently set on the wall of the building, providing the sign does not exceed 50 square feet.

(b) Signs on public buildings meeting the foregoing criteria may be permitted on structures which are a part of the institutional architecture or which are symbolic of the institution and the permitted square footage and maximum height limitation of public building signs shall apply only to the written message.

(c) In addition to the above signs, additional signs may be permitted in conjunction with public and semi-public institutions subject to the review and approval of the Planning Commission as to each case.

(D) PERMITTED SIGNS IN THE C-D ZONING DISTRICT

(1) **Arcade Signs**

See Figure 5 for an example of an arcade sign.

(a) **Maximum number.** One per entrance.

(b) **Maximum area.** Four square feet.

(c) **Maximum height.** NA.

(d) **Minimum setback.** Refer to Chapter 19.08.

(e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.

(f) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(g) **Certificate required.** Yes.

(2) **Awning Signs**

See Figure 6 for an example of an awning sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
 - (b) **Maximum area.** The total amount of signage allowed per building elevation is equivalent to 15 percent of the of the building elevation area. In multi-tenant buildings, the 15 percent maximum sign area for each tenant will be based upon the portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan. The permitted area of all wall, window and awning signs together shall not exceed the maximum permitted area for wall signs attached to the same wall as the awning sign.
 - (c) **Maximum height.** NA.
 - (d) **Minimum setback.** NA.
 - (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
 - (f) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
 - (g) **Certificate required.** Yes.
- (3) **Canopy Signs**
- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
 - (b) **Maximum area.** 25 percent of the area of the face of the canopy.
 - (c) **Additional standards.**
 - (i) No electronic message units, video boards or moving signs shall be placed on the canopy.
 - (ii) Changeable copy signs with prices or other information not changed frequently are permitted.
 - (d) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(e) **Certificate required.** Yes.

(4) **Freestanding Signs**

(a) **Maximum number.** One freestanding sign per street frontage on streets 80 or more feet in width.

(b) **Maximum height and area.**

(i) Freestanding signs not exceeding 16 feet in height may be up to 75 square feet in area.

(ii) Freestanding signs not exceeding 20 feet in height may be up to 100 square feet in area.

(c) **Minimum setback.** Five feet from all property lines.

(d) **Additional standards.**

See also Residential Protection Standards in Section 19.14.070.

(e) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signage is prohibited.

(f) **Certificate required.** Yes.

(5) **Monument Signs**

See Figure 7 for an example of a monument sign.

(a) **Maximum number.** One monument sign per street frontage.

(b) **Maximum area.** 75 square feet per sign.

(c) **Maximum height.** Eight feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.**

See also Residential Protection Standards in Section 19.14.070.

(f) **Certificate required.** Yes.

(g) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(6) Projecting Signs

See Figure 6 for an example of an projecting sign.

- (a) Maximum number.** One per entrance.
- (b) Maximum area.** 32 square feet.
- (c) Maximum height.** One foot above eave or rafter line, whichever is higher.
- (d) Minimum clearance from the bottom of the sign to the ground.** Eight feet.
- (e) Minimum setback.** A projecting sign may project over the public right-of-way, provided the projecting sign maintains a minimum setback of three feet from measured from the back of the curb and such signs do not project more than six feet from the building elevation to which they are attached.
- (f) Additional standards.**
 - (i) Signs shall be located on building elevation.
 - (ii) Signs shall not be permitted on property that has freestanding signs.
 - (iii) Signs shall be subject to review by Department of Public Works to the extent they extend over or near public rights-of-way.
- (g) Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
- (h) Certificate required.** Yes.

(7) Wall Signs

See Figure 10 for an example of a wall sign.

- (a) Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) Maximum area.** The total amount of signage allowed per building elevation is equivalent to 15 percent of the building elevation area. In multi-tenant buildings, the 15 percent maximum sign area for each tenant will be based upon the portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.

- (c) **Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
- (d) **Minimum setback.** NA.
- (e) **Maximum projection.** Four feet from the structure to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.
- (f) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
- (g) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.
- (h) **Certificate required.** Yes.

(8) Window Signs

See Figure 11 for an example of a window sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although size and total area limits apply.
- (b) **Maximum area.** Window signs shall not cover more than 25 percent of the total area of all windows located on a building elevation. In no case shall the combined area of both wall signs and window signs exceed the area permitted for wall signs.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** NA.
- (e) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.
- (f) **Illumination permitted.** Internal illumination of signs is permitted except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
- (g) **Certificate required.** Yes.

(E) PERMITTED SIGNS IN THE C-PB ZONING DISTRICT

(1) Arcade Signs

See Figure 5 for an example of an arcade sign.

- (a) **Maximum number.** One per entrance.
- (b) **Maximum area.** Four square feet.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** Refer to Chapter 19.08.
- (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) **Illumination permitted.** Internal illumination and indirect external illumination are permitted. In addition, direct external illumination is permitted on commercial service buildings. Animated and electronic message unit signs are prohibited.
- (g) **Certificate required.** Yes.

(2) Awning Signs

See Figure 6 for an example of an awning sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) **Maximum area.** The total amount of signage allowed per building elevation is equivalent to 10 percent of the building elevation area. In multi-tenant buildings, the 10 percent maximum sign area for each tenant will be based upon the portion of the building elevation of the leased/occupied area only. The permitted area of all wall, window and awning signs together shall not exceed the maximum permitted for wall signs attached to the same wall as the awning sign.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** Refer to Chapter 19.08.
- (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) **Illumination permitted.** Internal illumination of awning signs is permitted.
- (g) **Certificate required.** Yes.

(3) Canopy Signs

- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) **Maximum area.** 25 percent of the area of the face of the canopy.
- (c) **Additional standards.** No electronic message units, video boards or moving signs shall be placed on the canopy. Changeable copy signs with prices or other information not changed frequently are permitted.
- (d) **Illumination permitted.** Direct external and/or internal illumination only. Illumination is permitted except when such sign is facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
- (e) **Certificate required.** Yes.

(4) Freestanding Signs

- (a) **Maximum number.**
 - (i) One freestanding sign per street frontage. Such signs shall maintain a minimum separation of 100 feet measured along the street frontage.
 - (ii) No more than one freestanding sign shall be allowed on lots 43,000 square feet or less in area.
- (b) **Maximum height and area.**
 - (i) Freestanding signs not exceeding 16 feet in height may be up to 75 square feet in area.
 - (ii) Freestanding signs not exceeding 20 feet in height may be up to 100 square feet in area.
- (c) **Minimum setback.** Five feet from all property lines.
- (d) **Additional standards.**

See also Residential Protection Standards in Section 19.14.070.
- (e) **Illumination permitted.** Internal and external illumination. In addition, signs over 200 feet from any existing residential property or from property which is designated in the General Plan for future residential development may be animated or contain an electronic message unit.
- (f) **Certificate required.** Yes.

(5) Monument Signs

See Figure 7 for an example of a monument sign.

- (a) **Maximum number.** One monument sign per street frontage.
- (b) **Maximum area.** 75 square feet per sign.
- (c) **Maximum height.** 10 feet.
- (d) **Minimum setback.** Five feet from all property lines.
- (e) **Additional standards.**
 - (i) All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.
 - (ii) See also Residential Protection Standards in Section 19.14.070.
- (f) **Illumination permitted.** Direct external and/or internal illumination only. In addition, direct external illumination is permitted on commercial service buildings. Animated and electronic message unit signage is prohibited.
- (g) **Certificate required.** Yes.

(6) Wall Signs

See Figure 10 for an example of a wall sign.

- (a) **Maximum number.** One wall sign per street frontage for each building with the following adjustments:
 - (i) Single tenant buildings on parcels adjacent to a freeway or expressway are permitted one wall sign for each building elevation with a maximum of four signs per building.
 - (ii) Multi-tenant buildings are permitted one additional wall sign for each tenant.
- (b) **Maximum area.** The total amount of wall signage allowed per building elevation is equivalent to 10 percent of the building elevation to which the sign is attached. In multi-tenant buildings, the 10 percent maximum sign area for each tenant will be based upon that portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.
- (c) **Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
- (d) **Maximum projection.** Four feet from the structure to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.

- (e) **Minimum setback.** NA.
- (f) **Illumination.** Direct external and/or internal illumination only. Animated and electronic message units are prohibited.
- (g) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.
- (h) **Certificate required.** Yes.

(F) PERMITTED SIGNS IN THE C-1, C-2, C-M, AND M ZONING DISTRICTS

(1) Arcade Signs

See Figure 5 for an example of an arcade sign.

- (a) **Maximum number.** One per entrance.
- (b) **Maximum area.** 16 square feet.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** An arcade sign shall not extend beyond edge of the building elevation to which it is attached.
- (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) **Illumination permitted.** Internal, external, animated and electronic message unit signage.
- (g) **Certificate required.** Yes.

(2) Awning Signs

See Figure 6 for an example of an awning sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) **Maximum area.**
 - (i) The total amount of wall signage allowed per building elevation is equivalent to 20 percent of the building elevation. In multi-tenant buildings, the 20 percent maximum sign area for each tenant will be based upon that portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.
 - (ii) The total combined area of all wall, window, roof, awning and marquee signs shall not exceed 20 percent of the building elevation to which they are attached.

- (c) **Maximum height.** NA.
 - (d) **Minimum setback.** Refer to Chapter 19.08.
 - (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
 - (f) **Illumination permitted.** Internal and or direct external illumination of awning signs is permitted.
 - (g) **Certificate required.** Yes.
- (3) **Canopy Signs.**
- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
 - (b) **Maximum area.** 25 percent of the area of the face of the canopy.
 - (c) **Illumination permitted.** Internal and external illumination, animated and electronic message units are permitted.
 - (d) **Certificate required.** Yes.
- (4) **Consolidated Sign.**
- (a) **Maximum number.**

Parcels of five acres or more in area, or parcels covered by a Master Sign Plan, that front on a street 80' or more feet in width, and qualify to have more than one freestanding sign along the same such street frontage, may consolidate the permitted sign area for all freestanding signs on the same street frontage into one consolidated sign, or as approved through a Master Sign Plan. If the development or commercial subdivision elects to consolidate the permitted freestanding signs, parcels containing individual freestanding buildings within the development or commercial subdivision shall be limited to one monument sign per street frontage in addition to the consolidated sign.
 - (b) **Maximum area.** Two square feet per lineal foot of street frontage, counting frontage on all abutting streets, up to 1000 square feet, or 1,500 square feet if part of an approved Master Sign Plan.
 - (c) **Maximum height.**
 - (i) 50 feet.
 - (ii) 80 feet, if approved as part of a Master Sign Plan.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.**

(i) The erection of a consolidated sign requires a minimum of three tenants or individual uses on the same site.

(ii) See also Residential Protection Standards in Section 19.14.070.

(f) **Illumination permitted.** Internal and external illumination. In addition, signs over 200 feet from any existing residential property or from property which is designated in the General Plan for future residential development may be animated or contain an electronic message unit.

(g) **Certificate required.** Yes.

(5) Freestanding Signs

(a) **Maximum number.**

(i) One freestanding sign per each 200 lineal feet of street frontage or portion thereof. The total number of all freestanding and monument signs shall not exceed one per each 200 lineal feet of street frontage or portion thereof.

(ii) Corner lots are permitted to have signs for each street frontage and signs shall maintain a minimum separation of 100 feet measured along the street frontage.

(b) **Maximum area.**

The total area of all freestanding and monument signs shall not exceed two square feet of sign area for each lineal foot of street frontage. On lots with multiple street frontages, the allowable area for each street frontage shall be calculated separately unless consolidated into one sign, then each street frontage shall be added and total square footage permitted may be allowed in one consolidated sign. Signs within 40 feet of existing developed residential property, or property designated in the General Plan as appropriate for future residential development, the maximum sign area shall be 50 square feet. For each additional foot of setback from the property, the area of a sign may be increased an additional two square feet, with a maximum size of 400 square feet unless the site meets criteria for consolidated freestanding signs.

(c) **Maximum height.**

40 feet, subject to the following:

(i) A freestanding sign within 200 feet of the right-of-way line of an elevated freeway or highway to which it is oriented may be erected up to 30 feet above the elevation of the elevated freeway or highway nearest the sign.

- (ii) In addition, signs within 200 feet of the right-of-way line and which can be read from Interstates 15 and 215, US 95 from the north city limits to the Oran K. Gragson Highway, the Oran K. Gragson Highway or Interstate 515 may be increased to a height equal to 80 feet, when authorized by the City Council, after review by the Planning Commission.

(d) Minimum setback. Five feet from all property lines.

(e) Additional standards.

- (i) All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.
- (ii) See also Residential Protection Standards in Section 19.14.070.

(f) Illumination permitted. Internal, external, animated and electronic message unit signs are permitted except on a building elevation visible from and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.

(g) Certificate required. Yes.

(6) Marquee Signs.

(a) Maximum number. One marquee sign per building elevation.

(b) Maximum area.

- (i) 20 percent of the building elevation to which it is attached.
- (ii) The total combined area of all wall, window, roof, awning and marquee signs shall not exceed 20 percent of the building elevation to which they are attached.

(c) Maximum height. A marquee sign shall not extend beyond the top or sides of the building elevation to which it is attached.

(d) Minimum setback. May project over public right-of-way, provided marquee maintains minimum setback of three feet from back of curb.

(e) Minimum clearance from the bottom of the sign to the ground. Eight feet.

(f) Additional standards.

- (i) Shall not be located on a building elevation oriented to adjoining residential property.
- (ii) Subject to review by Department of Public Works, to the extent they extend over or near public right-of-way.

(g) **Illumination permitted.** Internal, external, animated and electronic message unit signage.

(h) **Certificate required.** Yes.

(7) Menu Boards

(a) **Maximum number.** If visible from the public right-of-way, two menu board signs are permitted per drive-through lane where drive-through uses are permitted.

(b) **Maximum area.** 60 square feet for freestanding. 24 square feet, or not more than two percent of the building elevation if attached, but coverage of the building elevation with all signs in no case shall exceed 20 percent.

(c) **Maximum height.** Seven feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.** Only the word "Menu" should be legible from the public right-of-way.

(f) **Illumination permitted.** Direct white light or internal illumination permitted. For a site with a Master Sign Plan, other illumination may be permitted in accordance with the Master Sign Plan.

(g) **Certificate required.** No.

(8) Monument Signs

See Figure 7 for an example of a monument sign.

(a) **Maximum number.** One monument sign per each 200 lineal feet of street frontage or portion thereof. The total number of all freestanding and monument signs shall not exceed one per each 200 lineal feet of street frontage or portion thereof.

(b) **Maximum area.** 75 square feet per sign.

(c) **Maximum height.** 10 feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.**

(i) All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.

(ii) See also Residential Protection Standards in Section 19.14.070.

(f) **Certificate required.** Yes.

(9) Projecting Signs

(a) **Maximum number.** One per entrance.

(b) **Maximum area.** 32 square feet.

(c) **Maximum height.** One foot above eave or rafter line, whichever is higher.

(d) **Minimum clearance from the bottom of the sign to the ground.** Eight feet.

(e) **Minimum setback.** A projecting sign may project over the public right-of-way, provided the projecting sign maintains a minimum setback of three feet from measured from the back of the curb and such signs do not project more than six feet from the building elevation to which they are attached.

(f) **Additional standards.**

(i) Projecting signs shall not be permitted on property that has freestanding signs.

(ii) Projecting signs shall be subject to review by the Department of Public Works to the extent they extend over or near the public right-of-way.

(g) **Illumination permitted.** Internal, external, animated and electronic message unit signage.

(h) **Certificate required.** Yes.

(10) Roof Signs

(a) **Maximum number.** One per building elevation.

(b) **Maximum area.** 20 percent of the building elevation to which the sign is most nearly parallel to, up to a maximum of 150 square feet. The total combined area of all wall, window, roof, awning and marquee signs shall not exceed 20 percent of the building elevation to which they are attached.

(c) **Maximum height.** A roof sign shall not extend more than eight feet above the top of wall, marquee or parapet to which it is attached. The total height of the building, including the sign, shall not exceed permitted height of the building in the zoning district in which it is located.

(d) **Minimum setback.** NA.

- (e) **Maximum projection.** A roof sign shall not project horizontally more than four feet from the roof to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.
- (f) **Illumination permitted.** Internal, external, animated and electronic message unit signs are permitted except on a building elevation visible from and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
- (g) **Additional standards.**

See also Residential Protection Standards in Section 19.14.070.

- (h) **Certificate required.** Yes.

(11) Wall Signs

See Figure 10 for an example of a wall sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) **Maximum area.** The total amount of wall signage allowed per building elevation is equivalent to 20 percent of the building elevation. In multi-tenant buildings, the 20 percent maximum sign area for each tenant will be based upon that portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.
- (c) **Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
- (d) **Minimum setback.** NA.
- (e) **Maximum projection.** A wall sign shall not project more than four feet from the structure to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.
- (f) **Illumination permitted.** Internal, external, animated and electronic message unit signs are permitted except on a building elevation visible from and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
- (g) **Additional standards.**
 - (i) Signs shall be an integral part of or be supported by the wall or wall element (such as awning or marquee) to which they are attached.
 - (ii) See also Residential Protection Standards in Section 19.14.070.
- (h) **Certificate required.** Yes.

(12) Window Signs

See Figure 11 for an example of a window sign.

- (a) Maximum number.** There is no specific limit on the number of signs.
- (b) Maximum area.** Window signs shall not cover more than 25 percent of the total area of all windows located on a building elevation. The total combined area of all wall, window, roof, awning and marquee signs shall not exceed 20 percent of the building elevation to which they are attached.
- (c) Maximum height.** NA.
- (d) Minimum setback.** NA.
- (e) Illumination permitted.** Internal, external, animated and electronic message unit signs are permitted except on a building elevation visible from and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
- (f) Certificate required.** No.

19.14.070 RESIDENTIAL PROTECTION STANDARDS**(A) FREESTANDING SIGNS**

Any freestanding sign located in a nonresidential zoning district requiring a sign certificate and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use shall be subject to the following dimensional standards. Where these standards and those shown in Section 19.14.060 are in conflict, the more restrictive shall control.

- (1) Maximum height.** One-third of the distance of the nearest edge of the sign to the nearest point on any property planned or zoned for residential use.
- (2) Minimum setback.** 40 feet from any property planned or zoned for residential use.

(B) ILLUMINATED SIGNS

Any illuminated sign requiring a sign certificate and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use shall be subject to the following additional lighting standards:

- (1)** If the sign is located within 40 feet of the property planned or zoned for residential use and is or will be visible from such property, it may be internally illuminated or lighted with direct white light;

- (2) If the sign is located more than 40 feet from the property planned or zoned for residential use but within 200 feet of such property and the sign is or will be visible from such property, it may be interior-lit or lighted with direct white light, but it shall not contain bare bulbs, exposed neon tube, animation or a electronic message unit; and
- (3) Direct lighting fixtures for such signs shall be aimed up and/or away from the property planned or zoned for residential use.

(C) ELECTRONIC MESSAGE UNIT, ANIMATED AND FLASHING SIGNS

Electronic message units, animated signs and flashing signs are prohibited within 200 feet of property planned or zoned for residential use unless the design of the sign or its location and orientation ensure that the electronic message unit, animated or flashing portion of the sign, or any other light from the sign will not be visible from the property planned or zoned for residential use.

19.14.080 HISTORIC SIGNS

(A) FINDINGS

The City Council of the City of Las Vegas finds that the historic and cultural foundations of the City should be preserved as a living part of its community life and development in order to give a sense of identity and orientation to the people of the City. A historic sign is a sign that, by its construction materials, unusual age, prominent location, unique design, or craftsmanship from another period, contributes to the cultural, historic, or aesthetic quality of the city's streetscape. These regulations have been formulated to allow those signs to be protected.

(B) PURPOSE

The intent of this Section is to promote the public welfare by providing protection for significant signs that represent important aspects of the City's heritage; to enhance the character of the community by considering such signs during development; and to assist owner(s) in the preservation and restoration of their signs.

(C) DESIGNATION CRITERIA

Signs are designated as historic signs by the City Council upon a favorable recommendation of the Historic Preservation Commission. The Council shall hold a public hearing to designate a sign as a historic sign. In order to designate a sign as a historic sign, the Council shall make a finding that the following conditions are met:

- (1) The sign and the use to which it pertains have been in continuous existence at the present location for at least 30 years;
- (2) The sign is structurally safe or is capable of being made so without substantially altering its historical significance;

- (3) The continued existence of the sign is encouraged and is beneficial to the public good; and
- (4) At least one of the following conditions shall be met by the sign:
 - (a) The sign contributes to the historical or cultural character of the streetscape and the community at large;
 - (b) The sign is associated with historic figures, events, or places;
 - (c) The sign is significant as evidence of the history of the product, business, or service advertised;
 - (d) The sign is significant as reflecting the history of the building or the development of the historic district;
 - (e) The sign is characteristic of a specific historic period;
 - (f) The sign is integral to the building's design or physical fabric;
 - (g) The sign represents an outstanding example of the sign maker's art due to craftsmanship, use of materials, or design;
 - (h) This sign is a local landmark recognized as a popular focal point in a community; or
 - (i) The sign contains elements important in defining the character of a historic district.

(D) PROCEDURE

- (1) The procedure for designation of a sign as a landmark sign shall be the same procedure for designating a landmark building or landmark site, in accordance with Section 19.06.090(I)(3).
- (2) Nothing in this Section shall prohibit the owner(s) of a designated historic sign from removing such a sign.

19.14.090 TEMPORARY SIGNS

(A) SPECIAL EVENT SIGNS

See Figure 12 for an example of a special event sign.

- (1) **General standards.**
 - (a) Special event signs may be approved by the Director for a limited time as a means of publicizing special events such as grand openings.

- (b) Special event signs may include balloons, inflated devices, searchlights, pennants, portable signs, streamers and other similar devices.

(2) Certificate required.

- (a) A temporary sign certificate is required for a temporary special event sign.
- (b) The certificate allows the holder to display temporary event signs on the lot where the event is to occur. Temporary special event signs may be displayed by the same business license holder on the same lot up to four times in any one calendar year. The aggregate time of display of such signs shall not exceed 60 days in any one calendar year.

(B) POLITICAL SIGNS

(1) Maximum area.

- (a) **Residential districts.** 16 square feet per sign; not to exceed a maximum total area of 80 square feet for all such signs located on a lot containing a residential use. For all other uses, the maximum total area shall not exceed 128 square feet.
- (b) **Non-residential district.** 64 square feet per political sign. A political sign may be substituted for any other lawful sign, or political copy may be used to replace copy on any existing, conforming sign.

(2) Additional standards.

- (a) Political signs shall be placed only on private property.
- (b) Political signs shall be designed and located in such a manner so that such signs do not interfere with or will be confused with a traffic control signal or sign, or obstruct the vision of traffic.
- (c) Political signs shall not be placed on any public property or right-of-way or posted on any utility pole or device.

- (3) Certificate required.** All political signs in excess of 32 square feet require a sign certificate. Other political signs do not require a sign certificate.

- (4) Illumination permitted.** Separate illumination of political signs in residential districts is not permitted. Where a political sign is erected in place of another permitted sign or political copy is placed on an existing, lawful sign in a non-residential district, the illumination standards otherwise applying to the sign shall apply to the political sign or political copy.

(5) Removal.

All political signs that relate to an election shall be removed within 15 days after the election to which they pertain. Signs supporting a candidate who loses a primary election or wins a nonpartisan race in a primary election with more than

50 percent of the vote shall be removed within 15 days after the primary election.

- (a) The person or persons who are responsible for the erection, placement or distribution of any political sign, including the person whose candidacy the sign supports, are jointly and severally responsible for the removal of the political sign and the cost thereof.
- (b) If any sign is not removed within the time period set forth above, the City may, upon 5 days written notice to a candidate or other person responsible, remove and dispose of any such sign. The City shall certify the removal and may charge the candidate or other person responsible for the City's cost for the removal. Removal charges shall be paid within 30 days after receipt of a statement of charges.

(C) SUBDIVISION DEVELOPMENT SALE SIGNS

- (1) **Maximum number.** One subdivision development sale sign per residential subdivision per street frontage, with a maximum of two signs per subdivision.
- (2) **Maximum area.** 300 square feet per sign.
- (3) **Maximum height.** 22 feet, or 12 feet above the nearest property line wall.
- (4) **Minimum setbacks and separations.**
 - (a) 10 feet from any public right-of-way.
 - (b) 50 feet from any other on-premise, off-premise or subdivision development sale sign.
- (5) **Additional standards.** The sign shall be a freestanding sign that is firmly secured in the ground, as approved by the Building Official.
- (6) **Illumination permitted.** Direct white light or internal illumination only.
- (7) **Certificate required.** Yes. The certificate application shall be accompanied by:
 - (a) A site plan that clearly depicts the location of the proposed sign; description, drawing or picture of the proposed sign; and description of the means by which it will be secured; and
 - (b) Written authorization for the placement of the sign from the owner(s) of the property or from the owner's duly authorized agent on which the sign is to be located.
- (8) **Duration of Certificate.** The certificate shall be valid for 24 months or until the last unit or lot is sold, whichever occurs first. At that time, the sign shall be removed unless a new certificate has been obtained. The property owner(s)

and certificate holder shall each be responsible for maintenance and removal of the sign.

(D) SUBDIVISION DEVELOPMENT CONTINUOUS DIRECTIONAL SIGNS

Subdivision development directional signs are not considered "on-premise" signs or "off-premise" signs and are subject to the following:

(1) Maximum number.

- (a)** Eight signs per residential subdivision.
- (b)** A sign structure advertising two or more different subdivisions may count all the signs on that structure towards the eight sign limit for only one of the subdivisions advertised on such structure, if the owner(s) or lessee(s) of the sign files a plan depicting the location and use and details of how all such signs are allocated.

(2) Maximum area.

- (a)** Two of the eight permitted signs may be up to 128 square feet in area.
- (b)** Two of the eight permitted signs may be up to 96 square feet in area.
- (c)** The remaining four of the eight permitted signs shall not exceed 40 square feet in area.
- (d)** An embellishment of up to 20 percent of each sign area may be added to the sign.

(3) Maximum height.

14 feet, except that any authorized sign that exceeds 40 square feet in size may be up to 22 feet in height.

(4) Minimum setbacks and separations.

- (a)** 10 feet from any public right-of-way.
- (b)** 100 feet from any other sign or on-premise or off-premise sign.
- (c)** 660 feet from the nearest travel lane of Summerlin Parkway from Station 499 + 78 to Station 601 + 30.

(5) Additional standards.

- (a)** These signs are allowed only on vacant developable lots;
- (b)** For any sign that is proposed within 660 feet of any highway classified by the State of Nevada as part of the interstate and primary highway system, a State of Nevada sign permit is required;

- (c) Such signs shall not be located more than four miles from the subdivision to which it is providing direction; and
 - (d) Each sign shall be a freestanding sign that is firmly secured in the ground, as approved by the City of Las Vegas Building Official.
- (6) **Illumination permitted.** No.
- (7) **Certificate required.** Yes. The certificate application shall be accompanied by:
- (a) A site plan that shows where the sign will be placed on property; and
 - (b) A master location plan that indicates where all other subdivision development directional signs (not including weekend directional signs) for the subdivision will be placed.
- (8) **Duration of certificate.** The sign certificate shall be valid for 24 months or until the last unit or lot is sold, whichever occurs first. At that time, the sign shall be removed unless a new certificate has been obtained. The property owner(s) and the certificate holder shall each be responsible for maintenance and removal of the sign.
- (9) **Landowner(s) consent.** Any person placing a directional sign shall obtain the permission of the owner(s) of the property on which the sign is placed. Nothing in this ordinance shall be construed to authorize the placement of any sign without the permission of the landowner(s).

(E) SUBDIVISION DEVELOPMENT -- WEEKEND DIRECTIONAL SIGNS

Weekend directional signs shall be used to direct traffic to residential projects only and shall not be employed for non-residential purposes of any kind.

- (1) **Maximum number.** 70 weekend directional signs per residential subdivision.
- (2) **Maximum area.** Four square feet per sign.
- (3) **Maximum height.**
 - (a) Four feet above nearest street curb.
 - (b) 32 inches above nearest street curb when within 50 feet of any street intersection or driveway opening. Where no curb exists, height shall be measured from edge of adjacent public right-of-way.
- (4) **Sign placement.**
 - (a) Maximum placement distance of any weekend directional sign from its respective residential subdivision project shall be four miles as measured along a radial line whose axis is located at any point on the subject property.

- (b) Minimum spacing between signs relating to the same project is 300 feet, provided however, two signs may be placed within 10 feet of each other at locations where the path of travel turns direction.
- (c) Signs shall be placed at least 25 feet from any street intersection or driveway and not block or overhang any sidewalk or other established pedestrian way.

(5) Additional standards.

- (a) Changes in copy and graphics may be made without re-issuance of certificates; if, the name of the subdivision changes, the developer shall apply for a new certificate.
- (b) Signs may only be installed after 6 PM on Friday or on the day before any Federal, State, or City holiday that may occur throughout the week, and all signs shall be removed by 6 AM on Monday or by the same time on the day after such holiday.
- (c) Signs shall be made of plastic, or some other weather resistant material approved by the Director, and shall be attached to a single metal stake. Signs mounted on wooden stakes are prohibited.

(6) Illumination permitted. No.

(7) Master sign plan required.

Weekend directional signs shall not be installed unless such signs are approved as a part of a master weekend directional sign plan. A certificate application and sign map shall be presented for each development for which weekend directional signs are to be employed. The application and map shall be in a form and include exhibits as specified by the Department of Planning and Development. The map shall indicate the approximate location on each street of each sign to be installed and shall include a statement that at the time of installation no sign is to be installed in violation of the spacing requirements of this Chapter or to cause any already-in-place weekend directional sign to be in violation of the spacing requirements. The certificate application shall state the name and mailing address of the party to be notified in the event of any violations of this Chapter. A master weekend directional sign certificate may be issued to cover all weekend directional signs that have been approved as part of a master weekend directional sign plan.

(8) Insurance required.

Applicants for weekend directional sign certificates shall provide proof of and maintain comprehensive liability insurance in the minimum amount of \$4,000,000 per occurrence in a form acceptable to the Director. If any sign is placed in any unimproved public right-of-way, the certificate holder shall assume full responsibility for any damages or injuries to persons or property resulting either wholly or in part from the placement of the sign and shall agree to defend and indemnify the City and hold the City harmless from all liability for damages or injuries.

- (9) **Landowner(s) consent.** Any person placing a directional sign shall obtain the permission of the owner(s) of the property on which the sign is placed. Nothing in this ordinance shall be construed to authorize the placement of any sign without the permission of the landowner(s).

(10) **Violations.**

Weekend directional signs that are without proper certification; that are placed within 25 feet of a street intersection or driveway; that block or overhang sidewalks and other public pedestrian walkways; or that are left remaining after the time limitations set forth in this Section may be impounded immediately. Violations and the recovery of signs are subject to the following charges and remedies:

Violation	Penalty
1st	\$10 per sign if without proper certification. Fee shall be waived if owner(s) obtains proper sign certificate. If properly certified, warning only.
2nd	\$10 per sign.
3rd	\$15 per sign and misdemeanor citation.
4th	Revocation of weekend directional sign certificate.

(F) CONSTRUCTION SIGNS

(1) **Maximum number.**

- (a) One construction sign per development per street frontage.
- (b) Where two construction signs are located on a corner lot, such signs shall be separated by not less than 50 feet.

(2) **Maximum area.** 300 square feet in sign area.

(3) **Maximum height.** 18 feet.

(4) **Minimum clearance from bottom of the sign to ground.** Eight feet.

(5) **Minimum setback.** 10 feet from any public right-of-way.

(6) **Additional standards.**

- (a) Construction signs shall be freestanding signs and firmly secured in the ground, as approved by the Building Official.
- (b) Construction signs are not permitted on residentially zoned property.

(7) **Illumination permitted.** No.

(8) **Certificate required.**

- (a) A temporary sign certificate is required. The certificate application shall be accompanied by a site or location plan which clearly depicts the location of the proposed sign; a description, drawing or picture of the proposed sign and a description of the means by which it will be secured; and
- (b) The certificate is valid for up to 12 months or until the construction is complete, whichever occurs first. At that time, the sign shall be removed unless a new certificate has been obtained. The property owner(s) and the certificate holder, if the latter is not the property owner(s), shall each be responsible for the maintenance and removal of the sign.

(G) REAL ESTATE SIGNS ADVERTISING COMMERCIAL PROPERTY

(1) **Maximum number.**

- (a) One real estate sign per development or property for sale or lease per street frontage for parcels five acres or less in area, plus one additional sign for each additional five acres of parcel area.

(2) **Maximum area.**

- (a) Unimproved lots: 32 square feet per sign, or with an approved temporary sign certificate, such sign(s) may be up to 80 square feet in area for lots 20,000 square feet or less in area, plus an additional 40 square feet of sign area for each 20,000 additional square feet of lot area. In no case shall the aggregate sign area of all such permitted signs or the area of a single sign exceed 300 square feet.

- (b) Improved lots: 64 square feet.

(3) **Maximum height.** 18 feet.

(4) **Minimum setback.** 10 feet from any public right-of-way.

(5) **Illumination permitted.** No.

(6) **Additional standards.**

- (a) Real estate signs on residentially zoned property shall be subject to the provisions of Section 19.14.070.
- (b) The sign shall be a freestanding sign that is firmly secured in the ground, as approved by the Building Official.

(7) **Certificate required.**

- (a) A temporary certificate is required for signs in excess of 32 square feet.

- (b) The certificate is valid until the property or the last unit is sold or leased. At that time, the sign shall be removed. The property owner(s) and certificate holder, if the latter is not the property owner(s), shall each be responsible for the maintenance and removal of the sign.

(H) REAL ESTATE SIGNS ADVERTISING RESIDENTIAL PROPERTY

- (1) **Maximum number.** One per street frontage.
- (2) **Maximum area.**
 - (a) Six square feet for single and two family dwellings.
 - (b) 32 square feet for all other allowed uses. Real estate signs exceeding 32 square feet, up to a maximum of 64 square feet may be approved by the Director by means of a temporary sign certificate.
- (3) **Maximum height.** Six feet for single and two family dwellings, 18 feet for all other allowed uses.
- (4) **Minimum setback.** Five feet from all property lines.
- (5) **Certificate required.** No.

19.14.100 OFF-PREMISE SIGNS

(A) OFF-PREMISE SIGNS DEFINED

Off-premise signs are to be considered primarily a specific type of land use rather than as an incidental use to an existing land use. Off-premise signs generally produce revenue to the property owner(s) as a land use as compared to on-premise signs which in themselves do not produce revenue but are incidental to a revenue-producing land use. However, because of the special characteristics of off-premise signs as compared to other types of land uses and structures, certain qualifications and requirements are set forth in connection with off-premise signs as a permitted use in certain zoning districts.

(B) SPECIAL USE PERMIT REQUIRED

- (1) A Special Use Permit is required for all off-premise signs prior to the construction, placement, erection or modification of the sign in accordance with the requirements of this Chapter. A Special Use Permit application shall be processed in accordance with Section 19.18.060. Furthermore, the property owner(s), owner(s) of the structure or other assignee shall maintain in force, at all times, a sign certificate for the sign in accordance with the requirements of this Chapter.
- (2) The Special Use Permit requirement set forth in this Section is in addition to an independent of any locational provision or limitation contained in this

Section. In determining whether to approve or deny a Special Use Permit under this Section, the Planning Commission and City Council may consider the aesthetic impact of the sign on the area and all other aspects of the sign's compatibility with the surrounding area, including the existence or nonexistence of other signage in the area. The provisions of this Paragraph (2) are intended to reflect and reconfirm existing standards and practice, rather than to impose a new or different standard.

- (3) In connection with the approval of a Special Use Permit under this Section, the Planning Commission or City Council may impose a time limit on the approval or require a periodic review of the sign as a condition of approval. After conducting a review, the Planning Commission or City Council may require removal of the sign if it is demonstrated that conditions in the surrounding area have changed in such a manner that the sign no longer meets the standards established in Section 19.18.060(L).

(C) LOCATIONAL PROVISIONS

- (1) No off-premise signs shall be erected in the public right-of-way.
- (2) No off-premise sign certificate of any kind shall be issued for an existing or proposed sign unless the sign is consistent with all requirements of this Chapter (including those protecting existing signs).
- (3) Off-premise signs are permitted in the C-1, C-2, C-M and M Zoning Districts only.
- (4) No off-premise sign shall have a surface area greater than 672 square feet, except that an embellishment of not to exceed five feet above the regular rectangular surface of the sign may be added if the additional area contains no more than 128 square feet.
- (5) Off-premise signs which are within 660 feet of the right-of-way and which can be read from Interstate 15, US 95 from the north city limits to the Oran K. Gragson Highway, the Oran K. Gragson Highway or Interstate 515 shall be no closer than 750 feet (measured along the highway frontage) to any other off-premise sign along the same frontage. Each side of the highway shall be considered a separate frontage. The sign and all other off-premise signs not oriented toward the same highway shall be no closer than 300 feet in any direction to any other off-premise sign, wherever located, including an off-premise sign that is situated outside the corporate boundaries of the City.
- (6) The distance to and from a sign shall be measured with reference to the point on the ground that is directly beneath the center of the sign structure.
- (7) Off-premise signs which are within 660 feet of the right-of-way and which can be read from Interstate 15, US 95 from the north city limits to the Oran K. Gragson Highway, the Oran K. Gragson Highway or Interstate 515 shall not be higher than 40 feet except as provided in Subparagraphs (a) and (b) below. The height shall be measured from the grade at the point of construction to

the top of the sign. The display surface shall not be higher than 30 feet nor wider than 60 feet.

- (a) An off-premise sign within 150 feet of the right-of-way line of an elevated freeway or highway to which it is oriented may be erected 30 feet above the elevation of the elevated roadway surface nearest the sign.
- (b) An off-premise sign within 150 feet of the right-of-way line of any freeway or highway to which it is oriented which, at a height of 40 feet, will have a significant portion of its display surface obscured from view from the travel lanes of the freeway or highway may be increased to a maximum of 55 feet when authorized by the City Council.
- (8) All other off-premise signs shall be no higher than 40 feet from grade at the point of construction, except that an off-premise sign within 60 feet of the right-of-way line of the street to which it is oriented which, at a height of 40 feet, will have a significant portion of its display surface obscured from view from the travel lanes of the street may be increased to a maximum of 55 feet when authorized by the City Council.
- (9) Off-premise signs shall not be located closer than 10 feet to the right-of-way line of a freeway nor closer than 50 feet to the intersection of the present or future rights-of-way of any two public roads, streets or highways.
- (10) No off-premise sign shall be erected or maintained within 660 feet of the nearest travel lanes of the Summerlin Parkway from Station 499 + 78 to Station 601 + 30.
- (11) No off-premise sign shall be allowed within 300 feet from the nearest property line of a lot in the "U" zoning district or any "R" zoning district.

(D) ADDITIONAL PROVISIONS

- (1) All structural elements of an off-premise sign to which the display panels are attached shall be screened from view. Display surface panels which are removed for the purpose of changing the advertising message shall be replaced within 30 days with display panels containing a new advertising message or uniformly painted blank panels.
- (2) All off-premise signs shall be detached and permanently secured to the ground and shall not be located on property used for residential purposes.
- (3) For any off-premise sign that is proposed within 660 feet of any highway classified by the State of Nevada as part of the interstate or primary highway system, a State of Nevada sign permit shall be obtained and a copy attached to the application prior to the issuance of a construction permit or sign certificate by the City.
- (4) No sign certificate shall be issued for an individual off-premise sign unless and until a site plan for the lot on which the sign will be erected has been

submitted to and approved by the Director. The site plan shall include the following:

- (a) An accurate site plan of the lot, at the scale the Director requires;
 - (b) The location of buildings, parking lots, driveways and landscaped areas on the lot;
 - (c) An accurate indication of the location of all existing and proposed off-premise signs; and
 - (d) Drawings that allow the computation of the area and the height of any off-premise signs and which indicate any sign characteristics such as illumination, embellishment areas or moving parts.
- (5) The permittee or holder of a sign certificate shall notify the Director of any significant change in the characteristics of an off-premise sign, such as illumination, embellishment areas or moving parts, and provide any additional supplemental drawings as the Director may require.

(E) OFF-PREMISE SIGN EXCLUSIONARY ZONE

- (1) Off-premise signs are prohibited within the boundaries of the following area:
- (a) Bounded on the north by the Las Vegas/Clark County boundary (Moccasin Road).
 - (b) Bounded to the east by the Las Vegas/North Las Vegas boundary (Decatur Boulevard), south to Cheyenne Avenue, then west along Cheyenne Avenue to Rainbow Boulevard, then continuing south along Rainbow Boulevard to Sahara Avenue.
 - (c) Bounded on the south by Sahara Avenue, west to Durango Drive then continuing south along Durango Drive to Desert Inn Road, continuing west to Hualapai Way then north along Hualapai Way to West Charleston Boulevard, then west to the Las Vegas/Clark County boundary.
 - (d) Bounded to the west by the Las Vegas/Clark County boundary, then continuing north to the Las Vegas/Clark County northern boundary.
- (2) The prohibition contained in Paragraph (1) of this Subsection does not apply to any sign which would be within 660 feet of the right-of-way line, and oriented toward, the following interstate and federal-aid primary routes, as defined by the Nevada Department of Transportation:
- (a) Oran K. Gragson Highway
 - (b) U.S. Highway 95, south of Ann Road
 - (c) Interstate 515

- (3) The prohibition of off-premise signs within the area described in Paragraph (1) or within any other area described in this Chapter shall not be deemed or interpreted:
 - (a) As an indication that any other particular location is suitable for an off-premise sign.
 - (b) To eliminate the need for a Special Use Permit or affect the determination of compatibility with respect to a proposed sign.

19.14.110 SIGNS IN PUBLIC RIGHT-OF-WAY

(A) SIGNS PROHIBITED IN PUBLIC RIGHT-OF-WAY

(1) General Rule.

Signs shall be prohibited in the public right-of-way, except as provided in this Section.

(2) Presumption.

A sign erected or placed in the public right-of-way and containing an individual's name, telephone number, address or identification of a product shall be presumed to have been erected or placed by or at the direction of the person or entity associated with that name, business, telephone number, address or product. That presumption is a rebuttable presumption which the affected person or entity may disprove in any enforcement action or administrative hearing involving such signs.

(B) SIGNS PERMITTED IN PUBLIC RIGHT-OF-WAY

The following signs may be permitted in the public right-of-way:

- (1) Public signs erected by or on behalf of a governmental body to post legal notices, identify public property, convey public information and direct or regulate pedestrian or vehicular traffic;
- (2) Bus stop signs erected by a public transit company;
- (3) Informational signs of a public utility regarding its poles, lines, pipes or facilities;
- (4) Marquee, projecting and suspended signs projecting over a public right-of-way in conformity with the provisions in Section 19.14.060;
- (5) Development entry statement signs and interior directional signs may be permitted as provided for in this Chapter and provided the sign owner(s) enters into an encroachment agreement with the City;
- (6) Other signs which have been authorized by the City, including but not limited to signs on bus stop shelters, signs permitted by the approval of an encroachment agreement or emergency warning signs erected by a

governmental agency, a public utility company or a contractor doing authorized or permitted work within the public right-of-way. Such signs are exempted from any setback, separation and locational limitations of this Chapter.

19.14.120 CERTIFICATES AND PERMITS

(A) PROCEDURES

The procedures contained in this Section shall govern the application for, and issuance of, all sign certificates under this Chapter.

- (1) All applications for sign certificates of any kind shall be submitted to the Department of Planning and Development on an application form or in accordance with application specifications published by the Department.
- (2) Within 5 days of receiving an application for a sign certificate, the Department shall review it for completeness. If the application is complete, then the application shall be processed. If the application is incomplete, then notice shall be sent to the applicant, within a 5-day period, of the specific ways in which the application is deficient.
- (3) Upon approval, the City will issue a certificate and tag for the sign. The tag shall be affixed to the sign in a location where it is plainly visible. Absence of the tag or any record of the issuance of the tag on any sign, which is required by this Chapter to have a certificate, shall subject that sign to removal in the same manner as in Section 19.14.140.
- (4) A renewable sign certificate for a commercial sign shall lapse automatically if not renewed or if the business license for the premise expires or is revoked.
- (5) Any sign that is the subject of an application received after the effective date of this Chapter, or any amendment thereto, shall be subject to all the provisions of this Chapter and shall not be subject to the nonconforming sign protections described in Section 19.14.160. For any sign on property annexed into the City after the effective date of this Chapter, an application for a sign certificate shall be submitted within three months of the effective date of the annexation or within such period as may be established in an annexation agreement between the City and the land owner(s).

(B) REMOVAL

Any sign for which a certificate has lapsed shall be removed immediately. The owner(s) of the property on which the sign is erected or displayed, the certificate holder, the owner(s) of the sign, or any person that caused the sign to be installed shall be jointly and severally responsible for the removal of the sign, provided that nothing herein shall be construed to allow any private person to enter onto the property of another person without the permission of the property owner(s).

(C) STATE SIGN PERMIT REQUIRED

For any sign that does not qualify as an on-premise sign and that is proposed within 660 feet of any highway classified by the State of Nevada as part of the interstate and primary highway system, a State of Nevada sign permit shall be obtained prior to the issuance of a construction permit or sign certificate by the City. The issuance of a State of Nevada permit does not take the place of the City's Special Use Permit requirement nor compel the granting of a Special Use Permit. Likewise, the approval of a Special Use Permit by the City does not affect the State of Nevada's authority or discretion to deny a state permit.

19.14.130 MASTER SIGN PLAN**(A) PURPOSE**

A Master Sign Plan is required for certain types of development in order to allow the Planning Commission and City Council to ensure the appropriate relationships among building elevations, signage and circulation. Larger commercial developments are likely to generate greater impacts on surrounding residential properties than smaller commercial projects. An effective Master Sign Plan encourages integrated signage, with an emphasis on wall signs and central identification signage rather than multiple freestanding signs along the street frontage. Reducing the amount of sign clutter along street frontages allows the customer of the commercial center to readily identify establishments that have the goods and services they seek.

(B) APPLICABILITY

- (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 2.5 net acres; or
 - (b) Any non-restricted gaming establishment; or
 - (c) Any residential project containing more than 500 units and/or 160 acres in area.
- (2) A Master Sign Plan may be submitted for any development or property not otherwise required to submit a Master Sign Plan to accomplish the following:
 - (a) To establish the requirements and limitations for signs located in the Gaming and Downtown Overlay districts, and any uses not regulated elsewhere in this chapter located in the Planned Community and Planned Development districts; or
 - (b) To establish requirements and limitations for signs in a specific development.

(C) MASTER SIGN PLAN REQUIREMENTS

A proposed Master Sign Plan generally may be submitted in connection with a Site Development Plan Review. The Master Sign Plan shall be signed by all the owners or the owner's authorized agent of the subject property on the form the Director requires, and shall include the following:

- (1) An accurate site plan of the lot, drawn to scale, indicating the location of buildings, parking lots, driveways and landscaped areas on the lot;
- (2) An accurate indication of the location of each present and proposed sign of any type, whether or not the sign requires a sign certificate, except that incidental signs need not be shown;
- (3) Design drawings which allow the computation of the sign area and the height of any existing or proposed signs and which indicate any sign characteristics such as illumination or moving parts;
- (4) A copy of any private restrictions or sign criteria which the owner(s) or developer agrees will govern all signs affected by the Master Sign Plan;
- (5) The applicable fees set forth in the Fee Schedule;
- (6) If applicable, standards for window signs that indicate the general type of window signage to be allowed (e.g., paper affixed to window, painted, etched on glass, or some other material hung inside the window); and
- (7) If applicable, a schedule for bringing all existing signs into conformance with the requirements in the Master Sign Plan.

(D) PROCEDURES

(1) Hearing.

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 recommendation shall be based upon evidence that makes approval or denial of the Master Sign Plan appropriate.

(2) Conditions of Approval Recommendation.

In recommending the approval of a Master Sign Plan, the Planning Commission may impose the following conditions, restrictions or limitations as the Commission may determine to 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. 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 Section 19.14.060, or establish the sign requirements and limitations 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 Overlay districts, and the Planned Community and Planned Development districts;

- (b) Conform to the Residential Protection Standards set forth in Section 19.14.070;
- (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.

(3) Effect of Denial; Appeal

A decision by the Planning Commission to deny a Master Sign Plan becomes final and effective at the expiration of 10 calendar days after the date of the decision unless, within that period, the applicant appeals the decision by written request filed with the City Clerk.

(4) Final Action Concerning Appeal or Approval

A decision by the Planning Commission to approve a Master Sign Plan constitutes a recommendation to the City Council. The City Council shall review and make the final decision concerning each Master Sign Plan, which has been appealed or forwarded to the City Council for final action.

(5) City Council Decision

The City Council may approve, approve with conditions, or deny the Master Sign Plan. In doing so, the City Council shall consider the recommendation of the Planning Commission and the evidence presented at the public hearing. Action by the City Council is final.

(6) Deemed Disapproval

If there is no final action by the City Council on a Master Sign Plan within 90 days after the filing of a complete Master Sign Plan application, exclusive of any period of delay agreed to by the applicant thereof, it shall constitute a denial of the proposed Master Sign Plan. Based on the record then pending before the

City Council or Planning Commission, the applicant may seek direct judicial review of that denial.

(E) AMENDMENTS

(1) Minor Amendment

(a) **Applicability.** This Minor Amendment process shall apply to any amendment to a Master Sign Plan which does **not** propose any of the following:

- (i) Any increase in the number or size of freestanding or consolidated signs requiring certificates; or
- (ii) Any substantial increase in the size, or illumination of wall, awning, roof, marquee or permanent window signs located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use; or
- (iii) Any substantial change in the location of wall, awning, roof, marquee or permanent window signs located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.

(b) **Procedure.** The applicant shall file an application in writing, with supporting drawings, specifically identifying the proposed changes to the approved Master Sign Plan. The Director shall review the application for completeness, and the applicability of the Minor Amendment process under this Section, within 5 business days of the date the application is received. After the Director finds that the application is complete, and that the Minor Amendment process applies, the Director shall review and act on the Amended Master Sign Plan application within 15 business days of the date the application is received. The application shall be reviewed for consistency with any conditions included in the original Master Sign Plan. If the "Master Sign Plan with Minor Amendments," is consistent with any conditions included in the original Master Sign Plan, the Director shall approve the application. The Director shall mark the approved plan as "Master Sign Plan with Minor Amendments," and indicate the date of approval. From that date, the amended Master Sign Plan shall be the official Master Sign Plan.

(c) **Resubmission or Appeal.** If the Minor Amendment is denied under this Paragraph (1), the applicant may revise and resubmit the application or may submit the complete application as a Major Amendment, in accordance with Paragraph (2). The submission of the application as a Major Amendment shall be in lieu of any appeal.

(2) Major Amendment

- (a) Applicability.** Any amendment to a Master Sign Plan, which does not meet the criteria for a "Minor Amendment," as set forth in Paragraph (1), shall be reviewed as a Major Amendment.
- (b) Procedure.** A Major Amendment Master Sign Plan is accomplished by the same process and procedures required establishing a new Master Sign Plan. The proposed Major Amendment shall specifically identify the proposed changes to the existing Master Sign Plan that is in effect.
- (c) Schedule for Achieving Conformance.** If any application for a Major Amendment to a Master Sign Plan is filed for a property on which existing signs are located, the application for the amended Master Sign Plan shall include a schedule for bringing into conformance all signs that do not conform to the proposed amended Master Sign Plan.

(F) EFFECT

After approval of a Master Sign Plan, or amended Master Sign Plan, no sign shall be erected, placed, or altered, except in conformance with the Master Sign Plan, and the Master Sign Plan shall be enforced in the same way as any provision of this Chapter. The provisions of this Chapter shall be in force for any provisions not established in a Master Sign Plan. In case of any conflict between the provisions of a Master Sign Plan and any other provision of this Chapter, the Master Sign Plan shall control.

19.14.140 CERTAIN ILLEGAL AND ABANDONED SIGNS**(A) DEFINED**

- (1)** The following shall without limitation be considered illegal signs:
 - (a)** A sign erected on public property, including the public right-of-way, in violation of this Chapter;
 - (b)** A temporary sign for which the period allowed for its display has expired; or
 - (c)** Any other sign for which a time period included as a condition of its certificate has expired.
- (2)** The following shall be considered abandoned signs:
 - (a)** Any sign which has ceased to be used to display a message relating to an on-going business, product, service, idea or commercial activity and where the owner(s) of the sign has manifested an intention to permanently cease to use the sign. A sign shall be presumed to be abandoned if it has not been used to display or support such a message during any continuous one-year period;

- (b) Any on-premise sign pertaining to a building that has been destroyed or damaged beyond use, and substantial construction work for its repair or replacement has not begun within six months after such destruction. This period may be extended by the Planning Commission upon application of the property owner(s) for good cause shown; or
- (c) Any on-premise sign pertaining to a business that has advertised or otherwise publicly indicated that it is "going out of business," closing, moving, or closing at this location by a date that has passed.

(B) ACTION REQUIRED

- (1) Abandoned sign faces or sign copy shall be removed from public view by covering the sign face, replacing the sign face with a blank sign face, or replacing the sign copy with sign copy that relates to an on-going business, product, service, idea or commercial activity on-site.
- (2) Abandoned sign structures and illegal signs shall be removed by the owner(s) of the property, the owner's agent, or the person having the beneficial use of the building, structure or land where such sign is located within 10 days, in the case of illegal signs, and 30 days, in the case of abandoned sign structures, after written notification from the City.
- (3) Failure to comply with a notice from the City demanding the removal of an abandoned sign or an illegal sign within the time period specified in the notice shall be considered a violation of this Chapter. See also Section 19.14.170.

19.14.150 APPEAL

Any person aggrieved in connection with the inability to obtain a sign certificate or by any other decision of any administrative officer or agency based upon or made in the course of the administration or enforcement of any provision of this Chapter may appeal the decision to the City Council. An appeal must be in written form and must be filed in the office of the City Clerk, with a copy to be filed in the office of the Department of Planning and Development. The appeal must be filed within 10 days after the administrative decision is made and shall specifically describe the decision at issue and the basis for the appeal. The appeal shall be considered on the next available agenda of the City Council. This Section shall not apply to actions on Master Sign Plans, which shall follow the procedures, including appeals, set forth in Section 19.14.130.

19.14.160 NONCONFORMING SIGNS

(A) APPLICABILITY

This Section shall not apply to any sign approved by a variance, any sign approved as part of a Master Sign Plan, any off-premise sign, or any other sign protected from such provisions by Nevada law.

(B) CONTINUED USE ALLOWED

A lawfully nonconforming sign, as defined in Subsection (C) below, may continue in use, except as otherwise provided in or authorized by this Chapter. A change in the information on the face of an existing nonconforming sign is allowed if the change does not increase the area of the sign face.

(C) NONCONFORMING SIGNS DEFINED

Any sign, other than an off-premise sign, which was constructed in accordance with the ordinances and other applicable laws in effect on the date of its construction, but which by reason of its size, height, location, design, or construction is not in conformance with the requirements of this Chapter or any amendment thereto.

(D) BURDEN OF PROOF

In any matter in which a property owner(s), sign owner(s), sign user or other person seeks the protection provided to lawful, nonconforming signs under this Section, the burden of proof shall be on the person seeking such protection to prove:

- (1) The date of erection or installation of the sign;
- (2) That the sign fully conformed to the sign ordinance then in effect;
- (3) That the person erecting the sign obtained all necessary permits for the erection of the sign; and
- (4) That any changes to the sign have been made in accordance with the requirements of this Chapter and in compliance with all applicable permit requirements.

(E) PUBLIC RIGHT-OF-WAY IMPROVEMENTS

The City may require signs to be modified or moved if streets are widened, or for other improvements made in the public-right-of-way. If a nonconforming sign or sign structure is moved under this requirement, it may be re-established on the same site without being brought into conformance.

(F) OWNERSHIP

The status of a nonconforming sign or sign structure is not affected by changes in ownership.

(G) MAINTENANCE AND REPAIR

Sign maintenance, sign repair, and changing of permanent sign faces is allowed so long as structural alterations are not made and the sign is not increased in size.

(H) TERMINATION OF NONCONFORMING SIGNS

- (1) **Change to a conforming sign.** A nonconforming sign or sign structure may be altered to become or be replaced with a conforming sign or sign structure. Once a sign or sign structure is brought into conformance or is replaced with a conforming sign or sign structure, the nonconforming rights for that sign or sign structure are lost and a nonconforming sign or sign structure may not be re-established.
- (2) **Alteration.** Except as provided in Subsection (E), sign structures that are moved, replaced, or the supporting structure is substantially altered, must be brought into conformance with this Chapter.
- (3) **Discontinuance.** If there is no sign in place on a sign structure or building wall for 12 continuous months, the nonconforming rights are lost and a nonconforming sign may not be re-established. If the sign structure or building wall sign area is unused for less than 12 continuous months, a nonconforming sign may be re-established.
- (4) **Removal.** Except as provided in this Section, if a sign or sign structure is permanently removed or intentionally destroyed, replacement signs and sign structures must comply with the current standards.
- (5) **Damaged or deteriorated nonconforming signs.** If a sign or sign structure is damaged or allowed to deteriorate to such an extent that the cost of repair or restoration is fifty percent or more of the cost of replacement of such sign, replacement signs and sign structures must comply with the current standards.

(I) OPTIONAL REGISTRATION

- (1) A sign owner(s) or user may register a lawful, nonconforming sign in accordance with this Subsection. The registration shall be filed on a form provided by the Director, which form shall require at least the following:
 - (a) Sign certificate number (if any);
 - (b) Date of installation of the sign;
 - (c) Address of premises;
 - (d) Location of the sign on the premises (drawing or precise description of location);
 - (e) Dimensions of the sign;
 - (f) For a freestanding sign, the height of the sign; and
 - (g) Photograph of the sign, as it exists at time of filing registration.

- (2) The Director shall review the registration within 30 days of receipt and shall notify the applicant of any inaccuracies or other deficiencies in the registration. Such inaccuracies or deficiencies shall be noted in the registration file. All provisions of the registration not subject to such a notice shall be deemed to be accepted by the City.
- (3) In any proceeding in which the legal status of a sign is material, the unchallenged facts set forth in a registration under this Subsection shall be presumed to be true; any facts subject to a notice from the Director questioning the accuracy or other matters shall not receive such protection unless the applicant amends the registration to cure the deficiencies.

19.14.170 VIOLATIONS, REMEDIES, PENALTIES

(A) VIOLATIONS

Any of the following shall be a violation of this Chapter and shall be subject to the enforcement remedies and penalties provided for in this Title:

- (1) To install, create, erect or maintain any sign in any manner that is inconsistent with any Master Sign Plan;
- (2) To install, create, erect, or maintain any sign in a way that is inconsistent with any site plan review or aesthetic review governing the sign for the lot on which sign is located;
- (3) To install, create, erect, or maintain any sign requiring a certificate without such a certificate;
- (4) To fail to display a tag in conformance with Section 19.14.120;
- (5) To fail to remove any sign that is installed, created, erected, or maintained in violation of this Chapter, or for which the sign certificate has lapsed;
- (6) To continue any violation. Each day of a continued violation shall be considered a separate violation when applying the penalty portions of this Chapter;
- (7) To install, create, erect, or maintain any sign prohibited by or in violation of this Chapter; or
- (8) To abandon any sign.

(B) REMEDIES AND PENALTIES

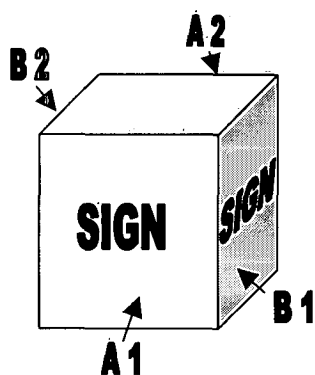
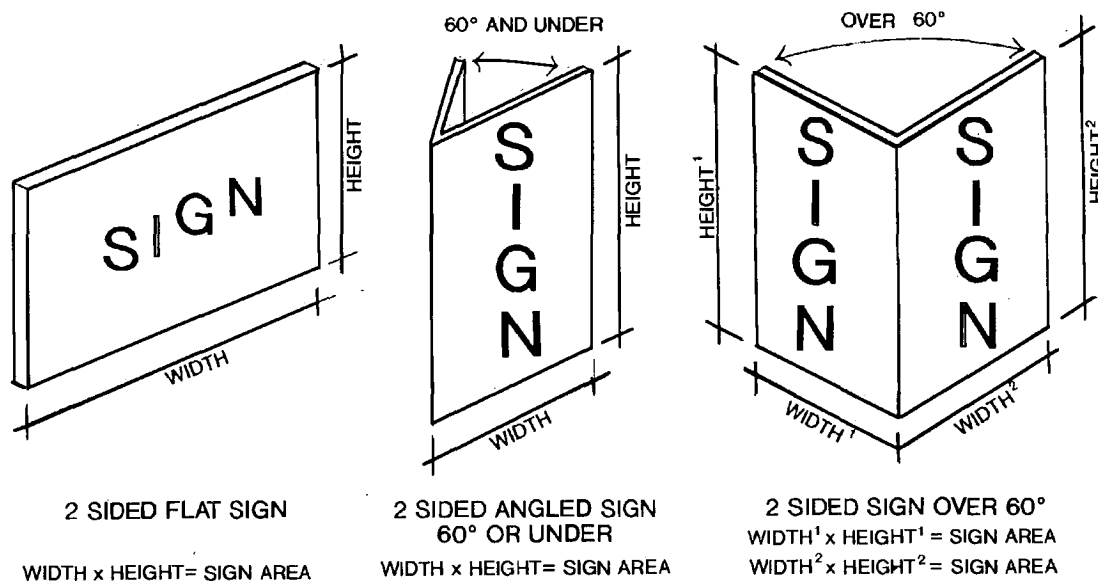
Any sign installed or placed on any property in violation of the requirements of this Chapter shall be subject to the following:

- (1) With respect to any sign that constitutes a hazard to the public or a sign without proper certification that has been installed or placed on unimproved

property, on public property or within public right-of-way, the sign may be immediately removed and impounded. The City shall notify the sign owner(s) or installer (or other responsible person) of the impoundment, if the person or persons are known to or reasonably can be determined by the City. The notice shall be given within 5 days after impoundment of the sign, or within the additional time as may be necessary in order to identify and locate the person or persons. The City will keep the sign for a period of 30 days following the sign's removal, during which time the owner(s) or other responsible person may reclaim the sign. At the end of the 30-day period, the sign may be destroyed.

- (2) Signs that are not made subject to the impoundment provisions described in Paragraph (1) above are subject to removal and impoundment 10 days after appropriate notice has been given. Appropriate notice shall be deemed to have been given if the City provides written notice to the owner(s) or installer of the sign (or other responsible person). If the notice cannot be given after reasonable efforts to identify and locate the person or persons, the City may affix a notice of noncompliance to the sign itself. If the sign has not been removed or brought into compliance within 10 days, the City may remove and impound the sign. Following the removal and impoundment of a sign, the City will keep the sign for a period of 30 days following the sign's removal, after which the sign may be destroyed.
- (3) In addition to other remedies, the City shall have the right to recover from the owner(s) or installer of such a sign, or the owner(s) of the property on which it is located, or any other responsible person, the full costs of removal and disposal of the sign. The City shall certify the removal and may charge the owner(s) or installer or other responsible person for the removal, payable within 10 days after receipt of a statement of charges or the charges may be a special assessment and a lien on the property involved and subject to the provisions of LVMC 9.12.150, 9.12.160 and 9.12.170. It is presumed that the person or entity whose identity is represented on the sign is a person responsible for installing the sign, which presumption may be rebutted by affidavit.
- (4) Removal pursuant to this Subsection may be accomplished by the City or its authorized agent.
- (5) For any premises on which there is an existing sign that violates any part of this Chapter, the City may withhold permits for any other signs, including temporary signs, until the violation has been corrected or the property owner(s) has entered into a written agreement with the City for abatement of the violation by a specified date. The provisions of this Paragraph shall not apply to any sign that is not under the legal control of the applicant for a new sign, whether as owner(s) or lessee(s). A sign user simply renting one space on a larger "tenant board" or other sign advertising multiple businesses shall not be considered to be in control of such sign.
- (6) Any violation of this Chapter shall be a misdemeanor. The City may issue a citation and upon conviction seek imposition of fines in accordance with the following schedule:

- (a) Upon first conviction, minimum of \$200;
 - (b) Upon second conviction within period of one year, minimum of \$500; and
 - (c) Upon each subsequent conviction within period of one year, minimum of \$1,000.
- (7) Each sign installed, created, erected, maintained or abandoned in violation of this Chapter shall be considered a separate violation when applying the penalty portions of this Chapter.

19.14.180 ILLUSTRATIONS**Figure 1 Method for Sign Area Measurement**

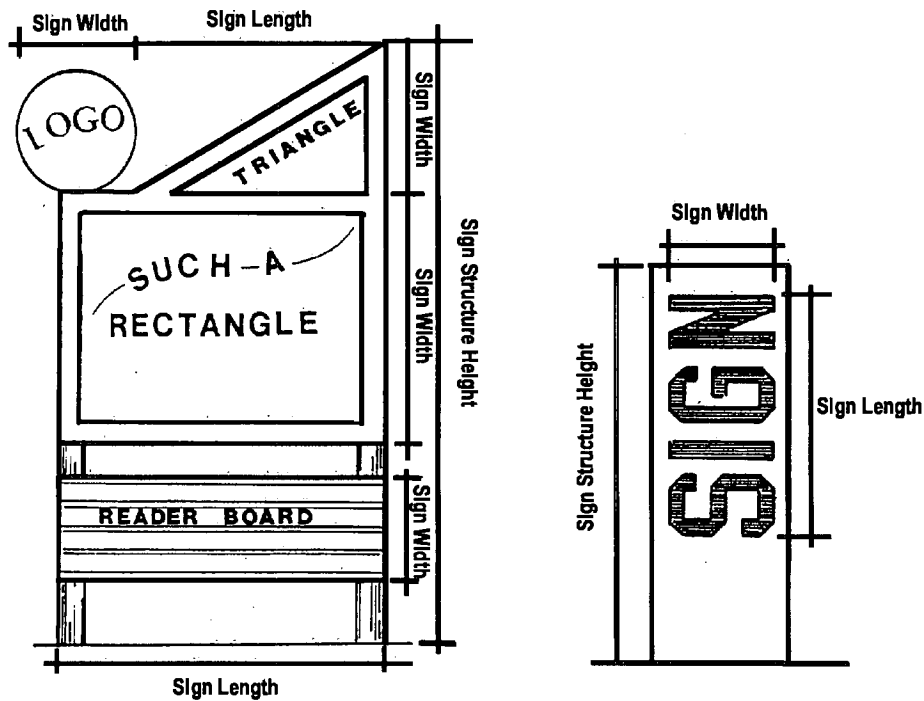
The area of a four sided sign shall be the sum of the largest opposing sides. If A1 is larger than A2 and B1 is larger than B2 the area of the sign is the sum of A1 plus B1.

If the opposing sides are equal, the total area of the sign is the sum of two of the intersecting sides.

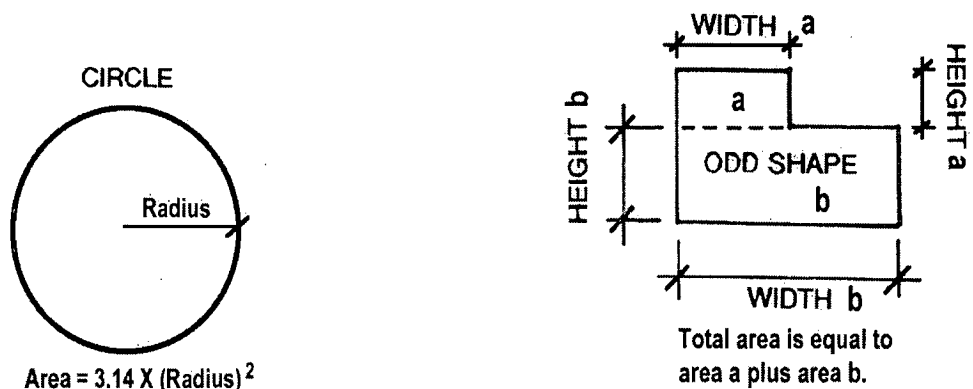


The area of a three sided sign is the sum of the two largest sides.

Figure 2



Signs constructed of individual elements shall measure the overall sign display by determining the sum of the area of each square, rectangle, triangle, portion of a circle or any combination thereof to create the smallest single continuous perimeter enclosing the extreme limits of each word, written representation (including any series of letters), emblems or figures of similar character including all frames, face plates, nonstructural trim or other component parts not otherwise used for support.

Figure 3. Measurement of specific sign areas.

In the case of an odd shape, calculate the smallest regular geometric shape (triangle, rectangle or circle) that encompasses the perimeter of the sign and add the areas together for the total area.

Channel Letters

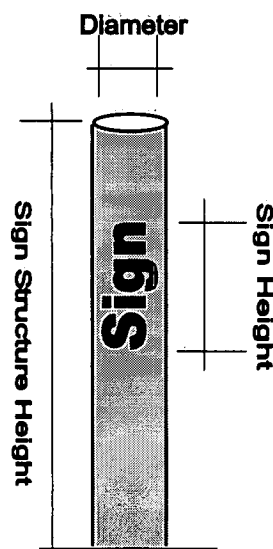
CITY OF LAS VEGAS

PLANNING PUBLIC WORKS FIRE DEPT.

The smallest continuous perimeter that encompasses the entire coherent message is used, in this case, the words making up the message are intentionally spread far apart.

CITY OF LAS VEGAS

The smallest continuous perimeter is used that encompasses the entire message, in this case the perimeter is adjusted for the smaller height letters.



The area of a cylindrical sign shall be the diameter multiplied by the height of the cylinder.

Spherical Sign



Spherical signs areas are calculated as if they are circles: $3.14 \times (\text{radius})^2$

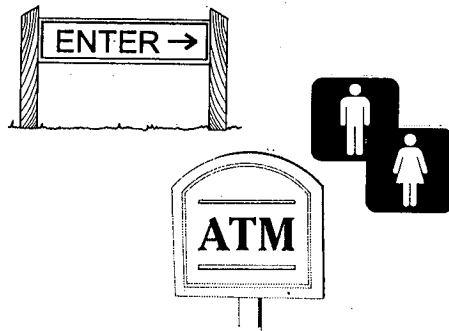


Figure 4 Incidental Signs

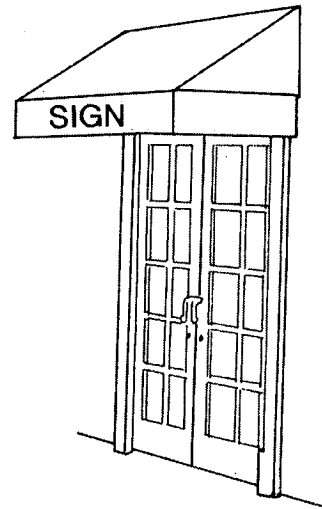


Figure 6 Awning Sign

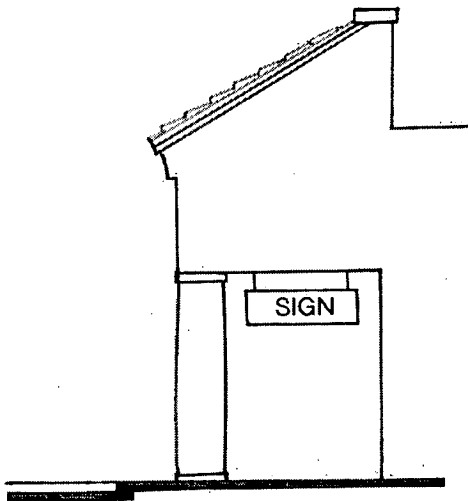


Figure 5. Arcade Sign

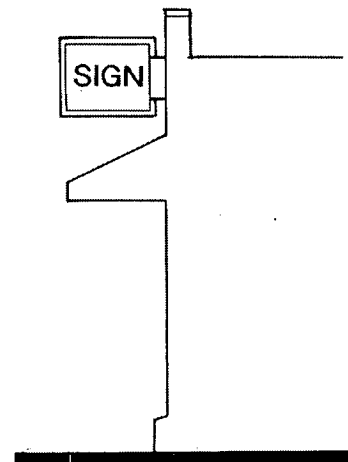


Figure 8 Projecting Sign

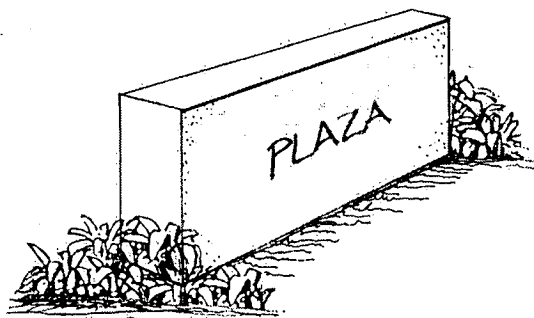


Figure 7 Monument Sign

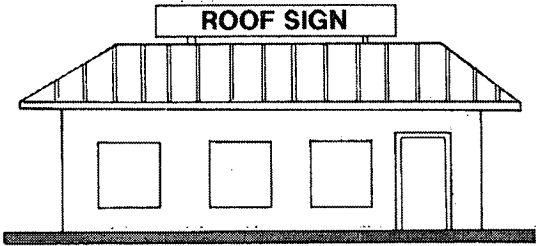


Figure 9 Roof Sign

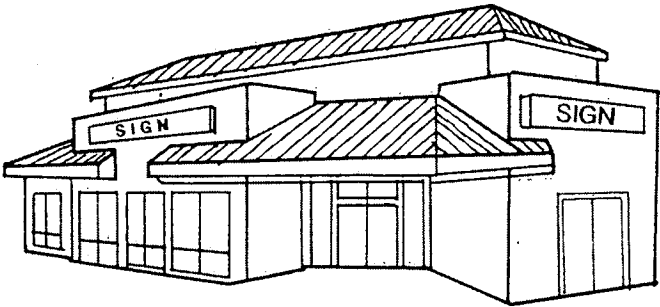


Figure 10 Wall Sign

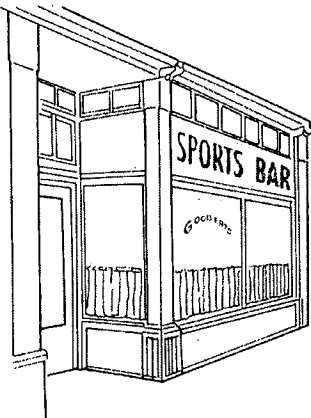


Figure 11 Window Sign

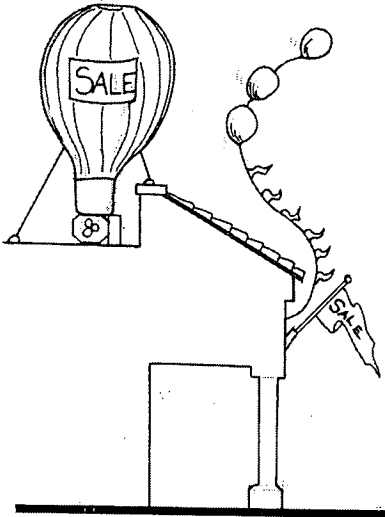


Figure 12 Special Event Sign

Figure 13. Canopy Sign

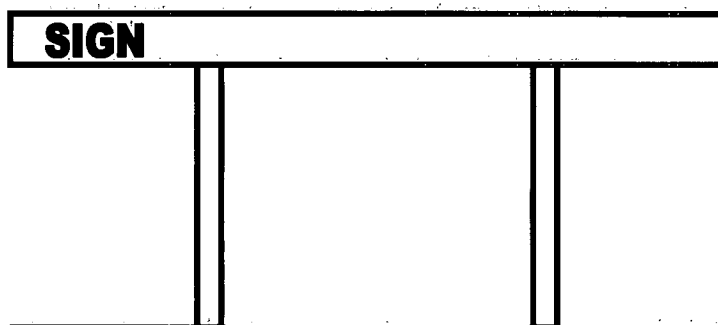
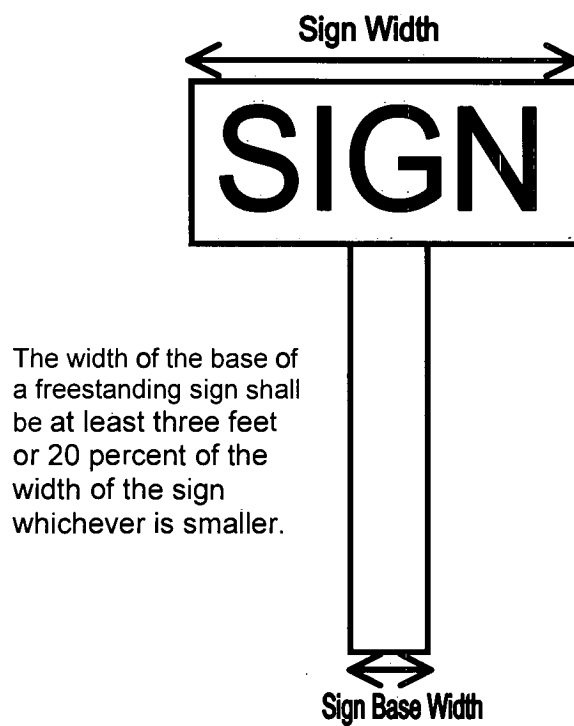


Figure 14. Freestanding Sign Base Width



BILL NO. 2002-74

ORDINANCE NO. _____

AN ORDINANCE TO REPEAL AND REPLACE THE CITY'S SIGN REGULATIONS AS CONTAINED IN TITLE 19, AND TO PROVIDE FOR OTHER RELATED MATTERS.

Proposed by: Robert S. Genzer,
Director of Planning and Development

Summary: Repeals and replaces the City's sign regulations as contained in Title 19.

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

SECTION 1: Title 19, Chapter 14, of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby repealed in its entirety.

SECTION 2: Title 19 of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended by adding thereto a new Chapter 14, consisting of the provisions that are set forth in the attached document.

SECTION 3: In the attached document, the division of the new Chapter 14 into sections, subsections, and further subdivisions; the catchlines and headings that are used; and the capitalization, use of bolding, and other formatting appear in the format previously used in Title 19A, the predecessor to Title 19. The catchlines, headings and formatting are included for the sake of convenience and are not adopted as part of the Municipal Code. The codifier is authorized to reformat and resubdivide the provisions in the attached document in accordance with its regular LVMC format, and to employ such additional or replacement catchlines, headings and formatting as are deemed appropriate.

SECTION 4: Section 19.20.020 of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended by deleting therefrom the following terms, along with their corresponding definitions:

Freestanding Ground Sign

Frontage, Street

Marquee

Marquee Sign

1 Sign, Animated

2 Sign, Off-Premise

3 Sign, On-Premise

4 Subdivision Development Sales Sign

5 Subdivision Directional Sign

6 SECTION 5: Section 19.20.020 of the Municipal Code of the City of Las Vegas,
7 Nevada, 1983 Edition, is hereby amended by amending the definitions of several terms that appear
8 in that Section. The terms and their corresponding definitions are amended to read, respectively, as
9 follows:

10 “Abandoned Sign” means [any sign remaining in place or not maintained for a period of ninety
11 days or more which no longer advertises or identifies an on-going business, product, service, idea
12 or commercial activity.] a sign described in Section 19.14.140(A)(2).

13 “Building Elevation” means the [view of any building or other structure from any one of four
14 sides. Regardless of the configuration or orientation of a building, no building shall be treated as
15 having more than four building elevations. Each elevation will generally be identified as a north,
16 south, east or west building elevation.] exterior face of a building, including all vertical elements of
17 the building facing in the same general direction.

18 “Building Marker” means any sign indicating the name of a building, date or incidental
19 information about its construction. Building markers are cut into [a masonry surface] the exterior
20 building materials or made of bronze or other permanent material.

21 “Community Interior Directional Sign” means a sign [which is constructed within the interior
22 of a development to provide identification and direction to various buildings, residences and major
23 amenities, such as parks, schools, pedestrian trails, bike paths or similar community facilities, within
24 the development.] placed within the interior of a subdivision to provide directions within the
25 subdivision.

26 “Construction Sign” means a [temporary sign erected on the parcel on which construction is
27 taking place, limited to the duration of the construction, indicating the names of the architects,
28 engineers, contractors, or similar artisans, the owner, financial supporters, sponsors and similar

1 individuals or firms having a major role or interest with respect to the structure or project or any future
2 uses or activities to be conducted on the site.] sign advertising a construction project and the parties
3 involved in its development, proposed to be located on the lot or parcel of land on which the sign is
4 located.

5 “Development Entry Statement Sign” means [any permanent on-premises architectural design
6 statement or feature sign at the entrance to a subdivision, condominium, apartment complex, or
7 identifiable community which serves to announce the identity of the development where the sign is
8 located. In order to qualify as this type of sign, a sign shall not contain the name of the developer or
9 contractor of the project or subdivision.] a sign placed at the entry to a subdivision, apartment
10 development, or identifiable community to identify the subdivision, apartment development, or
11 identifiable community.

12 “Directory Sign” means a sign [for listing the tenants, occupants, floor plan, addresses or suite
13 numbers of a building, center or residential building complex.] that provides a map or listing of the
14 names of businesses, activities, addresses, locations, uses or places within a building or complex of
15 buildings for the purpose of identification only.

16 “Flag” means any fabric, banner or bunting containing distinctive colors, patterns, logos or
17 symbols, used as a representative symbol of a government, political subdivision or [other] private
18 entity.

19 “Incidental Sign” means a sign, generally informational, that has a purpose secondary to the
20 use of the lot on which it is located, such as “no parking,” “entrance,” “loading only,” and “telephone”
21 signs; directory signs and drive-through menu boards; and other similar directives or identifying
22 messages. In order to qualify as an incidental sign, a sign may contain the logo or name of the
23 business that is on the same parcel as the sign but shall not contain any other commercial message
24 legible from a position off the lot on which the sign is located.

25 “Miscellaneous Residential Sign” means [a sign, generally informational, that has a purpose
26 secondary to the use of the residential lot on which it is located, such as occupant nameplates; warning
27 or trespassing signs; or for sale, rent or lease signs. The term excludes any sign which contains
28 information that does not pertain to the property on which it is located.] any incidental or real estate

1 sign on a single dwelling unit lot or other residential lot.

2 “Monument Sign” means [any sign that stands independently from any building or other
3 structure and whose entire bottom is generally in contact with the ground.] a freestanding sign where
4 the base of the sign structure is on the ground or a maximum of 12 inches above the lowest point of
5 the ground adjacent to the sign.

6 “Pennant” means any lightweight plastic, fabric or other material, whether or not containing
7 a message of any kind, suspended from a rope, [wire,] wires, or string, usually in a series, designed
8 to move in the wind. A pennant shall be considered a temporary sign.

9 “Political Sign” means any sign [advertising the candidacy for office of any person or any sign
10 advertising support or non-support of a candidate for office or of action on a ballot matter of a
11 primary, general or special election.] relating to a candidate, issue, proposition, ordinance or other
12 matter in a public election or referendum, or any sign pertaining to the advocacy of political views or
13 policies by persons, groups, or parties.

14 “Portable Sign” means any sign which is not permanently attached to the ground or to another
15 permanent structure; including, but not limited to, temporarily placed [commercial “stab signs” or
16 other commercial] signs designed to be transported; signs by means of wheels; signs converted to A-
17 or T-frames; movable menu and sandwich board signs; tethered balloons used as signs; [vehicles
18 designed with the express purpose of providing advertising space;] and signs attached to or painted
19 on a vehicle or trailer which is parked and visible from the public right-of-way, unless the vehicle is
20 used in the normal day-to-day operations of the business.

21 “Principal Building” means the [building(s)] building in which the principal use of the lot is
22 conducted. Lots with multiple uses may have multiple principal buildings. The term does not include
23 storage buildings, garages or other buildings which normally are considered accessory buildings.

24 “Projecting Sign” means any sign affixed to a building in such a manner that its leading edge
25 extends more than twelve inches beyond the surface of the building. The term does not include a
26 [lighted or non-lighted] decorative awning or canopy.

27 “Real Estate Sign” means [any on-premises sign placed upon or adjacent to a building, lot,
28 subdivision or parcel of land advertising the lease, rent or sale of the building, lot or parcel of land.]

1 a sign to advertise a commercial or residential property for sale, lease, or rent.

2 “Temporary Special Event Sign” means any sign [or attention gaining device] that is used only
3 temporarily and is not permanently mounted, such as banners, pennants, inflatable signs, tethered
4 balloons, portable signs and similar [attention gaining] devices.

5 “Wall Sign” means any sign (other than a projecting sign) that is attached parallel to a wall or
6 building, or to a canopy or awning attached to a building. The sign may be painted on or erected upon
7 the building, awning, or canopy. [but, except as otherwise permitted under this Title, shall be confined
8 within the limits of the building or canopy elevation to which it is attached. The sign shall be
9 supported by the wall of the building or by the canopy to which it is attached. Only one sign surface
10 shall be displayed.]

11 “Window Sign” means any sign, picture, symbol or combination thereof, designed to
12 communicate information about an on-premises activity, business, commodity, event, sale or service,
13 that is placed inside a window or upon the window panes or glass and is [visible] legible from the
14 exterior of the window from a public right-of-way a distance of more than three feet beyond the lot
15 line of the lot or parcel on which the sign is located.

16 SECTION 6: Section 19.20.020 of the Municipal Code of the City of Las Vegas,
17 Nevada, 1983 Edition, is hereby amended by adding thereto, at the appropriate locations, the
18 following terms and their corresponding definitions:

19 “Animated Sign” means any sign that uses movement or change of lighting or message to
20 depict action or create a special effect or alternating scene. A sign on which the only copy that
21 changes is the electronic indication of time or temperature shall not be considered a commercial
22 message or an animated sign for purposes of this Title. A sign on which copy or other matter is
23 changed directly by a person in contact with the sign shall not be considered an animated sign.

24 “Arcade Sign” means a wall or projecting sign attached to the roof or the wall of an arcade
25 and totally within the outside limits of the structural surfaces that delineate the arcade.

26 “Attached Sign” means any sign that is attached to an occupied building or building designed
27 for occupancy.

28 “Awning Sign” means any sign that is a part of or attached to an awning, or other fabric,

1 plastic or structural protective cover over a door, entrance, window or outdoor service area.

2 “Canopy” means a rigid roof, generally supported at all corners or extremities by poles, posts
3 or direct attachment to a building. A canopy typically has little vertical or wall space on it and is only
4 as thick as necessary to create a functional roof. See “Marquee” and “Awning”.

5 “Canopy Sign” means a sign attached to or painted on a canopy.

6 “Changeable Copy Sign” means any sign or portion thereof with characters, letters, or
7 illustrations that can be changed or rearranged without altering the face or the surface of the sign. The
8 message may be changed manually or electronically. Animated signs shall not be considered
9 changeable copy signs.

10 “Electric Message Unit” means a sign or portion of a sign which provides a message, image
11 or combination of the two that is changed electronically. A sign that is changed fewer than 8 times
12 per 24-hour period or that is changed only to reflect changing time or temperature shall not be
13 considered an electric message unit under this Chapter.

14 “Embellishment” means a frame or bracket around the outside of a sign that is used to define
15 the boundaries of, decorate, and/or hold the sign, not including logos or words.

16 “Entrance, Public” means any exterior entrance to a building regularly used by the public for
17 ingress or egress. Entrances to storage areas, emergency exits and employee entrances are not
18 considered public entrances.

19 “Freestanding Sign” means a detached sign which is supported by columns, uprights, poles
20 or braces from the ground or from an object on the ground, or a detached sign which is erected on the
21 ground, provided that no part of the sign is attached to any part of any building, structure, or other
22 sign.

23 “Historic Sign” means a sign designated as historic in accordance with Section 19.14.080.

24 “Institutional Sign” means an on-premise sign designed to communicate information about
25 any house of worship, school, or other institution that is a permitted use in the subject zoning district.

26 “Marquee” or “Porte Cochere” means any permanent roof-like structure projecting beyond a
27 building or extending along and projecting beyond the wall of the building, generally designed and
28 constructed to provide protection from the weather.

1 “Marquee Sign” or “Porte Cochere Sign” means any sign attached to, in any manner, or made
2 a part of a marquee or porte cochere.

3 “Noncommercial Message” means a message, the sole purpose of which is to direct attention
4 to a political, social, community or public service issue.

5 “Off-Premise Sign” means any sign advertising or announcing any place, product, goods,
6 services, idea or statement whose subject is not available, located at, nor on the lot where the sign is
7 erected or placed.

8 “On-Premise Sign” means any sign advertising or announcing any place, product, goods,
9 services, idea or statement whose subject is available or located at or on the lot, same site, or within
10 the same Master Sign Plan area where the sign is erected or placed.

11 “Painted Wall Sign” means any sign that is painted directly on a building wall surface.

12 “Pole Sign” means a freestanding sign supported by one column, upright, pole, or brace in or
13 upon the ground the sum width/diameter of which is less than 25 percent of the width of the sign.

14 “Pylon Sign” means a freestanding sign supported by two or more columns, uprights, poles,
15 or braces in or upon the ground, or a freestanding sign supported by a single column, upright, pole or
16 brace in or upon the ground the sum width/diameter of which is 25 percent or more of the width of
17 the sign.

18 “Street Frontage” means the distance along which a property line of a lot adjoins a public
19 street, from one side lot line intersecting the street to the furthest distant side lot line intersecting the
20 same street.

21 “Subdivision Development Sale Sign” means a sign located within the subject residential
22 subdivision that advertises the availability of lots or dwellings for sale.

23 “Subdivision Development Directional Sign” means a sign not located within the subject
24 residential subdivision that advertises the availability of lots or dwellings for sale.

25 “Temporary Sign” means any sign not constructed or intended for long term use, such as for
26 sale or for rent signs, pennants, political campaign signs or other similar signs. The term does not
27 include a temporary special event sign.

28 “Weekend Directional Sign” means a sign used to direct traffic to residential subdivisions for

1 sale.

2 SECTION 7: For purposes of Section 2.100(3) of the City Charter, each subdivision
3 of LVMC 19.20.020 is deemed to be a "section" of the Code.

4 SECTION 8: If any section, subsection, subdivision, paragraph, sentence, clause or
5 phrase in this ordinance or any part thereof, is for any reason held to be unconstitutional, or invalid
6 or ineffective by any court of competent jurisdiction, such decision shall not affect the validity or
7 effectiveness of the remaining portions of this ordinance or any part thereof. The City Council of the
8 City of Las Vegas hereby declares that it would have passed each section, subsection, subdivision,
9 paragraph, sentence, clause or phrase thereof irrespective of the fact that any one or more sections,
10 subsections, subdivisions, paragraphs, sentences, clauses or phrases be declared unconstitutional,
11 invalid or ineffective.

12 SECTION 9: Whenever in this ordinance any act is prohibited or is made or declared
13 to be unlawful or an offense or a misdemeanor, or whenever in this ordinance the doing of any act is
14 required or the failure to do any act is made or declared to be unlawful or an offense or a
15 misdemeanor, the doing of such prohibited act or the failure to do any such required act shall
16 constitute a misdemeanor and upon conviction thereof, shall be punished by a fine of not more than
17 \$1,000.00 or by imprisonment for a term of not more than six months, or by any combination of such
18 fine and imprisonment. Any day of any violation of this ordinance shall constitute a separate offense.

19 SECTION 10: All ordinances or parts of ordinances or sections, subsections, phrases,

20 ...

21 ...

22 ...

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25 ...

26 ...

27 ...

28 ...

1 sentences, clauses or paragraphs contained in the Municipal Code of the City of Las Vegas, Nevada,
2 1983 Edition, in conflict herewith are hereby repealed.

3 PASSED, ADOPTED and APPROVED this _____ day of _____, 2002.

4 APPROVED:

5
6 By _____
OSCAR B. GOODMAN, Mayor

7 ATTEST:

8
9 BARBARA JO RONEMUS, City Clerk

10 APPROVED AS TO FORM:

11 Val Steed 6-6-02
12 Date

1 The above and foregoing ordinance was first proposed and read by title to the City Council on the
2 ____ day of _____, 2002, and referred to the following committee composed of
3 _____ and _____ for recommendation;
4 thereafter the said committee reported favorably on said ordinance on the ____ day of
5 _____, 2002, which was a _____ meeting of said Council; that at said
6 _____ meeting, the proposed ordinance was read by title to the City Council
7 as first introduced and adopted by the following vote:

8 VOTING "AYE": _____

9 VOTING "NAY": _____

10 ABSENT: _____

11

12

APPROVED:

13

14

By _____
OSCAR B. GOODMAN, Mayor

15 ATTEST:

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17 BARBARA JO RONEMUS, City Clerk

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CHAPTER 19.14 SIGN STANDARDS

19.14.010 CONFORMANCE AND PURPOSE

(A) CONFORMANCE REQUIRED

A sign shall be erected, placed, established, relocated, painted, created, or maintained in the City only in conformance with the standards, procedures, exemptions and other requirements of this Chapter.

(B) PURPOSE

The goal of this Chapter is to achieve a balance among: the use of signs for business advertising; the public's need for signs as aids to way-finding; traffic safety; community appearance, particularly along its major corridors; and the maintenance of the residential character of the City's neighborhoods. In furtherance of that goal, this Chapter has the following specific purposes:

- (1) To improve the quality, visibility, conspicuity and appearance of signs, and the appearance of properties, thoroughfares and neighborhoods within the City in accordance with the Las Vegas 2020 Master Plan;
- (2) To establish a certification system to allow a variety of types of signs in commercial and industrial zones and a limited variety of signs in other zones, subject to the standards and the certification procedures of this Chapter;
- (3) To allow without permit or certification certain signs that are small, unobtrusive, and incidental to the principal use of the respective lots on which they are located, subject to the substantive requirements of this Chapter;
- (4) To address issues related to nonconforming signs;
- (5) To provide for temporary signs without commercial messages in limited circumstances;
- (6) To prohibit all signs not expressly permitted by this Chapter; and
- (7) To provide for the enforcement of the provisions of this Chapter.

19.14.020 GENERAL REQUIREMENTS

(A) GENERAL

On-premise signs may be allowed on private property in the City in accordance with this Section.

(B) COMPLIANCE WITH CITY CODES

In addition to the requirements of this Chapter, all signs shall comply with applicable provisions of the technical codes of the City of Las Vegas. All signs shall be attached in compliance with the City Building Code. Signs allowed under this Chapter, either with or without a sign certificate, shall be erected or placed in accordance with applicable height, size and setback requirements and shall conform to applicable lighting standards and other standards, restrictions and conditions set forth in this Chapter.

(C) CERTIFICATE REQUIRED

Prior to the construction, placement, erection or modification of any on-premise sign requiring a certificate under the provisions of this Chapter, the owner(s) of the lot or the owner's authorized agent shall secure a sign certificate in accordance with the requirements of this Chapter. No person shall install a sign that requires a certificate unless the appropriate certificate has been obtained, nor shall any person permit or cause such a sign to be installed without a certificate.

(D) GENERAL STANDARDS

- (1) **Conformance with Sign Standards.** No sign shall be allowed unless the size, characteristics and location of the sign conform to the requirements of this Chapter, and the number of signs on the lot does not exceed the limitations imposed by this Chapter.
- (2) **Signs in public right-of-way.** Except as otherwise provided in this Chapter, no sign shall be erected in the public right-of-way.
- (3) **Required mounting.** Except as otherwise provided in this Chapter, all on-premise signs shall be permanently mounted to a building or freestanding permanently secured support structure. Portable on-premise signs shall only be permitted under Section 19.14.090. No sign shall be painted onto a wood or masonry perimeter fence.
- (4) **Sound.** No sign shall emit any sound as part of the advertising message.
- (5) **Odors.** No sign shall emit any odor as part of the advertising message.
- (6) **Street addresses.** On-premise freestanding or monument signs identifying a building or complex of structures, located along the street frontage to which the street address applies, shall display the address of the building or the range of addresses within the complex. Any other on-premise sign may incorporate a street address. The area of the street address text shall not be computed as part of the sign face. All street addresses displayed shall be in conformance with the "City of Las Vegas Street Naming and Address Assignment Regulations".
- (7) **Issuance of Certificate.** No on-premise sign certificate shall be issued for an existing or proposed sign unless the sign is consistent with the requirements of this Chapter (including those protecting existing signs) and is consistent with any Master Sign Plan in effect for the property.

(E) CONSTRUCTION MATERIALS AND ATTACHMENT

- (1) All signs, other than temporary signs conforming in all respects with the requirements of Section 19.14.090, shall be constructed of durable materials.
- (2) All signs shall be permanently attached to the ground, a building or other structure by direct attachment to a rigid wall, frame or structure, except as allowed for certain temporary signs in accordance with Section 19.14.090.

(F) LICENSED CONTRACTOR REQUIRED

All signs that require a construction permit under applicable codes shall be installed by a qualified contractor licensed by the City of Las Vegas and the State of Nevada.

(G) MAINTENANCE

- (1) All signs shall be maintained in good structural condition, in compliance with all building and electrical codes, and in conformance with this Chapter at all times.
- (2) All materials used in sign construction shall be maintained in such a manner as to be free from fading, peeling, chipping and other states of general deterioration.

(H) REVOCATION

A sign certificate is revocable if the sign is abandoned or allowed to become unsafe or dangerous, or is otherwise condemned. The owner(s) shall maintain the sign in safe condition at all times and shall remove the sign if abandoned.

(I) MEASUREMENT OF SIGN AREA -- GENERAL

See Figures 2 and 3 for illustrations of sign area computation.

- (1) The area of a sign face shall be computed by means of the smallest square, circle, rectangle, triangle or combination thereof that encompasses the smallest perimeter of the sign's message.
- (2) Except as otherwise provided in this Section, the area of a sign face does not include any supporting framework, bracing, architectural detail or decorative fence or wall which is clearly incidental to the sign. Where the supports or structural elements constitute a commercial symbol, logo, or text, those elements shall be computed as part of the sign area.

(J) MEASUREMENT OF SIGN AREA – SPECIFIC EXAMPLES

See Figures 1, 2 and 3 for illustrations of sign area computation.

- (1) **Sign cabinets.** The area of sign faces enclosed in frames or cabinets is determined based on the outer dimensions of the frame or cabinet surrounding the sign face.

- (2) **Freestanding signs.** Freestanding signs with more than one face intersecting at an angle of 60 degrees or less shall be computed by measuring the area of the largest sign face. Refer to Figure 3.
- (3) **Cylindrical or spherical signs.** The area of a cylindrical sign shall be the diameter multiplied by the height of the cylinder. The area of a spherical sign shall be the radius of the sphere squared multiplied by 3.14. Refer to Figure 3.
- (4) **Three sided signs.** The total area of signs with three faces shall be the sum total area of the two largest faces. Refer to Figure 1.
- (5) **Four-sided signs.** The total area of signs with four sign faces arranged in a square, rectangle, or diamond shall be the sum total area of the two largest opposing faces. If the faces are equal in size, the total area of the sign shall be the sum of two of the intersecting faces. Refer to Figure 1.
- (6) **Multiple cabinets.** For freestanding and projecting signs that contain multiple cabinets on one structure and oriented in the same direction, the modules together are counted as one sign face
- (7) **Signs on a base material.** When a sign is on a base material and attached without a frame, such as a wood board or Plexiglas panel, the dimensions of the base material are to be used.
- (8) **Individual elements.** When signs are constructed of individual elements attached to a building elevation, the overall sign display shall be measured by determining the sum of the area of each square, rectangle, triangle, portion of a circle or any combination thereof which creates the smallest single continuous perimeter enclosing the limits of the sign message. Refer to Figure 1.
- (9) **Painted wall signs.** Painted wall signs shall be measured by determining the sum of the area of each square, rectangle, triangle, portion of a circle or any combination thereof which creates the smallest single continuous perimeter enclosing the limits of the sign elements. Visible area of the building elevation includes windows and doors, but not openings such as loading entrances.
- (10) **Awnings and marquees.** When signs are incorporated into awnings, the sign area is determined by computing the area of an imaginary rectangle drawn around the sign face. When the ends of awnings or marquees are parallel or within 60 degrees of parallel and contain sign faces, only one side is counted in addition to the sign face area on the front.
- (11) **Changing image sign**
 - (a) Changing image sign features are measured by drawing an imaginary rectangle around the edge of each of the changing elements. Sign elements will be measured as one unit when the individual elements are read as one single message.

- (b) When used as a border around an otherwise static sign, changing image sign elements are measured by drawing a series of rectangles around the changing elements.
- (c) When the changing image sign feature is composed of moving light from a projected source, including laser light, or other display that has the appearance of a static element moving across a static background, the changing image sign element shall be computed by means of the smallest square, circle, rectangle, triangle or combination thereof that encompass the limits of the projected image.

(K) HEIGHT COMPUTATION

See Figures 2 and 3 for illustrations of sign height computation.

- (1) The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign.
- (2) Normal grade shall be the lower of:
 - (a) Existing grade prior to construction; or
 - (b) Newly established grade after construction, exclusive of any filling, berming, mounding or excavating for the sole purpose of locating the sign.
- (3) In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal building, whichever is lower.

(L) BUILDING ELEVATION, DETERMINATION, AND COMPUTATION

- (1) In general, a building will have four elevations, one for each side. A building elevation shall include all vertical elements of the building facing in the same general direction, including articulations and offsets.
- (2) The area of the building elevation shall be the surface area of the elevation, measured from normal grade (see definition under "height computation") to the top of the wall, including windows, doors and other voids but not including the area of intervening portions of the elevation that face in another direction and that create offsets, articulations, entries or other architectural features.
- (3) The area of a building elevation shall not include any part of the roof or any part of the wall that deviates from a vertical, 90-degree angle to the plane surface of the lot, by more than 10 degrees.

(M) DETERMINATION OF VISIBILITY OR LEGIBILITY

Where this ordinance requires a determination of "visibility" or "legibility," the standard shall be based on the minimum required eyesight of an adult eligible to receive a Nevada driver's license (wearing any corrective lenses required by such license). Where the height of the person is material to the determination, the person shall be presumed to be more than five feet and less than six feet tall.

(N) FREESTANDING SIGN DESIGN STANDARDS

The purpose and intent of these criteria are to: improve the appearance of the vertical elements and supporting structures of freestanding signs, provide for the use of materials, textures and finishes that complement the architecture of the principal buildings on the same site as the freestanding sign, and to provide for the utilization of architectural features and elements that complement the architectural context of the site on which the freestanding sign is located. In order to further the purpose of this Section, the vertical elements and supporting structures of freestanding signs shall:

- (1) Be constructed of materials that are similar or complementary to the materials utilized on the façade of the principal building on the same site;
- (2) Utilize architectural features and elements that are similar or complementary to the architecture of the principal building on the same site;
- (3) Utilize colors, finishes or textures that are similar or complementary to the architecture of the principal building on the same site; and
- (4) Consist of either two or more supports or of one continuous support which maintains the appearance of ground contact for at least three feet or 20 percent of the width of the sign, whichever is smaller.

(O) SIGN CERTIFICATE APPLICATION AND CONTENTS

An application for a sign certificate shall be accompanied by:

- (1) A site plan, which clearly depicts the location of proposed the sign;
- (2) A description, drawing or picture of the proposed sign; and
- (3) A description of the means by which the sign will be fastened or secured.

19.14.030 EXEMPT AND PROHIBITED SIGNS**(A) SUBSTITUTION OF NON-COMMERCIAL MESSAGES**

Any sign authorized in this Chapter may contain non-commercial copy in lieu of any other copy.

(B) EXEMPT SIGNS

The following signs shall be exempt from regulation under this Chapter:

- (1) Any public safety sign, notice or warning required by a valid and applicable federal, state, or local law, regulation or ordinance;
- (2) Non-commercial messages unless otherwise regulated by this chapter;
- (3) Any sign inside a building that is not legible from a distance of more than three feet beyond the nearest boundary line of the premises on which the sign is located;
- (4) Works of art or decorative architectural graphics that do not include a commercial message and are not symbolic of any commercial business and are not symbolic of commercial activities taking place on the premises on which the graphic is located;
- (5) Official notices of any court, public body or officer, or any other sign required by law;
- (6) Notices posted by a utility or other quasi-public agent in the performance of a public duty or by any person giving due legal notice; or
- (7) Signs not visible from the public right-of-way.

(C) PROHIBITED SIGNS

The following signs are prohibited:

- (1) All signs not expressly permitted or exempted under this Chapter;
- (2) Any on-premise sign that is associated with a use that no longer occupies the premises on which it is located;
- (3) Pole signs placed or erected after August 1, 2002, that do not meet the freestanding sign design standards contained in this Chapter;
- (4) A private sign of any kind located on or over any public street, walkway, parking or other public property except as otherwise provided for in this Chapter;
- (5) Displays that employ white, red or blue rotating lights or any lights that simulate emergency vehicle lights;
- (6) Except as lawfully permitted as a temporary special event or civic event sign, beacons, pennants, inflatable signs, tethered balloons, portable signs and similar attention gaining devices;
- (7) Signs placed on parked vehicles or trailers, or parked commercial vehicles where the vehicle or trailer is not used by the business advertised for the transportation of persons or goods in the ordinary course of business;

- (8) Permanent balloon signs; and
- (9) Outdoor, portable electric signs, except as permitted under the provisions for temporary signs.

19.14.040 SIGNS PERMITTED WITHOUT A CERTIFICATE

The following signs and similar devices are permitted, subject to the specified conditions, without the issuance of a sign certificate:

(A) DECORATIONS

Signs in the nature of decorations, clearly incidental and customary and commonly associated with any national, local or religious holiday; provided that such signs are not displayed for a period of not more than sixty (60) consecutive days nor more than sixty (60) days in any one (1) calendar year. Such signs are not restricted as to type, number, area, height, location, illumination, or animation.

(B) TRAFFIC CONTROL SIGNS ON PRIVATE PROPERTY

Any traffic control sign on private property, such as "Stop," "Yield" and similar signs, the face of which meets Department of Public Works standards and which contains no commercial message of any sort.

(C) OFFICIAL FLAGS OF GOVERNMENTS AND GOVERNMENTAL AGENCIES

Flags of the United States, state flags, municipal flags, flags of foreign nations and any other flag representing a government or governmental agency, provided that:

- (1) The flag is not flown from a pole the top of which is more than 40 feet in height;
- (2) No more than one flag for any one governmental unit or nation is permitted on each parcel of land; and
- (3) No more than four flags are permitted on the same parcel of land.

(D) OFFICIAL FLAGS OF PRIVATE ENTITIES

Official flags of private corporations or other private entities are permitted at the location of the main headquarters, corporate offices or branch office of the subject entity provided that:

- (1) The flags do not exceed 60 square feet in area;
- (2) The flags are not flown from a pole the top of which is more than 40 feet in height; and
- (3) No more than one flag is permitted on each parcel of land.

(E) GARAGE AND YARD SALE SIGNS

Garage and yard sales signs, meeting all of the following requirements, are permitted in all zoning districts and do not require a sign certificate:

- (1) **Maximum number.** Three per event.
- (2) **Maximum area.** No garage or yard sale sign shall exceed six square feet in area.
- (3) **Maximum height.** Six feet.
- (4) **Location.** No such sign shall be placed on private property without the permission of the property owner(s), and no such sign shall be placed on any public land, including rights-of-way, traffic medians, public sidewalks, public trails, bicycle paths on City property, in City rights-of-way, or on fixed structures such as light poles or traffic signals.
- (5) **Additional standards**
 - (a) No such sign may be used more than 24 hours prior to the start of the garage or yard sale event.
 - (b) The property owner(s) shall be responsible for removal of the signs at the end of the garage or yard sale event.
- (6) **Illumination permitted.** No.

(F) INCIDENTAL SIGNS (ATTACHED OR FREESTANDING)

See Figure 4 for examples of incidental signs.

- (1) **Non-directional signs.**
 - (a) **Maximum number.** There is no specific limit on the number of signs.
 - (b) **Maximum area.** Incidental signs, including warning and trespassing signs are permitted without review if they do not exceed four square feet in size or nine square feet for an incidental sign set back at least 30 feet from the right-of-way.
 - (c) **Maximum height.** Five feet.
 - (d) **Minimum setback.** Five feet from all property lines.
 - (e) **Additional standards, including district variations.** Typical incidental signs include, but are not limited to, "restroom," "telephone," "no parking," "entrance," "exit," and generic directions such as "office," "ATM," or "stores." No such sign shall carry any commercial message whatsoever in U, P-D, R-PD, R-D, R-E, R-1, R-2, R-3, or R-4 zoning districts. In any other district, up to 25 percent of the permitted sign area may contain a logo or name of the business to which the sign pertains.

- (f) **Certificate required.** No.
- (2) **Directional Signs.** Signs specifically designed to give parking or traffic directions and other directional information commonly associated with and related to the permitted use. Such signs shall be limited to:
 - (a) **Type.** Wall and freestanding signs.
 - (b) **Maximum number.** Two per driveway or vehicular access except that any such sign not legible from the public right-of-way shall not be counted in this limitation.
 - (c) **Maximum area.** 12 square feet. If the sign includes a business name or logo, it shall not comprise more than 50 percent of the permitted sign area.
 - (d) **Maximum height.** Seven feet.
 - (e) **Minimum setback.** Five feet from all property lines.
 - (f) **Illumination permitted.** Internal illumination only.
 - (g) **Certificate required.** No.

(G) OPEN HOUSE SIGNS

An "open house" realty sign is intended to serve only the short-term customer directing potential homebuyers to an open house of a dwelling unit "For Sale". Such signs are not permanent directional signs.

- (1) **Maximum area.** Nine square feet per open house sign.
- (2) **Maximum number.** Six per event.
- (3) **Maximum height.** No open house sign shall exceed six feet in height.
- (4) **Sign placement.**
 - (a) Open house signs shall only be placed on private property and shall not be placed on any public land, including rights-of-way, traffic medians, public sidewalks, public trails, bicycle paths on City property, in City right-of-way between the sidewalk and the curb, on signs in the right-of-way, or on fixed structures such as light poles or traffic signals
 - (b) No such sign shall block or overhang any sidewalk or other established pedestrian walkway.
 - (c) In order to place "Open House" signs on the private property, other than the property that is the subject of the open house event, written authorization from the property owner(s) or the owner's duly authorized agent is required.
- (5) **Additional standards.**

- (a) All open house signs shall state "Open House".
 - (b) Such signs shall not be used for the sale of any residence for which there are current signs (either weekend or continuous) unless the residence is a re-sale and is for sale by owner(s) or listed by an agent other than the marketing agent for the development.
 - (c) All such signs shall contain the listing agent's name and telephone number. A business card is permissible as long as it is protected from the elements.
 - (d) No such signs may be displayed more than one hour prior to nor more than one hour after the period a real estate licensee or broker is on duty at the home for sale; and
 - (e) The property owner(s) shall be responsible for removal of the signs at the end of the open house event.
- (6) **Illumination permitted.** No.
- (7) **Certificate required.** No.

(H) PROJECT FLAGS

Project flags are decorative flags intended to identify a specific development containing a residential use. These flags do not contain any advertising copy other than the name or the logo of the development.

- (1) **Maximum number.** 25 flags per development that is 10 acres in area or less, plus one additional flag for each additional one-half acre in area.
- (2) **Maximum area.** 24 square feet in area.
- (3) **Maximum height.** 24 feet.
- (4) **Minimum setback.** Five feet from all property lines.
- (5) **Illumination permitted.** No.
- (6) **Certificate required.** No.

(I) HOUSE OF WORSHIP DIRECTIONAL SIGNS

House of Worship directional signs are intended to assist the public in finding their way to houses of worship or religious services held in nontraditional locations or facilities. Such signs are not permanent directional signs and may only be used during the periods stated in this Subsection.

- (1) **Maximum area.** Nine square feet per sign.
- (2) **Maximum number.** Six
- (3) **Maximum height.** No such sign shall exceed six feet in height.

(4) Sign placement.

- (a)** Such signs shall only be placed on private property and shall not be placed on any rights-of-way, traffic medians, public sidewalks, public trails, bicycle paths, on signs in the right-of-way, or on fixed structures such as light poles or traffic signals.
- (b)** No such sign shall block or overhang any sidewalk or other established pedestrian walkway.
- (c)** In order to place such signs on private property other than the property containing the house of worship or the premises of the religious services, written authorization from the property owner(s) or the owner's duly authorized agent is required.

(5) Additional standards.

- (a)** All such signs shall contain the name of the house of worship and its address;
- (b)** All such signs shall contain the name and telephone number of the official of the house of worship responsible for the signs. A business card is permissible as long as it is protected from the elements;
- (c)** The house of worship shall be responsible for removal of the signs at the end of the display period; and
- (d)** No such sign shall be installed before 6 PM on Friday, and all such signs shall be removed by 6 AM on Monday (Tuesday when City offices are closed on Monday due to a holiday).

(6) Illumination permitted. No.**(7) Certificate required. No.****19.14.050 SIGNS ALLOWED IN ALL DISTRICTS EXCEPT AS LIMITED****(A) COMMUNITY INTERIOR DIRECTIONAL SIGNS**

Community interior directional signs are permitted, if approved by the Director, and are subject to the following:

- (1) Maximum number.** There is no specific limit on the number of signs.
- (2) Sign location.**
 - (a)** On private property or within public right-of-way, including median, subject to approval of an encroachment agreement; and
 - (b)** Placement subject to approval of the City of Las Vegas Traffic Engineer.

- (3) **Illumination permitted.** Direct white light or internal illumination permitted only.
- (4) **Certificate required.** Yes.

(B) DEVELOPMENT ENTRY STATEMENT SIGNS

Development entry statement signs are permitted, if approved by the Director, and are subject to the following:

- (1) **Maximum number.** Two signs at each entry to a subdivision, apartment complex, or identifiable community. The developer may place one sign on each side of the entry street/drive or one sign in the median, subject to approval of an encroachment agreement if applicable.
- (2) **Sign location.** Set back five feet from the property line or a location approved by the City of Las Vegas Traffic Engineer.
- (3) **Illumination permitted.** Direct white light or internal illumination only.
- (4) **Certificate required.** Yes.

(C) BUILDING MARKERS

- (1) **Maximum number.** There is no specific limit on the number of signs.
- (2) **Maximum area.** Four square feet.
- (3) **Maximum height.** NA.
- (4) **Minimum setback.** NA.
- (5) **Certificate required.** No.

(D) DIRECTORY SIGNS

- (1) **Maximum number.** One freestanding directory sign per building or per driveway, whichever is greater. One attached directory sign per public entrance. Directory signs are permitted in addition to other attached or freestanding signs.
- (2) **Maximum area.**
 - (a) 24 square feet for freestanding.
 - (b) 12 square feet or five percent of the building elevation to which it is attached, whichever is less.

- (3) **Maximum height.** 8 feet if freestanding.
- (4) **Minimum setback.** 25 feet from all property lines, if freestanding.
- (5) **Additional standards and district variations.** Permitted only for developments utilizing private streets in the U, R-PD, R-D, R-E, or R-1, zoning districts; permitted in all other districts. Only the word "Directory" should be legible from the public right-of-way; the directory sign(s) should be located so that the user can pull out of off-site traffic to read the details of the directory.
- (6) **Illumination permitted.** Direct white light or internal illumination only.
- (7) **Certificate required.** No.

19.14.060 DIMENSIONAL AND OTHER STANDARDS**(A) PERMITTED SIGNS IN RESIDENTIAL DISTRICTS (U, R-D, R-E, R-1, R-CL, R-2, AND SINGLE AND TWO FAMILY RESIDENTIAL DEVELOPMENT IN THE R-PD AND PD ZONING DISTRICTS)****(1) Institutional Signs (Attached)**

- (a) **Maximum number.** One sign per each building elevation that faces directly onto a street frontage or an on-site parking area.
- (b) **Maximum area.** 10 percent of the building elevation to which it is attached.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** NA.
- (e) **Illumination permitted.** Direct white light or internal illumination only.
- (f) **Certificate required.** Yes.

(2) Institutional Signs (Freestanding)

- (a) **Maximum number.** One freestanding institutional sign per street frontage is permitted on the same site as any house of worship, school, or other institution that is a permitted use in the subject zoning district.
- (b) **Maximum area.** 50 square feet.
- (c) **Maximum height.** Eight feet.
- (d) **Minimum setback.** Five feet from all property lines.
- (e) **Illumination permitted.** Direct white light or internal illumination only.
- (f) **Certificate required.** Yes.

(3) Wall Signs (Residential)

See Figure 10 for an example of a wall sign.

- (a) **Maximum number.** One.
- (b) **Maximum area.** Two square feet.
- (c) **Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.

- (d) **Minimum setback.** NA.
- (e) **Maximum projection.** A wall sign shall not project more than 24 inches from the building elevation, awning, or marquee to which it is attached; where a wall sign projects from a building elevation, there shall be no additional message on the additional horizontal surface created by the projection.
- (f) **Additional standards.**
 - (i) Signs shall be an integral part of or be supported by the wall or wall element (such as awning or marquee) to which they are attached.
 - (ii) See also Residential Protection Standards in Section 19.14.070.
- (g) **Illumination permitted.** Direct white light or internal illumination only.
- (h) **Certificate required.** Yes.

(B) PERMITTED SIGNS IN THE R-3, R-4, R-5, R-MHP AND MULTI-FAMILY PROJECTS IN THE R-PD AND PD ZONING DISTRICTS.

(1) Institutional Signs (Attached)

- (a) **Maximum number.** One sign per each building elevation that faces directly onto a street frontage or an on-site parking area.
- (b) **Maximum area.** 10 percent of the building elevation to which it is attached.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** NA.
- (e) **Illumination permitted.** Direct white light or internal illumination only.
- (f) **Certificate required.** Yes.

(2) Institutional Signs (Freestanding)

- (a) **Maximum number.** One freestanding institutional sign per street frontage is permitted on the same site as any house of worship, school, or other institution that is a permitted use in the subject zoning district.
- (b) **Maximum area.** 50 square feet.
- (c) **Maximum height.** Eight feet.
- (d) **Minimum setback.** Five feet from all property lines.
- (e) **Illumination permitted.** Direct white light or internal illumination only.

(f) **Certificate required.** Yes.

(3) Other Freestanding Signs

(a) **Maximum number.** One sign per development; however, developments that have street frontage on two or more streets that are 80 feet or more in width may have one sign on each such street frontage.

(b) **Maximum area.** 48 square feet.

(c) **Maximum height.** 12 feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.**

(i) All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.

(ii) See also Residential Protection Standards in Section 19.14.070

(f) **Illumination permitted.** Internal and external illumination. In addition, signs over 200 feet from any existing residential property or from property which is designated in the General Plan for future residential development may be animated or contain an electronic message unit.

(g) **Certificate required.** Yes.

(4) Monument Signs

See Figure 7 for an example of a monument sign.

(a) **Maximum number.** One per street frontage.

(b) **Maximum area.** 60 square feet per sign.

(c) **Maximum height.** Eight feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.**

All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.

(f) **Illumination permitted.** Direct white light or internal illumination only.

(g) **Certificate required.** Yes.

(5) Wall Signs

See Figure 10 for an example of a wall sign.

- (a) Maximum number.** One per street frontage.
- (b) Maximum area.** 50 square feet per sign.
- (c) Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
- (d) Minimum setback.** NA.
- (e) Maximum projection.** A wall sign shall not project more than 24 inches from the structure to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.
- (f) Illumination permitted.** Internal and external illumination of wall signs is permitted except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
- (g) Additional standards**
 - (i)** Signs shall be an integral part of or be supported by the wall or wall element (such as awning or marquee) to which they are attached.
 - (ii)** See also Residential Protection Standards in Section 19.14.070.
- (h) Certificate required.** Yes.

(C) PERMITTED SIGNS IN THE C-V, N-S, P-R AND O ZONING DISTRICTS**(1) Arcade Signs**

See Figure 5 for an example of an arcade sign.

- (a) Maximum number.** One per entrance.
- (b) Maximum area.** Four square feet.
- (c) Maximum height.** NA
- (d) Minimum setback.** Refer to Chapter 19.08.
- (e) Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) Illumination permitted.** Internal, external, animated and electronic message unit signage.
- (g) Certificate required.** Yes.

(2) Awning Signs

See Figure 6 for an example of an awning sign.

- (a) Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) Maximum area.**
 - (i) The total amount of awning signage allowed per building elevation is equivalent to 10 percent of the building elevation. In multi-tenant buildings, the 10 percent maximum sign area for each tenant will be based upon the portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.
 - (ii) The permitted area of all wall, window and awning signs together shall not exceed the maximum permitted area for wall signs attached to the same wall as the awning sign.
- (c) Maximum height.** NA.
- (d) Minimum setback.** Refer to Chapter 19.08.
- (e) Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signage is prohibited.
- (g) Certificate required.** Yes.

(3) Freestanding Signs

- (a) Maximum number.**
 - (i) One freestanding sign per street frontage; and
 - (ii) No more than one freestanding sign shall be allowed on lots 43,000 square feet or less in area.
- (b) Maximum area.** 48 square feet, except in the O zoning district.
- (c) Maximum height.** 12 feet, except in the O zoning district.
- (d) Maximum height and area in the O zoning District.**
 - (i) Freestanding signs not exceeding 16 feet in height may be up to 75 square feet in area.

- (ii) Freestanding signs not exceeding 20 feet in height may be up to 100 square feet in area.

(e) **Minimum setback.** Five feet from all property lines.

(f) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.

(g) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(h) **Certificate required.** Yes.

(4) Monument Signs

See Figure 7 for an example of a monument sign.

(a) **Maximum number.** One monument sign per street frontage. For lots adjacent to a freeway or expressway that have more than 500 feet of frontage along the freeway or expressway, one additional sign is allowed along that frontage.

(b) **Maximum area.** 75 square feet per sign.

(c) **Maximum height.** Eight feet on a property with less than 100 feet of frontage; 10 feet on a property with 100 feet or more of frontage

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.

(f) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(g) **Certificate required.** Yes.

(5) Wall Signs

See Figure 10 for an example of a wall sign.

(a) **Maximum number.** One wall sign per tenant or per building elevation, which faces a street or on-site parking area.

(b) **Maximum area.** The total amount of wall signage allowed per building elevation is equivalent to 10 percent of the building elevation. In multi-tenant buildings, the 10 percent maximum sign area for each tenant will be

based upon the portion of the building elevation of the leased/occupied area only.

- (c) **Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
- (d) **Minimum setback.** NA.
- (e) **Maximum projection.** A wall sign shall not project more than 24 inches from the structure to which it is attached; where a wall sign projects from a building elevation, there shall be no additional message on the additional horizontal surface created by the projection.
- (f) **Additional standards.**

See also Residential Protection Standards in Section 19.14.070.

- (g) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
- (h) **Certificate required.** Yes.

(6) Window Signs

See Figure 11 for an example of a window sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although size and total area limits apply.
- (b) **Maximum area.** Window signs shall not cover more than 25 percent of the total area of all windows located on a building elevation. In no case shall the combined area of both wall signs and window signs exceed the area permitted for wall signs.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** Refer to Chapter 19.08.

(e) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(f) **Certificate required.** No.

(7) **Additional standards in the C-V zoning district**

(a) Non-illuminated letters identifying the name of a public or semi-public institution may be permanently set on the wall of the building, providing the sign does not exceed 50 square feet.

(b) Signs on public buildings meeting the foregoing criteria may be permitted on structures which are a part of the institutional architecture or which are symbolic of the institution and the permitted square footage and maximum height limitation of public building signs shall apply only to the written message.

(c) In addition to the above signs, additional signs may be permitted in conjunction with public and semi-public institutions subject to the review and approval of the Planning Commission as to each case.

(D) PERMITTED SIGNS IN THE C-D ZONING DISTRICT

(1) **Arcade Signs**

See Figure 5 for an example of an arcade sign.

(a) **Maximum number.** One per entrance.

(b) **Maximum area.** Four square feet.

(c) **Maximum height.** NA.

(d) **Minimum setback.** Refer to Chapter 19.08.

(e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.

(f) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(g) **Certificate required.** Yes.

(2) **Awning Signs**

See Figure 6 for an example of an awning sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
 - (b) **Maximum area.** The total amount of signage allowed per building elevation is equivalent to 15 percent of the of the building elevation area. In multi-tenant buildings, the 15 percent maximum sign area for each tenant will be based upon the portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan. The permitted area of all wall, window and awning signs together shall not exceed the maximum permitted area for wall signs attached to the same wall as the awning sign.
 - (c) **Maximum height.** NA.
 - (d) **Minimum setback.** NA.
 - (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
 - (f) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
 - (g) **Certificate required.** Yes.
- (3) **Canopy Signs**
- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
 - (b) **Maximum area.** 25 percent of the area of the face of the canopy.
 - (c) **Additional standards.**
 - (i) No electronic message units, video boards or moving signs shall be placed on the canopy.
 - (ii) Changeable copy signs with prices or other information not changed frequently are permitted.
 - (d) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(e) **Certificate required.** Yes.

(4) **Freestanding Signs**

(a) **Maximum number.** One freestanding sign per street frontage on streets 80 or more feet in width.

(b) **Maximum height and area.**

(i) Freestanding signs not exceeding 16 feet in height may be up to 75 square feet in area.

(ii) Freestanding signs not exceeding 20 feet in height may be up to 100 square feet in area.

(c) **Minimum setback.** Five feet from all property lines.

(d) **Additional standards.**

See also Residential Protection Standards in Section 19.14.070.

(e) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signage is prohibited.

(f) **Certificate required.** Yes.

(5) **Monument Signs**

See Figure 7 for an example of a monument sign.

(a) **Maximum number.** One monument sign per street frontage.

(b) **Maximum area.** 75 square feet per sign.

(c) **Maximum height.** Eight feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards**

See also Residential Protection Standards in Section 19.14.070.

(f) **Certificate required.** Yes.

(g) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.

(6) Projecting Signs

See Figure 6 for an example of an projecting sign.

- (a) Maximum number.** One per entrance.
- (b) Maximum area.** 32 square feet.
- (c) Maximum height.** One foot above eave or rafter line, whichever is higher.
- (d) Minimum clearance from the bottom of the sign to the ground.** Eight feet.
- (e) Minimum setback.** A projecting sign may project over the public right-of-way, provided the projecting sign maintains a minimum setback of three feet from measured from the back of the curb and such signs do not project more than six feet from the building elevation to which they are attached.
- (f) Additional standards.**
 - (i)** Signs shall be located on building elevation.
 - (ii)** Signs shall not be permitted on property that has freestanding signs.
 - (iii)** Signs shall be subject to review by Department of Public Works to the extent they extend over or near public rights-of-way.
- (g) Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
- (h) Certificate required.** Yes.

(7) Wall Signs

See Figure 10 for an example of a wall sign.

- (a) Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) Maximum area.** The total amount of signage allowed per building elevation is equivalent to 15 percent of the building elevation area. In multi-tenant buildings, the 15 percent maximum sign area for each tenant will be based upon the portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.

- (c) **Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
 - (d) **Minimum setback.** NA.
 - (e) **Maximum projection.** Four feet from the structure to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.
 - (f) **Illumination permitted.** Internal and or direct external illumination, except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
 - (g) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.
 - (h) **Certificate required.** Yes.
- (8) **Window Signs**
- See Figure 11 for an example of a window sign.
- (a) **Maximum number.** There is no specific limit on the number of signs, although size and total area limits apply.
 - (b) **Maximum area.** Window signs shall not cover more than 25 percent of the total area of all windows located on a building elevation. In no case shall the combined area of both wall signs and window signs exceed the area permitted for wall signs.
 - (c) **Maximum height.** NA.
 - (d) **Minimum setback.** NA.
 - (e) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.
 - (f) **Illumination permitted.** Internal illumination of signs is permitted except on a building elevation facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
 - (g) **Certificate required.** Yes.

(E) PERMITTED SIGNS IN THE C-PB ZONING DISTRICT

(1) Arcade Signs

See Figure 5 for an example of an arcade sign.

- (a) **Maximum number.** One per entrance.
- (b) **Maximum area.** Four square feet.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** Refer to Chapter 19.08.
- (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) **Illumination permitted.** Internal illumination and indirect external illumination are permitted. In addition, direct external illumination is permitted on commercial service buildings. Animated and electronic message unit signs are prohibited.
- (g) **Certificate required.** Yes.

(2) Awning Signs

See Figure 6 for an example of an awning sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) **Maximum area.** The total amount of signage allowed per building elevation is equivalent to 10 percent of the building elevation area. In multi-tenant buildings, the 10 percent maximum sign area for each tenant will be based upon the portion of the building elevation of the leased/occupied area only. The permitted area of all wall, window and awning signs together shall not exceed the maximum permitted for wall signs attached to the same wall as the awning sign.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** Refer to Chapter 19.08.
- (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) **Illumination permitted.** Internal illumination of awning signs is permitted.
- (g) **Certificate required.** Yes.

(3) Canopy Signs

- (a) Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) Maximum area.** 25 percent of the area of the face of the canopy.
- (c) Additional standards.** No electronic message units, video boards or moving signs shall be placed on the canopy. Changeable copy signs with prices or other information not changed frequently are permitted.
- (d) Illumination permitted.** Direct external and/or internal illumination only. Illumination is permitted except when such sign is facing and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use. Animated and electronic message unit signs are prohibited.
- (e) Certificate required.** Yes.

(4) Freestanding Signs

- (a) Maximum number.**
 - (i) One freestanding sign per street frontage. Such signs shall maintain a minimum separation of 100 feet measured along the street frontage.
 - (ii) No more than one freestanding sign shall be allowed on lots 43,000 square feet or less in area.
- (b) Maximum height and area.**
 - (i) Freestanding signs not exceeding 16 feet in height may be up to 75 square feet in area.
 - (ii) Freestanding signs not exceeding 20 feet in height may be up to 100 square feet in area.
- (c) Minimum setback.** Five feet from all property lines.
- (d) Additional standards.**

See also Residential Protection Standards in Section 19.14.070.
- (e) Illumination permitted.** Internal and external illumination. In addition, signs over 200 feet from any existing residential property or from property which is designated in the General Plan for future residential development may be animated or contain an electronic message unit.
- (f) Certificate required.** Yes.

(5) Monument Signs

See Figure 7 for an example of a monument sign.

- (a) **Maximum number.** One monument sign per street frontage.
- (b) **Maximum area.** 75 square feet per sign.
- (c) **Maximum height.** 10 feet.
- (d) **Minimum setback.** Five feet from all property lines.
- (e) **Additional standards.**
 - (i) All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.
 - (ii) See also Residential Protection Standards in Section 19.14.070.
- (f) **Illumination permitted.** Direct external and/or internal illumination only. In addition, direct external illumination is permitted on commercial service buildings. Animated and electronic message unit signage is prohibited.
- (g) **Certificate required.** Yes.

(6) Wall Signs

See Figure 10 for an example of a wall sign.

- (a) **Maximum number.** One wall sign per street frontage for each building with the following adjustments:
 - (i) Single tenant buildings on parcels adjacent to a freeway or expressway are permitted one wall sign for each building elevation with a maximum of four signs per building.
 - (ii) Multi-tenant buildings are permitted one additional wall sign for each tenant.
- (b) **Maximum area.** The total amount of wall signage allowed per building elevation is equivalent to 10 percent of the building elevation to which the sign is attached. In multi-tenant buildings, the 10 percent maximum sign area for each tenant will be based upon that portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.
- (c) **Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
- (d) **Maximum projection.** Four feet from the structure to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.

- (e) **Minimum setback.** NA.
- (f) **Illumination.** Direct external and/or internal illumination only. Animated and electronic message units are prohibited.
- (g) **Additional standards.** See also Residential Protection Standards in Section 19.14.070.
- (h) **Certificate required.** Yes.

(F) PERMITTED SIGNS IN THE C-1, C-2, C-M, AND M ZONING DISTRICTS

(1) Arcade Signs

See Figure 5 for an example of an arcade sign.

- (a) **Maximum number.** One per entrance.
- (b) **Maximum area.** 16 square feet.
- (c) **Maximum height.** NA.
- (d) **Minimum setback.** An arcade sign shall not extend beyond edge of the building elevation to which it is attached.
- (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) **Illumination permitted.** Internal, external, animated and electronic message unit signage.
- (g) **Certificate required.** Yes.

(2) Awning Signs

See Figure 6 for an example of an awning sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) **Maximum area.**
 - (i) The total amount of wall signage allowed per building elevation is equivalent to 20 percent of the building elevation. In multi-tenant buildings, the 20 percent maximum sign area for each tenant will be based upon that portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.
 - (ii) The total combined area of all wall, window, roof, awning and marquee signs shall not exceed 20 percent of the building elevation to which they are attached.

- (c) **Maximum height.** NA.
- (d) **Minimum setback.** Refer to Chapter 19.08.
- (e) **Minimum clearance from the ground to the bottom of the sign.** Eight feet.
- (f) **Illumination permitted.** Internal and or direct external illumination of awning signs is permitted.
- (g) **Certificate required.** Yes.

(3) Canopy Signs.

- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) **Maximum area.** 25 percent of the area of the face of the canopy.
- (c) **Illumination permitted.** Internal and external illumination, animated and electronic message units are permitted.
- (d) **Certificate required.** Yes.

(4) Consolidated Sign.

(a) Maximum number.

Parcels of five acres or more in area, or parcels covered by a Master Sign Plan, that front on a street 80 or more feet in width, and qualify to have more than one freestanding sign along the same such street frontage, may consolidate the permitted sign area for all freestanding signs on the same street frontage into one consolidated sign, or as approved through a Master Sign Plan. If the development or commercial subdivision elects to consolidate the permitted freestanding signs, parcels containing individual freestanding buildings within the development or commercial subdivision shall be limited to one monument sign per street frontage in addition to the consolidated sign.

- (b) **Maximum area.** Two square feet per lineal foot of street frontage, counting frontage on all abutting streets, up to 1000 square feet, or 1,500 square feet if part of an approved Master Sign Plan.

(c) Maximum height.

- (i) 50 feet.
- (ii) 80 feet, if approved as part of a Master Sign Plan.

- (d) **Minimum setback.** Five feet from all property lines.
- (e) **Additional standards.**
 - (i) The erection of a consolidated sign requires a minimum of three tenants or individual uses on the same site.
 - (ii) See also Residential Protection Standards in Section 19.14.070.
- (f) **Illumination permitted.** Internal and external illumination. In addition, signs over 200 feet from any existing residential property or from property which is designated in the General Plan for future residential development may be animated or contain an electronic message unit.
- (g) **Certificate required.** Yes.

(5) Freestanding Signs

(a) Maximum number.

- (i) One freestanding sign per each 200 lineal feet of street frontage or portion thereof. The total number of all freestanding and monument signs shall not exceed one per each 200 lineal feet of street frontage or portion thereof.
- (ii) Corner lots are permitted to have signs for each street frontage and signs shall maintain a minimum separation of 100 feet measured along the street frontage.

(b) Maximum area.

The total area of all freestanding and monument signs shall not exceed two square feet of sign area for each lineal foot of street frontage. On lots with multiple street frontages, the allowable area for each street frontage shall be calculated separately unless consolidated into one sign, then each street frontage shall be added and total square footage permitted may be allowed in one consolidated sign. Signs within 40 feet of existing developed residential property, or property designated in the General Plan as appropriate for future residential development, the maximum sign area shall be 50 square feet. For each additional foot of setback from the property, the area of a sign may be increased an additional two square feet, with a maximum size of 400 square feet unless the site meets criteria for consolidated freestanding signs.

(c) Maximum height.

40 feet, subject to the following:

- (i) A freestanding sign within 200 feet of the right-of-way line of an elevated freeway or highway to which it is oriented may be erected up to 30 feet above the elevation of the elevated freeway or highway nearest the sign.

- (ii) In addition, signs within 200 feet of the right-of-way line and which can be read from Interstates 15 and 215, US 95 from the north city limits to the Oran K. Gragson Highway, the Oran K. Gragson Highway or Interstate 515 may be increased to a height equal to 80 feet, when authorized by the City Council, after review by the Planning Commission.
 - (d) **Minimum setback.** Five feet from all property lines.
 - (e) **Additional standards.**
 - (i) All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.
 - (ii) See also Residential Protection Standards in Section 19.14.070.
 - (f) **Illumination permitted.** Internal, external, animated and electronic message unit signs are permitted except on a building elevation visible from and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
 - (g) **Certificate required.** Yes.
- (6) **Marquee Signs.**
- (a) **Maximum number.** One marquee sign per building elevation.
 - (b) **Maximum area.**
 - (i) 20 percent of the building elevation to which it is attached.
 - (ii) The total combined area of all wall, window, roof, awning and marquee signs shall not exceed 20 percent of the building elevation to which they are attached.
 - (c) **Maximum height.** A marquee sign shall not extend beyond the top or sides of the building elevation to which it is attached.
 - (d) **Minimum setback.** May project over public right-of-way, provided marquee maintains minimum setback of three feet from back of curb.
 - (e) **Minimum clearance from the bottom of the sign to the ground.** Eight feet.
 - (f) **Additional standards.**
 - (i) Shall not be located on a building elevation oriented to adjoining residential property.
 - (ii) Subject to review by Department of Public Works, to the extent they extend over or near public right-of-way.

(g) **Illumination permitted.** Internal, external, animated and electronic message unit signage.

(h) **Certificate required.** Yes.

(7) Menu Boards

(a) **Maximum number.** If visible from the public right-of-way, two menu board signs are permitted per drive-through lane where drive-through uses are permitted.

(b) **Maximum area.** 60 square feet for freestanding. 24 square feet, or not more than two percent of the building elevation if attached, but coverage of the building elevation with all signs in no case shall exceed 20 percent.

(c) **Maximum height.** Seven feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.** Only the word "Menu" should be legible from the public right-of-way.

(f) **Illumination permitted.** Direct white light or internal illumination permitted. For a site with a Master Sign Plan, other illumination may be permitted in accordance with the Master Sign Plan.

(g) **Certificate required.** No.

(8) Monument Signs

See Figure 7 for an example of a monument sign.

(a) **Maximum number.** One monument sign per each 200 lineal feet of street frontage or portion thereof. The total number of all freestanding and monument signs shall not exceed one per each 200 lineal feet of street frontage or portion thereof.

(b) **Maximum area.** 75 square feet per sign.

(c) **Maximum height.** 10 feet.

(d) **Minimum setback.** Five feet from all property lines.

(e) **Additional standards.**

(i) All freestanding and monument signs on the same lot or in the same development shall maintain a minimum separation of 100 feet measured along the street frontage.

(ii) See also Residential Protection Standards in Section 19.14.070.

(f) **Certificate required.** Yes.

(9) Projecting Signs

(a) **Maximum number.** One per entrance.

(b) **Maximum area.** 32 square feet.

(c) **Maximum height.** One foot above eave or rafter line, whichever is higher.

(d) **Minimum clearance from the bottom of the sign to the ground.** Eight feet.

(e) **Minimum setback.** A projecting sign may project over the public right-of-way, provided the projecting sign maintains a minimum setback of three feet from measured from the back of the curb and such signs do not project more than six feet from the building elevation to which they are attached.

(f) **Additional standards.**

(i) Projecting signs shall not be permitted on property that has freestanding signs.

(ii) Projecting signs shall be subject to review by the Department of Public Works to the extent they extend over or near the public right-of-way.

(g) **Illumination permitted.** Internal, external, animated and electronic message unit signage.

(h) **Certificate required.** Yes.

(10) Roof Signs

(a) **Maximum number.** One per building elevation.

(b) **Maximum area.** 20 percent of the building elevation to which the sign is most nearly parallel to, up to a maximum of 150 square feet. The total combined area of all wall, window, roof, awning and marquee signs shall not exceed 20 percent of the building elevation to which they are attached.

(c) **Maximum height.** A roof sign shall not extend more than eight feet above the top of wall, marquee or parapet to which it is attached. The total height of the building, including the sign, shall not exceed permitted height of the building in the zoning district in which it is located.

(d) **Minimum setback.** NA.

- (e) **Maximum projection.** A roof sign shall not project horizontally more than four feet from the roof to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.
- (f) **Illumination permitted.** Internal, external, animated and electronic message unit signs are permitted except on a building elevation visible from and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
- (g) **Additional standards.**

See also Residential Protection Standards in Section 19.14.070.

- (h) **Certificate required.** Yes.

(11) Wall Signs

See Figure 10 for an example of a wall sign.

- (a) **Maximum number.** There is no specific limit on the number of signs, although total area limits apply.
- (b) **Maximum area.** The total amount of wall signage allowed per building elevation is equivalent to 20 percent of the building elevation. In multi-tenant buildings, the 20 percent maximum sign area for each tenant will be based upon that portion of the building elevation of the leased/occupied area only, except as may be approved through a Master Sign Plan.
- (c) **Maximum height.** A wall sign shall not extend more than 12 inches above top of wall, marquee or parapet to which it is attached.
- (d) **Minimum setback.** NA.
- (e) **Maximum projection.** A wall sign shall not project more than four feet from the structure to which it is attached. There shall be no additional message on the additional horizontal surface created by the projection.
- (f) **Illumination permitted.** Internal, external, animated and electronic message unit signs are permitted except on a building elevation visible from and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
- (g) **Additional standards.**
 - (i) Signs shall be an integral part of or be supported by the wall or wall element (such as awning or marquee) to which they are attached.
 - (ii) See also Residential Protection Standards in Section 19.14.070.
- (h) **Certificate required.** Yes.

(12) Window Signs

See Figure 11 for an example of a window sign.

- (a) Maximum number.** There is no specific limit on the number of signs.
- (b) Maximum area.** Window signs shall not cover more than 25 percent of the total area of all windows located on a building elevation. The total combined area of all wall, window, roof, awning and marquee signs shall not exceed 20 percent of the building elevation to which they are attached.
- (c) Maximum height.** NA.
- (d) Minimum setback.** NA.
- (e) Illumination permitted.** Internal, external, animated and electronic message unit signs are permitted except on a building elevation visible from and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
- (f) Certificate required.** No.

19.14.070 RESIDENTIAL PROTECTION STANDARDS**(A) FREESTANDING SIGNS**

Any freestanding sign located in a nonresidential zoning district requiring a sign certificate and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use shall be subject to the following dimensional standards. Where these standards and those shown in Section 19.14.060 are in conflict, the more restrictive shall control.

- (1) Maximum height.** One-third of the distance of the nearest edge of the sign to the nearest point on any property planned or zoned for residential use.
- (2) Minimum setback.** 40 feet from any property planned or zoned for residential use.

(B) ILLUMINATED SIGNS

Any illuminated sign requiring a sign certificate and located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use shall be subject to the following additional lighting standards:

- (1)** If the sign is located within 40 feet of the property planned or zoned for residential use and is or will be visible from such property, it may be internally illuminated or lighted with direct white light;

- (2) If the sign is located more than 40 feet from the property planned or zoned for residential use but within 200 feet of such property and the sign is or will be visible from such property, it may be interior-lit or lighted with direct white light, but it shall not contain bare bulbs, exposed neon tube, animation or a electronic message unit; and
- (3) Direct lighting fixtures for such signs shall be aimed up and/or away from the property planned or zoned for residential use.

(C) ELECTRONIC MESSAGE UNIT, ANIMATED AND FLASHING SIGNS

Electronic message units, animated signs and flashing signs are prohibited within 200 feet of property planned or zoned for residential use unless the design of the sign or its location and orientation ensure that the electronic message unit, animated or flashing portion of the sign, or any other light from the sign will not be visible from the property planned or zoned for residential use.

19.14.080 HISTORIC SIGNS

(A) FINDINGS

The City Council of the City of Las Vegas finds that the historic and cultural foundations of the City should be preserved as a living part of its community life and development in order to give a sense of identity and orientation to the people of the City. A historic sign is a sign that, by its construction materials, unusual age, prominent location, unique design, or craftsmanship from another period, contributes to the cultural, historic, or aesthetic quality of the city's streetscape. These regulations have been formulated to allow those signs to be protected.

(B) PURPOSE

The intent of this Section is to promote the public welfare by providing protection for significant signs that represent important aspects of the City's heritage; to enhance the character of the community by considering such signs during development; and to assist owner(s) in the preservation and restoration of their signs.

(C) DESIGNATION CRITERIA

Signs are designated as historic signs by the City Council upon a favorable recommendation of the Historic Preservation Commission. The Council shall hold a public hearing to designate a sign as a historic sign. In order to designate a sign as a historic sign, the Council shall make a finding that the following conditions are met:

- (1) The sign and the use to which it pertains have been in continuous existence at the present location for at least 30 years;
- (2) The sign is structurally safe or is capable of being made so without substantially altering its historical significance;

- (3) The continued existence of the sign is encouraged and is beneficial to the public good; and
- (4) At least one of the following conditions shall be met by the sign:
 - (a) The sign contributes to the historical or cultural character of the streetscape and the community at large;
 - (b) The sign is associated with historic figures, events, or places;
 - (c) The sign is significant as evidence of the history of the product, business, or service advertised;
 - (d) The sign is significant as reflecting the history of the building or the development of the historic district;
 - (e) The sign is characteristic of a specific historic period;
 - (f) The sign is integral to the building's design or physical fabric;
 - (g) The sign represents an outstanding example of the sign maker's art due to craftsmanship, use of materials, or design;
 - (h) This sign is a local landmark recognized as a popular focal point in a community; or
 - (i) The sign contains elements important in defining the character of a historic district.

(D) PROCEDURE

- (1) The procedure for designation of a sign as a landmark sign shall be the same procedure for designating a landmark building or landmark site, in accordance with Section 19.06.090(1)(3).
- (2) Nothing in this Section shall prohibit the owner(s) of a designated historic sign from removing such a sign.

19.14.090 TEMPORARY SIGNS

(A) SPECIAL EVENT SIGNS

See Figure 12 for an example of a special event sign.

- (1) **General standards.**
 - (a) Special event signs may be approved by the Director for a limited time as a means of publicizing special events such as grand openings.

- (b) Special event signs may include balloons, inflated devices, searchlights, pennants, portable signs, streamers and other similar devices.

(2) Certificate required.

- (a) A temporary sign certificate is required for a temporary special event sign.
- (b) The certificate allows the holder to display temporary event signs on the lot where the event is to occur. Temporary special event signs may be displayed by the same business license holder on the same lot up to four times in any one calendar year. The aggregate time of display of such signs shall not exceed 60 days in any one calendar year.

(B) POLITICAL SIGNS

(1) Maximum area.

- (a) **Residential districts.** 16 square feet per sign; not to exceed a maximum total area of 80 square feet for all such signs located on a lot containing a residential use. For all other uses, the maximum total area shall not exceed 128 square feet.
- (b) **Non-residential district.** 64 square feet per political sign. A political sign may be substituted for any other lawful sign, or political copy may be used to replace copy on any existing, conforming sign.

(2) Additional standards.

- (a) Political signs shall be placed only on private property.
- (b) Political signs shall be designed and located in such a manner so that such signs do not interfere with or will be confused with a traffic control signal or sign, or obstruct the vision of traffic.
- (c) Political signs shall not be placed on any public property or right-of-way or posted on any utility pole or device.

(3) Certificate required. All political signs in excess of 32 square feet require a sign certificate. Other political signs do not require a sign certificate.

(4) Illumination permitted. Separate illumination of political signs in residential districts is not permitted. Where a political sign is erected in place of another permitted sign or political copy is placed on an existing, lawful sign in a non-residential district, the illumination standards otherwise applying to the sign shall apply to the political sign or political copy.

(5) Removal.

All political signs that relate to an election shall be removed within 15 days after the election to which they pertain. Signs supporting a candidate who loses a primary election or wins a nonpartisan race in a primary election with more than

50 percent of the vote shall be removed within 15 days after the primary election.

- (a) The person or persons who are responsible for the erection, placement or distribution of any political sign, including the person whose candidacy the sign supports, are jointly and severally responsible for the removal of the political sign and the cost thereof.
- (b) If any sign is not removed within the time period set forth above, the City may, upon 5 days written notice to a candidate or other person responsible, remove and dispose of any such sign. The City shall certify the removal and may charge the candidate or other person responsible for the City's cost for the removal. Removal charges shall be paid within 30 days after receipt of a statement of charges.

(C) SUBDIVISION DEVELOPMENT SALE SIGNS

- (1) **Maximum number.** One subdivision development sale sign per residential subdivision per street frontage, with a maximum of two signs per subdivision.
- (2) **Maximum area.** 300 square feet per sign.
- (3) **Maximum height.** 22 feet, or 12 feet above the nearest property line wall.
- (4) **Minimum setbacks and separations.**
 - (a) 10 feet from any public right-of-way.
 - (b) 50 feet from any other on-premise, off-premise or subdivision development sale sign.
- (5) **Additional standards.** The sign shall be a freestanding sign that is firmly secured in the ground, as approved by the Building Official.
- (6) **Illumination permitted.** Direct white light or internal illumination only.
- (7) **Certificate required.** Yes. The certificate application shall be accompanied by:
 - (a) A site plan that clearly depicts the location of the proposed sign; description, drawing or picture of the proposed sign and description of the means by which it will be secured; and
 - (b) Written authorization for the placement of the sign from the owner(s) of the property or from the owner's duly authorized agent on which the sign is to be located.
- (8) **Duration of Certificate.** The certificate shall be valid for 24 months or until the last unit or lot is sold, whichever occurs first. At that time, the sign shall be removed unless a new certificate has been obtained. The property owner(s)

and certificate holder shall each be responsible for maintenance and removal of the sign.

(D) SUBDIVISION DEVELOPMENT CONTINUOUS DIRECTIONAL SIGNS

Subdivision development directional signs are not considered "on-premise" signs or "off-premise" signs and are subject to the following:

(1) Maximum number.

- (a)** Eight signs per residential subdivision.
- (b)** A sign structure advertising two or more different subdivisions may count all the signs on that structure towards the eight sign limit for only one of the subdivisions advertised on such structure, if the owner(s) or lessee(s) of the sign files a plan depicting the location and use and details of how all such signs are allocated.

(2) Maximum area.

- (a)** Two of the eight permitted signs may be up to 128 square feet in area.
- (b)** Two of the eight permitted signs may be up to 96 square feet in area.
- (c)** The remaining four of the eight permitted signs shall not exceed 40 square feet in area.
- (d)** An embellishment of up to 20 percent of each sign area may be added to the sign.

(3) Maximum height.

14 feet, except that any authorized sign that exceeds 40 square feet in size may be up to 22 feet in height.

(4) Minimum setbacks and separations.

- (a)** 10 feet from any public right-of-way.
- (b)** 100 feet from any other sign or on-premise or off-premise sign.
- (c)** 660 feet from the nearest travel lane of Summerlin Parkway from Station 499 + 78 to Station 601 + 30.

(5) Additional standards.

- (a)** These signs are allowed only on vacant developable lots;
- (b)** For any sign that is proposed within 660 feet of any highway classified by the State of Nevada as part of the interstate and primary highway system, a State of Nevada sign permit is required;

- (c) Such signs shall not be located more than four miles from the subdivision to which it is providing direction; and
 - (d) Each sign shall be a freestanding sign that is firmly secured in the ground, as approved by the City of Las Vegas Building Official.
- (6) **Illumination permitted.** No.
- (7) **Certificate required.** Yes. The certificate application shall be accompanied by:
 - (a) A site plan that shows where the sign will be placed on property; and
 - (b) A master location plan that indicates where all other subdivision development directional signs (not including weekend directional signs) for the subdivision will be placed.
- (8) **Duration of certificate.** The sign certificate shall be valid for 24 months or until the last unit or lot is sold, whichever occurs first. At that time, the sign shall be removed unless a new certificate has been obtained. The property owner(s) and the certificate holder shall each be responsible for maintenance and removal of the sign.
- (9) **Landowner(s) consent.** Any person placing a directional sign shall obtain the permission of the owner(s) of the property on which the sign is placed. Nothing in this ordinance shall be construed to authorize the placement of any sign without the permission of the landowner(s).

(E) SUBDIVISION DEVELOPMENT -- WEEKEND DIRECTIONAL SIGNS

Weekend directional signs shall be used to direct traffic to residential projects only and shall not be employed for non-residential purposes of any kind.

- (1) **Maximum number.** 70 weekend directional signs per residential subdivision.
- (2) **Maximum area.** Four square feet per sign.
- (3) **Maximum height.**
 - (a) Four feet above nearest street curb.
 - (b) 32 inches above nearest street curb when within 50 feet of any street intersection or driveway opening. Where no curb exists, height shall be measured from edge of adjacent public right-of-way.
- (4) **Sign placement.**
 - (a) Maximum placement distance of any weekend directional sign from its respective residential subdivision project shall be four miles as measured along a radial line whose axis is located at any point on the subject property.

- (b) Minimum spacing between signs relating to the same project is 300 feet, provided however, two signs may be placed within 10 feet of each other at locations where the path of travel turns direction.
 - (c) Signs shall be placed at least 25 feet from any street intersection or driveway and not block or overhang any sidewalk or other established pedestrian way.
- (5) **Additional standards.**
 - (a) Changes in copy and graphics may be made without re-issuance of certificates; if, the name of the subdivision changes, the developer shall apply for a new certificate.
 - (b) Signs may only be installed after 6 PM on Friday or on the day before any Federal, State, or City holiday that may occur throughout the week, and all signs shall be removed by 6 AM on Monday or by the same time on the day after such holiday.
 - (c) Signs shall be made of plastic, or some other weather resistant material approved by the Director, and shall be attached to a single metal stake. Signs mounted on wooden stakes are prohibited.
- (6) **Illumination permitted.** No.
- (7) **Master sign plan required.**

Weekend directional signs shall not be installed unless such signs are approved as a part of a master weekend directional sign plan. A certificate application and sign map shall be presented for each development for which weekend directional signs are to be employed. The application and map shall be in a form and include exhibits as specified by the Department of Planning and Development. The map shall indicate the approximate location on each street of each sign to be installed and shall include a statement that at the time of installation no sign is to be installed in violation of the spacing requirements of this Chapter or to cause any already-in-place weekend directional sign to be in violation of the spacing requirements. The certificate application shall state the name and mailing address of the party to be notified in the event of any violations of this Chapter. A master weekend directional sign certificate may be issued to cover all weekend directional signs that have been approved as part of a master weekend directional sign plan.
- (8) **Insurance required.**

Applicants for weekend directional sign certificates shall provide proof of and maintain comprehensive liability insurance in the minimum amount of \$4,000,000 per occurrence in a form acceptable to the Director. If any sign is placed in any unimproved public right-of-way, the certificate holder shall assume full responsibility for any damages or injuries to persons or property resulting either wholly or in part from the placement of the sign and shall agree to defend and indemnify the City and hold the City harmless from all liability for damages or injuries.

- (9) **Landowner(s) consent.** Any person placing a directional sign shall obtain the permission of the owner(s) of the property on which the sign is placed. Nothing in this ordinance shall be construed to authorize the placement of any sign without the permission of the landowner(s).

(10) **Violations.**

Weekend directional signs that are without proper certification; that are placed within 25 feet of a street intersection or driveway; that block or overhang sidewalks and other public pedestrian walkways; or that are left remaining after the time limitations set forth in this Section may be impounded immediately. Violations and the recovery of signs are subject to the following charges and remedies:

Violation	Penalty
1st	\$10 per sign if without proper certification. Fee shall be waived if owner(s) obtains proper sign certificate. If properly certified, warning only.
2nd	\$10 per sign.
3rd	\$15 per sign and misdemeanor citation.
4th	Revocation of weekend directional sign certificate.

(F) CONSTRUCTION SIGNS

- (1) **Maximum number.**
- (a) One construction sign per development per street frontage.
 - (b) Where two construction signs are located on a corner lot, such signs shall be separated by not less than 50 feet.
- (2) **Maximum area.** 300 square feet in sign area.
- (3) **Maximum height.** 18 feet.
- (4) **Minimum clearance from bottom of the sign to ground.** Eight feet.
- (5) **Minimum setback.** 10 feet from any public right-of-way.
- (6) **Additional standards.**
- (a) Construction signs shall be freestanding signs and firmly secured in the ground, as approved by the Building Official.
 - (b) Construction signs are not permitted on residentially zoned property.

(7) **Illumination permitted.** No.

(8) **Certificate required.**

- (a) A temporary sign certificate is required. The certificate application shall be accompanied by a site or location plan which clearly depicts the location of the proposed sign; a description, drawing or picture of the proposed sign and a description of the means by which it will be secured; and
- (b) The certificate is valid for up to 12 months or until the construction is complete, whichever occurs first. At that time, the sign shall be removed unless a new certificate has been obtained. The property owner(s) and the certificate holder, if the latter is not the property owner(s), shall each be responsible for the maintenance and removal of the sign.

(G) REAL ESTATE SIGNS ADVERTISING COMMERCIAL PROPERTY

(1) **Maximum number.**

- (a) One real estate sign per development or property for sale or lease per street frontage for parcels five acres or less in area, plus one additional sign for each additional five acres of parcel area.

(2) **Maximum area.**

- (a) Unimproved lots: 32 square feet per sign, or with an approved temporary sign certificate, such sign(s) may be up to 80 square feet in area for lots 20,000 square feet or less in area, plus an additional 40 square feet of sign area for each 20,000 additional square feet of lot area. In no case shall the aggregate sign area of all such permitted signs or the area of a single sign exceed 300 square feet.
- (b) Improved lots: 64 square feet.

(3) **Maximum height.** 18 feet.

(4) **Minimum setback.** 10 feet from any public right-of-way.

(5) **Illumination permitted.** No.

(6) **Additional standards.**

- (a) Real estate signs on residentially zoned property shall be subject to the provisions of Section 19.14.070.
- (b) The sign shall be a freestanding sign that is firmly secured in the ground, as approved by the Building Official.

(7) **Certificate required.**

- (a) A temporary certificate is required for signs in excess of 32 square feet.

- (b) The certificate is valid until the property or the last unit is sold or leased. At that time, the sign shall be removed. The property owner(s) and certificate holder, if the latter is not the property owner(s), shall each be responsible for the maintenance and removal of the sign.

(H) REAL ESTATE SIGNS ADVERTISING RESIDENTIAL PROPERTY

- (1) **Maximum number.** One per street frontage.
- (2) **Maximum area.**
 - (a) Six square feet for single and two family dwellings.
 - (b) 32 square feet for all other allowed uses. Real estate signs exceeding 32 square feet, up to a maximum of 64 square feet may be approved by the Director by means of a temporary sign certificate.
- (3) **Maximum height.** Six feet for single and two family dwellings, 18 feet for all other allowed uses.
- (4) **Minimum setback.** Five feet from all property lines.
- (5) **Certificate required.** No.

19.14.100 OFF-PREMISE SIGNS

(A) OFF-PREMISE SIGNS DEFINED

Off-premise signs are to be considered primarily a specific type of land use rather than as an incidental use to an existing land use. Off-premise signs generally produce revenue to the property owner(s) as a land use as compared to on-premise signs which in themselves do not produce revenue but are incidental to a revenue-producing land use. However, because of the special characteristics of off-premise signs as compared to other types of land uses and structures, certain qualifications and requirements are set forth in connection with off-premise signs as a permitted use in certain zoning districts.

(B) SPECIAL USE PERMIT REQUIRED

- (1) A Special Use Permit is required for all off-premise signs prior to the construction, placement, erection or modification of the sign in accordance with the requirements of this Chapter. A Special Use Permit application shall be processed in accordance with Section 19.18.060. Furthermore, the property owner(s), owner(s) of the structure or other assignee shall maintain in force, at all times, a sign certificate for the sign in accordance with the requirements of this Chapter.
- (2) The Special Use Permit requirement set forth in this Section is in addition to an independent of any locational provision or limitation contained in this

Section. In determining whether to approve or deny a Special Use Permit under this Section, the Planning Commission and City Council may consider the aesthetic impact of the sign on the area and all other aspects of the sign's compatibility with the surrounding area, including the existence or nonexistence of other signage in the area. The provisions of this Paragraph (2) are intended to reflect and reconfirm existing standards and practice, rather than to impose a new or different standard.

- (3) In connection with the approval of a Special Use Permit under this Section, the Planning Commission or City Council may impose a time limit on the approval or require a periodic review of the sign as a condition of approval. After conducting a review, the Planning Commission or City Council may require removal of the sign if it is demonstrated that conditions in the surrounding area have changed in such a manner that the sign no longer meets the standards established in Section 19.18.060(L).

(C) LOCATIONAL PROVISIONS

- (1) No off-premise signs shall be erected in the public right-of-way.
- (2) No off-premise sign certificate of any kind shall be issued for an existing or proposed sign unless the sign is consistent with all requirements of this Chapter (including those protecting existing signs).
- (3) Off-premise signs are permitted in the C-1, C-2, C-M and M Zoning Districts only.
- (4) No off-premise sign shall have a surface area greater than 672 square feet, except that an embellishment of not to exceed five feet above the regular rectangular surface of the sign may be added if the additional area contains no more than 128 square feet.
- (5) Off-premise signs which are within 660 feet of the right-of-way and which can be read from Interstate 15, US 95 from the north city limits to the Oran K. Gragson Highway, the Oran K. Gragson Highway or Interstate 515 shall be no closer than 750 feet (measured along the highway frontage) to any other off-premise sign along the same frontage. Each side of the highway shall be considered a separate frontage. The sign and all other off-premise signs not oriented toward the same highway shall be no closer than 300 feet in any direction to any other off-premise sign, wherever located, including an off-premise sign that is situated outside the corporate boundaries of the City.
- (6) The distance to and from a sign shall be measured with reference to the point on the ground that is directly beneath the center of the sign structure.
- (7) Off-premise signs which are within 660 feet of the right-of-way and which can be read from Interstate 15, US 95 from the north city limits to the Oran K. Gragson Highway, the Oran K. Gragson Highway or Interstate 515 shall not be higher than 40 feet except as provided in Subparagraphs (a) and (b) below. The height shall be measured from the grade at the point of construction to

the top of the sign. The display surface shall not be higher than 30 feet nor wider than 60 feet.

- (a) An off-premise sign within 150 feet of the right-of-way line of an elevated freeway or highway to which it is oriented may be erected 30 feet above the elevation of the elevated roadway surface nearest the sign.
- (b) An off-premise sign within 150 feet of the right-of-way line of any freeway or highway to which it is oriented which, at a height of 40 feet, will have a significant portion of its display surface obscured from view from the travel lanes of the freeway or highway may be increased to a maximum of 55 feet when authorized by the City Council.
- (8) All other off-premise signs shall be no higher than 40 feet from grade at the point of construction, except that an off-premise sign within 60 feet of the right-of-way line of the street to which it is oriented which, at a height of 40 feet, will have a significant portion of its display surface obscured from view from the travel lanes of the street may be increased to a maximum of 55 feet when authorized by the City Council.
- (9) Off-premise signs shall not be located closer than 10 feet to the right-of-way line of a freeway nor closer than 50 feet to the intersection of the present or future rights-of-way of any two public roads, streets or highways.
- (10) No off-premise sign shall be erected or maintained within 660 feet of the nearest travel lanes of the Summerlin Parkway from Station 499 + 78 to Station 601 + 30.
- (11) No off-premise sign shall be allowed within 300 feet from the nearest property line of a lot in the "U" zoning district or any "R" zoning district.

(D) ADDITIONAL PROVISIONS

- (1) All structural elements of an off-premise sign to which the display panels are attached shall be screened from view. Display surface panels which are removed for the purpose of changing the advertising message shall be replaced within 30 days with display panels containing a new advertising message or uniformly painted blank panels.
- (2) All off-premise signs shall be detached and permanently secured to the ground and shall not be located on property used for residential purposes.
- (3) For any off-premise sign that is proposed within 660 feet of any highway classified by the State of Nevada as part of the interstate or primary highway system, a State of Nevada sign permit shall be obtained and a copy attached to the application prior to the issuance of a construction permit or sign certificate by the City.
- (4) No sign certificate shall be issued for an individual off-premise sign unless and until a site plan for the lot on which the sign will be erected has been

submitted to and approved by the Director. The site plan shall include the following:

- (a) An accurate site plan of the lot, at the scale the Director requires;
 - (b) The location of buildings, parking lots, driveways and landscaped areas on the lot;
 - (c) An accurate indication of the location of all existing and proposed off-premise signs; and
 - (d) Drawings that allow the computation of the area and the height of any off-premise signs and which indicate any sign characteristics such as illumination, embellishment areas or moving parts.
- (5) The permittee or holder of a sign certificate shall notify the Director of any significant change in the characteristics of an off-premise sign, such as illumination, embellishment areas or moving parts, and provide any additional supplemental drawings as the Director may require.

(E) OFF-PREMISE SIGN EXCLUSIONARY ZONE

- (1) Off-premise signs are prohibited within the boundaries of the following area:
- (a) Bounded on the north by the Las Vegas/Clark County boundary (Moccasin Road).
 - (b) Bounded to the east by the Las Vegas/North Las Vegas boundary (Decatur Boulevard), south to Cheyenne Avenue, then west along Cheyenne Avenue to Rainbow Boulevard, then continuing south along Rainbow Boulevard to Sahara Avenue.
 - (c) Bounded on the south by Sahara Avenue, west to Durango Drive then continuing south along Durango Drive to Desert Inn Road, continuing west to Hualapai Way then north along Hualapai Way to West Charleston Boulevard, then west to the Las Vegas/Clark County boundary.
 - (d) Bounded to the west by the Las Vegas/Clark County boundary, then continuing north to the Las Vegas/Clark County northern boundary.
- (2) The prohibition contained in Paragraph (1) of this Subsection does not apply to any sign which would be within 660 feet of the right-of-way line, and oriented toward, the following interstate and federal-aid primary routes, as defined by the Nevada Department of Transportation:
- (a) Oran K. Gragson Highway
 - (b) U.S. Highway 95, south of Ann Road
 - (c) Interstate 515

- (3) The prohibition of off-premise signs within the area described in Paragraph (1) or within any other area described in this Chapter shall not be deemed or interpreted:
 - (a) As an indication that any other particular location is suitable for an off-premise sign.
 - (b) To eliminate the need for a Special Use Permit or affect the determination of compatibility with respect to a proposed sign.

19.14.110 SIGNS IN PUBLIC RIGHT-OF-WAY

(A) SIGNS PROHIBITED IN PUBLIC RIGHT-OF-WAY

(1) General Rule.

Signs shall be prohibited in the public right-of-way, except as provided in this Section.

(2) Presumption.

A sign erected or placed in the public right-of-way and containing an individual's name, telephone number, address or identification of a product shall be presumed to have been erected or placed by or at the direction of the person or entity associated with that name, business, telephone number, address or product. That presumption is a rebuttable presumption which the affected person or entity may disprove in any enforcement action or administrative hearing involving such signs.

(B) SIGNS PERMITTED IN PUBLIC RIGHT-OF-WAY

The following signs may be permitted in the public right-of-way:

- (1) Public signs erected by or on behalf of a governmental body to post legal notices, identify public property, convey public information and direct or regulate pedestrian or vehicular traffic;
- (2) Bus stop signs erected by a public transit company;
- (3) Informational signs of a public utility regarding its poles, lines, pipes or facilities;
- (4) Marquee, projecting and suspended signs projecting over a public right-of-way in conformity with the provisions in Section 19.14.060;
- (5) Development entry statement signs and interior directional signs may be permitted as provided for in this Chapter and provided the sign owner(s) enters into an encroachment agreement with the City;
- (6) Other signs which have been authorized by the City, including but not limited to signs on bus stop shelters, signs permitted by the approval of an encroachment agreement or emergency warning signs erected by a

governmental agency, a public utility company or a contractor doing authorized or permitted work within the public right-of-way. Such signs are exempted from any setback, separation and locational limitations of this Chapter.

19.14.120 CERTIFICATES AND PERMITS

(A) PROCEDURES

The procedures contained in this Section shall govern the application for, and issuance of, all sign certificates under this Chapter.

- (1) All applications for sign certificates of any kind shall be submitted to the Department of Planning and Development on an application form or in accordance with application specifications published by the Department.
- (2) Within 5 days of receiving an application for a sign certificate, the Department shall review it for completeness. If the application is complete, then the application shall be processed. If the application is incomplete, then notice shall be sent to the applicant, within a 5-day period, of the specific ways in which the application is deficient.
- (3) Upon approval, the City will issue a certificate and tag for the sign. The tag shall be affixed to the sign in a location where it is plainly visible. Absence of the tag or any record of the issuance of the tag on any sign, which is required by this Chapter to have a certificate, shall subject that sign to removal in the same manner as in Section 19.14.140.
- (4) A renewable sign certificate for a commercial sign shall lapse automatically if not renewed or if the business license for the premise expires or is revoked.
- (5) Any sign that is the subject of an application received after the effective date of this Chapter, or any amendment thereto, shall be subject to all the provisions of this Chapter and shall not be subject to the nonconforming sign protections described in Section 19.14.160. For any sign on property annexed into the City after the effective date of this Chapter, an application for a sign certificate shall be submitted within three months of the effective date of the annexation or within such period as may be established in an annexation agreement between the City and the land owner(s).

(B) REMOVAL

Any sign for which a certificate has lapsed shall be removed immediately. The owner(s) of the property on which the sign is erected or displayed, the certificate holder, the owner(s) of the sign, or any person that caused the sign to be installed shall be jointly and severally responsible for the removal of the sign, provided that nothing herein shall be construed to allow any private person to enter onto the property of another person without the permission of the property owner(s).

(C) STATE SIGN PERMIT REQUIRED

For any sign that does not qualify as an on-premise sign and that is proposed within 660 feet of any highway classified by the State of Nevada as part of the interstate and primary highway system, a State of Nevada sign permit shall be obtained prior to the issuance of a construction permit or sign certificate by the City. The issuance of a State of Nevada permit does not take the place of the City's Special Use Permit requirement nor compel the granting of a Special Use Permit. Likewise, the approval of a Special Use Permit by the City does not affect the State of Nevada's authority or discretion to deny a state permit.

19.14.130 MASTER SIGN PLAN**(A) PURPOSE**

A Master Sign Plan is required for certain types of development in order to allow the Planning Commission and City Council to ensure the appropriate relationships among building elevations, signage and circulation. Larger commercial developments are likely to generate greater impacts on surrounding residential properties than smaller commercial projects. An effective Master Sign Plan encourages integrated signage, with an emphasis on wall signs and central identification signage rather than multiple freestanding signs along the street frontage. Reducing the amount of sign clutter along street frontages allows the customer of the commercial center to readily identify establishments that have the goods and services they seek.

(B) APPLICABILITY

- (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 2.5 net acres; or
 - (b) Any non-restricted gaming establishment; or
 - (c) Any residential project containing more than 500 units and/or 160 acres in area.
- (2) A Master Sign Plan may be submitted for any development or property not otherwise required to submit a Master Sign Plan to accomplish the following:
 - (a) To establish the requirements and limitations for signs located in the Gaming and Downtown Overlay districts, and any uses not regulated elsewhere in this chapter located in the Planned Community and Planned Development districts; or
 - (b) To establish requirements and limitations for signs in a specific development.

(C) MASTER SIGN PLAN REQUIREMENTS

A proposed Master Sign Plan generally may be submitted in connection with a Site Development Plan Review. The Master Sign Plan shall be signed by all the owners or the owner's authorized agent of the subject property on the form the Director requires, and shall include the following:

- (1) An accurate site plan of the lot, drawn to scale, indicating the location of buildings, parking lots, driveways and landscaped areas on the lot;
- (2) An accurate indication of the location of each present and proposed sign of any type, whether or not the sign requires a sign certificate, except that incidental signs need not be shown;
- (3) Design drawings which allow the computation of the sign area and the height of any existing or proposed signs and which indicate any sign characteristics such as illumination or moving parts;
- (4) A copy of any private restrictions or sign criteria which the owner(s) or developer agrees will govern all signs affected by the Master Sign Plan;
- (5) The applicable fees set forth in the Fee Schedule;
- (6) If applicable, standards for window signs that indicate the general type of window signage to be allowed (e.g., paper affixed to window, painted, etched on glass, or some other material hung inside the window); and
- (7) If applicable, a schedule for bringing all existing signs into conformance with the requirements in the Master Sign Plan.

(D) PROCEDURES

(1) Hearing.

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 recommendation shall be based upon evidence that makes approval or denial of the Master Sign Plan appropriate.

(2) Conditions of Approval Recommendation.

In recommending the approval of a Master Sign Plan, the Planning Commission may impose the following conditions, restrictions or limitations as the Commission may determine to 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. 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 Section 19.14.060, or establish the sign requirements and limitations 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 Overlay districts, and the Planned Community and Planned Development districts;

- (b) Conform to the Residential Protection Standards set forth in Section 19.14.070;
 - (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.
- (3) **Effect of Denial; Appeal**
- A decision by the Planning Commission to deny a Master Sign Plan becomes final and effective at the expiration of 10 calendar days after the date of the decision unless, within that period, the applicant appeals the decision by written request filed with the City Clerk.
- (4) **Final Action Concerning Appeal or Approval**
- A decision by the Planning Commission to approve a Master Sign Plan constitutes a recommendation to the City Council. The City Council shall review and make the final decision concerning each Master Sign Plan, which has been appealed or forwarded to the City Council for final action.
- (5) **City Council Decision**
- The City Council may approve, approve with conditions, or deny the Master Sign Plan. In doing so, the City Council shall consider the recommendation of the Planning Commission and the evidence presented at the public hearing. Action by the City Council is final.
- (6) **Deemed Disapproval**
- If there is no final action by the City Council on a Master Sign Plan within 90 days after the filing of a complete Master Sign Plan application, exclusive of any period of delay agreed to by the applicant thereof, it shall constitute a denial of the proposed Master Sign Plan. Based on the record then pending before the

City Council or Planning Commission, the applicant may seek direct judicial review of that denial.

(E) AMENDMENTS

(1) Minor Amendment

- (a) Applicability.** This Minor Amendment process shall apply to any amendment to a Master Sign Plan which does **not** propose any of the following:
- (i) Any increase in the number or size of freestanding or consolidated signs requiring certificates; or
 - (ii) Any substantial increase in the size, or illumination of wall, awning, roof, marquee or permanent window signs located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use; or
 - (iii) Any substantial change in the location of wall, awning, roof, marquee or permanent window signs located within 200 feet of property zoned or shown on the General Plan as planned for single-family residential (attached or detached) use.
- (b) Procedure.** The applicant shall file an application in writing, with supporting drawings, specifically identifying the proposed changes to the approved Master Sign Plan. The Director shall review the application for completeness, and the applicability of the Minor Amendment process under this Section, within 5 business days of the date the application is received. After the Director finds that the application is complete, and that the Minor Amendment process applies, the Director shall review and act on the Amended Master Sign Plan application within 15 business days of the date the application is received. The application shall be reviewed for consistency with any conditions included in the original Master Sign Plan, and for consistency with this Chapter. If the "Master Sign Plan with Minor Amendments," is consistent with this Chapter and with any conditions included in the original Master Sign Plan, the Director shall approve the application. The Director shall mark the approved plan as "Master Sign Plan with Minor Amendments," and indicate the date of approval. From that date, the amended Master Sign Plan shall be the official Master Sign Plan.
- (c) Resubmission or Appeal.** If the Minor Amendment is denied under this Paragraph (1), the applicant may revise and resubmit the application or may submit the complete application as a Major Amendment, in accordance with Paragraph (2). The submission of the application as a Major Amendment shall be in lieu of any appeal.

(2) Major Amendment

- (a) Applicability.** Any amendment to a Master Sign Plan, which does not meet the criteria for a "Minor Amendment," as set forth in Paragraph (1), shall be reviewed as a Major Amendment.
- (b) Procedure.** A Major Amendment Master Sign Plan is accomplished by the same process and procedures required establishing a new Master Sign Plan. The proposed Major Amendment shall specifically identify the proposed changes to the existing Master Sign Plan that is in effect.
- (c) Schedule for Achieving Conformance.** If any application for a Major Amendment to a Master Sign Plan is filed for a property on which existing signs are located, the application for the amended Master Sign Plan shall include a schedule for bringing into conformance all signs that do not conform to the proposed amended Master Sign Plan.

(F) EFFECT

After approval of a Master Sign Plan, or amended Master Sign Plan, no sign shall be erected, placed, or altered, except in conformance with the Master Sign Plan, and the Master Sign Plan shall be enforced in the same way as any provision of this Chapter. The provisions of this Chapter shall be in force for any provisions not established in a Master Sign Plan. In case of any conflict between the provisions of a Master Sign Plan and any other provision of this Chapter, the Master Sign Plan shall control.

19.14.140 CERTAIN ILLEGAL AND ABANDONED SIGNS**(A) DEFINED**

- (1)** The following shall without limitation be considered illegal signs:
 - (a)** A sign erected on public property, including the public right-of-way, in violation of this Chapter;
 - (b)** A temporary sign for which the period allowed for its display has expired; or
 - (c)** Any other sign for which a time period included as a condition of its certificate has expired.
- (2)** The following shall be considered abandoned signs:
 - (a)** Any sign which has ceased to be used to display a message relating to an on-going business, product, service, idea or commercial activity and where the owner(s) of the sign has manifested an intention to permanently cease to use the sign. A sign shall be presumed to be abandoned if it has not been used to display or support such a message during any continuous one-year period;

- (b) Any on-premise sign pertaining to a building that has been destroyed or damaged beyond use, and substantial construction work for its repair or replacement has not begun within six months after such destruction. This period may be extended by the Planning Commission upon application of the property owner(s) for good cause shown; or
- (c) Any on-premise sign pertaining to a business that has advertised or otherwise publicly indicated that it is "going out of business," closing, moving, or closing at this location by a date that has passed.

(B) ACTION REQUIRED

- (1) Abandoned sign faces or sign copy shall be removed from public view by covering the sign face, replacing the sign face with a blank sign face, or replacing the sign copy with sign copy that relates to an on-going business, product, service, idea or commercial activity on-site.
- (2) Abandoned sign structures and illegal signs shall be removed by the owner(s) of the property, the owner's agent, or the person having the beneficial use of the building, structure or land where such sign is located within 10 days, in the case of illegal signs, and 30 days, in the case of abandoned sign structures, after written notification from the City.
- (3) Failure to comply with a notice from the City demanding the removal of an abandoned sign or an illegal sign within the time period specified in the notice shall be considered a violation of this Chapter. See also Section 19.14.170.

19.14.150 APPEAL

Any person aggrieved in connection with the inability to obtain a sign certificate or by any other decision of any administrative officer or agency based upon or made in the course of the administration or enforcement of any provision of this Chapter may appeal the decision to the City Council. An appeal must be in written form and must be filed in the office of the City Clerk, with a copy to be filed in the office of the Department of Planning and Development. The appeal must be filed within 10 days after the administrative decision is made and shall specifically describe the decision at issue and the basis for the appeal. The appeal shall be considered on the next available agenda of the City Council. This Section shall not apply to actions on Master Sign Plans, which shall follow the procedures, including appeals, set forth in Section 19.14.130.

19.14.160 NONCONFORMING SIGNS

(A) APPLICABILITY

This Section shall not apply to any sign approved by a variance, any sign approved as part of a Master Sign Plan, any off-premise sign, or any other sign protected from such provisions by Nevada law.

(B) CONTINUED USE ALLOWED

A lawfully nonconforming sign, as defined in Subsection (C) below, may continue in use, except as otherwise provided in or authorized by this Chapter. A change in the information on the face of an existing nonconforming sign is allowed if the change does not increase the area of the sign face.

(C) NONCONFORMING SIGNS DEFINED

Any sign, other than an off-premise sign, which was constructed in accordance with the ordinances and other applicable laws in effect on the date of its construction, but which by reason of its size, height, location, design, or construction is not in conformance with the requirements of this Chapter or any amendment thereto.

(D) BURDEN OF PROOF

In any matter in which a property owner(s), sign owner(s), sign user or other person seeks the protection provided to lawful, nonconforming signs under this Section, the burden of proof shall be on the person seeking such protection to prove:

- (1) The date of erection or installation of the sign;
- (2) That the sign fully conformed to the sign ordinance then in effect;
- (3) That the person erecting the sign obtained all necessary permits for the erection of the sign; and
- (4) That any changes to the sign have been made in accordance with the requirements of this Chapter and in compliance with all applicable permit requirements.

(E) PUBLIC RIGHT-OF-WAY IMPROVEMENTS.

The City may require signs to be modified or moved if streets are widened, or for other improvements made in the public-right-of-way. If a nonconforming sign or sign structure is moved under this requirement, it may be re-established on the same site without being brought into conformance.

(F) OWNERSHIP.

The status of a nonconforming sign or sign structure is not affected by changes in ownership.

(G) MAINTENANCE AND REPAIR.

Sign maintenance, sign repair, and changing of permanent sign faces is allowed so long as structural alterations are not made and the sign is not increased in size.

(H) TERMINATION OF NONCONFORMING SIGNS.

- (1) **Change to a conforming sign.** A nonconforming sign or sign structure may be altered to become or be replaced with a conforming sign or sign structure. Once a sign or sign structure is brought into conformance or is replaced with a conforming sign or sign structure, the nonconforming rights for that sign or sign structure are lost and a nonconforming sign or sign structure may not be re-established.
- (2) **Alteration.** Except as provided in Subsection (E), sign structures that are moved, replaced, or the supporting structure is substantially altered, must be brought into conformance with this Chapter.
- (3) **Discontinuance.** If there is no sign in place on a sign structure or building wall for 12 continuous months, the nonconforming rights are lost and a nonconforming sign may not be re-established. If the sign structure or building wall sign area is unused for less than 12 continuous months, a nonconforming sign may be re-established.
- (4) **Removal.** Except as provided in this Section, if a sign or sign structure is permanently removed or intentionally destroyed, replacement signs and sign structures must comply with the current standards.
- (5) **Damaged or deteriorated nonconforming signs.** If a sign or sign structure is damaged or allowed to deteriorate to such an extent that the cost of repair or restoration is fifty percent or more of the cost of replacement of such sign, replacement signs and sign structures must comply with the current standards.

(I) OPTIONAL REGISTRATION

- (1) A sign owner(s) or user may register a lawful, nonconforming sign in accordance with this Subsection. The registration shall be filed on a form provided by the Director, which form shall require at least the following:
 - (a) Sign certificate number (if any);
 - (b) Date of installation of the sign;
 - (c) Address of premises;
 - (d) Location of the sign on the premises (drawing or precise description of location);
 - (e) Dimensions of the sign;
 - (f) For a freestanding sign, the height of the sign; and
 - (g) Photograph of the sign, as it exists at time of filing registration.

- (2) The Director shall review the registration within 30 days of receipt and shall notify the applicant of any inaccuracies or other deficiencies in the registration. Such inaccuracies or deficiencies shall be noted in the registration file. All provisions of the registration not subject to such a notice shall be deemed to be accepted by the City.
- (3) In any proceeding in which the legal status of a sign is material, the unchallenged facts set forth in a registration under this Subsection shall be presumed to be true; any facts subject to a notice from the Director questioning the accuracy or other matters shall not receive such protection unless the applicant amends the registration to cure the deficiencies.

19.14.170 VIOLATIONS, REMEDIES, PENALTIES

(A) VIOLATIONS

Any of the following shall be a violation of this Chapter and shall be subject to the enforcement remedies and penalties provided for in this Title:

- (1) To install, create, erect or maintain any sign in any manner that is inconsistent with any Master Sign Plan;
- (2) To install, create, erect, or maintain any sign in a way that is inconsistent with any site plan review or aesthetic review governing the sign for the lot on which sign is located;
- (3) To install, create, erect, or maintain any sign requiring a certificate without such a certificate;
- (4) To fail to display a tag in conformance with Section 19.14.120;
- (5) To fail to remove any sign that is installed, created, erected, or maintained in violation of this Chapter, or for which the sign certificate has lapsed;
- (6) To continue any violation. Each day of a continued violation shall be considered a separate violation when applying the penalty portions of this Chapter;
- (7) To install, create, erect, or maintain any sign prohibited by or in violation of this Chapter; or
- (8) To abandon any sign.

(B) REMEDIES AND PENALTIES

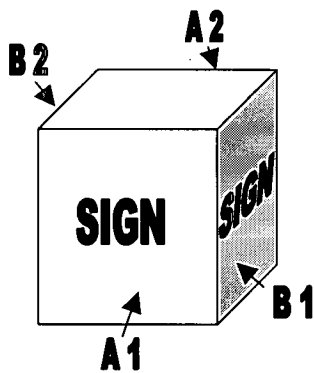
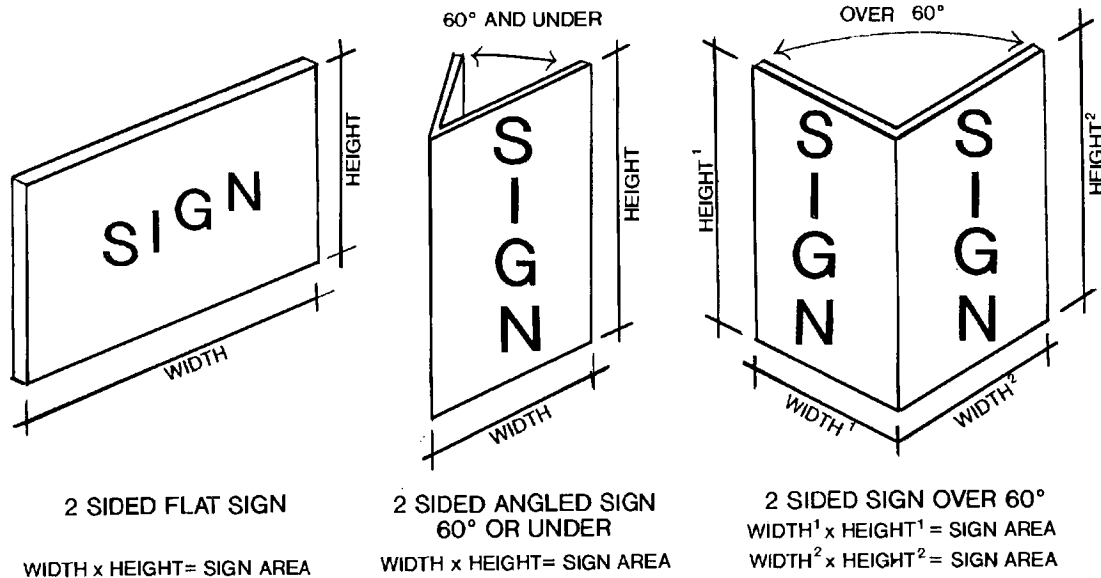
Any sign installed or placed on any property in violation of the requirements of this Chapter shall be subject to the following:

- (1) With respect to any sign that constitutes a hazard to the public or a sign without proper certification that has been installed or placed on unimproved

property, on public property or within public right-of-way, the sign may be immediately removed and impounded. The City shall notify the sign owner(s) or installer (or other responsible person) of the impoundment, if the person or persons are known to or reasonably can be determined by the City. The notice shall be given within 5 days after impoundment of the sign, or within the additional time as may be necessary in order to identify and locate the person or persons. The City will keep the sign for a period of 30 days following the sign's removal, during which time the owner(s) or other responsible person may reclaim the sign. At the end of the 30-day period, the sign may be destroyed.

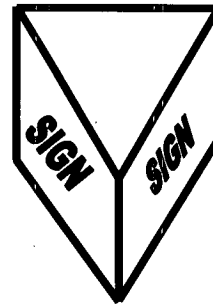
- (2) Signs that are not made subject to the impoundment provisions described in Paragraph (1) above are subject to removal and impoundment 10 days after appropriate notice has been given. Appropriate notice shall be deemed to have been given if the City provides written notice to the owner(s) or installer of the sign (or other responsible person). If the notice cannot be given after reasonable efforts to identify and locate the person or persons, the City may affix a notice of noncompliance to the sign itself. If the sign has not been removed or brought into compliance within 10 days, the City may remove and impound the sign. Following the removal and impoundment of a sign, the City will keep the sign for a period of 30 days following the sign's removal, after which the sign may be destroyed.
- (3) In addition to other remedies, the City shall have the right to recover from the owner(s) or installer of such a sign, or the owner(s) of the property on which it is located, or any other responsible person, the full costs of removal and disposal of the sign. The City shall certify the removal and may charge the owner(s) or installer or other responsible person for the removal, payable within 10 days after receipt of a statement of charges or the charges may be a special assessment and a lien on the property involved and subject to the provisions of LVMC 9.12.150, 9.12.160 and 9.12.170. It is presumed that the person or entity whose identity is represented on the sign is a person responsible for installing the sign, which presumption may be rebutted by affidavit.
- (4) Removal pursuant to this Subsection may be accomplished by the City or its authorized agent.
- (5) For any premises on which there is an existing sign that violates any part of this Chapter, the City may withhold permits for any other signs, including temporary signs, until the violation has been corrected or the property owner(s) has entered into a written agreement with the City for abatement of the violation by a specified date. The provisions of this Paragraph shall not apply to any sign that is not under the legal control of the applicant for a new sign, whether as owner(s) or lessee(s). A sign user simply renting one space on a larger "tenant board" or other sign advertising multiple businesses shall not be considered to be in control of such sign.
- (6) Any violation of this Chapter shall be a misdemeanor. The City may issue a citation and upon conviction seek imposition of fines in accordance with the following schedule:

- (a) Upon first conviction, minimum of \$200;
 - (b) Upon second conviction within period of one year, minimum of \$500; and
 - (c) Upon each subsequent conviction within period of one year, minimum of \$1,000.
- (7) Each sign installed, created, erected, maintained or abandoned in violation of this Chapter shall be considered a separate violation when applying the penalty portions of this Chapter.

19.14.180 ILLUSTRATIONS**Figure 1 Method for Sign Area Measurement**

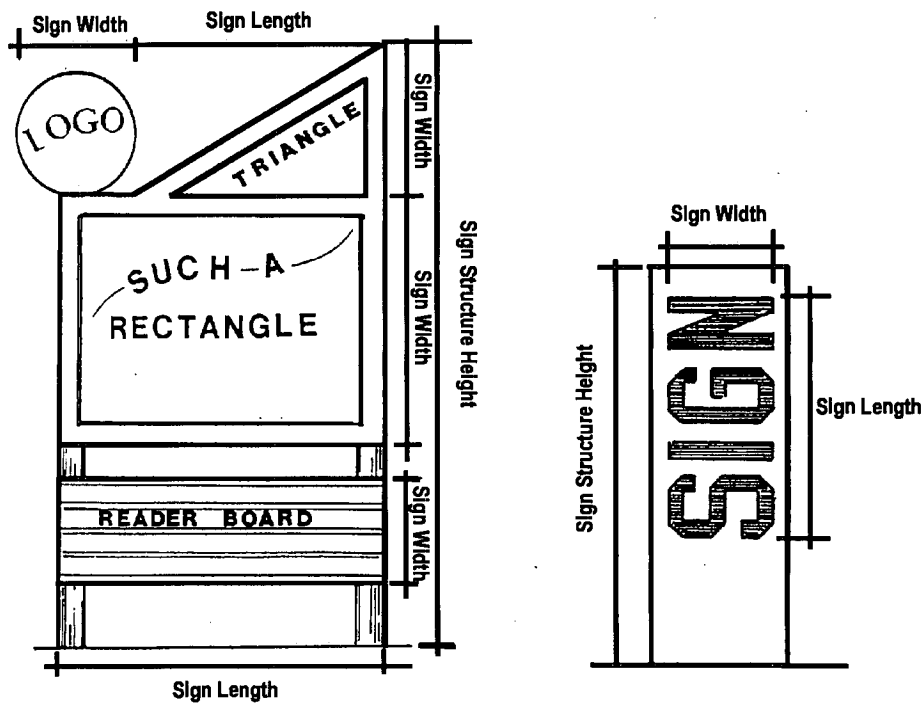
The area of a four sided sign shall be the sum of the largest opposing sides. If A1 is larger than A2 and B1 is larger than B2 the area of the sign is the sum of A1 plus B1.

If the opposing sides are equal, the total area of the sign is the sum of two of the intersecting sides.

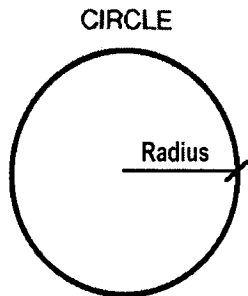


The area of a three sided sign is the sum of the two largest sides.

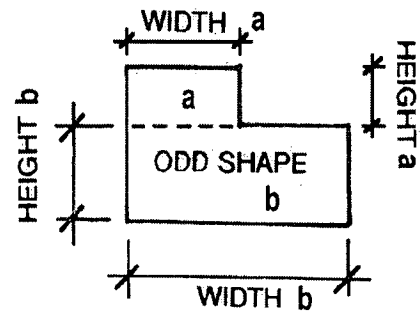
Figure 2



Signs constructed of individual elements shall measure the overall sign display by determining the sum of the area of each square, rectangle, triangle, portion of a circle or any combination thereof to create the smallest single continuous perimeter enclosing the extreme limits of each word, written representation (including any series of letters), emblems or figures of similar character including all frames, face plates, nonstructural trim or other component parts not otherwise used for support.

Figure 3. Measurement of specific sign areas.

$$\text{Area} = 3.14 \times (\text{Radius})^2$$



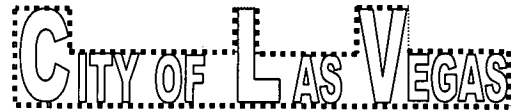
Total area is equal to
area a plus area b.

In the case of an odd shape, calculate the smallest regular geometric shape (triangle, rectangle or circle) that encompasses the perimeter of the sign and add the areas together for the total area.

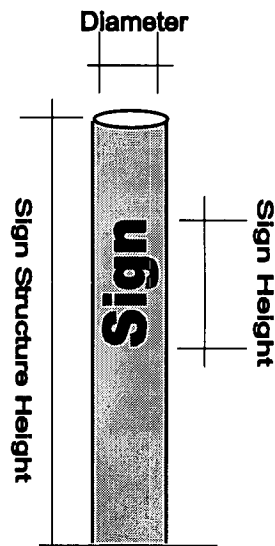
Channel Letters



The smallest continuous perimeter that encompasses the entire coherent message is used, in this case, the words making up the message are intentionally spread far apart.



The smallest continuous perimeter is used that encompasses the entire message, in this case the perimeter is adjusted for the smaller height letters.



The area of a cylindrical sign shall be the diameter multiplied by the height of the cylinder.

Spherical Sign



Spherical signs areas are calculated as if they are circles: $3.14 \times (\text{radius})^2$

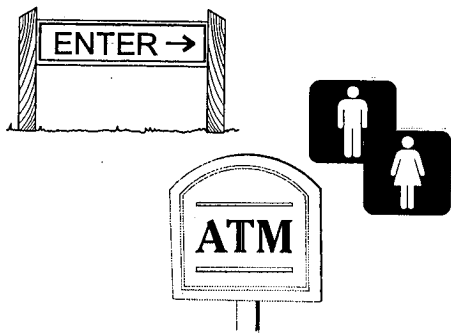


Figure 4 Incidental Signs

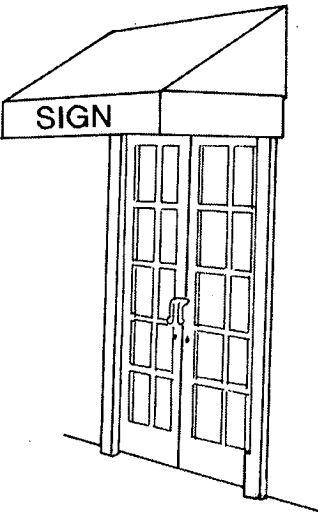


Figure 6 Awning Sign

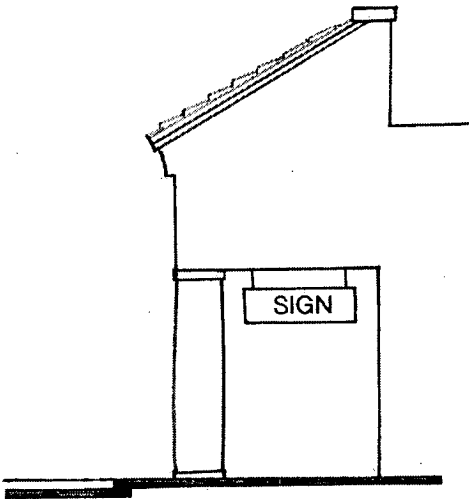


Figure 5. Arcade Sign

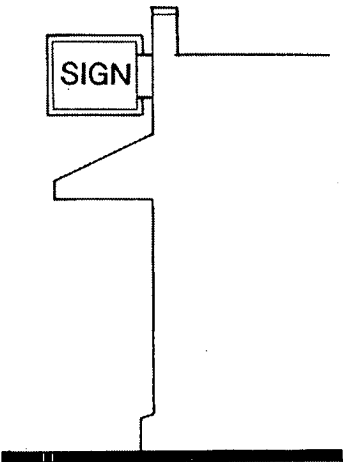


Figure 8 Projecting Sign

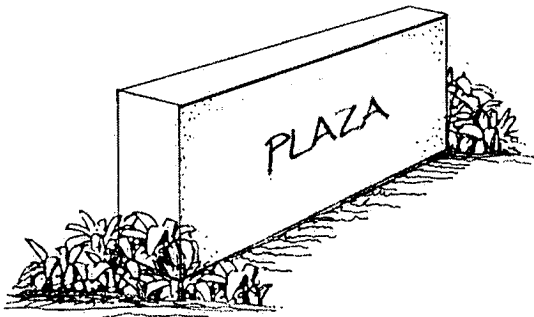


Figure 7 Monument Sign

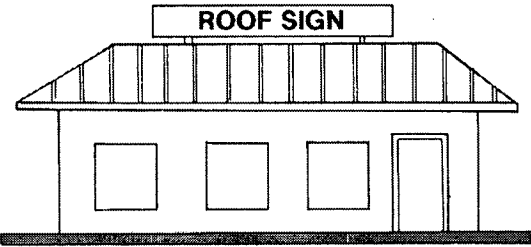


Figure 9 Roof Sign

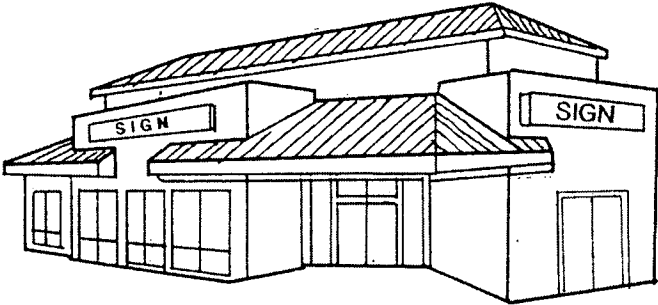


Figure 10 Wall Sign

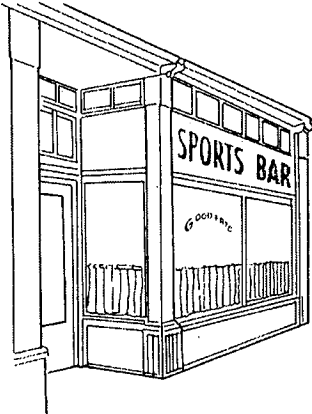


Figure 11 Window Sign

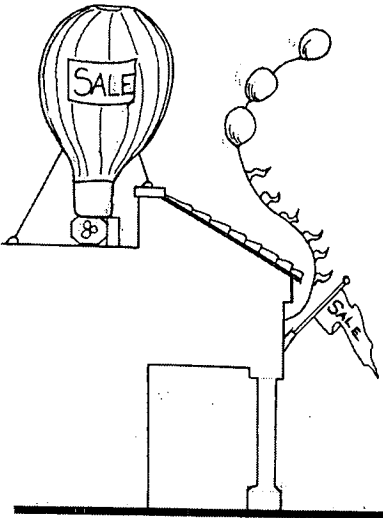


Figure 12 Special Event Sign

Figure 13. Canopy Sign

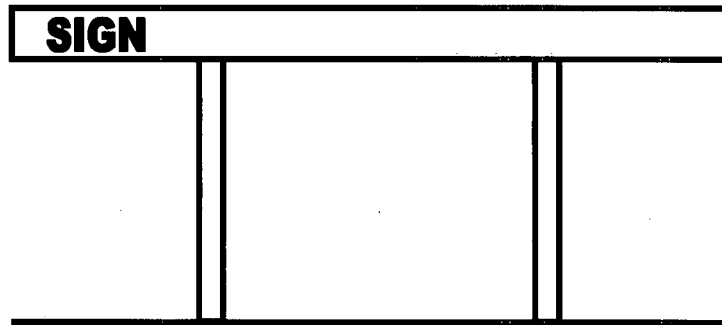
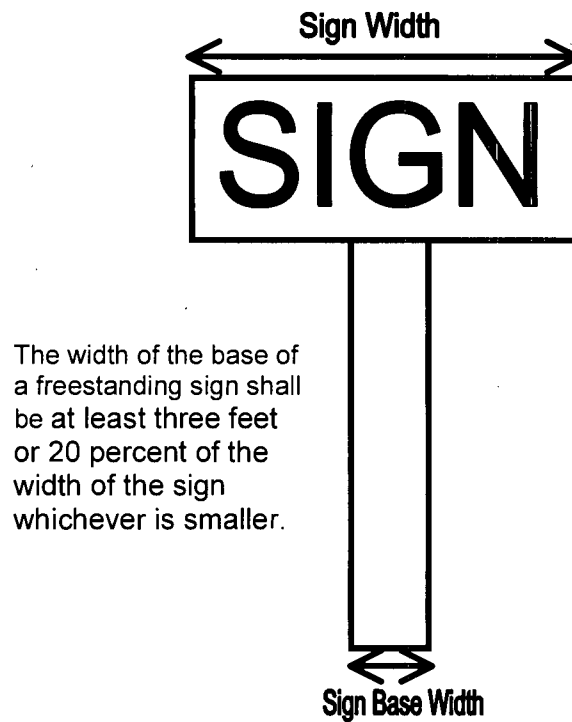


Figure 14. Freestanding Sign Base Width



AFFP DISTRICT COURT
Clark County, Nevada

AFFIDAVIT OF PUBLICATION

STATE OF NEVADA)
COUNTY OF CLARK) SS:

Donna Stark, being 1st duly sworn, deposes and says:

That she is the Legal Clerk for the Las Vegas Review-Journal and the Las Vegas Sun, daily newspapers regularly issued, published and circulated in the City of Las Vegas, County of Clark, State of Nevada, and that the advertisement, a true copy attached for,

LV CITY CLERK
2289248

2296311LV

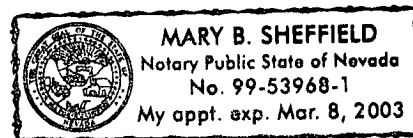
was continuously published in said Las Vegas Review Journal and/or Las Vegas Sun in 1 edition(s) of said newspaper issued from 07/05/2002 to 07/05/2002, on the following days: JULY 5, 2002

Signed: Donna Stark

SUBSCRIBED AND SWORN BEFORE ME THIS THE 10

day of July 2002

Mary B. Sheffield
Notary Public



BILL NO. 2002-74
FIRST AMENDMENT
AN ORDINANCE TO REPEAL
AND REPLACE THE CITY'S
SIGN REGULATIONS AS
CONTAINED IN TITLE 19,
AND TO PROVIDE FOR
OTHER RELATED MAT-
TERS.
Proposed by: Robert S.
Genzer, Director of Plan-
ning and Development
Summary: Repeals and re-
places the City's sign reg-
ulations as contained in
Title 19.
At the City Council meet-
ing of JUNE 19, 2002
BILL NO. 2002-74 WAS
READ BY TITLE AND RE-
FERRED TO A RECOM-
MENDING COMMITTEE
COPIES OF THE COMPLETE
ORDINANCE ARE AVAILA-
BLE FOR PUBLIC INFORMA-
TION IN THE OFFICE OF
THE CITY CLERK, 1ST
FLOOR, 400 STEWART AVE-
NUE, LAS VEGAS, NEVADA.
PUB: July 5, 2002
LV Review-Journal

2002 JUL 15 A 10:19

RECEIVED
CITY CLERK

RECEIVED
CITY CLERK

2002 JUL 25 A 10:50

AFFP DISTRICT COURT
Clark County, Nevada

AFFIDAVIT OF PUBLICATION

STATE OF NEVADA)
COUNTY OF CLARK)

SS:

Donna Stark, being 1st duly sworn, deposes and says:

That she is the Legal Clerk for the Las Vegas Review-Journal and the Las Vegas Sun, daily newspapers regularly issued, published and circulated in the City of Las Vegas, County of Clark, State of Nevada, and that the advertisement, a true copy attached for,

LV CITY CLERK
2312147

2296311LV

was continuously published in said Las Vegas Review Journal and/or Las Vegas Sun in 1 edition(s) of said newspaper issued from 07/20/2002 to 07/20/2002, on the following days: JULY 20, 2002

BILL NO. 2002-74
SECOND AMENDMENT
ORDINANCE NO. 5496

AN ORDINANCE TO REPEAL AND REPLACE THE CITY'S SIGN REGULATIONS AS CONTAINED IN TITLE 19, AND TO PROVIDE FOR OTHER RELATED MATTERS.

Proposed by: Robert S. Genzer, Director of Planning and Development
Summary: Repeals and replaces the City's sign regulations as contained in Title 19.

The above and foregoing ordinance was first proposed and read by title to the City Council on the 19th day of June, 2002, and referred to a committee for recommendation; thereafter the committee reported favorably on said ordinance on the 17th day of July, 2002, which was a regular meeting of said City Council; and that at said regular meeting the proposed ordinance was read by title to the City Council as amended and adopted by the following vote:

VOTING "AYE": Mayor Goodman and Councilmembers Reese, M. McDonald, Brown, L. B. McDonald and Weekly
VOTING "NAY": NONE
EXCUSED: Councilman Mack

COPIES OF THE COMPLETE ORDINANCE ARE AVAILABLE FOR PUBLIC INFORMATION IN THE OFFICE OF THE CITY CLERK, 1ST FLOOR, 400 STEWART AVENUE, LAS VEGAS, NEVADA.
PUB: July 20, 2002
LV Review-Journal

Signed: _____

Donna Stark

SUBSCRIBED AND SWORN BEFORE ME THIS THE _____

23

day of _____ 2002

July

Mary B. Sheffield

Notary Public

