

BILL NO. 2002-97

ORDINANCE NO. 5518

AN ORDINANCE TO UPDATE THE PORTION OF THE TOWN CENTER DEVELOPMENT STANDARDS MANUAL THAT PERTAINS TO SIGNS, AND TO PROVIDE FOR OTHER RELATED MATTERS.

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

Summary: Updates the portion of the Town Center Development Standards Manual that pertains to signs.

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

SECTION 1: The Town Center Development Standards Manual (the "Manual"), as adopted by Ordinance No. 5389 on November 7, 2001, and as amended thereafter, is hereby amended by amending Sections D.1.G to D.1.K, inclusive, as set forth in Sections 2 to 14, inclusive, of this Ordinance.

SECTION 2: In Sections D.1.G to D.1.K of the Manual, each reference to Title 19A of the Municipal Code or the Zoning Code, and each reference to any Subchapter, Section, or further subdivision of Title 19A shall be changed to reflect the replacement of Title 19A by Title 19.

SECTION 3: The introductory language to Section D.1.G.1.A is amended to read as follows:

A. Ground (Freestanding) Signs

[(NOTE: Maximum] The maximum allowable combined sign area for all Ground Signs: One (1) square foot of signage per 150 square feet of gross floor area.[]]

SECTION 4: The introductory language to Section D.1.G.1.B is amended to read as follows:

B. Wall Signs

[(NOTE: Location Restriction:] No wall sign that faces existing residential development that is outside of the limits of the Centennial Hills Town Center shall be permitted[]].

SECTION 5: Sections D.1.G.1.D to D.1.G.1.K, inclusive, are repealed and replaced by the following:

D. Development entry statement signs per LVMC 19.14.050(B) and Figure 9 of the Standards.

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- 1 E. Political signs per LVMC 19.14.090(B).
- 2 F. Construction signs per LVMC 19.14.090(F).
- 3 G. Community Interior Directional Signs per LVMC 19.14.050(A) and an architectural review.
- 4 H. Marquee signs per LVMC 19.14.060(F)(6).
- 5 I. Modular awning signs no greater than 25 square feet in size.
- 6 J. Changeable copy signs for theater marquees, convention-centers, business directories,
- 7 churches, museums, gas stations, educational facilities, and nonprofit organizations.

8 SECTION 6: The introductory language to Section D.1.G.2.I.A is amended to read
9 as follows:

10 A. Ground (Freestanding) Signs

11 [(NOTE: Maximum] The maximum allowable combined sign area for all Ground Signs: One (1)
12 square foot of signage per 150 square feet of gross floor area.)]

13 SECTION 7: The introductory language to Section D.1.G.2.I.B is amended to read
14 as follows:

15 B. Wall Signs

16 [(NOTE: Location Restriction:] No wall sign that faces existing residential development that is
17 outside of the limits of the Centennial Hills Town Center shall be permitted)].

18 SECTION 8: Sections D.1.G.2.I.D to D.1.G.2.I.K, inclusive, are repealed and
19 replaced by the following:

- 20 D. Development entry statement signs per LVMC 19.14.050(B) and Figure 9 of the Standards.
- 21 E. Political signs per LVMC 19.14.090(B).
- 22 F. Construction signs per LVMC 19.14.090(F).
- 23 G. Community Interior Directional Signs per LVMC 19.14.050(A) and an architectural review.
- 24 H. Marquee signs per LVMC 19.14.060(F)(6).
- 25 I. Modular awning signs no greater than 25 square feet in size.
- 26 J. Changeable copy signs for theater marquees, convention-centers, business directories,
- 27 churches, museums, gas stations, educational facilities, and nonprofit organizations.

28 SECTION 9: In Section D.1.G.4, the subdivision entitled "Low, Medium Low, and

1 Medium Low Attached” is amended to read as follows:

2 Low, Medium Low, and Medium Low Attached

- 3 1. Address Signs as per City of Las Vegas Street Numbering and Address Standards.
- 4 2. An identification sign not exceeding one square foot in area, giving the name only of
- 5 the land or building on which displayed or the owner or lessee thereof.
- 6 3. Development Entry Statement Signs as defined and conditioned in LVMC
- 7 19.14.050(B).

8 [3.] 4. Review and approval in accordance with Section D.1.K is required.

9 SECTION 10: In Section D.1.G.4, the subdivision entitled “Medium Density

10 Residential” is amended to add thereto a new subdivision “C” as follows:

11 C. Development Entry Statement Signs as defined and conditioned in LVMC 19.14.050(B).

12 SECTION 11: Section D.1.H is hereby amended to read as follows:

13 H. PROHIBITED SIGNS - ALL AREAS

14 The following signs, as defined in [19A.14.020,] LVMC 19.20.020, are prohibited in the Town

15 Center:

- 16 1. Off Premise Signs;
- 17 2. All signs[,] prohibited in [Section 19A.14 of the Zoning Code.] LVMC 19.14.030(C).
- 18 3. All signs not expressly permitted by the sign provisions of these standards.
- 19 4. Animated signs except as permitted in [Section] Sections D.1.G.1. through D.1.G.4 of
- 20 this [chapter.] Manual.
- 21 5. Changeable copy signs, except for the following (which are permitted): theater signs,
- 22 convention signs, marquee signs, business directories, church or museum signs, gasoline price signs,
- 23 educational facility, non-profit organization or club signs, traffic signs, and signs for special events
- 24 as defined in [LVCM] LVMC 6.78.010.

25 SECTION 12: Section D.1.I is hereby amended to read as follows:

26 1. SIGN DESIGN GUIDELINES

27 The following guidelines shall be considered when reviewing signage within Centennial Hills Town

28 Center:

1 1. Signs that identify a business shall fit within the architectural frame or sign band of the
2 [storefront.] building elevation. They shall not overpower the façade or its surrounding streetscape.

3 2. Signs shall be easily read from the pedestrian level. Suspended signs are allowed
4 provided they are well crafted. Such signs may display a logo of the business.

5 3. Brevity is encouraged in sign messages.

6 4. Easy to read typeface is encouraged.

7 5. Colors should be selected to contribute to legibility and design integrity.

8 6. There should be a significant contrast between the background and the letter or symbol
9 colors.

10 7. The use of more than three colors on any single sign is discouraged.

11 8. Signs should be placed in such a way as to clearly indicate the location of access to a
12 business.

13 9. Signs shall be sized in a manner that is consistent and compatible with the scale of the
14 building elements in the façade, [, as well as the individual storefront.]

15 10. Address numbering shall comply with the “City of Las Vegas Street Naming and
16 Address Assignment Regulations.”

17 11. Irregularly shaped signs are discouraged.

18 12. Lettering shall not occupy more than 75 percent of the sign face.

19 13. Sign design shall be consistent with the building on which it is placed.

20 14. Directional signs shall be placed perpendicular to approaching vehicular traffic, [and
21 they must be located so that sight distances are maintained.]

22 15. Signs shall be located such that sight visibility is maintained.

23 SECTION 13: Section D.1.K.1.4.B is hereby amended to read as follows:

24 B. Any individual sign or addition to an existing sign that increases the area or height of a sign
25 will be forwarded to the CHARC-TC prior to the issuance of a permit for construction. A permit will
26 not be issued unless the CHARC-TC has approved the sign proposal, and a notice of decision
27 indicating approval is submitted at the time a permit is applied for. In addition, a master sign plan
28 must be submitted for any multi-tenant commercial development project. The master sign plan must

1 be approved by the CHARC-TC before any signs may be erected. All master sign plans shall be
2 submitted in accordance with the requirements for a master sign plan as set forth in LVMC 19.14.130.

3 SECTION 14: Section D.1.K.1.4.C is hereby amended to read as follows:

4 C. For any application, the CHARC-TC shall approve or deny a sign proposal based on the
5 following determinants:

6 1. Whether or not the sign proposal will be consistent with the health, safety and welfare
7 of the general public.

8 2. Whether or not the sign proposal will maintain the integrity of the Centennial Hills
9 Town Center.

10 3. Whether or not the sign proposal is in conformance with these Standards, as amended,
11 any applicable master sign plan, and any applicable development agreement that addresses sign
12 standards in effect at the time of application.

13 4. Whether or not the sign proposal is compatible in architecture, scale, and color with
14 all other on-site signs (existing and proposed).

15 5. Whether or not the proposed sign(s) will be obtrusive to other signs or to any
16 residential dwelling unit located within 660 feet of the proposed sign(s).

17 SECTION 15: The Department of Planning and Development is authorized and
18 directed to incorporate the amendments made by this Ordinance into the Manual, and to make
19 appropriate adjustments to the Table of Contents to reflect the amendments.

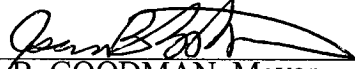
20 SECTION 16: If any section, subsection, subdivision, paragraph, sentence, clause or
21 phrase in this ordinance or any part thereof, is for any reason held to be unconstitutional, or invalid
22 or ineffective by any court of competent jurisdiction, such decision shall not affect the validity or
23 effectiveness of the remaining portions of this ordinance or any part thereof. The City Council of the
24 City of Las Vegas hereby declares that it would have passed each section, subsection, subdivision,
25 paragraph, sentence, clause or phrase thereof irrespective of the fact that any one or more sections,
26 subsections, subdivisions, paragraphs, sentences, clauses or phrases be declared unconstitutional,
27 invalid or ineffective.

28 SECTION 17: All ordinances or parts of ordinances or sections, subsections, phrases,

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 2nd day of October, 2002.

4 APPROVED:

5
6 By 
7 OSCAR B. GOODMAN, Mayor

8 ATTEST:

9 
10 BARBARA JO RONEMUS, City Clerk

11 APPROVED AS TO FORM:

12 Val Steed 8-20-02
13 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 4th day of September, 2002, and referred to a committee for recommendation; thereafter the
3 committee reported favorably on said ordinance on the 2nd day of October, 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 first read by the following vote:

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

7 VOTING "NAY": None

8 EXCUSED: Councilwoman Lynette Boggs McDonald

9 ABSTAINED: None

10 APPROVED:

11
12 

OSCAR B. GOODMAN, Mayor

13 ATTEST:

14 
15 BARBARA JO RONEMUS, City Clerk

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
2411425

2296311LV

was continuously published in said Las Vegas Review Journal and/or Las Vegas Sun in 1 edition(s) of said newspaper issued from 09/20/2002 to 09/20/2002, on the following days: SEPT. 20, 2002

Signed: _____

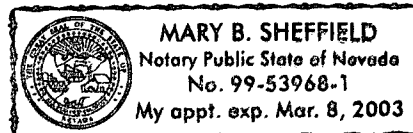
Donna Stark

SUBSCRIBED AND SWORN BEFORE ME THIS THE 20

day of September 2002

Mary B. Sheffield

Notary Public



BILL NO. 2002-97

AN ORDINANCE TO UPDATE THE PORTION OF THE TOWN CENTER DEVELOPMENT STANDARDS MANUAL THAT PERTAINS TO SIGNS, AND TO PROVIDE FOR OTHER RELATED MATTERS.

Proposed by: Robert S. Genzer, Director of Planning and Development
Summary Updates the portion of the Town Center Development Standards Manual that pertains to signs.

At the City Council meeting of SEPTEMBER 4, 2002 BILL NO. 2002-97 WAS READ BY TITLE AND REFERRED TO A RECOMMENDING COMMITTEE

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: September 20, 2002 LV Review-Journal

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2002 OCT 10 A 11:40

AFFP DISTRICT COURT
Clark County, Nevada

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STATE OF NEVADA)
COUNTY OF CLARK) SS:

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LV CITY CLERK
2438501

2296311LV

was continuously published in said Las Vegas Review Journal and/or Las Vegas Sun in 1
edition(s) of said newspaper issued from 10/05/2002 to 10/05/2002, on
the following days: OCTOBER 5, 2002

Signed: _____

Donna Stark

SUBSCRIBED AND SWORN BEFORE ME THIS THE _____

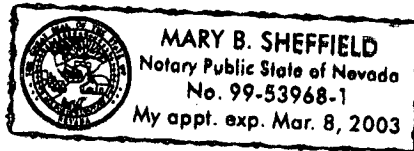
7

day of _____ 2002

October

Mary B. Sheffield

Notary Public



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The above and foregoing ordinance was first proposed and read by title to the City Council on the 4th day of September, 2002, and referred to a committee for recommendation; thereafter the committee reported favorably on said ordinance on the 2nd day of October, 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 first introduced and adopted by the following vote:

VOTING "AYE": Mayor Goodman and Councilmembers Reese, Brown, M. McDonald, Weekly, and Mack
VOTING "NAY": NONE
EXCUSED: Councilwoman L.B. McDonald

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: October 5, 2002
LV Review-Journal