

BILL NO. 2000-92

ORDINANCE NO. 5280

AN ORDINANCE TO REVISE THE ON-PREMISES SIGN REQUIREMENTS FOR CERTAIN NON-RESIDENTIAL DEVELOPMENTS, AND TO PROVIDE FOR OTHER RELATED MATTERS.

Sponsored by: Councilman Larry Brown

Summary: Revises the on-premises sign requirements for certain non-residential developments.

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

SECTION 1: Subchapter 19A.14.060 of the Zoning Code of the City of Las Vegas is hereby repealed in its entirety.

SECTION 2: Chapter 19A.14 of the Zoning Code of the City of Las Vegas is hereby amended by adding thereto a new subchapter, designated as Subchapter 60, reading as follows:

19A.14.060 ON-PREMISES SIGNS -- 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 ground signs along the street frontage. Reducing the amount of sign clutter along street frontages allows the customer of the commercial center to more readily identify establishments that have the goods and services they seek.

B. Applicability

For each of the following, a Master Sign Plan must be submitted and approved before any on-premises signage may be installed:

1. Any non-residential project that is required to submit a Development Impact Notice and Assessment pursuant to Section 19A.18.010(E).
2. Any gaming establishment.

1 3. Any non-residential development on a site that is 2.5 acres or larger.

2 4. Any commercial use that abuts a residential district.

3 **C. Master Sign Plan Requirements**

4 A proposed Master Sign Plan generally shall be submitted in connection with a Site Development Plan
5 Review. The Master Sign Plan shall be signed by all owner(s) or their authorized agent(s) in the form
6 the Director requires, and shall include the following:

7 1. An accurate site plan of the parcel, drawn to scale, indicating the location of buildings,
8 parking lots, driveways and landscaped areas on the parcel;

9 2. An accurate indication of the location of each present and proposed sign of any type,
10 whether or not the sign requires a sign certificate, except that incidental signs under two square feet
11 in size need not be shown;

12 3. Design drawings which allow the computation of the sign area and the height of any
13 existing or proposed signs and which indicate any sign characteristics such as illumination or moving
14 parts;

15 4. A copy of any private restrictions or sign criteria which the owner or developer agrees
16 will govern all signs affected by the Plan. Those restrictions or criteria shall set forth standards for
17 consistency, uniform color schemes, lettering for graphic style, lighting, location of signs on buildings,
18 and material and sign proportions; and

19 5. If applicable, standards for window signs that indicate the general type of window
20 signage to be allowed (e.g., paper affixed to window, painted, etched on glass, or some other material
21 hung inside the window).

22 **D. Procedures**

23 1. **Hearing.** The Planning Commission shall review a proposed Master Sign Plan within
24 65 days after it is properly submitted for review. The Planning Commission, in its discretion and for
25 good cause, may hold the Master Sign Plan in abeyance for further study. Following the review, the
26 Planning Commission shall make its recommendation to approve, approve with conditions, or deny
27 the Master Sign Plan. The recommendation shall be based upon evidence that makes approval or
28 denial of the Master Sign Plan appropriate.

1 **2. Conditions of Approval Recommendation.** In recommending the approval of a
2 Master Sign Plan, the Planning Commission may impose any conditions, restrictions or limitations
3 as the Commission may determine to be necessary to meet the general purpose and intent of this Title
4 and to ensure that the public health, safety and welfare are being maintained.

5 **3. Effect of Denial; Appeal.** A decision by the Planning Commission to deny a Master
6 Sign Plan becomes final and effective at the expiration of 10 days after the date of the decision unless,
7 within that period, the applicant appeals the decision by written request filed with the City Clerk.

8 **4. Final Action Concerning Appeal or Approval.** A decision by the Planning
9 Commission to approve a Master Sign Plan constitutes a recommendation to the City Council. The
10 City Council shall review and make the final decision concerning each Master Sign Plan which has
11 been appealed or forwarded to the City Council for final action.

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

16 **E. Amendments and Conformance**

17 **1.** A Master Sign Plan may be amended by filing a new Master Sign Plan that conforms
18 with all requirements of the sign regulations then in effect.

19 **2.** If any new or amended Master Sign Plan is filed for a property on which existing signs
20 are located, the Plan shall include a schedule for bringing into conformance, within 90 days, all signs
21 which do not conform to the proposed amended Plan or to the requirements of this chapter in effect
22 on the date of submission.

23 **3.** After approval of a Master Sign Plan, no sign shall be erected, placed, painted or
24 altered, except in conformance with the Plan, and the Plan shall be enforced in the same way as any
25 provision of this chapter. In case of any conflict between the provisions of the Plan and any other
26 provision of this chapter, the latter shall control.

27 **SECTION 3:** Section 19.14.120(B) of the Zoning Code of the City of Las Vegas,
28 Nevada, is hereby amended to read as follows:

B. Exempt Signs

In addition to non-commercial messages, 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. Any sign inside a building, not attached to a window or door, that is not legible from a distance of more than three feet beyond the lot line of the lot or parcel on which the sign is located;

3. Works of art or decorative architectural graphics that do not include a commercial message and are not symbolic of any commercial business;

4. Holiday lights and decorations with no commercial message, but only between November 15 and January 15 of each year;

5. Traffic control signs on private property, such as Stop, Yield and similar signs, the face of which meet Department of Public Works standards and which contain no commercial message of any sort;

6. Any owner's or owner agent's temporary "open house" sign advertising, for no more than 12 hours, the resale of an individual's dwelling unit as opposed to new homes or subdivision sales units;

7. [Any on-premise sign located on any business or property which is licensed as a casino within the Gaming Enterprise District, unless as otherwise required by action of the City Council.

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

a. The flag shall not be flown from a pole the top of which is more than 40 feet in height;

b. No more than one flag for each governmental unit, not to exceed 4 per parcel, is permitted on each parcel of land.

[9.] 8. 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:

Val Steed 11-20-00
Date

1 The above and foregoing ordinance was first proposed and read by title to the City
2 Council on the 6th day of December, 2000 and referred to the following committee composed
3 of the Councilmembers Weekly and Mack for recommendation; thereafter the said committee
4 reported favorably on said ordinance on the 3rd day of January, 2001 which was a regular
5 meeting of said Council; that at said regular meeting, the proposed ordinance was read by title
6 to the City Council as first introduced and adopted by the following vote:

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

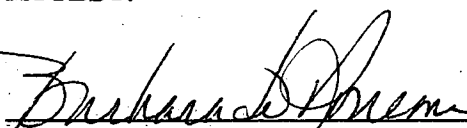
9 VOTING "NAY": NONE

10 EXCUSED: Councilman Mack

11 APPROVED:

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13 
14 OSCAR B. GOODMAN, Mayor

15 ATTEST:

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17 BARBARA JO RONEMUS, City Clerk
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CITY CLERK

2001 JAN -5 A 10: 55

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
1535447

2296311LV

was continuously published in said Las Vegas Review Journal and/or Las Vegas Sun in 1 edition(s) of said newspaper issued from 12/22/00 to 12/22/2000, on the following days: DECEMBER 22, 2000

Signed: _____

Donna Stark

SUBSCRIBED AND SWORN BEFORE ME THIS THE _____

2

day of _____ 2001

January

Mary B. Sheffield

Notary Public

BILL NO. 2000-92

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Sponsored by: Councilman Larry Brown

Summary: Revises the on-premises sign requirements for certain non-residential developments.

At a City Council meeting DECEMBER 6, 2000 BILL ND.2000-92 WAS READ BY TITLE AND REFERRED TO RECOMMENDING COMMITTEE:

Councilmen Weekly and Mack CDPIFS OF THE COMPLETE BILL ARE AVAILABLE FOR

PUBLIC INFORMATION IN THE OFFICE OF THE CITY CLERK, 1ST FLOOR, CITY HALL, 400 STEWART AVENUE, LAS VEGAS, NEVADA. PUB: December 22, 2000 Las Vegas Review-Journal



MARY B. SHEFFIELD
Notary Public - Nevada
No 99-52968-1
My app. exp. Mar. 8, 2003

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2001 JAN 16 A 11:02

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
1550563

2296311LV

was continuously published in said Las Vegas Review Journal and/or Las Vegas Sun in 1 edition(s) of said newspaper issued from 01/06/01 to 01/06/2001, on the following days: JANUARY 6, 2001

Signed: _____

Donna Stark

SUBSCRIBED AND SWORN BEFORE ME THIS THE _____

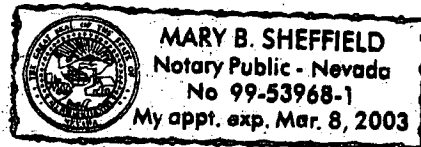
12

day of _____ 2001

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The above and foregoing ordinance was first proposed and read by title to the City Council on the 6th day of December, 2000, and referred to the following committee composed of Councilmembers Weekly and Mack for recommendation; thereafter the said committee reported favorably on said ordinance on the 3rd day of January, 2001, 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, 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: January 6, 2001
LV Review-Journal