

1 **FIRST AMENDMENT**

2 **BILL NO. 2013-16**

3 **ORDINANCE NO. 6250**

4 AN ORDINANCE TO AUTHORIZE SUPERGRAPHIC SIGNAGE WITHIN THE DOWNTOWN
5 CENTENNIAL PLAN OVERLAY DISTRICT, ESTABLISH STANDARDS AND PROCEDURES
6 RELATING THERETO, AND PROVIDE FOR OTHER RELATED MATTERS.

6 Sponsored by: Councilman Steven D. Ross

Summary: Authorizes supergraphic signage
7 within the Downtown Centennial Plan Overlay
8 District, and establishes standards and
9 procedures relating thereto.

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

11 SECTION 1: Title 19, Chapter 8, Section 120, of the Municipal Code of the City of
12 Las Vegas, Nevada, 1983 Edition, is hereby amended by adding thereto a new subsection, designated
13 as Subsection (H), reading as follows:

14 H. Supergraphic Signage

15 1. General Provisions.

16 a. Supergraphic signage is permitted within the City, but only within the
17 boundaries of the Downtown Centennial Plan Overlay District, as described in LVMC 19.10.110, and
18 only in accordance with this Subsection (H).

19 b. Supergraphic signage shall be limited to buildings occupied by one or more
20 commercial uses, and shall not be located on multifamily residential buildings, mixed-use buildings
21 with a residential component, or unoccupied buildings of any kind.

22 c. Supergraphic signage shall be limited to buildings or building towers with a
23 minimum height of 9 stories and a minimum gross floor area of 120,000 square feet.

24 d. Supergraphic signage may not include off-premise messages and is limited to
25 on-premise messages that identify, announce or advertise the specific principal business operations
26 or attractions that are housed on the premises of the building to which the signage is attached.

27 e. No standard contained in this Paragraph (1) or in Paragraph (2) below may be
28 waived or an exception or variance therefrom granted.

1 2. Dimensional and Other Standards

2 a. Minimum area. Supergraphic signage shall have a minimum area of 1,500
3 square feet.

4 b. Maximum area. None.

5 c. Maximum height. Supergraphic signage shall not extend above the roof or
6 parapet of the building to which it is attached. Supergraphic signage shall be located a minimum
7 height of 15 feet above the grade of the abutting sidewalk or the average finished grade of the subject
8 property, whichever is greater.

9 d. Maximum projection. Supergraphic signage (as well as any supporting
10 structure) shall not project more than 5 feet from the façade of the building to which it is attached.
11 Any projection from the building façade that extends over the public right-of-way may be subject to
12 the approval of an encroachment agreement.

13 e. Maximum number. A maximum of 3 supergraphic signs may be permitted per
14 qualifying building or building tower, with no more than one supergraphic sign per building or
15 building tower elevation.

16 f. Illumination.

17 i. Supergraphic signage may be illuminated externally. Lighting fixtures
18 used for external illumination shall be shielded so that the light source is not directly visible from
19 adjacent properties or the public rights-of-way. Lighting shall be focused directly on the supergraphic
20 signage and shall not extend to adjacent buildings or properties.

21 ii. Supergraphic signage located within the boundaries of the Downtown
22 Casino Overlay District, the Downtown Entertainment Overlay District or the Scenic Byway Overlay
23 District, as defined in LVMC Chapter 19.10, shall be exempt from the requirements for animation or
24 neon illumination.

25 iii. Supergraphic signage utilizing LED illumination shall be limited to
26 static images that change no more frequently than once every 6 seconds. Such illumination shall
27 adjust brightness automatically in response to changes in surrounding light levels so as not to be
28 unreasonably bright. At no time shall the brightness of LED illumination exceed 300 nits.

1 Illumination shall also be subject to all applicable Federal and State standards that govern the
2 illumination of signs near Federal and State highways and that are more restrictive than the limitation
3 set forth in the preceding sentence.

4 g. Orientation.

5 i. Las Vegas Boulevard Scenic Byway Overlay District. Supergraphic
6 signage for properties within the boundaries of the Las Vegas Boulevard Scenic Byway Overlay
7 District shall not be permitted on any building elevation that directly fronts or is parallel to Las Vegas
8 Boulevard.

9 ii. All other districts. Supergraphic signage may be oriented in any
10 direction unless otherwise specifically restricted in connection with the approval of a Master Sign Plan
11 or the issuance of a sign certificate.

12 iii. Residential protection standards. To reduce impacts to residential
13 properties, supergraphic signage shall not be oriented towards any adjacent "R"-zoned residential
14 properties.

15 h. Maintenance. Supergraphic signage shall be maintained in compliance with
16 all building codes and with the requirements of this Chapter at all times. Supergraphic signage that
17 is faded, torn, ripped, or any similar state of deterioration shall be removed, repaired, or replaced
18 within 30 days after written notice from the City to do so. Supergraphic signage that has been
19 determined by the building official to be a safety hazard shall be repaired or removed within 72 hours
20 after notice from the City to do so.

21 3. Review and Approval Procedures

22 a. Certificate Required. All supergraphic signage shall require the approval of a
23 sign certificate. No supergraphic signage shall be installed unless a sign certificate has been obtained.

24 b. Master Sign Plan Required. Approval of a Master Sign Plan application, in
25 accordance with the requirements listed in LVMC 19.16.270, shall be required for all supergraphic
26 signage. The Master Sign Plan shall illustrate how the supergraphic signage will be integrated with
27 the architectural features of the subject building, and with any other types of existing or future signage
28 proposed for the site.

1 c. Signage in Certain Overlay Districts. Applications for supergraphic signage
2 within the Downtown Casino Overlay District, the Downtown Entertainment Overlay District and the
3 Las Vegas Boulevard Scenic Byway District, as defined in LVMC Chapter 19.10, are exempt from
4 review by the Downtown Design Review Committee (DDRC).

5 SECTION 2: Title 19, Chapter 10, Section 100, Subsection (C), Paragraph (6), of the
6 Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as
7 follows:

8 6. Except with respect to supergraphic signage that is permitted in accordance with LVMC
9 19.08.120(H), [All] all new signage located within the Sub-district shall incorporate exposed neon,
10 LED, animation, or any combination thereof, in at least 50% of the total surface area of such signage,
11 excluding awning signs.

12 SECTION 3: Title 19, Chapter 10, Section 100, Subsection (D), of the Municipal
13 Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended by adding thereto a new
14 paragraph, designated as Paragraph (8), reading as follows:

15 8. Notwithstanding the provisions of this Subsection (D), supergraphic signage within the DC-O
16 District is exempt from review by the DDRC.

17 SECTION 4: Title 19, Chapter 10, Section 120, Subsection (E), of the Municipal
18 Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as follows:

19 E. Signage Standards

20 Except as otherwise provided in LVMC 19.10.160(C)(2) with respect to properties located within the
21 SB-O Las Vegas Boulevard Scenic Byway Overlay District, and except with respect to supergraphic
22 signage that is permitted in accordance with LVMC 19.08.120(H), all new signage shall incorporate
23 exposed neon, LED, animation, or any combination thereof, in at least 50% of the total surface area
24 of such signage.

25 SECTION 5: Title 19, Chapter 10, Section 120, Subsection (F), of the Municipal
26 Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as follows:

27 F. Review and Approval Procedures (General)

28 Except as otherwise provided in this Subsection (F), any application for development within the

1 Downtown Entertainment Overlay District shall be processed in accordance with the normal review
2 and approval processes set forth in LVMC Chapter 19.16. Any application for new signage shall be
3 processed in accordance with the procedures described in Subsection (D) of LVMC 19.10.100. The
4 provisions of LVMC 19.10.100(D)(8) shall apply to supergraphic signage within the DE-O District.

5 SECTION 6: Title 19, Chapter 10, Section 160, Subsection (C), Paragraph (1) of the
6 Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as
7 follows:

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

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

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

17 For signage on properties that are not located within the boundaries of the DCP-O Downtown
18 Centennial Plan Overlay District, DC-O Downtown Casino Overlay District or the DE-O Downtown
19 Entertainment Overlay District, the applicable sign standards will be as set forth in LVMC
20 19.08.120, as well as the standards set forth in Paragraphs (2) through (4) below.

21 SECTION 7: Title 19, Chapter 10, Section 160, Subsection (C), Paragraph (2) of the
22 Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as
23 follows:

24 2. Illumination. Except as otherwise provided in LVMC 19.08.120(H) with respect to
25 supergraphic signage, [For] for any development within the Las Vegas Boulevard Scenic Byway
26 Overlay District, at least 75% of the total sign surface areas for that development (excluding awning
27 signs) must consist of illuminated signage, in the form of neon signs, animated signs, or a combination
28 thereof. All such illuminated signs must be fully illuminated from at least one hour before dusk until

1 one hour after dawn. [Signs] Such signs may be fully illuminated during daylight hours also.

2 SECTION 8: Title 19, Chapter 16, Section 270, Subsection (B), Paragraph (1), of the
3 Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as
4 follows:

5 1. A Master Sign Plan shall be submitted and approved before any on-premises signage may be
6 installed [for the following:] as:

7 a. [Any] Signage for any non-residential project with a site larger than 15 net acres; [or]

8 b. [Any] Signage for any non-restricted gaming establishment whose signage is not
9 otherwise subject to review by the Downtown Design Review Committee under this Title[.]; or

10 c. Supergraphic signage.

11 SECTION 9: Title 19, Chapter 16, Section 270, Subsection (D), Paragraph (2), of the
12 Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended to read as
13 follows:

14 2. Conditions of Approval

15 In approving a Master Sign Plan, the Planning Commission may impose [the following] such
16 conditions, restrictions or limitations as the Commission may determine to be necessary to meet the
17 general purpose and intent of this Title and to ensure that the public health, safety and welfare are
18 being maintained. Conditions of approval may include a required review after a specified period to
19 ensure that signage actually constructed conforms to required standards and is maintained in
20 accordance with applicable requirements. All signs in the Master Sign Plan shall:

21 a. Either conform to all standards for the zoning district in which the sign will be located,
22 under this Title, or establish sign requirements and limitations that are more restrictive than those set
23 forth in this Title and that are consistent with the standards and criteria set forth in the following
24 Subparagraphs (b) through (g). Master Sign Plans may also be used to establish the requirements and
25 limitations for signs located in the Gaming and Downtown Centennial Plan Overlay districts, and the
26 Planned Community and Planned Development Districts;

27 b. Conform to the Residential Protection Standards set forth in this Title;

28 c. Conform to site plan and development standards regarding circulation and emergency

1 exit patterns, parking and loading requirements and other standards related generally to the location
2 of structures within a development;

3 d. Be compatible with the architectural characteristics and spatial relationships of the
4 buildings on which the signs are attached, and the placement of freestanding signs on the site, when
5 considered in terms of location, scale, proportion, color, materials, and illumination;

6 e. Be professionally designed and fabricated from materials that meet the physical
7 demands of an urban setting;

8 f. Be creative in the use of two- and three-dimensional forms, iconographic
9 representations, illumination and graphic design, including the use of color, pattern, typography, and
10 materials; and

11 g. Be designed as attractive and complementary features of the development[,] which it
12 serves.

13 SECTION 10: Title 19, Chapter 16, Section 270, Subsection (D), of the Municipal
14 Code of the City of Las Vegas, Nevada, 1983 Edition, is hereby amended by adding thereto a new
15 Paragraph (7), reading as follows:

16 7. Notwithstanding any provision of Paragraphs (2), (3) and (4) of this Subsection (D), the
17 following shall apply to any application for a Master Sign Plan that includes supergraphic signage:

18 a. Action by the Planning Commission on the application is a recommendation only, and
19 the application shall be forwarded to the City Council for final decision.

20 b. Any review period imposed under Paragraph (2) for the purpose of determining
21 whether supergraphic signage continues to be appropriate at the location that is the subject of the
22 application may not be for a period less than 1 year.

23 SECTION 11: Title 19, Chapter 18, Section 20, of the Municipal Code of the City of
24 Las Vegas, Nevada, 1983 Edition, is hereby amended by adding thereto, at the appropriate locations,
25 the following terms, together with their corresponding definitions:

26 **Building Façade.** That portion of any exterior elevation of a building extending from grade to top
27 of the parapet, wall, or eaves, together with the entire width of the building elevation.

28 **Supergraphic Signage.** Large-format signage, consisting of an image printed on vinyl, mesh or other

1 material that is supported by and attached to a building wall by means of an adhesive, stranded cable
2 and eye-bolts, other similar materials or methods, or any combination thereof. Such signage:

- 3 1. May or may not include written text;
- 4 2. May include LED panels; and
- 5 3. Typically features a single image or idea, with an emphasis on graphic or pictorial
6 representations.

7 SECTION 12: For purposes of Section 2.100(3) of the City Charter, LVMC 19.08.120,
8 19.10.100, 19.10.120, 19.10.160, 19.16.270 and 19.18.020 are deemed to be subchapters rather than
9 sections.

10 SECTION 13: If any section, subsection, subdivision, paragraph, sentence, clause or
11 phrase in this ordinance or any part thereof is for any reason held to be unconstitutional or invalid or
12 ineffective by any court of competent jurisdiction, such decision shall not affect the validity or
13 effectiveness of the remaining portions of this ordinance or any part thereof. The City Council of the
14 City of Las Vegas hereby declares that it would have passed each section, subsection, subdivision,
15 paragraph, sentence, clause or phrase thereof irrespective of the fact that any one or more sections,
16 subsections, subdivisions, paragraphs, sentences, clauses or phrases be declared unconstitutional,
17 invalid or ineffective.

18 SECTION 14: All ordinances or parts of ordinances or sections, subsections, phrases,
19 sentences, clauses or paragraphs contained in the Municipal Code of the City of Las Vegas, Nevada,
20 1983 Edition, in conflict herewith are hereby repealed.

21 PASSED, ADOPTED and APPROVED this 1ST day of May, 2013.

22 APPROVED:
23 By CS Goodman
24 CAROLYN G. GOODMAN, Mayor

24 ATTEST:
25 Beverly K. Bridges
26 BEVERLY K. BRIDGES, MMC
City Clerk

27 APPROVED AS TO FORM:
28 Val Steed 4-16-13
Date

1 The above and foregoing ordinance was first proposed and read by title to the City Council
2 on the 3rd day of April, 2013, and referred to a committee for recommendation; thereafter
3 the said committee reported favorably on said ordinance on the 1st day of May, 2013,
4 which was a regular meeting of said Council; that at said regular meeting, the proposed
5 ordinance was read by title to the City Council as amended and adopted by the following
6 vote:

7 VOTING "AYE": Mayor Goodman and Councilmembers Barlow, Coffin and Beers

8 VOTING "NAY": Councilmembers Anthony and Ross

9 EXCUSED : Councilmember Tarkanian

10 ABSTAINED: None

11 APPROVED:

12 
13 _____
14 CAROLYN G. GOODMAN, Mayor

14 ATTEST:

15 
16 _____
17 BEVERLY K. BRIDGES, MMC City Clerk

AFFIDAVIT OF PUBLICATION

STATE OF NEVADA)
COUNTY OF CLARK) SS:

Stacey M. Lewis, 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 2296311LV 8460234

was continuously published in said Las Vegas Review-Journal and / or Las Vegas Sun in 1 edition(s) of said newspaper issued from 04/18/2013 to 04/18/2013, on the following days:

04/18/2013

FIRST AMENDMENT
BILL NO. 2013-16

AN ORDINANCE TO AUTHORIZE SUPERGRAPHIC SIGNAGE WITHIN THE DOWNTOWN CENTENNIAL PLAN OVERLAY DISTRICT, ESTABLISH STANDARDS AND PROCEDURES RELATING THERETO, AND PROVIDE FOR OTHER RELATED MATTERS.

Sponsored by: Councilman Steven D. Ross

Summary: Authorizes supergraphic signage within the Downtown Centennial Plan Overlay District, and establishes standards and procedures relating thereto.

At the City Council meeting of April 3, 2013 BILL NO. 2013-16 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, 2ND FLOOR, 495 SOUTH MAIN STREET, LAS VEGAS, NEVADA
PUB: April 18, 2013
LV Review-Journal

Signed: Stacey M. Lewis

SUBSCRIBED AND SWORN BEFORE ME THIS, THE 18th day of April, 2013.

Mary Lee
Notary Public



