

BILL NO. 2018-39

ORDINANCE NO. 6655

AN ORDINANCE TO AMEND LVMC 19.10.160(C) TO EXEMPT SIGNAGE WITHIN THE LAS VEGAS BOULEVARD SCENIC BYWAY OVERLAY DISTRICT FROM THE GENERAL LIMITATIONS ON ANIMATED SIGNAGE THAT PROHIBIT FULL MOTION VIDEO, AND TO PROVIDE FOR OTHER RELATED MATTERS.

Sponsored by: Councilman Bob Coffin

Summary: Amends LVMC 19.10.160(C) to exempt signage within the Las Vegas Boulevard Scenic Byway Overlay District from the general limitations on animated signage that prohibit full motion video.

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

SECTION 1: Ordinance No. 6289 and the Unified Development Code adopted as Title 19 of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, are hereby amended as set forth in Section 2 of this Ordinance. The amendment is deemed to be an amendment to both Ordinance No. 6289 and the Unified Development Code adopted as Title 19.

SECTION 2: Title 19, Chapter 10, Section 160, Subsection (C), is hereby amended to read as follows.

C. Sign Standards

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

- a. All applicable standards and procedures in this Title; and
- b. The review and approval procedures set forth in Subsection (D) of LVMC 19.10.100, irrespective of where in the Las Vegas Boulevard Scenic Byway Overlay District the signage will be located. The provisions of LVMC 19.10.100(D) (8) shall apply to supergraphic signage within the SB-O District.

1 **2. Illumination.** Except as otherwise provided in LVMC 19.08.120(H) with respect to supergraphic
2 signage[,] or in Paragraph (5) below with respect to animated signs, for any development within the Las
3 Vegas Boulevard Scenic Byway Overlay District, at least 75% of the total sign surface areas for that
4 development (excluding awning signs) must consist of illuminated signage, in the form of neon signs,
5 animated signs, or a combination thereof. All such illuminated signs must be fully illuminated from at least
6 one hour before dusk until one hour after dawn. Such signs may be fully illuminated during daylight hours
7 also.

8 **3. Off-premise Signs.** Off-premise signs are not permitted within the Las Vegas Boulevard Scenic
9 Byway Overlay District. No waiver or Variance from this prohibition is available.

10 **4. Maintenance.** The owner and operator of each sign are jointly and severally responsible for ensuring
11 that appropriate sign maintenance occurs and that damaged or nonfunctional signs and lighting are promptly
12 repaired and made functional.

13 **5. Exemption Regarding Animated Signs.** Signs within the Las Vegas Boulevard Scenic Byway
14 Overlay District are exempt from the requirements and limitations concerning animated signage that are set
15 forth in LVMC 19.08.120(B)(11)(a), but only when the following conditions are met:

16 a. The sign proposed to be exempted may not be freestanding; and

17 b. In complying with the 75% requirement described in Paragraph (2) above, at least 50% of the
18 total sign surface areas for the development must consist of neon signage or neon-similar LED signage.

19 SECTION 2: For purposes of Section 2.100(3) of the City Charter, Section 19.10.160 is
20 deemed to be a subchapter rather than a section.

21 SECTION 3: The Department of Planning is authorized and directed to incorporate into
22 the Unified Development Code the amendment set forth in Section 2 of this Ordinance.

23 SECTION 4: If any section, subsection, subdivision, paragraph, sentence, clause or phrase
24 in this ordinance or any part thereof is for any reason held to be unconstitutional or invalid or ineffective by
25 any court of competent jurisdiction, such decision shall not affect the validity or effectiveness of the
26 remaining portions of this ordinance or any part thereof. The City Council of the City of Las Vegas hereby

1 declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause or phrase
2 thereof irrespective of the fact that any one or more sections, subsections, subdivisions, paragraphs,
3 sentences, clauses or phrases be declared unconstitutional, invalid or ineffective.

4 SECTION 5: All ordinances or parts of ordinances or sections, subsections, phrases,
5 sentences, clauses or paragraphs contained in the Municipal Code of the City of Las Vegas, Nevada, 1983
6 Edition, in conflict herewith are hereby repealed.

7 PASSED, ADOPTED and APPROVED this 21st day of November, 2018.


8 APPROVED:

9 By 
10 CAROLYN G. GOODMAN, Mayor

11 ATTEST:

12 
13 LUANN D. HOLMES, MMC
City Clerk

14 APPROVED AS TO FORM:

15  11-5-18
16 Val Steed, Date
Deputy City Attorney

1 The above and foregoing ordinance was first proposed and read by title to the City Council
2 on the 15th day of August, 2018, and referred to a committee for recommendation;
3 thereafter the said committee reported favorably on said ordinance on the 21st day of
4 November, 2018, which was a regular meeting of said Council; that at said regular
5 meeting, the proposed ordinance was read by title to the City Council as amended and
6 adopted by the following vote:

7 VOTING "AYE": Mayor Goodman and Councilmembers Tarkanian, Anthony, Coffin,
Fiore, Seroka and Crear

8 VOTING "NAY": None

9 EXCUSED: None

10 ABSTAINED: None

11 APPROVED:

12 
13 _____
CAROLYN G. GOODMAN, Mayor

14 ATTEST:

15 
16 _____
LUANN D. HOLMES, MMC City Clerk

AFFIDAVIT OF PUBLICATION

STATE OF NEVADA)
COUNTY OF CLARK) SS.

**LV CITY CLERK
495 S MAIN ST
LAS VEGAS NV 89101**

**Account # 22515
Ad Number 0001016715**

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2018 NOV 14 P 12:14

Leslie McCormick, 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, was continuously published in said Las Vegas Review-Journal and / or Las Vegas Sun in 1 edition(s) of said newspaper issued from 11/08/2018 to 11/08/2018, on the following days.

11 / 08 / 18

FIRST AMENDMENT
BILL NO. 2018-39

AN ORDINANCE TO AMEND LVMC 19.10.160(C) TO EXEMPT SIGNAGE WITHIN THE LAS VEGAS BOULEVARD SCENIC BYWAY OVERLAY DISTRICT FROM THE GENERAL LIMITATIONS ON ANIMATED SIGNAGE THAT PROHIBIT FULL MOTION VIDEO, AND TO PROVIDE FOR OTHER RELATED MATTERS.

Sponsored by Councilman Bob Coffin

Summary: Amends LVMC 19.10.160(C) to exempt signage within the Las Vegas Boulevard Scenic Byway Overlay District from the general limitations on animated signage that prohibit full motion video.

At the City Council meeting of August 15, 2018

BILL NO. 2018-39 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 November 8, 2018
LV Review-Journal

Leslie McCormick

LEGAL ADVERTISEMENT REPRESENTATIVE

Subscribed and sworn to before me on this 8th day of November, 2018

Notary *Mary A. Lee*



AFFIDAVIT OF PUBLICATION

STATE OF NEVADA)
COUNTY OF CLARK) SS

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495 S MAIN ST
LAS VEGAS NV 89101

Account # 22515
Ad Number 0001019437

2018 NOV 29 A 11:58

Leslie McCormick, 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, was continuously published in said Las Vegas Review-Journal and / or Las Vegas Sun in 1 edition(s) of said newspaper issued from 11/24/2018 to 11/24/2018, on the following days:

11 / 24 / 18

FIRST AMENDMENT

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ORDINANCE NO. 6655**

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The above and foregoing ordinance was first proposed and read by title to the City Council on the 15th day of August, 2018, and referred to a committee for recommendation; thereafter the committee reported favorably on said ordinance on the 21st day of November, 2018, 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 Tarkanian, Anthony, Coffin, Seroka, Fiore and Crear

VOTING "NAY": NONE
EXCUSED: NONE

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: November 24, 2018
LV Review-Journal

/s/ 
LEGAL ADVERTISEMENT REPRESENTATIVE

Subscribed and sworn to before me on this 26th day of November, 2018

Notary 

