

2 BILL NO. 2020-21

3 ORDINANCE NO. 6744

4 AN ORDINANCE TO AMEND VARIOUS PROVISIONS OF THE UNIFIED DEVELOPMENT CODE
5 TO ESTABLISH THE CIRCUMSTANCES UNDER WHICH ON-PREMISE SIGNS WITH OFF-
6 PREMISE MESSAGING ARE PERMITTED IN CONNECTION WITH CERTAIN NON-RESTRICTED
7 GAMING ESTABLISHMENTS, COMMERCIAL RECREATION/AMUSEMENT ESTABLISHMENTS
8 (INDOOR OR OUTDOOR), AND CONVENTION FACILITIES, AND TO PROVIDE FOR OTHER
9 RELATED MATTERS.

8 Proposed by: Scott D. Adams, City Manager

Summary: Amends various provisions of the
Unified Development Code to establish the
circumstances under which on-premise signs with
off-premise messaging are permitted in connection
with certain non-restricted gaming establishments,
commercial recreation/amusement establishments
(indoor or outdoor), and convention facilities.

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

14 SECTION 1: Ordinance No. 6289, Ordinance No. 6721 and the Unified Development
15 Code adopted as Title 19 of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, are hereby
16 amended as set forth in Sections 2 to 9, inclusive, of this Ordinance. The amendments in those sections are
17 deemed to be amendments to Ordinance No. 6289, Ordinance No. 6721 and the Unified Development Code
18 adopted as Title 19.

19 SECTION 2: Title 19, Chapter 10, Section 20, Subsection (C), is hereby amended to read
20 as follows:

21 C. Similar Uses

22 1. Additional Uses. The uses permitted in Subsection (B) of this [Subchapter] Section are classified on
23 the basis of common operational characteristics and land use compatibility. Uses not specifically listed in
24 this [Subchapter] Section are prohibited. However, additional uses may be permitted by the Director if the
25 Director finds the use in each case to be similar to the other uses listed in Subsection (B) of this [Subchapter.],
26 Section, including a privately owned use that provides recreation or amusement opportunities of the type

1 often provided for by a public agency.

2 2. Appeal of Decision. An applicant who is aggrieved by the decision of the Director may appeal that
3 decision to the City Council. The appeal shall be filed in the office of the City Clerk, with a copy to be filed
4 in the office of the Department of Planning. The appeal must be filed within 10 days after the decision is
5 made. Unless otherwise stated, the Council's determination shall constitute a permanent and consistent
6 interpretative decision, which the Director shall apply in all future instances.

7 SECTION 3: Ordinance No. 6721 and Title 19, Chapter 10, Section 20, Subsection (D),
8 are hereby amended so that Section 19.10.020(D) reads as follows:

9 **D. Uses Permitted by Special Use Permit**

10 1. The following uses may be permitted in the C-V District by means of Special Use Permit if in each
11 case the parcel or use is operated or controlled by an agency or subdivision of local, state or federal
12 government:

- 13 a. Banquet Facility;
- 14 b. Beer/Wine/Cooler On-Sale Establishment;
- 15 c. Convention Facility, Publicly Operated;
- 16 d. Custodial Institution;
- 17 e. Gaming Establishment, General Business-Related;
- 18 f. Liquefied Petroleum Gas Installation (Over 288 Gallons);
- 19 g. Liquor Establishment (Tavern);
- 20 h. Restaurant with Service Bar;
- 21 i. Social Event with Alcoholic Beverage Sales;
- 22 j. Supper Club.

23 2. Except as otherwise provided in this Paragraph (2), an Off-Premise Sign may be permitted in the C-
24 V District, but only by means of a Special Use Permit and only if in each case the parcel or use is operated
25 or controlled by an agency of local, state or federal government, or by any fraternal, veteran, civic or service
26 organization. An off-premise sign that qualifies as a City Communication Sign is exempt from the Special

1 Use Permit Requirement if it meets the requirements of LVMC 19.12.120(H). An on-premise sign with off-
2 premise messaging as described in LVMC 19.12.120(I)(b) is exempt from the Special Use Permit
3 Requirement if it meets the requirements of LVMC 19.12.120(I)(b).

4 3. The following uses may be permitted in the C-V District by means of Special Use Permit without
5 limitation as to the person or entity that operates or controls the parcel or use:

- 6 a. Cemetery/Mausoleum;
- 7 b. Crematory;
- 8 c. Mortuary or Funeral Chapel.

9 SECTION 4: Ordinance No. 6721 and Title 19, Chapter 10, Section 160, Subsection (C),
10 Paragraph (3), are hereby amended so that Paragraph 3 reads as follows:

11 3. Off-premise Signs. Except [as otherwise provided in LVMC 19.12.120(H),] for signs
12 permissible pursuant to LVMC 19.12.120(H) and 19.12.120(I), off-premise signs are not permitted within
13 the Las Vegas Boulevard Scenic Byway Overlay District. No waiver or Variance from this prohibition is
14 available.

15 SECTION 5: Title 19, Chapter 12, Section 120, Subsection (A), is hereby amended to
16 read as follows:

17 **A. Off-Premise [Signs Defined] Sign Characteristics**
18 Except as otherwise provided in this Chapter, [Off-premise] off-premise signs are to be considered primarily
19 a specific type of land use rather than as an incidental use to an existing land use. Off-premise signs generally
20 produce revenue to the property owner(s) as a land use as compared to on-premise signs which in themselves
21 do not produce revenue but are incidental to a revenue-producing land use. However, because of the special
22 characteristics of off-premise signs as compared to other types of land uses and structures, certain
23 qualifications and requirements are set forth in connection with off-premise signs as a permitted use in
24 certain zoning districts.

25 SECTION 6: Ordinance No. 6721 and Title 19, Chapter 12, Section 120, Subsection (B),
26 are hereby amended so that Section 19.12.120(B) reads as follows:

1 **B. Special Use Permit Required**

2 1. Except as otherwise provided in Subsections (F), (G), [and] (H) and (I) of this Section, a Special
3 Use Permit is required for all off-premise signs prior to the construction, placement, erection or modification
4 of the sign in accordance with the requirements of this Title. A Special Use Permit application shall be
5 processed in accordance with LVMC 19.16.110. Furthermore, the property owner(s), owner(s) of the
6 structure or other responsible person shall maintain in force, at all times, a sign certificate for the sign in
7 accordance with the requirements of this Title.

8 2. The Special Use Permit requirement set forth in Paragraph (1) is in addition to and independent of
9 any locational provision or limitation contained in this Section. In determining whether to approve or deny
10 a Special Use Permit under this Section, the Planning Commission and City Council may consider the
11 aesthetic impact of the sign on the area and all other aspects of the sign's compatibility with the surrounding
12 area, including the existence or nonexistence of other signage in the area.

13 3. In connection with the approval of a Special Use Permit under this Section, the Planning
14 Commission or City Council may impose a time limit on the approval or require a periodic review of the
15 sign as a condition of approval, provided that:

16 a. In the case of a time limit, the limit is not less than three years; and

17 b. In the case of a periodic review, the review is not sooner than three years after the approval.

18 4. After conducting a review, the City Council may require removal of the sign if it is demonstrated
19 that conditions in the surrounding area have changed in such a manner that the sign no longer meets the
20 standards established in LVMC 19.16.110(L).

21 SECTION 7: Ordinance No. 6721 and Title 19, Chapter 12, Section 120, are hereby
22 amended by adding to that Section a new Subsection (I), reading as follows:

23 **I. On-Premise Signs with Off-Premise Messaging**

24 On-premise signs with off-premise messaging are exempt from the preceding provisions of this Section
25 (LVMC 19.12.120). Such signs are permitted, but only in accordance with and subject to Paragraphs (a)
26 and (b) below:

1 a. On-premise signs with off-premise messaging are permissible for a non-restricted gaming
2 establishment when operated in conjunction with a hotel having more than 200 rooms. In each case, such
3 signs are subject to the following:

4 i. The quantity and location of all existing or proposed on-premise signs with off-
5 premise messaging are subject to prior review and approval through a new Master Sign Plan application
6 processed in accordance with LVMC 19.16.270.

7 ii. All such signs shall conform to the on-site sign dimensional and locational
8 provisions of LVMC 19.08.120, 19.10.100, 19.10.110, 19.10.120, and 19.10.160, as applicable.

9 iii. No supergraphic sign is eligible for consideration as an on-premise sign with off-
10 premise messaging.

11 b. On-premise signs with off-premise messaging are permissible for commercial
12 recreation/amusement (indoor/outdoor) establishments with permanent fixed seating for over 9,000 people.
13 In each case, such signs are subject to the following:

14 i. The quantity and location of all existing or proposed on-premise signs with off-
15 premise messaging are subject to prior review and approval through a new Master Sign Plan application
16 processed in accordance with LVMC 19.16.270.

17 ii. All such signs shall conform to the on-site sign dimensional and locational
18 provisions of LVMC 19.08.120, 19.10.020, 19.10.030, 19.10.040, 19.10.060, 19.10.070, 19.10.100,
19 19.10.110, 19.10.120, and 19.10.160, as applicable.

20 iii. No supergraphic sign is eligible for consideration as an on-premise sign with off-
21 premise messaging.

22 c. On-premise signs with off-premise messaging are permissible for a convention facility
23 structure having between 250,000 and 500,000 square feet of floor space. In each case, such signs are subject
24 to the following:

25 i. The quantity and location of all existing or proposed on-premise signs with off-
26 premise messaging are subject to prior review and approval through a new Master Sign Plan application

1 processed in accordance with LVMC 19.16.270.

2 ii. All such signs shall conform to the on-site sign dimensional and locational
3 provisions of LVMC 19.08.120, 19.10.020, 19.10.030, 19.10.040, 19.10.060, 19.10.070, 19.10.100,
4 19.10.110, 19.10.120, and 19.10.160, as applicable. To the extent otherwise permissible under those
5 provisions, no such sign may face or be visible from the travel lanes of a freeway or expressway.

6 iii. No supergraphic sign is eligible for consideration as an on-premise sign with off-
7 premise messaging.

8 SECTION 8: Title 19, Chapter 18, Section 20, is hereby amended by amending the
9 definition of the term "Off-Premise Sign" to read as follows:

10 **Off-Premise Sign.** Any sign advertising or announcing any place, product, goods, services, idea or
11 statement whose subject is not located nor available on the lot where the sign is erected or placed. For certain
12 purposes, the term includes city communication signs and on-premise signs with off-premise messaging, but
13 the provisions of LVMC 19.12.120 that pertain to those two types of signs shall govern and control over any
14 conflicting or inconsistent provision regarding off-premise signs generally.

15 SECTION 9: Title 19, Chapter 18, Section 20, is hereby amended by adding, at the
16 appropriate location, the following term and its corresponding definition:

17 **On-Premise Sign with Off-Premise Messaging.** An existing or proposed on-premise sign that, in addition
18 to its function as an on-premise sign, is used to advertise or announce any place, product, goods, service,
19 idea or statement whose subject is not located nor available on the property where the sign is erected or
20 placed. An on-premise sign with off-premise messaging is only permissible in accordance with LVMC
21 19.12.120(I).

22 SECTION 10: For purposes of Section 2.100(3) of the City Charter, Sections 19.10.020,
23 19.10.160, 19.12.120 and 19.18.020 are deemed to be subchapters rather than sections.

24 SECTION 11: The Department of Planning is authorized and directed to incorporate into
25 the Unified Development Code the amendments set forth in Sections 2 to 9, inclusive, of this Ordinance.

26 SECTION 12: If any section, subsection, subdivision, paragraph, sentence, clause or

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

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

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

4 PASSED, ADOPTED and APPROVED this 5th day of August, 2020.


5 APPROVED:

6 By 
7 CAROLYN G. GOODMAN, Mayor

8 ATTEST:

9 
10 LUANN D. HOLMES, MMC
City Clerk

11 APPROVED AS TO FORM:

12  7-20-20
13 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 8th day of July, 2020, and referred to a committee for recommendation; thereafter
3 the said committee reported favorably on said ordinance on the 5th day of August, 2020,
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 Fiore, Anthony,
8 Crear, Knudsen, Seaman and Diaz
9 VOTING "NAY": None
10 EXCUSED: None
11 ABSTAINED: None

12 APPROVED:

13 
14 _____
15 CAROLYN G. GOODMAN, Mayor

16 ATTEST:

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18 _____
19 LUANN D. HOLMES, MMC City Clerk
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AFFIDAVIT OF PUBLICATION

STATE OF NEVADA)
COUNTY OF CLARK) SS:

RECEIVED
CITY CLERK

LV CITY CLERK
495 S MAIN ST
LAS VEGAS NV 89101

Account # 22515
Ad Number 0001111758

2020 JUL 29 P 3:25

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 07/23/2020 to 07/23/2020, on the following days:

07 / 23 / 20

FIRST AMENDMENT
BILL NO. 2020-21

AN ORDINANCE TO AMEND VARIOUS PROVISIONS OF THE UNIFIED DEVELOPMENT CODE TO ESTABLISH THE CIRCUMSTANCES UNDER WHICH ON-PREMISE SIGNS WITH OFF-PREMISE MESSAGING ARE PERMITTED IN CONNECTION WITH CERTAIN NON-RESTRICTED GAMING ESTABLISHMENTS, COMMERCIAL RECREATION/AMUSEMENT ESTABLISHMENTS (INDOOR OR OUTDOOR), AND CONVENTION FACILITIES, AND TO PROVIDE FOR OTHER RELATED MATTERS.

Proposed by:
Scott D. Adams, City Manager

Summary: Amends various provisions of the Unified Development Code to establish

the circumstances under which on-premise signs with off-premise messaging are permitted in connection with certain non-restricted gaming establishments, commercial recreation/amusement establishments (indoor or outdoor), and convention facilities.

At the City Council meeting of
July 8, 2020

BILL NO. 2020-21 WAS READ BY TITLE AND REFERRED TO A RECOMMENDING COMMITTEE

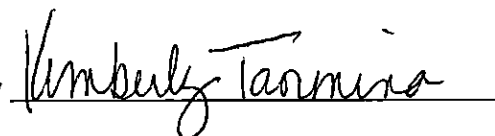
COPIES OF THE COMPLETE ORDINANCE ARE AVAILABLE FOR PUBLIC INFORMATION IN THE OFFICE OF THE CITY CLERK, 2ND FLOOR, 495 SOUTH MAIN STREET, LAS VEGAS, NEVADA

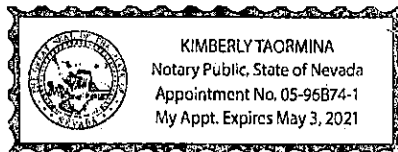
PUB: July 23, 2020
LV Review-Journal



LEGAL ADVERTISEMENT REPRESENTATIVE

Subscribed and sworn to before me on this 23rd day of July, 2020

Notary 



AFFIDAVIT OF PUBLICATION

STATE OF NEVADA)
COUNTY OF CLARK) SS:

RECEIVED

2020 AUG 17 P 1:33

LV CITY CLERK
495 S MAIN ST
LAS VEGAS NV 89101

Account # 22515
Ad Number 0001113674

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 08/08/2020 to 08/08/2020, on the following days:

08 / 08 / 20

FIRST AMENDMENT
BILL NO. 2020-21
ORDINANCE NO. 6744

AN ORDINANCE TO AMEND VARIOUS PROVISIONS OF THE UNIFIED DEVELOPMENT CODE TO ESTABLISH THE CIRCUMSTANCES UNDER WHICH ON-PREMISE SIGNS WITH OFF-PREMISE MESSAGING ARE PERMITTED IN CONNECTION WITH CERTAIN NON-RESTRICTED GAMING ESTABLISHMENTS, COMMERCIAL RECREATION/AMUSEMENT ESTABLISHMENTS (INDOOR OR OUTDOOR), AND CONVENTION FACILITIES, AND TO PROVIDE FOR OTHER RELATED MATTERS.

Proposed by:
Scott D. Adams, City Manager


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The above and foregoing ordinance was first proposed and read by title to the City Council on the 8th day of July, 2020, and referred to a committee for recommendation; thereafter the committee reported favorably on said ordinance on the 5th day of August, 2020, 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 Anthony, Flore, Crear, Knudsen, Seaman and Diaz
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: August 8, 2020
LV Review-Journal


LEGAL ADVERTISEMENT REPRESENTATIVE

Subscribed and sworn to before me on this 10th day of August, 2020

Notary 