

1 **BILL NO. 2021-10**

2 **ORDINANCE NO. 6773**

3 AN ORDINANCE TO AMEND THE TOWN CENTER DEVELOPMENT STANDARDS MANUAL TO
4 ALLOW FOR ANIMATED SIGNS WITHIN NONRESIDENTIAL DISTRICTS, SUBJECT TO
5 SPECIFIED LIMITATIONS AND RESTRICTIONS, AND TO PROVIDE FOR OTHER RELATED
6 MATTERS.

6 Sponsored by: Councilwoman Michele Fiore

Summary: Amends the Town Center
Development Standards Manual to allow for
7 animated signs within nonresidential districts,
8 subject to specified limitations and restrictions.

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

11 SECTION 1: The Town Center Development Standards Manual, adopted under Section
12 19.10.060(B) of the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, hereafter the "Manual,"
13 is hereby amended as set forth in Sections 2 to 8, inclusive, of this Ordinance.

14 SECTION 2: Section F.1 of the Manual is amended by adding to the end thereof a new
15 Paragraph (p), reading as follows:

16 p. Subject to the standards for the applicable non-residential land use district, the sign face of any
17 freestanding or wall sign may be approved initially as, or converted at a later date to, an animated sign
18 containing a changeable electronic message, subject to the following:

19 1) Animated signage is subject to the Residential Protection Standards set forth in LVMC
20 19.08.120(C). These standards may be waived following a public hearing.

21 2) Animated signage is subject to the Animated Sign standards of LVMC 19.08.120(B)(11).
22 These standards are not waivable.

23 3) Off-premise signage is prohibited. This standard is not waivable.

24 4) Animated signage (other than changeable signs specifically allowed elsewhere in this
25 Section (F)) may be approved only following a public hearing in accordance with the Master Sign Plan
26 provisions set forth in LVMC 19.16.270.

1 SECTION 3: Section F.2 of the Manual is amended as set forth in Sections 4 to 6,
2 inclusive, of this Ordinance.

3 SECTION 4: The following provisions of Section F.2 are each amended by deleting in
4 each case Subparagraph 7) regarding Reader Board signs:

5 A.1.a.7)

6 A.1.b.7)

7 B.1.a.7)

8 D.5.b.7)

9 SECTION 5: Section F.2 is amended by deleting B.1.b.8) regarding Reader Board signs.

10 SECTION 6: Section F.2 is amended by deleting B.1.1 regarding Reader Board signs.

11 SECTION 7: Section F.3 of the Manual is amended by deleting in its entirety Paragraph
12 (d) regarding changeable copy signs.

13 SECTION 8: Section F.4 is amended by adding, at the appropriate locations, the following
14 definitions:

15 Animated Sign or Animated Signage: Any sign that uses any of the following: animation or movement;
16 mechanical devices such as spinning, rotating, revolving or oscillating mechanical or structural components;
17 flashing, sequential or oscillating lights; lighting that moves from bright to dim and back to bright; or other
18 similar continuously automated methods or dynamic devices, such as steam, fog, misting, or change of
19 lighting or message, to depict action or create a special effect or alternating scene that results in movement,
20 the appearance of movement, or the changing of sign image or message. The term includes any sign or portion
21 thereof with characters, letters or illustrations that can be changed or rearranged manually or electronically
22 without altering the face or the surface of the sign. The term does not include a sign on which the only copy
23 that changes is the electronic indication of time, temperature, or both.

24 Changeable Copy Sign: An animated sign composed of individual letters or numbers that are mounted on or
25 in a track system and that can be manually changed without altering the sign.

26 SECTION 9: The Department of Planning is authorized and directed to incorporate into

1 the Town Center Development Standards Manual the amendments set forth in Sections 2 to 8, inclusive, of
2 this Ordinance. The authority and direction includes, as appropriate, the placement, numbering, lettering,
3 renumbering or relettering of items, as well as making parallel reference changes throughout the Manual
4 necessitated by numbering and lettering changes, and corresponding changes to the table of contents.

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

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

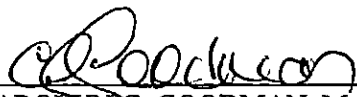
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SECTION 12: All ordinances or parts of ordinances or sections, subsections, phrases, sentences, clauses or paragraphs contained in the Municipal Code of the City of Las Vegas, Nevada, 1983 Edition, in conflict herewith are hereby repealed.

PASSED, ADOPTED and APPROVED this 7th day of April, 2021.

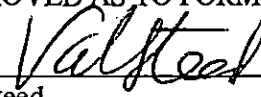
APPROVED:

By 
CAROLYN G. GOODMAN, Mayor

ATTEST:


LUANN D. HOLMES, MMC
City Clerk

APPROVED AS TO FORM:

 2-16-21
Val Steed, Date
Deputy City Attorney

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The above and foregoing ordinance was first proposed and read by title to the City Council on the 3rd day of March, 2021, and referred to a committee for recommendation; hereafter the committee reported favorably on said ordinance on the 7th day of April, 2021, which as a regular meeting of said Council; that at said regular meeting, the proposed ordinance was read by title to the City Council and adopted by the following vote:

- VOTING "AYE": Mayor Goodman and Councilmembers Fiore, Anthony, Crear, Knudsen, Seaman and Diaz
- VOTING "NAY": None
- EXCUSED: None
- ABSTAINED: None

APPROVED:


CAROLYN G. GOODMAN, Mayor

ATTEST:


LUANN D. HOLMES, MMC City Clerk

AFFIDAVIT OF PUBLICATION

STATE OF NEVADA)
COUNTY OF CLARK) SS:

RECEIVED
CITY CLERK

2021 MAR 30 A 11:40

LV CITY CLERK
495 S MAIN ST
LAS VEGAS NV 89101

Account # 22515
Ad Number 0001140503

Eileen Gallagher, 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 03/25/2021 to 03/25/2021, on the following days:

03 / 25 / 21

BILL NO. 2021-10

AN ORDINANCE TO AMEND THE TOWN CENTER DEVELOPMENT STANDARDS MANUAL TO ALLOW FOR ANIMATED SIGNS WITHIN NONRESIDENTIAL DISTRICTS, SUBJECT TO SPECIFIED LIMITATIONS AND RESTRICTIONS, AND TO PROVIDE FOR OTHER RELATED MATTERS.

Sponsored by:
Councilwoman Michele Fiore

Summary: Amends the Town Center Development Standards Manual to allow for animated signs within nonresidential districts, subject to specified limitations and restrictions.

At the City Council meeting of
March 3, 2021

BILL NO. 2021-10 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: March 25, 2021
LV Review-Journal

Eileen Gallagher
LEGAL ADVERTISEMENT REPRESENTATIVE

Subscribed and sworn to before me on this 26th day of March, 2021

Notary *Mary Lee*



AFFIDAVIT OF PUBLICATION

STATE OF NEVADA)
COUNTY OF CLARK) SS:

RECEIVED
CITY CLERK

2021 APR 14 P 12:20

LV CITY CLERK
495 S MAIN ST
LAS VEGAS NV 89101

Account # 22515
Ad Number 0001143649

Eileen Gallagher, 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 04/10/2021 to 04/10/2021, on the following days:

04 / 10 / 21

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ORDINANCE NO. 6773**

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Summary: Amends the Town Center Development Standards Manual to allow for animated signs within nonresidential districts, subject to specified limitations and restrictions.

The above and foregoing ordinance was first proposed and read by title to the City Council on the 3rd day of March, 2021, and referred to a committee for recommendation; thereafter the committee reported favorably on said ordinance on the 7th day of April, 2021, 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 Anthony, Fiore, 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: April 10, 2021
LV Review-Journal

ISI Eileen Gallagher
LEGAL ADVERTISEMENT REPRESENTATIVE

Subscribed and sworn to before me on this 12th day of April, 2021

Notary Mary Lee

