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City Las Vegas Planning
495 S Main St,
Las Vegas NV 89101

RE: 162-03-210-062

Dear Sir or Madam:

There was an existing static billboard on Dino's property located at 1516 Las Vegas Blvd S. Earlier this year, very strong winds blew the structure over and the applicant worked with city staff to clear the property of the hazard. The applicant would like to rebuild the structure at this time; however, they would like to make it more contemporary and convert it to a double-sided digital sign.

This sign once completed would be an improvement to the area, the existing sign is many decades old with power lines running from the top of the structure. The appearance of the sign would be an improvement to the static structure.

One of the concerns about digital signs is typically the brightness of the signs. Daktronics is the manufacturer the applicants use for all digital panels, so this will be the digital equipment used at Dino's site.

1. EMC brightness overview – key takeaway from this is the “brightness standard” is measured and complies with ISA ambient lighting conditions standards. Also see, “directional light illumination” these signs are engineered so that the light is produced at a directional illumination. “This reduces upward illumination (sky glow) and limits illumination onto unintended areas.” Static billboards have a sky glow that surrounds the entire billboard making the surrounding area bright compared to digitals.

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2. Daktronics Digital Billboard Brightness Overview – this discusses the light sensor technology and how the digital billboard will automatically adjust.

3. OAAA Blue LED Light Guidance –This study says that street light fixtures are more impactful to melatonin production than digital billboards. Daktronics passed along this quote....” We do know from experience that Static vs. Digital is a very good comparison. In fact, when comparing the exact same ad copy, digital produces less lighting impact on the surrounding properties. I think we should take a closer look at this specific sight to provide more specifics.”

The applicant would like to rebuild in the same location where the previous board was located. This will result in a zero setback from Las Vegas Boulevard, same as the previous sign. The previous sign encroached in the sidewalk with a column, however, the new and improved sign will make it more accessible for pedestrians and especially handicapped person will have easier access along the byway by moving the post to within the parking lot.

Dino’s property is a part of the scenic byway overlay. New billboards, electronic or static, are not allowed in the overlay. However, this is replacing an off-premise sign that was removed because of a hazard. The overlay does require on-premise signs to be built with most of the sign to be constructed as neon or animated, or a combination of the two. Allowing this off premise sign to be reconstructed as a digital sign will make it more compatible with the signs in the area. This is similar to the off-premise sign that was replaced on the Denny’s property along the scenic byway.

Dynamic capabilities like this are very popular in Times Square and with other iconic signs around the world. Our digital sign would be an enhancement to the City of Las Vegas visitors entrance towards the downtown and arts district area.

Yours truly,

Lucy Stewart

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