



AGENDA MEMO - COMMUNITY DEVELOPMENT

PLANNING COMMISSION MEETING DATE: APRIL 8, 2025

DEPARTMENT: COMMUNITY DEVELOPMENT

ITEM DESCRIPTION: APPLICANT/OWNER: CITY OF LAS VEGAS

**** STAFF RECOMMENDATION(S) ****

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
25-0055-TXT1	Staff has NO RECOMMENDATION.	

**** NOTIFICATION ****

NEIGHBORHOOD ASSOCIATIONS NOTIFIED

N/A

NOTICES MAILED

RJ Only

APPROVALS

0

PROTESTS

0

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**** PROPOSED AMENDMENTS ****

1. Title 19.12.120 Off-Premise Signs is hereby amended as follows:

I Off-Premise Messaging

On-premise signs with off-premise messaging are exempt from the preceding provisions of this Section (LVMC 19.12.120). Such signs are permitted, but only if otherwise permissible under State and Federal law and regulations, and only in accordance with and subject to Paragraphs (a), and (b) and (c) below:

- a. On-premise signs with off-premise messaging are permissible for a non-restricted gaming establishment when operated in conjunction with a hotel having more than 200 rooms. In each case, such signs are subject to the following:
 - i. The quantity and location of all existing or proposed on-premise signs with off-premise messaging are subject to prior review and approval through a new Master Sign Plan application processed in accordance with LVMC 19.16.270.
 - ii. All such signs shall conform to the on-site sign dimensional and locational provisions of LVMC 19.08.120, 19.10.100, 19.10.110, 19.10.120, and 19.10.160, as applicable.
 - iii. No supergraphic sign is eligible for consideration as an on-premise sign with off-premise messaging.
- b. On-premise signs with off-premise messaging are permissible for commercial recreation/amusement (indoor/outdoor) establishments with permanent fixed seating for over 9,000 people. In each case, such signs are subject to the following:
 - i. The quantity and location of all existing or proposed on-premise signs with off-premise messaging are subject to prior review and approval through a new Master Sign Plan application processed in accordance with LVMC 19.16.270.
 - ii. All such signs shall conform to the on-site sign dimensional and locational provisions of LVMC 19.08.120, 19.10.020, 19.10.030, 19.10.040, 19.10.060, 19.10.070, 19.10.100, 19.10.110, 19.10.120, and 19.10.160, as applicable.

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- iii. No supergraphic sign is eligible for consideration as an on-premise sign with off-premise messaging.
- c. On-premise signs with off-premise messaging are permissible for a convention facility structure having ~~between 250,000 and 500,000~~ a minimum of 250,000 square feet of floor space. In each case, such signs are subject to the following:
 - i. The quantity and location of all existing or proposed on-premise signs with off-premise messaging are subject to prior review and approval through a new Master Sign Plan application processed in accordance with LVMC 19.16.270.
 - ii. All such signs shall conform to the on-site sign dimensional and locational provisions of LVMC 19.08.120, 19.10.020, 19.10.030, 19.10.040, 19.10.060, 19.10.070, 19.10.100, 19.10.110, 19.10.120, and 19.10.160, as applicable. ~~To the extent otherwise permissible under those provisions, no such sign may face or be visible from the travel lanes of a freeway or expressway.~~

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**** STAFF REPORT ****

PROJECT DESCRIPTION

The request is to amend Title 19.12.120 to adjust the standards for on-premise signs with off-premise messaging that may be approved in connection with convention facilities.

ANALYSIS

On August 5, 2020, the City of Las Vegas adopted Ordinance No. 6744, which amended various provisions of the Unified Development Code (Title 19) to regulate the circumstances under which on-premise signs with off-premise messaging are permitted. It specifically applies to:

- Non-restricted gaming establishments
- Commercial recreation/amusement establishments (indoor or outdoor)
- Convention facilities

This request proposes an amendment to modify the floor space requirement for convention facilities from "between 250,000 and 500,000 square feet" to "a minimum of 250,000 square feet," effectively removing the upper limit. In addition, this request removes the provision prohibiting such signs from facing or being visible from freeway or expressway travel lanes.

FINDINGS

This amendment of Title 19.12 would allow greater flexibility for convention centers in utilizing signage for promotional or informational purposes while maintaining oversight through the Master Sign Plan process.