

BILL NO. 2025-10

ORDINANCE NO. _____

AN ORDINANCE TO AMEND LVMC 19.12.120 TO ADJUST THE STANDARDS FOR ON-PREMISE SIGNS WITH OFF-PREMISE MESSAGING THAT MAY BE APPROVED IN CONNECTION WITH CONVENTION FACILITIES, AND TO PROVIDE FOR OTHER RELATED MATTERS.

Sponsored by: Mayor Shelley Berkley

Summary: Amends LVMC 19.12.120 to adjust the standards for on-premise signs with off-premise messaging that may be approved in connection with convention facilities.

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 amendments are deemed to be amendments to Ordinance No. 6289 and the Unified Development Code adopted as Title 19.

SECTION 2: Title 19, Chapter 12, Section 120, Subsection (I), is hereby amended to read as follows:

I. On-Premise Signs with 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

1 provisions of LVMC 19.08.120, 19.10.100, 19.10.110, 19.10.120, and 19.10.160, as applicable.

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

4 b. On-premise signs with off-premise messaging are permissible for commercial
5 recreation/amusement (indoor/outdoor) establishments with permanent fixed seating for over 9,000 people.

6 In each case, such signs are subject to the following:

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

10 ii. All such signs shall conform to the on-site sign dimensional and locational
11 provisions of LVMC 19.08.120, 19.10.020, 19.10.030, 19.10.040, 19.10.060, 19.10.070, 19.10.100,
12 19.10.110, 19.10.120, and 19.10.160, as applicable.

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

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

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

21 ii. All such signs shall conform to the on-site sign dimensional and locational
22 provisions of LVMC 19.08.120, 19.10.020, 19.10.030, 19.10.040, 19.10.060, 19.10.070, 19.10.100,
23 19.10.110, 19.10.120, and 19.10.160, as applicable. [To the extent otherwise permissible under those
24 provisions, no such sign may face or be visible from the travel lanes of a freeway or expressway.]

25 iii. No supergraphic sign is eligible for consideration as an off-premise sign with off-
26 premise messaging.

1 SECTION 3: For purposes of Section 2.100(3) of the City Charter, Section 19.12.120 is
2 deemed to be a subchapter rather than a section.

3 SECTION 4: The Department of Community Development is authorized and directed to
4 incorporate into the Unified Development Code the amendments set forth in Section 2 of this Ordinance.

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

15 PASSED, ADOPTED and APPROVED this ____ day of _____, 2025.

16 APPROVED: _____

17 By _____
18 SHELLEY BERKLEY, Mayor

19 ATTEST:

20 _____
21 DR. LUANN D. HOLMES, MMC
City Clerk

22 APPROVED AS TO FORM:

23 Val Steed 4-16-25
24 Val Steed, Date
Deputy City Attorney

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1 The above and foregoing ordinance was first proposed and read by title to the City Council on the ____ day
2 of _____, 2025, and referred to a committee for recommendation, the committee being
3 composed of the following members _____;
4 thereafter the said committee reported favorably on said ordinance on the ____ day of
5 _____, 2025, which was a _____ meeting of said Council; that at said
6 _____ meeting, the proposed ordinance was read by title to the City Council as first
7 introduced and adopted by the following vote:

8 VOTING "AYE": _____

9 VOTING "NAY": _____

10 ABSENT: _____

11 APPROVED:

12
13 By _____
SHELLEY BERKLEY, Mayor

14 ATTEST:

15 _____
16 DR. LUANN D. HOLMES, MMC
City Clerk