

[Bracketed] and/or ~~strickethrough~~ material is that portion being deleted or amended
Underlined material is that portion being added

BILL NO. 8-5-09-2 (A)

SUMMARY - An Ordinance to amend the Unified Development Code to modify sign standards within the Cooperative Management Area (CMA). (T30-0898-09)

ORDINANCE NO. 3808
(of Clark County, Nevada)

AN ORDINANCE TO AMEND TITLE 30, CHAPTERS 30.48, SECTION 30.48.680 TO MODIFY SIGN STANDARDS WITHIN THE COOPERATIVE MANAGEMENT AREA (CMA) OVERLAY DISTRICT AND PROVIDING FOR OTHER MATTERS PROPERLY RELATED THERETO.

THE BOARD OF COUNTY COMMISSIONERS OF THE COUNTY OF CLARK, STATE OF NEVADA, DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1. Title 30, Chapter 30.48, Section 30.48.680, of the Clark County Code is hereby amended to read as follows:

30.48.680 Signage. This Section establishes minimum standards to promote and ensure a cohesive and unified on-premise identification program within the overlay district. Unless otherwise specified in this Section, all signage within the overlay district shall comply with the definitions and regulations for signs in Chapters 30.08, 30.72, and 30.76.

a. **Scope.** These sign standards are established to:

b. **Permitted and Prohibited Signs.** All on-premise sign types permitted by Chapter 30.72 shall be permitted within the overlay district except for the following, which shall be prohibited: ~~[animated signs,]~~ banner signs, pennant signs, and revolving signs. The following additional requirements shall apply to on-premise signs permitted within the overlay district:

c. **Sign Standards.**

1. **Maximum Height.**

A. Las Vegas Beltway (I-215) oriented – 28 feet, provided the property has at least one property line adjacent to the Beltway right-of-way.

B. All others – 20 feet (consistent with a one story building height).

2. **Maximum Number of Signs and Sign Area.** Unless otherwise specified in this Section, the maximum square footage per sign area and maximum number of signs permitted shall comply with the requirements established in Chapter 30.72, except for the following:

- A. 1 freestanding sign per 300 linear feet of street frontage; and
- B. 1 monument sign per pad site, whether or not the pad site is along a street frontage.

3. **Animated Sign Requirements.** These conditions cannot be waived or varied.

A. Animated signs are limited to non-video electronic message units only and may only be built in conjunction with freestanding signs located on collector or arterial street or Las Vegas Beltway frontage.

B. A maximum 50 square feet of animation is allowed for signs less than 28' in height. A maximum 70 square feet of animation is allowed for signs at least 28' in height.

C. Maximum of 1 animated sign per freestanding sign.

4. **[3]. Sign Compatibility with Buildings and Adjacent Uses.**

- A. All freestanding signage shall be constructed of materials and design that are architecturally related, compatible with, and complementary to the principal buildings (at least one of the predominant visual elements).
 - i. External bracing treatment per 30.72.040(1) shall apply.
 - ii. Sign colors shall complement the colors used on buildings and structures within the entire development.
- B. The scale of signs should be appropriate for the building on-site. The size and shape of a sign should be proportionate with the scale of the structure.
- C. Signs shall be designed and located so that they have little or no impact on adjacent uses.
- D. Wall signs that are oriented towards a major street or the Las Vegas Beltway should be placed to complement building scale and proportion and enhance the architectural flow of established facade features.
- E. Where there is more than 1 sign on a site, all signs shall be complementary to each other in the following manner:
 - i. Shape of total sign and related components; and
 - ii. Type of construction materials.

d. **Sign Lighting.**

- 1. Any exterior light source shall be completely shielded and directed solely on the sign (direct light source) and not upon any other object or adjacent properties.

2. Any primary source of light for a sign, whether internal or external, shall not be visible from adjacent parcels or rights-of-way.
 3. Signage shall not have blinking, flashing, or fluttering lights, or other illuminating device that has a changing light intensity, brightness, or color.
 4. No lamps or reflective type bulbs shall be used on the exterior surface of a sign so that the face of the bulb or lamp is visible from a right-of-way or adjacent parcel.
 5. Neon is permitted only as accent lighting and shall not exceed a total linear amount of 25% of a sign's area, excluding letters.
- f. **Alternative Sign Standards.** It is recognized that individual sites may present unique characteristics, including site shape and location, and the design of existing and proposed structures could be best developed through the application of alternative sign standards which depart from the requirements of this Section. In certain circumstances, such alternative standards may be considered beneficial by the Board as a tool to achieve the land development policies of the County. No waivers shall be allowed to the sign standards for animated signs within the CMA. In such cases, the Board may consider alternative sign standards for this Section through a waiver of development standards per Table 30.16-7, subject to finding that the alternative standards will:
1. Result in a development character which is as or more compatible with adjacent development than anticipated by the requirements of this Section; and
 2. Comply with the intent of Section 30.48.680(a); and
 3. Encourage a development trend or visual character similar to that anticipated by the requirements of this Section.
 4. Not exceed the standards for signs established in Chapter 30.72.

SECTION 2. If any section of this ordinance or portion of thereof is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such holding shall not invalidate the remaining parts of this ordinance.

SECTION 3. All ordinances, parts of ordinances, chapters, sections, subsections, clauses, phrases or sentences contained in the Clark County Code in conflict herewith are hereby repealed.

SECTION 4. This ordinance shall take effect and be in force from and after its passage and the publication thereof by title only, together with names of the County Commissioners voting for or against its passage, in a newspaper published in and having a general circulation in Clark County, Nevada, at least once a week for a period of two (2) weeks; on 9/21/09. A land use application approved prior to the effective date of this ordinance may be developed per the plans approved with the application.

PROPOSED on the 5th day of August, 2009

PROPOSED By : Rory Reid

PASSED on the 2nd day of September, 2009

VOTE:

AYES:

Susan Brager

Lawrence L. Brown III

Chris Giunchigliani

Rory Reid

Steve Sisolak

NAYS:

None

ABSTAINING:

None

ABSENT:

Tom Collins

Lawrence Weekly

BOARD OF COUNTY COMMISSIONERS
CLARK COUNTY, NEVADA

By

[Signature]

Chair

ATTEST:

[Signature]
for SHIRLEY B. PARRAGUIRRE, County Clerk

This ordinance shall be in force and effect from and after the 21st day of September, 2009.