



# Sign Survey

## Boulder City, Nevada



Community Development Department // 401 California Avenue // Boulder City, NV 89005  
Phone: 702-293-9282 Email: [commdev@bcnv.org](mailto:commdev@bcnv.org) Website: [bcnv.org](http://bcnv.org)  
Staff: Brok Armantrout, Director; Susan Danielewicz, City Planner

Sign thoughts: We understand that, from a business perspective, there should be no regulation on signs, or as little regulation as possible. "Let the market choose how to market itself." But the fact is that sign regulations are necessary. There is such a thing as too many signs, and signs of the wrong type. When that happens, businesses are actually hurt by this, as well as the community.

For one thing, too many signs create visual clutter that can be a distraction to motorists, which is hazardous, especially when there are numerous temporary signs placed near the road. Second, when your signs all compete with each other, everything gets lost in the mess --- more signage is not always the best solution. Third, uncontrolled signage creates a less attractive community, which hurts property values, tourism, and ultimately, hurts your business. It's not that Boulder City needs to look like a Master Planned community, with strict style and design guidelines. Boulder City is not that kind of community. But we want to know what kind of community Boulder City wants to be, and the sign code should, ideally, reflect both the community's desire and satisfy the needs of the businesses. The focus of the sign code is not necessarily geared toward less signage vs. more signage, but BETTER signage for everyone.

The sign code will probably never be brief, but it can definitely be amended to be a better reflection of what our businesses and community want. With that in mind, the City would like your input on sign regulations. Please offer your input here, and if you'd like to provide more comment or suggestions, feel free to email us (contact info at top). We plan to do updates and corrections to the current sign code, and Staff, the Planning Commission and the City Council want your suggestions.

Keeping in mind Boulder City's desire to emphasize its small-town atmosphere,

Do you think inflatable balloons should be allowed for sign purposes on a permanent basis?

Do you think signs should be allowed on top of the roofs of buildings (extending above the roof line)?

Should flag and other wind signs be allowed on a permanent basis? If so, what is a reasonable limit on the number of flag or other wind signs?

If banners are allowed on a permanent basis,

- What is a reasonable maximum number of banners per business?
- What is a reasonable maximum size for a banner?
- Should there be location restrictions on banners? (ie, on a building only, in a yard, on a fence, etc.)

Should digital signs be allowed in Boulder City? If so, should there be any limitations? (i.e., size as a percent of the overall sign area, or limiting how fast messages can change)

Do you believe that signs affect the attractiveness of a community, and that a more attractive community is better for business? If so, what changes would you like to see in Boulder City?

Additional questions for residents:

Do you think that business signs have an effect on the overall appearance of the City? Yes or No

Do you like what you see now, in terms of business signs in Boulder City? Yes or No

What examples of signs in town are the type you think more businesses should use?

What examples of signs in town do you think there should be less of?

For all: Any other comments?

Optional: If you'd like to be contacted when the sign code is scheduled for public hearings, provide your email address here: