

CLARK COUNTY BOARD OF COMMISSIONERS

AGENDA ITEM

Petitioner: Denis Cederburg, Director of Public Works

Recommendation:

Approve and authorize the Chair to sign a licensure agreement for advertising on a touchdown structure between Clark County and Showcase 1415 LLC, Showcase Cosmo LLC, EC 2537 Realty LLC, Showcase Investors 3 LLC, and Las Vegas 3 LLC to allow advertising on the exterior glass of the elevator tower for the pedestrian bridge located at the northeast corner of Las Vegas Boulevard and Park Avenue/MGM Drive. (For possible action)

FISCAL IMPACT:

Fund #:	N/A	Fund Name:	N/A
Fund Center:	N/A	Funded PGM/Grant:	N/A
Amount:	N/A		
Description:	N/A		
Additional Comments:	N/A		

BACKGROUND:

Assembly Bill 68 passed at the 2017 Nevada Legislative Session (NRS 484B.313(5)(c)) allowing for advertising on touchdown structures which are defined as "a structure connected to a pedestrian bridge, which houses an elevator." The advertising can only be performed by the adjacent property owner who has granted a fee or perpetual easement to the public authority for the construction and maintenance of the touchdown structure and has entered into a written agreement with the public authority.

Showcase 1415 LLC, Showcase Cosmo LLC, EC 2537 Realty LLC, Showcase Investors 3 LLC, and Las Vegas 3 LLC (collectively, "Owner") own the property on the northeast and southeast corners of Las Vegas Boulevard and Park Avenue/MGM Drive adjacent to the touchdown structure for the pedestrian bridge crossing Las Vegas Boulevard at Park Avenue/MGM Drive and have requested authorization from Clark County to advertise on the Touchdown Structure.

Owner, successor in interest, granted a fee interest for a portion of touchdown structure adjacent to the Owners' property (Phase 3 of the Showcase Mall).

County staff from the District Attorney's Office and Public Works has negotiated the attached licensure agreement with the Owners' representatives, which provides for the terms and conditions for the advertising. The agreement, with a term of April 5, 2022 through April 5, 2027, includes the terms of advertising, payment provisions as well as indemnification. The Board of County Commissioners may extend the term of this licensure agreement for an additional two years.

Showcase Mall currently holds a Clark County Business License.

The negotiated license agreement is presented for your consideration.

Cleared for Agenda

04/05/2022

File ID#

22-0415

