



## AGENDA MEMO

**CITY COUNCIL MEETING DATE: AUGUST 2, 2006**  
**DEPARTMENT: PLANNING AND DEVELOPMENT**  
**ITEM DESCRIPTION: SUP-13381 - APPLICANT: REAGAN NATIONAL**  
**ADVERTISING - OWNER: COG III, LTD.**

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### **\*\* CONDITIONS \*\***

The Planning Commission (7-0 vote) and staff recommend DENIAL.

#### **Planning and Development**

1. Conformance to all Minimum Requirements under LVMC Title 19.04.050 for Off-Premise Advertising (Billboard) Sign use.
2. This approval shall be void two years from the date of final approval, unless a building permit has been issued for the sign structure on the site. An Extension of Time may be filed for consideration by the City of Las Vegas.
3. This Special Use Permit shall be reviewed in two (2) years at which time the City Council may require the Off-Premise Advertising (Billboard) Sign be removed. The applicant shall be responsible for notification costs of the review. Failure to pay the City for these costs may result in a requirement that the Off-Premise Advertising (Billboard) Sign is removed.
4. The Off-Premise Advertising (Billboard) Sign and its supporting structure shall be properly maintained and kept free of graffiti at all times. Failure to perform the required maintenance may result in fines and/or removal of the Off-Premise Advertising (Billboard) Sign.
5. The property owner shall keep the property properly maintained and graffiti-free at all times. Failure to perform required maintenance may result in fines and/or removal of the Off-Premise Advertising (Billboard) Sign.
6. Only one advertising sign is permitted per sign face.
7. If the existing off-premise sign is voluntarily demolished, this Special Use Permit shall be expunged and a new off-premise sign shall not be permitted in the same location unless a Special Use Permit is approved for the new structure by the City Council.

8. The Off-Premise Advertising (Billboard) Sign supporting structure shall be redesigned to include finish materials that complement the existing on-site building. The entire face-area of both sides of the Off-Premise Advertising (Billboard) Sign shall be signage area or its border framework; none of the supporting structure shall be visible aside from the support pole.
9. Bird deterrent devices shall be installed on the sign.
10. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

**Public Works**

11. The proposed Off-Premise Advertising (Billboard) Sign shall not be located within the public rightofway, existing or proposed public sewer or drainage easements, or interfere with Site Visibility Restriction Zones.

**\*\* STAFF REPORT \*\***

**APPLICATION REQUEST**

This is an appeal filed by the applicant from the denial by the Planning Commission for a Special Use Permit for a proposed 40-foot, 14-foot x 48-foot Off-Premise Advertising (Billboard) Sign at 1110 South Rainbow Boulevard.

**EXECUTIVE SUMMARY**

This parcel is already developed with one off-premise sign along Charleston Avenue. In a previous case (SUP-2848), the Planning Commission and City Council both determined that an additional off-premise sign would be inappropriate for this location because the sign would create visual clutter and be unsightly. This application is virtually identical to the request that was denied by the Planning Commission on 09/11/03 and by the City Council on 02/16/05. This request is recommended for denial as an additional sign will generally be incompatible with the development in the surrounding area.

**BACKGROUND INFORMATION**

***A) Related Actions***

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|----------|--|
| 11/05/86 | The City Council approved a request for a Rezoning (Z-0074-86) to C-1 (Limited Commercial) on this site. The Planning Commission recommended approval on 10/09/86.   |
| 02/23/95 | The Planning Commission approved a Plot Plan and Building Elevation Review [Z-0074-86(1)] for a retail/commercial center on the subject site.  |
| 12/04/02 | The City Council approved a Special Use Permit (SUP-1005) for a proposed Pawn Shop on the subject site. The Planning Commission recommended approval on 11/07/02.  |
| 10/01/03 | The City Council approved an appeal of a denial vote by the Planning Commission for a Special Use Permit (SUP-2758) for a 40-foot tall, 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign on the subject site. Staff and the Planning Commission had recommended denial on 08/28/03. |
| 02/16/05 | The City Council denied an appeal of a denial vote by the Planning Commission for a Special Use Permit (SUP-2848) for a 40-foot tall, 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign on the subject site. Staff and the Planning Commission had recommended denial on 09/11/03.   |

- 12/07/05 The City Council approved a Required Two Year Review (RQR-8789) of an approved Special Use Permit (SUP-2758) for a 40-foot, 14-foot x 48-foot Off-Premise Advertising (Billboard) Sign. Staff recommended denial and the Planning Commission recommended approval on 10/06/05.
- 06/22/06 The Planning Commission voted 7-0 to recommend DENIAL (PC Agenda Item #33/fs).

***B) Pre-Application Meeting***

- 04/10/06 The applicant was informed of the requirements for submittal of a Special Use Permit application and of the requirements for the Off-Premise Advertising (Billboard) Sign use.

***C) Neighborhood Meetings***

A neighborhood meeting is not required as part of this application request, nor was one held.

**DETAILS OF APPLICATION REQUEST**

***A) Site Area***

Net Acres: 3.02

***B) Existing Land Use***

Subject Property: Commercial/Retail  
North: Commercial/Retail  
South: Commercial/Retail  
East: Office  
West: Commercial/Retail

***C) Planned Land Use***

Subject Property: SC (Service Commercial)  
North: SC (Service Commercial)  
South: SC (Service Commercial)  
East: SC (Service Commercial)  
West: SC (Service Commercial)

***D) Existing Zoning***

Subject Property: C-1 (Limited Commercial)  
North: C-1 (Limited Commercial)  
South: C-1 (Limited Commercial)  
East: C-1 (Limited Commercial)  
West: C-1 (Limited Commercial)

**E) General Plan Compliance**

The subject site is designated SC (Service Commercial) on the Southwest Sector Map of the Master Plan. This land use category allows low to medium intensity retail, office, or other commercial uses that serve primarily local area patrons and do not include more intense general commercial characteristics. The existing C-1 (Limited Commercial) zoning district is consistent with the Master Plan, and the proposed Off-Premise Advertising (Billboard) Sign is a permitted use with the approval of a Special Use Permit.

<i><b>SPECIAL DISTRICTS/ZONES</b></i>	<b>Yes</b>	<b>No</b>
<b>Special Area Plan</b>		<b>X</b>
<b>Special Overlay District</b>		<b>X</b>
<b>Trails</b>		<b>X</b>
<b>Rural Preservation Overlay District</b>		<b>X</b>
<b>County/North Las Vegas/HOA Notification</b>		<b>X</b>
<b>Development Impact Notification Assessment</b>		<b>X</b>
<b>Project of Regional Significance</b>		<b>X</b>

The subject site is lot located within any special zones or districts.

**ANALYSIS**

**A) Zoning Code Compliance**

**A1) Minimum Distance Separation Requirements**

The Off-Premise Advertising (Billboard) Sign is subject to a minimum 300-foot separation from other off-premise advertising signs. In addition, the sign cannot be located less than 300 feet from the nearest property line of a lot in the U (Undeveloped) Zoning District or any R Zoning District. The nearest billboard within the City limits is located approximately 390 feet to the northeast of the proposed location. The nearest R zoned property is located approximately 330 feet to the southeast of the proposed location.

**A2) Off-Premise Sign Requirements**

Pursuant to Title 19.04, the following Standards apply to the subject proposal:

<b>Standards</b>	<b>Code Requirement</b>	<b>Proposed</b>	<b>Compliance</b>
Location	No off-premise sign may be located within the public right-of-way	Located east of the Rainbow Boulevard right-of-way	Y
Zoning	Off-premise signs are permitted in the C-1, C-2, C-M and M Zoning Districts only	Located within a C-1 (Limited Commercial) zoning district	Y
Area	No off-premise sign shall have a surface area greater than 672 square feet, except that an embellishment of not to exceed five feet above the regular rectangular surface of the sign may be added if the additional area contains no more than 128 square feet.	The east and west faces are each 672 square feet.	Y
Height	No higher than 40 feet from grade at the point of construction	Maximum height of 40 feet from grade	Y
Setback	Off-premise signs shall not be located closer than 50 feet to the intersection of the present or future rights-of-way of any two public roads, streets or highways.	The subject sign is set back approximately 460 feet from the right-of-way line of the intersection of Charleston Avenue and Rainbow Boulevard	Y
Screening	All structural elements of an off-premise sign to which the display panels are attached shall be screened from view.	Screened from view by sign panels	Y
Other	All off-premise signs shall be detached and permanently secured to the ground and shall not be located on property used for residential purposes.	Permanently secured to ground; located on strictly commercial property	Y

The proposed Off-Premise Advertising (Billboard) Sign meets the provisions of the Title 19 sign code.

***B) General Analysis and Discussion***

•Zoning

The subject site is zoned C-1 (Limited Commercial). An Off-Premise Advertising (Billboard) Sign is a permitted use in this district with the approval of a Special Use Permit. It is not located within the Off-Premise Sign Exclusionary Zone.

- Use

The proposed off-premise sign meets all dimensional and location requirements of Title 19. It is also located on a major arterial street (Rainbow Boulevard) that serves as an important commercial corridor. This parcel, however, has numerous on-premise signs and an existing off-premise sign along Charleston Avenue. The addition of another off-premise sign to this parcel would add undesirable visual clutter to an area that lies adjacent to the Billboard Exclusionary zone.

In a previous case (SUP-2848) for a second off-premise sign, the Planning Commission and City Council both determined that an additional off-premise sign would be inappropriate for this location because the sign would create visual clutter and be unsightly. This application is virtually identical to the request that was denied by the Planning Commission on 09/11/03 and by the City Council on 02/16/05. Although one off-premise sign exists on this parcel, an additional sign is not desirable as it will generally be incompatible with the development in the surrounding area.

- Conditions

If approved, the proposed sign must conform to all Minimum Requirements under Title 19.14.100 for the Off-Premise Advertising (Billboard) Sign use and other applicable sign requirements. In addition, the use shall be reviewed within two years from the date of approval to ensure compliance with these standards and compatibility with the area.

## FINDINGS

In order to approve a Special Use Permit application, per Title 19.18.060 the Planning Commission and City Council must affirm the following:

- 1. The proposed land use can be conducted in a manner that is harmonious and compatible with existing surrounding land uses, and with future surrounding land uses as projected by the General Plan.**

This parcel is already developed with one off-premise sign along Charleston Avenue. The addition of another off-premise sign to this parcel would add undesirable visual clutter to an area that is adjacent to the Billboard Exclusionary Zone. This use cannot be conducted in a manner that is harmonious or compatible with existing surrounding land uses in the area.

- 2. The subject site is physically suitable for the type and intensity of land use proposed.**

There are no physical constraints to the location of the use on the subject site.

- 3. Street or highway facilities providing access to the property are or will be adequate in size to meet the requirements of the proposed use.**

There are no requirements for access to a property containing an Off-Premise Advertising (Billboard) Sign.

- 4. Approval of the Special Use Permit at the site in question will not be inconsistent with or compromise the public health, safety, and welfare or the overall objectives of the General Plan.**

If approved, the off-premise sign will be subject to regular inspection and will not compromise the public health, safety or welfare.

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED** 9

**ASSEMBLY DISTRICT** 3

**SENATE DISTRICT** 3

**NOTICES MAILED** 434 by City Clerk

**APPROVALS** 0

**PROTESTS** 0