



## **AGENDA MEMO**

**CITY COUNCIL MEETING DATE: AUGUST 15, 2007**  
**DEPARTMENT: PLANNING AND DEVELOPMENT**  
**ITEM DESCRIPTION: ABEYANCE - RQR-21496 - APPLICANT: CBS OUTDOOR -**  
**OWNER: WMC III ASSOCIATES, LLC**

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***THIS ITEM WAS HELD IN ABEYANCE FROM THE JULY 11, 2007 CITY COUNCIL MEETING AT THE REQUEST OF THE APPLICANT.***

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

The Planning Commission (4-2/se/sd vote) and staff recommend APPROVAL, subject to:

#### **Planning and Development**

1. 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.
2. All of the supporting structure shall be repainted, as required by the Planning and Development Department, within 30 days of final approval of this review by the City Council. Failure to perform the required painting may result in fines and/or removal of the Off-Premise Advertising (Billboard) Sign.
3. 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.
4. 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.
5. 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.
6. The off-premise advertising (billboard) sign shall be removed prior to the issuance of building permits for any new development on this site.
7. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

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

**PROJECT DESCRIPTION**

This is a request for a Required One Year Review of an approved Rezoning (Z-0100-97) which approved one existing Off-Premise Advertising (Billboard) Sign on property bounded by U.S. 95, I-15 and Grand Central Parkway.

This is the fifth review of the subject Off-Premise Advertising (Billboard) Sign. The sign is in conformance to all Code requirements and conditions. The sign is located on property that is part of the World Market Center development.

Currently the use of the Off-Premise Advertising (Billboard) Sign on this property is deemed appropriate. The Off-Premise Advertising (Billboard) Sign shall be removed upon commencement of construction on this portion of the site. Approval of this request is recommended.

**BACKGROUND INFORMATION**

<i>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc.</i>	
11/23/98 *	The City Council approved a Rezoning (Z-0100-97) to PD (Planned Development) on the subject property. Included in that approval was the ability to maintain the existing OffPremise Advertising (Billboard) Signs, subject to a two-year review.
02/07/01	The City Council approved a Required Review [Z-0100-97(2)] on an approved Rezoning which included the 13 existing OffPremise Advertising (Billboard) Signs on property bounded by U.S.-95, I-15, and Grand Central Parkway, subject to a one year review. The Planning Commission recommended approval.
05/16/01	The City Council approved a Site Development Plan Review [Z-0100-97(3)] for a proposed 1,000,000 square-foot commercial development (Furniture Mart) on approximately 36.11 acres at the northwest corner of the intersection of Bonneville Avenue and Grand Central Parkway. The Planning Commission recommended approval. The Site Review is to expire on 05/16/03 unless permits are issued or an extension of time is granted.
11/07/01	The City Council approved a Site Development Plan Review [Z-0100-97(6)] for a proposed 478,028 square-foot outlet mall (Chelsea) on 39.20 acres on the southwest corner of Bonneville Avenue and Grand Central Parkway and a Major Modification [Z-0100-97(5)] to amend or delete certain provisions of the Master Development Plan for Lot 1 of Parkway Center. The Planning Commission recommended approval.

04/03/02	The City Council approved a Required Review [Z-0100-97(7)] on an approved Rezoning which included the 12 existing OffPremise Advertising (Billboard) Signs on property bounded by U.S.-95, I-15, and Grand Central Parkway, subject to a one year review. The Planning Commission recommended approval.
09/26/02	The Planning Commission approved a Master Sign Plan (MSP-0007-02) for the Chelsea outlet mall site. The billboards on that site were included as part of the application review. The billboards were approved to be relocated on the site and must be rebuilt per the approved billboard elevations.
05/21/03	The City Council approved a Required One-Year Review (RQR-1974) for 12 existing OffPremise Advertising (Billboard) Signs the overall Parkway Center site subject to a one-year review. The Planning Commission and staff recommended approval on 04/24/03.
10/06/04	The City Council approved a Site Development Plan Review (SDR-4841) for a 345,670 square-foot temporary exhibit space on the World Market portion of the site. The Planning Commission and staff recommended approval on 08/26/04.
04/20/05	The City Council approved a Required One Year Review (RQR-6003) of an approved One Year Required Review (RQR-1974), which approved one existing Off-Premise Advertising (Billboard) Sign on property bounded by U.S. 95, I-15 and Grand Central Parkway. The Planning Commission and staff recommended approval on 03/24/05.
06/07/06	The City Council approved a Required One Year Review (RQR-6003) of an approved One Year Required Review which allowed an existing 80-foot tall, 14-foot x 48-foot Off-Premise Advertising (Billboard) Sign on property bounded by U.S. 95, I-15 and Grand Central Parkway. The Planning Commission and staff recommended approval.
06/14/07	The Planning Commission voted 4-2/se/sd to recommend APPROVAL (PC Agenda Item #6/ng).
<b><i>Related Building Permits/Business Licenses</i></b>	
04/29/99	A building permit (#99008207) was issued for the subject billboard. A final inspection was conducted on 01/11/00.
<b><i>Pre-Application Meeting</i></b>	
A pre-application meeting is not required, nor was one held.	
<b><i>Neighborhood Meeting</i></b>	
A neighborhood meeting is not required, nor was one held.	
<b><i>Field Check</i></b>	
05/18/07	A site inspection was conducted and photographs were taken. It was noted that the pole was in need of repainting.

<b><i>Details of Application Request</i></b>	
<b><i>Site Area</i></b>	
Gross Acres	18.11



<b>Surrounding Property</b>	<b>Existing Land Use</b>	<b>Planned Land Use</b>	<b>Existing Zoning</b>
Subject Property	World Market Center	MXU (Mixed Use)	PD (Planned Development)
North	Right-of-Way	Right-of-Way	Right-of-Way
South	World Market Center	MXU (Mixed Use)	PD (Planned Development)
East	Undeveloped	MXU (Mixed Use)	PD (Planned Development)
West	Right-of-Way	Right-of-Way	Right-of-Way

<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
<b>Special Area Plan</b>			
Redevelopment Plan Area	X		Y
<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
<b>Special Purpose and Overlay Districts</b>			
A-O Airport Overlay District (175-Foot)	X		Y
Downtown Casino Overlay District	X		Y
<b>Trails</b>		X	N/A
<b>Rural Preservation Overlay District</b>		X	N/A
<b>Development Impact Notification Assessment</b>		X	N/A
<b>Project of Regional Significance</b>		X	N/A

## ANALYSIS

This is the fifth review of the subject Off-Premise Advertising (Billboard) Sign. The sign is in conformance to all Code requirements and conditions. The sign is located on property that is part of the World Market Center development.

There is a condition of approval from the previous review that requires the Off-Premise Advertising (Billboard) Sign to be removed upon commencement of development on this site. At this time development on the north side of Discovery Drive has not begun. Approval of this request is recommended with a two year review.

**FINDINGS**

Currently the use of the Off-Premise Advertising (Billboard) Sign on this property is deemed appropriate. The Off-Premise Advertising (Billboard) Sign shall be removed upon commencement of construction on this portion of the site. Approval of this request is recommended.

**PLANNING COMMISSION ACTION**

The Planning Commission added condition #6 as shown.

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED** 19

**ASSEMBLY DISTRICT** 6

**SENATE DISTRICT** 4

**NOTICES MAILED** 46 by City Clerk

**APPROVALS** 0

**PROTESTS** 0