



**AGENDA MEMO**

**CITY COUNCIL MEETING DATE: SEPTEMBER 5, 2007**  
**DEPARTMENT: PLANNING AND DEVELOPMENT**  
**ITEM DESCRIPTION: RQR-22324 - APPLICANT: LAMAR OUTDOOR ADVERTISING**  
**- OWNER: URBAN LAND NEVADA**

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**\*\* CONDITIONS \*\***

The Planning Commission (5-0 vote) and staff recommend APPROVAL, subject to:

**Planning and Development**

1. This Special Use Permit shall be reviewed in five (5) 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. 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.
3. 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.
4. 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.

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

**PROJECT DESCRIPTION**

This is a request for a Required Two Year Review of an approved Special Use Permit (U-0265-94) which allowed a 40-foot high, 14-foot x 48-foot Off-Premise Advertising (Billboard) Sign at 2550 Highland Drive.

This is the fourth review of the subject Off-Premise Advertising (Billboard) Sign. The subject Off-Premise Advertising (Billboard) Sign is in compliance with Code requirements. The Off-Premise Advertising (Billboard) Sign is located in an area that is not anticipated to change in the near future. Approval of this request is recommended.

**BACKGROUND INFORMATION**

<b><i>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc.</i></b>	
12/21/94	The City Council approved a request for a Special Use Permit (U-0265-94) for a 55foot high, 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign on this site, subject to a five-year review. The Board of Zoning Adjustment recommended approval on 11/22/94.
02/16/00	The City Council approved a Five-Year Review [U-0265-94 (1)] on an approved Special Use Permit for a 40-foot high, 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign, subject to a two-year review. The Planning Commission and staff recommended approval on 01/13/00.
04/03/02	The City Council approved a Two-Year Review [U-0265-94 (2)] on an approved Special Use Permit for a 40-foot high, 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign, subject to a two-year review. The Planning Commission and staff recommended approval on 02/28/02.
07/07/04	The City Council approved a Two-Year Review (RQR-4243) on an approved Special Use Permit for a 40-foot high, 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign, subject to a three-year review. The Planning Commission and staff recommended approval on 02/28/02.
07/26/07	The Planning Commission voted 5-0 to recommend APPROVAL (PC Agenda Item #11/ng).
<b><i>Related Building Permits/Business Licenses</i></b>	
01/25/95	A building permit (#95364890) was issued for the subject sign. The permit received a final inspection on 03/02/95.
<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>Field Check</b>	
06/25/07	A site inspection was conducted and photographs were taken.

<b>Details of Application Request</b>	
<b>Site Area</b>	
Net Acres	0.80

Surrounding Property	Existing Land Use	Planned Land Use	Existing Zoning
Subject Property	Undeveloped	C (Commercial)	M (Industrial)
North	Undeveloped	Right of Way	M (Industrial)
South	Undeveloped	LI/R (Light Industry/Research)	M (Industrial)
East	Utilities	PF (Public Facilities)	M (Industrial)
West	Offices	LI/R (Light Industry/Research)	M (Industrial)
	Hotel	C (Commercial)	

<b>Special Districts/Zones</b>	<b>Yes</b>	<b>No</b>	<b>Compliance</b>
<b>Special Area Plan</b>			
Redevelopment Plan Area	X		Y
<b>Special Districts/Zones</b>	<b>Yes</b>	<b>No</b>	<b>Compliance</b>
<b>Special Purpose and Overlay Districts</b>			
A-O (Airport Overlay) District (175-foot)	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

**DEVELOPMENT STANDARDS**

Standards	Code Requirement	Provided	Compliance
Location	No Off-Premise Advertising (Billboard) Sign may be located within the public right-of-way. May not be located within the Off-Premise Sign Exclusionary Zone except in exempted areas	Not Located within the Exclusionary Zone	Y

Zoning	Off-Premise Advertising (Billboard) Signs are permitted in the C-1, C-2, C-M and M Zoning Districts only	Located within a M (Industrial) zoning district	Y
Area	No Off-Premise Advertising (Billboard) Signs 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.	672 SF	Y
Height	No higher than 40 feet from grade at the point of construction	Maximum height of 40 feet from grade	Y
Screening	All structural elements of an Off-Premise Advertising (Billboard) Sign to which the display panels are attached shall be screened from view.	Screened	Y
Off-Premise Advertisement (Billboard)	At least 750 feet to another Off Premise Sign	330 feet to another Off Premise Sign	N
Off-Premise Advertisement (Billboard)	At least 300 feet to the nearest property line of a lot in any R zoned district.	1,400 feet from R zoned property to the northeast.	Y
Other	All Off-Premise Advertising (Billboard) 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

## **ANALYSIS**

This is the fourth review of the subject Off-Premise Advertising (Billboard) Sign. The sign is located in an industrial area that is not anticipated to change in the near future. The sign has the proper permits with final inspections completed. It is noted that there are four other Off-Premise Advertising (Billboard) Signs within the 750-foot separation radius of the subject Off-Premise Advertising (Billboard) Sign. Additionally, there is a patch of graffiti near the electrical box that shall be removed. Due to the Off-Premise Advertising (Billboard) Sign being in compliance with Code requirements, approval is recommended.

## **FINDINGS**

The subject Off-Premise Advertising (Billboard) Sign is in compliance with Code requirements. The Off-Premise Advertising (Billboard) Sign is located in an area that is not anticipated to change in the near future. Approval of this request is recommended.

## **PLANNING COMMISSION ACTION**

At the Planning Commission meeting the applicant agreed to all conditions.

## **NEIGHBORHOOD ASSOCIATIONS NOTIFIED** 12

**ASSEMBLY DISTRICT** 10

**SENATE DISTRICT** 7

**NOTICES MAILED** 65 by City Clerk

**APPROVALS** 0

**PROTESTS** 0