



## AGENDA MEMO

CITY COUNCIL MEETING DATE: OCTOBER 3, 2007  
DEPARTMENT: PLANNING AND DEVELOPMENT  
ITEM DESCRIPTION: SUP-13490 - APPLICANT/OWNER: FIRST PRESBYTERIAN  
CHURCH OF LAS VEGAS

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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 (7-0 vote) and staff recommend DENIAL.

#### *Planning and Development*

1. Approval of a General Plan Amendment (GPA-13372) to a Service Commercial land use.
2. The billboard shall be placed so that it is perpendicular to Charleston Boulevard.
3. The billboard face shall consist of static vinyl panels, or a similar material as approved by the Planning and Development Department
4. Animated and electronic message unit signage is prohibited.
5. The billboard shall not be internally or externally illuminated.
6. The billboard is limited to the exact height as specified in the public hearing notice. If the height of the adjacent freeway increases, the billboard is not entitled to any height increases allowed by Title 19 or Nevada Revised Statutes.
7. Prior to the issuance of any building permits, the applicant shall submit a site plan which includes a stamped certification, signed by a professional engineer, which includes the exact distances to the nearest residential property and to all other billboards and which states that the billboard complies with all separation requirements.
8. Conformance to all Minimum Requirements under LVMC Title 19.04.050 for a off-premise advertising (billboard) use.
9. This approval shall be void two years from the date of final approval, unless a building permit has been issued for the principal building on the site. An Extension of Time may be filed for consideration by the City of Las Vegas.
10. This Special Use Permit shall be reviewed in two 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.

11. 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.
12. 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.
13. Only one advertising sign is permitted per sign face.
14. 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.
15. Bird deterrent devices shall be installed on the sign.

**Public Works**

16. The proposed (billboard) sign shall not be located within the public right-ofway or interfere with Site Visibility Restriction Zones. The sign base shall not be located within existing or proposed public sewer or drainage easements.

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

**APPLICATION REQUEST**

This is an appeal filed by the applicant from the denial by the Planning Commission of a request for a Special Use Permit for a proposed 40-foot tall, 14-foot x 48-foot off-premise advertising (billboard) sign at 1619 West Charleston Boulevard. The sign is to be located within an existing church parking lot located west of the McDonalds restaurant.

This billboard is one of four to be considered on this agenda. Staff has prepared a map of the proposed billboard locations, on which the subject sign is identified as billboard C

**EXECUTIVE SUMMARY**

The Southeast Sector Map of the General Plan and the Charleston/Rancho land use study both designate this site for O (Office) land uses. Because the zoning districts recommended for this property by the Office land use designation do not permit billboards, and because staff is recommending denial of a related General Plan Amendment to SC (Service Commercial) (GPA-13372), staffs recommendation is for denial.

**BACKGROUND INFORMATION**

- 01/06/54      The City Council approved a Special Use Permit (U-70-53) to allow a church on the subject property
  
- 08/07/85      The City Council approved the Community Profiles of the City of Las Vegas General Plan by Resolution. On this plan, the subject properties were designated for SC (Service Commercial) land uses.
  
- 10/24/91      The Board of Zoning Adjustment approved a Special Use Permit for a child care facility in conjunction with the church on the subject property (U-261-91).
  
- 05/24/94      The Board of Zoning Adjustment approved a Special Use Permit for a school in conjunction with the church on the subject property (U-108-94).
  
- 06/19/02      The City Council adopted the Rancho Charleston Land Use Study and approved General Plan Amendment GPA-47-01. This amendment designated the subject property for O (Office) land uses.

- 07/13/06 The Planning Commission voted to hold this item in abeyance to allow the applicant to meet with neighbors.
- 08/10/06 The Planning Commission voted to table this item.
- 10/19/06 The Planning Commission voted to hold this item in abeyance to allow the applicant to meet with neighbors.
- 11/16/06 The Planning Commission voted 7-0 to recommend DENIAL (PC Agenda Item #25/ar).

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

- 04/26/06 Staff explained the requirements for a Special Use Permit to the applicant and provided information regarding the required neighborhood meeting.

***C) Neighborhood Meetings***

A neighborhood meeting was held on Tuesday, June 20, 2006 at 6:00 pm at the First Presbyterian Church, 1515 West Charleston Boulevard. In attendance were: 32 citizens; 3 applicant representatives; Councilwoman Tarkanian and two council liaisons; and Margo Wheeler, Planning and Development Director

The applicant presented the project as five total signs. Three of the signs will be billboards and two of them will be for the church. The applicant indicated the height of signs could increase if the freeway is modified, and that all signs are proposed to include reader board.

**DETAILS OF APPLICATION REQUEST**

Site Area: 0.93 Net acres

***Existing Land Use***

Subject Property	Church parking lot
North	UNLV Dentistry School/Restaurant
South	Single Family Dwellings
East	Restaurant
West	Offices

***Planned Land Use***

Subject Property	O (Office)
North	MD-1 (Medical Support)
South	L (Low Density Residential)
East	SC (Service Commercial)
West	O (Office)



**Existing Zoning**

Subject Property C-1 (Limited Commercial)  
 North PD (Planned Development)  
 South R-1 (Single Family Residential)  
 East C-1 (Limited Commercial)  
 West C-1 (Limited Commercial)

<i><b>SPECIAL DISTRICTS/ZONES</b></i>	<b>Yes</b>	<b>No</b>
<i><b>Special Area Plan</b></i>	<b>X</b>	
Charleston/Rancho Study Area	<b>X</b>	
<b>Special Overlay District</b>		<b>X</b>
<b>Trails</b>		<b>X</b>

The subject site is located within the Charleston/Rancho study area. This study designates this site for Office uses.

**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 not oriented toward I-15. There are no existing billboards within the separation distance, and the applicant has indicated that this billboard will be at least 300 feet from the billboards that are proposed under Special Use Permits SUP-13362, SUP-13494, and SUP-13495.

In addition, the sign cannot be located less than 300 feet from the nearest property line of a lot in the R Zoning District. The nearest R zoned property is located approximately 600 feet to the south 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 south of the Charleston 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 378 square feet.	Y
Height	40 Feet above grade	40 Feet above 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 470 feet from the right-of-way line of the intersection of Charleston Boulevard and Desert Lane	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; no residential uses on site.	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) and is not located within the Off-Premise Sign Exclusionary Zone. An Off-Premise Advertising (Billboard) Sign is a permitted use in this district with the approval of a Special Use Permit. However, the Southeast Sector Map of the General Plan and the Charleston/Rancho land use study both designate this site for O (Office) land uses. The zoning districts recommended for this property by the Office land use designation do not permit billboards.

## 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.**

Per Title 19.14 (B)(2), in determining whether to approve or deny a Special Use Permit under this Section, the Planning Commission and City Council may consider the aesthetic impact of the sign on the area and all other aspects of the signs compatibility with the surrounding area, including the existence or nonexistence of other signage in the area. This proposed use would be located in the O (Office) General Plan designation. This area is characteristic of office development, and is not compatible with this proposed billboard.

- 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.**

In 2002, the City of Las Vegas approved a land use study of properties located in the vicinity of Charleston Boulevard, Rancho Drive and Martin L. King Boulevard in an effort to resolve land use conflicts in the study area. The Charleston/Rancho study redesignated all properties along the south side of Charleston Boulevard between Rancho Drive and Desert Lane for O (Office) land uses. This action provides a consistent land use buffer between the very intense uses of the Las Vegas Medical District and the residential neighborhoods south of the subject properties. The proposed Off-Premise Advertising (Billboard) Sign would result in the incompatibility of land uses that the Charleston/Rancho study sought to resolve.

**PLANNING COMMISSION ACTION**

There were two speakers in opposition at the Planning Commission meeting.

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED** 17

**ASSEMBLY DISTRICT** 9

**SENATE DISTRICT** 3

**NOTICES MAILED** 105 by City Clerk

**APPROVALS** 0

**PROTESTS** 2