



AGENDA MEMO

CITY COUNCIL MEETING DATE: APRIL 2, 2008
DEPARTMENT: PLANNING AND DEVELOPMENT
ITEM DESCRIPTION: RQR-26439 - APPLICANT: REAGAN NATIONAL
ADVERTISING - OWNER: MIGUEL WILLIAM P, ET AL

** CONDITIONS **

The Planning Commission (7-0 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. Only one advertising sign is permitted per sign face.
5. If the existing off-premise sign is voluntarily demolished, this Special Use Permit (SUP-2579) 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. Bird deterrent devices shall be installed on the sign within 30 days of final approval by the City of Las Vegas.
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 the second Required Two Year Review of an approved Special Use Permit (SUP-2759) for a 40-foot tall, 14-foot x 48-foot Off-Premise Advertising (Billboard) Sign at 793 North Nellis Boulevard.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc.</i>	
10/17/84	The City Council approved a Rezoning (Z-0070-84) from R-E (Residence Estates) to C-1 (Limited Commercial) for a proposed Shopping Center located at the southwest corner of Nellis Boulevard and Harris Avenue.
12/17/03	The City Council approved a Special Use Permit (SUP-2579) for a proposed 40-foot tall, 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign at 789 North Nellis Boulevard. The Planning Commission and staff recommended denial of this request.
12/31/03	The Planning and Development Department assigned an address and issued a Tag (#07422) for an Off-Premise Advertising (Billboard) Sign at 793 North Nellis Boulevard.
03/15/06	The City Council approved a required two year review (RQR-11127) of an approved Special Use Permit (SUP-2759) for a 40-foot tall, 14-foot x 48-foot off-premise advertising (Billboard) sign at 793 North Nellis Boulevard. The Planning Commission and staff recommended approval of this request.
02/28/08	The Planning Commission voted 7-0 to recommend APPROVAL (PC Agenda Item #13/ed).
<i>Related Building Permits/Business Licenses</i>	
02/02/04	A building permit was issued to construct the building of an Off-Premise Advertising (Billboard) Sign.
<i>Pre-Application Meeting</i>	
A pre-application meeting is not required, nor was one held.	
<i>Neighborhood Meeting</i>	
A neighborhood meeting is not required, nor was one held.	
<i>Field Check</i>	
01/25/08	A site inspection was conducted and it was found that this Off Premise Sign is maintained to the standards of Title 19.14.100. Minor bird infestation has occurred at this billboard site and this issue has been addressed in the conditions for this review. Graffiti has been painted over displaying that this billboard is adequately maintained.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Gross Acres	0.65

Surrounding Property	Existing Land Use	Planned Land Use	Existing Zoning
Subject Property	Shopping Center	SC (Service Commercial)	C-1 (Limited Commercial)
North	Bank	SC (Service Commercial)	C-1 (Limited Commercial)
South	Shopping Center	SC (Service Commercial)	C-1 (Limited Commercial)
East	Commercial	CG (Commercial General Clark County)	C-2 (General Commercial Clark County)
West	Shopping Center	SC (Service Commercial)	C-1 (Limited Commercial)

<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Area Plan		X	N/A
<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Purpose and Overlay Districts		X	
Trails		X	N/A
Rural Preservation Overlay District		X	N/A
Development Impact Notification Assessment		X	N/A
Project of Regional Significance		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 in 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 C-1 (Limited Commercial) 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 300 feet to another Off Premise Sign	1562 feet to another Off Premise Sign	Y
Off-Premise Advertisement (Billboard)	At least 300 feet to the nearest property line of a lot in any R zoned district.	315 feet from R zoned property to the northwest.	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 second review of the subject Off-Premise Advertising (Billboard) Sign. The subject Off-Premise Advertising (Billboard) Sign was found to be in good condition. A small amount of bird droppings have accumulated at the base of this sign requiring the installation of bird deterrent devices. The subject sign is conditioned to be properly maintained, including properly maintained paint and the removal over graffiti. The area is commercial in nature and this Off- Premise Advertising (Billboard) is an appropriate use in this location. Approval of this request is recommended. An additional review shall be required in five years.

FINDINGS

The billboard in question has been maintained in accordance to Title 19.14.100 standards for an Off-Premise Sign. Staff recommends approval of this request with another review in five years.

ASSEMBLY DISTRICT 14

SENATE DISTRICT 2

NOTICES MAILED 141 by City Clerk

APPROVALS 0

PROTESTS 2