



## AGENDA MEMO

**PLANNING COMMISSION MEETING DATE: MAY 8, 2008**

**DEPARTMENT: PLANNING AND DEVELOPMENT**

**ITEM DESCRIPTION: RQR-27423 - APPLICANT: LAMAR OUTDOOR ADVERTISING  
- OWNER: PKI RAINBOW PROMENADE, LLC**

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

**STAFF RECOMMENDATION: APPROVAL**, subject to:

**Planning and Development**

1. Conformance to the Conditions of Approval for Special Use Permit U-0137-95
2. This Special Use Permit shall be reviewed in three (3) 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.
3. The property owner shall remove any existing graffiti from the Off-Premise Advertising (Billboard) Sign within 30 days of final approval by the City of Las Vegas. Failure to perform the required painting may result in fines and/or removal of the Off-Premise Advertising (Billboard) Sign. Thereafter, the sign its supporting structure shall be properly maintained and kept free of graffiti at all times.
4. If the existing Off-Premise Advertising (Billboard) Sign structure is removed, this Special Use Permit shall be expunged and a new Off-Premise Advertising (Billboard) Sign structure shall not be erected in the same location unless: (1) a new Special Use Permit is approved for the new structure by the City of Las Vegas, or (2) the location is in compliance with all applicable standards of Title 19 including, but not limited to, distance separation requirements, or (3) a Variance to the applicable standards of Title 19 has been approved for the new structure by the City Council.
5. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

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

**PROJECT DESCRIPTION**

This application is a required Five-Year Review of an approved Special Use Permit (U-0137-95) for a 40-foot tall, 14-foot x 48-foot Off-Premise Sign (Billboard) at 2201 North Rainbow Boulevard. This is the third review since the initial approval of the Special Use Permit.

**BACKGROUND INFORMATION**

<b><i>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc.</i></b>	
12/20/95	The City Council approved a Special Use Permit (U-0137-95) which allowed a 14 foot x 48 foot Off-Premise Sign (Billboard) at 2201 North Rainbow Boulevard. The Board of Zoning Adjustment recommended approval on 11/28/95.
3/07/01	The City Council approved a required Five-Year Review [U-0137-95(1)] on an approved Special Use Permit Special Use Permit (U-0137-95) for a 14-foot x 48-foot Off-Premise Sign (Billboard) at 2201 North Rainbow Boulevard. The Planning Commission and staff recommended approval on 1/25/01.
5/07/03	The City Council approved a required Two-Year Review (RQR-1736) of an approved Special Use Permit [U-0137-95(1)] which allowed a 14 foot x 48 foot Off-Premise Sign (Billboard) at 2201 North Rainbow Boulevard. The Planning Commission and staff recommended approval on 3/27/03.
<b><i>Related Building Permits/Business Licenses</i></b>	
8/24/92	A 225 Final Inspection was issued for permit #92-154742, under Plan Check #L-795-92 for a 30-foot tall, 672 square-foot Off-Premise Sign (Billboard) located at 2201 North Rainbow Boulevard.
<b><i>Pre-Application Meeting</i></b>	
A pre-application meeting is not required for this application.	
<b><i>Neighborhood Meeting</i></b>	
A neighborhood meeting is not required for this application, nor was one held.	

<b><i>Field Check</i></b>	
4/17/08	A field check was carried out by staff with the following observations: <ul style="list-style-type: none"> <li>• The Off-premise Sign (billboard) was found to be in good condition with no visible graffiti or bird nuisance problems.</li> <li>• There are no embellishments, moving parts, or electronic message units currently mounted to the sign.</li> </ul>

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<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	7.14 acres

<b>Surrounding Property</b>	<b>Existing Land Use</b>	<b>Planned Land Use</b>	<b>Existing Zoning</b>
Subject Property	Commercial Shopping Center	SC (Service Commercial)	C-1 (Limited Commercial)
North	Commercial Shopping Center	SC (Service Commercial)	C-1 (Limited Commercial)
South	US Highway 95/Lake Mead Boulevard Interchange	ROW (Right-of-Way)	ROW (Right-of-Way)
East	Commercial Shopping Center	SC (Service Commercial)	C-1 (Limited Commercial)
West	US Highway 95 and Apartments	ROW (Right-of-Way)/ M(Medium Density Residential)	US Highway 95 and R-3 (Medium Density Residential)

<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
<b>Special Area Plan</b>		X	NA
<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
<b>Special Purpose and Overlay Districts</b>		X	NA
<b>Trails</b>		X	NA
<b>Rural Preservation Overlay District</b>		X	NA
<b>Development Impact Notification Assessment</b>		X	NA
<b>Project of Regional Significance</b>		X	NA

## DEVELOPMENT STANDARDS

*Per Title 19.14.100, the following standards apply:*

<i>Standards</i>	<i>Code Requirement</i>	<i>Provided</i>	<i>Compliance</i>
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	Sign is not located within public right-of-way or within the exempted area of the Exclusionary Zone.	Y

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Zoning	Off-Premise Advertising (Billboard) Signs are permitted in the C-1, C-2, C-M and M Zoning Districts only	Located on C-1 zoned property	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 square feet with no embellishments.	Y
Height	No higher than 40 feet from grade at the point of construction	30-foot tall sign	Y
Screening	All structural elements of an Off-Premise Advertising (Billboard) Sign to which the display panels are attached shall be screened from view.	Two-sided sign with screening of structural elements.	Y
Off-Premise Advertisement (Billboard)	At least 750 feet to another Off Premise Sign along the same frontage	1,300 feet from existing billboard located to the north.	Y
Off-Premise Advertisement (Billboard)	At least 300 feet to the nearest property line of a lot in any R zoned district.	400 feet from R-3 property located to the west, across US-95.	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.	Sign is permanently attached on commercial property	Y

**ANALYSIS**

This is the third review of a Special Use Permit (U-0137-95) which allowed a 14-foot x 48-foot Off -Premise Sign (Billboard) at 2201 North Rainbow Boulevard. This Off-Premise Sign received

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a 225-Final Sign Inspection on August 24<sup>th</sup>, 1992 and has not had any additional work regarding electronic lighting devices or moving parts since this approval.

**FINDINGS**

Staff finds that this existing Off-Premise Sign (Billboard) is on good condition, is located within the exempted area of the Off-Premise Sign Exclusionary Zone, and has an approved sign certificate; therefore, staff recommends approval of this review, subject to a three-year review.

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED** 9

**ASSEMBLY DISTRICT** 1

**SENATE DISTRICT** 6

**NOTICES MAILED** 230

**APPROVALS** 1

**PROTESTS** 2