



AGENDA MEMO

CITY COUNCIL MEETING DATE: MAY 21, 2008
DEPARTMENT: PLANNING AND DEVELOPMENT
ITEM DESCRIPTION: SDR-27195 - APPLICANT: LAMAR OUTDOOR ADVERTISING
- OWNER: CITY OF LAS VEGAS

**** CONDITIONS ****

The Planning Commission (6-0 vote) and staff recommend APPROVAL, subject to:

Planning and Development

1. Conformance to the Conditions of Approval for Special Use Permit (U-0034-96) shall be required.
2. 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.
3. All development shall be in conformance with the site plan and building elevations, date stamped 3/10/08, except as amended by conditions herein.
4. The Off-Premise Sign (Billboard) 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 Sign (Billboard).
5. 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 Sign (Billboard).
6. 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 request for a Site Development Plan Review to raise an existing 57.4 foot tall OffPremise Sign (billboard) to a height of 70 feet. As this application request exceeds the limits of a Minor Site Development Plan Review, it is being processed as a Site Development Plan Review per Title 19.14.100(G)4.

Staff recommends approval of the following request as there is no anticipated impact to the surrounding area from raising the existing sign an additional 13.6 feet in height.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc.</i>	
6/19/96	The City Council approved a Special Use Permit (U-0034-96) to allow four 14' by 48' Off-Premise Advertising (Billboard) Signs located at 3415 East Bonanza Road. The Board of Zoning Adjustment recommended approval 5/28/96.
11/20/96	The City Council approved a request for a Special Use Permit (U-0109-96) on property located at 3415 E. Bonanza Road for a 3,992 square-foot Tavern in conjunction with a proposed Clubhouse for the Desert Pines Golf Course. The Board of Zoning Adjustment recommended approval 10/22/96.
04/24/08	The Planning Commission voted 6-0 to recommend APPROVAL (PC Agenda Item #16/mh).
<i>Related Building Permits/Business Licenses</i>	
2/01/99	A #225 Final Inspection was completed for Permit #96-013161, under Plan Check #L-3125-96 for this billboard.
<i>Pre-Application Meeting</i>	
3/05/08	A pre-application meeting was held with staff to discuss the requirements for submitting a Site Development Plan Review of a billboard Per Title 19.14.100(G)1 as the sign exceeds the 65-foot height limit.
<i>Neighborhood Meeting</i>	
A neighborhood meeting is not required for this type of application, nor was one held.	
<i>Field Check</i>	
4/03/08	A field check was carried out by staff with the following observations: • Sign located in the rear portion of a municipal golf course. • No noticeable bird-nuisance. • Billboard contains three faces: two facing east/west bound traffic on US-95 and a third facing north towards Pecos Road.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	95.96 acres

Surrounding Property	Existing Land Use	Planned Land Use	Existing Zoning
Subject Property	Municipal Golf Course	PR-OS (Parks/Recreation/ Open Space)	C-V (Civic)
North	Clark County Family Court Services	PF (Public Facilities)	C-V (Civic)
South	ROW (US-95)	ROW (US-95)	ROW (US-95)
East	Mobile Home Park	ML (Medium Low Residential)	R-MHP (Residential Mobile/Manufactured Home Park)
West	Detention Basin/ Maintenance Buildings	PF (Public Facilities)	C-V (Civic)/ ROW (US-95)

<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Area Plan		X	NA
<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Purpose and Overlay Districts			
C-V (Civic) District	X		N
Trails Pedestrian Path	X		Y
Rural Preservation Overlay District		X	NA
Development Impact Notification Assessment		X	NA
Project of Regional Significance		X	NA

DEVELOPMENT STANDARDS

Standards	<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	The existing sign is not located within the public right-of-way or the Off-Premise Sign Exclusionary Zone.	Y

Zoning	Off-Premise Advertising (Billboard) Signs are permitted in the C-1, C-2, C-M and M Zoning Districts only	C-V	N
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 shown or proposed	Y
Height	No more than 45 feet above the noise abatement improvement project from the tallest point of the improvement project to the top of the sign and no higher than 65 feet from grade at the point of construction	70 feet	N
Screening	All structural elements of an Off-Premise Advertising (Billboard) Sign to which the display panels are attached shall be screened from view.	All three sign faces are screened from view	Y
Off-Premise Advertisement (Billboard)	At least 750 feet to another Off Premise Sign	580 feet from existing sign to the west	N
Off-Premise Advertisement (Billboard)	At least 300 feet to the nearest property line of a lot in any R zoned district.	275 feet from R zoned district to the east	N
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 and is located on non-residential property.	Y

ANALYSIS

This sign was originally approved by Special Use Permit (U-0034-96) as one of four signs located at the rear of the municipal golf course located at 3415 East Bonanza Road. The sign in review is labeled as Billboard #1 on an additional site plan provided by the applicant and its location is described as the billboard closest to Pecos Road at the southeast corner of the subject property. This particular sign is being raised to a total height of 70-feet, which exceeds the 65-foot allowable limit for a Minor Site Development Plan Review. The existing sign is non-conforming as it is located on C-V (Civic) zoned property, is located within 240 feet from residentially-zoned property where a 300 foot separation is required, and is 580 feet from another billboard where a 750 foot separation is required. Although this sign in review has been found in non-conformance, per Title 19.14.100(G)4 a sign approved by the City Council under this paragraph (4) shall maintain any nonconforming status it had immediately before such approval.

FINDINGS

In order to approve a Site Development Plan application, per Title 19.18.050 the Planning Commission and/or City Council must affirm the following:

- 1. The proposed development is compatible with adjacent development and development in the area;**

The billboard being reviewed, along with three other billboards, has all been in place at the rear of the municipal golf course since 1999. Although the sign does not meet the required 300-foot separation distance from the residentially-zoned property to the east, there have been no significant changes in land use

- 2. The proposed development is consistent with the General Plan, this Title, the Design Standards Manual, the Landscape, Wall and Buffer Standards, and other duly-adopted city plans, policies and standards;**

The existing sign does not meet the zoning requirement or the minimum separation distance from residentially zoned property per Title 19.14.100(G)4; however, a sign approved by the City Council under this paragraph (4) shall maintain any nonconforming status it had immediately before such approval.

- 3. Site access and circulation do not negatively impact adjacent roadways or neighborhood traffic;**

As this is an existing Off-Premise Sign (Billboard) located on the back portion of a municipal golf course, site access and circulation are not affected.

4. Building and landscape materials are appropriate for the area and for the City;

The structural materials for the proposed raising of the existing Off-Premise Sign (Billboard) are appropriate for the area and the city. There is no proposed changes, either LED conversion or embellishment, of the existing billboard itself.

5. Building elevations, design characteristics and other architectural and aesthetic features are not unsightly, undesirable, or obnoxious in appearance; create an orderly and aesthetically pleasing environment; and are harmonious and compatible with development in the area;

The existing billboard appeared to be in excellent shape with no visible bird-nuisance or graffiti. The sign is partially screened by mature pine trees from street-level as it is located in a golf course.

6. Appropriate measures are taken to secure and protect the public health, safety and general welfare.

The billboard in review has previously completed a building permit with a final inspection completed in 1999. This sign will require new building permits, which will be subject to compliance with the 2006 IBC and will require a Third-Party Special Inspections report to be filed by a professional engineer licensed with the State of Nevada prior to the final inspection being completed by the Building and Safety Department.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED

10

ASSEMBLY DISTRICT

11

SENATE DISTRICT

10

NOTICES MAILED

816 by Planning Department

APPROVALS

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PROTESTS

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