



AGENDA MEMO

CITY COUNCIL MEETING DATE: JUNE 18, 2008
DEPARTMENT: PLANNING AND DEVELOPMENT
ITEM DESCRIPTION: SDR-27728 - APPLICANT: CBS OUTDOOR ADVERTISING -
OWNER: T I E, INC.

**** CONDITIONS ****

The Planning Commission (7-0 vote) and staff recommend APPROVAL, subject to:

Planning and Development

1. Approval of and conformance to the Conditions of Approval for Rezoning (Z-0008-95) and Review of Condition [Z-0008-95(1)] 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 off-premise sign. 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 sign elevations, date stamped 05/05/08, 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. The structural elements exposed to the 30-foot opening at south end of the billboard shall be screened from view.
7. Bird deterrent devices shall be installed on the sign within 30 days of final approval by the City of Las Vegas.
8. 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 65-foot tall Offpremise Sign (Billboard) located at 333 North 11th Street to a height of 85 feet. As this application request exceeds the height threshold 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 20 feet in height.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc.</i>	
11/23/93	The City Council denied a request for a Rezoning (Z-0084-93) from the R-1 (Single Family Residential) zoning district to the C-1 (Limited Commercial) zoning district in order to convert an existing assembly hall and clubhouse for commercial uses. The Planning Commission recommended denial
04/05/95	The City Council approved a request for a reclassification of property (Z-0008-95) located at 333 North 11 th Street, from the R-1 (Single Family Residence) zoning district to the C-1 (Limited Commercial) zoning district for a proposed Off-Premise Sign (Billboard). The Planning Commission recommended denial on 03/09/95.
02/07/96	The City Council approved a request for a Review of Condition Number Five [Z-0008-95(1)] to allow lighting of an Off-Premise Sign (Billboard) where such is prohibited on property located at 333 North 11 th Street.
05/22/08	The Planning Commission voted 7-0 to recommend APPROVAL (PC Agenda Item #10/mh).
<i>Related Building Permits/Business Licenses</i>	
06/15/95	A final inspection was issued for building permit #95-371729 for a 672 square-foot, double-faced Off-Premise Sign (Billboard) under Plan Check #L-1310-95.
<i>Pre-Application Meeting</i>	
A pre-application meeting is not required for this type of request, nor was one held.	
<i>Neighborhood Meeting</i>	
A neighborhood meeting is not required for this type of request, nor was one held.	

Field Check	
4/30/08	A field check was completed by staff with the following observations: • There are no embellishments, electronic signage, or moving parts on the double-faced sign. • The sign and supporting structure are free of graffiti and there is no sign of a bird-nuisance. • The south facing portion of the billboard does not adequately screen the structural elements.

Details of Application Request	
Site Area	
Net Acres	0.51 acres

Surrounding Property	Existing Land Use	Planned Land Use	Existing Zoning
Subject Property	Parking Lot	MXU (Mixed Use)	C-1 (Limited Commercial)
North	Las Vegas Housing Authority	MXU (Mixed Use)	R-3 (Medium Density Residential)
South	Social Service Provider	MXU (Mixed Use)	R-2 (Medium-Low Density Residential)
East	Las Vegas Housing Authority/ Senior Apartments	MXU (Mixed Use)	R-3 (Medium Density Residential/ R-4 (Medium-High Density Residential)
West	Apartments	MXU (Mixed Use)	R-3 (Medium Density Residential)

Special Districts/Zones	Yes	No	Compliance
Special Area Plan			
Redevelopment Plan Area	X		NA
Special Districts/Zones	Yes	No	Compliance
Special Purpose and Overlay Districts			
Live/Work Overlay District	X		NA
Trails		X	NA
Rural Preservation Overlay District		X	NA
Development Impact Notification Assessment		X	NA
Project of Regional Significance		X	NA

DEVELOPMENT STANDARDS

Per Title 19.14.100, the following sign standards apply to the Off-Premise Sign (Billboards):

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.	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-1	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 shown or proposed	672 square feet with no embellishments shown or proposed
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	45 feet above the sound wall	Y
Screening	All structural elements of an Off-Premise Advertising (Billboard) Sign to which the display panels are attached shall be screened from view.	The structural elements of the sign are exposed at the southern face.	N
Off-Premise Advertise ment (Billboard)	At least 750 feet to another Off-Premise Sign	690 feet from Off-Premise Sign to the south	N

Off-Premise Advertisment (Billboard)	At least 300 feet to the nearest property line of a lot in any R zoned district.	20 feet	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 Off-Premise Sign (Billboard) was originally approved under a Rezoning [Z-0008-(95)]. The sign in review is located in the rear portion of a parking lot on a separate parcel adjacent to a small office building. This particular sign is being raised to a total height of 85 feet, which exceeds the 65 foot allowable limit for a Minor Site Development Plan Review. The existing sign is nonconforming as it is located within 20 feet from residentially-zoned property where a 300 foot separation is required, and is 690 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 development proposal is to only raise the existing billboard to a total height of 85 feet; there are no other proposals to relocate or modify the sign in a manner that could increase the signs impact on the surrounding neighborhood. The existing sign is a legal, nonconforming sign and received a final inspection from the Building and Safety Department on 6/15/1995. There have been no considerable changes in the surrounding development other than the increase in height of the freeway sound walls.

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 proposed sign raising is consistent with the MXU (Mixed-Use) General Plan Land Use category and is a permissible use in the C-1 (Limited Commercial) Zoning District. However, this Off-Premise Sign (Billboard) is a legal, non-conforming use in that the sign is located 20-feet away from residential property where a 300-foot separation is required.

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

The existing sign is located in the rear portion of a parking lot and does not negatively impact the site access. There is no proposal to move the sign from its original location for the raising of the sign.

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

The building materials involved in the raising of the sign are typical of the tubular-steel supported billboards found throughout the city. Staff has conditioned the approval of this review to add screening to the 30-foot wide opening between the two billboard faces on the southern exposure.

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;**

Although the current sign is well maintained and in very good condition, the structural support on the southern end of the billboard is not properly screened. Staff has placed a condition of approval to adequately screen the 30-foot wide open V portion of the sign that faces outwards to the south.

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

The proposed raising of the existing billboard 20 additional feet in height will be subject to inspections, and will not compromise the public health, safety or welfare.

PLANNING COMMISSION ACTION

The Planning Commission amended condition #2 as shown.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 14

ASSEMBLY DISTRICT 9

SENATE DISTRICT 3

NOTICES MAILED 148 by Planning Department

APPROVALS 0

PROTESTS 2