



## AGENDA MEMO

**CITY COUNCIL MEETING DATE: SEPTEMBER 17, 2008**

**DEPARTMENT: PLANNING AND DEVELOPMENT**

**ITEM DESCRIPTION: RQR-28416 - APPLICANT: LAMAR OUTDOOR ADVERTISING -  
OWNER: S.G. PROPERTIES, LLC**

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

The Planning Commission (5-0 vote) and staff recommend APPROVAL, subject to:

#### **Planning and Development**

1. Conformance to the Conditions of Approval for Special Use Permit (U000298) and Required Review (RQR-11174).
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. All of the supporting structure shall be repainted, as required by the Planning and Development Department, within 30 days of final approval of this review by the City Council. Failure to perform the required painting may result in fines and/or removal of the Off-Premise Advertising (Billboard) Sign.
4. 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.
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 Advertising (Billboard) Sign.
6. 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.
7. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

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

**PROJECT DESCRIPTION**

This application request is in response to a required two-rear review of an approved Special Use Permit (U-0002-98) to allow a 55-foot tall, 14-foot by 48-foot Off-Premise Sign (Billboard) at 845 West Bonanza Road. This is the fifth review of the Special Use Permit for this Off-Premise Sign (Billboard) since it was constructed in 1998.

**BACKGROUND INFORMATION**

<b><i>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc.</i></b>	
08/10/98	The City Council approved a Special Use Permit (U-0002-98) for a 55-foot tall, 14-foot by 48 foot Off-Premise Sign (Billboard) on the subject property, subject to review in two years. Staff recommended approval, subject to a height of 40 feet; however, in recommending approval, the Planning Commission amended the height to the requested 55 feet.
10/04/00	The City Council approved a Two Year Review [U-0002-98(1)] of the subject Special Use Permit, subject to review in one year. The Planning Commission recommended approval. Staff recommended denial.
12/19/01	The City Council approved a One-Year Review [U-0002-98(2)] of the subject Special Use Permit, subject to review in two years. The Planning Commission and staff recommended approval.
01/21/04	The City Council approved the appeal of the Planning Commission denial of a Two-Year Review (RQR-3233) of the subject Special Use Permit, subject to review in two years. Staff recommended denial.
03/15/06	The City Council approved a Two-Year Review (RQR-11174) of the subject Special Use Permit, subject to review in two years. Staff recommended denial.
08/14/08	<a href="#">The Planning Commission voted 5-0 to recommend APPROVAL (PC Agenda Item #8/mh).</a>
<b><i>Related Building Permits/Business Licenses</i></b>	
10/07/98	Building permit #98-020146 was issued against plan check #L-3070-98 for an Off-Premise Sign at 845 West Bonanza Road. A 225 final sign inspection was completed on 12/21/98.
<b><i>Pre-Application Meeting</i></b>	
A pre-application meeting is not required for this application nor was one held.	
<b><i>Neighborhood Meeting</i></b>	
A neighborhood meeting is not required for this application nor was one held.	

<b>Field Check</b>	
07/18/08	A field check was made by staff with the following observations: <ul style="list-style-type: none"> <li>Existing Off-Premise Sign (Billboard) carries no moving parts, embellishments, or direct illuminations.</li> <li>The sign is on moderately good condition with no signs of a bird nuisance. However, the supporting structure requires repainting.</li> </ul>

<b>Details of Application Request</b>	
<b>Site Area</b>	
Net Acres	0.90 acres

Surrounding Property	Existing Land Use	Planned Land Use	Existing Zoning
Subject Property	Office	LI/R (Light Industrial/Research) [Industrial]	M (Industrial)
North	Motel	MXU (Mixed Use Downtown Redevelopment Plan)	C-2 (General Commercial)
South	Newspaper plant	LI/R (Light Industrial/Research) [Industrial]	M (Industrial)
East	Wholesale Supply	LI/R (Light Industrial/Research) [Industrial]	M (Industrial)
West	Warehouse	LI/R (Light Industrial/Research) [Industrial]	M (Industrial)

<b>Special Districts/Zones</b>	<b>Yes</b>	<b>No</b>	<b>Compliance</b>
<b>Special Area Plan</b>			
Redevelopment Plan - Downtown Redevelopment Area	X		Y
West Las Vegas Plan	X		Y
<b>Special Districts/Zones</b>	<b>Yes</b>	<b>No</b>	<b>Compliance</b>
<b>Special Purpose and Overlay Districts</b>			
A-O (Airport Overlay) District 175 feet	X		Y
<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**

<b>Standards</b>	<b>Code Requirement</b>	<b>Provided</b>	<b>Compliance</b>
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	Located outside of public right-of-way (south of the Bonanza Road right-of-way) and outsides of 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 an M (Industrial) 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; may be raised to maximum of 55 feet with approval of City Council if significantly obscured from view of travel lanes	Maximum height of 55 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 from view by sign panels	Y
Off-Premise Advertisement (Billboard)	At least 300 feet to another Off Premise Sign	395 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.	690 feet from R zoned property to the west.	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 industrial property	Y

**ANALYSIS**

This is the fifth review of the Special Use Permit (U-0002-98) for an Off-Premise Sign (Billboard) since its initial approval on 08/10/98. The sign is in good condition and the applicant has met the Condition of Approval Number Two from the last review (RQR-11174) to remove the double-signed face oriented to the south.

Since the initial approval of the Special Use Permit and the subsequent review periods there has been no tangible redevelopment within the surrounding area. However, there has been a recent approval of entitlements (ZON-62451; SUP-26452; VAR-26453; and SDR-26449) for a proposed 1,727 room Hotel with a 72,596 square-foot Gaming Establishment, Non-Restricted (Casino) with 381,734 square-feet of commercial space on 17.44 acres directly north of the subject site, across Bonanza Road. A 5.4-acre portion of this proposed Hotel and Casino is listed on the Las Vegas Historic Property Register.

**FINDINGS**

Although no construction has begun on the proposed Hotel and Casino, staff finds that the continuation of this Off-Premise Sign (Billboard) at this location is not encouraged over the long term, as it is not conducive to proposed redevelopment and revitalization occurring to the north of this subject site. Staff recommends approval of this review, subject to a review of the Special Use Permit (U-0002-98) to be completed in two years. If significant redevelopment has occurred in the local area within this time, staff may require that the Off-Premise Sign (Billboard) be removed.

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED**

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**ASSEMBLY DISTRICT** 6

<b><u>SENATE DISTRICT</u></b>	4
<b><u>NOTICES MAILED</u></b>	38 by City Clerk
<b><u>APPROVALS</u></b>	0
<b><u>PROTESTS</u></b>	3