



AGENDA MEMO

CITY COUNCIL MEETING DATE: OCTOBER 1, 2008

DEPARTMENT: PLANNING AND DEVELOPMENT

**ITEM DESCRIPTION: RQR-28992 - APPLICANT: LAMAR OUTDOOR ADVERTISING
- OWNER: MASONIC MEMORIAL TEMPLE, INC.**

**** CONDITIONS ****

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

Planning and Development

1. Conformance to the Conditions of Approval for Special Use Permit (U-0010-02), if approved.
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 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.
4. 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.
5. 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.
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 in response to a required two-year review of an approved Special Use Permit (U001002), which allowed a 55-foot high, 14-foot by 48-foot OffPremise Sign (Billboard) on property located at 2234 West Mesquite Avenue.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc.</i>	
03/28/63	The Board of Zoning Adjustment approved a Special Use Permit (U-0019-63) to allow the construction of a Masonic lodge for quasi-public use on property generally located on the northeast corner of Rancho Road and Mesquite Avenue.
04/17/02	The City Council approved a request to amend a portion of the southeast sector of the General Plan (GPA-0045-00) from L (Low Density Residential) to SC (Service Commercial) and to PF (Public Facilities). Also, a Rezoning (Z-0011-02) was also approved from R-1 (Single Family Residential) to C-1 (Limited Commercial) and C-V (Civic). Finally, a Variance (V-0010-02) was approved to allow 100 parking spaces where 137 parking spaces is the minimum amount required for a proposed drug store/pharmacy and existing retail building on property located adjacent to the southeast corner of Lake Mead Boulevard and Martin L. King Boulevard. The Planning Commission recommended denial, but staff recommended approval on 03/14/02.
02/18/02	The City Council approved a request for a Special Use Permit (U-0010-02) for a 55-foot high, 14-foot x 48-foot Off-Premise Advertising (Billboard) Sign on 3.0 acres adjacent to the northeast corner of Rancho Drive and Mesquite Avenue. The Planning Commission and staff recommended denial on 03/14/02.
04/27/06	The Planning Commission approved the applicants request to table a request for a General Plan Amendment (GPA-10841) to amend, a Rezoning (ZON-10838), and a Site Development Plan Review (SDR-10836) for a proposed Office complex on 10.58 acres at 2200 West Mesquite Avenue. NOTE: These application requests have expired with no action taken.
09/06/06	The City Council approved a request for a Required Two-Year Review (RQR-13675) of an approved Special Use Permit (U-0010-02) for a 55-foot tall, 14-foot x 48-foot Off-Premise Advertising (Billboard) Sign at 2234 West Mesquite Avenue. The Planning Commission and Staff recommended approval on 07/13/06.

09/29/06	The City Council approved a Required Two Year Review (RQR-13675) of an approved Special Use Permit (U-0010-02) for a 55-foot tall, 14-foot x 48-foot Off-Premise Advertising (Billboard) Sign. The Planning Commission and staff recommended approval on 07/13/06.
12/20/06	The City Council approved a request for a second Extension of Time (EOT-18081) of an approved Rezoning (Z-0011-02) from the R-1 (Single Family Residential) zoning district to the O (Office) and C-V (Civic) zoning district on 13.70 acres adjacent to the northeast corner of Rancho Drive and Mesquite Avenue.
03/19/06	The City Council approved a the third requested Extension of Time (EOT-26814) of an approved Rezoning (Z-0011-02) that reclassified approximately 2.64 acres of the western portion of the 10.55 acre subject site from the R-1 (Single Family Residential) zoning district to the O (Office) zoning district. The subject site is generally located adjacent to the northeast corner of Rancho Drive and Mesquite Avenue.
08/28/08	The Planning Commission voted 7-0 to recommend APPROVAL (PC Agenda Item #32/mh).
<i>Related Building Permits/Business Licenses</i>	
11/09/04	Building permit #04-001773 was issued for the subject billboard on 05/10/04 under Plan Check #L-4678-03. The sign received a #240 Final Inspection on 11/09/04.
<i>Pre-Application Meeting</i>	
A pre-application meeting is not required for this application.	
<i>Neighborhood Meeting</i>	
A neighborhood meeting is not required for this application, nor was one held.	

<i>Field Check</i>	
08/08/08	A field check was carried out by staff with the following observations: • There is no graffiti or bird nuisance present on the support structure or the display panels of the sign. • The sign has stucco-cladding on the support structure with additional screening panels added to the rear of the sign. This additional screening does not constitute sign embellishments as there is no related advertising on the panels.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	10.55 acres

Surrounding Property	Existing Land Use	Planned Land Use	Existing Zoning
Subject Property	Fraternal Institution/Undeveloped	PF (Public Facilities)/O (Office)	C-V (Civic)/ R-1 (Single Family Residential) under Resolution of Intent to O (Office)
North	R.O.W. (US-95)	R.O.W. (US-95)	R.O.W. (US-95)
South	Church/School	L (Low Density Residential)	R-1 (Single Family Residential)
East	Single-Family Homes	L (Low Density Residential)	R-1 (Single Family Residential)
West	Single-Family Homes/ Undeveloped	L (Low Density Residential)	R-1 (Single Family Residential)

<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			
A-O (Airport Overlay) District 130 feet	X		Y
Trails	X		Y
Rural Preservation Overlay District		X	NA
Development Impact Notification Assessment		X	NA
Project of Regional Significance		X	NA

Trails

A pedestrian path is located on the western portion of the site. Any future development on that portion of the site will require the addition of a pedestrian path consisting of five feet of sidewalk and five feet of landscaping. The Off-Premise Sign (Billboard) has little to no impact on the trail as it is located approximately 425-feet away at the center of the north property line.

DEVELOPMENT STANDARDS

Standards	<i>Code Requirement</i>	<i>Provided</i>	<i>Compliance</i>
Location	No Off-Premise Sign (Billboard) 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 in right-of-way and is not located within the Off-Premise Sign Exclusionary Zone	Y
Zoning	Off-Premise Sign (Billboard) are permitted in the C-1, C-2, C-V, C-M and M Zoning Districts only	Sign is in C-V 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 square feet with no embellishments	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	55 feet	Y
Screening	All structural elements of an Off-Premise Sign (Billboard) to which the display panels are attached shall be screened from view.	Screened from view; in addition, the support pole is covered to match the on-premise building design.	Y

Off-Premise Advertisement (Billboard)	At least 300 feet to another Off Premise Sign	Approximately 600 Feet	Y
Off-Premise Advertisement (Billboard)	At least 300 feet to the nearest property line of a lot in any R zoned district.	Approximately 600 feet from closest residentially- zoned property.	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.	The billboard is permanently secured to the ground on C-1 (Limited Commercial) zoned property.	Y

ANALYSIS

This is the third review for the Special Use Permit that allowed the 55-foot tall, 14-foot x 48-foot Off-Premise Advertising (Billboard) Sign at 2234 West Mesquite Avenue. The applicant site has maintained entitlements to rezone a portion of the site from the R-1 (Single Family Residential) zoning district to the O (Office) zoning district.. A site inspection carried out on 8/08/08 by staff found the subject sign to be in good condition and has been properly maintained in regards to graffiti, bird nuisance abatement and structural screening The applicant has satisfied Condition Number Three of the first required review (RQR-13675) and Condition Number Four from the Rezoning request (Z-0011-02) by installing a minimum 30-foot wide, bermed landscape planter along the east property line.

FINDINGS

The sign complies with the previous conditions of approval from Special Use Permit (U-0010-02) to provide a 30-foot landscape berm. The sign is in good condition with no graffiti or bird mess. Therefore staff is recommending approval of the required review subject to an additional review in three (3) years.

PLANNING COMMISSION ACTION

The applicant agreed to all conditions at the Planning Commission Meeting.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 19

ASSEMBLY DISTRICT 6

SENATE DISTRICT 4

NOTICES MAILED 380 by City Clerk

APPROVALS 4

PROTESTS 1

CONCERNS 1