



AGENDA MEMO

CITY COUNCIL MEETING DATE: MAY 6, 2009

DEPARTMENT: PLANNING AND DEVELOPMENT

ITEM DESCRIPTION: RQR-33287 - APPLICANT: LAMAR CENTRAL OUTDOOR, LLC - OWNER: INTEGRAL PARTNERS PARK PLACE CENTRE-LAS VEGAS, LLC

**** CONDITIONS ****

The Planning Commission (5-0-1/gt vote) and staff recommend APPROVAL, subject to:

Planning and Development

1. Conformance to the conditions for Special Use Permit (U-0101-95).
2. This Special Use Permit shall be placed on an agenda closest to October 18, 2012 at which time the City Council may require the Off-Premise Sign (Billboard) 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 Sign (Billboard) is removed.
3. 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).
4. If the existing Off-Premise Sign is voluntarily demolished, this Special Use Permit (U-0101-95) 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.
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 in response to a Require Review of a Special Use Permit (U-0101-95) for one 14-foot by 48-foot Off-Premise Sign (Billboard) oriented toward interstate I-15 at a height of 30 feet above the elevated freeway; and a second 14-foot by 48-foot Off-Premise Sign (Billboard) oriented toward the Desert Inn Super Arterial at a height of 55 feet above grade at 3200 S. Rancho Drive.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc.</i>	
10/18/95	The City Council approved a request for a Special Use Permit (U-0101-95) for one 14-foot by 48-foot Off-Premise Sign (Billboard) oriented toward interstate I-15 at a height of 30 feet above the elevated freeway; and a second 14-foot by 48-foot Off-Premise Sign (Billboard) oriented toward the Desert Inn Super Arterial at a height of 55 feet above grade at 3200 S. Rancho Drive. The Board of Zoning Adjustment recommended approval on 09/26/95.
12/06/00	The City Council approved a request for a Required Review [U-0101-95(1)] of an approved Special Use Permit (U-0101-95) for one 14-foot by 48-foot Off-Premise Sign (Billboard) oriented toward interstate I-15 at a height of 30 feet above the elevated freeway; and a second 14-foot by 48-foot Off-Premise Sign (Billboard) oriented toward the Desert Inn Super Arterial at a height of 55 feet above grade at 3200 S. Rancho Drive. The Planning Commission recommended approval on 10/26/00.
08/14/03	The Planning Commission approved a request for a Tentative Map (TMP-2645) for a one-lot commercial subdivision on 21.04 acres located at 3100 and 3200 S. Rancho Drive.
11/05/03	The City Council approved a request to amend a portion of the Southwest Sector Plan of the General Plan (GPA-3005) from LI/R (Light Industry/Research) to SC (Service Commercial) on 21.04 acres adjacent to the northwest corner of Desert Inn Road and Rancho Drive. The Planning Commission recommended approval on 10/09/03.
11/05/03	The City Council approved a request for a Rezoning (ZON-3007) from M (Industrial) to C-1 (Limited Commercial) on 15.97 acres adjacent to the northwest corner of Desert Inn Road and Rancho Drive. The Planning Commission recommended approval on 10/09/03.
11/05/03	The City Council approved a request for a Special Use Permit (SUP-3100) for Multi-Family Residential Units on 15.97 acres adjacent to the northwest corner of Desert Inn Road and Rancho Drive. The Planning Commission recommended approval on 10/09/03.

11/20/03	The Planning Commission approved a request for a Site Development Plan Review (SDR-3101) for a Mixed-Use Residential and Commercial Development on 15.97 acres adjacent to the northwest corner of Desert Inn Road and Rancho Drive.
04/02/04	The Planning and Development Department administratively approved a request for a Final Map Technical Review (FMP-4056) for Fletcher Jones Imports Property (A Commercial Subdivision).
03/02/05	The City Council approved a request for a Required Review (RQR-5513) for one 14-foot by 48-foot Off-Premise Sign (Billboard) oriented toward interstate I-15 at a height of 30 feet above the elevated freeway; and a second 14-foot by 48-foot Off-Premise Sign (Billboard) oriented toward the Desert Inn Super Arterial at a height of 55 feet above grade at 3200 S. Rancho Drive. The Planning Commission recommended approval on 12/16/04.
07/07/05	A Code Enforcement case (32282) was processed for vacant building with overgrown weeds, trash/debris, and graffiti at 3100 S. Rancho Drive. The case was closed on 07/11/05.
10/19/05	The City Council approved a request for an Extension of Time (EOT-9267) of an approved Rezoning (ZON-3007) from M (Industrial) to C-1 (Limited Commercial) on 15.97 acres adjacent to the northwest corner of Desert Inn Road and Rancho Drive.
10/19/05	The City Council approved a request for an Extension of Time (EOT-9268) of an approved Special Use Permit (SUP-3100) for Multi-Family Residential Units on property adjacent to the northwest corner of Desert Inn Road and Rancho Drive.
10/20/05	The Planning Commission approved a request for an Extension of Time (EOT-9305) for a proposed Mixed-Use Residential and Commercial development on 15.97 acres adjacent to the northwest corner of Desert Inn Road and Rancho Drive.
05/17/06	The City Council approved a request to change the Future Land Use designation (GPA-9219) to Commercial, Mixed Use, Industrial, or Public facilities on various parcels located within the proposed Las Vegas Redevelopment Plan area and within the proposed Redevelopment Plan expansion area. The Planning Commission recommended approval on 04/13/06.
12/05/07	The City Council approved a request for an Extension of Time (EOT-25183) of an approved Rezoning (ZON-3007) from M (Industrial) to C-1 (Limited Commercial) on 15.97 acres at 3049 Sirius Avenue.
12/05/07	The City Council approved a request for an Extension of Time (EOT-25184) of an approved Site Development Plan Review (SDR-3101) for a proposed Mixed-Use Residential and Commercial Development on 15.97 acres at 3049 Sirius Avenue.
12/05/07	The City Council approved a request for an Extension of Time (EOT-25185) of an approved Special Use Permit (SUP-3100) for a proposed Mixed-Use Development at 3049 Sirius Avenue.

06/18/08	The City Council approved a request for a Special Use Permit (SUP-23285) for a proposed 10-foot extension to an existing 60-foot tall Wireless Communication Facility, Non-Stealth Design at 120 North Jones Boulevard. The Planning Commission recommended denial on 02/28/08.
12/17/08	The City Council approved a request for an Extension of Time (EOT-31493) of an approved Site Development Plan Review (SDR-3101) for a Mixed-Use Residential and Commercial Development on 15.97 acres adjacent to the northwest corner of Desert Inn Road and Rancho Drive.
12/17/08	The City Council approved a request for an Extension of Time (EOT-31495) of an approved Special Use Permit (SUP-3100) for Multi-Family Residential Units on 15.97 acres adjacent to the northwest corner of Desert Inn Road and Rancho Drive.
12/17/08	The City Council approved a request for an Extension of Time (EOT-31496) of an approved Rezoning (ZON-3007) from M (Industrial) to C-1 (Limited Commercial) on 15.97 acres adjacent to the northwest corner of Desert Inn Road and Rancho Drive.
03/26/09	The Planning Commission voted 5-0-1/gt to recommend APPROVAL (PC Agenda Item #7/ds).
<i>Related Building Permits/Business Licenses</i>	
11/30/95	A building permit (95883298) was issued for the installation of two (2) billboard signs at 3200 S. Rancho Drive. The permit was finalized on 03/26/96.

<i>Pre-Application Meeting</i>	
A pre-application meeting was not required, nor was one held.	
<i>Neighborhood Meeting</i>	
A neighborhood meeting was not required, nor was one held.	

<i>Field Check</i>	
02/25/09	Staff conducted a field check of the subject site with the following observations: • The subject billboard had no embellishments, animated signage, or electronic displays. • The sign faces and supporting structures appeared in good condition. • All structural elements have been properly screened from public view.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Gross Acres	14.73

Surrounding Property	Existing Land Use	Planned Land Use	Existing Zoning
Subject Property	Vacant buildings	C (Commercial)	M (Industrial)
North	Warehouses	LI/R (Light Industry/Research)	M (Industrial)
South	Desert Inn Super Arterial	Clark County	Clark County
East	I-15 Right-of Way	ROW (Right-of-Way)	ROW (Right-of-Way)
West	Retail Establishments, Offices, Warehouse	LI/R (Light Industry/Research)	M (Industrial)

<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Area Plan	X		Y
Las Vegas Redevelopment Plan	X		Y
<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Purpose and Overlay Districts	X		Y
A-O (Airport Overlay) District (140 feet)	X		Y
Trails		X	N/A
Rural Preservation Overlay District		X	N/A
Development Impact Notification Assessment		X	N/A
Project of Regional Significance		X	N/A

DEVELOPMENT STANDARDS

Standards	Code Requirement	Provided	Compliance
Location	No Off-Premise Sign may be located within public right-of-way	Signs are not located in public right-of-way.	Y
Zoning	Off-Premise Signs are permitted in C-1, C-2, C-M, and M zoning districts only	Signs are located in an M (Industrial) zoning district.	Y
Area	No Off-Premise Sign 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.	Signs are 672 square feet in size and do not have embellishments.	Y

Height	No higher than 40 feet from grade at the point of construction: may be raised to a maximum of 55 feet with approval of the City Council if significantly obscured from view of travel lanes.	One sign is 30 feet above the grade of I-15, and the other is 50 feet above grade of the Desert Inn Super Arterial.	N*
Screening	All structural elements of an Off-Premise Sign to which the display panels are attached shall be screened from view.	Structural elements are properly screened from public view.	Y
Off-Premise Sign (Billboard)	At least 750 feet to another Off-Premise Sign along US-95 or at least 300 feet to another Off-Premise Sign (if not along US-95)	Sign is at least 750 feet to another Off-Premise Sign along I-15 and 300 feet to another billboard.	Y
Off-Premise Sign (Billboard)	At least 300 feet to the nearest property line of a lot in any R or U zoned districts.	Signs are at least 300 feet from the nearest property zoned for residential use.	Y
Other	All Off-Premise Signs shall be detached and permanently secured to the ground and shall not be located on property used for residential purposes.	Signs are permanently secured to the ground and are not located on property zoned for residential use.	Y

* The City Council approved Special Use Permit (U-0101-95) allowing one sign to be 30 feet above grade of I-15 and the other sign at a height of 50 feet above grade of the Desert Inn Super Arterial.

ANALYSIS

This is the third Required Review of an approved Special Use Permit (U-0101-95) for one 14-foot by 48-foot Off-Premise Sign (Billboard) oriented toward interstate I-15 at a height of 30 feet above the elevated freeway; and a second 14-foot by 48-foot Off-Premise Sign (Billboard) oriented toward the Desert Inn Super Arterial at a height of 55 feet above grade at 3200 S. Rancho Drive.

Staff conducted a field check of the subject site and found both signs and supporting structures in good condition. A research of the building permit activity revealed a building permit (95883298) was issued on 11/30/95 for two (2) billboards under the address of 3200 S. Rancho Drive, which received a final inspection on 03/26/96.

Since the initial approval of the signs and subsequent reviews, new entitlements for a Multi-Family Residential and Commercial Development (ZON-3007, SUP-3100, and SDR-3101) were approved with subsequent Extension of Times (EOT-31493, EOT-31495, AND EOT-31496).

FINDINGS

The subject site is located in an M (Industrial) zoning district and is not within the Off-Premise Sign Exclusionary Zone. Though the signs received a final building inspection and are in good condition, staff finds that the continuation of these Off-Premise Signs (Billboards) at the location is not encouraged over the long-term, as it is not conducive to the redevelopment and revitalization proposed for the site. Staff recommends approval with a review in three years unless superseded by subsequent action.

ASSEMBLY DISTRICT 10

SENATE DISTRICT 7

NOTICES MAILED 54 by City Clerk

APPROVALS 0

PROTESTS 0