



## **AGENDA MEMO**

**CITY COUNCIL MEETING OF: AUGUST 5, 2009**

**DEPARTMENT: PLANNING AND DEVELOPMENT**

**ITEM DESCRIPTION: RQR-34411 - APPLICANT: CBS OUTDOOR - OWNER: MICHELLE ARCHIARDI**

---

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

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

#### **Planning and Development**

1. This Special Use Permit shall be reviewed in three (3) year(s) 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.
2. 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.
3. 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.
4. 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.
5. The Off-Premise Advertising (Billboard) Sign shall be removed upon the commencement of any new development on this site.
6. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

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

**PROJECT DESCRIPTION**

This is a request for a Required Review of an approved Special Use Permit (U-0025-96) which allowed a 40-foot tall, 12-foot x 24-foot Off-Premise Advertising (Billboard) Sign adjacent to the west side of Rancho Drive, approximately 250 feet south of Alexander Road. If this request is denied, the subject sign must be removed and Special Use Permit (U-0025-96) will be expired.

**BACKGROUND INFORMATION**

| <i>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc and Property Sales</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 05/15/96                                                                             | The City Council approved a Special Use Permit (U-0025-96) for one 14-foot by 24-foot (336 square- foot), 40-foot high Off-Premise Advertising Sign (billboard) adjacent to the west side of Rancho Drive, approximately 250 feet south of Alexander Road.. The Board of Zoning Adjustment recommended approval of the request.                                                                                                                                                                                                                                                                                                                                                             |
| 01/16/02                                                                             | The City Council approved a Required One Year Review for the Special Use Permit [U-0025-96(1)] which allowed the 14-foot x 48-foot Off-Premise Advertising Sign (billboard) adjacent to the west side of Rancho Drive, approximately 250 feet south of Alexander Road. The Planning Commission recommended denial of the request.                                                                                                                                                                                                                                                                                                                                                           |
| 04/02/03                                                                             | The City Council approved a request for a Rezone (ZON-1364) from: C-2 (General Commercial), R-E (Residence Estates), R-MHP (Residential Mobile/Manufactured Home Park), and U (Undeveloped) to: C-2 (General Commercial), C-1 (Limited Commercial), O (Office), C-V (Civic), R-E (Residence Estates), R-1 (Single Family Residential), and U (Undeveloped) to GC (General Commercial), O (Office), PF (Public Facility), ML (Medium-Low Density Residential) and DR (Desert Rural) on property located on, or in close proximity to, both sides of Rancho Drive from Vegas Drive to the northern City limits at Moccasin Road. The Planning Commission recommended approval of the request. |
| 04/16/03                                                                             | The City Council approved a Required One Year Review (RQR-1689) for the approved Special Use Permit (U-0025-96) which allowed the 14-foot x 48-foot Off-Premise Advertising Sign (billboard) adjacent to the west side of Rancho Drive, approximately 250 feet south of Alexander Road.. The Planning Commission recommended denial of the request.                                                                                                                                                                                                                                                                                                                                         |
| 08/20/03                                                                             | The City Council approved a request for a General Plan Amendment (GPA-2528) to amend portions of the Centennial Hills Sector Plan Map from: SC (Service Commercial) to: GC (General Commercial) on the northwest corner of Jones Boulevard and Rancho Drive. The Planning Commission recommended denial of the request.                                                                                                                                                                                                                                                                                                                                                                     |

|                                                                         |                                                                                                                                                                                                                                                                                                       |
|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09/12/03                                                                | A Code Enforcement case (#4210) was processed for an early start 5:30 a.m. and having trucks out late 9:30 p.m. greasing equipment adjacent to the west side of Rancho Drive, approximately 250 feet south of Alexander Road. The case was resolved on 12/31/03.                                      |
| 01/14/04                                                                | A Code Enforcement case (#8656) was processed for an abandoned white compact car in the brush adjacent to the west side of Rancho Drive, approximately 250 feet south of Alexander Road. The case was resolved on 01/22/04.                                                                           |
| 08/13/04                                                                | A Code Enforcement case (#20194) was processed for weeds growing on the property into Desert Pines walls adjacent to the west side of Rancho Drive, approximately 250 feet south of Alexander Road. The case was resolved on 01/22/04.                                                                |
| 05/18/05                                                                | The City Council approved a Required One Year Review (RQR-6148) which allowed the 14-foot x 48-foot Off-Premise Advertising Sign (billboard) adjacent to the west side of Rancho Drive, approximately 250 feet south of Alexander Road. The Planning Commission recommended approval of the request.  |
| 03/20/06                                                                | A Code Enforcement case (#39342) was processed for a vacant lot clean-up adjacent to the west side of Rancho Drive, approximately 250 feet south of Alexander Road. The case was resolved on 05/09/06.                                                                                                |
| 06/07/06                                                                | The City Council approved a Required One Year Review (RQR-12064) which allowed the 14-foot x 48-foot Off-Premise Advertising Sign (billboard) adjacent to the west side of Rancho Drive, approximately 250 feet south of Alexander Road. The Planning Commission recommended approval of the request. |
| 09/24/08                                                                | A Code Enforcement case (#70067) was processed for trash and debris scattered over the property. Homeless people hiding among the weeds and sleeping on the property, adjacent to the west side of Rancho Drive, approximately 250 feet south of Alexander Road. The case was resolved on 10/21/08.   |
| 06/25/09                                                                | The Planning Commission voted 5-0 to recommend APPROVAL (PC Agenda Item #9/jb).                                                                                                                                                                                                                       |
| <b><i>Related Building Permits/Business Licenses</i></b>                |                                                                                                                                                                                                                                                                                                       |
| 06/13/96                                                                | A building permit (#96011810) was issued for a 40-foot tall, 12-foot x 24-foot Off-Premise Advertising Sign (billboard) adjacent to the west side of Rancho Drive, approximately 250 feet south of Alexander Road. A 225 Final Sign Inspection was completed on 09/13/96.                             |
| <b><i>Pre-Application Meeting</i></b>                                   |                                                                                                                                                                                                                                                                                                       |
| A pre-application meeting is not required for this type of application. |                                                                                                                                                                                                                                                                                                       |
| <b><i>Neighborhood Meeting</i></b>                                      |                                                                                                                                                                                                                                                                                                       |
| A neighborhood meeting is not required for this type of application.    |                                                                                                                                                                                                                                                                                                       |

| <b>Field Check</b> |                                                                                                 |
|--------------------|-------------------------------------------------------------------------------------------------|
| 05/21/09           | During a routine site inspection Staff observed a well maintained Off-Premise Sign (Billboard). |

| <b>Details of Application Request</b> |      |
|---------------------------------------|------|
| <b>Site Area</b>                      |      |
| Gross Acres                           | 3.12 |

| Surrounding Property | Existing Land Use       | Planned Land Use               | Existing Zoning                  |
|----------------------|-------------------------|--------------------------------|----------------------------------|
| Subject Property     | Undeveloped             | GC (General Commercial)        | C-2 (General Commercial)         |
| North                | Mini-Mart / Undeveloped | SC (Service Commercial)        | C-1 (Limited Commercial)         |
|                      | Commercial              | GC (General Commercial)        | C-2 (General Commercial)         |
| South                | Multi-Family Residences | M (Medium Density Residential) | R-3 (Medium Density Residential) |
|                      | Undeveloped             | SC (Service Commercial)        | C-2 (General Commercial)         |
| East                 | Undeveloped             | SC (Service Commercial)        | C-2 (General Commercial)         |
| West                 | Mini-Mart / Undeveloped | SC (Service Commercial)        | C-1 (Limited Commercial)         |
|                      | Commercial              | GC (General Commercial)        | C-2 (General Commercial)         |

| <b>Special Districts/Zones</b>                    | <b>Yes</b> | <b>No</b> | <b>Compliance</b> |
|---------------------------------------------------|------------|-----------|-------------------|
| <b>Special Area Plan</b>                          |            | X         | N/A               |
| <b>Special Districts/Zones</b>                    | <b>Yes</b> | <b>No</b> | <b>Compliance</b> |
| <b>Special Purpose and Overlay Districts</b>      | X          |           | Y                 |
| A-O (Airport Overlay) District – 105 Feet         | X          |           | Y                 |
| <b>Trails</b>                                     |            | X         | N/A               |
| <b>Rural Preservation Overlay District</b>        |            | X         | N/A               |
| <b>Development Impact Notification Assessment</b> |            | X         | N/A               |
| <b>Project of Regional Significance</b>           |            | X         | N/A               |

## DEVELOPMENT STANDARDS

| Standards                    | Code Requirement                                                                                                                                                                                                                                                 | Provided                                                                                                       | Compliance |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|------------|
| Location                     | No Off-Premise Sign may be located within public right-of-way. May not be located within the Off-Premise Sign Exclusionary Zone except in exempted areas.                                                                                                        | Sign is not located within a public right-of-way or the Off-Premise Sign Exclusionary Zone                     | Y          |
| Zoning                       | Off-Premise Signs are permitted in C-1, C-2, C-M, and M zoning districts only                                                                                                                                                                                    | Sign is in C-2 (General Commercial) 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. | Sign is 336 square feet                                                                                        | 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.                                                                     | The sign is 40 feet tall                                                                                       | Y          |
| Screening                    | All structural elements of an Off-Premise Sign to which the display panels are attached shall be screened from view.                                                                                                                                             | The structural screening of the Off-Premise Sign does not require repainting to match the structural supports. | 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)                                                                                                                                  | 310 feet to another Off Premise Sign                                                                           | Y          |
| Off-Premise Sign (Billboard) | At least 300 feet to the nearest property line of a lot in any "R" or U" zoned districts.                                                                                                                                                                        | 240 feet from R-3 (Medium Density Residential) zoned property to the southwest.                                | N          |

|       |                                                                                                                                                   |                                                                           |   |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|---|
| 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. | The billboard is permanently secured to the ground on C-2 zoned property. | Y |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|---|

## **ANALYSIS**

This is the sixth review of the subject Special Use Permit (U-0025-96) which allowed a 40-foot tall, 12-foot x 24-foot Off-Premise Advertising Sign (billboard) adjacent to the west side of Rancho Drive, approximately 250 feet south of Alexander Road. During a field check of the site, staff found the sign and supporting structure in good condition. There has been no significant change in development or land use since the installation of the sign. Therefore, staff is recommending approval of the subject Required Review.

## **FINDINGS**

This is the sixth review of an Off-Premise Advertising Sign (billboard) that was constructed in 1996. The sign is located in a C-2 (General Commercial) zoning district and is not within the Off-Premise Sign Exclusionary zone. Since the area surrounding the sign has not experienced any significant development or land use changes, staff recommends approval of this review, subject to a required review in three years.

## **NEIGHBORHOOD ASSOCIATIONS NOTIFIED**

5

**ASSEMBLY DISTRICT** 1

**SENATE DISTRICT** 6

**NOTICES MAILED** 285 by City Clerk

**APPROVALS** 0

**PROTESTS** 2