



AGENDA MEMO

CITY COUNCIL MEETING DATE: JUNE 2, 2010

DEPARTMENT: PLANNING AND DEVELOPMENT

ITEM DESCRIPTION: APPLICANT: LAMAR ADVERTISING - OWNER: AMBER INVESTMENT COMPANY

** STAFF RECOMMENDATION(S) **

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
RQR-37772	Staff recommends APPROVAL, subject to conditions:	None

** CONDITIONS **

RQR-37772 CONDITIONS

Planning and Development

1. Conformance to the conditions of Special Use Permit (U-0052-95).
2. This Special Use Permit (U-0052-95) shall be placed on an agenda closest to June 21, 2013 at which time the City Council may require cessation of the use. The applicant shall be responsible for the notification costs of the review; failure to pay the City for these costs may result in termination of use.
3. The Off-Premise 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 Sign.
4. If the existing Off-Premise Sign is voluntarily demolished, this Special Use Permit (U-0052-95) 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 is the sixth Required Review of a previously approved Special Use Permit (U-0052-95) for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign located at 336 West Sahara Avenue. A building permit (#95875443) was issued on 07/26/95 for the installation of an Off-Premise Sign at 336 West Sahara Avenue with an approved final inspection on 08/30/95. The sign is located within the Northern Strip Gateway section of the Downtown Centennial Plan that states the design and installation of any Off-Premise Signs must conform to Title 19.14 sign standards; though the sign does not meet current minimum distance separation requirements from other signs and “R” zoned properties, the sign was approved prior to the addition of these requirements of the code. Staff has no objection to the continued use of the sign and is recommending approval. If denied, the Special Use Permit for the Off-Premise sign would require the sign to be removed.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc.</i>	
06/21/95	The City Council approved a request for a Special Use Permit (U-0052-95) for a 14-foot by 48-foot Off-Premise Sign at 336 West Sahara Avenue. The Board of Zoning Adjustment recommended denial on 05/23/95.
08/16/00	The City Council approved a request for a Required Review [U-0052-95(1)] of a previously approved Special Use Permit (U-0052-95) that allowed a 14-foot by 48-foot Off- Premise Sign at 336 West Sahara Avenue. The Planning Commission recommended approval on 06/22/00.
12/19/01	The City Council approved a request for a Required Review [U-0052-95(2)] of a previously approved Special Use Permit (U-0052-95) that allowed a 14-foot by 48-foot Off- Premise Sign at 336 West Sahara Avenue. The Planning Commission recommended approval on 11/01/01.
01/22/03	The City Council approved a request for a Required Review (RQR-1222) of a previously approved Special Use Permit (U-0052-95) that allowed a 14-foot by 48-foot Off-Premise Sign at 336 West Sahara Avenue. The Planning Commission recommended approval on 12/19/02.
03/02/05	The City Council approved a request for a Required Review (RQR-5767) of a previously approved Special Use Permit (U-0052-95) that allowed a 14-foot by 48-foot Off-Premise Sign at 336 West Sahara Avenue. The Planning Commission recommended denial on 01/27/05.
06/20/07	The City Council approved a request for a Required Review (RQR-18679) of a previously approved Special Use Permit (U-0052-95) that allowed a 14-foot by 48-foot Off-Premise Sign at 336 West Sahara Avenue. The Planning Commission recommended approval on 04/12/07.

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<i>Related Building Permits/Business Licenses</i>	
07/26/95	A building permit (95875443) was issued for the installation of a billboard sign at 336 West Sahara Avenue. The permit was finalized on 08/30/95
<i>Pre-Application Meeting</i>	
A pre-application meeting is not required for this type of application, nor was one held.	
<i>Neighborhood Meeting</i>	
A neighborhood meeting is not required for this type of application, nor was one held.	

<i>Details of Application Request</i>	
<i>Site Area</i>	
Gross Acres	0.55

<i>Field Checks</i>	
04/18/10	Staff conducted a field check of the subject site with the following observations: • All sign faces and the supporting structure appeared in good condition, were free of graffiti, and did not require repainting or bird deterrents. • There are no embellishments, moving parts, or electronic displays located on the signs.

Surrounding Property	Existing Land Use	Planned Land Use	Existing Zoning
Subject Property	Parking Lot and Off -Premise Sign	C (Commercial)	C-1 (Limited Commercial)
North	Apartments	MXU (Mixed Use)	R-4 (High Density Residential)
South	Clark County	CT (Commercial Tourist)- Clark County	H-1 (Limited Resort and Apartments)- Clark County
East	Tavern, Retail Establishment, Restaurant	C (Commercial)	C-1 (Limited Commercial)
West	Retail Establishment	C (Commercial)	C-1 (Limited Commercial)

<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Area Plan			
Downtown Centennial Plan (Northern Strip Gateway)	X		Y
Las Vegas Redevelopment Plan/Area	X		Y

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<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Purpose and Overlay Districts			
G-O (Gaming Enterprise Overlay) District	X		Y
A-O (Airport Overlay) District (175 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	Sign is 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	The sign is located in a C-1 (Limited Commercial) zone	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.	The sign is 672 square feet in size; no embellishment.	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.	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.	Structural elements of the sign are 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 approximately 275 feet from another Off-Premise Sign	N
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Off-Premise Sign (Billboard)	At least 300 feet to the nearest property line of a lot in any “R” or U” zoned districts.	Sign is approximately 75 feet from property to the north that is zoned for residential use	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.	Sign is permanently secured to the ground and is located on commercially zoned property.	Y

ANALYSIS

This is the sixth Required Review of a previously approved Special Use Permit (U-0052-95) that allowed a 14-foot by 48-foot Off- Premise Sign at 336 West Sahara Avenue. The sign is located in the Northern Strip Gateway District of the Downtown Centennial Plan that allows Off-Premise Signs as long as the design and installation conforms to Title 19 sign standards. The Off-Premise Sign located to the west of the subject site existed prior to the subject Off-Premise Sign, and the residentially zoned properties to the north were built between 1956 and 1962.

A building permit (95875443) was issued on 07/26/95 and received an approved final inspection on 08/30/95 for an Off-Premise Sign at 336 West Sahara Avenue. Staff conducted a field check of the subject site on 04/18/10 and found the sign faces and supporting structure in good condition, free of graffiti and bird feces. There have been recent entitlements and changes in land use for properties in the surrounding area that included a 72-story mixed use development to the east, but the entitlement has since expired.

FINDINGS

The Off-Premise Sign is located in a C-1 (Limited Commercial) zoning district and is not located within the Off-Premise Sign Exclusionary Zone. The sign faces and supporting structure are in good condition. Though the sign does not meet current minimum distance separation requirements from other signs and “R” zoned properties, the sign was approved prior to the addition of these requirements to the code; therefore, staff has no objection to the continued use of the Off-Premise Sign and recommends approval with a three-year time-limit. Conformance to the conditions of approval of the Special Use Permit (U-0052-95) shall be required.

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NOTICES MAILED 315 (By Planning)

APPROVALS 0

PROTESTS 0