



AGENDA MEMO - PLANNING

CITY COUNCIL MEETING DATE: APRIL 6, 2011

DEPARTMENT: PLANNING

ITEM DESCRIPTION: APPLICANT: CBS OUTDOOR - OWNER: 305 LAS VEGAS, LLC

**** STAFF RECOMMENDATION(S) ****

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
RQR-40946	Staff recommends APPROVAL, subject to conditions:	None

**** CONDITIONS ****

RQR-40946 CONDITIONS

Planning

1. Conformance to the conditions of approval for Special Use Permit (U-0008-96).
2. This Special Use Permit (U-0008-96) shall be placed on an agenda closest to April 7, 2014 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) be 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 (Billboard) is voluntarily demolished, this Special Use Permit (U-0008-96) 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.

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**** STAFF REPORT ****

PROJECT DESCRIPTION

This application is in response to a Required Review for a previously approved Special Use Permit (U-0008-96) for a 40-foot tall, 14-foot by 48-foot (sign is actually only 14-foot by 24-foot) Off-Premise Sign located at 330 East Charleston Boulevard. The sign is located on property shared with offices, a church and a parking lot and is within the Downtown Centennial Plan, Arts District and Las Vegas Redevelopment Plan/Area. A building permit (96013641) was issued and finalized for the installation of an Off-Premise Sign (Billboard) in September 1996. There have been new entitlements approved for the subject site for a mixed-use development, (SUP-20519, VAC-20522, VAC-29235, SDR-20502, and SDR-34113) with subsequent Extension of Times, along with approved entitlements for a Hotel-Residence (extended stay) for property to the east.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
04/03/96	The City Council approved a request for a Special Use Permit (U-0008-96) for a 14-foot by 48-foot Off-Premise Sign at the southwest corner of Charleston Boulevard and 4 th Street. The Board of Zoning Adjustment recommended denial.
05/16/07	The City Council approved a request for Rezoning (ZON-20507) from P-R (Professional Office and Parking), C-1 (Limited Commercial) and C-2 (General Commercial) to C-1 (Limited Commercial) on 2.67 acres at the southwest corner of Charleston Boulevard and 4 th Street. The Planning Commission and staff recommended approval.
	The City Council approved a related request for a Special Use Permit (SUP-20519) for a 12-story mixed-use development including 58,000 square feet of commercial space and 1,100 residential condominium units.
	The City Council approved a related request for a Petition to Vacate (VAC-20522) a 20-foot service alley and access easement generally located east of 3 rd Street commencing approximately 137 feet south of the southeast corner of 3 rd Street and Charleston Boulevard.
	The City Council approved a related request for a Site Development Plan Review (SDR-20502) for a 12-story mixed-use development including 58,000 square feet of commercial space and 1,100 residential condominium units.
11/05/08	The City Council approved a request for a Petition to Vacate (VAC-29235) an alley and a public access easement at 300 and 330 East Charleston Boulevard. The Planning Commission and staff recommended approval.

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<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
04/15/09	The City Council approved a request for an Extension of Time (EOT-33725) of a previously approved Rezoning (ZON-20507) from P-R (Professional Office and Parking), C-1 (Limited Commercial) and C-2 (General Commercial) to C-1 (Limited Commercial) on 2.67 acres at the southwest corner of Charleston Boulevard and 4 th Street. Staff recommended approval.
	The City Council approved a related request for an Extension of Time (EOT-33724) of a previously approved Special Use Permit (SUP-20519) for a 12-story mixed-use development including 58,000 square feet of commercial space and 1,100 residential condominium units.
	The City Council approved a request for an Extension of Time (EOT-33726) of a previously approved Site Development Plan Review (SDR-20502) for a 12-story mixed-use development including 58,000 square feet of commercial space and 1,100 residential condominium units.
05/20/09	The City Council approved a request for a Required Review (RQR-32942) of a previously approved Special Use Permit (U-0008-96) for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 330 East Charleston Boulevard. The Planning Commission recommended approval; staff recommended denial.
05/28/09	The Planning and Development Department approved a request for a Minor Site Development Plan Review (SDR-34113) that allowed a 12-story mixed-use development including 58,000 square feet of commercial space and 1,100 residential condominium units at the southwest corner of Charleston Boulevard and 4 th Street. Staff recommended approval.
12/11/09	The Planning and Development Department approved a request for an Extension of Time (EOT-36621) of a previously approved Vacation (VAC-29235) which vacated the alley and a public access easement at 300 and 330 East Charleston Boulevard. Staff recommended approval.
04/07/10	The City Council approved a request for a Required Review (RQR-37490) of a previously approved Special Use Permit (U-0008-96) for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 330 East Charleston Boulevard. Staff recommended denial.
12/01/10	The Planning and Development Department approved a request for an Extension of Time (EOT-40171) of a previously approved Vacation (VAC-29235) which vacated the alley and a public access easement at 300 and 330 East Charleston Boulevard. Staff recommended approval.

<i>Most Recent Change of Ownership</i>	
05/02/07	A deed was recorded for a change in ownership.

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<i>Related Building Permits/Business Licenses</i>	
07/09/96	A building permit (96013641) was issued to renew permit #95874137 to install a billboard sign at 330 East Charleston Boulevard. The permit was finalized on 09/17/96.

<i>Related Building Permits/Business Licenses</i>	
08/06/96	A building permit (96015843) was issued for a billboard sign with electricity at 330 east Charleston Boulevard. The permit expired on 02/08/97.
08/20/96	A business license (M01-05281) was issued to Clean Aquariums at 330 East Charleston Boulevard, Ste 201. The license is still active.
04/18/97	A building permit (97997816) was issued for service for a billboard at 330 East Charleston Boulevard. The permit was finalized 04/28/97.
08/15/07	A business license (Q13-00786) was issued for a Law Office at 330 East Charleston Boulevard, Ste 204. The license is still active.
11/19/09	A business license (Q01-00931) was issued for a Real Estate Broker at 330 East Charleston Boulevard, Ste 204. The license is still active.
03/25/10	A business license (Q13-01303) was issued for a Law Office at 330 East Charleston Boulevard, Ste 204. The license is still active.
04/26/10	A business license (Q13-01225) was issued for a Law Office at 330 East Charleston Boulevard. The license is still active.

<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>	
03/03/11	Staff conducted a field check of the subject site with the following observations: • The subject billboard had no embellishments, animated signage, or electronic displays, and the sign faces appeared in good condition. • All structural elements have been properly secured.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Gross Acres	2.18

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<i>Surrounding Property</i>	<i>Existing Land Use Per Title 19.04</i>	<i>Planned or Special Land Use Designation</i>	<i>Existing Zoning District</i>
Subject Property	Offices, Church, Parking Lot	C (Commercial)	C-1 (Limited Commercial)
North	Retail Establishment, Multi-Family Residences	C (Commercial)	C-2 (General Commercial)
South	Offices	C (Commercial)	C-1 (Limited Commercial)
East	Mini-Storage Facility, Retail Establishment	C (Commercial)	C-2 (General Commercial)
West	Church, Retail Establishment, Apartments, and Auto Detailing	C (Commercial) and MXU (Mixed-Use)	C-1 (Limited Commercial)

<i>Master Plan Areas</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Master Plan Area			
Downtown Centennial Plan (18b Las Vegas Arts District)		X	N
<i>Special Purpose and Overlay Districts</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Purpose and Overlay Districts			
Live/Work Overlay District	X		Y
Trails		X	N/A
Rural Preservation Overlay District		X	N/A
Las Vegas Redevelopment Plan Area	X		Y
Development Impact Notification Assessment		X	N/A
Project of Regional Significance		X	N/A

ANALYSIS

This is the third Required Review of a previously approved Special Use Permit (U-0008-96) for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign (sign is actually only 14-foot by 24-foot) located at 330 East Charleston Boulevard. The sign is posted on property shared with offices, a church, and parking lot and is located within the Downtown Centennial Plan, Arts District and the Las Vegas Redevelopment Plan/Area. A building permit (96013641) was issued and finalized for the installation of an Off-Premise Sign (Billboard) in September 1996. Staff conducted a field check of the subject site on 03/03/11 and found the sign to be in good condition with no discrepancies noted.

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Since the approval of the Special Use Permit (U-0008-96) in April 1996, new entitlements (SUP-20519, VAC-20522, VAC-29235, SDR-20502, and SDR-34113) have been approved for the subject site for a 12-story mixed-use development with subsequent Extension of Time applications.

FINDINGS

Located in a C-1 (Limited Commercial) zoning district within the Downtown Centennial Plan Arts District, the sign is permitted with a Special Use Permit. In addition to the requirements of Title 19, Off-Premise Signs shall be directly mounted to and flush with the wall of a structure and shall not be freestanding, mounted on top of a roof, or project past the walls or roof of a building.

Though the sign does not conform to the Downtown Centennial Plan, Arts District requirements, the sign was in existence before the requirements were adopted. As the proposed project at the subject site has been delayed, staff finds that the continued use of the sign will not have an adverse impact on the surrounding areas; therefore, staff recommends approval of this request with a three (3) year time limit. Conformance to the conditions of approval of the Special Use Permit (U-0008-96) shall be required.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED

25

NOTICES MAILED

433 (By Planning)

APPROVALS

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PROTESTS

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