



## AGENDA MEMO

**PLANNING COMMISSION MEETING DATE: SEPTEMBER 23, 2010**

**DEPARTMENT: PLANNING AND DEVELOPMENT**

**ITEM DESCRIPTION: APPLICANT: LAMAR CENTRAL OUTDOOR, LLC - OWNER:  
URBAN LAND NEVDA**

---

### \*\* STAFF RECOMMENDATION(S) \*\*

| <i>CASE<br/>NUMBER</i> | <i>RECOMMENDATION</i>                             | <i>REQUIRED FOR<br/>APPROVAL</i> |
|------------------------|---------------------------------------------------|----------------------------------|
| <b>RQR-39106</b>       | Staff recommends APPROVAL, subject to conditions: | N/A                              |

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

## RQR-39106 CONDITIONS

---

### *Planning and Development*

1. This Special Use Permit (U-0265-94) shall be reviewed in three (3) years, at which time the City Council may require the Off-Premise 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 Sign be removed.
2. 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.
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 Sign.
4. If the existing Off-Premise Sign is voluntarily demolished, this Special Use Permit (U-0265-04) 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.
5. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

**Staff Report Page One**  
**September 23, 2010 - Planning Commission Meeting**

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

**PROJECT DESCRIPTION**

This is a request for a Required Three Year Review of an approved Special Use Permit (U-0265-94) which allowed a 40-foot high, 14-foot x 48-foot Off-Premise Sign at 2550 Highland Drive. The Off-Premise Sign is in compliance with code requirements and the sign remains compatible with adjacent land uses. Therefore, staff is recommending approval with conditions. If denied the Off-Premise Sign would have to be removed.

**BACKGROUND INFORMATION**

| <i>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc</i> |                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12/21/94                                                          | The City Council approved a request for a Special Use Permit (U-0265-94) for a 55-foot high, 14-foot by 48-foot Off-Premise Sign on this site, subject to a five-year review. The Board of Zoning Adjustment recommended approval.                     |
| 02/16/00                                                          | The City Council approved a Five-Year Review [U-0265-94 (1)] on an approved Special Use Permit for a 40-foot high, 14-foot by 48-foot Off-Premise Sign, subject to a two-year review. The Planning Commission and staff recommended approval.          |
| 04/03/02                                                          | The City Council approved a Two-Year Review [U-0265-94 (2)] on an approved Special Use Permit for a 40-foot high, 14-foot by 48-foot Off-Premise Sign, subject to a two-year review. The Planning Commission and staff recommended approval.           |
| 07/07/04                                                          | The City Council approved a Two-Year Review (RQR-4243) on an approved Special Use Permit (U-0265-94) for a 40-foot high, 14-foot by 48-foot Off-Premise Sign, subject to a three-year review. The Planning Commission and staff recommended approval.  |
| 09/06/07                                                          | The City Council approved a Three-Year Review (RQR-22324) on an approved Special Use Permit (U-0265-94) for a 40-foot high, 14-foot by 48-foot Off-Premise Sign, subject to a two-year review. The Planning Commission and staff recommended approval. |

| <i>Most Recent Change of Ownership</i> |                                                |
|----------------------------------------|------------------------------------------------|
| 05/03/01                               | A deed was recorded for a change in ownership. |

**Staff Report Page Two**  
**September 23, 2010 - Planning Commission Meeting**

| <b><i>Related Building Permits/Business Licenses</i></b> |                                                                                                                    |
|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| 01/25/95                                                 | A building permit (#95364890) was issued for the subject sign. The permit received a final inspection on 03/02/95. |

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

| <b><i>Neighborhood Meeting</i></b>                        |
|-----------------------------------------------------------|
| A neighborhood meeting is not required, nor was one held. |

| Field Check |                                                                                                                                                       |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08/19/10    | During a site visit conducted by staff it was noted that all conditions of approval have been met, and that the sign is maintained in good condition. |

| <b><i>Details of Application Request</i></b> |      |
|----------------------------------------------|------|
| <b><i>Site Area</i></b>                      |      |
| Net Acres                                    | 0.80 |

| <b><i>Surrounding Property</i></b> | <b><i>Existing Land Use Per Title 19.04</i></b> | <b><i>Planned or Special Land Use Designation</i></b> | <b><i>Existing Zoning District</i></b> |
|------------------------------------|-------------------------------------------------|-------------------------------------------------------|----------------------------------------|
| Subject Property                   | Undeveloped                                     | C (Commercial)                                        | M (Industrial)                         |
| North                              | Right-of-Way                                    | Right-of-Way                                          | Right-of-Way                           |
| South                              | Undeveloped                                     | LI/R (Light Industry/Research)                        | M (Industrial)                         |
| East                               | Utilities                                       | PF (Public Facilities)                                | M (Industrial)                         |
| West                               | Offices                                         | LI/R (Light Industry/Research)                        | M (Industrial)                         |
|                                    | Hotel                                           | C (Commercial)                                        |                                        |

**Staff Report Page Three**  
**September 23, 2010 - Planning Commission Meeting**

| <b><i>Master Plan Areas</i></b>                     | <b><i>Yes</i></b> | <b><i>No</i></b> | <b><i>Compliance</i></b> |
|-----------------------------------------------------|-------------------|------------------|--------------------------|
| <b>Master Plan Area</b>                             |                   | X                | N/A                      |
| <b><i>Special Purpose and Overlay Districts</i></b> | <b><i>Yes</i></b> | <b><i>No</i></b> | <b><i>Compliance</i></b> |
| <b>Special Purpose and Overlay Districts</b>        |                   |                  |                          |
| A-O (Airport Overlay) District (175-foot)           | X                 |                  | Y                        |
| <b>Trails</b>                                       |                   | X                | N/A                      |
| <b>Rural Preservation Overlay District</b>          |                   | X                | N/A                      |
| <b>Las Vegas Redevelopment Plan Area</b>            | X                 |                  | Y                        |
| <b>Development Impact Notification Assessment</b>   |                   | X                | N/A                      |
| <b>Project of Regional Significance</b>             |                   | X                | N/A                      |

**DEVELOPMENT STANDARDS**

***Pursuant to Title 19.14.100, the following standards apply:***

| <b>Standards</b> | <b><i>Code Requirement</i></b>                                                                                                                                                                                                                                    | <b><i>Provided</i></b>                          | <b><i>Compliance</i></b> |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|--------------------------|
| Location         | No Off-Premise Sign may be located within the public right-of-way. May not be located within the Off-Premise Sign Exclusionary Zone except in exempted areas                                                                                                      | Not Located within the Exclusionary Zone        | Y                        |
| Zoning           | Off-Premise Signs are permitted in the C-1, C-2, C-M and M Zoning Districts only                                                                                                                                                                                  | Located within a M (Industrial) zoning district | Y                        |
| Area             | No Off-Premise 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 SF                                          | Y                        |
| Height           | No higher than 40 feet from grade at the point of construction                                                                                                                                                                                                    | Maximum height of 40 feet from grade            | Y                        |

**Staff Report Page Four**  
**September 23, 2010 - Planning Commission Meeting**

|                  |                                                                                                                                                   |                                                                                    |   |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---|
| Screening        | All structural elements of an Off-Premise Sign to which the display panels are attached shall be screened from view.                              | Screened                                                                           | Y |
| Off-Premise Sign | At least 750 feet to another Off Premise Sign                                                                                                     | 330 feet to another Off Premise Sign                                               | N |
| Off-Premise Sign | At least 300 feet to the nearest property line of a lot in any "R" zoned district.                                                                | 1,400 feet from "R" zoned property to the northeast.                               | 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. | Permanently secured to ground; no residential uses are located on the subject site | Y |

| <i>Functional Classification of Street(s)</i>      | <i>Governing Document</i>           | <i>Street Width (Feet)</i> | <i>Compliance with Street Section</i> |
|----------------------------------------------------|-------------------------------------|----------------------------|---------------------------------------|
| <b><i>Secondary Collector – Highland Drive</i></b> | Master Plan of Streets and Highways | 80                         | Y                                     |

## ANALYSIS

This is the fifth review of the subject Off-Premise Sign. The sign is located in an industrial area that is not anticipated to change in the near future. The sign has the required building permits with final inspections completed. It is noted that there are four other Off-Premise Signs within the 750-foot separation radius of the subject Off-Premise Sign. The subject site is located within the Airport Overlay District with a height limit of 175 feet and the existing Off-Premise Sign meets the height restrictions. The property is located within the Las Vegas Redevelopment Plan Area. The Plan presents a series of ideas and recommendations for revitalization which are designed to reduce and eliminate decline and deterioration, stimulate new investment, stabilize the tax base and maintain the viability of existing businesses. The compliance of the Las Vegas Redevelopment Plan Area does not apply for the Required Review of the Off-Premise Sign. The Off-Premise Sign is in compliance with code requirements, and staff is recommending approval with conditions.

Staff Report Page Five  
September 23, 2010 - Planning Commission Meeting

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED** 17

**NOTICES MAILED** 64

**APPROVALS** 0

**PROTESTS** 0