



AGENDA MEMO

PLANNING COMMISSION MEETING DATE: NOVEMBER 18, 2010

DEPARTMENT: PLANNING AND DEVELOPMENT

ITEM DESCRIPTION: APPLICANT: REAGAN NATIONAL ADVERTISING - OWNER: COG III, LTD

** STAFF RECOMMENDATION(S) **

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
RQR-39371	Staff recommends APPROVAL, subject to conditions:	N/A

** CONDITIONS **

RQR-39371 CONDITIONS

Planning and Development

1. This Special Use Permit (SUP-2758) 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 (SUP-2857) 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.

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**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a request for a Required Review of an approved Special Use Permit (SUP-2758), which allowed a 40-foot high, 14-foot x 48-foot Off-Premise Sign at 1110 South Rainbow Boulevard. The sign is in conformance with all previous conditions of approval, has been permitted and received a final inspection, and the surrounding area has not changed in character since the previous review. Staff recommends approval of this review, subject to conditions, with a required review in three years. If denied, the Off-Premise Sign would be required to be removed.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
10/01/03	The City Council granted the appeal of the denial of the Planning Commission of a Special Use Permit (SUP-2758) for a proposed 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 1110 South Rainbow Boulevard, subject to review in two years. Staff recommended approval.
12/07/05	The City Council approved a Required Two year Review (RQR-8789) an approved Special Use Permit (SUP-2758), which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 1110 South Rainbow Boulevard. The Planning Commission recommended approval. Staff recommended denial.
12/16/05	The City Council denied the appeal of the denial of the Planning Commission of a Special Use Permit (SUP-2848) for a proposed 40-foot tall, 14-foot by 48-foot Off-Premise Sign on the subject property. Staff recommended denial. The off-premise sign was to face Rainbow Boulevard.
08/02/06	A Special Use Permit (SUP-13381) for a proposed 40-foot, 14-foot x 48-foot Off-Premise Sign at 1110 South Rainbow Boulevard was withdrawn without prejudice.
06/06/07	The City Council approved a Required One year Review (RQR-18626) of an approved Special Use Permit (SUP-2758), which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 1110 South Rainbow Boulevard. The Planning Commission recommended approval. Staff recommended denial.

<i>Most Recent Change of Ownership</i>	
04/19/99	A deed was recorded for a change in ownership.

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<i>Related Building Permits/Business Licenses</i>	
12/05/03	A building permit (03025821) was issued for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 6785 West Charleston Boulevard. The Off-Premise Sign was assigned Tag # 07316. The permit has not been finalized.
10/25/10	A building permit (174818) was issued for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 6785 West Charleston Boulevard. The permit was finalized on 10/27/10.

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

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

Field Check	
10/15/10	During a site visit, staff noted an Off-Premise Sign to be graffiti free with a small amount of bird droppings.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	3.03

<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	Shopping Center	SC (Service Commercial)	C-1 (Limited Commercial)
North	Shopping Center	SC (Service Commercial)	C-1 (Limited Commercial)
South	Shopping Center	SC (Service Commercial)	C-1 (Limited Commercial)
East	Office Park	SC (Service Commercial)	C-1 (Limited Commercial)
West	Shopping Center	SC (Service Commercial)	C-1 (Limited Commercial)

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<i>Master Plan Areas</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Master Plan Area		X	N/A
<i>Special Purpose and Overlay Districts</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Purpose and Overlay Districts		X	N/A
Trails		X	N/A
Rural Preservation Overlay District		X	N/A
Las Vegas Redevelopment Plan Area		X	N/A
Development Impact Notification Assessment		X	N/A
Project of Regional Significance		X	N/A

DEVELOPMENT STANDARDS

Pursuant to Title 19.14.100, the following standards apply:

Standards	Code Requirement	Provided	Compliance
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	Located south of the Charleston Boulevard right-of-way. 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 C-1 (Limited Commercial) 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.	Each face is 672 square feet. The sign contains no embellishments.	Y
Height	No higher than 40 feet from grade at the point of construction	Maximum height of 40 feet from grade	Y

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Screening	All structural elements of an Off-Premise Sign to which the display panels are attached shall be screened from view.	Screened from view; in addition, the support pole is covered to match the on-premises building design	Y
Off-Premise Sign	At least 300 feet to another Off Premise Sign	330 feet to another Off Premise Sign	Y
Off-Premise Sign	At least 300 feet to the nearest property line of a lot in any "R" zoned district.	350 feet from "R" zoned property to the east.	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; located on strictly commercial property	Y

<i>Functional Classification of Street(s)</i>	<i>Governing Document</i>	<i>Street Width (Feet)</i>	<i>Compliance with Street Section</i>
<i>Charleston Boulevard: Primary Arterial</i>	Master Plan of Streets and Highways	100	Y

ANALYSIS

This is the third required review for an Off-Premise Sign located at 1110 South Rainbow Boulevard. The sign is in compliance with the original conditions of approval as required by Special Use Permit (SUP-2758) that was approved by the City Council on October 1, 2003.

The Off-Premise Sign was originally addressed at 1110 South Rainbow Boulevard from the Special Use Permit (SUP-2758) and all subsequent required reviews. A building permit (03025821) was issued for the 40-foot tall, 14-foot by 48-foot Off-Premise Sign with the address of 6785 West Charleston Boulevard, but no final inspection was obtained. A building permit (174818) was issued on 10/25/10 for the 40-foot tall, 14-foot by 48-foot Off-Premise Sign and finalized on 10/27/10. The subject Off-Premise Sign shall have the permanent address as 6785 West Charleston Boulevard for all future reviews.

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The continued use of the Off-Premise Sign on the subject site is appropriate, in that the vicinity has not changed in land use or character since the last required review and the continuation of the use will be in compliance with the original conditions of approval. In the event that the conditions of the surrounding area change in land use or character such that the Off-Premise Sign no longer meets the required standards, then 19.14.100 allows for the removal of a noncompliant Off-Premise Sign.

FINDINGS

A site inspection was conducted on October 15, 2010, and photos were taken of the Off-Premise Sign. The inspection revealed the sign is in good physical condition and free of graffiti. Staff recommends approval of this review, with conditions. This Off-Premise Sign use will be subject to review in three years.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED

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NOTICES MAILED 435

APPROVALS 1

PROTESTS 1