



AGENDA MEMO - PLANNING

PLANNING COMMISSION MEETING DATE: NOVEMBER 8, 2011

DEPARTMENT: PLANNING

ITEM DESCRIPTION: APPLICANT/OWNER: ROCKSPRINGS PLAZA, LLC

** STAFF RECOMMENDATION(S) **

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
SUP-43285	Staff recommends APPROVAL, subject to conditions:	

** CONDITIONS **

SUP-43285 CONDITIONS

Planning

1. Conformance to all Minimum Requirements under LVMC Title 19.12 for an Off-Premise Sign use.
2. Conformance to the approved conditions for Site Development Plan Review (SDR-5711).
3. This approval shall be void two years from the date of final approval, unless exercised pursuant to the provisions of LVMC Title 19.16. An Extension of Time may be filed for consideration by the City of Las Vegas.
4. Prior to occupancy, all necessary building permits shall be obtained and final inspections shall be completed in compliance with Title 19 and all codes as required by the Department of Building and Safety.
5. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit.
6. This Special Use Permit shall be reviewed in three (3) year(s), 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.

Conditions Page Two
November 8, 2011 - Planning Commission Meeting

7. 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.
8. 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.
9. Only one advertising sign is permitted per sign face.
10. 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.
11. The Off-Premise Sign supporting structure shall be redesigned to include finish materials that complement the existing on-site building. The entire face-area of both sides of the Off-Premise Sign shall be signage area or its border framework; none of the supporting structure shall be visible aside from the support pole.
12. Bird deterrent devices shall be installed on the sign.
13. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

Staff Report Page One
November 8, 2011 - Planning Commission Meeting

**** STAFF REPORT ****

PROJECT DESCRIPTION

The applicant is proposing to install a 40-foot tall, 14-foot x 48-foot Off-Premise Sign within an existing Shopping Center located at 7175 West Lake Mead Boulevard. The supporting base of the proposed sign will be located within a landscape island with the sign projecting northwards within 11-feet of the north property line. The double-face v-shaped sign will be oriented towards the eastbound and westbound traffic along Lake Mead Boulevard. Staff recommends approval, with conditions. If denied, the applicant will not be allowed to construct an Off-Premise Sign at this location.

ISSUES

- An Off-Premise Sign is only permitted in the C-1 (Limited Commercial) zoning district with the approval of a Special Use Permit.
- The proposed sign will not reduce onsite parking nor impede onsite circulation.
- The proposed Off-Premise Sign meets all Minimum Special Use Permit requirements.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
03/16/05	The City Council approved a Site Development Plan Review (SDR-5711) for a proposed 40,125 square-foot commercial development and Waivers of the build-to line, front landscaping, and front, side and rear setback standards on the subject site. The Planning Commission and staff recommended approval.

<i>Most Recent Change of Ownership</i>	
05/14/07	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
There are no relevant building permits or business licenses relate to this request for a proposed Off-Premise Sign (Billboard)	

Staff Report Page Two
November 8, 2011 - Planning Commission Meeting

<i>Pre-Application Meeting</i>	
09/13/11	A pre-application meeting was held with the applicant to discuss the requirements for a submitting a Special Use Permit for a proposed Off-Premise Sign (Billboard).

<i>Neighborhood Meeting</i>
A neighborhood meeting is not required for this type of application, nor was one held.

<i>Field Check</i>	
09/29/11	Staff conducted a field check of the subject site and found the location for the proposed sign's structural base as adequate in size and location. The proposed location should allow for unimpeded site circulation and have no impact on the provided onsite parking.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	3.48

<i>Surrounding Property</i>	<i>Existing Land Use Per Title 19.12</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) Zone
North	Restaurant	SC (Service Commercial)	C-1 (Limited Commercial) Zone
	Tavern		
South	Undeveloped	M (Medium Density Residential)	U (Undeveloped) [M (Medium Density Residential) General Plan Designation]
East	Restaurant	SC (Service Commercial)	C-1 (Limited Commercial) Zone
West	Office, Other Than Listed	SC (Service Commercial)	C-1 (Limited Commercial) Zone

Staff Report Page Three
November 8, 2011 - Planning Commission Meeting

<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			
A-O (Airport Overlay) District – 175 Feet	X		Y
Trails			N/A
Rural Preservation Overlay District			N/A
Las Vegas Redevelopment Plan Area			N/A
Development Impact Notification Assessment			N/A
Project of Regional Significance			N/A

DEVELOPMENT STANDARDS

Pursuant to Title 19.12, the following parking standards apply:

<i>Parking Requirement</i>							
<i>Use</i>	<i>Gross Floor Area or Number of Units</i>	<i>Required</i>		<i>Provided</i>		<i>Compliance</i>	
		<i>Parking Ratio</i>	<i>Parking</i>		<i>Parking</i>		
			Regular	Handi-capped	Regular	Handi-capped	
Shopping Center	40,125 SF	1:250SF					
Off Premise Sign	-	-					
TOTAL SPACES REQUIRED			161		212		Y
Regular and Handicap Spaces Required			155	6	205	7	Y

Pursuant to Title 19.12.120, the following standards apply:

<i>Off Premise Signs: [type in sign reference]</i>			
<i>Standards</i>	<i>Code Requirement</i>	<i>Provided</i>	<i>Compliance</i>
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) 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 672 square feet in size and it does not have an embellishment on it.	Y

Staff Report Page Four
November 8, 2011 - Planning Commission Meeting

<i>Off Premise Signs: [type in sign reference]</i>			
<i>Standards</i>	<i>Code Requirement</i>	<i>Provided</i>	<i>Compliance</i>
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	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 at least 450 feet from another Off-Premise Sign along Lake Mead Boulevard.	Y
Off-Premise Sign	At least 300 feet to the nearest property line of a lot in any "R" or U" zoned districts.	Sign is approximately 850 feet northeast of property zoned for residential use.	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.	Sign is permanently secured to the ground and is located on commercially zoned property.	Y

ANALYSIS

The proposed 40-foot tall, 14-foot by 48-foot Off-Premise Sign is located in the C-1 (Limited Commercial) zoning district and is not located within the Off-Premise Sign Exclusionary Zone. The sign's supporting base will be located within a parking lot landscape finger island with the sign's structure cantilevered over two parking spaces in the northeast corner of the site. There is no anticipated impact to either the onsite circulation or parking and the sign meets all necessary setbacks. There is no anticipated change to the existing landscaping and no trees are proposed to be removed.

All Minimum Special Use Permit Requirements for the proposed Off-Premise Sign use have been met and that there are no adverse impacts regarding the proposed use at this location; therefore, staff recommends approval with conditions.

Staff Report Page Five
November 8, 2011 - Planning Commission Meeting

FINDINGS (SUP-43285)

In order to approve a Special Use Permit application, per Title 19.16.110(L) the Planning Commission and City Council must affirm the following:

1.The proposed land use can be conducted in a manner that is harmonious and compatible with existing surrounding land uses, and with future surrounding land uses as projected by the General Plan.

The proposed Off-Premise Sign can be conducted in a manner that is harmonious and compatible with the existing surrounding land uses.

2.The subject site is physically suitable for the type and intensity of land use proposed.

The subject site is currently developed as a Shopping Center and maintains the C (Commercial) land use designation and is with the C-1 (Limited Commercial) zoning district. The proposed Off Premise Sign Use meets all minimum requirements as listed in Title 19.12.

3.Street or highway facilities providing access to the property are or will be adequate in size to meet the requirements of the proposed use.

Vehicular access to the site will remain unaffected by the proposed use. The applicant proposes to install the sign base within an existing parking lot landscape island, which will leave all existing parking spaces and site circulation intact.

4.Approval of the Special Use Permit at the site in question will not be inconsistent with or compromise the public health, safety, and welfare or the overall objectives of the General Plan.

The proposed Off Premise Sign will be subject to regular City inspections; therefore, public health, safety, and welfare will not be compromised.

5.The use meets all of the applicable conditions per Title 19.12.

The proposed Off-Premise Sign Use meets all applicable conditions and Minimum Special Use Permit Requirements as listed for such use in Title 19.12.

Staff Report Page Six
November 8, 2011 - Planning Commission Meeting

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 23

NOTICES MAILED 85

APPROVALS 0

PROTESTS 1