



AGENDA MEMO - PLANNING

CITY COUNCIL MEETING DATE: APRIL 4, 2012

DEPARTMENT: PLANNING

ITEM DESCRIPTION: APPLICANT/OWNER: FISHER BROTHERS LAS VEGAS, LLC

** STAFF RECOMMENDATION(S) **

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
RQR-44637	Staff recommends APPROVAL, subject to conditions:	None

** CONDITIONS **

RQR-44637 CONDITIONS

Planning

1. Conformance to the conditions of approval of the Variance (V-0058-94).
2. This Variance (V-0058-94) shall be placed on an agenda closest to April 4, 2015 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.
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 Off-Premise Sign is voluntarily demolished, this Variance (V-0058-94) 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 of a previously approved Variance (V-0058-94) to allow a 40-foot tall, 14-foot by 48-foot Off-Premise Sign 600 feet from another Off-Premise Sign where 750 feet is the minimum separation required at 2900 Sirius Avenue. The sign is located on an undeveloped parcel in the Las Vegas Redevelopment Plan/Area. A building permit (94343626) was issued and finalized for the Off-Premise Sign in August 1994. There has been a new entitlement approved in January 2011 for the subject site (SDR-40437) for a proposed recreation/amusement (outdoor) facility.

Staff finds that the continued use of the sign will not have an adverse impact on the surrounding areas; therefore is recommending approval of this request.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
09/16/92	The City Council approved a request for a Special Use Permit (U-0168-92) to allow a 14-foot by 48-foot off-premise advertising sign on property located at 2900 Sirius Avenue. The Board of Zoning Adjustments recommended approval.
06/15/94	The City Council approved a request for a Variance (V-0058-94) to allow a proposed 14-foot by 48-foot off-premise advertising sign; and to allow the sign 600 feet from another off-premise sign where a 750-foot distance separation is required on property located at 2900 Sirius Avenue. The Board of Zoning Adjustments recommended approval.
11/10/97	The City Council approved a request for a Required Review [U-0168-92(1)] of a previously approved Special Use Permit (U-0168-92) to allow a 14-foot by 48-foot off-premise advertising sign on property located at 2900 Sirius Avenue. The Planning Commission recommended approval.
02/19/03	The City Council approved a request for a Required Review (RQR-1143) of a previously approved Special Use Permit (U-0168-92) to allow a 14-foot by 48-foot off-premise advertising sign on property located at 2900 Sirius Avenue. The Planning Commission and staff recommended approval.
11/03/04	The City Council approved a request to amend a portion of the Southeast Sector Plan of the General Plan (GPA-5097) from LI/R (Light Industry/Research) to SC (Service Commercial) on 5.25 acres adjacent to the northwest corner of Rancho Drive and Sirius Avenue. The Planning Commission and staff recommended approval.

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<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
11/03/04	The City Council approved a related request for Rezoning (ZON-5103) from M (industrial) to C-1 (Limited Commercial).
	The City Council approved a related request for a Special Use Permit (SUP-5107) for a proposed 50-story, 560-foot tall mixed-use development.
	The City Council approved a related request for a Site Development Plan Review (SDR-5104) for a proposed 50-story, 560-foot tall mixed-use development containing 700 residential units and 20,000 square feet of retail uses.
06/09/05	The Planning Commission approved a request for a Tentative Map (TMP-6580) for a mixed-use development with 703 residential units and one commercial unit on 5.32 acres located at 2900 Sirius Avenue. Staff recommended approval.
05/17/06	The City Council approved a request to change the Future Land Use designation (GPA-9219) to Commercial, Mixed-Use, Industrial or Public Facilities on various parcels located within the proposed Las Vegas Redevelopment Plan area and within the proposed Redevelopment Plan expansion area. The Planning Commission and staff recommended approval.
10/04/06	The City Council approved a request for an Extension of Time (EOT-16028) of a previously approved Rezoning (ZON-5103) from M (industrial) to C-1 (Limited Commercial) on 5.25 acres adjacent to the northwest corner of Rancho Drive and Sirius Avenue.
	The City Council approved a related request for an Extension of Time (EOT-16026) of a previously approved Special Use Permit (SUP-5107) for a proposed 50-story, 560-foot tall mixed-use development.
	The City Council approved a related request for an Extension of Time (EOT-16027) of a previously approved a Site Development Plan Review (SDR-5104) for a proposed 50-story, 560-foot tall mixed-use development containing 700 residential units and 20,000 square feet of retail uses.
05/07/08	The City Council approved a request for a Required Review (RQR-26324) of a previously approved Special Use Permit (U-0168-92) which allowed a 40-foot tall, 14-foot by 48-foot off-premise advertising sign at 2900 Sirius Avenue. The Planning Commission and staff recommended approval.
01/07/09	The City Council approved a request for a Required Review (RQR-30584) of a previously approved Variance (V-0058-94) to allow a 40-foot tall, 14-foot by 48-foot off-premise advertising sign 600 feet from another off-premise sign where 750 feet is the minimum separation required at 2900 Sirius Avenue. The Planning Commission and staff recommended approval.
05/17/09	The Department of Planning administratively approved a request for a Minor Site Development Plan Review (SDR-34570) for a 117 square-foot embellishment on an existing off-premise sign at 2900 Sirius Avenue.
01/25/11	The Planning Commission approved a request for a Site Development Plan Review (SDR-40437) for a commercial recreation/amusement (outdoor) facility with waivers of all development and landscape requirements on 9.27 acres at 3012 South Rancho Drive. Staff recommended approval.

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<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
07/20/11	The City Council approved a request for a Required Review (RQR-41171) of a previously approved Special Use Permit (U-0168-92) which allowed a 40-foot tall, 14-foot by 48-foot off-premise sign at 2900 Sirius Avenue. The Planning Commission and staff recommended approval.

<i>Most Recent Change of Ownership</i>	
09/07/05	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
8/04/94	A building permit (94342863) was issued for the relocation of an Off-Premise Sign (Billboard) at 2900 Sirius Avenue. The permit was finalized on 03/06/95.
08/11/94	A building permit (94343626) was issued for the installation of an Off-Premise Sign (Billboard) at 2900 Sirius Avenue. The permit was finalized on 09/21/94.

<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>	
03/01/12	Staff conducted a field check of the subject site and found the face of the sign on both sides in good condition with no discrepancies noted.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Gross Acres	5.32

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<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	Undeveloped Land with Off-Premise Signs	SC (Service Commercial)	M (Industrial)
North	Offices	C (Commercial)	M (Industrial)
South	Undeveloped Land	C (Commercial)	C-1 (Limited Commercial)
East	I-15	ROW (Right-of-Way)	ROW (Right-of-Way)
West	Retail, Auto Repair Garage-Major	LI/R (Light Industry/Research)	M (Industrial)

<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		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 second required review of a previously approved Variance (V-0058-94) to allow a 40-foot tall, 14-foot by 48-foot Off-Premise Sign to be 600 feet from another Off-Premise Sign where 750 feet is the minimum separation required at 2900 Sirius. A building permit (94343626) was issued and finalized for the Off-Premise Sign in August 1994. On 03/01/12, staff conducted a field check of the subject site and found the sign in good condition with no discrepancies noted. There has been a new entitlement approved for the subject site (SDR-40437) for a proposed recreation/amusement (outdoor) facility.

FINDINGS

Staff finds that the continued use of the sign will not have an adverse impact on the surrounding areas or new entitlement for the property; therefore is recommending approval of this request with a three (3) year time limit. Conformance to the conditions of approval of the Variance (V-0058-94) shall be required.

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NEIGHBORHOOD ASSOCIATIONS NOTIFIED 25

NOTICES MAILED 68 (By Planning)

APPROVALS 0

PROTESTS 0