



AGENDA MEMO - PLANNING

CITY COUNCIL MEETING DATE: JUNE 18, 2014

DEPARTMENT: PLANNING

ITEM DESCRIPTION: APPLICANT: LAS VEGAS BILLBOARDS - OWNER: GIBBS FAMILY TRUST

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

<i>CASE NUMBER</i>	<i>RECOMMENDATION</i>	<i>REQUIRED FOR APPROVAL</i>
SUP-53352	Staff recommends APPROVAL, subject to conditions:	

**** CONDITIONS ****

SUP-53352 CONDITIONS

Planning

- 1.Conformance to all Off-Premise Sign use Minimum Requirements under LVMC Title 19.12.
- 2.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.
- 3.All development shall be in conformance with the site plan and building elevations, date stamped 03/19/14, except as amended by conditions herein.
- 4.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, as well as part of any business license application.
- 6.This Special Use Permit shall be reviewed in five (5) 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
June 18, 2014 – City Council 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. Bird deterrent devices shall be installed on the sign.
11. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

Staff Report Page One
June 18, 2014 – City Council Meeting

**** STAFF REPORT ****

PROJECT DESCRIPTION

This application is a request for a Special Use Permit for a proposed 14-foot by 48-foot Off Premise Sign to be located at 1111 A Street. The proposed Off-Premise sign is located within 150 feet of Interstate 15, which permits the overall height to exceed 40 feet. The sign would be 49 feet tall, have 672 square feet of sign area and no additional embellishments. The proposed Off-Premise sign meets all minimum code requirements; therefore, staff recommends approval. If denied, no Off-Premise Sign would be allowed on this site.

ISSUES

- A Special Use Permit is required for an Off-Premise Sign in the M (Industrial) zoning district.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
10/19/07	Staff administratively approved a Parcel Map (PMP-21593) for two commercial lots on 5.06 acres at 1111 and 1220 A Street. The Parcel Map has not been recorded.
05/13/14	The Planning Commission voted (4-2/vq, db) to recommend APPROVAL of a Special Use Permit (SUP-53352) request for a proposed off-premise sign.

<i>Most Recent Change of Ownership</i>	
09/08/11	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
c. 1934	The existing 2,000 square-foot commercial building was constructed at 1111 A Street.
01/16/08	A building permit (#106078) was issued for a sewer connection fee. The permit was finalized on 01/16/08.

Staff Report Page Two
June 18, 2014 – City Council Meeting

<i>Pre-Application Meeting</i>	
12/31/13	Staff met with the applicant to discuss the proposed Off-Premise Sign at 1111 A Street. Staff determined that the sign met the minimum requirements as outlined in Title 19.12.120; however a Special Use Permit would be required to allow an Off-Premise Sign on property with an M (Industrial) zoning designation. The submittal requirements for a Special Use Permit were discussed.

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

Field Check	
04/03/14	Staff visited the site and noted a well maintained towing and impound yard.

<i>Details of Application Request</i>	
<i>Site Area</i>	
Gross Acres	2.53

<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	Towing and Impound Yard	LI/R (Light Industry / Research)	M (Industrial)
North	Towing and Impound Yard	LI/R (Light Industry / Research)	M (Industrial)
South	Towing and Impound Yard	LI/R (Light Industry / Research)	M (Industrial)
East	Undeveloped	SC (Service Commercial)	C-1 (Limited Commercial)
West	Right-Of-Way	Right-Of-Way	Interstate 15 Freeway

<i>Master Plan Areas</i>	<i>Compliance</i>
No Applicable Master Plan Area	N/A
<i>Special Purpose and Overlay Districts</i>	<i>Compliance</i>
A-O (Airport Overlay) District (175 Feet)	Y

Staff Report Page Three
June 18, 2014 – City Council Meeting

<i>Other Plans or Special Requirements</i>	<i>Compliance</i>
Trails	N/A
Las Vegas Redevelopment Plan Area	N/A
Project of Significant Impact (Development Impact Notification Assessment)	N/A
Project of Regional Significance	N/A

DEVELOPMENT STANDARDS

Standards	Code Requirements	Provided	Compliance
Location	No Off-Premise Sign may be located within the public right-of-way.	The proposed sign is not in the public right-of-way, nor is it in the Off-Premise Exclusionary Zone.	Y
Zoning	Off-Premise Signs are permitted in the C-1, C-2, C-M and M zoning districts only.	The subject site has a zoning designation of M (Industrial).	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.	The sign is 672 square feet in size and has no proposed embellishments.	Y
Setback	Off-Premise Signs shall not be located closer than 10 feet to the right-of-way line nor closer than 50 feet to the intersection of the present or future rights-of-way of any two public roads, streets or highways	The proposed Off-Premise sign is set back 11 feet from the property line and over 900 feet to the closest intersection of public rights-of-way located to the south, A Street and Washington Avenue.	Y
Height	No higher than 40 feet from grade at the point of construction: may be raised to be 30 feet above an adjacent elevated freeway.	The overall height (as measured from grade) is 49 feet tall. The additional nine feet is permitted due to the elevated freeway.	Y

Staff Report Page Four
June 18, 2014 – City Council Meeting

Standards	Code Requirements	Provided	Compliance
Screening	All structural elements of an Off-Premise Sign to which the display panels are attached shall be screened from view.	All structural elements of the sign are screened from public view.	Y
Distance Separation	At least 750 feet to another Off-Premise Sign along the same frontage of freeway. US -95 or at least 300 feet to another Off-Premise Sign	The proposed sign would be more than 830 feet away from the closest existing Off -Premise sign located north at 1405 A Street.	Y
Residential Distance Separation	At least 300 feet to the nearest property line of a lot in any “R or U” zoned districts.	The proposed sign would be more than 300 feet to any property line zoned either “R” or “U”. The closest property is approximately 500 feet to the west.	Y
Other	All Off-Premise Signs shall be detached and permanently secured to the ground and shall not be located on a property used for residential purposes.	The proposed sign is detached and permanently attached to the ground. The sign would be located on property utilized for commercial/industrial uses.	Y

ANALYSIS

The Off-Premise Sign use is defined as “Off-premise signs are to be considered primarily a specific type of land use rather than as an incidental use to an existing land use. Off-premise signs generally produce revenue to the property owner(s) as a land use as compared to on-premise signs which in themselves do not produce revenue but are incidental to revenue producing land uses. However, because of the special characteristics of off-premise signs as compared to other types of land uses and structures, certain qualifications and requirements are set forth in connection with off-premise signs as a permitted use in certain zoning districts.” The proposed use meets the definition noted above, as the owner intends to obtain revenue from the proposed signage.

The Minimum Special Use Permit Requirements for the Off-Premise Sign use include:

1. No off-premise signs shall be erected in the public right-of-way.

Staff Report Page Five
June 18, 2014 – City Council Meeting

The proposed sign is located on private property at 1111 A Street and would not be located in the public right-of-way.

2. No off-premise sign certificate of any kind shall be issued for an existing or proposed sign unless the sign is consistent with all requirements of this Title (including those protecting existing signs).

The proposed sign meets all minimum requirements for an Off-Premise Sign.

3. Except as provided in Paragraph (12) below, off premise signs are permitted in the C-1, C-2, C-M and M Zoning Districts only.

The subject site has a zoning designation of M (Industrial), which permits the Off-Premise Sign with approval of a Special Use Permit. The subject site meets the criteria.

4. 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. Any embellishment may include lettering, text, numerals or images, but only to the extent that such items do not exceed fifty percent of any linear side of the sign.

The proposed sign is 672 square-feet, with no additional embellishment.

5. Off-premise signs which are within 660 feet of the right-of-way and which can be read from Interstate 15, US 95 from the north city limits to the Oran K. Gragson Highway, the Oran K. Gragson Highway or Interstate 515 shall be no closer than 750 feet (measured along the highway frontage) to any other off-premise sign along the same frontage. Each side of the freeway shall be considered a separate frontage. The sign and all other off-premise signs not oriented toward the same highway shall be no closer than 300 feet in any direction to any other off premise sign, wherever located, including off premise signs that are situated outside the corporate boundaries of the City.

The proposed sign would be located within 660 feet of Interstate 15. The closest Off-Premise Sign along the same highway frontage is more than 800 feet to the north of the proposed sign.

6. Off-premise signs which are within 660 feet of the right-of-way and which can be read from Interstate 15, US 95 from the north city limits to the Oran K. Gragson Highway, the Oran K. Gragson Highway or Interstate 515 shall not be higher than 40 feet. An Off-Premise Sign within 150 feet of the right-of-way line of any freeway or highway to which it is oriented may be erected 30 feet above the elevation of the elevated roadway surface nearest the sign.

Staff Report Page Six
June 18, 2014 – City Council Meeting

The subject site is located within 150 feet of the right-of-way line of Interstate 15. As such, the proposed Off-Premise Sign can exceed 40 feet in height but is limited to a height 30 feet above the elevation of Interstate 15. The proposed Off-Premise sign is 49 feet in height.

7. Off-premise signs shall not be located closer than 10 feet to the right-of-way line of a freeway nor closer than 50 feet to the intersection of the present or future rights-of-way of any two public roads, streets or highways.

The proposed Off-Premise Sign is set back 11 feet from the subject sites west property line, 95 feet to the right-of-way of Interstate 15 and over 900 feet to the nearest intersection, which is A Street and Washington Avenue to the south.

8. No off-premise sign shall be erected or maintained within 660 feet of the nearest travel lanes of the Summerlin Parkway from Station 499 + 78 to Station 601 + 30.

The proposed sign is more than 660 feet from the nearest travel lane of Summerlin Parkway.

9. No off-premise sign shall be allowed within 300 feet from the nearest property line of a lot in the “U” zoning district or any “R” zoning district.

The nearest “R” zoned property is located 575 feet to the west of the proposed Off-Premise Sign. There are no properties with a “U” zoning district in the vicinity of the proposed sign.

There is an existing sign located on the adjacent parcel to the north of the subject site at 1200 A Street. A records search to obtain the original permits for the sign was conducted by staff. No permit history for a sign at 1200 A Street was found in microfiche, legacy or Hansen. Also, there are no previous entitlements for an Off-Premise Sign at 1200 A Street; therefore, the existing sign at 1200 A Street is considered a non-conforming freestanding on-premise advertising sign. The next closest sign is located approximately 830 feet away to the north at 1405 A Street. The proposed Off-Premise Sign is designed within all Title 19 standards, is aesthetically pleasing and compatible with the area. As such, staff recommends approval, with conditions.

FINDINGS (SUP-53352)

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:

Staff Report Page Seven
June 18, 2014 – City Council Meeting

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 design and location meet all minimum code requirements as outlined by Title 19.12. Therefore, the use would be harmonious and compatible with the area.

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

The M (Industrial) zoned property is suitable for the proposed use.

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.

Site access is provided from A Street, a 53-foot wide Local Street as classified by the Master Plan of Streets and Highways. The street is adequate in size to accommodate the proposed Off-Premise Sign.

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.

Approval of the proposed Special Use Permit would be consistent with the objectives of the General Plan and all code requirements.

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

The proposed Off-Premise Sign use complies with all Title 19 requirements.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED

18

NOTICES MAILED

79 (By City Clerk)

APPROVALS

0

PROTESTS

0