



**LAS VEGAS
CITY COUNCIL**

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City Manager

DEPARTMENT OF
COMMUNITY DEVELOPMENT

SETH T. FLOYD
EXECUTIVE DIRECTOR

CITY HALL

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cityoflasvegas
lasvegasnevada.gov

June 3, 2026

ESS Prisa, LLC
P.O. Box 800729
Dallas, Texas 75380

**RE: 26-0181-RQR1
CITY COUNCIL MEETING OF JUNE 3, 2026**

Dear Applicant:

The City Council at a regular meeting held on **June 3, 2026** voted to **APPROVE** the following Land Use Entitlement project For possible action on a Required Review of an approved Variance (V-0086-95) WHICH ALLOWED AN OFF-PREMISE SIGN TO BE RAISED TO A HEIGHT OF 55 FEET, AND ALLOWED THE SIGN TO BE 150 FEET FROM RESIDENTIAL ZONING DISTRICT WHERE 300 FEET IS THE MINIMUM DISTANCE SEPARATION ALLOWED at 1399 North Rainbow Boulevard (APN 138-27-502-007), C-1 (Limited Commercial) Zone, Ward 1 (Knudsen).

This approval is subject to the following conditions:

Planning

1. Conformance to the Conditions of Approval for Variance (V-0086-95) and Special Use Permit (U-0138-90) shall be required.
2. This Variance shall be reviewed in five (5) years, at which time the City Council may require removal of the Off-Premise Sign. The applicant shall be responsible for notification costs of the review. Failure to pay the City for these costs may result in removal of the Off-Premise Sign.
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. 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.
5. If the existing Off-Premise Sign is voluntarily demolished, this Variance (V-0086-95) and associated Special Use Permit (U-0138-90) 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.

6. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

The Notice of Final Action was filed with the Las Vegas City Clerk on June 4, 2026.

Sincerely,

A handwritten signature in black ink, appearing to read 'S. Floyd', with a stylized flourish at the end.

Seth T. Floyd
Director of Community Development
Department of Planning

STF:PL:jr

Cc:
Robert R. Black Sr.
Lorenzi Billboard, LLC
10777 Twain Avenue, Suite 120
Las Vegas, Nevada 89135

Cc:
Robert Gronauer
Kaempfer Crowell
1980 Festival Plaza Drive, Suite 650
Las Vegas, Nevada 89135