



**LAS VEGAS
CITY COUNCIL**

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DEPARTMENT OF
COMMUNITY DEVELOPMENT

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EXECUTIVE DIRECTOR

CITY HALL

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cityoflasvegas
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December 18, 2025

Gordon Richards
Rainbow Plaza Ent, LLC
2470 Saint Rose Parkway #310
Henderson, Nevada 89074

RE: 25-0505-RQR1
CITY COUNCIL MEETING OF DECEMBER 17, 2025

Dear Applicant:

The City Council at a regular meeting held on *December 17, 2025* voted to **APPROVE** the following Land Use Entitlement project request for a Required Review of an approved Variance (V-0164-95) FOR AN EXISTING 55-FOOT TALL, 14-FOOT BY 48-FOOT OFF-PREMISE SIGN LOCATED WITHIN 200 FEET OF A RESIDENTIAL ZONE at 2201 North Rainbow Boulevard (APN 138-22-514-007), C-1 (Limited Commercial) Zone, Ward 5 (Summers-Armstrong).

This approval is subject to the following conditions:

Planning

1. Conformance to the conditions for Variance (V-0164-95).
2. This Variance shall be reviewed in five (5) 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.
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 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 December 18, 2025.

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:bp

cc:

Scott Naftzger
Lamar Central Outdoor, LLC
1863 Helm Drive
Las Vegas, Nevada 89119