



AGENDA MEMO - COMMUNITY DEVELOPMENT

PLANNING COMMISSION MEETING DATE: FEBRUARY 11, 2025

DEPARTMENT: COMMUNITY DEVELOPMENT

**ITEM DESCRIPTION: APPLICANT: JONES MEDIA, LLC - OWNER: REAGAN
OUTDOOR ADVERTISING OF NEVADA, LLC**

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
24-0502-SDR1	Staff recommends APPROVAL, subject to conditions:	

**** NOTIFICATION ****

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 16

NOTICES MAILED 234

PROTESTS 0

APPROVALS 0

**** CONDITIONS ****

24-0502-SDR1 CONDITIONS

Planning

1. 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.
2. All development shall be in conformance with the site plan and elevations, date stamped 10/09/24, except as amended by conditions herein.
3. 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 Building and Safety Division.
4. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit.
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 is a Site Development Plan Review Request to convert the west face of an existing Off-Premise Sign to a Digital Display Unit (LED) at 1205 East Sahara Avenue.

ISSUES

- The digital conversion of the west face of an existing Off-Premise sign requires the approval of a Site Development Plan Review.
- The sign is not located within 660 feet of any highway classified by the state of Nevada as part of the interstate or primary highway system; therefore it cannot be approved by means of a Minor Site Development Plan Review.

ANALYSIS

The subject site is zoned C-1 (Limited Commercial) and subject to Title 19 development standards. It is developed with an existing shopping center and Off-Premise Sign. The applicant proposes to convert the west face of the existing Off-Premise Sign to a Digital Display Unit (LED). The subject Off-Premise Sign has existed since 2005 per building permit records.

Pursuant to Title 19.12.120(G), "The Director shall have the authority to grant approval, by means of a Minor Site Development Plan Review under LVMC 19.16.100(F), to do any of the following regarding an off-premise sign within 660 feet of any highway classified by the State of Nevada as part of the interstate or primary highway system:

- a. Adjust the height or angle of an off-premise sign to a height or angle that:
 - i. Restores the visibility of the sign to the same or comparable visibility as before the construction of a noise abatement or highway improvement project;
 - ii. Is not more than 45 feet above the noise abatement improvement project, measured from the tallest point of the improvement project to the top of the sign; and
 - iii. Is not more than 65 feet from the existing grade at the base of the sign to the top thereof;
- b. Relocate a sign to another location on the same existing parcel in order to achieve visibility that was obstructed by a noise abatement or highway improvement project; or

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- c. Make a structural modification to allow a digital display on a sign that adjoins a controlled-access freeway, in compliance with the size limitations and other applicable requirements of this Title.”

As the subject sign is not located within 660 feet of any highway classified by the State of Nevada as part of the interstate or primary highway system, staff has determined that a Major Site Development Plan Review is required. The closest residential use is located on the eastern side of the subject sign, approximately 330 feet away. Only the western side of the sign will be converted which should have no impact on the surrounding residential uses. Therefore, staff recommends approval, subject to conditions. If denied, the existing Off-Premise Sign will remain as is.

FINDINGS (24-0502-SDR1)

In order to approve a Site Development Plan Review application, per Title 19.16.100(E) the Planning Commission and/or City Council must affirm the following:

1. **The proposed development is compatible with adjacent development and development in the area;**

The proposed Site Development Plan Review will change the west advertising face of an existing billboard. The use will remain compatible with adjacent development in the area.

2. **The proposed development is consistent with the General Plan, this Title, and other duly-adopted city plans, policies and standards;**

The proposed change to the west sign face conforms to all applicable city codes.

3. **Site access and circulation do not negatively impact adjacent roadways or neighborhood traffic;**

Site access and circulation will not be impacted by the proposed digital conversion.

4. **Building and landscape materials are appropriate for the area and for the City;**

The proposed building materials are appropriate for the area and for the City. The applicant has will change the west face of an existing static billboard to a digital display unit (LED). The change is not unsightly or obnoxious and is appropriate for the existing neighborhood.

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5. **Building elevations, design characteristics and other architectural and aesthetic features are not unsightly, undesirable, or obnoxious in appearance; create an orderly and aesthetically pleasing environment; and are harmonious and compatible with development in the area;**

The Off-Premise sign is consistent in architectural design and aesthetic features with other billboards throughout the Valley.

6. **Appropriate measures are taken to secure and protect the public health, safety and general welfare.**

The project will be subject to building permit reviews and inspections during construction and prior to operating the LED billboard. Therefore, appropriate measures will be taken to protect public health, safety and general welfare.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
08/04/04	The City Council approved an appeal of a denial from the Planning Commission of a Special Use Permit (SUP-3269) to allow a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 1205 East Sahara Avenue. Staff recommended denial.
09/06/06	The City Council approved a Required Review (RQR-13595) of an approved Special Use Permit (SUP-3269) for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 1205 East Sahara Avenue. The Planning Commission and staff recommended denial.
05/17/06	The City Council approved a General Plan Amendment (GPA-9219) to establish the Las Vegas Redevelopment Plan Area and change the future land use designation of various parcels within the Redevelopment Plan Area to C (Commercial) which includes the subject site.
12/17/08	The City Council approved a Required Review (RQR-30328) of an approved Special Use Permit (SUP-3269) for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 1205 East Sahara Avenue. The Planning Commission and staff recommended denial.
03/21/12	The City Council approved a Required Review (RQR-44040) of an approved Special Use Permit (SUP-3269) for a 40-foot tall, 14-foot by 48-foot Off-Premise sign at 1205 East Sahara Avenue. The Planning Commission and staff recommended approval.
03/08/15	The City Council approved a Required Review (RQR-56798) of an approved Special Use Permit (SUP-3269) for a 40-foot tall, 14-foot by 48-foot Off-Premise sign at 1205 East Sahara Avenue. The Planning Commission and staff recommended approval.

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<i>Most Recent Change of Ownership</i>	
06/11/15	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
C. 1961	The shopping center at 1205 East Sahara Avenue was constructed.
10/26/04	A building permit (04020852) was issued for the installation of a 40-foot tall, 14-foot by 48-foot, Off-Premise Sign at 1205 East Sahara Avenue; the permit was not finalized and was expired on 04/30/05.
02/04/05	A building permit (05000836) was issued for electrical service to the existing 40-foot tall, 14-foot by 48-foot, Off-Premise Sign at 1205 East Sahara Avenue. The permit was finalized on 08/19/05 and served as a final inspection for the subject sign.

<i>Pre-Application Meeting</i>	
09/23/24	Staff conducted a pre-application meeting with the applicant where the submittal requirements and deadlines were reviewed for a proposed Site Development Plan Review.

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

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<i>Field Check</i>	
01/08/25	Staff conducted a routine field check and found an existing billboard sign within a shopping center. No issues were noted.

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<i>Details of Application Request</i>	
<i>Site Area</i>	
Net Acres	3.68

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Net Acres	3.68

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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	Shopping Center	C (Commercial)	C-1 (Limited Commercial)
North	Two-Family Dwelling	SC (Service Commercial)	C-1 (Limited Commercial)
South	Shopping Center	CG (Commercial General – Clark County)	C-2 (General Commercial – Clark County)
East	Two-Family Dwelling	SC (Service Commercial)	C-1 (Limited Commercial)
West	Shopping Center	C (Commercial)	C-1 (Limited Commercial)

<i>Master and Neighborhood Plan Areas</i>	<i>Compliance</i>
Las Vegas 2050 Master Plan Area: Downtown South	Y
<i>Special Area and Overlay Districts</i>	<i>Compliance</i>
No Applicable Special Area or Overlay Districts	N/A
<i>Other Plans or Special Requirements</i>	<i>Compliance</i>
Trails	N/A
Las Vegas Redevelopment Plan Area	N/A
Interlocal Agreement	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 public right-of-way	The sign is not in public right-of-way, nor is it in the Off-Premise Exclusionary Sign Zone.	Y
Zoning	Off-Premise Signs are permitted in C-1, C-2, C-M, and M zoning districts only	Sign is located in a C-1 (Limited Commercial) zoning district	Y

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Standards	Code Requirements	Provided	Compliance
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 has no embellishments.	Y
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.	All 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 more than 300 feet from another Off-Premise Sign (not along US-95).	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 more than 300 feet from any property line zoned either "R" or "U."	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 attached to the ground and is located on property zoned C-1 (Limited Commercial).	Y