



**AGENDA MEMO - COMMUNITY DEVELOPMENT**

**CITY COUNCIL MEETING DATE: MAY 1, 2024**

**DEPARTMENT: COMMUNITY DEVELOPMENT**

**ITEM DESCRIPTION: APPLICANT: CLEAR CHANNEL OUTDOOR - OWNER: MARY BARTSAS 13, LLC**

---

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

<b>CASE NUMBER</b>	<b>RECOMMENDATION</b>	<b>REQUIRED FOR APPROVAL</b>
<b>24-0109-RQR1</b>	Staff recommends APPROVAL, subject to conditions:	

**\*\* NOTIFICATION \*\***

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED**

**NOTICES MAILED**                      Newspaper Only

**PROTESTS**                                      0

**APPROVALS**                                      0

**\*\* CONDITIONS \*\***

---

**24-0109-RQR1 CONDITIONS**

---

**Planning**

1. Conformance to the Conditions of Approval for Special Use Permit (U-0059-96) shall be required.
2. This Special Use Permit 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, the Special Use Permit 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.

**\*\* STAFF REPORT \*\***

**PROJECT DESCRIPTION**

This is a Required Review of an approved Special Use Permit (U-0059-96) for an existing 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 3941 North Rancho Drive.

**ISSUES**

- This is the sixth review of the approved Special Use Permit (U-0059-96). The most recent required review (21-0114-RQR1) was approved April 21, 2021.
- Condition of Approval Number 2 of the 2021 review required a three-year review term in order to reevaluate the appropriateness of the sign as a result of recent development in the area. However, no new residential development has been approved in the area since the last review. Several commercial projects have been approved along the Rancho Corridor that will not affect the sign's compatibility with the area.

**ANALYSIS**

This is the sixth Required Review of the approved Special Use Permit (U-0059-96). The sign is located on an otherwise undeveloped lot and is visible from Rancho Drive, westbound Alexander Road and Jones Boulevard. Each face is static, and there are no embellishments currently on the sign.

The site is zoned C-2 (General Commercial), which permits Off-Premise Signs. This sign is not located within the Redevelopment Area. It is located within the Off-Premise Sign Exclusionary Zone, but was approved prior to adoption of the ordinance that established the Exclusionary Zone.

During the previous review period multiple sites near the Off-Premise Sign were developed for residential or school uses, prompting concern that this sign may no longer be compatible with the surrounding development. One of the residential areas encroaches into the required 300-foot separation distance between Off-Premise Signs and residentially zoned properties. However, such development has been limited to the east side of Rancho Drive and is buffered by Rancho Drive (a 135 to 150-foot Expressway) and perimeter walls. Newly approved commercial development along the east side of Rancho Drive will provide further buffering of the sign from residential development.

**Staff Report Page Two**  
**May 1, 2024 - City Council Meeting**

During a recent field check of the site, staff noted the sign faces and supporting structure were in good condition, with no graffiti present on the pole or ground near the sign. Several other unauthorized off-premise signs were located near this sign.

**FINDINGS (24-0109-RQR1)**

Title 19.12.120(B) states that “After conducting a review, the City Council may require removal of [an Off-Premise] sign if it is demonstrated that conditions in the surrounding area have changed in such a manner that the sign no longer meets the standards established in LVMC 19.16.110(L).” The undeveloped site remains suitable for an Off-Premise Sign use. No new residential development has occurred in since the previous required review. A valid building permit was issued for the sign in 1997 and all inspections have been completed. The sign is in compliance with Special Use Permit (U-0059-96) as well as the Title 19.12 requirements for an Off-Premise Sign. The sign remains compatible with the adjacent land uses. Therefore, staff recommends approval with conditions requiring a five-year review. If denied, the off-premise sign must be removed.

**BACKGROUND INFORMATION**

<b><i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i></b>	
08/21/96	The City Council approved a Special Use Permit (U-0059-96) for a 14-foot by 48-foot Off-Premise Sign to replace an existing 12-foot by 24-foot sign at 3941 North Rancho Drive. The Board of Zoning Adjustment and staff recommended approval of the request.
10/03/01	The City Council approved a Required Review [U-0059-96(1)] of an approved Special Use Permit (U-0059-96) which allowed a 14-foot by 48-foot Off-Premise Sign to replace an existing 12-foot by 24-foot Off-Premise Sign at 3941 North Rancho Drive. The Planning Commission and staff recommended approval of the request.
04/02/03	The City Council approved a Rezoning (ZON-1364) from C-2 (General Commercial), R-E (Residence Estates), R-MHP (Residential Mobile/Manufactured Home Park), and U (Undeveloped) to C-2 (General Commercial), C-1 (Limited Commercial), O (Office), C-V (Civic), R-E (Residence Estates), R-1 (Single Family Residential), and U (Undeveloped) to GC (General Commercial), O (Office), PF (Public Facility), ML (Medium-Low Density Residential) and DR (Desert Rural) on property located on or in close proximity to, both sides of Rancho Drive from Vegas Drive to the northern City limits at Moccasin Road. The Planning Commission and staff recommended approval of the request.

**Staff Report Page Three**  
**May 1, 2024 - City Council Meeting**

<b><i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i></b>	
07/15/09	The City Council approved a Required Review (RQR-34321) of an approved Special Use Permit (U-0059-96) which allowed a 14-foot by 48-foot Off-Premise Sign to replace an existing 12-foot by 24-foot Off-Premise Sign at 3941 North Rancho Drive. The Planning Commission recommended approval of the request on 06/11/09.
08/15/12	The City Council approved a Required Review (RQR-45466) of an approved Special Use Permit (U-0059-96) which allowed a 14-foot by 48-foot Off-Premise Sign to replace an existing 12-foot by 24-foot Off-Premise Sign at 3941 North Rancho Drive.
08/19/15	The City Council approved a Required Review (RQR-57992) of an approved Special Use Permit (U-0059-96) which allowed a 14-foot by 48-foot Off-Premise Sign to replace an existing 12-foot by 24-foot Off-Premise Sign at 3941 North Rancho Drive.
08/28/17	The Planning Department administratively approved a request for a Minor Site Development Plan Review (SDR-71469) for a 3.00-foot by 2.00-foot tall Embellishment on an existing Off-Premise Sign located at 3941 North Rancho Drive.
04/21/21	The City Council approved a Required Review (21-0114-RQR1) of an approved Special Use Permit (U-0059-56) for a 14-foot by 48-foot Off-Premise Sign (Not Qualifying as a City Communication Sign) [Billboard] at 3941 North Rancho Drive. Staff recommended approval, subject to a three-year review.

<b><i>Most Recent Change of Ownership</i></b>	
12/09/03	A deed was recorded for a change in ownership.

<b><i>Related Building Permits/Business Licenses</i></b>	
03/18/97	A building permit (#97005379) was issued for an off-premise sign at 3941 North Rancho Drive. A final inspection was approved 04/29/97.
05/11/99	A building permit (#99009036) was issued for electrical service to an Off-Premise Sign at 3941 North Rancho Drive. The permit received its final inspection on 05/18/99.

<b><i>Pre-Application Meeting</i></b>	
A pre-application meeting was not required, nor was one held.	

**Staff Report Page Four**  
**May 1, 2024 - City Council Meeting**

***Neighborhood Meeting***

A neighborhood meeting was not required, nor was one held.

***Field Check***

03/05/24	The Off-Premise Sign faces and supporting structure were in good condition, with no graffiti present on the pole or ground near the sign. Each face was static, and there were no embellishments on the sign. Several other unauthorized off-premise signs were located near this sign.
----------	---

***Details of Application Request***

***Site Area***

Net Acres	5.06
-----------	------

<b><i>Surrounding Property</i></b>	<b><i>Existing Land Use Per Title 19.12</i></b>	<b><i>Planned or Special Land Use Designation</i></b>	<b><i>Existing Zoning District</i></b>
Subject Property	Off-Premise Sign	TOC-2 (Transit-Oriented Corridor - Low)	C-2 (General Commercial)
North	Off-Premise Sign	TOC-2 (Transit-Oriented Corridor - Low)	C-2 (General Commercial)
South	Residential, Single Family, Detached	DR (Desert Rural Density Residential)	R-E (Residence Estates)
	Mini-Storage Facility	TOC-2 (Transit-Oriented Corridor - Low)	C-2 (General Commercial)
East	Residential, Single Family, Detached	ML (Medium Low Density Residential)	R-SL (Residential Small Lot)
	Undeveloped		U (Undeveloped)
West	Residential, Multi-Family [Condominiums]	M (Medium Density Residential)	R-3 (Medium Density Residential)

**Staff Report Page Five**  
**May 1, 2024 - City Council Meeting**

<b>Master and Neighborhood Plan Areas</b>	<b>Compliance</b>
Las Vegas 2050 Master Plan Area: Rancho	Y
<b>Special Area and Overlay Districts</b>	<b>Compliance</b>
A-O (Airport Overlay) District (105 Feet)	Y
Off-Premise Sign Exclusionary Zone	Y*
<b>Other Plans or Special Requirements</b>	<b>Compliance</b>
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

*\*The subject Off-Premise Sign was constructed prior to the establishment of the Off-Premise Sign Exclusionary Zone.*

## **DEVELOPMENT STANDARDS**

***Pursuant to Title 19.12.120, the following standards apply:***

<b>Standards</b>	<b>Code Requirements</b>	<b>Provided</b>	<b>Compliance</b>
Location	No off-premise sign may be located within public right-of-way	Not in public ROW; Located within the Off-Premise Sign Exclusionary Zone.	Y*
Zoning	Permitted only in the C-1, C-2, C-M and M zoning districts, except permitted in the C-V district if the parcel is operated or controlled by an agency of local, state or federal government.	Located in the C-2 (General Commercial) zoning district.	Y
Setback	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.	Set back approximately 210 feet from intersection of Jones Boulevard and Rancho Drive.	Y

**Staff Report Page Six**  
**May 1, 2024 - City Council Meeting**

<b>Standards</b>	<b>Code Requirements</b>	<b>Provided</b>	<b>Compliance</b>
Area	No off-premise sign shall have a surface area greater than 672 SF, except that an embellishment 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.	Each display face contains 672 SF. No embellishment above the sign.	Y
Height	No taller than 40 feet from grade at the point of construction; may be raised a maximum of 30 feet above an adjacent elevated freeway or to 55 feet if a significant portion of the display surface is obscured from view from the travel lanes of the freeway.	40 feet from grade to top of the sign.	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
Distance Separation	At least 750 feet to another off-premise sign along freeway frontage or at least 300 feet to another off-premise Sign (if not freeway)	The sign is 315 feet from another sign (not along a freeway).	Y
	At least 300 feet to the nearest property line of a lot in any "R" or "U" zoned districts.	Sign is approximately 165 feet from a 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, detached from any other structures and located on property with only commercial uses.	Y

*\*The subject Off-Premise Sign was installed prior to the establishment of the Off-Premise Sign Exclusionary Zone.*

*\*\*The subject Off-Premise Sign was installed prior to the construction of the single-family residential development to the northeast.*