



AGENDA MEMO - COMMUNITY DEVELOPMENT

CITY COUNCIL MEETING DATE: MARCH 19, 2025

DEPARTMENT: COMMUNITY DEVELOPMENT

ITEM DESCRIPTION: APPLICANT: LAMAR CENTRAL OUTDOOR, LLC - OWNER: HERBST DEVELOPMENT, LLC

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
24-0648-RQR1	Staff recommends APPROVAL, subject to conditions:	

**** NOTIFICATION ****

NEIGHBORHOOD ASSOCIATIONS NOTIFIED

N/A

NOTICES MAILED

487 (by City Clerk)

PROTESTS

0

APPROVALS

0

**** CONDITIONS ****

24-0648-RQR1 CONDITIONS

Planning

1. Conformance to the Conditions of Approval for Special Use Permit (U-0132-01) 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, this 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.

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**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a required five-year review of an approved Special Use Permit (U-0132-01) for an existing 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 2395 North Rancho Drive.

ISSUES

- This is the sixth Required Review of the approved Special Use Permit (U-0132-01). This five-year review was initially due in March 2019; the most recent review was approved in 2014.
- A building permit was issued for the subject Off-Premise Sign on 01/30/02. The permit was finalized on 07/11/02.
- During a recent field check, staff noted the presence of a significant bird nuisance on and near the sign. The applicant has since added spikes to the sign structure to reduce the amount of droppings falling to the ground, and the area around the sign has been cleaned.

ANALYSIS

The site is zoned C-2 (General Commercial), is outside of the Off-Premise Sign Exclusionary Zone and is not located within a designated Redevelopment Area. The west side of Rancho Drive in this area has maintained the same uses since the previous review in 2014, which include a convenience store with fuel pumps and a Residence Hotel. The hotel and casino on the east side of Rancho Drive, which is in the jurisdiction of North Las Vegas, was recently removed and is currently vacant.

The subject site is located within the Airport Overlay District near the North Las Vegas Airport, with a 35-foot height restriction. The existing Off-Premise Sign is 40 feet tall. In response to Condition of Approval Number 5 of the approved Special Use Permit (U-0132-01), the applicant filed Form 7460-1 with the Federal Aviation Administration and obtained a permit from the Clark County Department of Aviation allowing the 40-foot height prior to the construction of the Off-Premise Sign.

The subject Off-Premise Sign is located on property containing a convenience store with fuel pumps and canopy. The sign is oriented toward Rancho Drive. Each face is static. There are no embellishments on the sign. The sign continues to conform to current Title 19.12 location and screening requirements.

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During a field check of the site on January 6, 2025, staff noted the sign faces were in good condition with no graffiti present on the structural pole. A significant amount of bird waste was noted below the sign, and birds were observed perched on the sign. No existing deterrent devices were noted. Some minor damage to the structural pole cover was also observed. Conditions of approval require the sign to be properly maintained and require maintenance of the property around the sign. Staff notes that this has been identified as an ongoing issue with this sign for the past three reviews, and has been documented through photographs and conditions of approval requiring bird deterrent devices. Staff rechecked the site on February 27, 2025 and found the area around the sign had been cleared of bird droppings and the previous damage to the pole cover had been repaired. In addition, bird spikes had been added to the structure, but not the sign panels themselves. Birds were observed perched on the sign.

FINDINGS (24-0648-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 site remains suitable for an Off-Premise Sign use. A valid building permit was issued for the sign and all inspections have been completed. The sign is in compliance with the approved Special Use Permit (U-0132-01) and remains compatible with the adjacent land uses. Therefore, staff recommends approval with a condition requiring a five-year review. If denied, the off-premise sign must be removed.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
12/05/01	The City Council approved a Special Use Permit (U-0132-01) for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 2395 North Rancho Drive. The Planning Commission and staff recommended approval.
01/21/04	The City Council approved a Required Review (RQR-3232) of an approved Special Use Permit (U-0132-01) which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 2395 North Rancho Drive. The Planning Commission and staff recommended approval.
04/05/06	The City Council approved a Required Review (RQR-11192) of an approved Special Use Permit (U-0132-01) which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 2395 North Rancho Drive. The Planning Commission and staff recommended approval.

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<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
04/02/08	The City Council approved a Required Review (RQR-26890) of an approved Special Use Permit (U-0132-01) which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 2395 North Rancho Drive. Staff recommended approval.
03/08/11	The Planning Commission approved a Required Review (RQR-40594) of an approved Special Use Permit (U-0132-01) which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 2395 North Rancho Drive. Staff recommended approval.
03/19/14	The City Council approved a Required Review (RQR-52382) of an approved Special Use Permit (U-0132-01), which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 2395 North Rancho Drive. Staff recommended approval.
02/05/25	The City Council (7-0) voted to HOLD IN ABEYANCE a Land Use Entitlement project request for a Required Review of an approved Special Use Permit (U-0132-01) FOR A 40-FOOT TALL, 14-FOOT BY 48-FOOT OFF-PREMISE SIGN at 2395 North Rancho Drive (APN 139-19-102-001), C-2 (General Commercial) Zone, Ward 5 (Summers-Armstrong). Staff recommends APPROVAL.

<i>Most Recent Change of Ownership</i>	
02/08/06	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
01/30/02	A building permit (#02001475) was issued for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 2397 North Rancho Drive. The permit was finalized on 07/11/02.

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

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

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Field Check	
01/06/25	The subject sign is located within the parking lot of an existing convenience store. A significant amount of bird droppings were noted below the sign, and birds were observed perched on the sign. No existing deterrent devices were noted. Some minor damage to the structural pole cover was also observed.
02/27/25	During a recheck of the site, staff noted the area around the sign had been cleared of bird droppings, bird spikes had been placed on the sign structure, and the damage to the pole cover had been repaired.

Details of Application Request	
Site Area	
Net Acres	0.72

Surrounding Property	Existing Land Use Per Title 19.12	Planned or Special Land Use Designation	Existing Zoning District
Subject Property	Off-Premise Sign	SC (Service Commercial)	C-2 (General Commercial)
	General Retail Store, Other Than Listed [Convenience Store]		
North	Motor Vehicle Parts Sales, Installation and Repair [Motor Vehicle Repair, Minor]	TOD-2 (Transit-Oriented Development - Low)	C-2 (General Commercial)
	Off-Premise Sign		
South	Hotel, Residence	M (Medium Density Residential)	C-2 (General Commercial)
East	Hotel/Casino [Vacant]	North Las Vegas	PUD (Planned Unit Development) - North Las Vegas
West	Hotel, Residence	M (Medium Density Residential)	C-2 (General Commercial)

Master and Neighborhood Plan Areas	Compliance
Las Vegas 2050 Master Plan Area: Twin Lakes	Y
Special Area and Overlay Districts	Compliance
A-O (Airport Overlay) District (35 Feet)	N*

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<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

*The applicant obtained a permit from the Clark County Department of Aviation in 2002 allowing the sign to be constructed to a height of 40 feet within the 35-foot height restriction zone of the Airport Overlay District.

DEVELOPMENT STANDARDS

Pursuant to Title 19.12.120, the following standards apply:

<i>Standards</i>	<i>Code Requirements</i>	<i>Provided</i>	<i>Compliance</i>
Location	No off-premise sign may be located within public right-of-way (ROW).	Not in public ROW; Not 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 15 feet from the Rancho Drive ROW. More than 50 feet from the nearest intersection.	Y
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

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Standards	Code Requirements	Provided	Compliance
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)	Not adjacent to freeway. Approximately 325 feet to the nearest off-premise sign	Y
	At least 300 feet to the nearest property line of a lot in any "R" or "U" zoned districts.	Approximately 610 feet to property zoned R-1	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