



**AGENDA MEMO - COMMUNITY DEVELOPMENT**

**CITY COUNCIL MEETING DATE: DECEMBER 4, 2024**  
**DEPARTMENT: COMMUNITY DEVELOPMENT**  
**ITEM DESCRIPTION: APPLICANT: CLEAR CHANNEL OUTDOOR - OWNER: Z3PO, LLC**

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
24-0490-RQR1	Staff recommends APPROVAL, subject to conditions:	

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

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED**                      N/A

**NOTICES MAILED**    N/A

**PROTESTS**    0

**APPROVALS**    0

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

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**24-0490-RQR1 CONDITIONS**

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**Planning**

1. Conformance to the Conditions of Approval for Special Use Permit (U-0086-86).
2. This Special Use Permit shall be reviewed in three (3) 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.

**Staff Report Page One  
December 4, 2024 - City Council Meeting**

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

**PROJECT DESCRIPTION**

This is a required five-year review of an approved Special Use Permit (U-0086-86) for an existing 65-foot tall, 14-foot by 48-foot Off-Premise Sign at 831 West Bonanza Road.

**ISSUES**

- This is the sixth Required Review of the approved Special Use Permit (U-0086-86).
- Existing land uses in the vicinity of the off-premise sign have not significantly changed since the previous review in 2019. This and other surrounding parcels were rezoned in 2021 to allow for Form-Based Code regulation. The T5 Maker zoning district allows for similar uses as the previous M (Industrial) Zone; however, new Off-Premise signs are no longer permitted uses.
- A building permit was issued for the subject Off-Premise Sign on 10/17/86. A final inspection was completed 06/09/87.
- Ownership of the site changed in November 2023.

**ANALYSIS**

The site is zoned T5-M (T5 Maker), is located in the Downtown Las Vegas Overlay District in Area 3 and is in the Redevelopment Area. Both sides of Bonanza Road in this area remain exclusively commercial in character. In 2021, this site was rezoned from M (Industrial) to T5-M to allow for regulation of new development under a form-based code. The T5-M District is one of the most intense transect zones, allowing for narrow to no building setbacks and large building footprints with up to five stories. Uses are comparable to the previous M (Industrial) zoning district. As the proliferation of off-premise advertising is discouraged, new Off-Premise Signs are not permissible in any transect zoning district.

The subject Off-Premise Sign is located within the parking lot of an established commercial development and is visible from the eastbound and westbound lanes of Bonanza Road and the northbound and southbound lanes of Interstate 15. In 2015, the existing building on this site was approved for a Liquor Establishment (Tavern) (now an Alcohol, On-Premise Full) use and the property was remapped to consolidate parcels to accommodate the tavern development.

The Off-Premise Sign was approved to a height 30 feet above the height of the adjacent elevated freeway (Interstate 15), which conforms to Title 19.12.120. In addition, the sign

**Staff Report Page Two  
December 4, 2024 - City Council Meeting**

was constructed prior to the approval of the nearest off-premise sign along Interstate 15, which is approximately 520 feet northeast of this site. A Variance (V-066-97) for that sign, located at 616 H Street, allowed a reduced distance separation between signs, a Variance to code that is no longer available under Title 19.

A building permit was issued for the subject Off-Premise Sign in October 1986 and a final inspection was completed in June 1987. During a recent field check of the site, staff noted the sign faces and supporting structure were in good condition, with no graffiti or bird droppings present on the pole or ground near the sign. Two requests for embellishments to the sign have been approved since 2014; there is currently an embellishment affixed to the south facing sign.

**FINDINGS (24-0490-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 establishment of Redevelopment Area 1 and recent Rezoning to T5-M (T5 Maker) has not significantly altered land use in the area so as to change the area’s character. The site therefore remains suitable for an Off-Premise Sign use. A valid building permit was issued for the sign in 1986 and all inspections have been completed. The sign is in compliance with the Special Use Permit (U-0086-86) and Title 19 requirements and, although this use is now nonconforming, it remains compatible with the adjacent land uses. Therefore, staff recommends approval with conditions requiring a three-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>	
10/15/86	The City Council approved a request for a Special Use Permit (U-0086-86) for a double-faced, 14-foot by 48-foot Off-Premise Sign to a height of 30 feet above the adjacent freeway (65 feet total) at 831 West Bonanza Road. The Board of Zoning Adjustment recommended approval.
03/24/97	The City Council adopted Ordinance 4073, which adopted a revised Zoning Code (Title 19A) that included new provisions regarding periodic review of off-premise signs and prohibition of off-premise signs within 300 feet of a “U” designated zoning district.

Staff Report Page Three  
December 4, 2024 - City Council Meeting

<b><i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc. (cont.)</i></b>	
10/20/91	The City Council approved a Required Review [U-0086-86(1)] of an approved Special Use Permit (U-0086-86) for a 65-foot tall, 14-foot by 48-foot Off-Premise Sign at 831 West Bonanza Road. The Board of Zoning Adjustment recommended approval.
12/18/96	The City Council approved a Required Review [U-0086-86(2)] of an approved Special Use Permit (U-0086-86) for a 65-foot tall, 14-foot by 48-foot Off-Premise Sign at 831 West Bonanza Road. The Board of Zoning Adjustment recommended approval.
05/06/09	The City Council approved a Required Review (RQR-33344) of an approved Special Use Permit (U-0086-86) for a 65-foot tall, 14-foot by 48-foot Off-Premise Sign at 831 West Bonanza Road. The Planning Commission and staff recommended approval.
09/17/14	The Department of Planning administratively approved a request for a Minor Site Development Plan Review (SDR-56025) for a 96 square-foot (24-foot by 4-foot) embellishment on an existing 65-foot tall, 14-foot by 48-foot Off-Premise Sign at 831 West Bonanza Road.
10/15/14	The City Council approved a Required Review (RQR-54730) of an approved Special Use Permit (U-0086-86) for a 65-foot tall, 14-foot by 48-foot Off-Premise Sign at 831 West Bonanza Road. The Planning Commission and staff recommended approval.
04/03/15	A one-lot Parcel Map (PMP-57683) on 1.45 acres at the southwest corner of Bonanza Road and the Interstate 15 right-of-way was recorded.
08/11/15	Department of Planning staff administratively approved a request for a Minor Site Development Plan Review (SDR-60622) for a 44 square-foot (11-foot by 4-foot) embellishment on an existing 65-foot tall, 14-foot by 48-foot Off-Premise Sign at 831 West Bonanza Road.
08/16/17	Department of Planning staff administratively approved a request for a Minor Site Development Plan Review (SDR-60622) for a 44 square-foot (11-foot by 4-foot) embellishment on an existing 65-foot tall, 14-foot by 48-foot Off-Premise Sign at 831 West Bonanza Road.
10/16/19	The City Council approved a Required Review (RQR-77027) of an approved Special Use Permit (U-0086-86) for a 65-foot tall, 14-foot by 48-foot Off-Premise Sign at 831 West Bonanza Road. Staff recommended approval.
01/20/21	The City Council approved a Rezoning (20-0166-ZON1) from multiple zoning districts to new Form-Based Code transect zones on approximately 595 acres generally bound by Owens Avenue on the north, Interstate 15 and Main Street on the east, U.S. 95 on the south and Martin L. King Boulevard on the west. The Planning Commission and staff recommended approval.

Staff Report Page Four  
 December 4, 2024 - City Council Meeting

<b>Most Recent Change of Ownership</b>	
11/30/23	A deed was recorded for a change in ownership.

<b>Related Building Permits/Business Licenses</b>	
05/06/70	A building permit (#53193) was issued for an Off-Premise Sign at 831 West Bonanza Road. The permit was renewed 11/07/70 as Permit #55432. A final inspection was completed 04/16/71.
10/17/86	A building permit (#1909) was issued for a new, 65-foot tall, 672 square-foot Off-Premise Sign at 831 West Bonanza Road. A final inspection was completed on 06/09/87.
05/11/87	A building permit (#7966) was issued for 60A electrical service for a new off-premise sign at 831 West Bonanza Road. A final inspection was completed 05/12/87.
03/12/04	A building permit (#04005595) was issued for replacement of existing electrical service to an existing 65-foot tall, 14-foot by 48-foot Off-Premise Sign at 831 West Bonanza Road. The permit was finalized on 03/15/04.

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

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

<b>Field Check</b>	
08/30/24	The subject sign is a double-sided V design. The structural pole and sign were in good condition with no graffiti or bird droppings present. There were no embellishments at the time of inspection.

<b>Details of Application Request</b>	
<b>Site Area</b>	
Net Acres	1.48

Staff Report Page Five  
 December 4, 2024 - City Council Meeting

<b>Surrounding Property</b>	<b>Existing Land Use Per Title 19.12</b>	<b>Planned or Special Land Use Designation</b>	<b>Existing Zoning District</b>
Subject Property	Off-Premise Sign	FBC (Form-Based Code)	T5-M (T5 Maker)
	Alcohol, On-Premise Full		
North	Undeveloped/ Vacant Land	FBC (Form-Based Code)	T5-C (T5 Corridor)
	General Retail Store, Other Than Listed		
	Private Club, Lodge or Fraternal Organization [Vacant]		
South	Interstate 15	Right-of-Way	Right-of-Way
East	Interstate 15	Right-of-Way	Right-of-Way
West	Office, Other Than Listed	FBC (Form-Based Code)	T5-M (T5 Maker)

<b>Master and Neighborhood Plan Areas</b>	<b>Compliance</b>
Las Vegas 2050 Master Plan Area: Downtown Las Vegas	Y
Vision 2045 Downtown Las Vegas Master Plan: Historic Westside District	Y
The Hundred Plan	Y
West Las Vegas Plan	Y
<b>Special Area and Overlay Districts</b>	<b>Compliance</b>
A-O (Airport Overlay) District (175 Feet)	Y
DTLV-O (Downtown Las Vegas Overlay) District - Area 3	Y
<b>Other Plans or Special Requirements</b>	<b>Compliance</b>
Trails (Bonanza Trail) - constructed	Y
Las Vegas Redevelopment Plan Area - Area 1	Y
Interlocal Agreement	N/A
Project of Significant Impact (Development Impact Notification Assessment)	N/A
Project of Regional Significance	N/A

**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 Not in 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 T5-M (T5 Maker) zoning district	N*
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 approx. 35 feet from Bonanza Rd ROW and approx. 220 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

Staff Report Page Seven  
December 4, 2024 - City Council Meeting

<b>Standards</b>	<b>Code Requirements</b>	<b>Provided</b>	<b>Compliance</b>
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.	65 feet from grade to top of the sign (30 feet above elevated freeway)	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)	Approx. 520 feet from the nearest off-premise sign along I-15  Approx. 400 feet from the nearest off-premise sign along Bonanza Rd	N***
	At least 300 feet to the nearest property line of a lot in any "R" or "U" zoned districts.	Approx. 530 feet from property zoned R-4	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 property with only commercial uses	Y

\*The sign is legally nonconforming, as it was permitted and constructed prior to being rezoned to T5-M, which does not currently allow the Off-Premise Sign land use.

\*\*As approved through the original Special Use Permit (U-0086-86).

\*\*\*The sign was conforming to the 750-foot distance separation requirement at the time of approval. A Variance (V-0066-97) was approved for a later off-premise sign at 616 H Street to be located 520 feet from the subject sign.