



AGENDA MEMO - COMMUNITY DEVELOPMENT

CITY COUNCIL MEETING DATE: MARCH 19, 2025

DEPARTMENT: COMMUNITY DEVELOPMENT

ITEM DESCRIPTION: APPLICANT: OUTFRONT MEDIA - OWNER: CITY PARKWAY V, INC.

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
25-0050-RQR1	Staff recommends APPROVAL, subject to conditions:	

**** NOTIFICATION ****

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 23

NOTICES MAILED 113

PROTESTS 0

APPROVALS 0

**** CONDITIONS ****

25-0050-RQR1 CONDITIONS

Planning

1. Conformance to the Conditions of Approval for Variance (V-0046-92).
2. This Variance 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 or ground lessee 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.

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**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a Required Review of an approved Variance (V-0046-92) that allowed a 14-foot by 48-foot Off-Premise Sign 690 feet from another existing Off-Premise Sign where 750 feet is the minimum separation distance required at 313 West Bonanza Road.

ISSUES

- This is the 10th Required Review of the approved Variance (V-0046-92). The most recent review was approved in 2012 (RQR-44331).
- A building permit was issued for the subject Off-Premise Sign on June 19, 1992. Although the sign was constructed at that time, a final inspection was not completed until July 24, 2007.
- Static sign panels were converted to digital LED displays in 2022.
- The address of this sign was originally 313 West Bonanza Road, reassigned to 301 West Mesquite Avenue for final inspection in 2007, then reverted back to 313 West Bonanza Road upon issuance of the permit to convert to digital display in 2022.
- The subject site was remapped in 2018.

ANALYSIS

The site is zoned M (Industrial). It is located within the Historic Westside District and is designated FBC (Form-Based Code), but has not been rezoned to a transect zone. The sign was approved and constructed in 1992. The most recent review was conducted in 2012 (RQR-44331). Static panels were converted to digital LED displays in 2022. It is located within Redevelopment Area 1.

The original Variance (V-0046-92) was approved to allow the subject Off-Premise sign to be within 750 feet of an existing Off-Premise Sign located to the west at 418 West Mesquite Avenue. That sign was constructed in 1982 and did not require approval of a Special Use Permit at that time. The subject sign is 65 feet tall and has a center-mounted "V" design with panels facing traffic lanes of Interstate 11.

Two off-premise signs are located on the subject parcel. The subject sign is on the north side of Interstate 11 and was allowed through a Variance, while the other one is on the south side of Interstate 11 and was allowed through a Special Use Permit (U-0238-91). The original address of the subject sign (V-0046-92) was 313 West Bonanza Road. The

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final inspection was not completed and the permit expired in 1993, only to be renewed in 2007 under the address of 301 West Mesquite Avenue. When the panels were converted to digital in 2022, the original address was restored.

At the time of the most recent review in 2012, there was confusion regarding the sign under review, in which it was assumed that it had been approved under both the Variance (V-0046-92) and Special Use Permit cases (U-0238-91). No further reviews were recommended, as it was assumed this sign would be reviewed solely under U-0238-91 in the future. This 10th review will allow for regular review of the sign under the Variance (V-0046-92) as originally intended.

Since the previous review, the only significant change in land use or development in the surrounding area has been a General Plan Amendment to change the land use of the subject parcel from LI/R (Light Industry and Research) to FBC (Form-Based Code). As the parcel remains zoned M (Industrial), it is not subject to Form-Based Code requirements. The adjacent parcels also contain industrial uses, although they are zoned T5-M (T5 Maker) and not M (Industrial). 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.

FINDINGS (25-0050-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 area’s character remains industrial, and the location near a freeway remains suitable for an Off-Premise Sign use. The reduced separation distance between Off-Premise Signs has not been deleterious to the public good. A valid building permit was issued for the sign in 2007 and all inspections have been completed. The sign is in compliance with the approved Variance (V-0046-92) and all current Title 19.12 requirements for Off-Premise Signs. The subject sign with digital displays 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.

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BACKGROUND INFORMATION

<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
05/20/92	The City Council granted the appeal of the Board of Zoning Adjustment denial of a request for a Variance (V-0046-92) to allow a proposed 14-foot by 48-foot Off-Premise illuminated sign and to allow the sign to be 690 feet from another existing Off-Premise Sign where a 750-foot minimum separation is required on property located on the north side of U.S. 95, 150 feet west of the centerline of the Union Pacific Railroad tracks. Staff recommended denial.
05/27/97	The City Council approved a Required Review [V-0046-92(1)] of an approved Variance (V-0046-92) to allow a proposed 14-foot by 48-foot Off-Premise illuminated sign and to allow the sign to be 690 feet from another existing Off-Premise Sign where a 750-foot minimum separation is required on property located on the north side of U.S. 95, 150 feet west of the centerline of the Union Pacific Railroad tracks. The Board of Zoning Adjustment denied the review, which was appealed to City Council. Staff noted the construction of the billboard was complete and recommended approval.
07/12/99	The City Council approved a Required Review [V-0046-92(2)] of an approved Variance (V-0046-92) to allow a proposed 14-foot by 48-foot Off-Premise illuminated sign and to allow the sign to be 690 feet from another existing Off-Premise Sign where a 750-foot minimum separation is required on property located on the north side of U.S. 95, 150 feet west of the centerline of the Union Pacific Railroad tracks. The Board of Zoning Adjustment and staff recommended approval.
12/20/00	The City Council approved a Required Review [V-0046-92(3)] of an approved Variance (V-0046-92) to allow a proposed 14-foot by 48-foot Off-Premise illuminated sign and to allow the sign to be 690 feet from another existing Off-Premise Sign where a 750-foot minimum separation is required on property located on the north side of U.S. 95, 150 feet west of the centerline of the Union Pacific Railroad tracks. The Board of Zoning Adjustment and staff recommended approval.
04/03/02	The City Council approved a Required Review [V-0046-92(4)] of an approved Variance (V-0046-92) to allow a proposed 14-foot by 48-foot Off-Premise illuminated sign and to allow the sign to be 690 feet from another existing Off-Premise Sign where a 750-foot minimum separation is required on property located on the north side of U.S. 95, 150 feet west of the centerline of the Union Pacific Railroad tracks. The Planning Commission and staff recommended approval.

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<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
06/04/03	The City Council approved a Required Review (RQR-1909) of an approved Variance (V-0046-92) which allowed a 14-foot by 48-foot Off-Premise Sign 690 feet from another existing Off-Premise Sign where 750 feet is the minimum required distance separation on property located on the north side of U.S. 95, 150 feet west of the centerline of the Union Pacific Railroad tracks. The Planning Commission and staff recommended approval.
07/06/05	The City Council approved a Required Review (RQR-6345) of an approved Variance (V-0046-92) which allowed a 14-foot by 48-foot Off-Premise Sign 690 feet from another existing Off-Premise Sign where 750 feet is the minimum required distance separation on property located on the north side of U.S. 95, 150 feet west of the centerline of the Union Pacific Railroad tracks. The Planning Commission and staff recommended approval.
06/08/06	Planning and Development Department staff administratively approved a Director's Business (DIR-14084) item to allow an electronic message unit to be installed within an existing Off-Premise Sign adjacent to the north side of the Oran K. Gragson Highway (U.S. 95), between Bonanza Road and Grand Central Parkway, 150 feet west of the centerline of the Union Pacific Railroad tracks.
08/16/06	The City Council approved a Required Review (RQR-13616) of an approved Variance (V-0046-92) which allowed a 14-foot by 48-foot Off-Premise Sign 690 feet from another existing Off-Premise Sign where 750 feet is the minimum required distance separation on property located on the north side of U.S. 95, 150 feet west of the centerline of the Union Pacific Railroad tracks. The Planning Commission and staff recommended approval.
02/19/08	Planning and Development Department staff administratively approved a Site Development Plan Review (SDR-26889) to modify an existing Off-Premise Sign for a digital display adjacent to the north side of the Oran K. Gragson Highway (U.S. 95), between Bonanza Road and Grand Central Parkway, 150 feet west of the centerline of the Union Pacific Railroad tracks.
07/15/09	The City Council approved a Required Review (RQR-34324) of an approved Variance (V-0046-92) which allowed a 14-foot by 48-foot Off-Premise Sign 690 feet from another existing Off-Premise Sign where 750 feet is the minimum required distance separation on property located on the north side of U.S. 95, 150 feet west of the centerline of the Union Pacific Railroad tracks. The Planning Commission and staff recommended approval.

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<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
02/14/12	The Planning Commission approved a Required Review (RQR-44331) of an approved Variance (V-0046-92) to allow an Off-Premise Sign to be 690 feet from another existing Off-Premise Sign at 301 West Mesquite Avenue [adjacent to the north side of U.S. 95, 150 feet west of the centerline of the Union Pacific Railroad tracks]. Staff recommended approval. A condition of approval required no further reviews.
10/22/18	A three-lot Parcel Map (PMP-67789) on 4.69 acres generally located on the west side of the Union Pacific Railroad right-of-way, north of Mesquite Avenue, was recorded.
01/20/21	The City Council approved a request for a General Plan Amendment (20-0166-GPA1) from multiple land use designations to FBC (Form-Based Code) on approximately 603 acres generally bounded 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.

<i>Most Recent Change of Ownership</i>	
03/13/14	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
04/05/82	A building permit (#9432) was issued for a 60-foot tall, 672 square-foot billboard sign at 418 West Mesquite Avenue.
06/03/82	A building permit (#1105) was issued for 30 amp electrical service for a billboard at 418 West Mesquite Avenue.
06/19/92	A building permit (#92149742) was issued for a billboard sign at 313 West Bonanza Road. A final inspection was not approved and the permit expired 02/13/93.
07/24/07	A building permit (#07002364) was issued for an existing billboard sign at 301 West Mesquite Avenue. The permit was finalized 07/24/07.
05/26/22	A building permit (C22-02051) was issued for conversion of the static west and east faces of an existing off-premise sign to digital at 313 West Bonanza Road. A final inspection was approved 09/21/22.

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

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Neighborhood Meeting

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

Field Check

01/30/25	The subject sign structure and digital panels were in good condition. No graffiti or bird waste was noted.
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Details of Application Request

Site Area

Net Acres	1.74
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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	Off-Premise Sign	FBC (Form-Based Code)	M (Industrial)
North	Outdoor Storage	FBC (Form-Based Code)	T5-M (T5 Maker)
South	Interstate 11/U.S. 95 Freeway	Right-of-Way	Right-of-Way
East	Union Pacific Railroad Right-of-Way	C (Commercial)	C-2 (General Commercial)
West	Interstate 11/U.S. 95 Freeway	Right-of-Way	Right-of-Way

<i>Master and Neighborhood Plan Areas</i>	<i>Compliance</i>
Las Vegas 2050 Master Plan Area: Downtown Las Vegas	Y
Vision 2045 Downtown Las Vegas Master Plan: Historic Westside District	Y
Downtown North Land Use Plan	Y
<i>Special Area and Overlay Districts</i>	<i>Compliance</i>
A-O (Airport Overlay) District (175 Feet)	Y
DTLV-O (Downtown Las Vegas Overlay) District - Area 3	Y
<i>Other Plans or Special Requirements</i>	<i>Compliance</i>
Trails	N/A
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

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DEVELOPMENT STANDARDS

Pursuant to Title 19.12.120, the following standards apply:

Standards	Code Requirements	Provided	Compliance
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 M (Industrial) 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 U.S. 95 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
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	Y

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Standards	Code Requirements	Provided	Compliance
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)	690 feet from another Off-Premise Sign along north side of Interstate 11/U.S. 95 (420 W Mesquite Ave)	Y*
	At least 300 feet to the nearest property line of a lot in any "R" or "U" zoned districts.	Approximately 935 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

*Allowed by V-0046-92 and determined to be 690 feet from an existing Off-Premise Sign addressed as 418 West Mesquite Avenue.