



AGENDA MEMO - COMMUNITY DEVELOPMENT

CITY COUNCIL MEETING DATE: JULY 17, 2024

DEPARTMENT: COMMUNITY DEVELOPMENT

ITEM DESCRIPTION: APPLICANT: ROBERT R. BLACK, SR. - OWNER: 3RPM3, LLC

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
24-0232-RQR1	Staff recommends APPROVAL, subject to conditions:	

**** NOTIFICATION ****

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 28

NOTICES MAILED 510

PROTESTS 0

APPROVALS 0

**** CONDITIONS ****

24-0232-RQR1 CONDITIONS

Planning

1. Conformance to the Conditions of Approval for Special Use Permit (U-0074-95) 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.

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**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a Required Review of an approved Special Use Permit (U-0074-95) for an existing 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 7200 West Lake Mead Boulevard.

ISSUES

- This is the fourth review of the approved Special Use Permit (U-0074-95). The most recent Required Review (RQR-57974) was approved June 3, 2015.
- Condition Number 2 of RQR-57974 required the applicant to obtain approval of an existing embellishment on the sign. Department of Planning staff approved an embellishment June 15, 2015. The embellishment was subsequently removed.
- The subject sign faces were converted to digital (LED) displays in November 2018.

ANALYSIS

The sign is located on a developed lot containing a tavern and is visible from all lanes of Lake Mead Boulevard. Each face contains a digital (LED) display. There are no embellishments currently on the sign. The faces were converted to digital displays after the last review in 2015.

The site and all surrounding properties are zoned C-1 (Limited Commercial), which permits Off-Premise Signs (both qualifying or not qualifying as City Communication Signs). The subject sign is not located within any Redevelopment Area. It is located within the Off-Premise Sign Exclusionary Zone, approximately 680 feet west of the U.S. 95 Freeway; however, the sign was approved prior to adoption of the ordinance that established the Exclusionary Zone.

There has been no change in zoning or the character of the surrounding area, which contains neighborhood-serving commercial uses.

During a recent field check of the site, staff noted the digital sign faces were in good condition, and the ground near the sign was free of bird droppings. The supporting structure contained graffiti; the applicant was notified to remediate the sign.

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FINDINGS (24-0232-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 and the determinations of Title 19.16.110(L) can still be made. A valid building permit was issued for the sign in 1996 and all inspections have been completed. The sign is in compliance with Special Use Permit (U-0074-95) 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.

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BACKGROUND INFORMATION

<i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i>	
11/21/84	The City Council approved a request for a Rezoning (Z-0074-84) of properties generally located west of Lorenzi Boulevard, south of Smoke Ranch Road, north of Washington Avenue, and east of Buffalo Drive from N-U (Non-Urban) to C-1 (Limited Commercial), R-CL (Single Family Compact-Lot) and R-3 (Medium Density Residential). The Planning Commission and staff recommended approval.
06/05/96	The City Council approved a Special Use Permit (U-0074-95) for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at the northwest corner of Lake Mead Boulevard and Rock Springs Drive. The Board of Zoning Adjustment and staff recommended approval.
05/06/09	The City Council approved a Required Review (RQR-33332) of an approved Special Use Permit (U-0074-95) for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 7200 West Lake Mead Boulevard. The Planning Commission recommended approval; staff recommended denial.
07/08/12	The City Council approved a Required Review (RQR-45300) of an approved Special Use Permit (U-0074-95) for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 7200 West Lake Mead Boulevard. The Department of Planning staff recommended approval.
06/03/15	The City Council approved a Required Review (RQR-57974) of an approved Special Use Permit (U-0074-95) for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 7200 West Lake Mead Boulevard. Staff recommended approval.
06/15/15	Department of Planning staff administratively approved a request for a Site Development Plan Review (SDR-59687) for a 24-foot wide by five-foot tall embellishment on an existing Off-Premise Sign at 7200 West Lake Mead Boulevard.
10/18/18	Department of Planning staff administratively approved a request for a Site Development Plan Review (SDR-74737) for the conversion of an existing 40-foot tall, 14-foot by 48-foot Off-Premise Sign to a digital display unit (LED) on the east and west faces at 7200 West Lake Mead Boulevard.

<i>Most Recent Change of Ownership</i>	
08/17/16	A deed was recorded for a change in ownership.

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Related Building Permits/Business Licenses	
06/21/96	A building permit (#96012664) was issued for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 7200 West Lake Mead Boulevard. The permit was finalized on 11/13/96.
11/07/18	A building permit (C18-04652) was issued for upgrades to an existing off-premise sign at 7200 West Lake Mead Boulevard. A final inspection was approved 01/29/19.
12/26/18	A building permit (C18-05578) was issued for an electrical service upgrade from 60A to 200A for an existing off-premise sign at 7200 West Lake Mead Boulevard. A final inspection was approved 02/14/19.

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

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

Field Check	
05/09/24	The Off-Premise Sign faces and supporting structure were in good condition. Graffiti was noted on the pole. The ground area beneath the sign was clean and well maintained. Each face contained a digital (LED) display, and there were no embellishments on the sign.

Details of Application Request	
Site Area	
Net Acres	0.88

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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 (Not Qualifying as a City Communication Sign)	SC (Service Commercial)	C-1 (Limited Commercial)
	Alcohol, On-Premise Full [Tavern]		
North	Mini-Storage Facility	SC (Service Commercial)	C-1 (Limited Commercial)
South	Shopping Center	SC (Service Commercial)	C-1 (Limited Commercial)
East	Restaurant	SC (Service Commercial)	C-1 (Limited Commercial)
West	Shopping Center	SC (Service Commercial)	C-1 (Limited Commercial)

<i>Master and Neighborhood Plan Areas</i>	<i>Compliance</i>
Las Vegas 2050 Master Plan Area: Twin Lakes	Y
<i>Special Area and Overlay Districts</i>	<i>Compliance</i>
A-O (Airport Overlay) District (175 Feet)	Y
<i>Other Plans or Special Requirements</i>	<i>Compliance</i>
Trails (Shared Use Trail - N side of Lake Mead Blvd. - constructed)	Y
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

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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	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-1 (Limited 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.	Not adjacent to a freeway. Set back approximately 530 feet from intersection of Lake Mead Boulevard and Rock Springs Drive.	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)	The sign is more than 300 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 615 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 approved prior to the establishment of the Off-Premise Sign Exclusionary Zone.