



**AGENDA MEMO - COMMUNITY DEVELOPMENT**

**CITY COUNCIL MEETING DATE: JANUARY 15, 2025**

**DEPARTMENT: COMMUNITY DEVELOPMENT**

**ITEM DESCRIPTION: APPLICANT: AMERICAN OUTDOOR ADVERTISING - OWNER:  
THE POTTERS HOUSE CHRISTIAN FELLOWSHIP CHURCH OF NEVADA, INC.**

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

<b>CASE NUMBER</b>	<b>RECOMMENDATION</b>	<b>REQUIRED FOR APPROVAL</b>
<b>24-0591-RQR1</b>	Staff recommends APPROVAL, subject to conditions:	

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

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED**                      24

**NOTICES MAILED**                      245

**PROTESTS**                      0

**APPROVALS**                      0

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

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**24-0591-RQR1 CONDITIONS**

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**Planning**

1. Conformance to the Conditions of Approval for Special Use Permit (SUP-16947) shall be required.
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.

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

**PROJECT DESCRIPTION**

This is a required three-year review of an approved Special Use Permit (SUP-16947) for an existing 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 4604 Meadows Lane.

**ISSUES**

- This is the fifth Required Review of the approved Special Use Permit (SUP-16947). The most recent review was approved in 2020 (RQR-78740).
- A building permit was issued for the subject Off-Premise Sign on April 19, 2007. A final inspection was completed on November 15, 2007.
- The sign and area underneath the off-premise sign is controlled by the applicant through a recorded perpetual exclusive easement for billboard purposes.

**ANALYSIS**

The subject sign is zoned C-1 (Limited Commercial). It conforms to the 140-foot band of the Airport Overlay District, and it is located within Redevelopment Area 2.

The subject sign is adjacent to U.S. 95 and is the westernmost off-premise sign located on property within Meadows Mall. The sign is visible from the eastbound and westbound lanes of U.S. 95. The sign uses a double-sided V-flag style, which extends toward the property interior. Each face contains a digital display. There are currently no embellishments above the top of the sign. A previous Review of Condition (ROC-54821) and Site Development Plan Review (SDR-57102) allow for the digital displays where they previously had been prohibited.

Since the previous review, no significant changes in land use or development in the surrounding area have occurred. The applicant had previously obtained a Variance (20-0284-VAR1) to raise the height of the sign to 50 feet; however, the Variance was not exercised and it subsequently expired on June 2, 2023. The applicant has confirmed that there are no further plans to raise the height of the sign at this time.

A building permit was issued for the subject Off-Premise Sign in April 2007 and a final inspection was completed in November 2007. A permit for the digital displays was issued in 2015. 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.

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**FINDINGS (24-0591-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 2 has not significantly altered land use in the area so as to change the area’s character; the subject commercial site near a freeway therefore remains suitable for an Off-Premise Sign use. 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 Special Use Permit (SUP-16947) and all 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.

**BACKGROUND INFORMATION**

<b><i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i></b>	
12/06/06	The City Council approved a request for a Special Use Permit (SUP-16947) for a proposed 14-foot by 48-foot Off-Premise Sign at 4600 Meadows Lane. The Planning Commission recommended denial; staff recommended approval.
12/17/08	The City council approved a Required Review (RQR-31290) of an approved Special Use Permit (SUP-16947) for a 14-foot by 48-foot Off-Premise Sign at 4604 Meadows Lane. Staff recommended denial, due to poor site maintenance.
04/18/12	The City council approved a Required Review (RQR-44098) of an approved Special Use Permit (SUP-16947) for a 14-foot by 48-foot Off-Premise Sign at 4604 Meadows Lane. Staff recommended approval.
08/16/14	The City Council approved a request for a Review of Condition (ROC-54821) to delete conditions of approval of an approved Special Use Permit (SUP-16947) which stated “The billboard face shall consist of static vinyl panels or a similar material as approved by the Planning and Development Department” and “Animated and electronic message unit signage and digital signage is prohibited.” Staff recommended denial.
12/23/14	A Minor Site Development Plan Review (SDR-57102) was approved to convert an existing billboard to a digital display at 4604 Meadows Lane.
05/03/17	The City Council approved a Required Review (RQR-68061) of an approved Special Use Permit (SUP-16947) for a 40-foot tall, 14-foot by 48-foot off-premise sign at 4604 Meadows Lane. Staff recommended approval.

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<b><i>Related Relevant City Actions by Planning, Fire, Building, Code Enforcement, etc.</i></b>	
06/17/20	The City Council approved a Required Review (RQR-78740) of an approved Special Use Permit (SUP-16947) for a 40-foot tall, 14-foot by 48-foot off-premise sign at 4604 Meadows Lane, subject to a three year review. Staff recommended approval.
06/02/21	The City Council approved an Appeal of the Denial by the Planning Commission on a request for a Variance (20-0284-VAR1) to increase the height of an existing Off-Premise Sign from 35 feet to 50 feet at 4604 Meadows Lane. Staff recommended denial. The approval expired 06/02/23.

<b><i>Most Recent Change of Ownership</i></b>	
02/27/19	A deed was recorded for a change in ownership.

<b><i>Related Building Permits/Business Licenses</i></b>	
04/19/07	A Building Permit (#07001359) was issued for an Off-Premise Sign at 4604 Meadows Lane. The permit was renewed on 11/13/07 and was finalized on 11/15/07.
03/24/15	A Building Permit (C-277952) was issued for the addition of digital LED displays to an existing billboard at 4604 Meadows Lane. The permit was finalized on 05/04/16.

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

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

<b><i>Field Check</i></b>	
12/05/24	The subject sign is a double-sided V design with digital panels. The panels changed content every eight seconds with no transitions. 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.

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<b>Details of Application Request</b>	
<b>Site Area</b>	
Net Acres	2.34

<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	TOD-1 (Transit-Oriented Development - High)	C-1 (Limited Commercial)
	Regional Mall		
North	U.S. 95 Freeway	Right-of-Way	Right-of-Way
South	Residential, Single Family Detached	L (Low Density Residential) with SC (Service Commercial) buffer	R-1 (Single Family Residential) with C-1 (Limited Commercial) buffer
East	Regional Mall	TOD-1 (Transit-Oriented Development - High)	C-1 (Limited Commercial)
West	Regional Mall	TOD-1 (Transit-Oriented Development - High)	C-1 (Limited Commercial)

<b>Master and Neighborhood Plan Areas</b>	<b>Compliance</b>
Las Vegas 2050 Master Plan Area: Charleston	Y
Meadows Walkable Neighborhood Plan	Y
<b>Special Area and Overlay Districts</b>	<b>Compliance</b>
A-O (Airport Overlay) District (140 Feet)	Y
<b>Other Plans or Special Requirements</b>	<b>Compliance</b>
Trails (Shared Use Trail - N side of Meadows Ln) - proposed	Y
Las Vegas Redevelopment Plan Area - Area 2	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:***

<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 (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-1 (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 10 feet from the U.S. 95 Freeway. Not near a street 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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<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.	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)	Oriented to freeway  Approx. 750 feet from the nearest off-premise sign along the south side of U.S. 95	Y
	At least 300 feet to the nearest property line of a lot in any "R" or "U" zoned districts.	Sign is approximately 570 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