

**AGENDA MEMO - PLANNING**

CITY COUNCIL MEETING DATE: JULY 21, 2021

DEPARTMENT: PLANNING

ITEM DESCRIPTION: APPLICANT: LAMAR CENTRAL OUTDOOR, LLC -
OWNER: INTEGRAL PARTNERS PARK PLACE LV, LLC**** STAFF RECOMMENDATION(S) ****

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
21-0293-RQR1	Staff recommends APPROVAL, subject to conditions:	

**** NOTIFICATION ******NOTICES MAILED** 82 (By Planning)**PROTESTS** 0**APPROVALS** 0

**** CONDITIONS ****

21-0293-RQR1 CONDITIONS

Planning

1. Conformance to the approved conditions for Special Use Permit (U-0101-95).
2. This Special Use Permit (U-0101-95) shall be reviewed in three years, at which time the City Council may require the Off-Premise Signs to be removed. The applicant shall be responsible for notification cost 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. If the existing Off-Premise Signs are 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.
5. 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 request is for a Required Review of an approved Special Use Permit (U-0101-95), which allowed two Off-Premise signs located at 3200 South Rancho Drive.

ISSUES

- This is the sixth Required Review of the subject signs.
- The last Required Review for this site was conducted via RQR-58993 on 10/21/15.

ANALYSIS

The two Off-Premise Signs are permitted within the C-2 (General Commercial) zoning district with the approval of a Special Use Permit. The signs are not within the Off-Premise Sign Exclusionary Zone. This is the sixth Required Review of an approved Special Use Permit (U-0101-95) for two existing billboards. One is 14-feet by 48-feet and is oriented towards Interstate 15 at a height of 70 feet) 30 feet above the elevated freeway), and the other is 14-feet by 48-feet and is oriented toward the elevated roadway of Desert Inn Road (Super Arterial) at a height of 55 feet. Both signs are located at 3200 South Rancho Drive. The signs meet the minimum development requirements. The subject site is also now home to a Commercial Recreation/Amusement (Indoor and Outdoor) development (Area 15). During a routine field check, staff found the existing billboards to be well maintained and graffiti-free.

FINDINGS

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 is part of an established commercial area and remains suitable for an Off-Premise Sign use. The sign is in compliance with Special Use Permit (U-0101-95), Title 19 requirements and remains compatible with the adjacent land uses. Therefore, staff recommends approval with conditions requiring a three-year review. If denied, the off-premise signs must be removed.

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BACKGROUND INFORMATION

<i>Related Relevant City Actions by Planning, Fire, Bldg., etc.</i>	
10/18/95	The City Council approved a request for a Special Use Permit (U-0101-95) for one 14-foot by 48-foot Off-Premise Sign oriented toward interstate I-15 at a height of 30 feet above the elevated freeway; and a second 14-foot by 48-foot Off-Premise Sign oriented toward the Desert Inn "Super" Arterial at a height of 55 feet above grade at 3200 South Rancho Drive. The Board of Zoning Adjustment recommended approval.
12/06/00	The City Council approved a request for a Required Review [U-0101-95(1)] of an approved Special Use Permit (U-0101-95) for one 14-foot by 48-foot Off-Premise Sign oriented toward interstate I-15 at a height of 30 feet above the elevated freeway; and a second 14-foot by 48-foot Off-Premise Sign oriented toward the Desert Inn "Super" Arterial at a height of 55 feet above grade at 3200 South Rancho Drive. The Planning Commission recommended approval.
11/20/03	The Planning Commission approved a request for a Site Development Plan Review (SDR-3101) for a Mixed-Use Residential and Commercial Development on 21.04 acres adjacent to the northwest corner of Desert Inn Road and Rancho Drive. Staff recommended approval of the request.
07/16/04	A Final Map (FMP-4056) for a one-lot commercial subdivision (Fletcher Jones Imports Property) on 21.04 acres at 3100 and 3200 South Rancho Drive was recorded.
03/02/05	The City Council approved a request for a Required Four Year Review (RQR-5513) of an approved Special Use Permit (U-0101-95) which allowed one 14-foot by 48-foot off-premise advertising (billboard) sign oriented toward interstate-15 at a height of 30 feet above the elevated freeway; and a second 14-foot by 48-foot off-premise advertising (billboard) sign oriented toward the desert inn road "super arterial" at a height of 55 feet above grade at 3200 South Rancho Drive. Staff recommended approval of the request.
05/17/06	The City Council approved a General Plan Amendment (GPA-9219) to add the subject property to the Las Vegas Redevelopment Area as part of a larger request and designate the area as C (Commercial). The Planning Commission and staff recommended approval
05/06/09	The City Council approved a request for a Required Review (RQR-33287) of an approved Special Use Permit (U-0101-95) for one 14-foot by 48-foot Off-Premise Sign oriented toward interstate I-15 at a height of 30 feet above the elevated freeway; and a second 14-foot by 48-foot Off-Premise Sign oriented toward the Desert Inn "Super" Arterial at a height of 55 feet above grade at 3200 South Rancho Drive. The Planning Commission recommended approval.

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<i>Related Relevant City Actions by Planning, Fire, Bldg., etc.</i>	
01/25/11	The Department of Planning pulled a request for a Site Development Plan Review (SDR-33468) (Palace Station Parcel E SDR).
02/14/12	The Planning Commission accepted the applicants request to withdraw General Plan Amendment (GPA-42939) FROM: C (Commercial) and SC (Service Commercial) TO: LI/R (Light Industry/Research) on 37.85 acres at the northwest corner of Desert Inn Road and Rancho Drive. Staff recommended approval of the request.
	The Planning Commission accepted the applicants request to withdraw Site Development Plan Review (SDR-43352) for a proposed Commercial Recreation/Amusement (Outdoor) Facility and a corresponding request for encroachment into the rancho drive public right-of-way on 39.64 acres at the northwest corner of Desert Inn Road and Rancho Drive
	The Planning Commission accepted the applicants request to withdraw Variance (VAR-43353) to allow 2,125 parking spaces where 2,488 spaces are required on 39.64 acres at the northwest corner of Desert Inn Road and Rancho Drive.
10/17/12	The City Council approved a request for a Required Review (RQR-46122) of an approved Special Use Permit (U-0101-95) for one 14-foot by 48-foot Off-Premise Sign oriented toward Interstate 15 at a height of 30 feet above the elevated freeway; and a second 14-foot by 48-foot Off-Premise sign oriented toward the Desert Inn (Super Arterial) at a height of 55 feet above grade at 3200 South Rancho Drive.
10/21/15	The City Council approved a request for a Required Review (RQR-58993) of an approved Special Use Permit (U-0101-95) for one 14-foot by 48-foot Off-Premise Sign oriented toward Interstate 15 at a height of 30 feet above the elevated freeway; and a second 14-foot by 48-foot Off-Premise sign oriented toward the Desert Inn (Super Arterial) at a height of 55 feet above grade at 3200 South Rancho Drive.
08/16/17	The City Council approved a request for a Rezoning (ZON-70650) FROM: C-1 (Limited Commercial) TO: C-2 (General Commercial) on 14.72 acres at the southwest corner of Sirius Avenue and Rancho Drive. The Planning Commission and staff recommended approval.
	The City Council approved a Site Development Plan Review (SDR-70652) for a proposed 146,494 square-foot Commercial Recreation/Amusement (Indoor and Outdoor) Development with Waivers to allow a building to not be oriented to the corner and street frontages where such is required, a non-coherent building design with no changes in wall plane or color, and large windowless areas on 21.03 acres at the southwest corner of Sirius Avenue and Rancho Drive. The Planning Commission and staff recommended approval.

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<i>Related Relevant City Actions by Planning, Fire, Bldg., etc.</i>	
08/14/18	The Planning Commission approved a request for a Major Amendment (SDR-73309) of an approved Site Development Plan Review (SDR-70652) for a proposed 59,478 square-foot addition to an approved 146,494 square-foot Commercial Recreation/Amusement (Indoor And Outdoor) Development on 21.03 acres at the southwest corner of Sirius Avenue and Rancho Drive.
	The Planning Commission approved a request for a Special Use Permit (SUP-73921) for an Alternative Parking Standard to allow 921 parking spaces where 1,031 parking spaces are required on 21.03 acres at the southwest corner of Sirius Avenue and Rancho Drive.
02/07/19	The Planning Department – Code Enforcement Division opened Code Enforcement Case #196427 for unpermitted signage on an existing building related to the proposed future recreation/amusement development on the subject site on adjacent APN: 162-08-418-003. The case remains open.
04/08/19	The Planning Commission approved a request for a Variance (VAR-75636) to allow proposed wall signs to cover 29 percent of the east elevation and 24 percent of the north elevation of the building where 20 percent is the maximum allowed at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended approval of the request.
	The Planning Commission approved a request for a Master Sign Plan (MSP-75637) for an approved Commercial Recreation/Amusement (Indoor and Outdoor) development at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended approval of the request.
06/25/19	The Planning Commission approved a request for a Variance (VAR-75852) to allow 921 parking spaces where 2,869 parking spaces are required at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Site Development Plan Review (SDR-75854) for a Major Amendment of an approved Site Development Plan Review (SDR-70652) for a proposed 7,776 square-foot indoor floor area addition to an approved 205,972 square-foot Commercial Recreation/Amusement (Indoor and Outdoor) development and proposed expansion of the parking lot area at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Special Use Permit (SUP-76362) for a proposed 213,748 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.

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<i>Related Relevant City Actions by Planning, Fire, Bldg., etc.</i>	
06/25/19	The Planning Commission approved a request for a Special Use Permit (SUP-76663) for a proposed 213,748 square-foot Night Club use at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
11/21/19	The Department of Planning administratively approved a request for a Special Use Permit (SUP-77736) for a Minor Amendment of a previously approved Special Use Permit (SUP-76663) for a proposed 4,151 square-foot addition to an existing 213,748 square-foot Nightclub use at the southwest corner of Sirius Avenue and Rancho Drive.
	The Department of Planning administratively approved a request for a Special Use Permit (SUP-77737) for a Minor Amendment of an approved Special Use Permit (SUP-75854) for a proposed 4,151 square-foot addition to an existing 213,748 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive.
	The Department of Planning administratively approved a request for a Site Development Plan Review (SDR-77738) for a Minor Amendment of an approved Site Development Plan Review (SDR-70652) for a proposed 4,151 square-foot addition to an existing 213,748 square-foot Commercial Recreation/Amusement (Indoor and Outdoor) development at the southwest corner of Sirius Avenue and Rancho Drive.
06/09/20	The Planning Commission approved a request for a Variance (VAR-78704) to allow 1,515 parking spaces where 3,710 parking spaces are required at the southwest and northwest corners of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Special Use Permit (SUP-78705) for a proposed 26,667 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Special Use Permit (SUP-78706) for a proposed 26,667 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Special Use Permit (SUP-78766) for a proposed 26,667 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
	The Planning Commission approved a request for a Special Use Permit (SUP-78767) for a proposed 35,000 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.

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<i>Related Relevant City Actions by Planning, Fire, Bldg., etc.</i>	
06/09/20	The Planning Commission approved a request for a Major Amendment (SDR-78709) of an approved Site Development Plan Review (SDR-70652) for a proposed 115,001 square-foot addition to an existing 217,899 square-foot Commercial Recreation/Amusement (Indoor and Outdoor) development on 25.41 acres at the southwest and northwest corners of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
10/13/20	The Planning Commission approved a request for a Variance (20-0153-VAR1) to allow 1,027 parking spaces where 3,719 parking spaces are required at the southwest corner of Sirius Avenue and Rancho Drive. Staff recommended denial of the request.
11/15/20	The Department of Planning approved a request for a Special Use Permit (20-0304-SUP1) for a Minor Amendment of an approved Special Use Permit (SUP-78767) to allow a 1,696 square-foot reduction to an approved 35,000 square-foot Liquor Establishment (Tavern) use at the southwest corner of Sirius Avenue and Rancho Drive.
	The Department of Planning approved a request for a Site Development Plan Review (20-0304-SDR1) a Minor Amendment of an approved Site Development Plan Review (SDR-70652) to reconfigure the parking lot to put a new driveway on the western perimeter of the subject site at the southwest corner of Sirius Avenue and Rancho Drive.

<i>Most Recent Change of Ownership</i>	
11/21/05	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
11/03/94	A building permit (#94355263) was issued for a freestanding sign at 3100 South Rancho Drive. A final inspection was completed 07/06/95.
11/30/95	A building permit (#95883297) was issued for an off-premise sign at 3200 South Rancho Drive. The permit expired 11/02/96.
	A building permit (#95883298) was issued for an off-premise sign at 3200 South Rancho Drive. The permit expired 11/02/96.
01/12/96	A building permit (#96390565) was issued for an addition to an existing auto showroom at 3100 South Rancho Drive. A final inspection was completed 11/21/96.
01/23/07	A building permit (#80227) was processed for a chain link fence with barbed wire on top at 3200 South Rancho Drive. A permit was never issued and the application expired on 08/06/07.

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Related Building Permits/Business Licensing	
04/12/18	A building permit (#C18-01463) was issued for grading, clear and grub and stockpiling on property located at 3215 South Rancho Drive. A final inspection has not been approved.
04/17/18	A building permit (#L18-00678) was issued for a 4'x5' bell hole at 3200 South Rancho Drive. The permit has not been finalized.
	A building permit (#L18-00679) was issued for a 4'x5' bell hole at 3200 South Rancho Drive. The permit has not been finalized.
05/31/18	A building permit (#L18-00086) was issued for Civil Improvements for a proposed Commercial Recreation/Amusement (Indoor and Outdoor) development at 3200 South Rancho Drive. The permit has not been finalized.
07/02/18	Building plan revisions (#PRC18-00018-R001) were submitted for a 2nd floor addition to a commercial shell building at 3215 South Rancho Drive.
07/16/18	A building permit (#C18-00607) was issued for a proposed standard commercial shell building at 3215 South Rancho Drive. A final inspection has not been approved.
08/28/19	A business license (P67-00251) was processed for General On-Sale (Area 15) at 3215 South Rancho Drive. The license has not been issued.
	A business license (P67-00252) was processed for a Wedding Chapel (Area 15) at 3215 South Rancho Drive. The license has not been issued.
	A business license (G67-06298) was processed for an Amusement Park (Area 15) at 3215 South Rancho Drive. The license has not been issued.
	A business license (P67-00253) was processed for an Alcoholic Beverage Caterer (Area 15) at 3215 South Rancho Drive. The license has not been issued.
	A business license (G67-06299) was processed for a Professional Promoter (Area 15) at 3215 South Rancho Drive. The license has not been issued.

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

06/03/21	Staff conducted a routine field check and found an existing theme park development and two off-premise signs. No issues were noted.
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Details of Application Request	
Site Area	
Net Acres	14.72

Surrounding Property	Existing Land Use Per Title 19.12	Planned or Special Land Use Designation	Existing Zoning District
Subject Property	Commercial Recreation/Amusement (Indoor and Outdoor)	C (Commercial)	C-2 (General Commercial)
North	Undeveloped	C (Commercial)	M (Industrial)
	Warehouse	LI/R (Light Industry/Research)	
	Auto Repair Garage, Major		
South	Office, Other Than Listed	CT (Commercial Tourist) – Clark County	M-1 (Light Manufacturing) – Clark County
East	Interstate 15	Right-of Way	Right-of-Way
West	Office, Other than Listed	LI/R (Light Industry/Research)	M (Industrial)
	Warehouse		

Master and Neighborhood Plan Areas	Compliance
No Applicable Master Plan Area	N/A
Special Area and Overlay Districts	Compliance
A-O (Airport Overlay) District - (140 Feet)	Y
Other Plans or Special Requirements	Compliance
Trails	N/A
Las Vegas Redevelopment Plan (Area 1)	Y
Interlocal Agreement (Planning Area A1/A2/B)	N/A
Project of Significant Impact (Development Impact Notification Assessment)	N/A
Project of Regional Significance	N/A

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DEVELOPMENT STANDARDS

Standards	Code Requirements	Provided	Compliance
Location	No Off-Premise Sign may be located within public right-of-way or the Off-Premise Exclusionary Sign Zone	The sign is not located within public right-of-way or the Off-Premise Sign Exclusionary Zone.	Y
Zoning	Off-Premise Signs are permitted in C-1, C-2, C-M, and M zoning districts only	Signs are in C-2 (General Commercial) Zoning District	Y
Area	No Off-Premise Sign shall have a surface area greater than 672 square feet, except that an embellishment of 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.	The sign has a surface area of 672 square feet and there are no embellishments.	Y
Height	No higher than 40 feet from grade at the point of construction: may be raised to a maximum of 55 feet with approval of the City Council if significantly obscured from view of travel lanes.	One sign is 30 feet above the grade of I-15 (for a total height of 70 feet), and the other is 55 feet above grade of the Desert Inn Super Arterial.	N*
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
Off-Premise Sign	At least 750 feet to another Off-Premise Sign along US-95 or at least 300 feet to another Off-premise Sign (if not along US-95)	Sign is at least 750 feet to another Off-Premise Sign along I-15 and 300 feet to another billboard.	Y

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Standards	Code Requirements	Provided	Compliance
Off-Premise Sign	At least 300 feet to the nearest property line of a lot in any "R" or U" zoned districts.	Sign is more than 300 feet from any 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 and is located on property zoned C-2 (General Commercial).	Y

* The City Council approved Special Use Permit (U-0101-95) allowing one sign to be 30 feet above grade of I-15 (70 feet total) and the other sign at a height of 50 feet above grade of the Desert Inn Road.