

City of Las Vegas

AGENDA MEMO - PLANNING

CITY COUNCIL MEETING DATE: JULY 21, 2021

DEPARTMENT: PLANNING

ITEM DESCRIPTION: APPLICANT: LAMAR CENTRAL OUTDOOR, LLC -
OWNER: REBEL LAND & DEVELOPMENT, LLC

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
21-0294-RQR1	Staff recommends APPROVAL, subject to conditions:	

**** NOTIFICATION ****

NEIGHBORHOOD ASSOCIATIONS NOTIFIED

NOTICES MAILED 304 (By Planning)

PROTESTS 0

APPROVALS 0

**** CONDITIONS ****

21-0294-RQR1 CONDITIONS

Planning

1. Conformance to the approved conditions for Special Use Permit (U-0005-97).
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 (U-0005-97) for a 40-foot, 14-foot by 48-foot Off-Premise Sign at 1080 South Rainbow Boulevard.

ANALYSIS

This is the seventh Required Review of a previously approved Special Use Permit (U-0005-97) for an existing 40-foot tall, 14-foot by 48-foot, Off-Premise Sign at 1080 South Rainbow Boulevard. Staff conducted a field check of the subject site and found the sign and supporting post was in good condition.

FINDINGS (21-0294-RQR1)

This is a Required Review of an Off-Premise Sign that was constructed in 1997. The sign is located in a C-1 (Limited Commercial) zoning district and is not within the Off-Premise Sign Exclusionary Zone. There have been no significant changes to the land use in the surrounding area. Staff recommends approval of this review subject to a three-year review.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
04/14/97	The City Council approved the appeal of the Board of Zoning Adjustments denial of a Special Use Permit (U-0005-97) for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 1080 South Rainbow Boulevard. Staff recommended approval.
08/21/02	The City Council approved a Required Review [U-0005-97(1)] of an approved Special Use Permit (U-0005-97), which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 1080 South Rainbow Boulevard. The Planning Commission and staff recommended approval.
09/14/06	The Department of Planning administratively approved an Off-Premise Sign Modification (DIR-16647) to permit a tri-vision component of the sign within the existing overall sign on one face for an existing billboard located at 1080 South Rainbow Boulevard.

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<i>Related Relevant City Actions by P&D, Fire, Bldg., etc</i>	
09/20/06	The City Council approved a Required Review (RQR-14207) of an approved Special Use Permit (U-0005-97), which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 1080 South Rainbow Boulevard. The Planning Commission and staff recommended approval.
10/01/08	The City Council approved a Required Review (RQR-28937) of an approved Special Use Permit (U-0005-97), which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 1080 South Rainbow Boulevard. The Planning Commission and staff recommended approval.
12/13/11	The Planning Commission approved a Required Review (RQR-43778) of an approved Special Use Permit (U-0005-97), which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 1080 South Rainbow Boulevard. Staff recommended approval.
04/18/12	The City Council approved General Plan Amendment (GPA-43991) to establish the Redevelopment Area #2 and change future land use designations on various parcels within the Redevelopment Area #2 to MXU (Mixed-Use) which includes the subject site.
12/17/14	The City Council approved a Required Review (RQR-54757) of an approved Special Use Permit (U-0005-97), which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 1080 South Rainbow Boulevard. Staff recommended approval.
01/03/18	The City Council approved a Required Review (RQR-68065) of an approved Special Use Permit (U-0005-97), which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 1080 South Rainbow Boulevard. Staff recommended approval.

<i>Most Recent Change of Ownership</i>	
12/23/15	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
07/28/97	A building permit (97015354) was issued for a 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 1080 South Rainbow Boulevard. The permit was finalized on 10/22/97.

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

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<i>Neighborhood Meeting</i>

A Neighborhood meeting was not required, nor was one held.
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<i>Field Check</i>

05/27/21	Staff conducted a routine field check of the subject site and found the sign and the supporting structure was in good condition.
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<i>Details of Application Request</i>
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<i>Site Area</i>

Net Acres	0.56
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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	General Retail Store, Other Than Listed	MXU (Mixed-Use)	C-1 (Limited Commercial)
	Beer/Wine/Cooler Off-Sale Establishment		
North	General Retail Store, Other Than Listed	MXU (Mixed-Use)	C-1 (Limited Commercial)
South	General Retail Store, Other Than Listed	MXU (Mixed-Use)	C-1 (Limited Commercial)
	Beer/Wine/Cooler Off-Sale Establishment		
East	Restaurant	MXU (Mixed-Use)	C-1 (Limited Commercial)
	Financial Institution, Specified		
West	Shopping Center	SC (Service Commercial)	C-1 (Limited Commercial)

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<i>Master and Neighborhood Plan Areas</i>	<i>Compliance</i>
No Applicable Master Plan Area	N/A
<i>Special Area and Overlay Districts</i>	<i>Compliance</i>
No Applicable Special Area or Overlay Districts	N/A
<i>Other Plans or Special Requirements</i>	<i>Compliance</i>
Trails	N/A
Las Vegas Redevelopment Plan Area	Y
Interlocal Agreement	N/A
Project of Significant Impact (Development Impact Notification Assessment)	N/A
Project of Regional Significance	N/A

DEVELOPMENT STANDARDS

Standards	Code Requirements	Provided	Compliance
Location	No Off-Premise Sign may be located within public right-of-way	The sign is not in public right-of-way, nor is it in the Off-Premise Exclusionary Sign Zone.	Y
Zoning	Off-Premise Signs are permitted in C-1, C-2, C-M, and M zoning districts only.	Sign is in a C-1 (Limited 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.	Sign is 672 square feet in size and has 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.	Sign is 40 feet tall.	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
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)	The sign is more than 300 feet from another Off-Premise Sign (not along US-95).	Y
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-1 (Limited Commercial).	Y