



## AGENDA MEMO - PLANNING

CITY COUNCIL MEETING DATE: JULY 21, 2021

DEPARTMENT: PLANNING

ITEM DESCRIPTION: APPLICANT: LAMAR CENTRAL OUTDOOR, LLC -  
OWNER: C&J PRIME INVESTMENTS, INC.

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
21-0295-RQR1	Staff recommends APPROVAL, subject to conditions:	

### \*\* NOTIFICATION \*\*

#### NEIGHBORHOOD ASSOCIATIONS NOTIFIED

NOTICES MAILED                      90 (By Planning)

PROTESTS                                0

APPROVALS                              0

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

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## 21-0295-RQR1 CONDITIONS

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### **Planning**

1. Conformance to the Conditions of Approval for Special Use Permit (U-0265-94).
2. The applicant shall submit an application to the City of Las Vegas for a Required Review of this Special Use Permit in three (3) years, at which time the City Council may require the Off-Premise Sign be removed. The applicant shall be responsible for fees associated with 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.

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

**PROJECT DESCRIPTION**

This is a required three-year review of an approved Special Use Permit (U-0265-94) for an existing 55-foot tall, 14-foot by 48-foot Off-Premise Sign at 2550 Highland Drive.

**ISSUES**

- This is the eighth required review of the approved Special Use Permit (U-0265-94) for the Off-Premise Sign use.
- A building permit for this off-premise sign was issued 01/25/95, and a final inspection was completed 03/02/95.
- There have not been any significant land use changes or developments in the vicinity of this sign since the previous review.

**ANALYSIS**

The subject Off-Premise sign is located within a contractor's storage yard in an M (Industrial) zoning district. The off-premise sign was approved in 1995 at a height of 55 feet. The sign is oriented toward the eastbound lanes of Sahara Avenue and the Interstate 15 off-ramp to the eastbound lanes of Sahara Avenue. The area contains predominately commercial and industrial uses.

During a recent field check of the site, staff noted the sign faces and pole were in good condition with no graffiti present on the structural pole. Bird deterrent devices were not visible during the field check; however, no evidence of a bird nuisance related to this sign could be detected.

**FINDINGS (21-0295-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 1 has not significantly altered land use in the area so as to change the area's character. The site remains suitable for an Off-Premise Sign use. A valid building permit was issued for the sign and all inspections have been completed. The sign is in compliance with Special Use Permit (U-0265-94) and 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**

<b><i>Related Relevant City Actions by Planning, Fire, Bldg., etc.</i></b>	
12/21/94	The City Council approved a request for a Special Use Permit (U-0265-94) for a 55-foot tall, 14-foot by 48-foot Off-Premise Sign at 2550 Highland Drive. The Board of Zoning Adjustment recommended approval.
02/16/00	The City Council approved a Required Review [U-0265-94(1)] of an approved Special Use Permit (U-0265-94) for a 55-foot tall, 14-foot by 48-foot Off-Premise Sign at 2550 Highland Drive. The Planning Commission and staff recommended approval.
04/03/02	The City Council approved a Required Review [U-0265-94(2)] of an approved Special Use Permit (U-0265-94) for a 55-foot tall, 14-foot by 48-foot Off-Premise Sign at 2550 Highland Drive. The Planning Commission and staff recommended approval.
07/07/04	The City Council approved a Required Review (RQR-4243) of an approved Special Use Permit (U-0265-94) for a 55-foot tall, 14-foot by 48-foot Off-Premise Sign at 2550 Highland Drive. The Planning Commission and staff recommended approval.
09/06/07	The City Council approved a Required Review (RQR-22324) of an approved Special Use Permit (U-0265-94) for a 55-foot tall, 14-foot by 48-foot Off-Premise Sign at 2550 Highland Drive. The Planning Commission and staff recommended approval.
10/20/10	The City Council approved a Required Review (RQR-39106) of an approved Special Use Permit (U-0265-94) for a 55-foot tall, 14-foot by 48-foot Off-Premise Sign at 2550 Highland Drive. The Planning Commission and staff recommended approval.
11/20/13	The City Council approved a Required Review (RQR-50144) of an approved Special Use Permit (U-0265-94) for a 55-foot tall, 14-foot by 48-foot Off-Premise Sign at 2550 Highland Drive. Staff recommended approval.
03/16/17	Department of Planning staff conducted a Conditional Use Verification (CUV-69507) for modifications to an approved Wireless Communications Facility at 2560 Highland Drive.
06/30/17	A Parcel Map (PMP-69611) for one lot on 1.36 acres at the southeast corner of Westwood Drive and Highland Drive was recorded.
08/29/18	Department of Planning staff conducted a Conditional Use Verification (CUV-74446) for a Wireless Communications Facility, Non-Stealth Design use at 2560 Highland Drive.

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<b><i>Related Relevant City Actions by Planning, Fire, Bldg., etc.</i></b>	
09/05/18	The City Council approved a request for a Site Development Plan Review (SDR-73507) for a 200 square-foot Contractor's Plan, Shop & Storage Yard with a Waiver to allow a 10-foot wide landscape buffer adjacent to the west property line where 15 feet is required; a zero-foot wide landscape buffer adjacent to the north, south and east property line where eight feet is required; and wrought iron fencing along the western perimeter where a solid screen wall is required at 2550 and 2560 Highland Drive. The Planning Commission and staff recommended approval.
	The City Council approved a request for a Site Development Plan Review (SDR-73508) for a concurrent Temporary Contractor's Plant, Shop & Storage Yard at 2550 and 2560 Highland Drive. The Planning Commission and staff recommended approval.
11/21/18	The City Council approved a Required Review (RQR-73209) of an approved Special Use Permit (U-0265-94) for a 55-foot tall, 14-foot by 48-foot Off-Premise Sign at 2550 Highland Drive. Staff recommended approval.
02/07/19	Department of Planning staff conducted a Conditional Use Verification (CUV-75746) for a Wireless Communications Facility, Non-Stealth Design use at 2560 Highland Drive.

<b><i>Most Recent Change of Ownership</i></b>	
07/15/16	A deed was recorded for a change in ownership.

<b><i>Related Building Permits/Business Licenses</i></b>	
01/25/95	A building permit (#95364890) was issued for an off-premise sign at 2550 Highland Drive. The permit was finalized on 03/02/95.
09/25/95	A building permit (#95878360) was issued for an off-premise sign at 2560 Highland Drive. The permit has not been finalized.
07/09/02	A building permit (#02012260) was issued for a chain link fence with barbed wire at 2550 Highland Drive. The permit was finalized on 07/10/02.
04/03/19	A building permit (C19-00723) was issued for removal and replacement of antennas and cabling for a wireless communications facility at 2560 Highland Drive. A final inspection was approved 08/05/19.

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

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<b>Neighborhood Meeting</b>
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A neighborhood meeting was not required, nor was one held.
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<b>Field Check</b>
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06/14/21	The site contains a paved contractor's yard and concrete batch plant. The subject sign is located on the north side of the site. Another off-premise sign is located on the south side of the site, and a wireless communications facility is located at the southeast corner of the site. The subject Off-Premise Sign has a center-mounted structural pole with sign panels in a V-shape. The east sign face currently contains no sign graphics. The sign and structural pole were in good condition with no bird droppings present. Bird deterrent devices were not detected.
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<b>Details of Application Request</b>
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<b>Site Area</b>
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Net Acres	1.36
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<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	C (Commercial)	M (Industrial)
	Wireless Communications Facility, Non-Stealth Design		
	Contractor's Plant, Shop & Storage Yard		
North	Public right-of-way	Right-of-Way	Right-of-Way
South	Sexually Oriented Business	LI/R (Light Industry/Research)	M (Industrial)
	Tavern-Limited Establishment		
	Restaurant		
East	Electric Utility Substation	PF (Public Facilities)	C-V (Civic)
West	Hotel	C (Commercial)	C-2 (General Commercial)
			M (Industrial)
	Office, Other Than Listed	LI/R (Light Industry/Research)	M (Industrial)

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<b><i>Master and Neighborhood Plan Areas</i></b>	<b><i>Compliance</i></b>
No Applicable Master Plan Area	N/A
<b><i>Special Area and Overlay Districts</i></b>	<b><i>Compliance</i></b>
A-O (Airport Overlay) District (175 Feet)	Y
<b><i>Other Plans or Special Requirements</i></b>	<b><i>Compliance</i></b>
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

**DEVELOPMENT STANDARDS**

***Pursuant to Title 19.12.120, the following standards apply:***

<b><i>Standards</i></b>	<b><i>Code Requirements</i></b>	<b><i>Provided</i></b>	<b><i>Compliance</i></b>
Location	No off-premise sign may be located within public right-of-way.	Not located within public right-of-way Not in 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 an M (Industrial) 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 freeway. Approximately 120 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.	The sign is 672 SF and currently has no embellishments	Y

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***Pursuant to Title 19.12.120, the following standards apply:***

<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.	The sign is 55 feet in height as approved in 1995.	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 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)	Nearest off-premise sign is 330 feet to the southwest	Y
	At least 300 feet to the nearest property line of a lot in any "R" or "U" zoned districts.	Nearest R or U zone is 1,405 feet to the northwest	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 property with only commercial uses	Y