

City of Las Vegas

AGENDA MEMO - PLANNING

CITY COUNCIL MEETING DATE: JULY 21, 2021

DEPARTMENT: PLANNING

ITEM DESCRIPTION: APPLICANT: LAMAR CENTRAL OUTDOOR, LLC -
OWNER: DJS DEVELOPMENT, LLC

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
21-0297-RQR1	Staff recommends APPROVAL, subject to conditions:	

**** NOTIFICATION ****

NEIGHBORHOOD ASSOCIATIONS NOTIFIED

NOTICES MAILED 74 (By Planning)

PROTESTS 0

APPROVALS 0

**** CONDITIONS ****

21-0297-RQR1 CONDITIONS

Planning

1. Conformance to the Conditions of Approval for Special Use Permit (U-0043-94).
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-0043-94) for an existing 55-foot tall, 14-foot by 48-foot Off-Premise Sign at 3920 West Charleston Boulevard.

ISSUES

- This is the ninth required review of the approved Special Use Permit (U-0043-94) for the Off-Premise Sign use.
- A building permit was issued for this Off-Premise sign on 06/02/94, with a final inspection completed on 06/24/94.
- There have not been any significant changes in development or actual land use in the surrounding area since the last review. In June 2021 the Las Vegas 2050 Master Plan changed the General Plan land use designation for parcels in this area along Charleston Boulevard to TOC-1 (Transit Oriented Corridor-1) in anticipation of accommodating future transit-oriented development, but the character of the area has remained unaltered.

ANALYSIS

The subject Off-Premise sign is located on the site of an existing retail center development in a C-1 (Limited Commercial) zoning district. The sign is oriented toward the eastbound and westbound lanes of Charleston Boulevard. Both sides of Charleston Boulevard remain exclusively commercial in character. In June 2021 the Las Vegas 2050 Master Plan was adopted, which changed the General Plan land use designation for parcels along Charleston Boulevard in this area to TOC-1 (Transit Oriented Corridor-1) in anticipation of accommodating future transit-oriented development. However, at this time no zoning changes are imminent.

During a recent field check of the site, staff noted the sign faces 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.

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FINDINGS (21-0297-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 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-0043-94) 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.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by Planning, Fire, Bldg., etc.</i>	
04/20/94	The City Council approved a Special Use Permit (U-0043-94) for two 55-foot tall, 14-foot by 48-foot Off-Premise Signs on property located at 3900 and 3920 West Charleston Boulevard. The Board of Zoning and Adjustment recommended approval of the request.
05/24/99	The City Council approved a Required Review [U-0043-94(1)] of an approved Special Use Permit (U-0043-94) which allowed two 55-foot tall, 14-foot by 48-foot Off Premise Signs on property located at 3900 and 3920 West Charleston Boulevard. The Planning Commission recommended approval of the request.
07/05/01	The City Council approved the Required Review [U-0043-94(2)] of an approved Special Use Permit (U-0043-94) which allowed two 55-foot tall, 14-foot by 48-foot Off Premise Signs on property located at 3900 and 3920 West Charleston Boulevard. Subject to a one-year review for the Off Premise Sign located at 3900 West Charleston Boulevard, and a two-year review for the Off Premise Sign located at 3920 West Charleston Boulevard. The Planning Commission recommended denial of the request.
11/05/03	The City Council approved a Required Review (RQR-2861) of an approved Special Use Permit (U-0043-94), which allowed a 55-foot tall, 14-foot by 48-foot Off Premise Sign on property located 3920 West Charleston Boulevard. The Planning Commission and staff recommended denial of the request.
03/02/05	The City Council approved a Required Review (RQR-5168) of an approved Special Use Permit (U-0043-94) which allowed a 55-foot tall, 14-foot by 48-foot Off Premise Sign on property located 3920 West Charleston Boulevard. The Planning Commission and staff recommended denial of the request.

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<i>Related Relevant City Actions by Planning, Fire, Bldg., etc.</i>	
08/01/07	The City Council approved a Required Review (RQR-21510) of an approved Special Use Permit (U-0043-94) which allowed a 55-foot tall, 14-foot by 48-foot Off Premise Sign on property located 3920 West Charleston Boulevard. The Planning Commission and staff recommended denial of the request.
10/07/09	The City Council approved a Required Review (RQR-34974) of an approved Special Use Permit (U-0043-94) which allowed a 55-foot tall, 14-foot by 48-foot Off Premise Sign on property located 3920 West Charleston Boulevard. The Planning Commission and staff recommended approval of the request.
10/03/12	The City Council approved a Required Review (RQR-45614) of an approved Special Use Permit (U-0043-94) which allowed a 55-foot tall, 14-foot by 48-foot Off Premise Sign on property located 3920 West Charleston Boulevard. Staff recommended approval.
09/16/15	The City Council approved a Required Review (RQR-58978) of an approved Special Use Permit (U-0043-94) for a 55-foot tall, 14-foot by 48-foot Off-Premise Sign at 3920 West Charleston Boulevard. Staff recommended approval.
06/02/21	The City Council approved a request for a General Plan Amendment (21-0029-GPA1) to adopt the City of Las Vegas 2050 Master Plan and amend the City of Las Vegas General Plan from Various Categories to TOD-1 (Transit Oriented Development-1), TOD-2 (Transit Oriented Development-2), TOC-1 (Transit Oriented Corridor-1), TOC-2 (Transit Oriented Corridor-2) or NMUX (Neighborhood Center Mixed Use) within the City of Las Vegas. The Planning Commission and staff recommended approval.

<i>Most Recent Change of Ownership</i>	
09/08/16	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
06/02/94	A building permit (#94334347) was issued for an Off-Premise Sign at 3920 West Charleston Boulevard. A final sign inspection was conducted on 06/24/94.
07/18/94	A building permit (#94340573) was issued for the electrical work on the subject Off-Premise Sign at 3920 West Charleston Boulevard. A final inspection was conducted on 10/04/94.

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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

06/14/21	The off-premise sign is located on the edge of a commercial center. It has a flag-mounted structural pole with one sign panel facing each direction. The sign and structural pole were in good condition with no graffiti or bird droppings present. No bird deterrent devices were detected.
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Details of Application Request

Site Area

Net Acres	3.06
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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	Shopping Center	TOC-1 (Transit Oriented Corridor-1)	C-1 (Limited Commercial)
North	Office, Other Than Listed	TOC-1 (Transit Oriented Corridor-1)	C-1 (Limited Commercial)
	Public Park	PR-OS (Parks/Recreation/Open Space)	C-V (Civic)
South	Shopping Center	TOC-1 (Transit Oriented Corridor-1)	C-1 (Limited Commercial)
East	Office, Other Than Listed	PF (Public Facilities)	C-V (Civic)
West	General Retail Store, Other Than Listed	TOC-1 (Transit Oriented Corridor-1)	C-2 (General Commercial)
	Auto Repair Garage, Minor		

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

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 located within public right-of-way. Not located 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.	Sign is 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 freeway. Nearest intersection is 270 feet to the west.	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.	Sign is 672 SF and contains no embellishments	Y

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Pursuant to Title 19.12.120, the following standards apply:

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.	Sign is 55 feet in height as approved in 1994	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)	Not adjacent to freeway Nearest off-premise sign is approximately 405 feet to the west	Y
	At least 300 feet to the nearest property line of a lot in any "R" or "U" zoned districts.	Nearest "R" or "U" zoned property is approximately 590 feet to the southwest	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