

City of Las Vegas

AGENDA MEMO - PLANNING

CITY COUNCIL MEETING DATE: JULY 21, 2021

DEPARTMENT: PLANNING

ITEM DESCRIPTION: APPLICANT: LAMAR CENTRAL OUTDOOR, LLC -
OWNER: GRAMMY ROBERTA 1932, LLC

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

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
21-0298-RQR1	Staff recommends APPROVAL, subject to conditions:	

**** NOTIFICATION ****

NEIGHBORHOOD ASSOCIATIONS NOTIFIED

NOTICES MAILED 316 (By Planning)

PROTESTS 0

APPROVALS 0

**** CONDITIONS ****

21-0298-RQR1 CONDITIONS

Planning

1. Conformance to the Conditions of Approval for Variance (V-0136-95).
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 Variance 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 Variance (V-0136-95) for an existing 40-foot tall, 14-foot by 48-foot Off-Premise Sign at 3920 West Sahara Avenue.

ISSUES

- This is the sixth required review of the approved Variance (V-0136-95) for the Off-Premise Sign use.
- A building permit for this off-premise sign was issued 12/21/95, and a final inspection was completed 02/20/96.
- The subject site, and the surrounding area has not experienced any significant changes in actual land use or redevelopment 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 Sahara Avenue to NMUX (Neighborhood Mixed Use) 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 minor auto repair shop in a C-2 (General Commercial) zoning district. The sign is oriented toward the eastbound and westbound lanes of Sahara Avenue. The area is entirely commercial in character. In June 2021 the Las Vegas 2050 Master Plan was adopted, which changed the General Plan land use designation for parcels near the intersection of Sahara Avenue and Valley View Boulevard in this area to NMUX (Neighborhood Mixed Use) in anticipation of accommodating future small-scale transit-oriented mixed-use development. However, at this time there are no zoning changes or major redevelopment efforts 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. No embellishments were on the sign. Bird deterrent devices were not visible during the field check; there was a minor amount of bird droppings on the ground under the sign. A condition of approval requires regular maintenance of the site, which is subject to Code Enforcement action if unaddressed.

Staff Report Page Two
July 21, 2021 - City Council Meeting

FINDINGS (21-0298-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 the approved Variance (V-0136-95) 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>	
11/15/95	The City Council granted an appeal for the denial of Variance (V-0136-95) by the Board of Zoning Adjustment on 09/26/95 to allow an Off-Premise Sign (Billboard) where such use is not permitted at 3920 West Sahara Avenue.
01/17/01	The City Council approved a Required Review [V-0136-95(1)] of an approved Variance (V-0136-95) which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign where such use was not permitted at 3920 West Sahara Avenue.
04/19/06	The City Council approved a Required Review (RQR-11432) of an approved Variance (V-0136-95) which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign where such use was not permitted at 3920 West Sahara Avenue. The Planning Commission and staff recommended approval.
02/04/09	The City Council approved a Required Review (RQR-31588) of an approved Variance (V-0136-95) which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign where such use was not permitted at 3920 West Sahara Avenue. The Planning Commission and staff recommended approval.
02/14/12	The City Council approved a Required Review (RQR-44050) of an approved Variance (V-0136-95) which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign where such use was not permitted at 3920 West Sahara Avenue. The Planning Commission and staff recommended approval.
02/15/17	The City Council approved a Required Review (RQR-68068) of an approved Variance (V-0136-95) which allowed a 40-foot tall, 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign where such use was not permitted at 3920 West Sahara Avenue. Staff recommended approval.

Staff Report Page Three
July 21, 2021 - City Council Meeting

<i>Related Relevant City Actions by Planning, Fire, Bldg., etc.</i>	
08/13/19	A Code Enforcement Case (CE19-01825) was opened to investigate a complaint regarding a food vending truck parked at 3920 West Charleston Boulevard. The case was closed by Code Enforcement on 08/16/19.
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>	
01/21/21	A deed was recorded for a change in ownership.

<i>Related Building Permits/Business Licenses</i>	
12/21/95	A building permit (#95885147) was issued for a 14-foot by 48-foot billboard at 3920 West Sahara Avenue. The permit received its final inspection on 02/20/96.
12/29/99	A building permit (#99024647) was issued to replace service AMP and tag on an existing billboard at 3920 West Sahara Avenue. The permit received its final inspection on 01/11/00.

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

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

<i>Field Check</i>	
06/14/21	The site contains an existing minor auto repair garage. The subject off-premise sign is center-mounted and has one sign panel per face. The sign and structural pole were in good condition with no graffiti and a small amount of bird droppings present. No bird deterrent devices were noted.

Staff Report Page Four
July 21, 2021 - City Council Meeting

Details of Application Request	
Site Area	
Net Acres	0.55

Surrounding Property	Existing Land Use Per Title 19.12	Planned or Special Land Use Designation	Existing Zoning District
Subject Property	Off-Premise Sign	NMXU (Neighborhood Mixed Use Center)	C-1 (Limited Commercial)
	Auto Repair Garage, Minor		
North	Office, Other Than Listed	NMXU (Neighborhood Mixed Use Center)	C-1 (Limited Commercial)
South	General Retail Store, Other Than Listed	NMXU (Neighborhood Mixed Use Center)	C-1 (Limited Commercial)
	Restaurant		
East	Auto Title Loan	NMXU (Neighborhood Mixed Use Center)	C-1 (Limited Commercial)
West	Thrift Shop	TOC-2 (Transit Oriented Corridor)	C-1 (Limited Commercial)

Master and Neighborhood Plan Areas	Compliance
No Applicable Master Plan Area	N/A
Special Area and Overlay Districts	Compliance
A-O (Airport Overlay) District (200 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

Staff Report Page Five
July 21, 2021 - City Council Meeting

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 in public ROW 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 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. Set back approximately 150 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.	Each display face contains 672 SF. No embellishment attached.	Y
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

Staff Report Page Six
July 21, 2021 - City Council Meeting

<i>Standards</i>	<i>Code Requirements</i>	<i>Provided</i>	<i>Compliance</i>
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)	Not oriented to freeway Approx. 625 feet from the nearest off-premise sign	Y
	At least 300 feet to the nearest property line of a lot in any "R" or "U" zoned districts.	Approx. 325 feet from property zoned R-1	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