

*City of Las Vegas*

**AGENDA MEMO - PLANNING**

CITY COUNCIL MEETING DATE: SEPTEMBER 21, 2022

DEPARTMENT: PLANNING

ITEM DESCRIPTION: APPLICANT: CLEAR CHANNEL OUTDOOR - OWNER:  
PARKWAY CENTER, LLC

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

<b>CASE NUMBER</b>	<b>RECOMMENDATION</b>	<b>REQUIRED FOR APPROVAL</b>
<b>22-0445-RQR1</b>	Staff recommends APPROVAL, subject to conditions:	

**\*\* NOTIFICATION \*\***

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED** 27

**NOTICES MAILED** 108

**PROTESTS** 0

**APPROVALS** 0

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

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## 22-0445-RQR1 CONDITIONS

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### **Planning**

1. Conformance to the Conditions of Approval for Variance (V-0026-88).
2. The applicant shall submit an application to the City of Las Vegas for a Required Review of this Variance (V-0026-88) in five (5) 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 not already installed, bird deterrent devices shall be installed on the sign within 30 days of final approval by the City of Las Vegas.
6. If the existing Off-Premise Sign is voluntarily demolished, this Variance (V-0026-88) 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.
7. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

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

**PROJECT DESCRIPTION**

This is the third review of an approved Special Use Permit (SUP-23330) which allowed a 71-foot tall, 30-foot by 22-foot Off-Premise Sign with digital display at 100 North City Parkway.

**ISSUES**

- Condition Number Two (2) of Required Review (RQR-69724) approved on 09/06/17 required the review of Special Use Permit (SUP-23330) in five (5) years.
- The sign has a valid building permit (#07001062) and was found to be in good condition.

**ANALYSIS**

This is the third review of an approved Special Use Permit (SUP-23330) which allowed a 71-foot tall, 30-foot by 22-foot Off-Premise Sign at 100 North City Parkway. There has not been any significant changes since the last Required Review in 2017.

An Off-Premise Sign is defined by Title 19.12 as, “any sign advertising or announcing any place, product, goods, services, idea or statement whose subject is not available at, nor is located in, the lot where the sign is erected or placed.”

During a routine field check of the subject site, staff observed the subject billboard and did not observe any signs of disrepair, graffiti or bird droppings.

**FINDINGS (22-0445-GPA1)**

The sign is located in a PD (Planned Development) zoning district and is not within the Off-Premise Sign Exclusionary Zone. Though development has been approved in the surrounding area, staff finds that the continued use of the billboard will not negatively impact any surrounding uses and is recommending approval of this request, subject to a five-year review.

**Staff Report Page Two**  
**September 21, 2022 - City Council Meeting**

**BACKGROUND INFORMATION**

<b><i>Related Relevant City Actions by Planning, Fire, Bldg., etc</i></b>	
11/23/98	The City Council approved a Rezoning (Z-0100-97) to PD (Planned Development) on the subject site as part of a larger request. The Planning Commission recommended approval. Included in that approval was the ability to maintain the existing Off-Premise Signs.
02/07/01	The City Council approved a Required Review [Z-0100-97(2)] on an approved Rezoning (Z-0100-97), which included the 13 previously existing Off-Premise Signs on property bounded by U.S. 95, I-15, and Grand Central Parkway, subject to a one-year review. The Planning Commission and staff recommended approval.
04/24/03	The Planning Commission approved a request for a Site Development Plan Review (SDR-2037) and waivers to the Parkway Center Design Standards for a proposed 73,218 square foot office building on 5.11 acres adjacent to the northeast corner of Grand Central Parkway and "F" Street. Staff recommended approval.
05/21/03	The City Council approved a Required Review (RQR-1974) for 12 Off-Premise Signs; one of the reviewed signs was located on the subject site.
10/21/04	The Planning Commission approved a request for a Review of Conditions (ROC-5347) Number 2 and 4 of an approved Site Development Plan Review (SDR-2037) which required parking and landscaping and conformance to the submitted site plan to allow for parking to be provided off-site, landscaping to be provided with future phases and the office building to vary from the approved plans for a proposed 84,201 square foot office building on 5.11 acres adjacent to the northeast corner of Grand Central Parkway and City Parkway. Staff recommended approval.
02/24/05	The Planning Commission approved a Required Review (RQR-5683) for eight Off-Premise Signs, one of which was located on the subject property.

**Staff Report Page Three**  
**September 21, 2022 - City Council Meeting**

<b><i>Related Relevant City Actions by Planning, Fire, Bldg., etc</i></b>	
05/15/08	The City Council approved a request for a Variance (VAR-5878) from the 750-foot separation requirement and the 10-foot freeway right-of-way setback requirement for an Off-Premise Sign; a Variance (VAR-6355) to allow a 14- foot by 48-foot Off-Premise Sign to be attached to the building where such is not allowed, at a height of 85 feet where 40 feet is the maximum height allowed; a Special Use Permit (SUP-5877) for a proposed 50-foot high, 14- foot x 48-foot Off-Premise Sign; and a Site Development Plan Review (SDR5876) for a 15-story, 250,000 square foot office and commercial development and waivers from the Parkway Center streetscape requirements, build-to line, and exterior materials requirements on 2.55 acres at 110 City Parkway. The Planning Commission recommended approval of the billboard for a height of 71 feet; staff recommended denial. The Variance (VAR-6355) to allow the sign to be attached at 85 feet expired 05/18/07.
09/08/05	The Planning Commission approved a request for a Major Modification (SDR-7645) to an Approved Site Development Plan Review (SDR-5876) to allow a proposed 17-story building, including 300,000 square feet of office space and 25,000 square feet of retail space, and waivers of the Parkway Center Streetscape Requirements, build-to line, and exterior materials requirements on 2.55 acres adjacent to the northeast corner of City Parkway and Grand Central Parkway. Staff recommended approval.
09/20/05	The Parkway Center Architectural Review Committee approved the Major Amendment (ARC-9313) to an approved Site Development Plan Review (SDR-5876) to allow a 17-story development including 300,000 square feet of office space and 25,000 square feet of retail space with waivers from the Parkway Center Streetscape Requirements, Build-To Line, and Exterior Materials Requirements on 2.55 acres at 110 City Parkway.
07/11/07	The City Council approved an Extension of Time (EOT-21830) of an approved Special Use Permit (SUP-5877) for a proposed 71-foot high, 14- foot x 48-foot Off-Premise Sign and an Extension of Time (EOT-21831) of an approved Variance (VAR-5878) from the 750-foot distance separation requirement between Off-Premise Signs and the 10-foot freeway right-of-way setback requirement for an Off-Premise Sign at 110 City Parkway.

**Staff Report Page Four**  
**September 21, 2022 - City Council Meeting**

<b><i>Related Relevant City Actions by Planning, Fire, Bldg., etc</i></b>	
10/17/07	The City Council approved a Variance (VAR-24021) to allow an Off-Premise Sign with digital display to be erected 45 feet above the elevation of the Oran K. Gragson Freeway where 30 feet above the elevation of the freeway is the maximum height is allowed. The Planning Commission recommended approval.
	The City Council approved a Special Use Permit (SUP-23330) as a Major Amendment to an approved Special Use Permit (SUP-5877) to allow a 71- foot tall, 30-foot by 22-foot Off-Premise Sign with digital display at the northeast corner of City Parkway and Grand Central Parkway. The Planning Commission recommended approval.
07/06/08	The Department of Planning approved a request for an Administrative Review (SDR-28800) to allow the modification of an existing Off-Premise Sign with a digital display to be a double faced LED Off-Premise Sign at 100 City Parkway.
10/03/12	The City Council approved a request for a Required Review (RQR-45615) of a previously approved Special Use Permit (SUP-23330) which allowed a 71- foot tall, 30-foot by 22-foot Off-Premise Sign at 100 North City Parkway.
09/06/17	The City Council approved a request for a Required Review (RQR-69274) of a previously approved Special Use Permit (SUP-23330) which allowed a 71- foot tall, 30-foot by 22-foot Off-Premise Sign at 100 North City Parkway.

<b><i>Most Recent Change of Ownership</i></b>	
01/31/06	A deed was recorded for a change in ownership.

<b><i>Related Building Permits/Business Licenses</i></b>	
12/15/05	A building permit (#05008826) was issued for the foundation of the current structure on the site. The final inspection was completed 10/03/06.
01/17/06	A building permit (#06000302) was issued for a 265,000 square foot building (for Certificate of Completion) at 100 City Parkway. The permit expired 08/05/06.
02/13/06	A building permit (OTC-59396) was issued for a construction trailer at 100 City Parkway.

**Staff Report Page Five**  
**September 21, 2022 - City Council Meeting**

<b>Related Building Permits/Business Licenses</b>	
08/21/06	A building permit (#06005421) was issued for a parking structure at 100 City Parkway. The final inspection was completed 06/29/07.
	A building permit (#06005420) was issued for a 265,000 square foot building (for Certificate of Completion) at 100 City Parkway. The final inspection was completed 07/17/07.
03/07/07	A building permit (#07000807) was issued for a Certificate of Occupancy of 100 City Parkway, Suite 160 for a 24-hour health club. The last inspection was conducted 08/22/07.
03/28/07	A building permit (#07001062) was issued for three electrified double-faced on premise signs. The last inspection was conducted 05/08/07.
05/30/07	A building permit (#07001784) was issued for a Certificate of Occupancy for a bank at 100 City Parkway, Suite #120. The last inspection was conducted 07/12/07.
02/28/08	A building permit (#07003479) was issued for a 71-foot tall, 30-foot by 22-foot Off-Premise Sign with digital display. The permit was renewed on 10/10/08. The permit was converted to Hansen #123344 to convert the single face Off-Premise Sign to a double faced LED Off-Premise Sign and received a final inspection on 01/15/09.

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

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

Field Check	
08/09/22	A routine field check performed by staff revealed a sign that is in good condition and not in need of maintenance.

<b>Details of Application Request</b>	
<b>Site Area</b>	
Net Acres	3.19

Staff Report Page Six  
September 21, 2022 - City Council Meeting

<b><i>Surrounding Property</i></b>	<b><i>Existing Land Use Per Title 19.12</i></b>	<b><i>Planned or Special Land Use Designation</i></b>	<b><i>Existing Zoning District</i></b>
Subject Property	Office, Other than Listed	MXU (Mixed Use)	PD (Planned Development)
	Restaurant		
North	I-15 (Right-of-Way)	I-15 (Right-of-Way)	I-15 (Right-of-Way)
South	Vacant	MXU (Mixed Use)	PD (Planned Development)
East	Hotel, Motel or Hotel Suites	C (Commercial)	C-2 (General Commercial)
West	Vacant	MXU (Mixed Use)	PD (Planned Development)

<b><i>Master and Neighborhood Plan Areas</i></b>	<b><i>Compliance</i></b>
Master Plan Area 2050: Downtown Las Vegas	Y
<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 1	Y
Interlocal Agreement	N/A
Project of Significant Impact (Development Impact Notification Assessment)	N/A
Project of Regional Significance	N/A



**Staff Report Page Seven**  
**September 21, 2022 - City Council Meeting**

**DEVELOPMENT STANDARDS**

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

<b><i>Standards</i></b>	<b><i>Allowed</i></b>	<b><i>Provided</i></b>	<b><i>Provided</i></b>
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 660 square feet in size and does not have any embellishments.	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.	The sign is 71 feet tall.	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 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)	There are signs within the 750-foot distance separation.	Y**

**Staff Report Page Eight**  
**September 21, 2022 - City Council Meeting**

<b><i>Standards</i></b>	<b><i>Allowed</i></b>	<b><i>Provided</i></b>	<b><i>Provided</i></b>
Distance Separation	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.	The sign is permanently attached to the ground and is located on property zoned M (Industrial).	Y

\*Special Use Permit (SUP-23330) was approved to allow a 71-foot tall Off-Premise Sign to be located within a PD (Planned Development) zoning district.

\*\* Variance (VAR-5878) was approved to allow the existing Off-Premise Sign to be less than 750 feet from four existing Off-Premise Sign.