



September 13, 2022

Seth Floyd, Director
Planning and Development Department
City of Las Vegas
495 N Main St
Las Vegas, NV 89104

RE: Justification Letter for Minor Site Development Review
Off-Premise Sign (Billboard) LED Conversion at 6151 W Charleston
Charleston & Jones, SWC
APN#: 163-01-101-001

Dear Mr. Floyd:

On behalf of our client, Clear Channel Outdoor LLC, please accept this letter for a Minor Site Development Plan Review (SDR) to convert an existing approved static Off-Premise Sign (Billboard) to a digital display (LED) for both the east and west faces. Its on a site with an existing church near the southwest corner of Charleston Boulevard and Jones Boulevard (6151 W Charleston Blvd.). The sign is located at the northeast corner of the site out of the Public Right of Way along Charleston Boulevard.

SITE DEVELOPMENT REVIEW

The Off-Premise Sign is located on a parcel zoned C-V and has been developed as a church. The existing billboard is about 32 FT in height with a sign face of 12' x 24' that faces east & west. The Off-Premise Sign meets all of the requirements of Title 19.12.120. Charleston Boulevard is a busy arterial and the conversion to digital will increase the visibility of the sign without detriment to traffic.

SITE DEVELOPMENT REVIEW

The proposed conversion of an existing static Off-Premise Sign (billboard) to digital requires the submittal of a Site Development Review.

1. The proposed development is compatible with adjacent development and development in the area;

The proposed development is compatible with adjacent land development and development in the area. The sign is existing and located along a major arterial roadway.

2. The proposed development is consistent with the General Plan, this Title, and other duly-adopted city plans, policies and standards;

The proposed development is consistent with the General Plan, this Title, and other adopted city plans, policies and standards. The sign meets the requirements of code section 19.12.120.

3. Site access and circulation do not negatively impact adjacent roadways or neighborhood traffic.

The site does not negatively impact adjacent roadways or neighborhood traffic.

22-0526
09/15/2022



A Planning & Development Services Corporation

1055 Whitney Ranch Dr., Suite 210, Henderson, NV 89014
Telephone: (702) 435-9909 Facsimile: (702) 435-0457 E-Mail: ggarcia@gcgarciainc.com

4. Building and landscape materials are appropriate for the area and for the City;

The building and landscape materials are appropriate for the area and for the city.

5. Building elevations, design characteristics and other architectural and aesthetic features are not unsightly, undesirable or obnoxious in appearance; create an orderly and aesthetically pleasing environment; and are harmonious and compatible with development in the area consistent and compatible with existing commercial along the corridor;

The sign elevations are not unsightly, undesirable or obnoxious in appearance. The sign is harmonious and compatible with development in the area and is consistent and compatible with the existing commercial along the corridor.

6. Appropriate measures will be taken to secure and protect the public health, safety and general welfare through the design.

Appropriate measures will be taken to secure and protect the public health, safety and general welfare through the design.

SUMMARY JUSTIFICATION

The Off-Premise Sign (billboard) has been kept in good condition. The change will allow for greater visibility along Charleston Blvd and reduce the time needed to switch out advertising. The sign currently meets and will continue to meet the requirements of Title 19.12.120. For these reasons we respectfully request your approval of this application. Should you have any questions or concerns regarding this request, please contact this office.

Sincerely,



Melissa Eure
President

22-0526
09/15/2022