



## City Council Regular Agenda Item 12.

---

### **Subject:**

Consideration of Conditional Use Permit Case No. CUP-16-002 (Eureka / Rising Star) to change the face of an outdoor billboard sign to a full color LED display, at 600 Eldorado Road, in the General Commercial (CR-2) zone.

- Public Hearing
- Discussion and Possible Action

---

### **Petitioner:**

Richard Secrist, Development Services Director

---

### **Staff Recommendation:**

Open the public hearing for comment and then Approve Conditional Use Permit Case No. CUP-16-002.

---

### **Fiscal Impact:**

None

---

### **Budgeted Item:**

No

---

### **Background:**

Recently, owners of the Eureka Hotel and Casino (Urban Development) petitioned the City to amend the nonconforming sign regulations to allow Billboards to be converted to reader boards or electronic message centers. Ordinance No. 460 was passed by the City Council on August 14, 2012.



June 28, 2016

Urban Development is now seeking approval of a conditional use permit to convert its sign at 600 El Dorado Road to an LED electronic display. The sign is located directly across the street from Mesquite Suites Apartments, in the CR-2 General Commercial zone.

The Eureka owns two billboards located near Dotty's and Mesquite Suites Apartments.

---

**Attachments:**

Staff Memo  
Application & Plan