

STAFF REPORT FOR PLANNING COMMISSION MEETING OF MARCH 31, 2010

FILE NO: SUP-10-013

AGENDA ITEM: H-1

STAFF AUTHOR: Kathe Green, Assistant Planner

REQUEST: Special Use Permit to allow the continued use of an off-premises double faced advertising (billboard) sign with an overall height of no more than 28 feet with dimensions of 10 feet by 40 feet or 400 square feet on property split-zoned General Commercial and Mobile Home 6000.

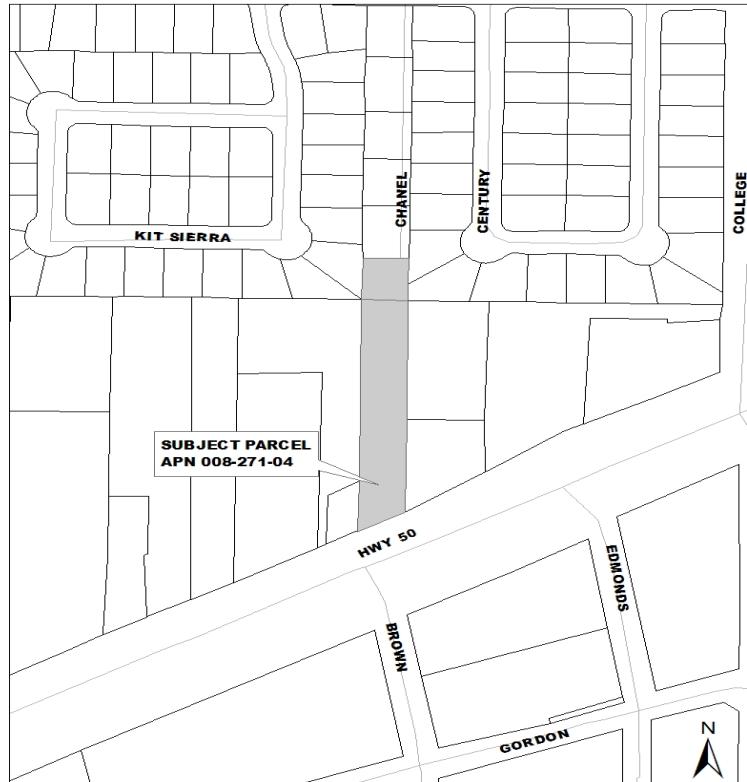
APPLICANT: Matt Rogers, Rogers Media Company

OWNER: William Kugler

LOCATION: 3700 Highway 50 East

APN: 008-271-04

RECOMMENDED MOTION: I move to approve SUP-10-013, a Special Use Permit request from Rogers Media Company to allow the continued use of a double faced maximum 28 feet high, 10 feet by 40 feet or 400 square feet off-premises (billboard) sign, on property zoned General Commercial located at 3700 Highway 50 East, Assessor's Parcel Number 008-271-04 based on the findings and subject to the conditions of approval contained in the staff report."



RECOMMENDED CONDITIONS OF APPROVAL:

1. The applicant must sign and return the Notice of Decision for conditions for approval within 10 days of receipt of notification. If the Notice of Decision is not signed and returned within 10 days, then the item will be rescheduled for the next Planning Commission meeting for further considerations.

The following conditions are applicable throughout the life of the billboard:

2. The maximum permitted sign height is 28 feet in height from adjacent street elevation if sign is proposed to be changed.
3. Any modifications or additions of light fixtures, excluding the replacement of light bulbs, require Planning Division approval and may require a Building Permit. Such modifications may only be done in accordance with the lighting standards of the Carson City Municipal Code. Any proposed change of lighting of the billboard shall be shielded so as not to project light and/or glare onto adjacent properties or right-of-way. A detailed lighting plan, including light fixture details ("cut sheets") must be provided with the building permit application if a light fixture change is proposed.
4. The sign support structure must be mono-pole in design, as shown on the plans approved with this application, and must be painted an earth-tone color as approved by the Planning Division. Any change of color requires submission of proposed color samples for the pole with any building permit application for review and approval by the Planning Division.
5. This approval is for the continued use of the existing off-premise sign only. Replacement of the sign structure may only be done in accordance with the provisions of the Carson City Municipal Code for new off-premise signs, with the approval of a new Special Use Permit.
6. Without further notice, the subject special use permit shall expire on March 31, 2014 (five years from the originally scheduled review date), unless a new special use permit to continue the use of the off-premise sign is acquired by that date. It is the applicant's responsibility to submit a complete special use permit application in sufficient time to be scheduled for review prior to the expiration date.
7. Carson City business license fees shall be paid for the billboard and kept current at all times.
8. All portions of the billboard structure shall be maintained free of graffiti. Failure to do so may constitute cause for revocation of a business license and Special Use Permit.

LEGAL REQUIREMENTS: CCMC 18.02.050 (Review); 18.02.080 (Special Use Permits); and Development Standards, Section 4.8 (Requirements for Billboards and Off-Premises Signs).

MASTER PLAN DESIGNATION: Mixed Use Commercial (MUC)

ZONING: General Commercial (GC)

KEY ISSUES: Does the application meet the Development Standards regulations for off-premises (billboard) signs, and does the application continue to meet the required findings for approval of a special use permit? Is the proposed billboard still compatible with surrounding properties? Has the existing billboard caused material damage to surrounding properties in the past five years?

SURROUNDING ZONING AND LAND USE INFORMATION

NORTH: Mobile Home 6000 (MH6) – Residential (more than 500 feet from sign)
SOUTH: General Commercial (GC) – Commercial Uses/auto sales and vacant lot
EAST: General Commercial (GC) – Commercial Uses/auto service
WEST: General Commercial (GC) – Commercial Uses/retail sales

SITE HISTORY

1. The original placement of this billboard has not changed.
2. On April 15, 2004, the Board of Supervisors approved the appeal of the decision to deny the request by the Planning Commission dated March 31, 2004. This was a request to place a new billboard at this location.
3. This billboard is in compliance with the current billboard ordinance.

SITE DEVELOPMENT INFORMATION

1. PARCEL AREA: One acre
2. EXISTING PRIMARY USE: Auto Sales
3. HEIGHT: Existing at approximately 28 overall above the existing grade. The distance from the bottom of the panel to the ground is 18 feet, with the top of the billboard being at 28 feet above the ground. The maximum allowed height for signs is 28 feet from street elevation. This billboard height is in compliance.
4. AREA: 400 square feet, the maximum allowed
5. NUMBER OF FACES: Two
6. LIGHTING: The billboard has existing lighting. Documentation was submitted with the original building permit showing Holophane Panel-Vue lighting for outdoor advertising would be installed. These are acceptable fixtures.

DISCUSSION: The subject parcel is located on the north side of Highway 50 east. An existing automobile sales business is also located on the parcel. The billboard is located at the front of the property on the southwest portion of the parcel, parallel to and just east of an existing building. The billboard has been at this location for five years. No known complaints or concerns have been registered regarding the location or existence of the billboard.

The review date for this billboard was in March 2009, but the applicant was not notified by the Planning Division of the responsibility for renewal at that time. It appears there was confusion on the part of the Planning Division and the applicant related to the original approval date, due to the original denial by the Planning Commission and subsequent approval by the Board of Supervisors. This application was therefore not scheduled for review by the Planning Division. Upon approval, the next review would be scheduled for five years from the original review date, March 2014.

The following is a review of the billboard with regard to the specific standards of Division 4 8.3:

4.8.3 – Billboard Requirements

- a. Special Use Permit Required — Approval of a special use permit is required for a billboard. — The current special use permit expired on March 31, 2009. The applicant is requesting a reinstatement and renewal for an additional five year period of time from the original review date, extending this time to March 31, 2014.
- b. Permitted Streets — Billboards are permitted along US Highway 50 between Lyon County and US Highway 395 (Carson Street). This sign is located on U S Hwy 50 East.
- c. Height — The maximum permitted sign height is 28 feet from the adjacent “permitted street” elevation —The height is in compliance.

- d. Number of Sign Faces — One sign face per side (single or double-faced sign) is permitted — The subject billboard has a double sign face.
- e. Zoning of the Site — New billboards are only permitted within the General Commercial (GC) or General Industrial (GI) zoning districts — The subject site is split-zoned General Commercial/Mobile Home 6000 zoning district and the billboard is located on the portion of the property zoned general commercial. This site is in compliance for zoning. **However, existing billboards that are being renewed are not required to meet this requirement.**
- f. Spacing Distance — Billboards may not be located within 1,000 feet of each other — This proposal does comply with this standard. **However, existing billboards that are being renewed are not required to meet this requirement.**
- g. Area of Sign — The maximum permitted sign area for billboards is 400 square feet per side — The billboard measures 10 feet by 40 feet (400 square feet) and is in compliance.
- h. Separation from Certain Uses and Zoning — A billboard sign may not be closer than 300 feet to a property zoned Agriculture (A), Conservation Reserve (CR), or any residential district — The billboard is not closer than 300 feet to such zoned property. The proposal, therefore, does comply with this standard. **However, existing billboards that are being renewed are not required to meet this requirement.**
- i. Downtown Redevelopment area — A billboard sign may not be within 1000 feet of a redevelopment area — The proposed location is greater than 1,000 feet of the nearest redevelopment area boundary and is in compliance with this standard. **However, existing billboards that are being renewed are not required to meet this requirement.**
- j. Prohibited Supporting Structures — A sign may not be attached to a roof or wall or other surface of a building. A sign must be a freestanding sign — The billboard is in compliance with this standard.
- k. Prohibited Characteristics and Materials — Signs cannot display three-dimensional objects, have movable reflective/lighted materials or beams, flash, be internally lit, have or simulate moving parts, nor may external lighting glare onto adjacent properties or rights-of-way —The billboard is in compliance with this standard.

PUBLIC COMMENTS: Public notices were mailed on March 12, 2010 to 39 adjacent property owners within 300 feet of the subject site, pursuant to the provisions of NRS and CCMC. As of the writing of this report, no letters in support or opposition to this proposed have been submitted to staff from a property owner in the vicinity. Any comments that are received after this report is complete will be submitted prior to or at the Planning Commission meeting, depending on their submittal date to the Planning Division.

CITY DEPARTMENT / OUTSIDE AGENCY COMMENTS: The following comments were received from City departments.

BUILDING DIVISION COMMENTS:

- The Carson City Building Division has no comment.

FIRE DEPARTMENT COMMENTS:

- No comments received

ENGINEERING DIVISION COMMENTS:

- No preference or objection to the special use request.

HEALTH DEPARTMENT COMMENTS:

- No comment. The applicant must meet all applicable codes and ordinances as they apply to this request.

PARKS AND RECREATION:

- No comment.

FINDINGS: Pursuant to CCMC 18.02.080 (Special Use Permits), this application is reviewed with reference to the required findings written for the record in the applicant's justification letter and reviewed below. The extension of time, if approved, would be for five years from the original approval date, to March 31, 2014.

1. The project will be consistent with the master plan elements. The continued use of the billboard is consistent with Guiding Principle 5, A Strong, Diversified Economic Base, Goal 5.2, to promote expansion of the retail service base, and Goal 5.4, to promote tourism activities and amenities, in that it will provide for advertising of businesses and tourism facilities in and around Carson City.
2. The project will not be detrimental to the use, peaceful enjoyment, economic value, or development of surrounding properties or the general neighborhood; and will cause no objectionable noise, vibrations, fumes, odors, dust, glare or physical activity. The continued use of the billboard meets this finding in that it is existing, is located in a commercial area, and will have no negative economic impact to the surrounding commercial properties. The sign generates no significant noise, vibrations, fumes, odors, dust, glare or physical activity which could have an adverse impact on adjacent uses.
3. The project will have little or no detrimental effect on vehicular or pedestrian traffic. No additional vehicular and pedestrian traffic will be generated in conjunction with the existing sign that could adversely impact vehicular or pedestrian circulation in the subject area.
4. The project will not overburden existing public services and facilities, including schools, police and fire protection, water, sanitary sewer, public roads, storm drainage, and other public improvements. The existing sign will not require the extension or expansion of any public services and facilities and services.
5. The project meets the definition and specific standards set forth in Title 18 for billboards. The existing sign meets all the specific standards for the continued use of existing billboards set forth in Division 4.8 of the Carson City Development Standards.
6. The project will not be detrimental to the public health, safety, convenience and welfare. The existing sign meets all the requirements of the Carson City Municipal Code and will not be detrimental to the public health, safety, convenience, and welfare, and will cause no adverse impacts to surrounding properties.
7. The project will not result in material damage or prejudice to other property in the vicinity. The existing sign is located in a commercial or industrial area that is developed with other commercial or industrial uses. Therefore, the continued use of the sign will not result in material damage or prejudice to other property in the vicinity.

Respectfully submitted,

DEVELOPMENT SERVICES, PLANNING DIVISION

Kathe Green, Assistant Planner

Attachments:

Application SUP-10-013
Building Division comments
Engineering Division comments
Health Department comments
Parks and Recreation Department comments

File # (Ex: MPR #07-111)	<i>SUP – 10- 013</i>
Brief Description	<i>Continue use of Billboard sign</i>
Project Address or APN	<i>APN #08-271-04</i>
Bldg Div Plans Examiner	<i>Kevin Gattis</i>
Review Date	<i>March 31, 2010</i>
Total Spent on Review	

BUILDING DIVISION COMMENTS: No Comments

**Engineering Division
Planning Commission Report
File Number SUP 10-013**

TO: Planning Commission

FROM Rory Hogen – City Engineer

DATE: March 4, 2010

MEETING DATE: March 31, 2010

SUBJECT TITLE:

Action to consider an application for a Special Use Permit from property owner Bill Kugler on behalf of Rogers Media Company to continue the use of an existing billboard on the subject property zoned GC. APN 008-271-04.

RECOMMENDATION:

The Engineering Division has no preference or objection to the special use request

DISCUSSION:

The Engineering Division has reviewed the conditions of approval within our areas of purview relative to adopted standards and practices and to the provisions of CCMC 18.02.080, Conditional Uses.

CCMC 18.02.080 (2a) - Adequate Plans

The information submitted by the applicant is adequate for this analysis.

CCMC 18.02.080 (5a) - Master Plan

The request is not in conflict with any Engineering Master Plans for streets or storm drainage.

CCMC 18.02.080 (5c) - Traffic/Pedestrians

The proposal will not impact traffic or pedestrian facilities.

CCMC 18.02.080 (5d) - Public Services

The proposal will not impact existing public services.



CARSON CITY, NEVADA

CONSOLIDATED MUNICIPALITY AND STATE CAPITAL

MEMORANDUM

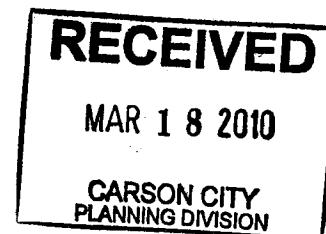
TO: Lee Plemel, Planning Director
Jennifer Pruitt, Senior Planner (Hardcopy and Email)

FROM: Roger Moellendorf, Parks and Recreation Director
Vern L. Krahn, Park Planner

DATE: March 18, 2010

SUBJECT: Parks and Recreation Department's comments for the Wednesday, March 31, 2010, Planning Commission Meeting

SUP-10-013	No Comments
SUP-10-014	No Comments



From: Teresa Hayes
To: MPR Committee
Date: 3/8/2010 11:50 am
Subject: Planning commission comments

SUP- 09-098

Carson City Health and Human Services has no comments regarding the project as described in the packet received. The applicant must meet all applicable codes and ordinances as they apply to this request.

SUP 10-013

Carson City Health and Human Services has no comments regarding the project as described in the packet received. The applicant must meet all applicable codes and ordinances as they apply to this request.

SUP 10-014

1) Food Regulation: Produce grown in this greenhouse will be subject to all requirements in Nevada Administrative Code (NAC) 446, regarding food establishments. A "Certified Growers Certificate" will be required to be obtained from the Nevada Department of Agriculture in order to distribute food from this site.

2) Facility requirements: The building itself will be required to adhere to all school regulation requirements as stated in the Nevada Administrative Code (NAC) 444.

Teresa Hayes, R.E.H.S.

Environmental Health Specialist II
Carson City Health and Human Services
900 E. Long St
Carson City, NV 89706
Phone: (775) 887-2190 ext 30227
Fax: (775) 887-2248

Go Green: Please do not print this e-mail unless you really need to!

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The header features the Holophane logo with the tagline "LEADER IN LIGHTING SOLUTIONS". Below the logo is a banner stating "An Acuity Brands Company". A search bar with the word "search" and a magnifying glass icon is positioned next to a "go!" button. A "my holophane" button is also present. The navigation menu includes links for "home", "our company", "products", "applications", "custom solutions", "library", "education", "sales", "links", and "contact".

OUTDOOR ADVERTISING

- [Expand All Folders](#)
- [Outdoor Advertising](#)
 - [Panel-Vue : Outdoor Advertising](#)
 - [AdVue : Outdoor Advertising](#)
 - [Sign-Vue II : Outdoor Advertising](#)

QUICK PRODUCT SEARCH

STEP 1 OF 4

Select Product Types

Signage > Outdoor Advertising > Outdoor Advertising > AdVue

AdVue

Intended Use: For billboard lighting applications, including 14' by 48' bulletins.

Features: AdVue™ Optics - The patented AdMaster™ optics features a specialized reflector system and a vertical 400 watt lamp, which distributes the light through the borosilicate glass refractor. Precisely cut prisms direct the light for maximum efficiency and uniformity. Only two luminaires are needed to illuminate a standard 14' by 48' bulletin board, requiring half the luminaires, energy, installation and maintenance.



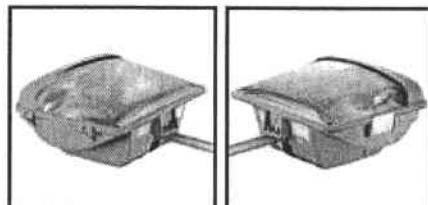
Housing - Rugged die cast aluminum housing contains the precisely engineered reflector system, highly efficient integral ballast, lamp and socket, available on/off switch, and heavy-duty diecast door, sealed with harsh element resistant gaskets.

Mounting - Conduit (1 1/4" round or 1 1/2" square pipe) fits securely into the luminaire, clamped down by the innovative conduit locking system for ease of maintenance and to prevent rotation.

Listings: UL Listed to U.S. and Canadian safety standards. The luminaire is suitable for wet locations.

- [Specification Sheets](#)
- [PhotometricData](#)
- [Brochures](#)
- [Application Information](#)
- [US Terms & Conditions](#)
- [Questions about this product](#)

CLICK LINKS BELOW FOR ADDITIONAL INFORMATION



SPECIFICATION SHEETS

PDF	DWG	File Name	Description
		AV	AdVue

PHOTOMETRIC DATA FILES

File	Viewer	File Name	Catalog Number	Description
		102839	AV400PM00C	Lamp = 400 W CLEAR PULSE MH Di UNCLASSIFIED, UNCLASSIFIED, NO

ADVUE

		102792_L	AV400PM00L	Lamp = 400 W CLEAR PULSE MH Di UNCLASSIFIED, UNCLASSIFIED, NO ADVUE
		102792_R	AV400PM00R	Lamp = 400 W CLEAR PULSE MH Di UNCLASSIFIED, UNCLASSIFIED, NO ADVUE

BROCHURES

File	File Name	Title
	AdVue.pdf	AdVue

APPLICATIONS

Application	Location
Outdoor Advertising	Outdoor

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FEB 26 2010

FOR OFFICE USE ONLY:

CCMC 18.02

SPECIAL USE PERMIT

CARSON CITY
PLANNING DIVISION

FEE: \$2,450.00 MAJOR

\$2,200.00 MINOR (Residential zoning
districts)+ noticing fee and CD containing application digital data (all to be
submitted once the application is deemed complete by staff)

SUBMITTAL PACKET

- 6 Completed Application Packets
(1 Original + 5 Copies) including:
- Application Form
- Site Plan
- Building Elevation Drawings and Floor Plans
- Proposal Questionnaire With Both Questions and
Answers Given
- Applicant's Acknowledgment Statement
- Documentation of Taxes Paid-to-Date (1 copy)
- Project Impact Reports (Engineering) (4 copies)

Application Reviewed and Received By:

Submittal Deadline: See attached PC application submittal
schedule.Note: Submittals must be of sufficient clarity and detail such
that all departments are able to determine if they can support
the request. Additional information may be required.

Carson City Planning Division 2621 Northgate Lane, Suite 62 • Carson City NV 89706 Phone: (775) 887-2180 • E-mail: plandept@ci.carson-city.nv.us	
FILE # SUP - 10 - 013	
MR. BILL KUGLER	
PROPERTY OWNER	
3700 Highway 50 EAST 8970	
MAILING ADDRESS, CITY, STATE, ZIP	
775-450-3883 NA	
PHONE # FAX #	
Name of Person to Whom All Correspondence Should Be Sent	
ROGERS MEDIA Company	
APPLICANT/AGENT	
5409 ROGERS ST. DAVIS, CA 95618	
MAILING ADDRESS, CITY, STATE ZIP	
530-364-5770 536-747-0538	
PHONE # FAX #	
MATED ROGERS MEDIA Company. com	
E-MAIL ADDRESS	

Project's Assessor Parcel Number(s):	Street Address	ZIP Code
DB-271-04	3700 Highway 50 EAST	89706
Project's Master Plan Designation	Project's Current Zoning	Nearest Major Cross Street(s)
Mixed use Comm	GC/MH6 BENEFIT COMMERCIAL	COLLEGE PARK DR.

Briefly describe your proposed project: (Use additional sheets or attachments if necessary). In addition to the brief description of your project and proposed use, provide additional page(s) to show a more detailed summary of your project and proposal. In accordance with Carson City Municipal Code (CCMC) Section: _____, or Development Standards, Division 4.8, Section 4.8.3, a request to allow as a conditional use is as follows:

CONTINUE USE OF BILLBOARDS SITES LOCATED ON
SUBJECT PROPERTY. REVIEW CURRENT PERMIT.

PROPERTY OWNER'S AFFIDAVIT

William Kugler, being duly deposed, do hereby affirm that I am the record owner of the subject property, and that I have knowledge of, and I agree to, the filing of this application.

Signature

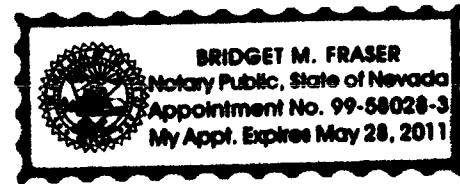
3700 Hwy 50 & CC W

2/10/10
Date

Use additional page(s) if necessary for other names.

STATE OF NEVADA
COUNTY Carson City }

On Feb 10, 2010, William Kugler, personally appeared before me, a notary public, personally known (or proved) to me to be the person whose name is subscribed to the foregoing document and who acknowledged to me that he/she executed the foregoing document.

Bridget M. Fraser
Notary Public

NOTE: If your project is located within the historic district, airport area, or downtown area, it may need to be scheduled before the Historic Resources Commission, the Airport Authority, and/or the Redevelopment Authority Citizens Committee prior to being scheduled for review by the Planning Commission. Planning personnel can help you make the above determination.

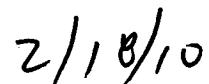
ACKNOWLEDGMENT OF APPLICANT

I certify that the forgoing statements are true and correct to the best of my knowledge and belief. I agree to fully comply with all conditions as established by the Planning Commission. I am aware that this permit becomes null and void if the use is not initiated within one-year of the date of the Planning Commission's approval; and I understand that this permit may be revoked for violation of any of the conditions of approval. I further understand that approval of this application does not exempt me from all City code requirements.

Applicant



Date



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CARSON CITY
PLANNING DIVISION

Special Use Permit Application Questionnaire

SUP - 10 - 013

1) How will the proposed development further and be in keeping with, and not contrary to, the goals of the Master Plan Elements?

The proposed development is in keeping with the Master Plan Elements in that it will enhance the aesthetic value of the City through street and highway planning as stated in Goal Nine, Policy 9.3. This new sign will provide a valuable service to the motoring public by alerting them to local businesses that are ahead of them on Highway 50, therefore giving them time to safely decide to patronize those establishments.

The sign will be tastefully done as to promote a positive image of the State Capital of Nevada as stated in Goal Two, Policy 2.2. The advertisers and or the advertised material will be that of local businesses that reflect the flavor and charm of the community and will be presented in such a way that it promotes Carson City as not only the State Capital, but a center of commerce and recreation, as also stated in Goal Two, Policy 2.2.

It will enhance the City economically by providing work to sign hangers, electricians, construction, and graphic artists, which improves the overall diversification of the local economy, as stated in Goal Four, Policy 4.2.

2) Will the effect of the proposed development be detrimental to the immediate vicinity? To the general neighborhood?

A) The general types of land use that surround the proposed development are as follows:

To the West is commercial buildings, to the East is commercial buildings, across Highway 50 to the South are commercial buildings, and over 500' feet to the north are residential dwellings.

B) This project is a mirror image of three applications for outdoor advertising signs that have been approved in the last 12 months by the Planning Commission and this project is consistent with in every way the Sign Code for Carson City. It will not create any noise, dust, additional traffic, vibration, glare (the sign will be illuminated but only the sign itself), fumes, etc.

The project will not cause any harm in any way to neighboring property owners. There will be no construction generated dust during construction of this project.

C) This project will have no effect on other properties in the vicinity having peaceful enjoyment of their properties. Construction will take approximately one week and the sign

only need be serviced once per year.

D) This project will have no impact on traffic whether vehicular or pedestrian as it will only be directing traffic to local businesses, not creating additional traffic due to the sign itself.

E) Short term and long term benefits to the public include directional signage to local businesses that helps not only the local economy but is a service to the motoring public.

3) Has sufficient consideration been exercised by the applicant in adapting the project to existing improvements in the vicinity?

A) It will not affect school population or law enforcement in any way.

B) It will not affect drainage on the subject property or any other.

C) It will not affect the water resources of the City in any way.

D) It will not affect the sewage system in any way.

E) It does not require any road improvements.

F) Private Engineer, Title Reports, and Carson City Planning Staff provided information for the submittal. Additionally the Private Engineer has had extensive conversations With Carson City Engineering and Public Works.

G) There will be three (30) 400 watt halophane lights on proposed sign affixed to the catwalk shining up. There is a twenty-two foot wall that back drops the sign on the neighboring property to the west. The light will have no impact other than the illumination of the sign.

H) No proposed landscaping is required for this project under Carson City Code.

I) It will not affect the parking at the subject site.



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CARSON CITY
PLANNING DIVISION

SUP - 10 - 013

Findings to Support the Renewal of Outdoor Advertising Permit Located at 3700 Highway 50 East, Carson City, Nevada

- 1) Section 4.8.3 Billboards are still allowed subject to the following requirements.

The site still meets all criteria that it met when it was approved in 2004.

- A) It is allowed on this street as it is on Highway 50 East, and as it sits between Lyon County and the intersection of US 50 & 395. It has displayed tasteful advertising, we have had only one customer during that period which is a local advertiser. It meets the height requirement of 28 feet overall.
- B) Zoning of the Site is General Commercial.
- C) It does not exceed two faces.
- D) The sign meets size requirements of 10' x 40', no more than 400 square feet per side.
- E) We are spaced 1000' feet from any other off premise sign.
- F) We are set back a minimum of 300' feet from any Residential, Agricultural and Conservation Reserve
- G) We are set back more than 1000' feet from any area under a Redevelopment designation.
- H) We are not attached to a roof or wall, but rather the sign is a free standing pole as built as permitted.
- I) We have never displayed any three dimensional objects, movable or reflective materials, nor have we any flashing, or intermittent illumination. It has never had any rotating parts, beams of light, changing numbers, or simulated motion.
- J) Our source of light, which shines from the top down as called for in the approval, is external and lights up no area outside the sign itself.

In short, this sign still meets all requirements it did at the time of approval in 2004.



February 10, 2010

Carson City Planning Department
2621 Northgate Lane
Suite 62
Carson City, NV 89706

Dear Sirs,

Please see our enclosed package for the renewal of our outdoor advertising permit located at 3700 Highway 50 East in Carson City. Additional facts you have requested are as follows:

- 1) Latitude & Longitude of sign location: Lat-39.179573, long-119.726049.
- 2) Nevada State Outdoor Advertising Permit # : 4936

All other information requested is contained in this package. Thank you.

Sincerely,

A handwritten signature in black ink that appears to read "Matt" followed by a stylized flourish.

Matt Rogers
President

SUP - 10 - 013

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CARSON CITY
PLANNING DIVISION

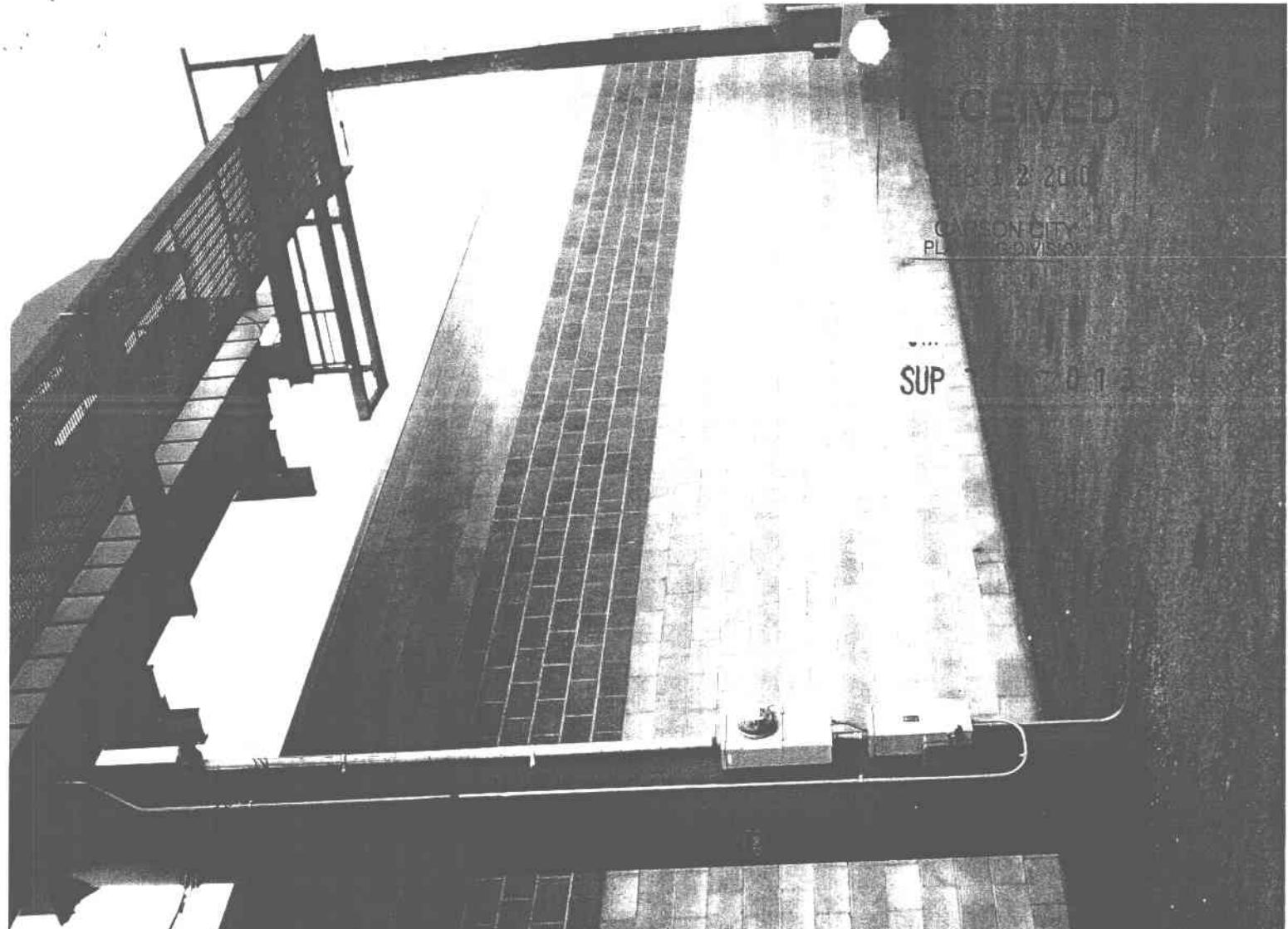
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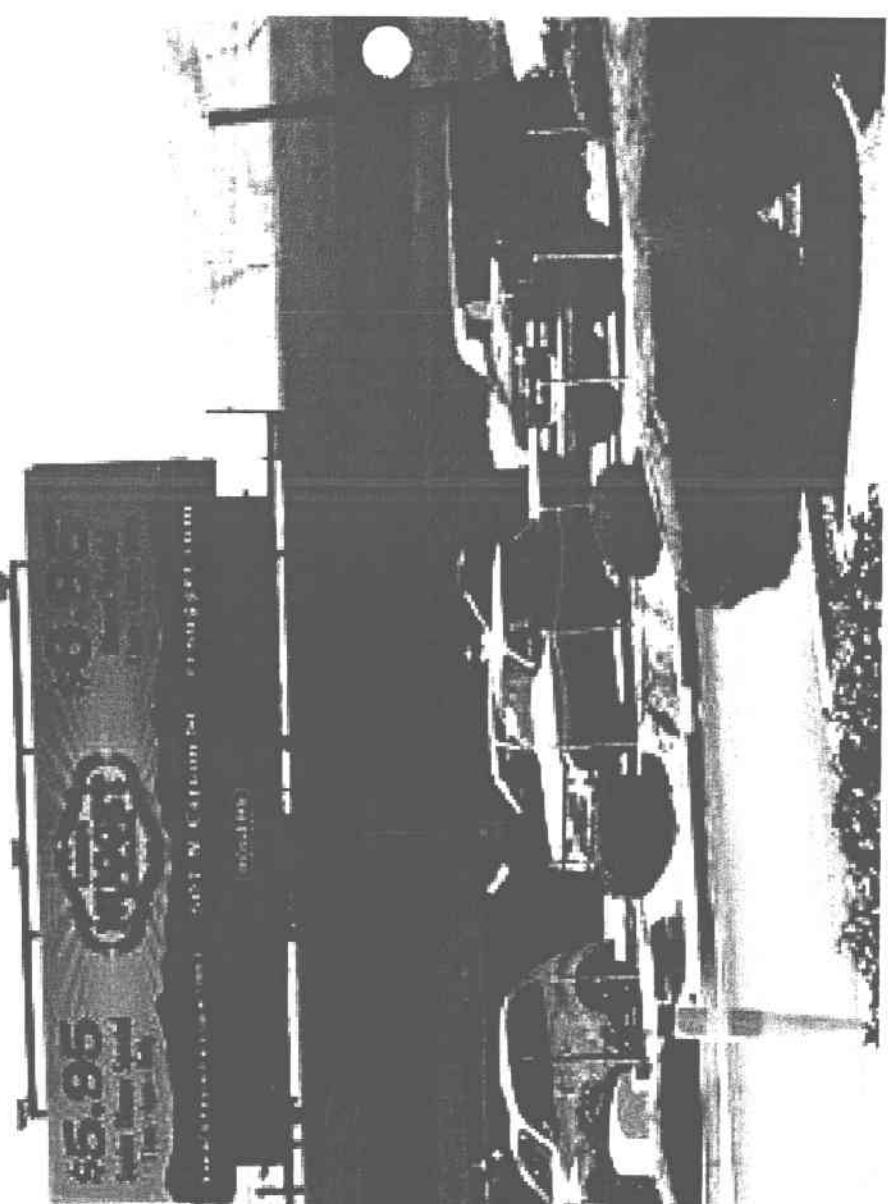
FEB 12 2010

CARSON CITY
PLANNING DIVISION

SUP - 10 - 013

10
REG
20





ADVANCED
AUTO
SALES

SEAT
TURBO

CEIVED

3 12 2010

ARSON CITY
TRAINING DIVISION

- 10 - 013

Unsecured Tax Billing & Payment History PP5150A

Account #..... CB 041590 Current Owner... ROGERS MEDIA CO
 Property Loc... 3700 HWY 50 E 2/10/10
 Set to Tax Year... Show Special Assessments for Year... 15:24:08
 Yr/Typ Billed to/Payor/Adj Reason Date Amount Balance

2004-05	ROGERS MEDIA CO	12/09/04	101.78	101.78
Pmt-Ck	ROGERS MEDIA CO	12/17/04	101.78-	.00
2005-06	ROGERS MEDIA CO	12/05/05	100.24	100.24
Pmt-Ck	ROGERS MEDIA CO	12/21/05	100.24-	.00
2006-07	ROGERS MEDIA CO	12/08/06	107.06	107.06
Pmt-Ck	ROGERS MEDIA CO	12/18/06	107.06-	.00
2007-08	ROGERS MEDIA CO	12/05/07	114.78	114.78
Pmt-Ck	ROGERS MEDIA CO	12/14/07	114.78-	.00
2008-09	ROGERS MEDIA CO	11/19/08	244.37	244.37
Pmt-Ck	ROGERS MEDIA CO	12/12/08	244.37-	.00
2009-10	ROGERS MEDIA CO	11/23/09	247.82	247.82
Pmt-Ck	ROGERS MEDIA CO	12/08/09	247.82-	.00

Other History: F6=Abatement/Recapture
 F4=View 2 F9=Scan >/< F12=Return F17=Account Inquiry

Bottom
Roll Up, Down

Unsecured Tax Payment Inquiry 2/10/10 15:24:01 PP5100B
Account #..... CB 041590
Property Loc... 3700 HWY 50 E
Billed to..... ROGERS MEDIA CO
5409 ROGERS ST
DAVIS, CA 95618
Parcel #: _____
District: 2.4

Outstanding Taxes:

Prior Year	Tax Penlty/Intrst	Total	Amount Paid	Total Due
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Current Year

No Taxes Owing

Inst1				
Inst2				
Inst3	247.82		247.82	.00
Inst4				
<u>Total</u>	<u>247.82</u>	<u>.00</u>	<u>247.82</u>	<u>247.82</u>

F9=Scan >/<
F12=End F13=Show History F14=Print Summary F17=Account Inquiry

Matt Rogers-

2 pgs

ROGERS

M E D I A C O M P A N Y

RECEIVED

FEB 12 2010

CARSON CITY
PLANNING DIVISION

SUP - 10 - 013



Carson City

2621 Northgate Lane, Suite 6
Carson City, NV 89706

THIS LICENSE IS NOT TRANSFERABLE AND MUST
BE DISPLAYED IN A CONSPICUOUS PLACE

Licensee: ROGERS MEDIA COMPANY

Total License Fees: 426.60

Business Location: 3700 HWY 50 E

License Expires on: 12/31/10

Business Nature: BILLBOARD SIGN @ 3700 HWY

Validated on: 12/09/09

Restrictions: COMPLY W/SPECIAL USE PERMIT

THIS BUSINESS MUST CONFORM AND BE SUBJECT TO THE PROVISIONS OF THE ORDINANCES OF CARSON CITY AND THE LAWS OF THE STATE OF NEVADA. ANY CHANGES TO BUSINESS APPLICATION DATA MUST BE REGISTERED BEFORE THEY BECOME EFFECTIVE.

LICENSE #

10-00020941

ROGERS MEDIA COMPANY
5409 ROGERS ST
DAVIS CA 95618

|||||

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FEB 12 2010

CARSON CITY
PLANNING DIVISION

SUP - 10 - 013

Special Use Permit Renewal
Off-Premises Advertising (Billboard) Sign Submittal Checklist

- Application form with the sign company as the applicant. The form must also be signed by the property owner and notarized.
- Accurate site plan showing the location and orientation of the billboard, the source and route of any power lines/conduits that are used to light the sign and any relevant site features, such as public utility easements or drainage easements. The site plan must indicate all surrounding zoning and land uses. Do not rely upon old site plans. Conditions may have changed. Please see the site plan checklist included in the application packet for additional items.
- Provide GPS or mapped coordinates of the billboard, given in latitude and longitude hours and minutes or equivalent decimal form.
- Elevations of the billboard, indicating the height of the structure with reference to the grade of the adjacent highway, with reference to the ground at the location of the sign, the height and width of the copy area. The elevations shall show both the front and back sides of the structure as well as a side-view of the structure. Show the location of the power connection and meter, if any. Indicate the type of lighting used, if any, and "cut sheet" details of the fixtures.
- Answers to the questionnaire that justify the continued operation of a billboard use at the subject site. Answers shall include reference to the current Master Plan (2006). Do not rely upon previous justification letters, which would have been based on the 1996 Master Plan. Conditions may have changed on or in the vicinity of the subject site; be certain your letter reflects any changes.
- The applicant answering the questionnaire must sign the acknowledgment statement (this form is included in the application packet).
- 24 Completed Application packets (1 original + 23 copies)
- Provide your Nevada Department of Transportation tag number, a photograph of its location on the sign structure, and provide a photograph of your company plaque on the sign structure (one set).
- Master Plan checklist (one copy).
- Documentation of taxes paid-to-date (one copy).
- Documentation of business license fees paid-to-date (one copy each license).
- Fees are \$2450.00 plus noticing mail fees (variable); the total fee amount will be quoted after the application is submitted. Fees are not collected until after the application is deemed complete.

