

STAFF REPORT FOR THE PLANNING COMMISSION MEETING OF JUNE 30, 2010

FILE NO: MISC-10-039

AGENDA ITEM: H-4

STAFF AUTHOR: Lee Plemel, AICP, Planning Director

REQUEST: Action to approve a "community directional" sign program for wayfinding signs directing persons to various downtown public facilities.

RECOMMENDED MOTION: "I move to approve a community directional sign program for wayfinding signs directing persons to various downtown public facilities as presented by staff, allowing additional signs to be placed in locations as determined by City staff, based upon the signs being in conformance with the general purpose of the Sign Ordinance."

DISCUSSION:

The Office of Business Development and Public Works Transportation Division have been working with the Carson City Convention and Visitors Bureau over the past year to implement a downtown "wayfinding" sign program. The signs are intended to provide direction for pedestrians to various public buildings and parking areas within the downtown area. The signs will also provide a general map of the downtown to assist pedestrians in locating various attractions. The signs use the Carson City branding colors and design developed by the Convention and Visitors Bureau. The wayfinding sign program has also been approved by the Redevelopment Advisory Citizens Committee.

The signs are defined as "community directional" signs in the Carson City sign ordinance (Title 18 Development Standards, Division 4). The sign ordinance requires community directional signs to be approved by the Planning Commission for the "location, size, height, width and general design" prior to installation.

While the location of several signs has been identified, it is anticipated that additional signs at other locations will be added in the future as additional funding becomes available. Staff requests that the Planning Commission allow City staff to determine the location of future directional signs in the downtown area in collaboration with other applicable downtown organizations.

The sign ordinance also requires that the Commission's approval of the signs shall be based upon the signs being in conformance with the general purpose of the sign ordinance. Following is the Purpose from the Development Standards, Division 4.2:

4.2 Purpose.

The purpose of this Division is to provide minimum standards to safeguard life, health, property and public welfare in keeping with the unique character of Carson City by establishing equal enforcement, regulation and control where applicable by the size, number, height, design, quality of materials, construction, location, electrification and maintenance of all signs and sign structures not located within a building, except temporary signs attached to or affixed upon windows, and to accomplish the following results:

- a. *To protect and enhance the character of residential and commercial neighborhoods, open views and vistas, and property values by prohibiting signs that are obtrusive and incompatible with the immediate surroundings;*
- b. *To protect the economic health of commercial centers and property values by encouraging signs that effectively communicate the availability of goods and services to consumers;*
- c. *To provide a reasonable and comprehensive system of sign management addressing size, location, design, and illumination for integration into the zoning ordinance;*
- d. *To encourage signs that are varied in design, well constructed, and pleasing in appearance;*
- e. *To attract and direct persons to various activities and enterprises in order to provide for public convenience; and*
- f. *To prohibit the indiscriminate use of other outdoor advertising.*

Staff believes the proposed wayfinding sign program is in conformance with the purpose of the sign ordinance.

Please contact Lee Plemel in the Planning Division at 887-2180 with questions.

Respectfully Submitted,
Carson City Planning Division

Lee Plemel, AICP
Planning Director

Attachments:

- A) Downtown Wayfinding Sign Program



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DIVISION**

775 E. GLENDALE AVE.
SPARKS, NEVADA 89431
(775) 359-3131

NEVADA CONTRACTOR LICENSE NO. 0000780

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Note: The colors depicted on this rendering may not match actual colors used on the finished display.
Please refer to the detail drawing for the approved color specifications.

Note: The cost of providing electrical wiring to the sign, all required permits and all special inspections are not included in this sign proposal.

Note: The proportion of signs shown on building and landscape area photos is an approximate representation.

FIRM NAME / LOCATION ADDRESS

CARSON CITY

ADDRESS:

CARSON CITY, NV.

CITY:

TOM WEATHERBY

ACCOUNT EXECUTIVE:

DESIGNER DATE

JIM G. 10/15/09

JIM G. 11/06/09

JIM G. 11/10/09

JIM G. 05/21/10

APPROVAL

CUSTOMER DATE

SALES DATE

ESTIMATING DATE

SURVEY DATE

1 11/06/09

2 11/10/09

3 5/21/10

DESIGN NUMBER

563156

ARCHIVE NUMBER

SHEET

CV-1



WAYFINDING SYSTEM IN DOWNTOWN CARSON CITY



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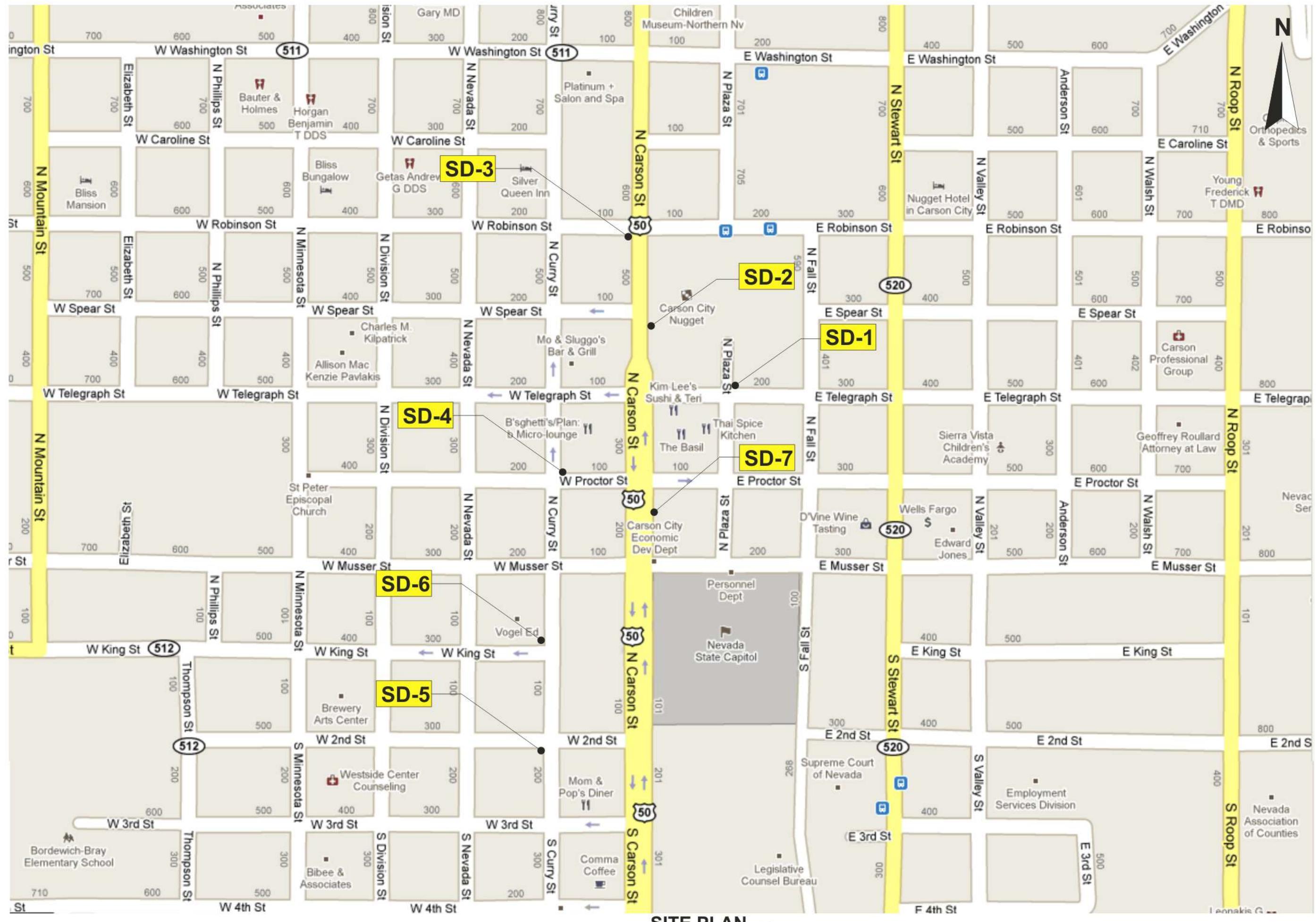
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P-1

Scale: 1"=1'-0"


D/F ILLUMINATED WAYFINDING SIGN
SCOPE OF WORK

MANUFACTURE AND INSTALL (1) TYPICAL D/F ILLUMINATED WAYFINDING SIGNS

1 SPHERE: 3" POLISHED BRASS FINIAL
2 ILLUMINATION: SOLAR WHITE LED
3 PIPE & BASE: 3" STEEL PIPE & CAST ALUMINUM BASE PAINTED GREEN
4 LOGO: BRUSHED GOLD VINYL -AVERY A1842 S
5 CABINET: ALUMINUM PAINTED GREEN AND BROWN
6 FACE: DIGITAL PRINT WITH ANTI GRAFFITI COATING

C: 35, M: 85, Y: 100, K: 35

C: 70, M: 45, Y: 100, K: 45

C: 25, M: 27, Y: 64, K: 0

DOUBLE FACE ILLUMINATED

Scale: 1"=1'-0"



SD-1



SD-2

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SD-3



SD-4

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SD-7

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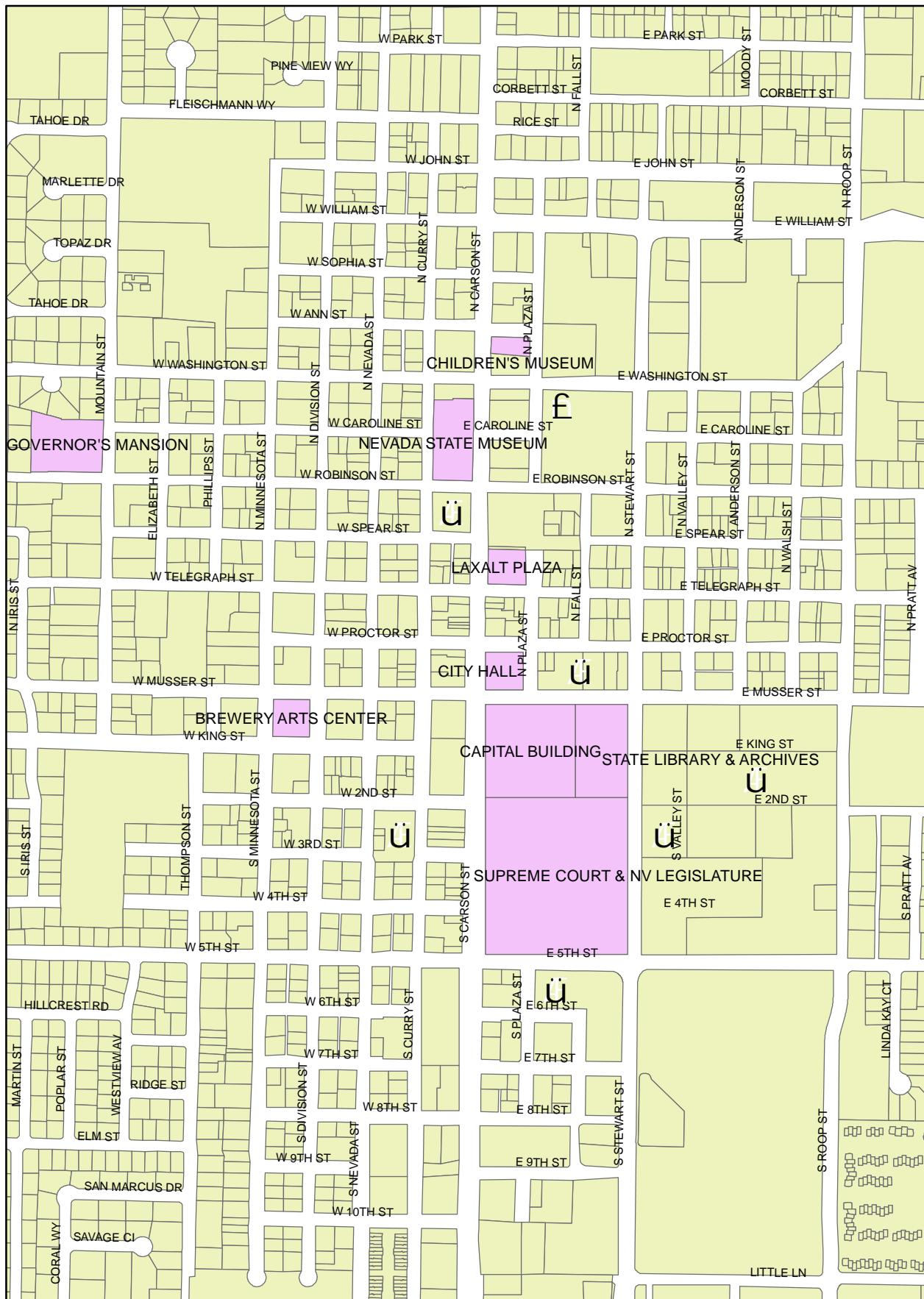
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SHEET

P-5

Draft Concept Map



Sign Content by Location

SD-2 Laxalt Plaza

NB – Children's Museum ↑, State Museum ↑

SB – City Hall ↑, Capitol Complex ↑

SD-3 Carson/Robinson

WB – Governor's Mansion ↑, City Hall ←, Capitol Complex ←, State Museum →

EB – City Hall →, Capitol Complex →, State Museum ←, Children's Museum ←

SD-4 Curry Proctor

NB – State Museum ↑, City Hall →, Laxalt Plaza ↑

SB – City Hall ←, Capitol Complex ↑

* Possibly orientate N/S

SD-5 Curry/2nd

NB – State Museum ↑, Capitol Complex →, City Hall ↑, Children's Museum ↑

SB – Capitol Complex ←, Brewery Arts Center →

SD-7 City Hall

Both Sides – Laxalt Plaza ←, Children's Museum ←, Capitol Complex →