

## 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



WAYFINDING SYSTEM IN DOWNTOWN CARSON CITY

- 1

11/06/09
- 2

11/10/09
- 3

5/21/10

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DIVISION

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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 area, 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

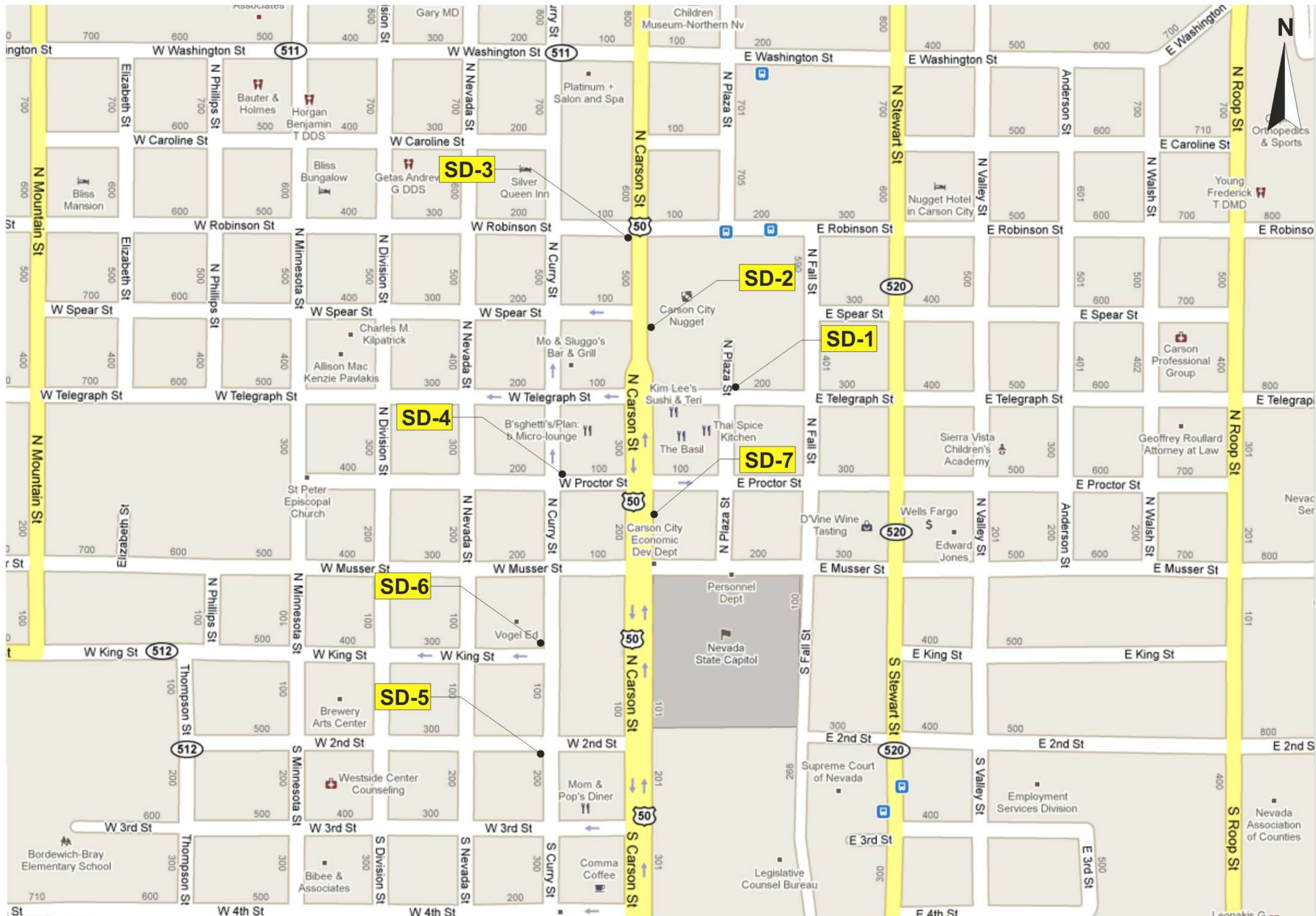
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CV-1



SITE PLAN NTS



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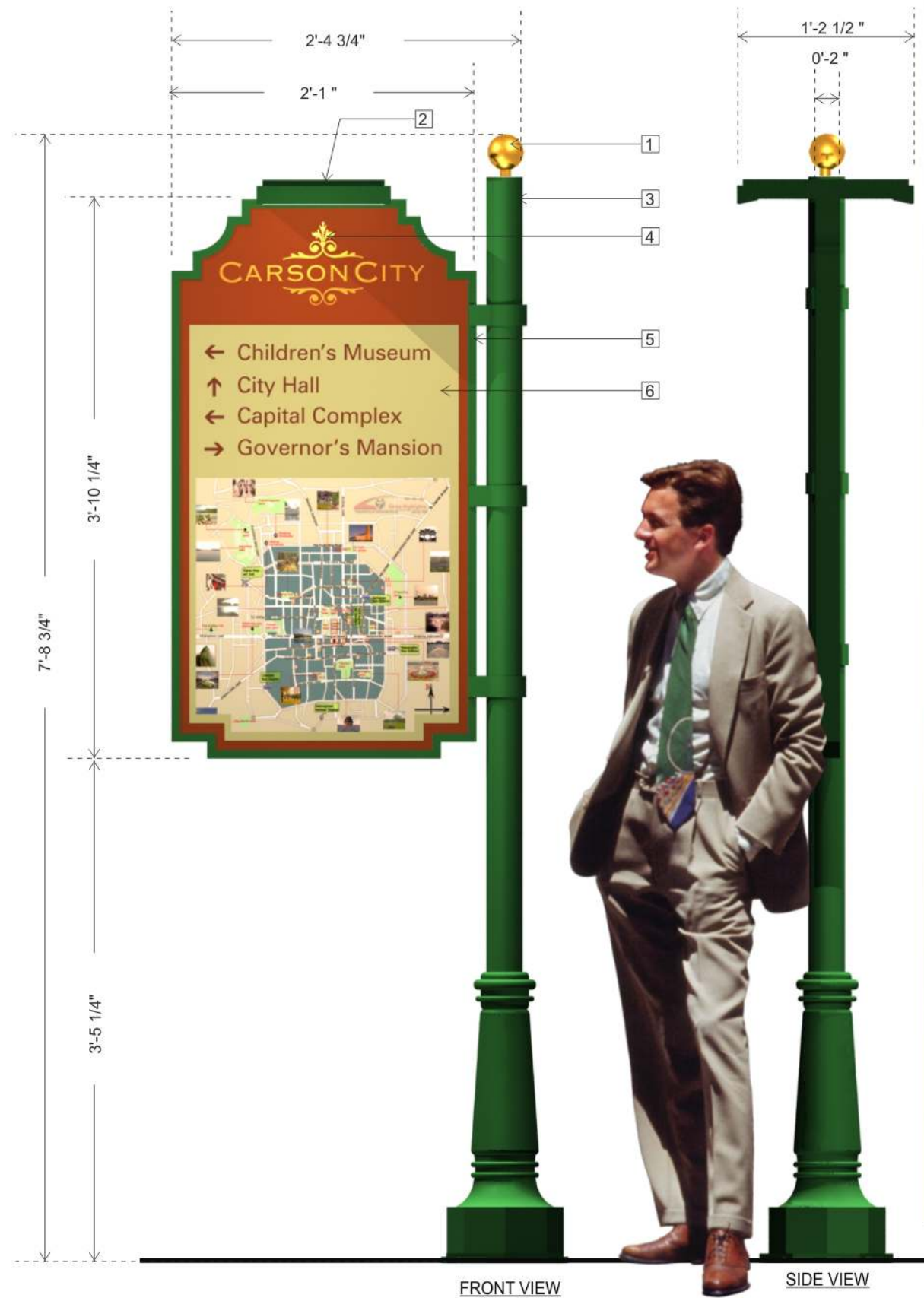
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SP-1





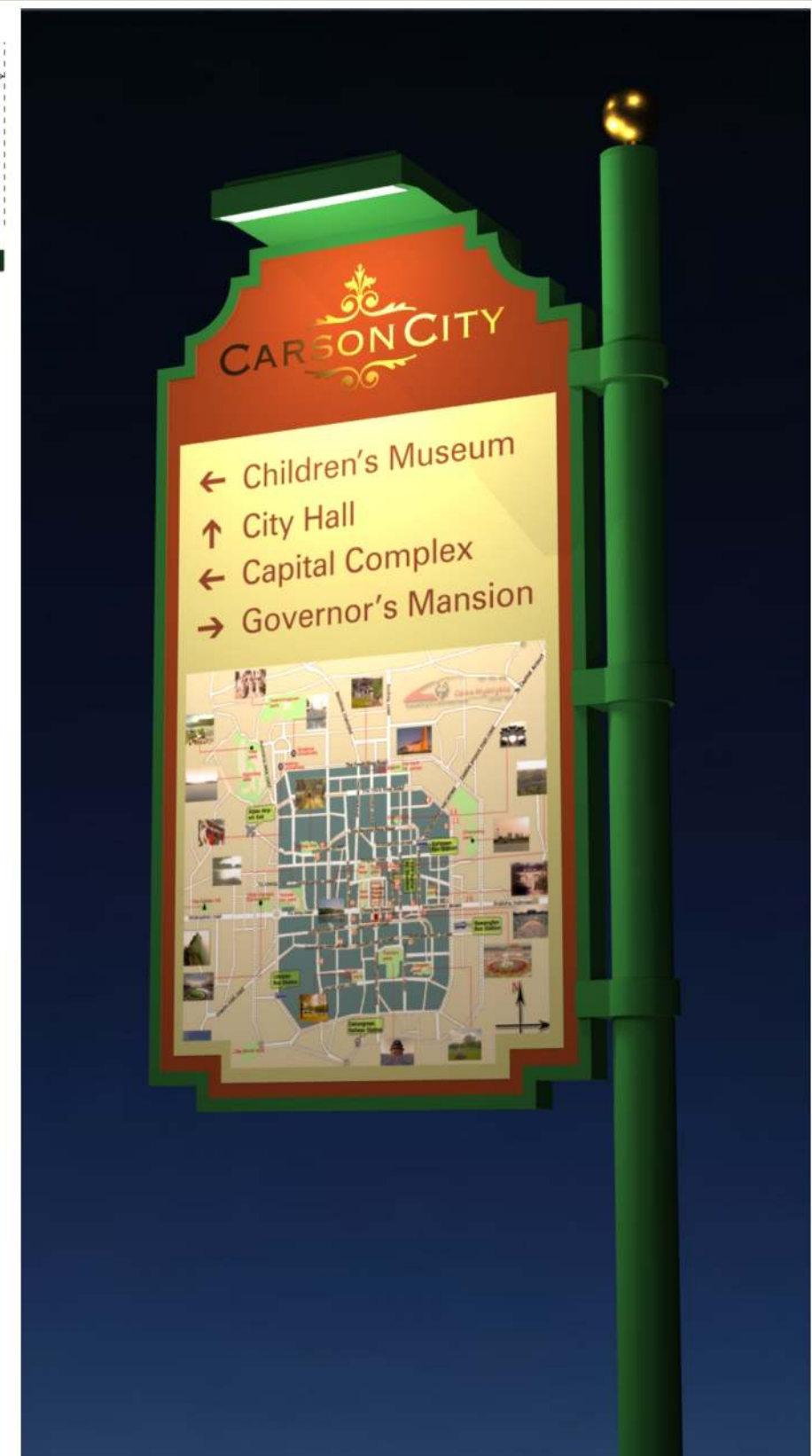
**D/F ILLUMINATED WAYFINDING SIGN**

**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"



**NIGHTTIME VIEW**



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**P-1**





SD-1



SD-2

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**P-3**






SD-5



SD-6



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SD-7



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This map illustrates the downtown area of Reno, Nevada, with a focus on the locations of major landmarks. The streets are color-coded: yellow for major thoroughfares and green for local streets. Landmarks are highlighted in pink. The map shows a grid of streets with names like W Park St, E Park St, W John St, E John St, W William St, E William St, W Sophia St, W Ann St, W Washington St, E Washington St, W Caroline St, E Caroline St, W Robinson St, E Robinson St, W Spear St, W Telegraph St, W Proctor St, W Musser St, W King St, W 2nd St, W 3rd St, W 4th St, W 5th St, W 6th St, W 7th St, W 8th St, W 9th St, W 10th St, S Division St, S Nevada St, S Carson St, S Stewart St, S Roper St, S Pratt St, S Valley St, S Fall St, S Carson St, S Stewart St, S Roper St, S Pratt St, S Valley St, S Fall St. Landmarks are highlighted in pink and labeled: Governor's Mansion, Children's Museum, Nevada State Museum, Laxalt Plaza, City Hall, Brewery Arts Center, Capital Building, State Library & Archives, Supreme Court & NV Legislature. Other labels include Tahoe Dr, Marlette Dr, Topaz Dr, Mountain St, Niris St, S Iris St, Hillcrest Rd, Martin St, Poplar St, Westview Av, Ridge St, Elm St, San Marcus Dr, Savage Ct, Coral Wy, Little Ln, and N Roper St.



## **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/2<sup>nd</sup>**

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 →