

STAFF REPORT FOR PLANNING COMMISSION MEETING OF AUGUST 25, 2010

FILE NO: SUP-10-043

AGENDA ITEM: H-3

STAFF AUTHOR: Jennifer Pruitt, Principal Planner

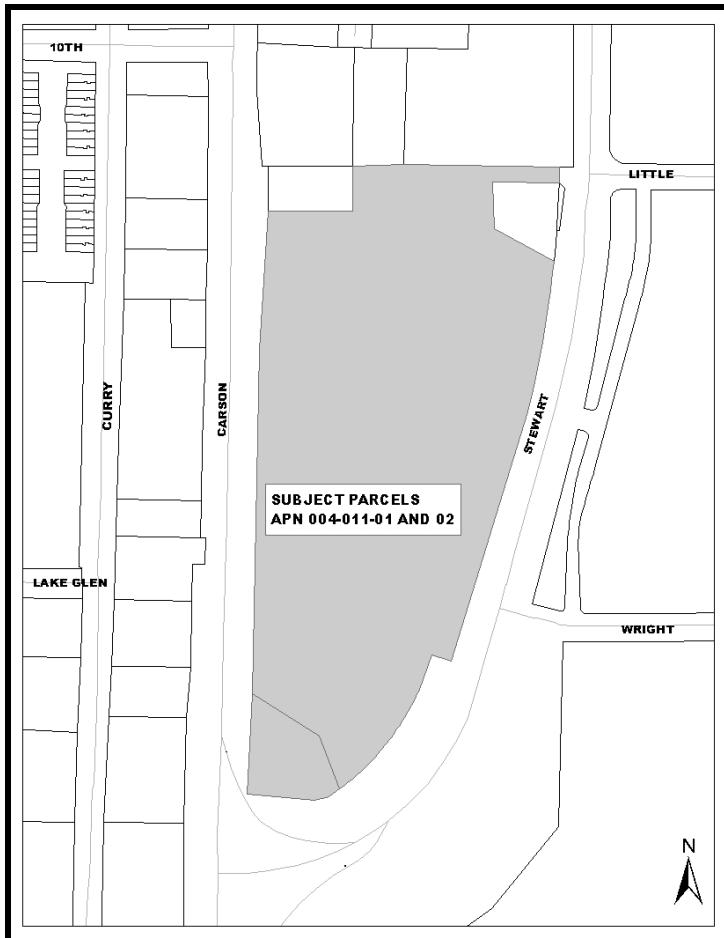
REQUEST: Request to allow an increase in sign area and an increase in number of freestanding signs, in addition to the existing signage located at the Carson Mall.

OWNER: The Carrington Company

APPLICANT: The Carrington Company

LOCATIONS/APNS: 1313 South Carson Street and 1457 South Carson Street/ 004-011-01 and 004-011-02

RECOMMENDED MOTION: “Move to approve SUP-10-043, a Special Use Permit request to allow an increase in sign area and an increase in the number of freestanding signs allowed on a property zoned Retail Commercial , located at 1313 and 1457 South Carson Street, APNs 004-011-01 and 004-011-02, based on findings and conditions of approval contained in the staff report.”



RECOMMENDED CONDITIONS OF APPROVAL:

The following shall be completed prior to commencement of the use:

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 consideration.
2. All development shall be substantially in accordance with the development plans approved with this application, except as otherwise modified by these conditions of approval.
3. All on- and off-site improvements shall conform to City standards and requirements.
4. The applicant shall meet all the conditions of approval and commence the use for which this permit is granted within 12 months of the date of final approval. A single, one year extension of time may be granted if requested in writing to the Planning Division 30 days prior to the one-year expiration date. Should this permit not be initiated within one year and no extension granted, the permit shall become null and void.

The following shall be submitted with any building permit application:

5. The applicant shall submit a copy of the Notice of Decision and conditions of approval, signed by the applicant and owner, with any building permit application.
6. The proposed signage requires an application for a Building Permit, issued through the Carson City Building Division. This will necessitate a complete review of the project to verify compliance with all adopted construction codes and municipal ordinances applicable to the scope of the project.

The following applies throughout the life of the project:

7. Any future changes involving expansion in sign area or relocation of the sign(s) may require a new or amended special use permit. Changes in sign area, electrical equipment or wiring will require a new building permit.
8. Sign materials shall be compatible with the design of the primary on-site building.
9. The new sign shall maintain proper separation from above and below ground utilities.
10. The new sign cannot be placed within any utility or access easement.

LEGAL REQUIREMENTS: : CCMC Sections 18.02.050 (Review); 18.02.080 (Special Use Permits); 18.04.130 (Retail Commercial zone); City Development Standards (CCDS), Division 4 (Signs).

MASTER PLAN DESIGNATION: Downtown Mixed Use

ZONING: Retail Commercial

KEY ISSUES: Will the proposed signage be compatible with adjacent land uses and properties? Would the use cause material damage to surrounding properties?

SURROUNDING ZONING AND LAND USE INFORMATION:

North: Downtown Mixed Use (DTMU); commercial uses

South: Public (P); State offices/open space

West: Retail Commercial (RC); commercial uses

East: Public (P); State offices

ENVIRONMENTAL INFORMATION:

1. FLOOD ZONE: Zone "A" 100 year flood zone
2. SOILS: 71- Urban Land
3. EARTHQUAKE FAULT: No earthquake faults in the vicinity
4. WETLANDS: No wetlands exist on the site

SITE DEVELOPMENT INFORMATION

1. PARCEL SIZE: 12+ acres
2. EXISTING LAND USE: Shopping Center
3. SETBACKS: For signs: within the property lines and not within easements
4. SIGN HEIGHT: See table on page four.
5. SIGN COPY AREA: See table on page four.
6. VARIANCE REQUESTS: None.

OTHER REVIEWS REQUIRED:

- None.

DISCUSSION:

The reason a Special Use Permit (SUP) is needed is due to the applicant's request to exceed the number of freestanding signs and exceed sign area specified by the sign code. Approval of a special use permit is required to allow this. The allowable amount is based on the Shopping Center criteria.

The total land area of the two subject parcels is 12+ acres, and is commonly known as the Carson

Mall. The Carson Mall was constructed in 1966 and is Carson City's only enclosed shopping center; it was remodeled in 1995 and in 2008. The Carson Mall is bordered on two major arterial streets, South Carson Street and Stewart Street. The mall is approximately 167,000+ square feet and is one story in height.

The Carson Mall has recently completed a major remodel as noted in this staff report on the Stewart Street frontage which has prompted the request for new signage as proposed in this application. The recent remodel is the first of a multi phase transformation of the Carson Mall from an "old square shopping center" to a "village gathering place" as noted by the applicant.

The applicant is requesting an additional freestanding sign on the Stewart Street frontage and the use of an existing pylon sign at the Carson Street and Stewart Street intersection as noted below*:

Sign	Location	Height	Sign Area	Type	Status
Sign A*	Stewart Street frontage	18 feet	132 square feet (sf) (16.5feet x 8 feet)	Pylon	Proposed
Sign B	Carson Street	18.8 feet	130 sf (10 feet x 13.83 feet)	Monument	Existing
Sign C	Carson Street	41.66 feet	321 sf approximately	Pylon	Existing
Sign D *	Carson Street/Stewart Street	30.33 feet	153 sf (18.5 feet x 8.16 feet)	Pylon	Existing
Sign E	Carson Street	18 feet	58.5 sf (13 feet x 4.5 feet)	Pylon	Existing
TOTAL COPY AREA SQUARE FOOTAGE				794 + sf	

The purpose of this SUP request is specifically to address Sign A and Sign D noted above in the sign table. Sign D is an existing free standing sign on an adjacent parcel owned by the Carrington Company. The sign was previously associated with the gas station that was demolished a few years ago. The applicant is proposing to use the existing sign for advertising of the existing mall tenants. Sign A is a new freestanding sign on the Stewart Street frontage. Currently there is no freestanding signage on Stewart Street.

Intent of the Carson City Sign Code. CCDS 4.2 states:

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...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 the public convenience;*
- f. To prohibit the indiscriminate use of other outdoor advertising.*

The existing signs on site are well-scaled to the shopping center use on site, in which all sides can be seen – coming from one direction or another. However, the mall also has internal tenants that are not visible from South Carson Street or Stewart Street. The building is visible in both directions of travel on Carson Street and from Stewart Street. The signs on site are varied in design and are dated in appearance. The existing freestanding signs do not obstruct views or vistas. The proposed signage will identify, attract and direct persons to the businesses in the mall and add a much needed signage presence that is currently absent on the Stewart Street frontage.

In reviewing the information provided by the applicant and the required findings as identified below, the findings to grant approval of this Special Use Permit can be made. Therefore, it is recommended that the Planning Commission approve this Special Use Permit application, SUP-10-043.

PUBLIC COMMENTS: Public notices were mailed to 30 adjacent property owners within 300 **feet** of the subject site. At the writing of this report seven letters of support to this proposal have been received and included in the Planning Commission packet. Any comments that are received after this report is completed will be submitted to the Planning Commission prior to or at the meeting on August 25, 2010 depending on the date of submission of the comments to the Planning Division.

AGENCY COMMENTS: All comments from various city departments and agencies which were received as of August 12, 2010 are included or attached to this report.

Building Division comments:

- Any additional signage will require a plan submittal and building permit.

Fire Department comments:

- The Fire Department has no concern with this request.

Engineering Division comments:

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

sign must be placed far enough back from Stewart Street to avoid any sight distance issues for vehicles pulling out of the nearby driveway.

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.

FINDINGS: The recommendation in this report is based upon the findings as required by Carson City Municipal Code (CCMC) Sections 18.02.080 (Special Use Permits) enumerated below and substantiated in the public record for the project.

1. The use will be consistent with the objectives of the Master Plan elements.

The subject site is within the Downtown Mixed Use Land Use designation. The proposed project is consistent with the following applicable goals and policies (in italics) of the Master Plan:

DT-MU 1.2—Characteristics

Downtown serves as the largest, most intense activity center and the “heart” of the community. It also contains many of the City’s most significant historic resources, including the State Capitol building and grounds. The DT-MU designation is intended to allow for and encourage a broader mix of uses than exist today in Downtown, while respecting its historic context and creating an inviting, pedestrian-friendly environment.

The subject parcel is surrounded by commercial and mixed uses. To the north are commercial uses; to the east (across Stewart Street) are state offices. To the west (across Carson Street) are commercial uses. To the south is state property/open space and Stewart Street.

The subject parcel is a shopping center use that is a part of the retail and service mix along south Carson Street. The Retail Commercial zoning of the parcel is consistent with the Downtown Mixed Use land use designation, and the use is permitted in the RC zone.

CHAPTER 3: A BALANCED LAND USE PATTERN

Carson City will have a compact pattern that makes efficient use of the limited land area and water resources it has available for urban growth, that fosters the provision of infrastructure and services in a cost-effective manner, and that balances development with conservation of the natural

environment—particularly where public lands abut the urban interface. The City will utilize its existing redevelopment areas and other tools to promote the reuse and revitalization of established but underutilized areas of the community, such as its major gateway corridors and Downtown.

The proposed signage will be designed of sustainable building materials with low wattage lamps, energy efficient fluorescent illumination. The signage has been designed to be placed in an existing planter adjacent to Stewart Street.

CHAPTER 5: ECONOMIC VITALITY

Carson City derives its overall health and economic success from its ability to maintain a strong and diverse base of jobs, to provide a supply of varied housing choices for its employees, to provide a range of services and recreational opportunities for residents and visitors, and to generate tourism through the promotion of its unique characteristics and historic amenities. Furthermore, the City recognizes the revitalization of the Downtown as an important component of the community's long-term health and vitality. The Master Plan promotes the continued enhancement of the Downtown and surrounding residential neighborhoods as the focus of the community. Principles for achieving Economic Vitality focus on:

- Retaining and enhancing the City's strong employment base;
- Diversifying the City's economic base to include a broader range of retail services downtown, along its major gateway corridors, and in targeted locations along the Carson City Freeway;
- Emphasizing the role of technology and knowledge-based industry in the City's economy;
- Promoting the City's historic and cultural resources to enhance its tourism base;
- Promoting the City's many parks, pathways, open space, and recreational amenities and overall quality of life as a tool for attracting new businesses to the community;
- Promoting Downtown revitalization;
- Promoting a collaborative approach to economic development;
- Promoting fiscal and economic health; and
- Continuing to support redevelopment efforts.

As noted by the applicant the subject site is the Carson Mall and an adjacent vacant lot also owned by the same property owner. The increased signage is important to attract the attention of customers to the mall.

CHAPTER 6: LIVABLE NEIGHBORHOODS & ACTIVITY CENTERS

Principles for achieving Livable Neighborhoods & Activity Centers focus on:

- Increasing the quality of development citywide;
- Encouraging infill and redevelopment that blends seamlessly with established areas of the City;
- Establishing a hierarchy of mixed-use activity centers to serve the community;
- Re-establishing Downtown as a vibrant center for the community;
- Creating a more diverse mix of housing and neighborhood options for residents;
- Providing connectivity to surrounding land uses; and
- Protecting and enhance the City's historic resources.

The applicant has noted the proposed signage will be made of the highest quality materials and

built by experienced craftsmen. The design will reflect the style and colors of the 2008 remodel, emphasizing brick, stone and arch components.

For the reasons noted above, the proposal is consistent and does not conflict with the Carson City Master Plan.

2. The proposed use will not be detrimental to the use, peaceful enjoyment, economic value, or development of surrounding properties or the general neighborhood; and will cause no noise, vibrations, fumes, odors, dust, glare or physical activity.

The signs do not create any objectionable noise, vibrations, odors, dust, nor create physical activity other than providing advertising and information. Lighting levels would be similar to other on-premise signs found along south Carson Street. Therefore, placement of the new sign and the use of the existing sign will not be detrimental to the use, peaceful enjoyment, economic value or development of surrounding properties/general neighborhood.

3. The project will have little or no detrimental effect on vehicular or pedestrian traffic.

The signs would neither generate nor interfere with vehicular or pedestrian traffic. The signs will not conflict with the Bicycle/Trails plan, which specifies a shared-use facility along Carson Street.

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 signs themselves would not require public services, nor interfere with any existing services. The impact of the shopping center on such services has been addressed during the building permit process and with the improvement plans for this property.

5. The project meets the definition and specific standards set forth elsewhere in this Title 18 for such particular use and meets the purpose statement of that district.

The site is zoned Retail Commercial. The proposal meets the intent of this district as discussed above. Upon approval of the Special Use Permit with the recommended conditions of approval, the placement of the proposed sign A and the use of the existing sign D will be in conformance with the requirements of Title 18 of the Carson City Municipal Code and related Development Standards.

6. The project will not be detrimental to the public health, safety, convenience and welfare.

City staff has reviewed the SUP application and plans, has inspected the property and has determined that the signs will meet all applicable City codes and Development Standards. Sign A will require building permit review, approval and inspections. The proposed signs will therefore not be detrimental to the public health, safety, convenience and welfare.

7. The project will not result in material damage or prejudice to other property in the vicinity.

The signs will be in scale with the existing shopping center on site and are comparable to signs in the general vicinity. Surrounding property owners were notified of the request and no objections have been registered. No evidence has been produced to show that the proposed signs would result in material damage or prejudice to any property in the vicinity.

Respectfully submitted,

PUBLIC WORKS, PLANNING DIVISION

Jennifer Pruitt

Jennifer Pruitt, AICP, LEED AP
Principal Planner

Attachments:

Application (SUP-10-043)
Fire Department
Building Division comments
Engineering Division comments

**Engineering Division
Planning Commission Report
File Number SUP 10-043**

TO: Planning Commission

FROM: Rory Hogen – City Engineer

DATE: July 29, 2010

MEETING DATE: August 25, 2010

SUBJECT TITLE:

Action to consider an application for a Special Use Permit from property owner The Carrington Company to place a business sign on the S. Stewart St. side of the Carson Mall and to remodel existing signs along S. Carson St., at 1313 S. Carson St. APN 04-011-01 and 1457 S. Carson ST., APN 04-011-02, property zoned RC.

RECOMMENDATION:

The Engineering Division has no preference or objection to the special use request, other than the sign must be placed far enough back from Stewart St. to avoid any sight distance issues for vehicles pulling out of the nearby driveway.

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

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CCMC 18.02.080 (5d) - Public Services

The proposal will not impact existing public services.

File # (Ex: MPR #07-111)	SUP-10-043
Brief Description	<i>Sign</i>
Project Address or APN	<i>APN #004-011-01 and 02</i>
Bldg Div Plans Examiner	<i>Kevin Gattis</i>
Review Date	<i>August 25, 2010</i>
Total Spent on Review	

BUILDING DIVISION COMMENTS:

1. Any additional signage will require a plan submittal and building permit.



CARSON CITY FIRE DEPARTMENT

"Service with Pride, Commitment, Compassion"

MEMORANDUM

TO: Community Development

FROM: Duane Lemons, Fire Inspector

DATE: July 28, 2010

SUBJECT: AGENDA ITEMS FOR AUGUST 25, 2010 PLANNING COMMISSION MEETING.

We reviewed the agenda items for the August 25, 2010 Planning Commission Meeting and have the following comments:

- SUP-05-132 Richard Atkins We have no concern with this request.
- SUP-10-044 Polichio Family 1998 Trust We have no concern with this request.
- SUP-10-043 Carrington Company We have no concern with this request.

DL/llb



1900 South Carson Street, Ste. 200
Carson City, Nevada 89701
Telephone (775) 882-1565
FAX (775) 882-4179
E-mail: ccchamber@carsoncitychamber.com
carsoncitychamber.com

August 3, 2010

RECEIVED

Jennifer Pruitt
Carson City Planning Division
2621 Northgate Lane, Suite 62
Carson City, Nevada 89706

AUG 03 2010

CARSON CITY
PLANNING DIVISION

Hello Jennifer:

Good signage is a very important component of creating a successful business, for without signage one would never know what product or services are available within a building.

I would like to send this letter as our support for the proposed monument signage being planned by the Carrington Company at the Carson Mall (Carson Cove). A monument sign on Stewart Street, where all the current improvements have been made and has become the main entrance to the Mall, will help to assure the success of the retail businesses that are now located in the Mall. These businesses all collect those important sales tax dollars on which we so depend.

We also support the banner sleeve on the existing monument sign located at the corner of Stewart and South Carson Streets. We understand this could be considered an "off premise" sign since this is technically a different parcel; however, from the point of view of customers, this parcel appears to belong to the shopping center (and is owned by the same company) and represents another opportunity for the businesses within the Mall to be recognized.

Please relay our support for the Carson Mall signing requests to the Planning Commission.

Cordially,


Ms. Ronni Hannaman
Executive Director

Fax: 775-883-2278

Jennifer Pruitt
Carson City Planning Dept.

RECEIVED

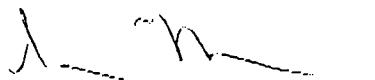
AUG 12 2010

Dear Ms. Pruitt:

CARSON CITY
PLANNING DIVISION

We are writing this letter to request your consideration and support for the Special Use Permit submitted by The Carrington Company for the new monument sign located at the Carson Mall. This sign is critical for the tenants of the Carson Mall in attracting new business as well as additional sales tax revenue for the city.

Sincerely,



Dawn Henderson
Susie Messina

Home Treasures
1308 S. Stewart St.
Carson City, NV 89701
775-883-4260

STRICTLY SCUBA

RECEIVED

1305 South Carson St.
Carson City NV 89701

AUG 12 2010

775-884-DIVE
Strictlyscubams@yahoo.com

CARSON CITY
PLANNING DIVISION

Date : 8-11-2010

To : Carson City Planning Commission
RE: Signage at Carson Mall

To Whom it may Concern:

As a tenant at the Carson Mall our business's chance of survival in the current economy is very dependant on having proper signage and plenty of it to draw customers to our store.

We are in full support of having signage on Stewart Street for the Mall also. In fact the success of the Mall is dependant on the signage and the city would benefit from greater sales and sales tax collection.

Thank you for your time

Mark Shiflet
Owner



The Deli Francesco
1329 S. Carson Street
Carson City, NV 89701

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AUG 12 2010

CARSON CITY
PLANNING DIVISION

August 11, 2010

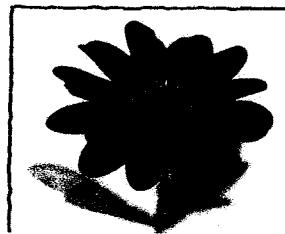
To Whom It May Concern:

We are writing this letter on behalf of Joanne Holmes and The Carrington Company regarding their request to put a monument sign on Stewart Street. We support any and all efforts that may increase patronage to the mall. We believe it will increase visibility and only help all the businesses located in Carson City Mall.

We thank you for taking this letter into consideration as part of your decision. Please feel free to contact us with any questions or concerns you may have.

Sincerely,

Jason & Michelle Taylor
The Deli Francesco



Alie's Flowers & Gifts

RECEIVED

AUG 12 2010

CARSON CITY
PLANNING DIVISION

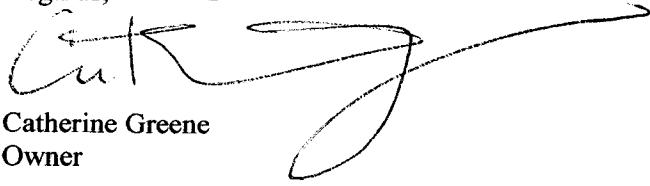
August 7, 2010

To Whom It May Concern:

I am writing on behalf of Joanne Holmes and The Carrington Company and their bid to put a monument sign on South Stewart Street. As a merchant in the Carson Mall, I fully support any effort to make the stores and restaurants in his mall more visible to the public and I would hope Carson City would support local businesses as well.

Please feel free to contact me with any further questions you may have regarding this proposed project.

Regards,



Catherine Greene
Owner

1233 S. Carson St. Carson City, NV 89701

(775) 882-8490

(775) 882-0992 Fax

RECEIVED

August 11, 2010

AUG 12 2010

Carson City Planning Commission
Carson City, Nv.

CARSON CITY
PLANNING DIVISION

Attn: Jenifer Pruitt

This letter is in support of applications #SUP-10-043, the Carrington Company-AP No.004-011-01 and02. These signs would be utilized to advertise the businesses located in the Carson Mall.

At present there is no signage on the Stewart Street side of the Mall. This additional signage will increase patronage.

Thank you for your consideration.

James and Lori Bagwell
James and Lori Bagwell
Charley's Grilled Subs
1304 South Stewart St.
Carson City, Nv.

RECEIVED

AUG 12 2010

CARSON CITY
PLANNING DIVISION



It's All About Me
Fine Clothing

Candace T. Supiran
Owner

1301 So. Carson St.
Carson City, NV 89701
775-884-1000

8-11-10

Construction of a new
monument sign at the
Carson Mall will be beneficial
for the community, as well
as the mall merchants.

There has been a great
deal of effort to upgrade
the mall and let the
Community know they
are welcome and we
want them here!

The addition of many
new boutiques & eateries
has made the Carson
Mall "the place to be" and
with the construction
of a new monument
sign we can invite the
community in to see all
the fantastic new changes!

RECEIVED

Carson City Planning Division
2621 Northgate Lane, Suite 62 • Carson City NV 89706
Phone: (775) 887-2180 • E-mail: plandpt@ci.carson-city.nv.us

FOR OFFICE USE ONLY:

CCMC 18.02

AUG 06 2010**FILE # SUP - 10 -***The Carrington Company***PROPERTY OWNER***PO Box 1328 Eureka, CA 95502***MAILING ADDRESS, CITY, STATE, ZIP***(707)445-9601 (707)445-8385***PHONE #****FAX #****Name of Person to Whom All Correspondence Should Be Sent***Jeanne Holmes***APPLICANT/AGENT***PO Box 1328 Eureka, CA 95502***MAILING ADDRESS, CITY, STATE ZIP***(707)445-9601 (707)445-8385***PHONE #****FAX #***jeanne.holmes@thecarringtoncompany.com***E-MAIL ADDRESS****Project's Assessor Parcel Number(s):***009-011-01**009-011-02***Street Address***1313 S. Carson St**1457 S. Carson St.***ZIP Code***89701**89701***Project's Master Plan Designation***Downtown Mixed Use***Project's Current Zoning***RC**RC***Nearest Major Cross Street(s)***S. Stewart**S. Stewart*

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, Section 4.7.4, a request to allow as a conditional

use is as follows:

** See attached**(Variation from 4.6.4)***PROPERTY OWNER'S AFFIDAVIT**

I, _____, 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

*1627 H St., Eureka, CA 95501**7-12-10*

Address

Date

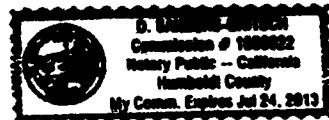
Use additional page(s) if necessary for other names.

DSB
 STATE OF NEVADA California)
 COUNTY Humboldt)

On July 12th, 2010, Francis Carrington, 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.

D. Sandra Britsch

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.

THE CARRINGTON COMPANY

August 3, 2010

VIA EMAIL: JPrutt@ci.carson-city.nv.us

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

Special Use Application- Scope and Justifications:

Applicant is seeking the special use for the installation of one (1) new sign. The recent re-model and continuing improvements to the Carson Mall have resulted in the addition of five new tenants on the S. Stewart St. side of the mall. In keeping with the goal of "growing" the mall there is a need to provide the new tenants with additional advertising exposure.

The Applicant also desires to use the existing sign framework on AP 04-011-02 to advertise the Mall tenants.

Justification for Special Use:

- 1) The new sign will be the only one on the S. Stewart side of AP 04-011-01.
- 2) The proposed sign will be proportional to the adjacent building and complimentary to the architectural design.
- 3) The existing sign framework will be used for a sleeve banner. Banner design will reflect the colors and logos of the new restaurant tenants.

Total Square Footage Requested:

Sign "A", new sign: Height: 18', Width: 11", Sign Face: 11'x12', 132 sq. ft. per side

Sign "D", existing framework: Height: 30'4", Width: 8"2", Sign Face: 18'6"x8'2', 152.52 sq. ft. per side

Existing Sign Square Footage:

Sign "B": Height: 18'10", Width: 13'10", Sign Face: 10'x13'10", 130.10 sq. ft. and 3'x12", 36 sq. ft. per side

Sign "C": Height: 41'8", Width: 16', Sign Face: 20'9"x16', 320'9" per side

Sign "E": Height: 18' Width: 13' Sign Face: 13' x 4'6" = 58'6" per side

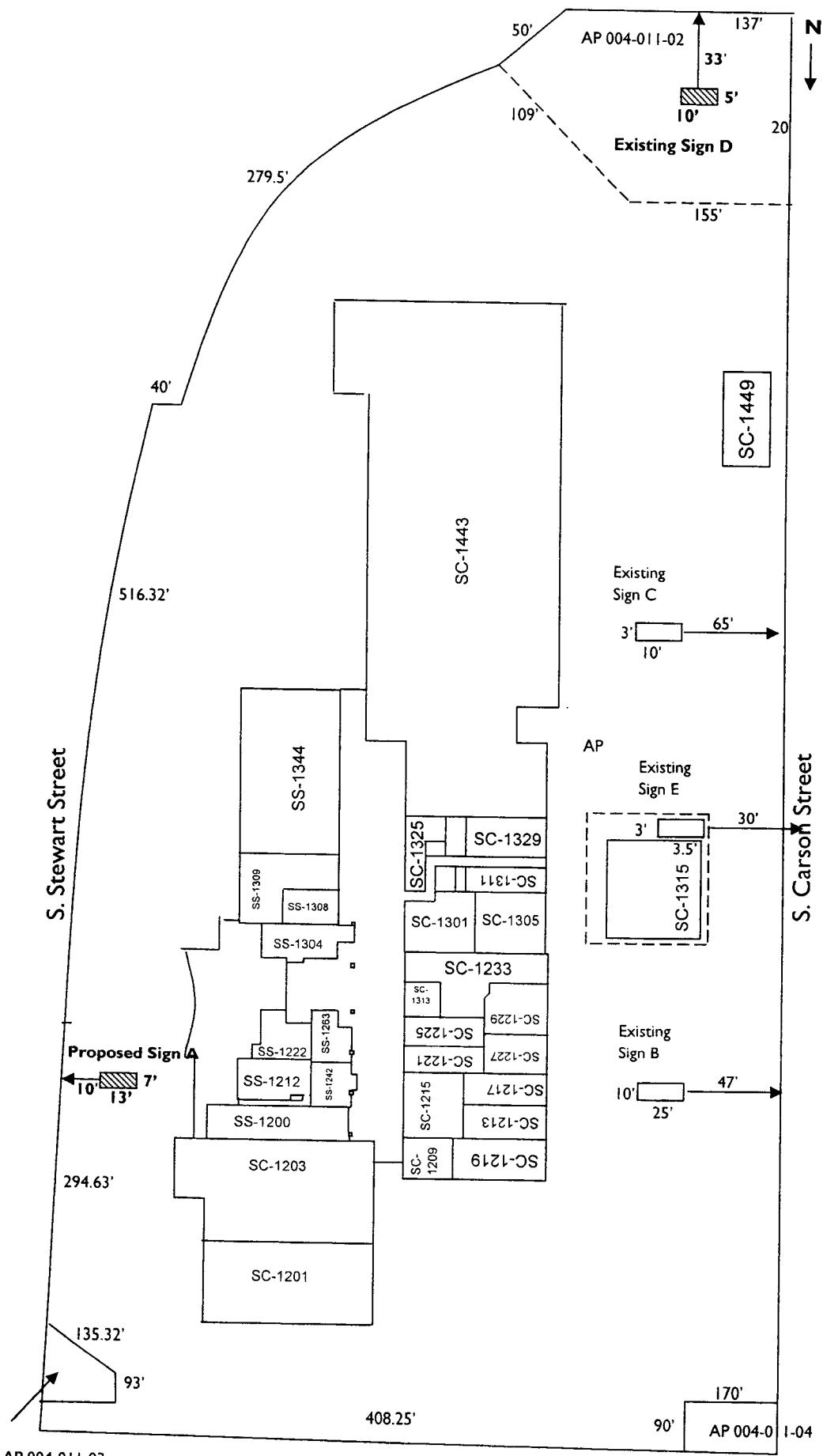
Total Square Footage = 830.02'

PHONE:
(707) 445-9601

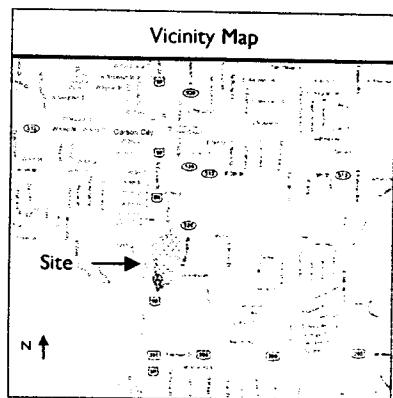
ADDRESS:
627 H STREET
P.O. Box 1328
EUREKA, CA 95502

FAX:
(707) 445-8385

**Site Plan for:
New Monument Installation
and Use of Existing Sign Framework**



No Scale—Dimensions shown.



Owner: The Carrington Company
P.O. Box 1328
Eureka, CA 95502

Applicant: Same as Owner
Request: 1) New Monument Installation
2) Use of Existing Sign Framework

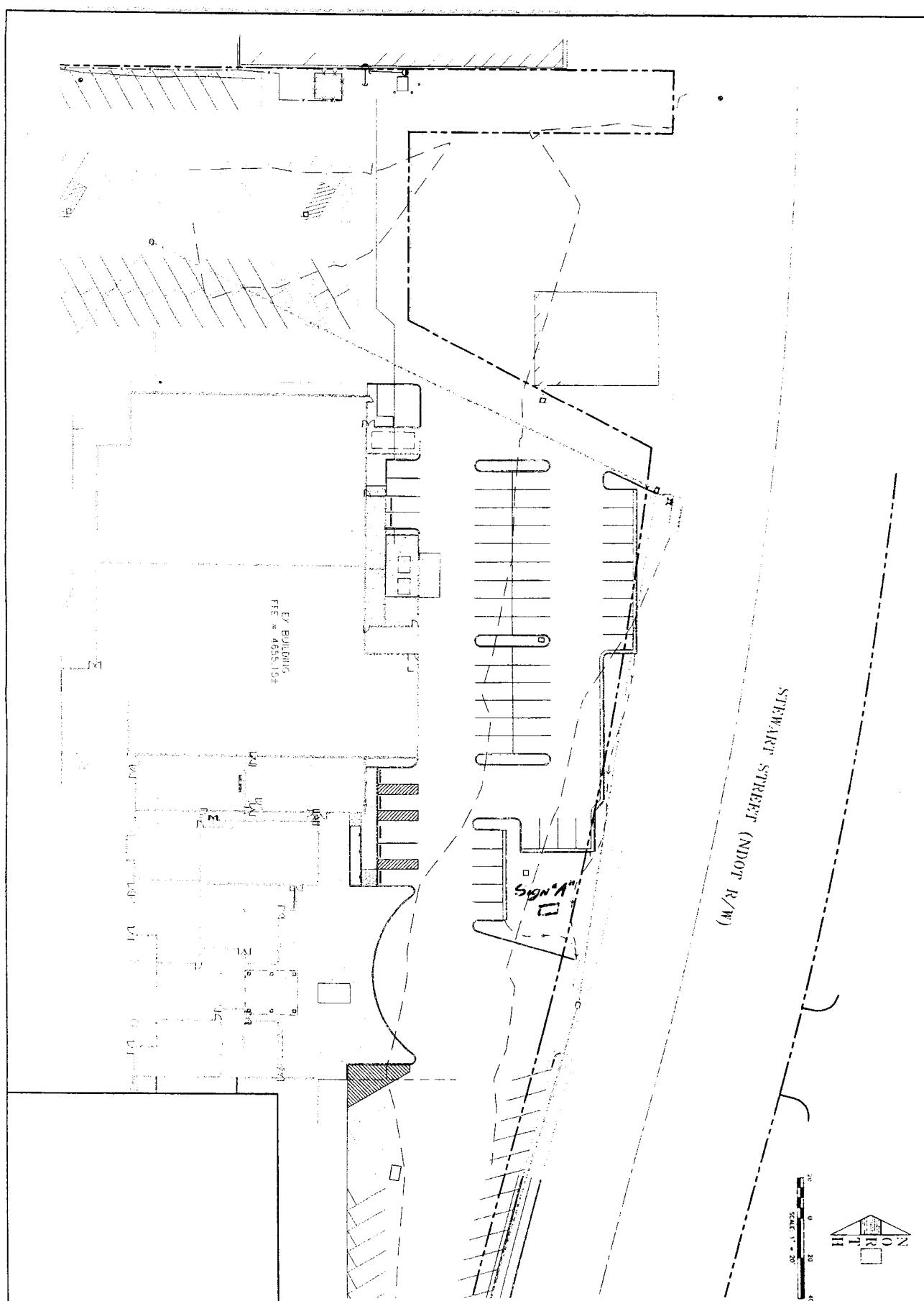
Location: 1313 S. Carson Street
Carson City, NV 89701

Zoning: Retail Commercial (RC)

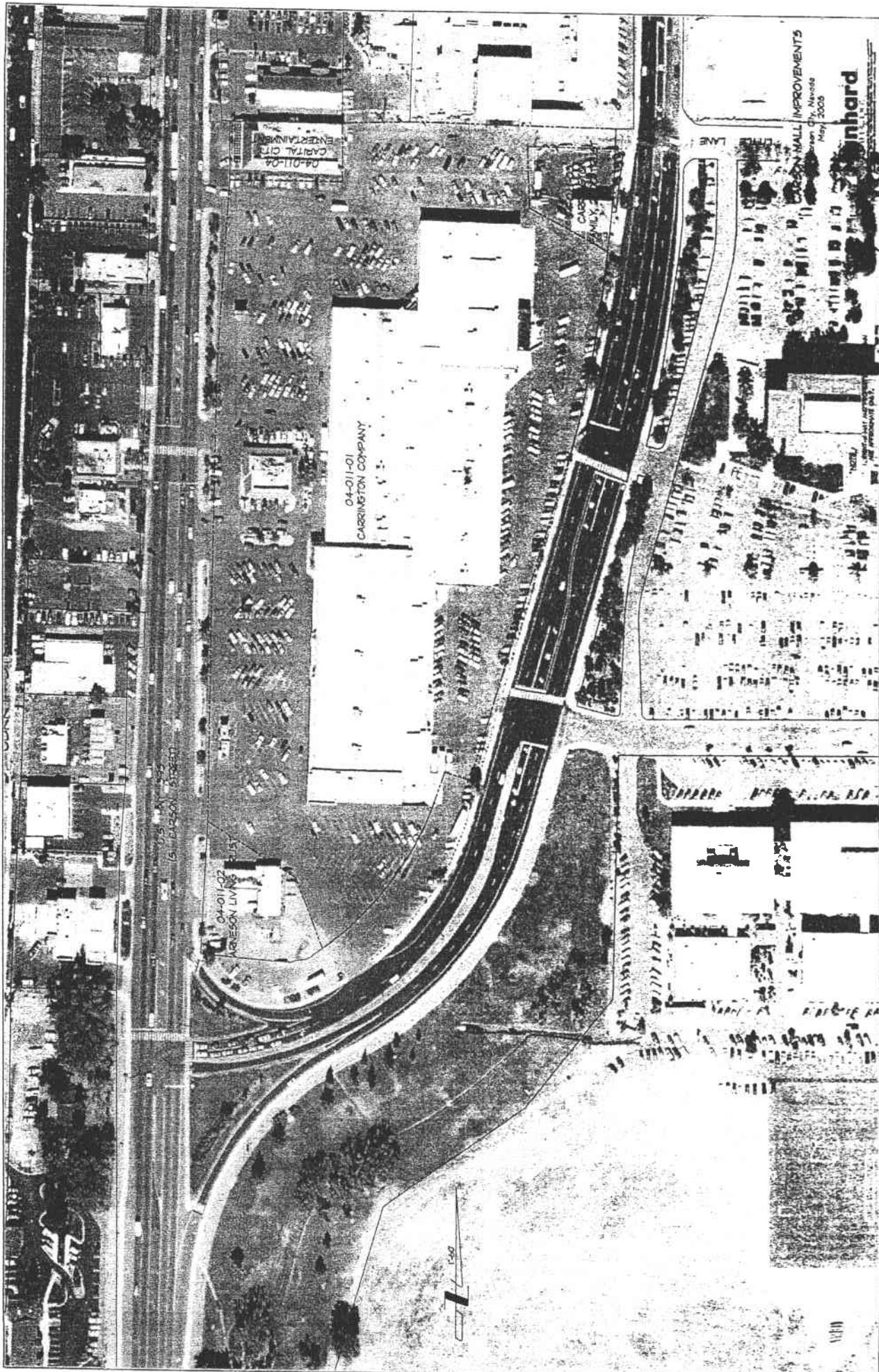
Master Plan Use Designation:
Downtown Mixed Use

APN: 004-011-01 (Project 1)
004-011-02 (Project 2)

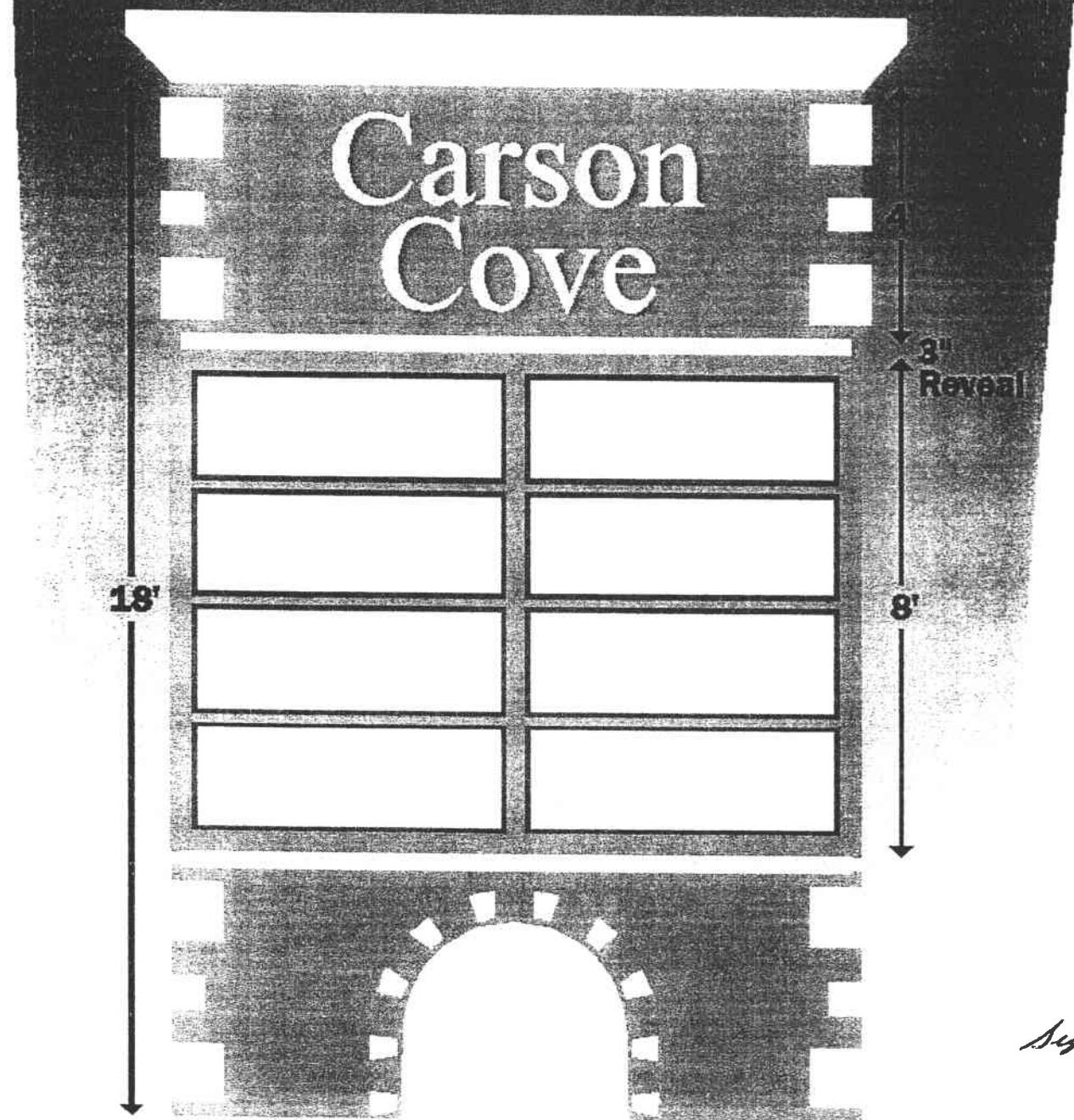
Site Plan Prepared by:
Deb Novello, Novello Graphic Design



THE CARRINGTON COMPANY INC.		Palmer Engineering Group, Ltd.	
C.I.1		60 N. Nevada Street Carson City, Nevada 89701 Phone (775) 884-2470 Fax (775) 884-4236 www.palmer-eng.com	
SCHEMATIC	DETAIL	REVISED PER DRAWING OR COMMENT	RELEASER PER DRAWING OR COMMENT
500-211-001-A	49	SEALER SIGNED	RELEASER SIGNED
500-211-B	49	PLATE -	PLATE -
500-211-C	49		
500-211-D	49		
500-211-E	49		
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500-211			



Draft Proposed S. Stewart



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SCALE	SALESMAN	DATE	DESIGNER
NOT TO SCALE	Marclipkowitz	3/16/10	Sean Keith
			Theron Poland

BID LIMIT: \$100,000.00. LICENSE CLASSIFICATION: CS. LICENSE NUMBER: 81000

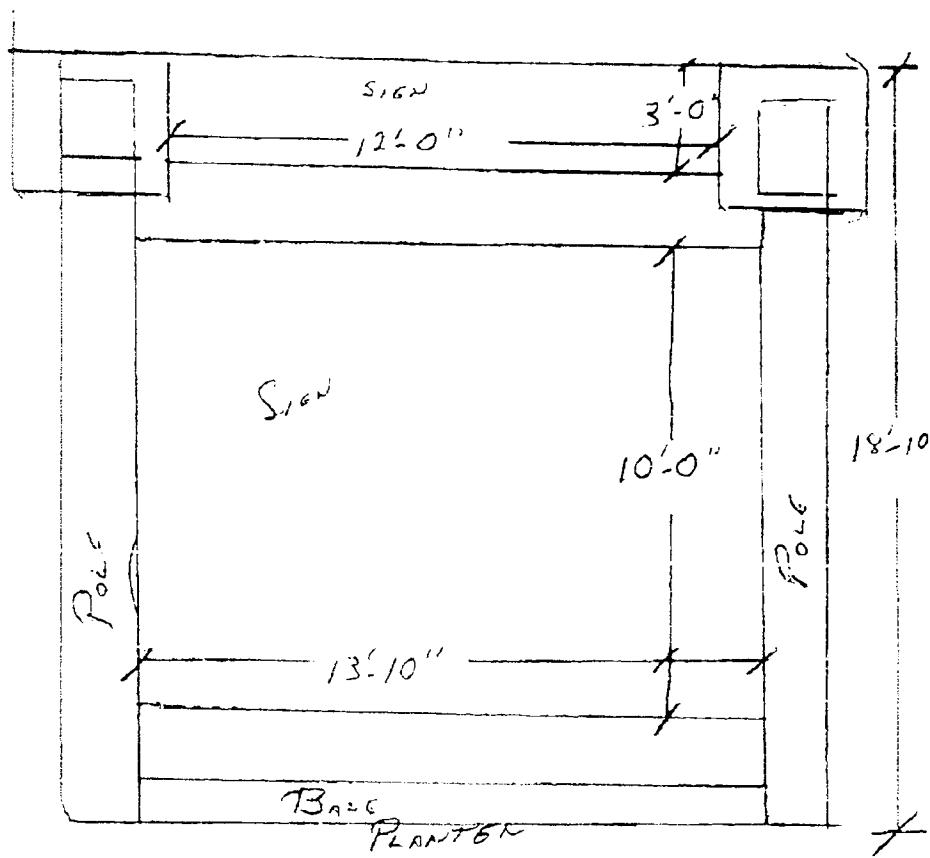
**Custom Sign
& Crane**
2222 Merton Drive
Carson City, NV 89706
tel. 772 881 1010

J.J.U. 40 1222p

Marc Lipkowitz

775-884-4118

p2



Planter

8'-0" S. 162

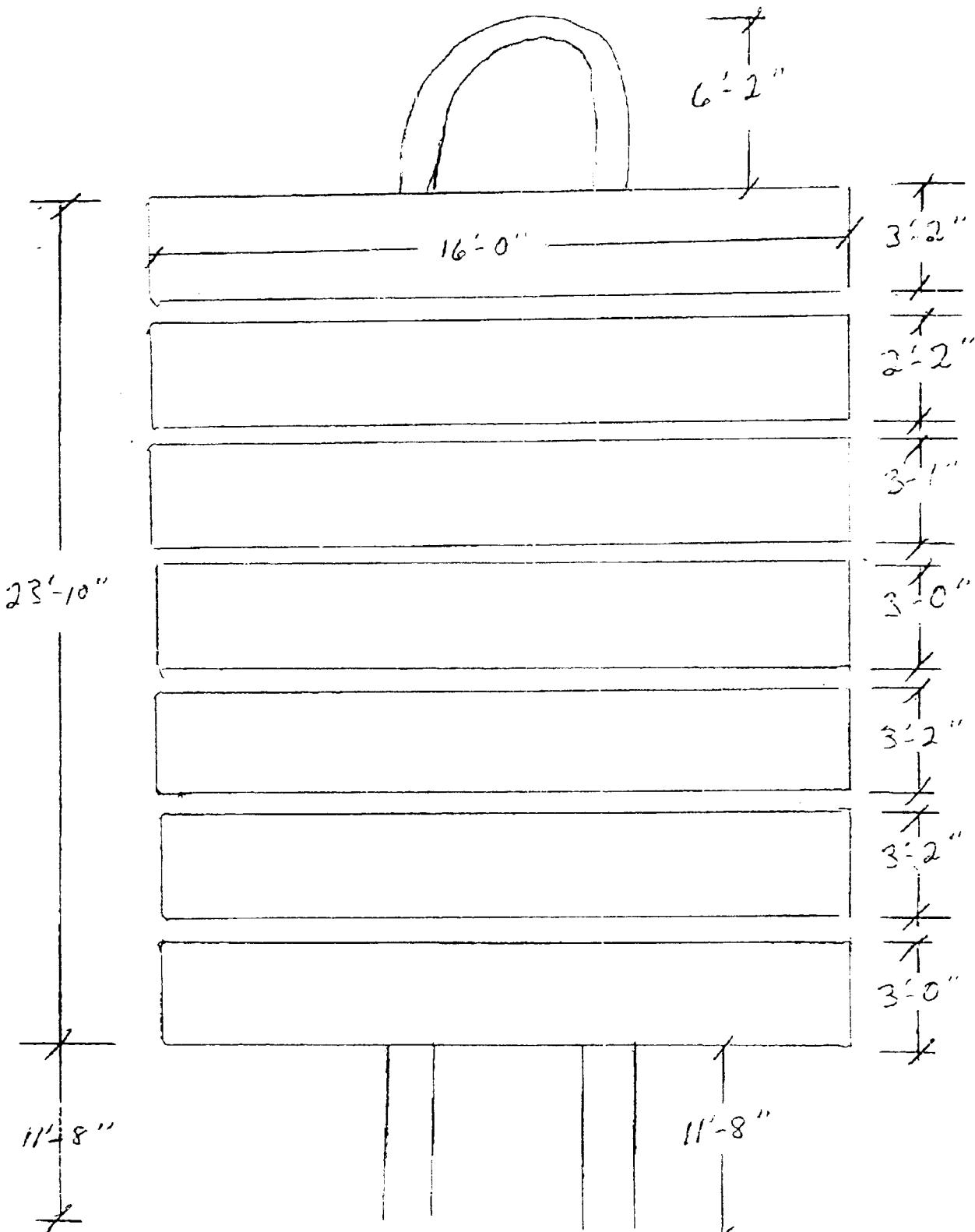
AP 004-011-01

A. Carson

Sign "B"



Sign "B"



MAIN PYLON

Sign "C"

AP 004011-01
S. Carson

FROM : VALLEY CREEK SIGNS

FAX NO. : 7752673340

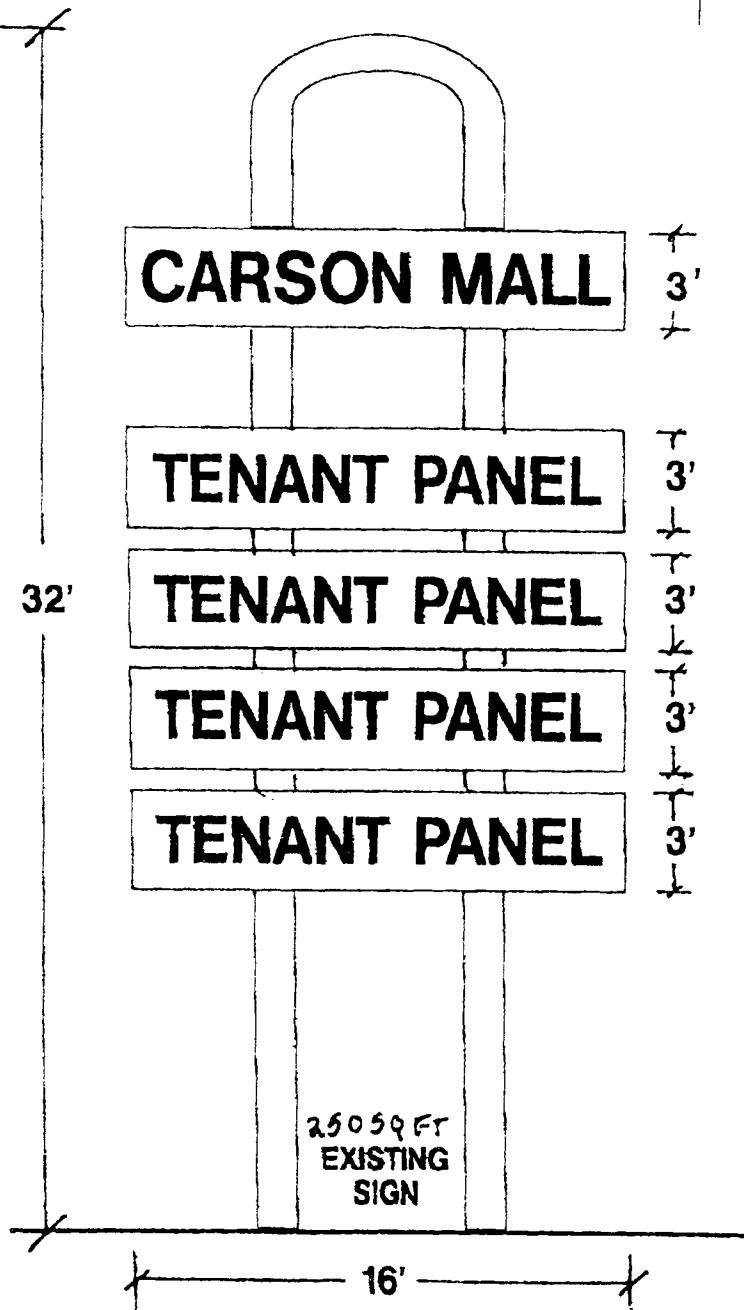
Dec. 05 2001 12:34PM P1



2793 CORDON AVE. MINDEN, NEVADA 89423
PHONE (775) 882-8875 / 267-3340
FAX (775) 267-3340 CELL 721-0357

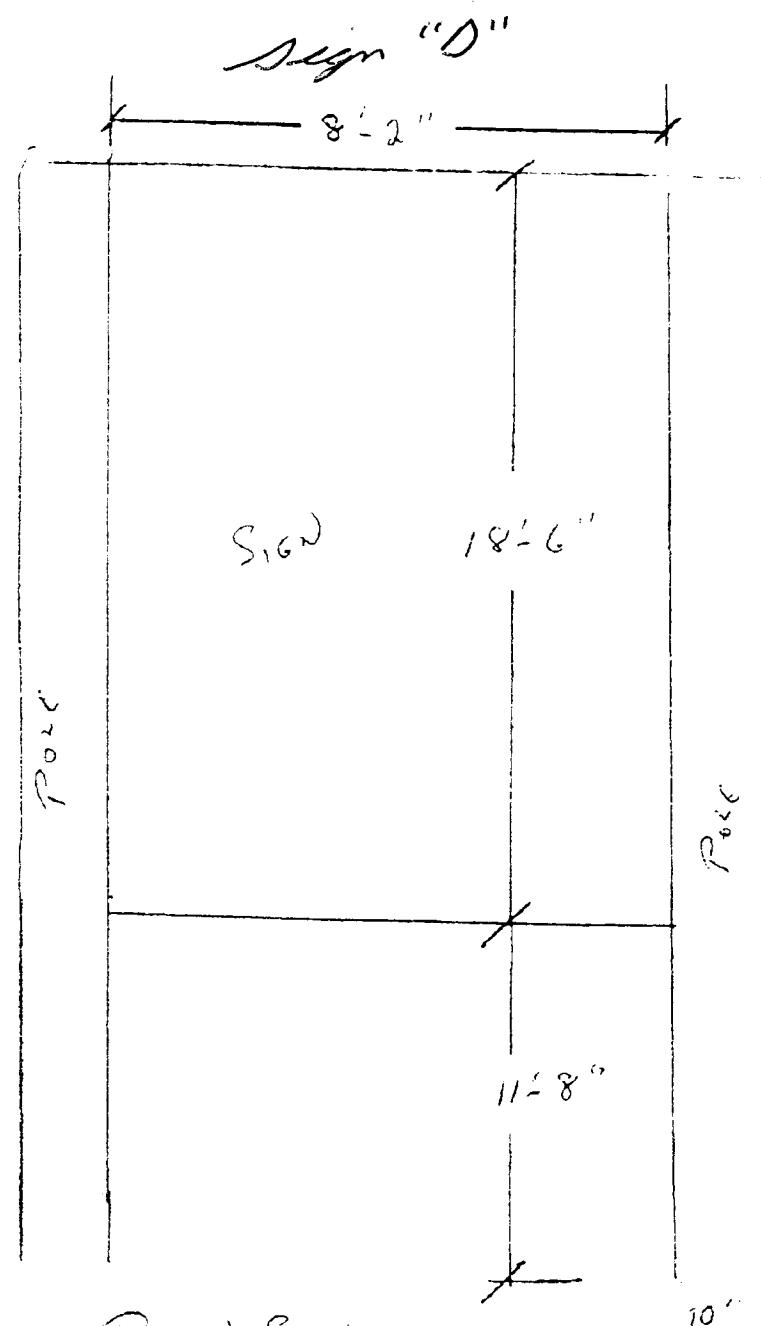
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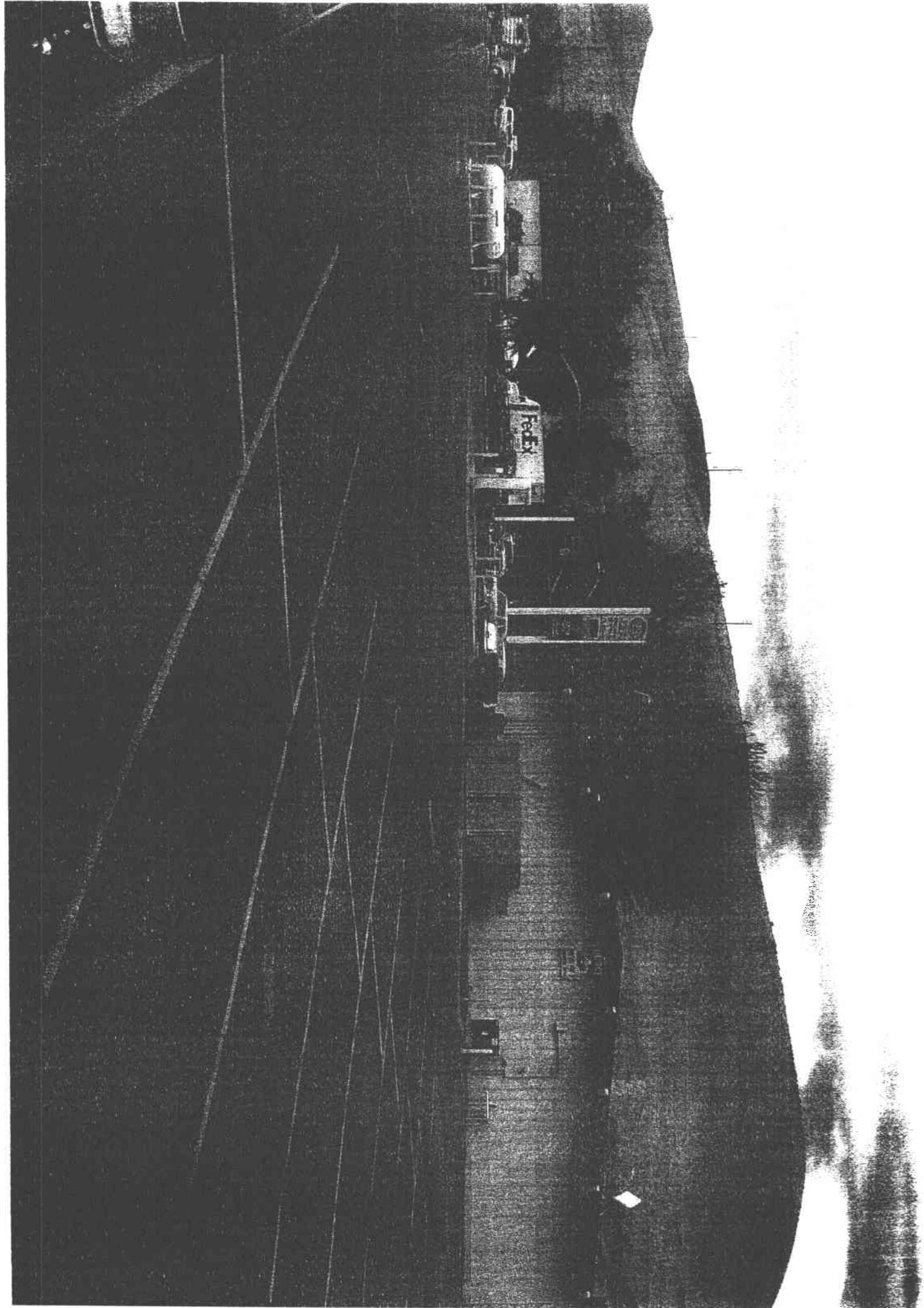
Scrn "C"

GOTTSALKS
D. H. MUEHLSTEIN
fabrics: JOANN
Bobby Pages
CLEANERS
33rd
Kleen Kutter
GOTTSALKS FAMILY SHOES
R RadioShack



Rycon Sign
Corner Stewart/S.Canson

AP 004-011-02



I. Special Use Permit Application Questionnaire.

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

Chapter 3 -A Balanced Land Use Pattern-

The proposed signage will be designed of sustainable building materials with low wattage (11 watt) lamps, energy efficient fluorescent illumination. The signage has been designed and will be placed to be in an existing planter adjacent to South Stewart Street Other issues in Chapter 3 do not apply to proposed signage.

Chapter 4 -Equitable Distribution of Recreational Opportunities-

Not Applicable.

Chapter 5 -Economic Vitality-

The site is the location of the Carson Mall and an adjacent vacant parcel. The Carson Mall was constructed in 1966, remodeled in 1995 and 2008. The recent remodel is the first of a multi-phase transformation of the Carson Mall from “old square shopping center” into a “village gathering place” format. Four new restaurants and a gift shop have opened in the remodel area resulting in increased vehicular and foot traffic. The restaurants have brought approximately 1,500 customers daily. The increased signage is extremely important to attract the attention of customers from the south and east sides of the mall.

Chapter 6 -Livable Neighborhoods & Activity Centers

The proposed signage is to be made of the highest quality materials and built by experienced craftsmen. The design will reflect the style and colors of the 2008 remodel, emphasizing brick, stone and arch components.

Chapter 7 -A Connected City-

The proposed signage does not affect traffic along South Stewart on Sound Carson (Hwy 395)

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

A) Surrounding Land Use

West – Car wash, restaurants, commercial

South – USFS Office, open space

East – DMV, Nevada Department of Transportation, Federal Offices

North – Vacant Lumber yard, restaurant

The adjacent property is Downtown Mixed Use, Retail commercial, and public.

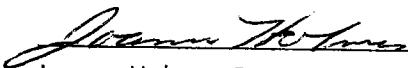
- B) The proposed signage will not be detrimental to the surrounding uses and neighborhoods. The new sign will attract business from the surrounding businesses and office buildings
- C) Beneficial to Carson City
 - 1) Increase in sales tax revenue resulting from increased sales from advertising businesses on the signs
 - 2) New sign will reflect design of 2008 remodel, to present a "new" look.

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

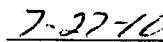
- A) Signs will not affect schools or Sheriff's Department.
- B) Sign will not affect drainage. Free standing sign ,will be professionally engineered and meet all codes.
- C) Signs will not require any water supply.
- D) Signs will not require any sewer services.
- E) Road improvements are not required.
- F) Visual drawings, both scale and photo simulations, illumination, and engineering plans will be provided with actual sign permit submittal.
- G) Signs do not affect landscape plans. The new sign will be positioned in an existing landscape planter.
- I) Signs do not affect parking plans.

In summary, the proposed sign package has been designed with surrounding areas and architectural theme in mind. The signs are sized proportionally to the buildings and to established viewing (readability) standards in the sign industry.

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.



Joanne Holmes, Property Manager



Dated

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

Jeanne Holmes

Date

7-12-10



Carson City

NEVADA

[Treasurer Home](#)[Assessor Data Inquiry](#)[Back to Last Page](#)

Secured Tax Inquiry Detail for Parcel # 004-011-01

Property Location: 1313 S CARSON ST
Billed to: CARRINGTON COMPANY
P O BOX 1328
627 H STREET

Roll #: 002806
Tax Year: 2011
District: 1.5
Tax Service: 02
Land Use Code: 400

Prior Year Tax

Prior Year	Tax Penalty/Interest	Total	Amount Paid	Total Due
2009	70,926.03	70,926.03	70,926.03	
2010	76,458.25	76,458.25	76,458.25	.00

Current Year

08/16	19,260.47	19,260.47	.00	19,260.47
10/04	19,260.00	19,260.00	.00	38,520.47
01/03	19,260.00	19,260.00	.00	57,780.47
03/07	19,260.00	19,260.00	.00	77,040.47
Total	77,040.47	.00	77,040.47	.00

[History](#)


[Assessor Home](#) [Back to Search List](#)
[Personal Property](#) [Sales Data](#) [Secured Tax Inquiry](#) [Recorder Search](#)

Parcel Detail for Parcel # 004-011-01

Location		
Property Location 1313 S CARSON ST		
Town		
Subdivision	Lot	Block
Property Name CARSON CITY MALL		
Add'l Addresses Legal Description		

Description		
Total Acres 11.820	Ag Acres .000	W/R Acres .000
Improvements		
Single-fam Detached 0	Non-dwell Units 1	Bdrm/Bath 0/0
Single-fam Attached 0	MH Hookups 0	Stories 1.0
Multi-fam Units 0	Wells 0	
Mobile Homes 0	Septic Tanks 0	
Total Dwelling Units 0	Bldg Sq Ft 166,919	
Improvement List		
Garage Sq Ft 0	Attch/Detch	
Basement Sq Ft 0	Finished 0	

Ownership	
Assessed Owner Name CARRINGTON COMPANY	
Mailing Address P O BOX 1328	Ownership History
627 H STREET	
EUREKA, CA 95502-0000	Document History
Legal Owner Name CARRINGTON COMPANY	
Vesting Doc#, Date 166332 00/00/00 Book/Page /	
Map Document #s	

Appraisal Classifications	
Current Land Use Code 400	Code Table
Zoning RC	
Re-appraisal Group 3	Re-appraisal Year 2010
Orig Constr Year 1966	Weighted Year

Valuation			
	Working Year 2011-12	Closed/Reopened Year 2010-11	Prior Year 2009-10
Land	1,261,454	1,261,454	1,351,557
Improvements	1,177,675	1,233,703	1,432,812
Personal Property	0	0	0
Ag Land	0	0	0
Exemptions	0	0	0
Net Assessed	2,439,129	2,495,157	2,784,369



Carson City

NEVADA

[Treasurer Home](#)[Assessor Data Inquiry](#)[Back to Last Page](#)

Secured Tax Inquiry Detail for Parcel # 004-011-02

Property Location: 1457 S CARSON ST

Roll #: 002807

Billed to: CARRINGTON COMPANY
P O BOX 1328
EUREKA, CA 95502-0000

Tax Year: 2011

District: 1.0

Tax Service:

Land Use Code: 180

Outstanding Tax Bill

Prior Year	Tax/Penalty/Interest	Total	Amount Paid	Total Due
2009	4,265.16	4,265.16	4,265.16	
2010	4,128.17	4,128.17	4,128.17	.00

Current Year

08/16	929.95	929.95	.00	929.95
10/04	929.00	929.00	.00	1,858.95
01/03	929.00	929.00	.00	2,787.95
03/07	<u>929.00</u>	<u>929.00</u>	<u>.00</u>	<u>3,716.95</u>
Total	3,716.95	.00	3,716.95	.00

[History](#)


[Assessor Home](#) [Back to Search List](#)
[Personal Property](#) [Sales Data](#) [Secured Tax Inquiry](#) [Recorder Search](#)

Parcel Detail for Parcel # 004-011-02

Location			Description		
Property Location 1457 S CARSON ST Town			Total Acres .520	Ag Acres .000	W/R Acres .000
Subdivision	Lot	Block	Single-fam Detached 0	Non-dwell Units 0	Bdrm/Bath 0/00
Property Name			Single-fam Attached 0	MH Hookups 0	Stories .0
			Multi-fam Units 0	Wells 0	
			Mobile Homes 0	Septic Tanks 0	
			Total Dwelling Units 0	Bldg Sq Ft 0	
				Garage Sq Ft 0	Attach/Detch
				Basement Sq Ft 0	Finished 0
			Improvement List		

Ownership			Appraisal Classifications		
Assessed Owner Name CARRINGTON COMPANY			Current Land Use Code 180	Code Table	
Mailing Address P O BOX 1328 EUREKA, CA 95502-0000			Zoning RC		
			Re-appraisal Group 3	Re-appraisal Year 2005	
Legal Owner Name CARRINGTON COMPANY			Orig Constr Year 1968	Weighted Year	
Vesting Doc#.	Date 382671	09/16/08	Book/Page /		
Map Document #s					

Valuation			
	Working Year 2011-12	Closed/Reopened Year 2010-11	Prior Year 2009-10
Land	99,422	115,330	127,260
Improvements	5,053	5,053	4,719
Personal Property	0	0	0
Ag Land	0	0	0
Exemptions	0	0	0
Net Assessed	104,475	120,383	131,979