

**STAFF REPORT FOR PLANNING COMMISSION MEETING OF MARCH 27, 2013**

FILE NO: SUP-13-022

AGENDA ITEM: G-1

**STAFF AUTHOR:** Lee Plemel, Planning Director

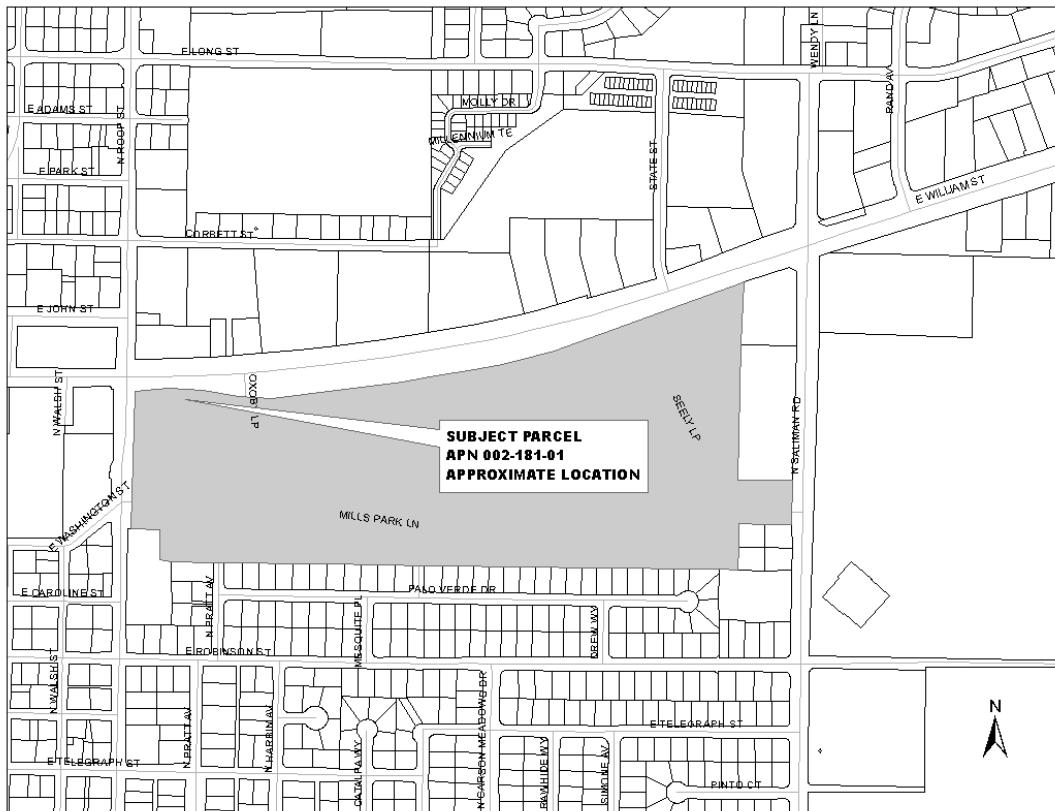
**REQUEST:** Approval of a Special Use Permit to allow replacement of the existing Community Center sign with an LED changeable message center display sign, no larger than the existing sign of approximately 156 square feet, and an increase in sign height from approximately 16 feet (existing) to up to 20 feet, with the same street setback as the existing sign.

**APPLICANT / OWNER:** Parks and Recreation Department/Carson City

**LOCATION:** 851 E. William Street (Mills Park, Community Center)

**APN: 002-181-01**

**RECOMMENDED MOTION:** "I move to approve SUP-13-022, a Special Use Permit to allow replacement of the existing Community Center sign with an LED changeable message center display sign, no larger than the existing sign of approximately 156 square feet, and an increase in sign height from approximately 16 feet to up to 20 feet, with the same street setback as the existing sign, based on the finding and subject to the conditions of approval in the staff."



**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 within 10 days of receipt of notification. If the Notice of Decision is not signed and returned within 10 days, the item may be rescheduled for the next Planning Commission meeting for further consideration.
2. The applicant shall meet all the conditions of approval and commence the use (obtain and maintain a valid building permit) for which this permit is granted within twelve 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 thirty 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.
3. All development shall be substantially in accordance with the development plans approved with this application, except as otherwise modified by the conditions of approval herein.
4. All improvements shall conform to City standards and requirements.
5. The applicant shall obtain approval of an operational plan for the sign from the Planning Commission prior to operation of the sign, including sign brightness, sign dimming at night, message transitions, and other sign animation parameters. Such plan shall be submitted to the Planning Division at least 30 days prior to the Planning Commission meeting at which the plan is to be reviewed. The proposed sign shall have dimming capabilities.
6. The Special Use Permit shall be reviewed by the Planning Commission one year from approval regarding the sign illumination (dimming) and message displays to determine if controls are adequate to minimize impacts to surrounding properties and motorists.

**The following shall be submitted with or included as part of a building permit application:**

7. The applicant shall submit a copy of the Notice of Decision, signed by the applicant and owner.

**LEGAL REQUIREMENTS:** CCMC 18.02.050 (Review) and 18.02.080 (Special Use Permits).**MASTER PLAN DESIGNATION:** Parks and Recreation**ZONING DISTRICT:** Public Regional**KEY ISSUES:** Will the proposed sign cause material damage or other negative impacts to surrounding properties?**SURROUNDING ZONING AND LAND USE INFORMATION:**

NORTH: Retail Commercial (RC)/residential apartments, commercial uses  
SOUTH: N/A (Not visible from sign location)  
EAST: N/A (Not visible from sign location)  
WEST: Retail Commercial (RC)/office building

**ENVIRONMENTAL INFORMATION:**

- FLOOD ZONE: X-Shaded (areas of 1% annual chance of flood less than 1 ft. depth)
- SLOPE/DRAINAGE: The site has been developed with as a park for decades and has no significant slope or drainage issues.

**SITE DEVELOPMENT INFORMATION:**

PARCEL AREA: 53 acres  
EXISTING LAND USE: Mills Park, public park and Community Center  
PROPOSED STRUCTURES: New sign  
SIGN AREA: Up to 156 square feet  
PROPOSED HEIGHT: 20 feet  
PREVIOUS HEIGHT: 16 feet  
REQUIRED SETBACKS: Determined according to the approval of a Special Use Permit; setback from William Street will remain the same.  
PARKING REQUIRED: No additional parking is required.

**SIGN HISTORY:**

- Circa 1976 – The upper, internally illuminated portion of the existing sign is constructed, a total of approximately 96 square feet.
- U-96/97-13 (1996) – A Special Use Permit was approved permitted the lower banner area of the existing sign, adding approximately 60 square feet to the sign for a total of approximately 156 square feet.
- November, 2012 – The Board of supervisors approved the use of \$72,876 in Redevelopment funds to replace the existing Community Center sign with a new digital changeable message display to be able to advertise more events at the Community Center, downtown events, other civic events around the community, and general community public service announcements.

**DISCUSSION:**

A Special Use Permit is required by CCMC Section 18.04.185 (Public Regional), which states that:

The Conditional Uses in the Public District which require a Special Use Permit are, buildings and facilities owned, leased or operated by the city of Carson City, Carson City Unified School District or any other district, State of Nevada or the government of the United States.

All public district development standards relative to lot area, setbacks, building height, landscaping, off-street parking and signs shall be based on requirements and conditions of the Special Use Permit.

While the proposed sign is no larger than the existing sign in sign area, the existing sign was approved without animation capabilities. The original approval required that sign be in substantial compliance with the approved plans. Planning staff determined that a new changeable message sign would not be in compliance with the prior approval and, therefore, would require approval of a new Special Use Permit. Furthermore, the applicant is requesting a

possible sign height increase from approximately 16 to up to 20 feet. The exact height of the sign will be determined based on final sign design.

The Carson City Public Works Department, who will manage the sign construction project, has contracted with Sign Pro (Steve Reynolds) to develop the sign specifications for the City to solicit requests for proposals for the sign. Sign Pro will not be submitting to be the sign contractor and construct the sign. Sign Pro has prepared the Special Use Permit application for the City. It should be noted that the City is requesting approval of the sign prior to contracting with a sign company for the construction of the sign. This is in order to establish the basic parameters under which sign companies will be requested to submit proposals for the new sign. It is anticipated that several sign companies will submit proposals for the sign.

Because the precise sign details are not known at this time and specific display parameters have not been created, staff recommends that the applicant bring and “operational plan” for the sign back to the Planning Commission for approval prior to operation of the sign. Such a plan would include sign brightness, sign dimming at night, message transitions, and other sign animation parameters. Recommended condition of approval number 5 provides for this requirement. Since this is a City project, Planning Division staff is comfortable that the Parks and Recreation Department will be able to work with the Planning Commission to establish appropriate sign controls to minimize visual impacts to motorists and the surrounding properties. It is anticipated that the sign will be constructed by this summer.

Refer to the attached application for more information and photo simulations of the proposed sign.

The new sign is supported by the Chamber of Commerce, the Redevelopment Authority Citizens Committee, the Sheriff's Office and Fire Department (for emergency public service messages), and various community organizations.

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.

#### **PUBLIC COMMENTS:**

Public notices were mailed on to 124 adjacent property owners within 300 feet of the subject site pursuant to the provisions of NRS and CCMC. No comments in favor or in opposition have been received by the Planning Division. 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.

#### **OTHER CITY DEPARTMENT OR OUTSIDE AGENCY COMMENTS:**

The following comments were received from various city departments. Recommendations have been incorporated into the recommended conditions of approval, where applicable.

#### **Building Division comments:**

1. Project requires 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.

**Engineering Division comments:**

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

**Fire Department comments:**

1. The project must comply with the adopted International Fire Code and Carson City Municipal Code.

**Health Department comments:**

Health and Human Services has no comments based on what was submitted to our office.

**Public Works, Environmental Control comments:**

No comments.

**FINDINGS:** Staff recommends approval of the Special Use Permit based the findings below, pursuant to CCMC 18.02.080 (Special Use Permits), subject to the recommended conditions of approval, and further substantiated by the applicant's written justification.

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

As herein described, the proposed project is consistent with the following applicable goals and policies of the Master Plan in accordance with the seven findings (in bold) required for approval of a Special Use Permit:

GOAL 4.2—Expand the City's capacity and excellence in community-wide recreation facilities and programs.

GOAL 5.4—Promote tourism activities and amenities that highlight the city's historic and cultural resources.

GOAL 5.5—Promote recreation facilities and quality of life amenities as economic development tools.

*The proposed sign will help the City better promote the recreation facilities and programs available to the community.*

**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 proposed sign will replace an existing sign. The proposed sign will cause no additional noise, vibrations, fumes, odors, dust, or physical activity. The sign will allow City staff to change sign content remotely without having to manually change the sign content as with the existing sign. The proposed sign will have dimming capabilities and be fully programmable to display messages and graphics that are not detrimental to surrounding properties. The Planning Commission will have the opportunity to review the sign display to ensure that impacts are minimized. The proposed sign is located along a stretch of East William Street that is predominantly commercial in nature and contains numerous commercial signs.*

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

*The proposed sign replaces an existing sign. Changeable message signs could be distractive to motorists if too bright or when messages change too frequently, in particular. The Parks and Recreation Develop and the Planning Commission will approve a sign operational plan to address these potential impacts. Similar signs are used throughout Carson City currently with no known detriment to motorists or pedestrians.*

**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 proposed sign will not require the extension or expansion of any other public services or facilities.*

**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 PR zoning district is intended for Federal, state and City facilities and uses whose main purpose is to sustain wide regional needs. Upon approval of the Special Use Permit with the recommended conditions of approval, the proposed project will be in conformance with the requirements 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.**

*The proposed sign will replace an existing sign. The proposed sign will have dimming capabilities and be fully programmable to display messages and graphics that are not detrimental to surrounding properties. The Planning Commission will have the opportunity to review the sign display to ensure that impacts are minimized. The proposed sign is located along a stretch of East William Street that is predominantly commercial in nature and contains numerous commercial signs.*

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

*The proposed sign will replace an existing sign. The proposed sign will have dimming capabilities and be fully programmable to display messages and graphics that are not detrimental to surrounding properties. The Planning Commission will have the opportunity to review the sign display to ensure that impacts are minimized. The proposed sign is located along a stretch of East William Street that is predominantly commercial in nature and contains numerous commercial signs.*

Attachments:

City comments

Application (SUP-13-022)

<b>File # (Ex: MPR #07-111)</b>	<b>SUP-13-022</b>
<b>Brief Description</b>	<i>sign</i>
<b>Project Address or APN</b>	<i>APN #002-181-01</i>
<b>Bldg Div Plans Examiner</b>	<i>Kevin Gattis</i>
<b>Review Date</b>	<i>March 11, 2013</i>
<b>Total Spent on Review</b>	

## **BUILDING DIVISION COMMENTS:**

***NOTE: These comments do not constitute a complete plan review, but are merely observations based on the information provided.***

### ***General***

1. Project requires 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.

**Engineering Division  
Planning Commission Report  
File Number SUP 13-022**

**TO:** Planning Commission

**FROM:** Rory Hogen, E.I.

**DATE:** March 8, 2013      **MEETING DATE:** March 27, 2013

**SUBJECT TITLE:**

Action to consider the replacement of the old Carson City Recreation Center sign with a new double sided LED sign at 851 E. William St., apn 02-181-01.

**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 plans are adequate for this review.

**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 request is not in conflict with pedestrian or traffic movements.

**CCMC 18.02.080 (5d) - Public Services**

No new City water, sewer or access services will be needed for this project.

## Kathe Green

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**From:** Dave Ruben  
**Sent:** Fri, Feb 15, 2013 3:53 pm  
**To:** Kathe Green  
**Subject:** RE: PC Meeting March 27, 2013

Hi Kathe.

We have the following comment on **SUP-13-022**:

- Project must comply with the adopted International Fire Code and Carson City Municipal Code.

Thank you.

***Dave Ruben***

Captain - Fire Prevention  
Carson City Fire Department  
777 S. Stewart Street  
Carson City, NV 89701

Office 775-283-7153  
FAX 775-887-2209

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**From:** Kathe Green  
**Sent:** Thursday, February 14, 2013 2:51 PM  
**To:** Dave Ruben; Dustin Boothe; Guinn, Thomas; Janice Brod; Jeff Sharp; Kathe Green; Kevin Gattis; Mark Irwin; Lee Plemel; Rory Hogen; Stella Hyatt  
**Subject:** PC Meeting March 27, 2013

A paper copy of the applications for the Planning Commission are being routed to you and will be delivered tomorrow by interoffice mail unless you receive only an e-mail notification, attached. You will need to forward your comments by March 11 to have them included in the staff report. Please contact me if you have any questions.

Kathe Green, Assistant Planner  
108 E Proctor St  
Carson City, NV 89701  
(775) 283 7071  
[KGreen@carson.org](mailto:KGreen@carson.org)

Dustin Boothe, MPH, REHS  
Carson City Health and Human Services  
900 E. Long St.  
Carson City, NV 89706  
(775) 887-2190 ext. 7220  
[dbooth@carson.org](mailto:dbooth@carson.org)

**VAR-13-010**

Carson City Health and Human Services has no comments based on the application that was submitted to our office for review.

**SUP-13-011**

Carson City Health and Human Services has no comments based on the application that was submitted to our office for review.

**SUP-13-012**

Carson City Health and Human Services has no comments based on the application that was submitted to our office for review.

**SUP-13-013**

Carson City Health and Human Services has no comments based on the application that was submitted to our office for review.

**SUP-13-014**

Carson City Health and Human Services has no comments based on the application that was submitted to our office for review.

**SUP-13-015**

Carson City Health and Human Services has no comments based on the application that was submitted to our office for review.

**SUP-13-016**

Carson City Health and Human Services has no comments based on the application that was submitted to our office for review.

**SUP-13-017**

Carson City Health and Human Services has no comments based on the application that was submitted to our office for review.

**SUP-13-018**

Carson City Health and Human Services has no comments based on the application that was submitted to our office for review.

**SUP-13-019**

Carson City Health and Human Services has no comments based on the application that was submitted to our office for review.

**SUP-13-022**

Carson City Health and Human Services has no comments based on the application that was submitted to our office for review.

Comments from Environmental Control for  
Planning Commission meeting 03-27-13

ECA has no comments for the following:

VAR 13-010  
SUP-13-011  
SUP 13-012  
SUP 13-013  
SUP 13-014  
SUP 13-015  
SUP 13-016  
SUP 13-017  
SUP 13-018  
SUP 13-019  
SUP 13-022

If you have any questions or comments concerning this e-mail please contact me at any one of the following.

Mark Irwin  
Environmental Control Officer 3  
Carson City Public Works Dept.  
3505 Butti Way  
Carson City, Nevada 89701  
Fax# (775) 887-2164  
Phone # (775) 283-7380  
Email – [mirwin@carson.org](mailto:mirwin@carson.org)  
-Please Note-  
New Office Hours Are:  
Mon-Thurs 7:00 A.M. - 5:30 P.M.

**Carson City Planning Division**  
108 E. Proctor Street • Carson City NV 89701  
Phone: (775) 887-2180 • E-mail: [planning@carson.org](mailto:planning@carson.org)

**FOR OFFICE USE ONLY:**

CCMC 18.02

RECEIVED  
FEB 14 2013  
CAB

## **SPECIAL USE PERMIT**

**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**

- 8 Completed Application Packets  
(1 Original + 7 Copies) including:
  - Application Form
  - Written Project Description
  - 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.**

Project's Assessor Parcel Number(s): 002-181-01 Street Address: 851 E. WILLIAM STREET ZIP Code: 89701

<u>Project's Master Plan Designation</u>	<u>Project's Current Zoning</u>	<u>Nearest Major Cross Street(s)</u>
PARKS AND RECREATION	PUBLIC Reg	ROOP STREET

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: 18.02.080, or Development Standards, Division SIGNS, Section 4, a request to allow as a conditional use is as follows: REPLACE EXISTING SIGN WITH A DOUBLE-FACED LED CHANGEFACE MESSAGE

**CENTER DISPLAY SIGN.**

**PROPERTY OWNER'S AFFIDAVIT**

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**Signature** \_\_\_\_\_ **Address** \_\_\_\_\_ **Date** \_\_\_\_\_

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

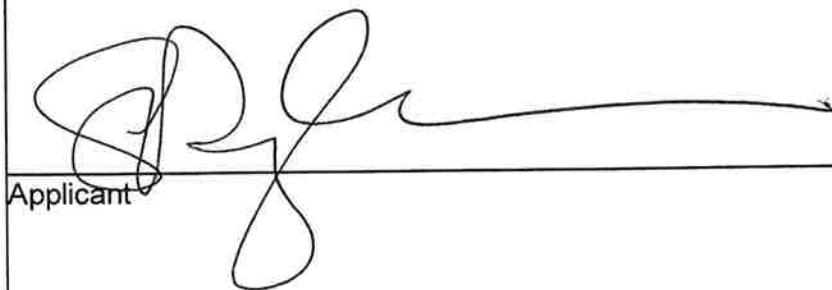
STATE OF NEVADA )  
COUNTY )  
| )

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

2-14-2013

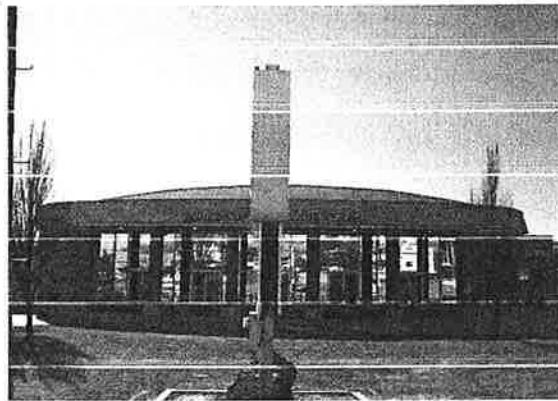
Date



## WEST ELEVATION



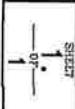
### EAST ELEVATION FROM 200 FT.



## NORTH ELEVATION

## COMMUNITY CENTER EXISTING MARQUEE SIGN

2-SIDED INTERNALLY LIT CHANGEABLE SIGN DISPLAY WITH CHANGEABLE  
"PRONTO" STYLE CHANNELS AND LETTERS.  
DOUBLE-POLE MOUNT  
BANNERS ARE NOT ILLUMINATED



COMMUNITY CENTER LED SIGN  
PROJECT No. 1.1301  
851 E. WILLIAM STREET  
EXISTING SIGN

## CARSON CITY PARKS AND RECREATION

3303 BUTTE WAY CARSON CITY, NEVADA 89701  
PH: 847-2292

SEARCHED BY: SR  
SERIALIZED BY: SR  
CHECKED BY: TC, SR  
DPC NO.: XXX.DNG  
SCALE (HORIZ): N/A  
SCALE (VERT): N/A  
INDEXED DATE: 2/14/11

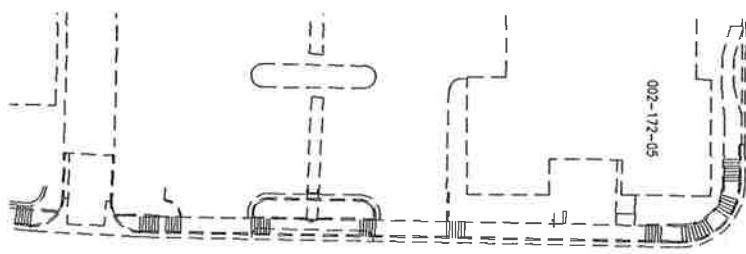


WEST ELEVATION

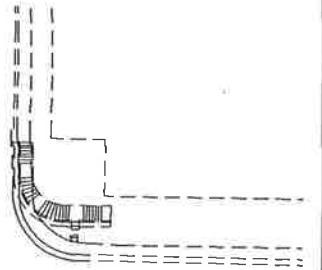
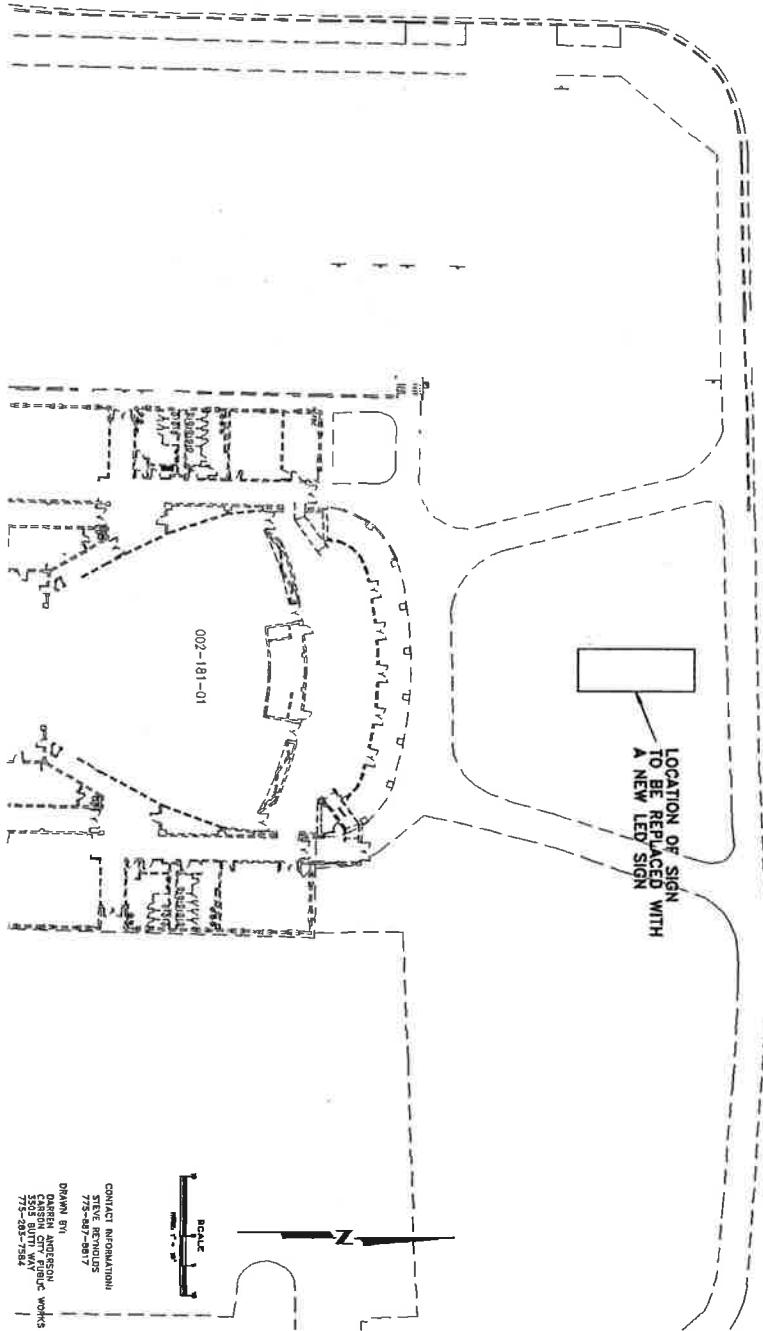
**COMMUNITY CENTER LED MESSAGE CENTER SIGN**  
 CONCEPTUAL DRAWING. SIGN FACE AREA NOT TO EXCEED EXISTING SIGN AREA.  
 METAL POLE WRAPS AND LANDSCAPING AT BASE TO IMPROVE APPEARANCE.  
 ADDRESS NOTED ON SIGN.

Final drawings for building and sign permit to be provided by sign contractor.

 <b>COMMUNITY CENTER LED SIGN</b> PROJECT No. 11301 <b>851 E. WILLIAM STREET</b> CONCEPTUAL SIGN	<table border="1"> <thead> <tr> <th>REV</th><th>DATE</th><th>DESCRIPTION</th><th>BY</th><th>APP'D</th></tr> </thead> <tbody> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table>	REV	DATE	DESCRIPTION	BY	APP'D																					<b>CARSON CITY</b> <b>PARKS AND RECREATION</b> 3303 BUTTE WAY, CARSON CITY, NEVADA 89701 PH: 867-2262	ISSUED BY: SP DRAWN BY: SR CHECKED BY: TS, 29 DRAFT NO: X DRG SCALE (HORZ): N/A SCALE (VERT): N/A PLOT DATE: 2/14/13
REV	DATE	DESCRIPTION	BY	APP'D																								



LOOP ST



HWY 50 E

CARSON CITY  
PARKS AND RECREATION  
3303 BUTTE WAY CARSON CITY, NEVADA 89701  
Ph: 887-2262

CONTACT INFORMATION  
STEVE REYNOLDS  
775-887-8877  
DRAWN BY  
DARREN ANDERSON  
CARSON CITY PUBLIC WORKS  
775-885-7554

SCALE

SHEET	COMMUNITY CENTER LED SIGN PROJECT No. 1.1301 851 E. WILLIAM STREET SITE PLAN	REV.	DATE	DESCRIPTION	BY APP'D	DRAWN BY: SR CHECKED BY: DA Dwg No.: XXXXXXX SCALE (HORIZ): 1"=10' SCALE (VERT): N/A PLOT DATE: 2/14/13
107						

## **CARSON CITY COMMUNITY CENTER MARQUEE SIGN ELECTRONIC MESSAGE CENTER PROJECT**

### **Items of note:**

The Carson City Community Center has an existing double-sided marquee sign that has served the community for approximately thirty years by promoting elected official meeting dates. There is also area beneath the marquee sign where two banners promoting community center events are displayed. While useful, the marquee sign has significant drawbacks. It can only promote several meetings at a time, while many other events and meetings could be advertised. The banners are significantly expensive and not lighted at night. The sign structure is old with a weathered appearance.

An electronic message board, through rotating messages, provides the capability to promote many more meetings and events during day or night. It is also easily changed and much less expensive than banners. The message board can also be quickly used by public safety offices to communicate emergency messages.

### **GENERAL REVIEW OF PERMITS**

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

##### **A. Chapter 3: A Balanced Land Use Pattern**

- The project meets applicable provisions of the Growth Management Ordinance.
- The project uses no water. Lighting, however, will be native to the electronic message boards installed. Community Development parameters on nighttime dimming and restrictions on flashing or other graphic displays will be followed.
- The project is not located in a priority infill development area.
- The project does not influence pathway connections or access.
- The project will not influence any existing site features.
- The project is not adjacent to county boundaries. Ingress/egress is not influenced by the project.
- The project is consistent with Master Plan Mixed-Use development policies because it allows various public uses for over 99% of the remaining lot. The project is located on a primary street frontage that may be accessed by transit. It does not generate activity, nor influence housing development in the area.
- The project meets all applicable transition standards.
- The project is not situated to affect environmentally sensitive area.
- The project is sited outside the primary floodplain and geologic hazard areas.
- The project does not interfere with potential or existing services.
- The project is not within a Specific Plan Area.

##### **B. Chapter 4: Equitable Distribution of Recreational Opportunities**

GOAL 4.2 Expand the city's capacity and excellence in community-wide recreation facilities and programs.

##### **4.2b—Maintain and Expand Recreation Partnerships**

More than many communities, Carson City has a large number of partners that significantly increase the quantity and quality of recreation services available to City residents. This project, by

providing relatively inexpensive messaging for both public and private service providers, promotes cost-effective sharing of facilities and resources.

### **C. Chapter 5: Economic Vitality**

GOAL 5.4—Promote tourism activities and amenities that highlight the city's historic and cultural resources.

5.4a—Heritage Tourism: The message board will support tourism activities associated with the major historic resources within the community, such as the V&T Railroad, the various cultural institutions, and the State Capitol Complex through event promotion.

5.4b—Historical/Interpretive Opportunities: The project provides opportunities to promote the City's historic resources.

5.4c—Arts and Culture: The message board will advertise community events that support artists, arts organizations and related cultural institutions.

GOAL 5.5—Promote recreational facilities and quality of life amenities as economic development tools.

5.5a—Community Recreational Facilities: The message board expands opportunities to generate visitor revenue by increasing promotion and the use of the community's sports complexes, aquatic facility, community center, and theater for regional, state-wide, or national sports tournaments.

### **D. Chapter 6: Livable neighborhoods and Activity Centers**

The project uses durable materials.

Visual interest is dominated by given advertising on the board and by the improved appearance planned for the structure.

The project adheres to height and setback requirements.

The project is not in a MU Activity Center.

The project is not downtown. Housing models are not applicable.

### **E. Chapter 7: A Connected City**

Electronic message boards are common promotional tools for high-transit streets such as US 50 where it is situated.

The project does not maintain or enhance roadway connections, nor does it interfere with pathways.

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

A. Surrounding zoning land use designations are:

NORTH: General Commercial (GC) --residential apartment complex;

SOUTH: General Office (GO) and Single Family 6000 (SF6)—offices and residences;

EAST: Public and Multi-Family Apartment (MFA)—Park use and apartment complexes;

WEST: Retail Commercial (RC) and Parks & Recreation—office building and public library.

B. The existing structure appears to be 30+ years old, with no detriment to the surrounding neighborhoods. The changing message board will require nighttime brightness and "flashing" restrictions to minimize effects on the apartment complex residences across William Street to the north, though the acute viewing angle from these residences to the sign reduces the number of apartments that can even see the message board.

- C. The actual structure is not detrimental to use and enjoyment or development of surrounding properties to the east, south and west because they are already developed or public use. Future commercial use of the property to the north—the most likely future use—would not be impacted by the message board.
- D. No additional lights or traffic controls are needed because of this project. Some concern has been voiced over message boards causing traffic safety issues because drivers are looking at them; no evidence exists that message boards are any more visually intrusive than other commercial signs or structures, unless placed in positions blocking driver visibility. Existing setbacks will be adhered to prevent interference with driver visibility.
- E. Use of the message board will provide economic benefit to tenants and lessees of the Community Center, and indirectly to entities that benefit from public events. Sign messaging promotes attendance and the resultant commerce and taxes for Carson City. Further, an approval of this project substantially increases the number of events or programs that may be promoted at any one time on the sign.

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

- A. The project does not physically affect the school district or the Sheriff's Office, though it will provide emergency communication opportunity for our public safety entities and promotion for our educational programs at the Community Center.
- B. The project does not affect drainage.
- C. The project does not require water.
- D. The project does not influence sewer.
- E. No road improvements are needed.
- F. The total height of the sign will be no more than 16.5 ft. from ground and the surface sign area no more than 120 square feet.
- G. Lighting of the project will be from internal LED lighting. Existing examples are Gold Dust West, Carson Nugget and Comstock Casino. Light intensity and "flash" changes can be controlled and restricted through the operating program of the message board to meet desired restrictions.
- H. The Parks and Recreation Department plans additional landscaping around the new sign base to improve appearance. The sign will also use a monument-style pole wrap to improve current structure appearance.
- I. Parking availability for the site is not influenced by the billboard.

**Additional comments:**

For many years Parks and Recreation staff have pursued changing the existing fixed message sign to an electronic message board. Budgetary restrictions have prevented this move in the past.

The Parks staff recognized that promoting the quantity of community events and meetings at the Community Center demands an ability to have manageable rotating messages on the sign, both to keep residents informed and to cost-effectively increase attendance. Presentations from the Chamber of Commerce, the Convention and Visitor's Bureau and other concerned stakeholders generated a financial commitment from the Redevelopment Authority which was approved by the Carson City Supervisors.

This project will not only provide this beneficial promotional ability, but significantly improve the appearance of the current sign structure.

**Carson City  
Agenda Report**

**Date Submitted:** November 27, 2012

**Agenda Date Requested:** December 6, 2012

**To:** Redevelopment Authority

**Time Requested:** 30 min.

**From:** Office of Business Development

**Subject Title:** For Possible Action: To approve and make a recommendation to the Board of Supervisors to move \$72,876 from the Redevelopment Revolving Capital Outlay/Undesignated Projects account (number 603-0000-463-77-99) to assist with the funding of the replacement of the Community Center sign with an LED message board. (Lee Plemel)

**Staff Summary:** \$72,876 is available in the Redevelopment budget in the current fiscal year for infrastructure projects within the Redevelopment District, but these funds have not been allocated to any specific projects. The Redevelopment Authority Citizens Committee has recommended using the funds to replace the aging Community Center sign with a new LED message board, which could be used to promote events within the Redevelopment District as well as other community events and programs.

**Type of Action Requested:** (check one)

Resolution

Ordinance

Formal Action/Motion

Other (Specify)

**Does This Action Require a Business Impact Statement:**  Yes  No

**Redevelopment Authority Citizens Committee Recommendation:** Recommended using the entire available funds to replace the existing Community Center sign by a vote of 7-0 on October 1, 2012.

**Recommended Board Action:** I move to approve and recommend to the Board of Supervisors to move \$72,876 from the Redevelopment Revolving Capital Outlay/Undesignated Projects account (number 603-0000-463-77-99) to assist with the funding of the replacement of the Community Center sign with an LED message board.

**Explanation for Recommended Board Action:** The Redevelopment Authority Citizens Committee considered potential uses of the funds at its meeting on October 1, 2012, and recommended helping fund the Community Center sign replacement. The request for the sign was made by the Chamber of Commerce, who is working with the Parks and Recreation Department and other community partners to raise funding for the sign. Funding to extend a City water main on South Carson Street to serve vacant property for development was also considered. See the attached staff memo and supporting materials for more information.

**Applicable State, Code, Policy, Rule or Regulation:** NRS 279.382 – 279.685