

STAFF REPORT FOR PLANNING COMMISSION MEETING OF MARCH 27, 2013

FILE NO: SUP-13-018

AGENDA ITEM: F-8

STAFF AUTHOR: Kathe Green, Assistant Planner

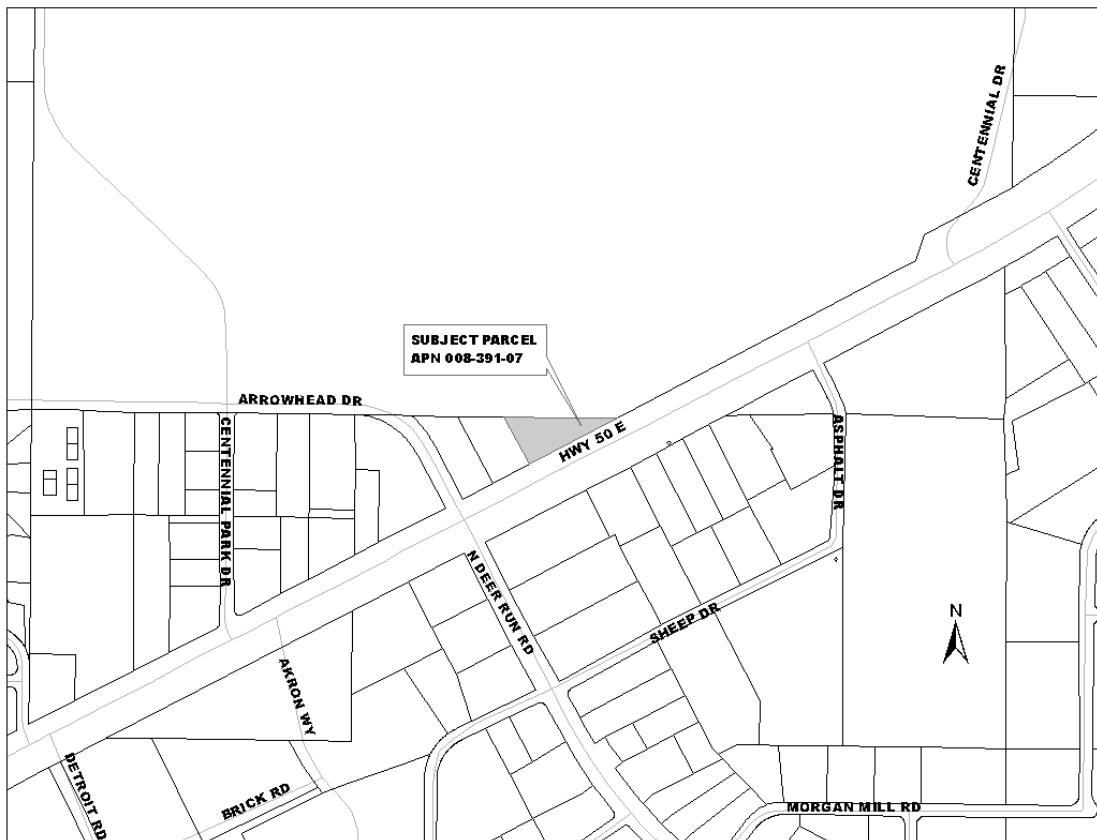
REQUEST: Special Use Permit to allow the continued use of an off-premises single faced advertising (billboard) sign with an overall height of no more than 25 feet and maximum of 28 feet above the adjacent roadway, with dimensions of 10 feet by 40 feet or 400 square feet on property zoned General Industrial (GI).

OWNER: Donn Simons/Artistic Properties

APPLICANT: Reagan Outdoor Advertising (Guy Larson)

LOCATION/APN: 5740 Highway 50 East/008-391-07

RECOMMENDED MOTION: I move to approve SUP-13-018, a Special Use Permit request to allow the continued use of a single faced off-premises sign, at an overall height of 25 feet and maximum 28 feet above adjacent street grade, with a size of 10 feet by 40 feet or 400 square feet, on property zoned General Industrial located at 5740 Highway 50 East, Assessor's Parcel Number 008-391-07 based on the findings and subject to the conditions of approval contained in the staff report.”



RECOMMENDED CONDITIONS OF APPROVAL:

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

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

2. The maximum permitted sign height is 28 feet in height from adjacent street elevation if sign is proposed to be changed.
3. Any modifications or additions of light fixtures, excluding the replacement of light bulbs, require Planning Division approval and may require a Building Permit. Such modifications may only be done in accordance with the lighting standards of the Carson City Municipal Code. Any proposed change of lighting of the billboard shall be shielded so as not to project light and/or glare onto adjacent properties or right-of-way. A detailed lighting plan, including light fixture details ("cut sheets") must be provided with the building permit application if a light fixture change is proposed.
4. The sign support structure must be remain five pole design, as shown on the plans previously approved with this application, and supports and structure must be painted an earth-tone color as approved by the Planning Division. Any change of color requires submission of proposed color samples for the structure with any building permit application for review and approval by the Planning Division.
5. This approval is for the continued use of the existing off-premise sign only. Replacement of the sign structure may only be done in accordance with the provisions of the Carson City Municipal Code for new off-premise signs, with the approval of a new Special Use Permit.
6. Without further notice, the subject special use permit shall expire the last day of March 2018, unless a new special use permit to continue the use of the off-premise sign is acquired by that date. It is the applicant's responsibility to submit a complete special use permit application in sufficient time to be scheduled for review prior to the expiration date.
7. Carson City business license fees shall be paid for the billboard and kept current at all times.
8. All portions of the billboard structure shall be maintained free of graffiti. Failure to do so may constitute cause for revocation of a business license and Special Use Permit.

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

MASTER PLAN DESIGNATION: Mixed Use Commercial (MUC)

ZONING: General Industrial (GI)

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

SURROUNDING MASTER PLAN/ZONING AND LAND USE INFORMATION

NORTH: Public Regional (PR)/public golf course
EAST: General Industrial (GI)/Hwy 50 East and industrial uses
SOUTH: General Industrial (GI)/Hwy 50 East then industrial uses
WEST: General Industrial (GI)/ industrial uses

SITE HISTORY

1. The original placement date of this billboard is prior to 1988.
2. Prior to 2003, renewals had been approved by the following Special Use Permits: U-97/98-59, U-93/94-39 and U-87-41.
3. On February 26, 2003 the Planning Commission approved renewal of an existing off-premises (billboard) advertising sign on this site, with Special Use Permit U-02/03-32
4. On March 26, 2008 the Planning Commission approved renewal of an existing off-premises (billboard) advertising sign on this site, with Special Use Permit SUP-08-022
5. This billboard is in compliance with the current billboard ordinance.

SITE DEVELOPMENT INFORMATION

1. PARCEL AREA: One acre
2. EXISTING PRIMARY USE: Billboard
3. HEIGHT: Existing at approximately 25 overall above the existing grade. The distance from the bottom of the panel to the ground is approximately 15 feet. The maximum allowed height for signs is 28 feet from street elevation. This billboard height is in compliance.
4. AREA: Single faced 10 feet by 40 feet, or 400 square feet. The maximum size allowed for a billboard is 400 square feet.
5. NUMBER OF FACES: One
6. LIGHTING: Two light fixtures are shown. No change is proposed to existing lighting.

DISCUSSION: The subject parcel is located on the north side of Highway 50 East, east of the intersection with Deer Run Road. The billboard is at the most eastern portion of the triangular shaped lot, with business buildings on the west. The billboard has been at this location for several years. No known complaints or concerns have been registered regarding the location or existence of the billboard. It is noted there is a mistake on the text of one of the pictures of the billboard, which states that the billboard is 12 feet in height and 44 feet in width. It is actually 10 feet by 40 feet.

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

4.8.3 – Billboard Requirements

- a. Special Use Permit Required — Approval of a special use permit is required for a billboard. — The current special use permit will expire March 2013. The applicant is requesting a renewal for an additional five year period of time from the original review date, extending this time to the last day of March 2018.
- b. Permitted Streets — Billboards are permitted along North and South Carson Street, between Douglas and Washoe Counties, US Highway 50 between Lyon county and North Carson Street, and the south side of US Highway 50 West from the Douglas County line to 660 feet (one-eighth mile) east of that point within Section 31 of Township 15N, Range 20E. This sign is located on Highway 50 East.
- c. Height — The maximum permitted sign height is 28 feet from the adjacent “permitted street”

elevation —The height at 25 feet is in compliance with the adjacent permitted street elevation.

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

PUBLIC COMMENTS: Public notices were mailed March 11, 2013 to 32 adjacent property owners within 970 feet of the subject site, pursuant to the provisions of NRS and CCMC. As of the writing of this report, no comments or letters in support or opposition to this proposal have been submitted to staff from a property owner in the vicinity. Any comments that are received after this report is complete will be submitted prior to or at the Planning Commission meeting on March 27, 2013, depending on their submittal date to the Planning Division.

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

BUILDING DIVISION COMMENTS: No concerns

FIRE DEPARTMENT COMMENTS: No concerns

ENGINEERING DIVISION COMMENTS: No concerns

HEALTH DEPARTMENT COMMENTS: No concerns

ENVIRONMENTAL CONTROL AUTHORITY COMMENTS: No concerns

PARKS AND RECREATION COMMENTS: No comments received

FINDINGS: Pursuant to CCMC 18.02.080 (Special Use Permits), this application is reviewed with reference to the required findings written for the record in the applicant's justification letter and reviewed below. The extension of time, if approved, would be for five years from the original approval date, to March 27, 2018.

1. The project will be consistent with the master plan elements. The continued use of the billboard is consistent with Chapter 3: A Balanced Land Use Pattern, providing employment opportunities, a diverse choice of housing, recreational opportunities and retail services.
2.
 - Goal 1.1e,f: Does the project utilize sustainable building materials and construction techniques to promote water and energy conservation?

Sustainable materials were used in the construction of the billboard. It was manufactured with galvanized steel.

- Goal 5.2a: Does the project encourage the development of regional retail centers?

The billboard promotes economic vitality by promoting Carson City products and services along the Carson City corridor as tourists and travelers drive into Carson City.

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

The continued use of the billboard meets this finding in that it is an existing billboard, is already located in an industrial area, and will have no negative economic impact to the surrounding commercial properties. The sign generates no significant noise, vibrations, fumes, odors, dust, glare or physical activity which could have an adverse impact on adjacent uses.

4. The billboard will have little or no detrimental effect on vehicular or pedestrian traffic. No additional vehicular and pedestrian traffic will be generated in conjunction with the existing sign that could adversely impact vehicular or pedestrian circulation in the subject area.

5. The project will not overburden existing public services and facilities, including schools, police and fire protection, water, sanitary sewer, public roads, storm drainage, and other public improvements. The existing sign will not require the extension or expansion of any public services, facilities and services.

6. The project meets the definition and specific standards set forth in Title 18 for billboards. The existing sign meets all the specific standards for the continued use of existing billboards set forth in Division 4.8 of the Carson City Development Standards.

7. The project will not be detrimental to the public health, safety, convenience and welfare. The existing sign meets all the requirements of the Carson City Municipal Code and will not be detrimental to the public health, safety, convenience, and welfare, and will cause no adverse impacts to surrounding properties.

8. The project will not result in material damage or prejudice to other property in the vicinity. The existing sign is located in a commercial or industrial area that is developed with other commercial or

industrial uses. Therefore, the continued use of the sign will not result in material damage or prejudice to other property in the vicinity.

Respectfully submitted,

DEVELOPMENT SERVICES, PLANNING DIVISION

Kathe Green

Kathe Green, Assistant Planner

Attachments:

- Application SUP-13-018
- Building Division comments
- Engineering Division comments
- Fire Department comments
- Health Department comments
- Environmental Control comments

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**Engineering Division
Planning Commission Report
File Number SUP 13-018**

TO: Planning Commission

FROM: Rory Hogen, E.I.

DATE: March 7, 2013 **MEETING DATE:** March 27, 2013

SUBJECT TITLE:

Action to consider the renewal of a special use permit for an existing billboard at 5740 Hwy 50 E, apn 08-391-07.

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.

RECEIVED

Fire Department Comments for Planning Commission Meeting 03-27-13

FEB 15 2013

We have no comments on the following items:

CARSON CITY
PLANNING DIVISION

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

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

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

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
-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

FOR OFFICE USE ONLY:

CCMC 18.02

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):

Street Address

ZIP Code

8-391-07

5740 HWY 50 EAST

Project's Master Plan Designation

Project's Current Zoning

Nearest Major Cross Street(s)

MUC

GI

DEER RUN RD

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 _____, Section _____, a request to allow as a conditional use is as follows:

**SPECIAL USE PERMIT FOR OFF PREMISE SIGN
BILLBOARD. CONTINUATION OF PERMITTED SIGN**

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

Address

Date

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

STATE OF NEVADA
COUNTY

)

On _____, 2 _____, 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.

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 Shirley Larson (REAGAN OUTDOOR)

2/9/2013
Date

Special Use Permit Application Questionnaire For Outdoor Display

For

Don Simons

5740 Highway 50 East

Master Plan Policy Checklist

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

Use sustainable building materials and construction techniques to promote water and energy conservation (1.e,f)?

Yes, sustainable materials were used to construct the existing billboard and were manufactured from galvanized steel. The location of the sign is in an industrial area of town surrounded by other industries as well as a golf course. No water is needed to maintain the sign in its current state. The power for the sign is regulated by a timer and we use panel vision energy efficient lights to illuminate the sign. The sign is compatible with the surrounding buildings etc and does not diminish the value of the property and provides supplemental income to the owner.

Located in a priority infill development area (1.2a)?

This sign is not located in a priority infill area. This sign is located on a developed piece of ground zoned GI or General Industrial. The sign is not located within 1000 feet of another billboard and is over 300 feet from a residential zone. The sign meets the size requirement of 400 sq feet and is in compliance with the height requirements. The sign sits on the edge of the property allowing the owner to utilize the entire property for his own industrial use.

Protect existing site features, as appropriate, including mature trees or other character-defining features (1.4c)?

The property does not impact the area in any negative way. There are no trees in the immediate area and the sign does not block any landscaping or other character defining features on the property or the adjoining properties.

Meet adopted standards (e.g. setbacks) for transitions between non-residential and residential zoning districts (2.1d)?

The sign in its current location meets all the necessary setback requirements from property lines and adjoining property lines. The sign also meets the setback requirements from the residential requirement of 300 feet. The adjoining properties are zoned GI and therefore the sign meets the requirements.

Protect environmentally sensitive areas through proper setbacks, dedication, or other mechanisms (3.1b)?

The sign in its current location meets the required setbacks from the right of way and adjoining property lines.

Sited outside the primary floodplain and away from geological hazard areas or follows the required setbacks or other mitigation measures (3.3d,e)?

The sign in its current location sits in an area outside a floodplain and does not pose a geological hazard of any kind. The surrounding area is zoned Industrial and the sign sits on the edge of the property.

The Carson City Master Plan seeks to maintain its strong diversified economic base by promoting principles which focus on retaining and enhancing the strong employment principles which focus on retaining and enhancing the strong employment bases including a broader range of retail services in targeted areas, and include the roles of technology, tourism, recreational amenities, and other economic strengths vital to a successful community.

Encourage the development of regional retail centers / Encourage reuse or redevelopment of underused retail spaces (5.2a.b)?

The sign sits in an industrial area. The location of the sign will allow the property owner the ability to redevelop the property and will not prevent redevelopment of any kind. The sign allows the property owner to pay for property taxes until such time as they choose to change the use of the property. The sign can create an opportunity for future retail businesses the ability to advertise their products and services.

Question II

Will the effect of the proposed development be detrimental to the immediate vicinity? The the general neighborhood?

Explanation A. The adjacent properties are zoned GI. The property to the north is a golf course. There are no residential dwellings in the area. The adjoining properties are developed and operate businesses. Upon visiting the property the location of the sign does not pose development problems.

Explanation B. The project is a continuation of the current outdoor advertising display. As a result it does not impact or change the general land use, require any construction or impact property values.

Explanation C. The project is the continuation of the current outdoor advertising display. As a result it does not make any noise, generate traffic to or from the site, or emit any substance into the air.

Explanation D. The continuation of the outdoor display has no impact on the pedestrian or vehicular traffic in the area or on the site. The sign sits back from the right of way and any future sidewalk.

Explanation E. The business community and charitable organizations of Carson City will continue to have the ability to inform the general public about the goods and services they provide to the community.

Also Outdoor serves as a catalyst which increases Carson's local business firms' sales revenues and in turn increases Carson City's tax base.

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

Explanation A. The continuation of the outdoor advertising structure will not affect the school district, or add to the student population. The continuation of this outdoor display will provide the students of the school district as well as the general public with information about the goods and services offered by the different businesses firms located in the area. The continuation of the outdoor advertising display will not affect the Sheriff's office.

Explanation B. Drainage has not nor will be required.

Explanation C. Water and a water supply has not, nor will be required.

Explanation D. Sewage disposal has not, nor will be required.

Explanation E. No road improvements are required.

Explanation F. The outdoor advertising display was designed by Bob Halander who is our engineer, and I have used my experience, knowledge of the area and the information provided to me from previous applications to answer the questions.

Explanation G. The outdoor advertising display is illuminated. We have placed panel vision lights on the sign. These lights are shielded and designed to shine up on the sign only. These lights are energy efficient lights designed to maximize the amount of light with little power consumption.

Explanation H. No landscaping is proposed for the continuation of this outdoor display.

Explanation I. The continuation of this outdoor advertising structure does not affect parking. As a result Reagan is not making a request for any offsite parking.

The sign currently sits in the MIXED USE COMMERCIAL (MUC) in the Cities Master Plan

The Characteristics of the MUC zone are:

The MUC designation is intended to encourage a more compact, mixed use pattern of development along the City's major gateway corridors than that which exists today. While commercial retail and offices will generally be the primary uses in MUC areas, a percentage of the total land area of each site may be devoted to higher density residential uses, such as townhomes, apartments, lofts, and live-work units—creating a diverse mix of uses that make it possible to live, work, and meet day-to-day needs within close proximity. MUC development should incorporate pedestrian-friendly design elements and should be designed with clear connections to transit stops and surrounding development.

Explanation. The continue use of the outdoor display will not prevent the development of residential areas. The use of the display will not prevent the current owner from changing their current use of the property.

MUC 1.5—Location

MUC development will generally be located along major gateway corridors, within designated activity centers, and along collector or arterial streets, where it may be readily served by existing or future transit.

Explanation. The continuation of this outdoor advertising structure does not affect the location of the MUC.

MUC 1.6—Mix of Uses

Large-scale, single-use commercial developments are not encouraged within the MUC designation. MUC developments should generally provide a mix of commercial, retail, and office uses in combination with high-density residential uses. Where a vertical pattern of mixed-use is employed, active uses (e.g., retail and restaurants) should be located on the ground floor of buildings, with residential and office uses occurring on upper floors. Where a horizontal mix of uses is employed, residential uses should be physically integrated with non-residential uses and should be used to provide transitions to and create a visual link to surrounding neighborhoods. Placing residential and non-residential uses adjacent to one another, but segregating them through the use of fences, walls or other barriers and a lack of street or pedestrian connections does not constitute an integrated mix of uses.

Residential uses will generally represent between 10 and 50 percent of the total land area. However, it is anticipated that this percentage may vary greatly depending upon the size and density of the development, the extent to which commercial uses are provided within the adjacent development context, and market constraints. In some instances, single use development (100% residential or commercial) may be appropriate, subject to other general mixed-use policies. For example, if a site is less than 10 acres in size or is located away from primary street frontages, an integrated mix of uses may not be feasible. Sites will be evaluated on a case-by-case basis using the Interim Mixed-Use Evaluation Criteria.

Explanation. The continuation of this outdoor advertising structure will not affect the use of the property or the Master Plan of the City. The sign is a commercial use and will not have a negative impact on the master plan.

MUC 1.7—Large Format Retail

While it is preferred that large format retail uses be incorporated as part of a mixed-use activity center, they may be permitted as a stand alone use in MUC areas provided all other applicable mixed-use policies are addressed. In particular, an emphasis should be placed on creating a pedestrian-friendly environment in key locations on the site. This may be accomplished by organizing secondary pad sites in a manner that creates more defined street frontages and outdoor gathering spaces and by establishing direct pedestrian linkages between uses. In addition, facades of large format retail uses should incorporate a variety of pedestrian friendly design elements to “break up” the mass of wall planes and to create a more human scale.

Explanation. The continuation of this outdoor advertising structure does not affect the ability to create gathering areas affect pedestrian friendly developments in a negative way.

MUC 1.8—Public Spaces

MUC developments should be organized around a central gathering space or series of spaces, such as a plaza or park. These types of public spaces serve as urban recreational amenities for residents that may not have access to larger community parks or recreational amenities without getting in their cars and generally promote increased levels of pedestrian activity.

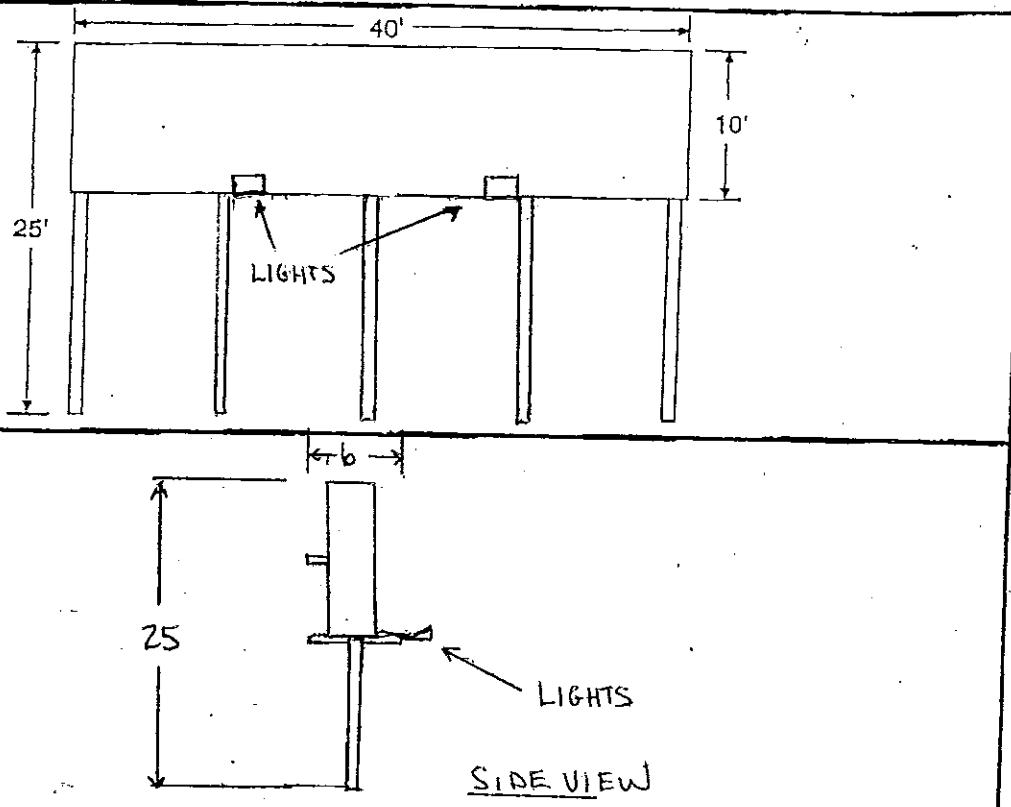
Explanation. The current location of the sign will not prevent and the creation of future public spaces. There is a public Golf Course already in the area.

MUC 1.9—Relationship to Surrounding Development

Most MUC development will occur through infill and redevelopment, within established areas of the City. Therefore, establishing a strong physical and visual relationship to adjacent neighborhoods and the community will be an important consideration, as opposed to simply walling off individual pods of development. One or more of the following techniques should be employed as necessary to achieve this objective:

Explanation. The continuation of this outdoor advertising is compatible with the surrounding properties. The continuation will not preclude mixed use in the future. The area is established and can be an effective advertising media for the businesses in the area and any future developers.

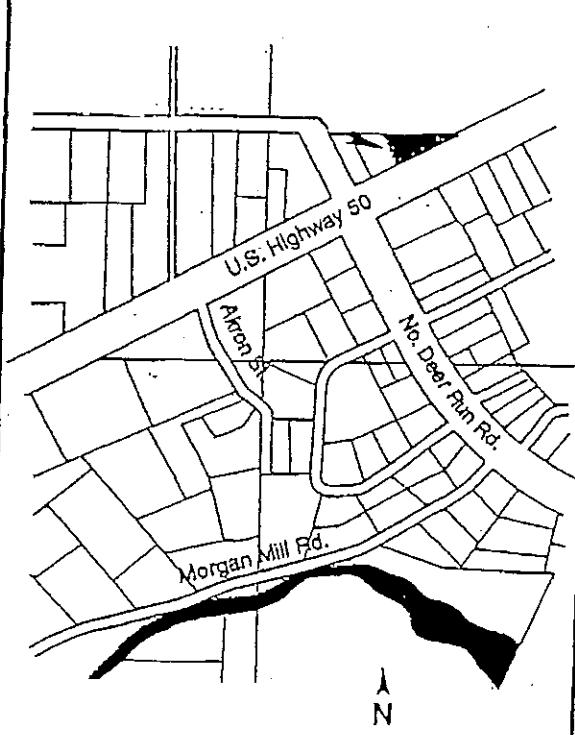
Note: This application is for the continued use of an outdoor advertising display. There is no change to the use previously in existence. Outdoor advertising provides a convenient, effective and relatively inexpensive form of advertising that accommodates the advertising needs of the members of the Carson City community. The continuation of this use will continue to fulfill this need without modifying an existing situation or circumstance.



Owner Donn Simons
 5740 Highway 50 East
Applicant Reagan Outdoor Advertising
 1775 North 900 West
 Salt Lake City, Utah 84116
Request Special Use Permit To Allow
 Outdoor Advertising Display
Location 5740 Highway 50 East
Zoning General Industrial
 (G1)
APN: 8-391-07

Site Plan Prepared By: GUY HARZON

GPS: N 39° 11' 23.42"
 W 119° 42' 06.67"



Artistic Fence Company, Inc.
Parcel # 08-391-07

U.S. Highway 50 East

N

Office
& Shop

Shop

403'

216'

457'

Caretaker's
Residence

88'

Reagan Outdoor
Advertising's Sign

2' Setback
From Prop. Line

Scale 1" = 50'

DISTRICT II
HIGHWAY BEAUTIFICATION ACT
OUTDOOR BILLBOARDS / SIGNS



MILEPOST: US-50-CC-14.61W LOCATION INFO: EAST OF CARSON STREET
PERMIT NO.: 2210 LAND USE CODE: 3 POST MATERIAL: WOOD METAL X
FACE: HEIGHT 12' WIDTH 44' ILLUMINATED? YES X NO
SINGLE SIDE X DOUBLE SIDE "V" SIGN CHANGEABLE? YES NO X
REMARKS: REAGAN OUTDOOR ADVERTISING



Face# 306 (10 x 40)

Address Hwy 50 East of Carson City

Facing Direction East

Illuminated Yes

D.E.C.

Latitude 39.189808

Longitude -119.701835

Reagan
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This photograph is for demonstration purposes only and may not represent the actual condition of the board at this time.