

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

FILE NO: SUP-13-011

AGENDA ITEM: F-1

STAFF AUTHOR: Kathe Green, Assistant Planner

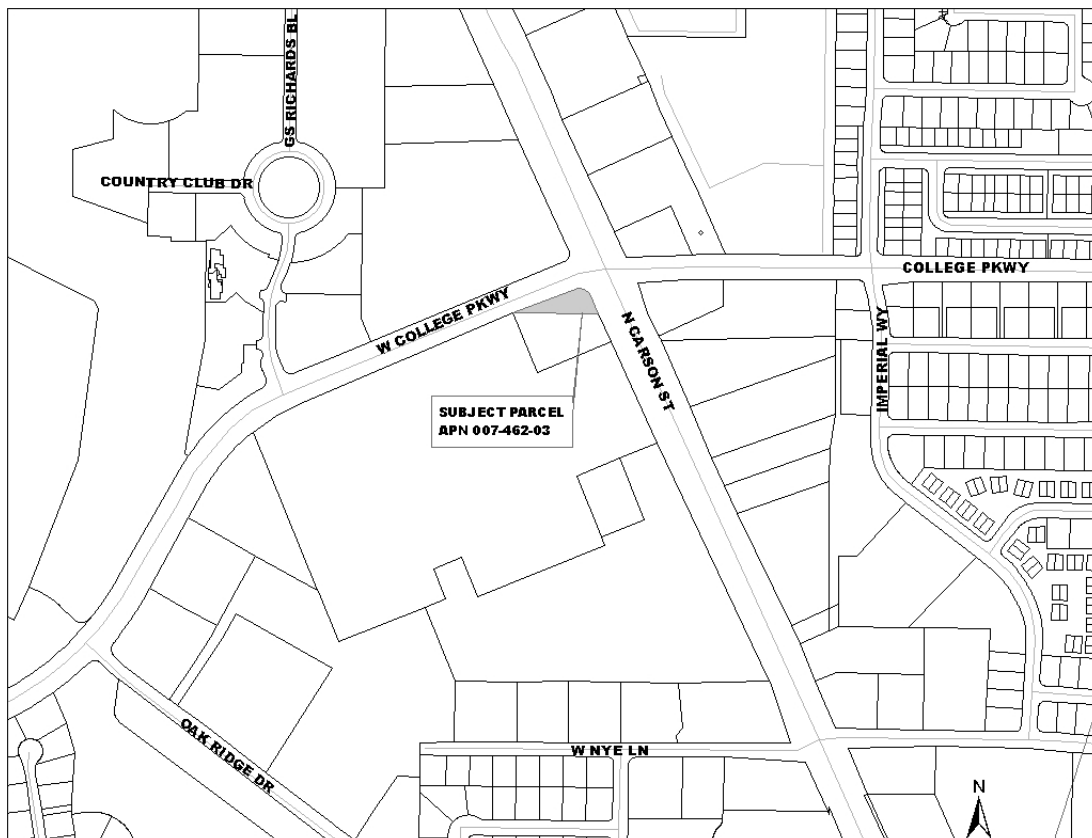
**REQUEST:** Special Use Permit to allow the continued use of an off-premises double faced advertising (billboard) sign with an overall height of no more than 26 feet and no more than 28 feet above the adjacent roadway, with dimensions of 12 feet by 24.5 feet or 294 square feet on property zoned Retail Commercial (RC).

**OWNER:** James G Holmes Family Ltd et al

**APPLICANT:** Clear Channel Outdoor (Aaron West)

**LOCATION/APN:** 3590 N Carson Street/007-462-03

**RECOMMENDED MOTION:** “I move to approve SUP-13-011, a Special Use Permit request to allow the continued use of a double faced off-premises sign, at a maximum 26 feet and no more than 28 feet above adjacent street grade, with a size of 12 feet by 24.5 feet or 294 square feet, on property zoned Retail Commercial located at 3590 North Carson Street, Assessor’s Parcel Number 007-462-03 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 mono-pole in design, as shown on the plans previously approved with this application, and 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 pole 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:** Retail Commercial (RC)

**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: Retail Commercial (RC)/W College Pkwy then Save-Mart grocery parking area  
EAST: Retail Commercial (RC)/restaurant Burger King  
SOUTH: Retail Commercial PUD (RC-P)/drainage area and Bully's Sports Bar  
WEST: Retail Commercial PUD (RC-P)/parking for former K-mart and Save Mart grocery across College Parkway

### **SITE HISTORY**

1. The original placement date of this billboard is not known.
2. 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-02/03-26
3. 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-08-015
4. This billboard is in compliance with the current billboard ordinance.

### **SITE DEVELOPMENT INFORMATION**

1. PARCEL AREA: .30 acres or 13,017 square feet
2. EXISTING PRIMARY USE: Billboard
3. HEIGHT: Existing at approximately 26 overall above the existing grade. The distance from the bottom of the panel to the ground is approximately 14 feet. The maximum allowed height for signs is 28 feet from street elevation. This billboard height is in compliance.
4. AREA: Double faced 12 feet by 24.5 feet, or 294 square feet for each of the two sides. The maximum size allowed for a billboard is 400 square feet.
5. NUMBER OF FACES: Two
6. LIGHTING: There is no lighting on this existing billboard.

**DISCUSSION:** The subject parcel is located on the west side of North Carson Street. The billboard is the only structure currently on the site. 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. Text appearing on page three as paragraph four of the application regarding a new Jimmy John's restaurant was included in this application is error and is not valid regarding the placement or continuation of this billboard.

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 North Carson Street.
- c. Height — The maximum permitted sign height is 28 feet from the adjacent "permitted street" elevation —The height at 26 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 double 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 Retail Commercial (RC) zoning district. This site is not 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 12 feet by 24.5 feet or 294 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. The existing billboard location is adjacent on the west to the former K-Mart parcel which is in Redevelopment Area #2 and the billboard is therefore within 1,000 feet of the nearest redevelopment area boundary. 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 8, 2013 to 32 adjacent property owners within 835 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 and is not lighted, thereby promoting energy conservation.

- 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 a commercial area vicinity, 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

Respectfully submitted,

DEVELOPMENT SERVICES, PLANNING DIVISION

*Kathe Green*

Kathe Green, Assistant Planner

Attachments:

- Application SUP-13-011
- Building Division comments
- Engineering Division comments
- Fire Department comments
- Health Department comments
- Environmental Control comments

H:\PIngDept\PC\PC\2013\Staff Reports\SUP-13-011 Clear Channel Holmes Billboard.doc

**Engineering Division  
Planning Commission Report  
File Number SUP 13-011**

**TO:** Planning Commission

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

**DATE:** February 26, 2013

**MEETING DATE:** March 27, 2013

**SUBJECT TITLE:**

Action to consider the renewal of a special use permit for an existing billboard at 3590 N. Carson St., apn 07-462-03.

**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.



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

**RECEIVED**

**FEB 15 2013**

**CARSON CITY  
PLANNING DIVISION**

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

We have no comments on the following items:

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

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.

RECEIVED  
FEB 19 2013

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.

FILE # SUP - 13 - 011

PROPERTY OWNER  
JAMES LINDON 120003 FAMILY LTD P-SHIP / JOHN HOLMES

MAILING ADDRESS, CITY, STATE, ZIP  
820 WOODSIDE LANE ENCINITAS CA 92024

PHONE # (760) 753-7227 FAX # (760) 753-7227

Name of Person to Whom All Correspondence Should Be Sent

CLEAR CHANNEL OUTDOOR - ATTN: AARON WEST  
APPLICANT/AGENT

MAILING ADDRESS, CITY, STATE ZIP  
4945 IDOLE ST. RENO, NV 89502

PHONE # (775) 353-5255 FAX # (775) 856-7595

E-MAIL ADDRESS  
Aaron West @ clearchannel.com

Project's Assessor Parcel Number(s):

007-462-03

Street Address ZIP Code

3590 N. CARSON ST. 89706

Project's Master Plan Designation

MIXED USE COMMERCIAL

Project's Current Zoning

RETAIL COMMERCIAL

Nearest Major Cross Street(s)

N. CARSON ST. / COLLEGE PKWY.

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: 18.16, or Development Standards, Division 4.8.3, Section (a) 2, a request to allow as a conditional use is as follows:

A SPECIAL USE PERMIT TO ALLOW FOR CONTINUED USE OF THE DNSITE  
BILLBOARD, PER CONDITION # 5 OF CASE # SUP-08-015, AS  
PREVIOUSLY APPROVED.

PROPERTY OWNER'S AFFIDAVIT

I, JOHN HOLMES, being duly deposed, do hereby affirm that I am the record owner of the subject property, and that I have knowledge of, and agree to, the filing of this application.

Signature

820 WOODSIDE LANE  
Address ENCINITAS, CA 92024

Date 2/8/13

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

STATE OF NEVADA CALIFORNIA  
COUNTY SAN DIEGO

On FEB 8, 2013, JOHN HOLMES, 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 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

*Alex West*

HAKON WEST  
REAL ESTATE MANAGER  
CLEAR CHANNEL OUTDOOR

Date

*2/7/13*



**CLEAR CHANNEL**  
**OUTDOOR**

## **SPECIAL USE PERMIT RENEWAL**

Prepared by:



**FEBRUARY 14, 2013**

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### Appendices:

Special Use Permit Application  
Acknowledgement of Applicant  
Special Use Permit Renewal Checklist  
Master Plan Checklist  
Property Tax Verification  
Business License Verification (original only)

### Map Pocket:

Site Plan

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Figure 2 (below) depicts the zoning of the site as well as the surrounding zoning patterns.

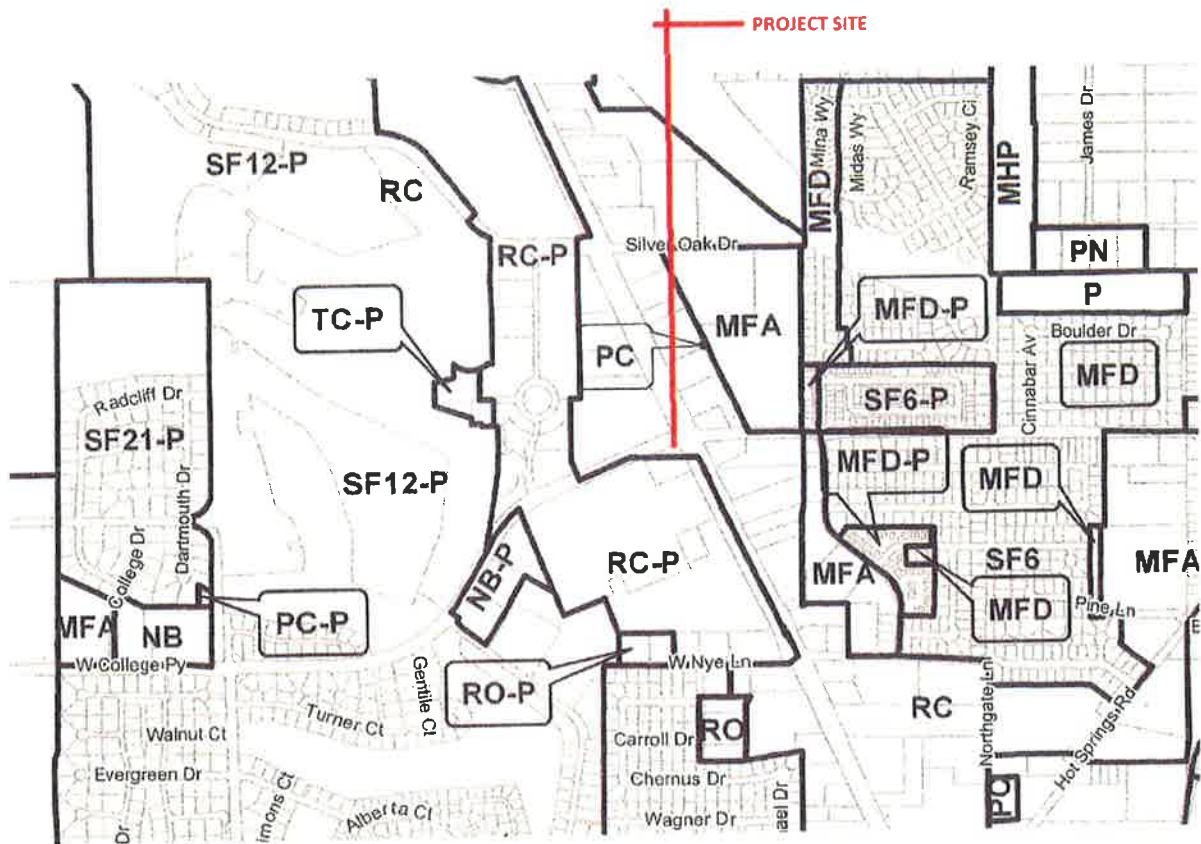


Figure 2 – Zoning Map

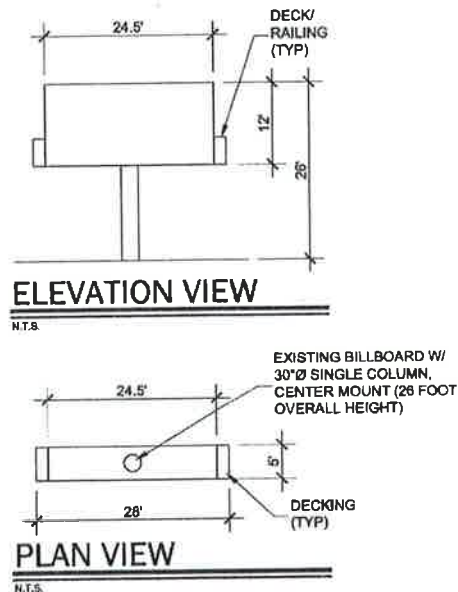
### Project Summary

Clear Channel Outdoor received a Special Use Permit (case # SUP-08-015) in March 2008 to allow for continued use of the existing billboard located at 3590 North Carson Street. The billboard includes two sign faces at 294± square feet each and is 26-feet tall. The sign is oriented towards traffic along North Carson Street.

Condition # 5 of the approved Special Use Permit (SUP) requires that a new SUP be approved every five years in order to allow for continued operation of the billboard. As such, this SUP is being filed and is simply required to allow for the existing billboard to remain. No changes to the size, location, lighting, etc. are being proposed.

As mentioned previously, the existing billboard is 26-feet in height and includes two sign faces which measure 24.5 feet in width by 12 feet in height. The sign faces are supported by a single 30-inch column. Figure 3 (below) depicts the billboard specifications.

This application includes a request to allow for the establishment of a new Jimmy John's restaurant at the site of the former Godfather's Pizza restaurant at 2329 N. Carson Street. Currently, the Godfather's building is vacant, and has been for some time. It is proposed to demolish this building and replace it with a new fast food restaurant which will include a drive-thru and outdoor seating areas. Figure 2 (below) depicts the existing Godfather's building which is proposed for demolition.



**Figure 3 – Billboard Specifications**



Figures 5 (below), 6, and 7 (following pages) depict the existing billboard and site conditions.

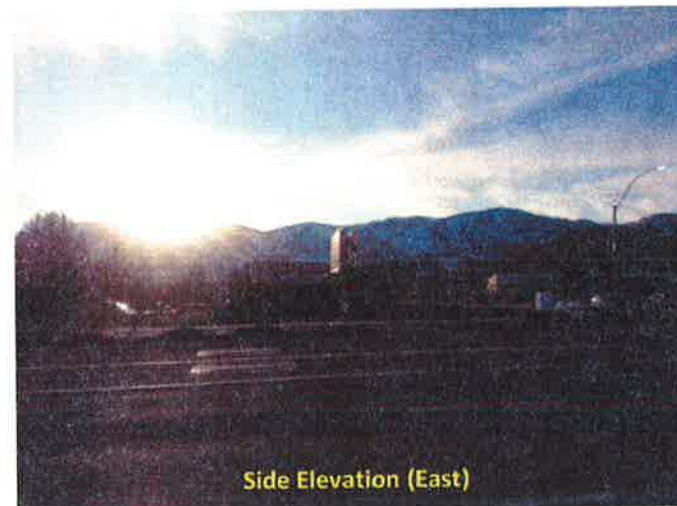


**Figure 5 – Existing Conditions**





**Figure 6 – Existing Conditions**



**Figure 7 – Existing Conditions**

### Supplemental Requirements

Carson City has developed a "Special Use Permit Renewal Off-Premises Advertising (Billboard) Sign Submittal Checklist" which outlines what must be included with this SUP submittal. These are outlined below and addressed in **bold face type**.

- Application form with the sign company as the applicant. The form must also be signed by the property owner and notarized.

**A completed application form and owner acknowledgement is included in the attached appendices of this report.**

- Accurate site plan showing the location and orientation of the billboard, the source and route of any power lines/conduits that are used to light the sign and any relevant site features, such as public utility easements or drainage easements. The site plan must indicate all surrounding zoning and land uses. Do not rely upon old site plans. Conditions may have changed. Please see the site plan checklist included in the application packet for additional items.

**As depicted in Figure 4, an updated site plan has been completed for the billboard site. A full-size copy of this plan is included in the attached map pocket as well. There is no lighting associated with the sign. Therefore, conduits, power boxes, etc. do not need to be shown. The site plan also includes adjoining uses and zoning patterns within the area are depicted in Figure 2.**

- Provide GPS or mapped coordinates of the billboard, given in latitude and longitude hours and minutes or equivalent decimal format.

**The billboard is located at 39°11'25.10" N Latitude, 119°46'23.78" W Longitude at an approximate elevation of 4739' above sea level.**

- Elevations of the billboard, indicating the height of the structure with references to the grade of the adjacent highway, with reference to the ground at the location of the sign, the height and width of the copy area. The elevations shall show both the front and back sides of the structure as well as a side-view of the structure. Show the location of the power connection and meter, if any. Indicate the type of lighting used, if any, and "cut sheet" details of the fixtures.

**Detailed specifications of the sign are previously depicted in Figure 3. Additionally, Figures 5 through 7 depicts the built conditions of the billboard. In terms of height, the sign base is slightly lower than the adjacent roadway. Overall, the sign is approximately 23 to 24± feet above the grade of North Carson Street. As mentioned previously, no illumination exists or is proposed at this time.**

- Answers to the questionnaire that justify the continued operation of a billboard use at the subject site. Answers shall include reference to the current Master Plan (2006). Do not rely upon previous justification letters, which would have been based on the 1996 Master Plan. Conditions may have changed on or in the vicinity of the subject site; be certain your letter reflects any changes.

**These items are addressed in the following section of this report, along with the applicable SUP findings.**

- The applicant answering the questionnaire must sign the acknowledgement statement (this form is included in the application packet).

**A signed acknowledgement statement is included in the appendices attached to this report.**

- 8 Completed Application packets (1 original + 7 copies)

**A total of 8 copies of this report have been submitted to the Carson City Planning Division.**

- Provide your Nevada Department of Transportation tag number, a photograph of its location on the sign structure, and provide a photograph of your company plaque on the sign structure.

**The NDOT tag numbers for the subject billboard are 26021 and 26031. These are depicted in the pictures included in Figures 5 and 6. Clear Channel is currently in the process of installing new company plaques on the sign reflecting their new updated corporate logo.**

- Master Plan checklist (one copy)

**A completed Master Plan checklist is included in the attached appendices.**

- Documentation of taxes paid-to-date (one copy)

**Documentation of the property taxes being current from the Carson City Treasurer's Office are included in the attached appendices.**

- Documentation of business license fees paid-to-date (one copy each license)

**Documentation of Clear Channel Outdoor's valid business license (# 134121) is included in the "Original" submittal packet.**

- Fees are \$2450.00 plus noticing mailing fees (variable); the total fee amount will be quoted after the application is submitted. Fees are not collected until after the application is deemed complete.

**A filing fee check is attached with the original copy of this report, submitted to the Planning Division. An additional filing fee check for noticing will be provided once the fee has been calculated.**



### **Special Use Permit Questionnaire and Findings**

Carson City has established a questionnaire which must be answered in order to provide justification for the continued operation of a billboard. The questionnaire includes three primary questions with several sub-requirements and is intended to demonstrate consistency with the Master Plan. These are listed below and addressed in **bold face** type.

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

**No changes to the billboard are being proposed. The zoning will remain RC and no height or lighting alterations will occur. The billboard supports goals of the Master Plan by providing a mechanism in which local business can promote their services or products. Additionally, the billboard generates revenue for Carson City through taxes and licenses.**

**This request has no impact on the Open Space Master Plan or Carson River Master Plan.**

**In terms of developing Regional Centers, the billboard provides an opportunity for local and national retailers, promoters, organizations, entrepreneurs, etc. an option for promoting their business, products, services, events, etc.**

**The subject parcel consists of 0.30±acres. As such, it is not large enough to develop a viable commercial use. Therefore, locating a billboard onsite fulfills the Master Plan goal/policy of encouraging reuse or redevelopment of underused retail spaces and land inventory.**

**Although the billboard is not located within the Downtown Core, it does provide a potential mechanism to promote downtown events, businesses, retailers, etc.**

**The subject site and billboard are located within an identified mixed use activity center. The billboard parcel is small and the sign is appropriate given the intense commercial nature of the area.**

**Transit provisions of the Master Plan are not applicable to this request.**

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

**The billboard has been located at the subject property for over a decade and functions without negative impacts upon adjoining properties. The scale and lighting (or lack thereof) ensure compatibility with adjoining commercial uses.**

The billboard is consistent with the mixed use along North Carson Street. The installation and ongoing operation of billboards within this area has been approved repeatedly by the City. The billboard has a positive fiscal impact through the applicable land lease agreement, business license fees, etc. Additionally, it does not generate any impacts related to noise, lighting, odors, fumes, vibrations, etc. It is also important to note that this particular billboard has been approved by the City repeatedly, and no significant changes have occurred within the area in the last 5 years.

Overall, the billboard is unintrusive and blends with the intensity of the surrounding commercial environment. The sign is oriented towards North Carson Street and does not impair views from adjoining businesses or block vistas within the region.

The billboard has no impact on pedestrian or vehicular traffic. The billboard is simply a way of conveying advertisements/information to drivers and pedestrians.

The billboard has short and long range benefit to the people of Carson City. This is achieved through the sign's ability to reach a large segment of the local and non-local traffic travelling within Carson City. This provides area business owners another tool to promote their services/products, giving residents and tourists information about available goods and services. Property owners gain additional income from their property and the City gains revenue from business license fees and personal property tax paid by the owners. Additionally, promotion of business and services can increase sales which leads to increased tax revenues.

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

The billboard has existed onsite for over a decade. Therefore, it has been proven that the sign functions in context with adjoining and surrounding uses. No changes to the billboard are being proposed. This is simply a renewal of the existing SUP.

The project generates zero impact related to utilities, roadways, traffic, infrastructure, public services, etc.

- **Findings**

Section 18.02.080 of the Carson City Municipal Code includes findings for Special Use Permits and Conditional Uses (i.e. Administrative Permits).

Findings. Findings from a preponderance of evidence must indicate that the proposed use:

- a. Will be consistent with the Objectives of the Master Plan elements;

**As described under question 1 above, this request is consistent with the Master Plan and properly relates to the intense commercial use which surrounds the site.**

- b. Will not be detrimental to the use, peaceful enjoyment, economic value, or development of surrounding properties or the general neighborhood; and is compatible with and preserves the character and integrity of adjacent development and neighborhoods or includes improvements or modifications either on-site or within the public right-of-way to mitigate development related to adverse impacts such as noise, vibrations, fumes, odors, dust, glare or physical activity;

**This request represents no new impacts. The billboard is existing and no changes are proposed. This request is identical to those previously approved by Carson City.**

- c. Will have little or no detrimental effect on vehicular or pedestrian traffic;

**The billboard is located so that it properly relates to Carson Street and does not cause any unsafe impacts. The billboard has been located onsite for over a decade without incident.**

- d. 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;

**Not applicable. The billboard is not lit. Therefore, no infrastructure, utilities, or public services are required.**

- e. Meets the definition and specific standards set forth elsewhere in this Title for such particular use and meets the purpose statement of that district;

**With renewal of this SUP, all standards set forth with the original approvals and case # SUP-08-015 will be fulfilled.**

- f. Will not be detrimental to the public health, safety, convenience and welfare; and

**As mentioned previously, the billboard has been in existing onsite for some time. It has been demonstrated that it is not generating any detrimental impacts.**

- g. Will not result in material damage or prejudice to other property in the vicinity, as a result of proposed mitigation measures.

**No changes are being proposed. The billboard is an existing condition which is in full compliance with applicable codes and laws.**



- h. The applicant for a Special Use Permit shall have the burden of proof by preponderance of the evidence to provide facts supporting the proposed Special Use Permit. For purposes of legal clarity, this shall include the burden of going forward with the evidence and the burden of persuasion on all questions of fact which are to be determined by the Commission and the Board. Additionally, the applicant shall provide adequate information in the application and on the site plan to substantiate the findings required in this Section.

**The plans, specifications, and details contained herein and on the attached site plan serve to address all aspects of the project and provide justification for its construction. Should City Staff have any questions, concerns, or require additional details, any and all such requests will be swiftly and completely addressed.**