

STAFF REPORT FOR PLANNING COMMISSION MEETING OF MARCH 26, 2014

FILE NO: SUP-14-004

AGENDA ITEM: F-4

STAFF AUTHOR: Kathe Green, Assistant Planner

REQUEST: Special Use Permit request to construct a two-sided freestanding sign with 35 feet overall height and a width of 15 to 20 feet, a total sign area of 420 square feet on each side, which will have banner signage now, with LED illumination added later, on a parcel zoned Public Regional (PR).

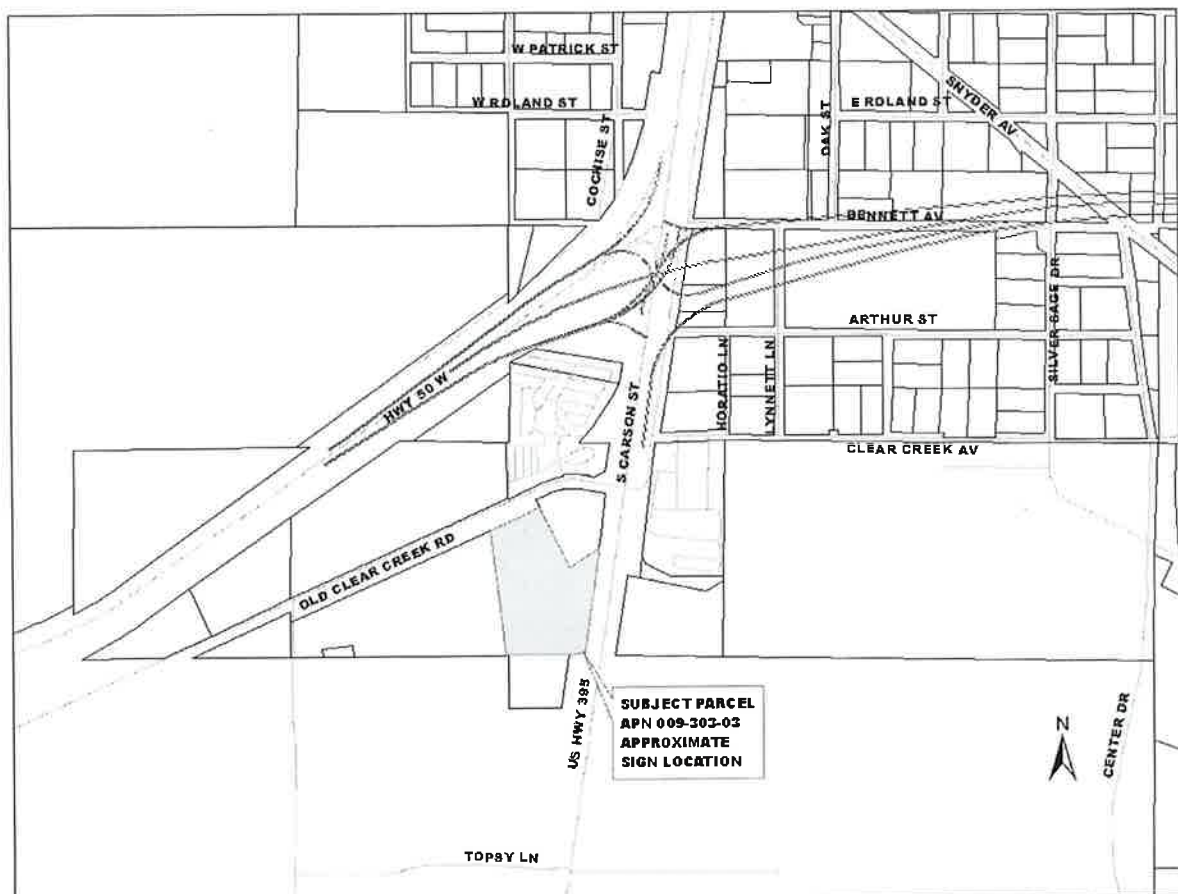
OWNER: Carson City

APPLICANT: Carson City Parks and Recreation Division

LOCATION: 601 Old Clear Creek Road

APN: 009-303-03

RECOMMENDED MOTION: "I move to approve SUP-14-004, a Special Use Permit request to allow construction of a two-sided, freestanding sign with 35 feet overall height, and a width of 15 to 20 feet, and a total sign area of 420 square feet on each side, which will have banner signage now, with LED illumination added later, on a parcel zoned Public Regional, located at 601 Old Clear Creek Road, APN 009-303-03, based on findings and conditions of approval contained in the staff report."



RECOMMENDED CONDITIONS OF APPROVAL:

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

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

The following shall be submitted with a building permit application:

6. The applicant shall submit a copy of the Notice of Decision and conditions of approval with any building permit application.
7. All illumination for the sign must be internal. No spotlighting, external flood or up-lighting is allowed. Downward lighting fixtures which do not extend beyond the flat wall of the sign are allowed as a means of illuminating banners. All lighting shall be reviewed and approved by the Planning Division during the building permit process for compliance with Development Standards Division 1.3, Light and Glare.
8. The sign location cannot be in conflict with any pedestrian movements.

The following shall be required regarding LED lighting of the sign:

9. The same operation plan which was presented for review relative to the Carson City Community Center sign, which was accepted by the Planning Commission on July 19, 2013, under SUP-13-022 shall also be used as the operation plan for the sign at Carson City Fairgrounds and Fuji Park. All LED lighting of the sign, including sign brightness, sign dimming at night, message transitions, and other sign animation parameters shall be in compliance with this approved operational plan. The proposed sign shall have dimming capabilities.
 - a. Sign brightness and dimming at night - The sign brightness shall be no more than 0.3 foot-candles above ambient light, measured in accordance with the operational policies and procedures.
 - b. Message hold times - The minimum message hold time shall be three seconds.
 - c. Message transitions - Transition time between messages shall be a maximum of one second.

- d. Video and animation - The policies and procedures allow the use of video and animation. However, it requires the Parks and Recreation Department to evaluate video and animation capabilities and parameters and bring back further recommendations to the Planning Commission at the one-year review.

10. The Special Use Permit shall be reviewed by the Planning Commission one year after the Building Permit has been issued for the LED lighting of the sign. Submit a copy of the Notice of Decision with the Building Permit for the LED signage. At that time the Commission shall review the sign illumination (dimming) and message displays to determine if controls are adequate to minimize impacts to surrounding properties and motorists.

LEGAL REQUIREMENTS: CCMC 18.02.080 (Special Use Permits), 18.04.185 (Public Regional)

MASTER PLAN DESIGNATION: Parks and Recreation

PRESENT ZONING: Public Regional (PR)

KEY ISSUES: Would the proposed construction and placement of a freestanding banner and future LED sign on property at the Carson City Fairgrounds and Fuji Park, placed adjacent to Highway 395 South, have an adverse impact on the adjacent neighborhood and would it be in compliance with the purposes of the Public Regional zoning district?

SURROUNDING ZONING AND LAND USE INFORMATION

NORTH: General Commercial (GC)/Bodine's Casino, Comstock RV Park, Costco
EAST: General Commercial (GC)/Self Storage Units
SOUTH: General Commercial (GC)/parking, Douglas County shopping center
WEST: Public Regional (PR)/Fuji Park and Fairgrounds

ENVIRONMENTAL INFORMATION

FLOOD ZONE: AE (100-year flood plain)
EARTHQUAKE FAULT: Moderate, Zone II, fault zone beyond 500 feet
SLOPE/DRAINAGE: The parcel is primarily flat
SOILS: 45- Mottsville loamy coarse sand, 2 to 4 percent slopes

SITE DEVELOPMENT INFORMATION

LOT SIZE: 9.76 acres
PROPOSED STRUCTURE SIZE: 585 square feet
PROPOSED STRUCTURE HEIGHT: 35 feet
PARKING: no change
SETBACKS: outside required utility easements
VARIANCES REQUESTED: None

PREVIOUS REVIEWS

SUP-04-221(a): New conceptual site plan, construction phasing plan, remove watchman's quarters
SUP-04-221: Conceptual site plan, construction plan, details for build out improvements
SUP-03-126: New potable water well site
MPR-01/02-7: Fuji Park improvements
U-90/91-41: Display of automobiles at a City park site

DISCUSSION

All uses, changes and improvements which are proposed on a parcel in a Public Regional zoning district require a Special Use Permit approved by the Planning Commission. Additionally, according to CCMC Section 18.04.170, the following shall apply:

- 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.

The Parks and Recreation Department is proposing a sign on their property at Carson City Fairgrounds and Fuji Park. At the present time, there is no signage placed on Carson Street or Highway 395 to notify or direct travelers to the Carson City Fairgrounds and Fuji Park. Signage is located on Old Clear Creek Road, but not on the well-traveled adjacent highway. Signage to notify potential users of this location of coming or on-going events is planned for the sign, which would increase the use of the park and create more interest in this location. The long-term goal is to have the complex become an event destination center for many large multi-day events. The sign on the highway is proposed to make motorists aware of the facility amenities and the events taking place there. The applicant states the sign would need to be adequate size to create interest and be easily read while traveling. This sign is proposed at the farthest eastern point of the Carson City Fairgrounds and Fuji Park, and would be placed adjacent to Highway 395 South. It is noted this parcel is proposed between the large freestanding sign at Bodine's Casino and the Walmart Shopping Center to the south which also has large freestanding signage, all on the west side of the highway.

The sign is proposed to be 35 feet in overall height with a total area of 585 square feet. The sign display areas are proposed in two sections. The upper section is proposed with 420 square feet of sign area per side, measuring approximately 20 feet wide and 12 feet tall. This area initially would have banners for display. A second, lower sign section of 180 square feet, measuring approximately 15 feet wide and 12 feet tall, with five individual signs, measuring 15 feet wide and 2.4 feet tall per side is also proposed. A third area is the support structure, which would extend to the ground. This blank area is proposed at 15 feet wide and 11 feet tall.

At the present time, the proposal is to have banners on the upper section of the sign. As financing becoming available, banners would be replaced with a LED sign of up to 240 square feet on the upper section of the sign. Lighting of the banners would be accomplished by an external shielded fixture which would be installed in the box where the LED would eventually be placed. The illumination fixture would not extend beyond the flat wall of the sign. Future lighting of the lower section is also proposed. Again, funding must become available prior to installation of lighting. When the Parks and Recreation Department is ready to install the LED lighting in the top section, the proposal would need to comply with the same requirements placed on the lighting recently installed at the Carson City Community Center, which were reviewed and approved by the Planning Commission at their July 19, 2013 meeting for SUP-13-022. The operational plan conditions from that permit are included in the conditions of approval.

The adjacent roadway is 200 feet wide at the proposed location of the sign, and there is a drop off from the edge of the roadway down to the subject property. The applicant has provided a photo simulation showing the sign would be in proportion to the adjacent signage and uses, and states that the sign needs to be large enough to be seen from the roadway. In addition, the speed of motorists traveling by this location will make a smaller sign difficult to read. As a comparison, under the sign ordinance in effect today, the maximum height of signage allowed in a shopping center is 30 feet, and other commercial uses are limited to 20 feet, without additional review and approval under a

Special Use Permit.

It is noted the Planning Commission has reviewed and approved other Special Use Permit application requests in this vicinity for other taller than usual signage on Carson Street. To the immediate north is Bodine's Casino, with a freestanding monument sign which was approved with an overall height of 42.25 feet. The Casino Fandango complex, which is approximately one mile north of this location, has three taller than usual freestanding signs; one 35-foot tall main reader board, one 35-foot tall freestanding hotel sign and one 30-foot-tall cinema sign. The Fandango complex is also elevated from the roadway, increasing the perceived height of signage at this location. In addition, the Walmart Shopping Center, which is one-quarter mile south of this location but is located in Douglas County, also has large freestanding signage and is also elevated when compared to the subject property.

As proposed,, the sign would have an overall height of 35 feet and 420 square feet of signage, and would be placed at the far eastern portion of the parcel, outside of any required easements. A sign was reviewed under the comprehensive plan for the park under the previously reviewed SUP-04-221(A). The applicant has provided a copy of that map, included with this permit, showing the location of the sign to be the same as proposed under that permit. The applicant has also provided photo simulations showing that the sign would be proportionate to the size of the site, and other signage in the vicinity, and would advertise to passing motorists. In addition, the applicant states that the requested height and mass is required as there are several concerns at this location:

- Elevation change upward to the south, which would obscure the line of sight related to the sign
- Large vehicle traffic is prevalent on the roadway, which would obscure a small sign
- Highway travel speed will reduce the ability to read the signage
- Roadway is heavily traveled
- Downward slope adjacent to the roadway where the sign will need to be placed

The applicant is aware that the sign would be located within a primary floodplain, but it is not proposed in a geologically hazardous area. Electric equipment would be installed above the base flood elevation for this location.

PUBLIC COMMENTS

Public notices were mailed on March 7, 2014 to 94 adjacent property owners (31 unique property owners and 63 Clear Creek Mobile Home Park tenants) within 2,100 feet of the subject site. As of the writing of this report no comments have been received in favor or opposition to the proposal. Any comments that are received after this report is completed will be submitted to the Planning Commission prior to or at the meeting on Wednesday, March 26, 2014 depending on the date of submission of the comments to the Planning Division.

AGENCY COMMENTS

All comments from various city departments and agencies which were received as of March 13, 2014 are included in this report. Recommendations have been incorporated into the recommended conditions of approval, where applicable.

Building Division:

1. Commercial submittals shall show compliance with the following codes, and adopted amendments:

- 2012 International Building Code
- 2009 International Energy Conservation Code
- 2012 International Fire Code

- 2012 Uniform Mechanical Code
- 2012 International Mechanical Code
- 2012 Uniform Plumbing Code
- 2011 National Electrical Code
- 2009 ICC/ANSI A117.1 (For accessible design)
- 2011 Northern Nevada Amendments
- 2012 Northern Nevada Amendments

2. 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.

Fire Department: No comments or concerns

Health Department: No comments or concerns

Engineering Division: Engineering Division has no issues with the installation of the sign provided that the designers take into account that the sign will be within the 100 year FEMA flood zone. The request cannot be in conflict with pedestrian movements.

Environmental Control: No comments or concerns.

FINDINGS

Staff's recommendation is based upon the findings as required by CCMC Section 18.02.062 (Special Use Permits) enumerated below and substantiated in the public record for the project. 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 with the conditions outlined by staff.

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

GOAL1.1- Promote the Efficient Use of Available Land and Resources

1.1a- Balanced Land Use Plan

The proposed sign will not require and water. Initially advertising will be by banners, with lighting installed when funding is available. All lighting will comply with Carson City Community Development Planning Division restrictions for guidelines regarding protection of the night sky. Eventually LED lighting of the upper section of the sign is proposed. This lighting will be similar to the lighting recently approved at the Community Center.

GOAL 4.1- Promote Recreational Equity at a Neighborhood Level

4.1a- Maintain/Enhance Existing Facilities

The Carson City Fairgrounds and Fuji Park complex is to be the site of the Nevada Sesquicentennial (150) Fair. Efficient use of the existing facilities is paramount to mounting a successful event. The sign will be used to enhance proper notification of upcoming events and the location of the park facilities to the motoring public on the adjacent highway. As stated in the application, the park is underutilized at the present time. A sign will provide the needed awareness of the amenities available in the park as well as activities which are planned or on-going.

GOAL 5.4- Promote Tourism Activities and Amenities that Highlight the City's Historic and Cultural Resources

5.4c- Arts and Culture

Carson City Fairgrounds and Fuji Park complex hosts a variety of artistic and cultural events each year. That will be especially true during the celebration of 150 years of Nevada Statehood. The upcoming Fair will introduce visitors to Carson City's unique history and environment, and provide an opportunity to attract potential living wage employers, as well as tourists to the area. The addition of a sign to advertise the services available at the location, placed at the most southern portion of the Carson City, adjacent to a well-traveled highway would be a substantial benefit to Carson City and all who wish to recreate here. This sign could be a positive support to tourism activities associated with the community. The proposed changeable banners and future lighted (LED) message board would advertise community events that support artists, art 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 changeable banners and future message board would expand opportunities to generate revenue in Carson City, not only from tourists, but also from local people, who would also utilize this area when it is more actively advertised to the motoring public.

2. 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.

There would be moderate noise and physical activity during the brief period required for placement of the sign at this location. However, the construction would be of short duration. Once the sign is in place, the park would continue to be a public facility with an improved ability to notify the public of the services and amenities offered at Carson City Fairgrounds and Fuji Park. The sign is not expected to cause objectionable noise, vibrations, fumes, odors, dust, glare or physical activity after installation is complete.

3. Will have little or no detrimental effect on vehicular or pedestrian traffic.

The sign is proposed of sufficient height and size to be seen easily by the motoring public. The width of the roadway is 200 feet at the proposed location, but it expands to 400 feet directly south of this location, and widens again just north of this parcel. The applicant has provided photo simulations showing the sign at the proposed height and width, showing the sign in relation to passing vehicles. This shows that the sign, as proposed, would be visible and not out of proportion to the surrounding environment.

4. 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.

This project will have no impact on water or sewer usage. There will be no road improvements required to accommodate this sign. The sign is proposed to be placed on a publicly owned parcel, and will not impact other public services.

5. Meets the definition and specific standards set forth elsewhere in this title for such particular use and meets the purpose statement of that district.

The Public zoning districts are intended for federal, state and city facilities, as well as certain civic and utility uses that sustain wide regional needs. Development Standards relative to lot area, width and depth, building setbacks and height are determined by Special Use Permit.

1. *To accommodate the wide range of public institutional and auxiliary uses which are established in response to the health, safety, cultural and welfare needs of the citizens of the City.*
2. *To organize the assemblage of specific, nonprofit and profit public facilities into efficient functionally compatible and attractively planned administrative centers in conformance with the master plan;*
3. *To establish site plan approval for many uses thereby ensuring compatibility with adjacent more restrictive districts.*

6. Will not be detrimental to the public health, safety, convenience and welfare.

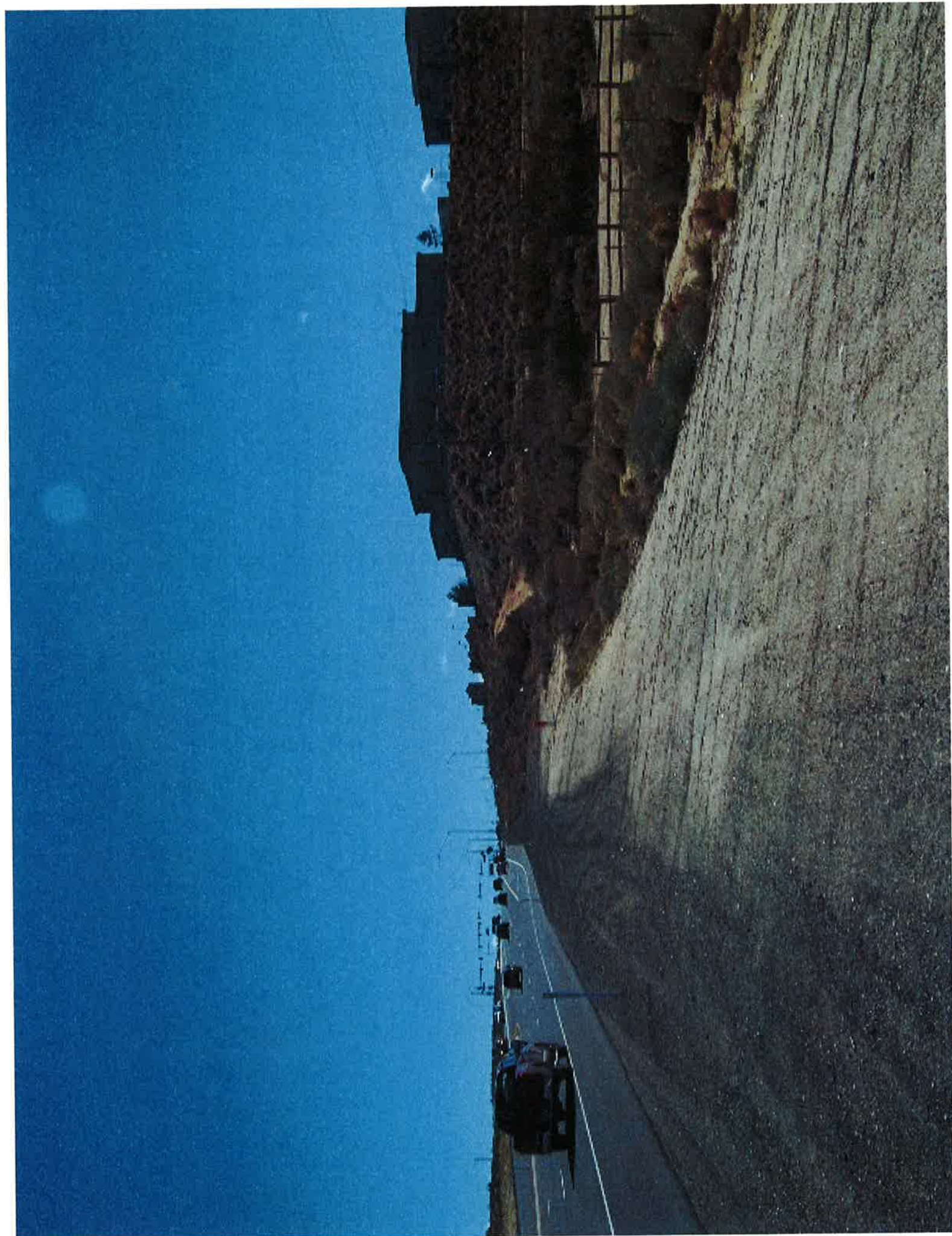
The proposed sign would advertise services, events, exhibits and displays held at the Carson City Fairgrounds and Fuji Park. This is an underutilized park which is part of the Carson City Parks system, but signage for this location is presently only on Old Clear Creek Road. The proposed sign would draw people to this location and would allow the park to be more available to the public. When LED lighting is installed, the Planning Commission will again have the opportunity to review the sign display to ensure that impacts to the vicinity are minimized during the scheduled one year review after the installation of LED lighting. The sign is proposed at a location between two large commercial areas, Bodine's Casino and the Walmart Shopping Center. It is not anticipated that there will be any detrimental impact to the public.

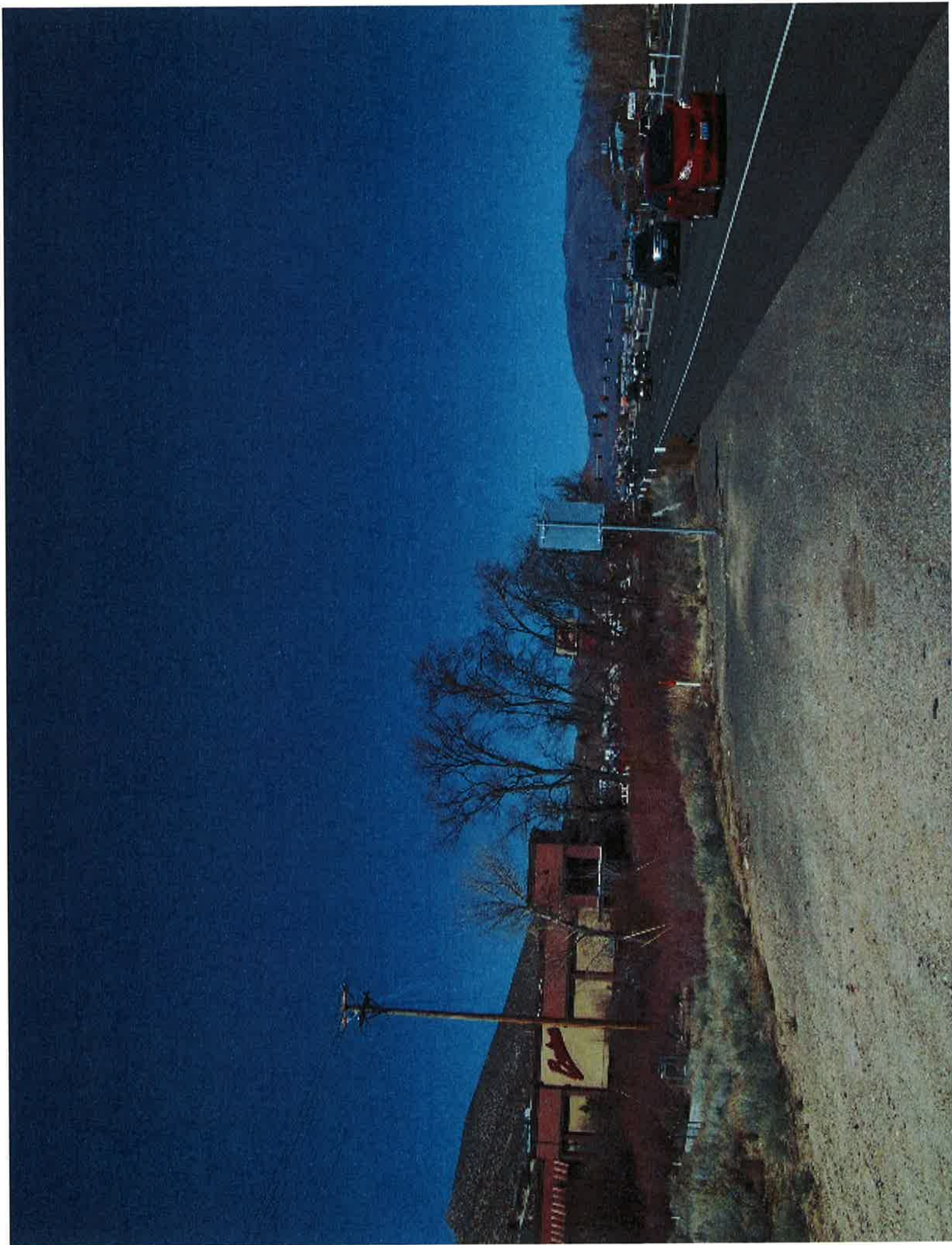
7. Will not result in material damage or prejudice to other property in the vicinity.

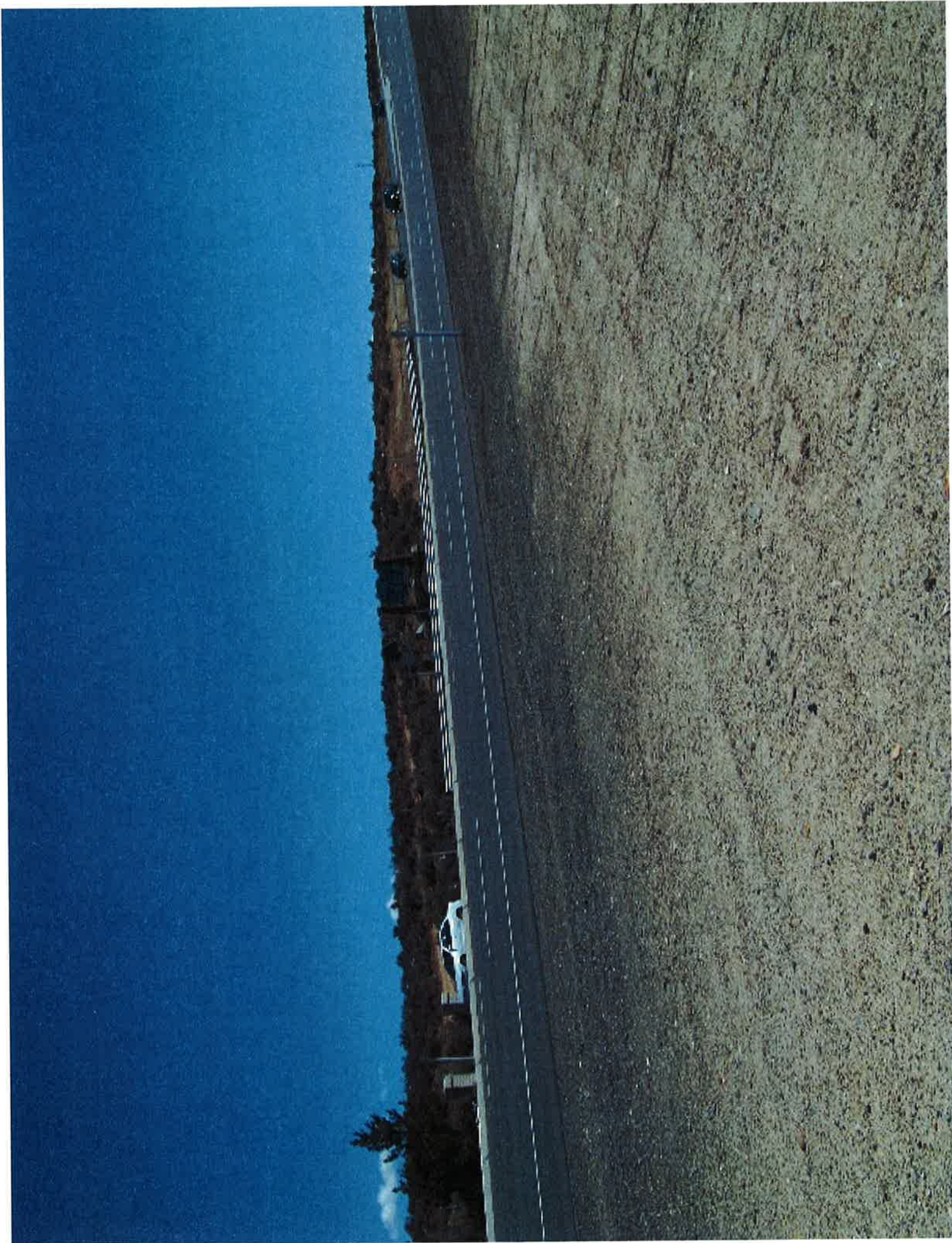
The sign is not anticipated to create any material damage or prejudice to other property in the vicinity. There are commercial businesses both to the north and south of this location, which also have large, illuminated signage.

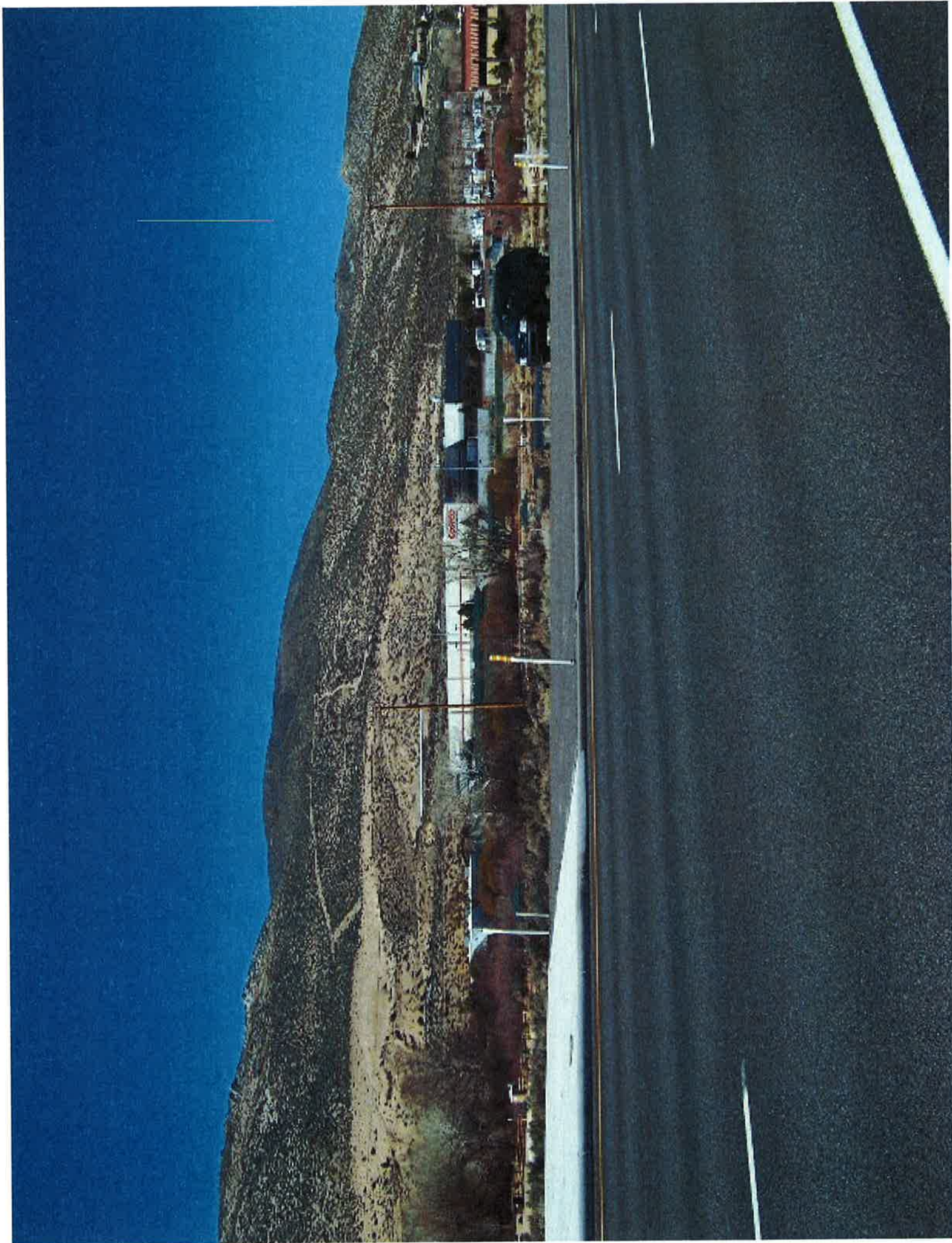
Attachments

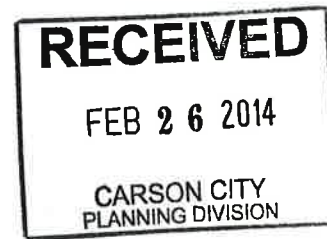
Site Photos
Building Division comments
Engineering Division comments
Fire Department comments
Environmental Control
Health Division comments
Application SUP-14-004











**Engineering Division
Planning Commission Report
File Number SUP 14-004**

TO: Planning Commission

FROM Rory Hogen, E.I.

DATE: February 26, 2014
March 26, 2014

MEETING DATE:

SUBJECT TITLE:

Action to consider an events sign for Fuji Park on the west side of S Carson St. near the rodeo grounds at 601 Old Clear Creek Rd., apn 09-303-03.

RECOMMENDATION:

Engineering Division has no issues with the installation of the sign provided that the designers take into account that the sign will be within the 100 year FEMA flood zone.

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 cannot be in conflict with pedestrian movements.

CCMC 18.02.080 (5d) - Public Services

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

February 25, 2014

Fire has no comments on SUP-14-004



Dave Ruben

Captain – Fire Prevention

Carson City Fire Department

777 S. Stewart Street

Carson City, NV 89701

Direct 775-283-7153

Main 775-887-2210

FAX 775-887-2209

February 26, 2014

Major Project Review Committee

Re: # SUP – 14-004

Dear Kathe,

After initial plan review the Carson City Environmental Control Authority (ECA), a Division of Carson City Public Works Department (CCPW), has the following requirements per the Carson City Municipal Code (CCMC) and the Uniform Plumbing Code (UPC) for the SUP -14-004 (Fugi Park) project:

1. ECA has no comments concerning this project.

Please notify Mark Irwin if you have any questions regarding these comments, I can be reached at 775-283-7380.

Sincerely;

Mark Irwin
Environmental Control Officer 3

c: Kelly Hale, Environmental Control Supervisor



File # (Ex: MPR #07-111)	<i>SUP-14-004</i>
Brief Description	<i>Monument Sign At Fuji Park</i>
Project Address or APN	<i>APN #009-303-03</i>
Bldg Div Plans Examiner	<i>Kevin Gattis</i>
Review Date	<i>3-26-2014</i>
Total Spent on Review	

BUILDING DIVISION COMMENTS:

1. Commercial submittals shall show compliance with the following codes, and adopted amendments:

- 2012 International Building Code
- 2009 International Energy Conservation Code
- 2012 International Fire Code
- 2012 Uniform Mechanical Code
- 2012 International Mechanical Code
- 2012 Uniform Plumbing Code
- 2011 National Electrical Code
- 2009 ICC/ANSI A117.1 (For accessible design)
- 2011 Northern Nevada Amendments
- 2012 Northern Nevada Amendments

2. 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.



February 25, 2014

SUP-14-004



Carson City Health and Human Services has no comments based on application received.

Dustin Boothe, MPH, REHS

Carson City Health and Human Services

900 E. Long St.

Carson City, NV 89706

(775) 887-2190 ext. 7220

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

FILE # SUP - 14 - SUP - 14 - 004

Carson City Parks & Recreation Dept 775-887-2262

APPLICANT PHONE #

3303 Butti Way, #9, Carson City, NV 89701

MAILING ADDRESS, CITY, STATE, ZIP

tgrundy@carson.org

EMAIL ADDRESS

Carson City Parks & Recreation Department

PROPERTY OWNER PHONE #

3303 Butti Wy, #9, Carson City, NV 89701 (775) 887-2262

MAILING ADDRESS, CITY, STATE, ZIP

tgrundy@carson.org

EMAIL ADDRESS

Tom Grundy, P.E.

APPLICANT AGENT/REPRESENTATIVE PHONE #

3505 Butti Wy, Carson City, NV 89701 (775) 283-7081

MAILING ADDRESS, CITY, STATE ZIP

tgrundy@carson.org

EMAIL ADDRESS

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):

009-303-03

Street Address ZIP Code

601 Old Clear Creek Rd, Carson City, NV 89705-6851

Project's Master Plan Designation

Parks & Recreation

Project's Current Zoning

Public Regional

Nearest Major Cross Street(s)

Old Clear Creek & US Hwy 395

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:

Install a new double-faced sign that encompasses, on the top, changeable event banners initially, with an electronic message board ultimately. The sign will have an array of smaller directional signs below, listing Carson City Fairgrounds elements.

PROPERTY OWNER'S AFFIDAVIT

I, Marena Works, 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.

Marena Works 201 N. Carson St, Carson City, NV

Signature

Address

Date

2/13/14

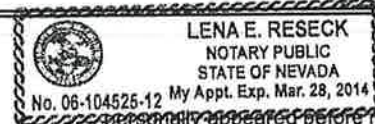
Use additional page(s) if necessary for other names.

STATE OF NEVADA
COUNTY Carson City

On February 13, 2014, Marena Works

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.

Lena E. Reseck
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.

ITEMS OF NOTE:

The Carson City Fairgrounds and Fuji Park complex is an under-utilized facility and the City's long-term desire is to have the complex become an event destination center for many large multi-day events. A sign on US 395 South is needed to make motorists aware of the facility amenities and the events taking place there. The sign will also be a significant promotional tool for event promoters to use as a communication tool to inform both visitors and residents about upcoming events. Additionally, the complex will be the venue for the Nevada Sesquicentennial Fair which is scheduled for July 30 through August 3, 2014. This event will be Carson City's signature event for the State of Nevada's Sesquicentennial Celebration. The proposed sign would be an important infrastructure improvement to communicate information about this upcoming event.

This sign will initially have a framework on top which will allow changeable banners to be installed. Eventually, the banners will be replaced with double-sided electronic message boards, allowing multiple messages to be conveyed to the public. The banners may or may not be illuminated and the smaller directional signs may or may not be illuminated initially, based on available project funding. However, it is desired to eventually illuminate the sign and install LED reader boards.

The sign will be located next to the west right of way line for US Highway 395/I-580. The upper banner portion of the sign will be approximately 20' wide x 12' tall for a total of approximately 240 sf. The overall dimensions of the bottom portion of the sign will be approximately 15' wide x 23' tall for a total area of approximately 345 sf. The lower portion will contain a total of five individual signs on each side, indicating various amenities at the park. Each of the individual signs will be approximately 15' wide x 2.4' tall or approximately 36 sf each. The bottom of the lowest way finding sign will be approximately 11' off the ground. Sign size has been determined by multiple factors:

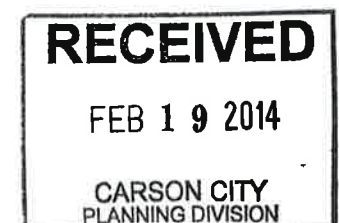
- A steep hill south of the proposed location, creating line of sight problems to the sign for traffic.
- Size of certain vehicles, especially large SUVs and Semi-Tractor/Trailer rigs that may obscure the line of sight to the sign, when passing between the viewer and the sign in the oncoming lane.
- Speed of highway traffic passing in front of the sign and the viewing challenges that highway speeds present.
- NDOT right-of-way is wide in that area to compensate for the multi-lane highway, and will necessitate placing the sign well off the edge of roadway to keep the sign out of the right-of-way.
- The existing site grading slopes down and away to the west of the road's travel lanes.

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 provisions of the Growth Management Ordinance applicable to our project.
- This project will not require the use of water. Initially, lighting of the banners and smaller directional signs may or may not exist, depending on the availability of electrical service and funding. Lighting of the sign will be an eventual part of this project as funding is made available. When the signage is lighted, and the electronic messaging portion of the sign is installed, the Community Development requirements on nighttime lighting will be in line with all other existing signage both to the north and south of the project, and of that employed by the Community Center messaging board, which is similar to this project.
- The project is not located in a priority infill development area.
- This project will not influence pathway connections or access
- The project will not influence any existing site features.
- This project is adjacent to the county boundary between Carson City and Douglas to the south. Our proposed signage is similar in nature to the existing signage in the adjacent Walmart shopping center complex. Ingress/egress is not influenced by this project.



- The project is consistent with Master Plan Public Regional development policies for a city facility whose main purpose is to sustain wide regional needs. The proposed signage will function as an information device to notify the public of upcoming events and existing facilities available in the complex.
- The project meets all applicable transition standards.
- The project is not situated to affect environmentally sensitive areas.
- The Board of Supervisors approved the Carson City Fairgrounds/Fuji Park Conceptual Plan on Dec. 7, 2006. This plan identifies a new reader board in the same location as proposed in the Special Use Permit application.
- The Planning Commission reviewed/approved and City staff issued a Notice of Decision on the Conceptual Plan as part of a Special Use Permit application amendment (SUP-04-221a) to the complex's Special Use Permit on March 28, 2007.
- The project is located inside the primary floodplain but not in a geologic hazard area. Electrical equipment, when installed, will be installed above the base flood elevation.
- This project will 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.

4.1a - Maintain/Enhance Existing Facilities: The Carson City Fairgrounds and Fuji Park complex is to be the site of the Nevada Sesquicentennial (150 year) Fair. Efficient use of existing facilities is paramount to mounting a successful event. Enhancing proper notification of upcoming events and location of park facilities is a large part of this process and to future events at the complex.

4.1b - Match Improvements to Demand and Current Standards: As the City prepares for the Fair and other upcoming events, improvements are required to meet the demand. Proper notification of coming attractions will ensure greater use of park facilities and enhanced enjoyment for Carson City residents.

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. Nowhere in the city is this more evident than at the Carson City Fairgrounds and Fuji Park complex. This project will provide cost effective sharing of facilities and resources with the city's existing and potential recreation partners. The addition of changeable signage that will help notify and inform residents of upcoming events at the complex will allow the facility and its functions to be enjoyed by all citizens of Carson City.

C. Chapter 5: Economic Vitality

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

5.4c - Arts and Culture: Carson City Fairgrounds and Fuji Park complex hosts a variety of artistic and cultural events over the course of each year. The upcoming Fair will introduce visitors to Carson City's unique history and environment, and provide an opportunity to attract potential living wage employers, as well as tourists ("heads in beds"), to the region. Our project will help inform and direct tourists and residents to events and park elements, thereby providing substantial benefits to all. The changeable banners and future message board will advertise community events that support artists, art 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 changeable banners and future message board will expand opportunities to generate visitor revenue by increasing promotion and the use of Fuji Park, the Fairgrounds, Exhibit Hall, and Dog Park.

5.5b - Recreational Amenities: As the sign project increases awareness of the facility, it will also be a tool to attract new businesses seeking a high quality of life for their employees.

D. Chapter 6: Livable Neighborhoods and Activity centers

- The project uses durable materials, and matching color schemes to existing Fuji Park and Fairgrounds facilities.
- Visual interest is dominated by messaging on the banners, message boards and directional signage.
- Height and setback requirements are set by Special Use Permit in Public Regional (PR) zoning districts.
- The project is not in a MU Activity Center
- The project is not downtown. Housing models are not applicable in this instance.

E. Chapter 7: A Connected City

- Banners and electronic message boards are common promotional tools for high-transit streets and highways, such as US Hwy395/I-580, where this project will be 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 area;

NORTH: General Commercial (GC) - Bodines, Comstock RV Park, Costco

SOUTH: General Commercial (GC) - Carson City Overflow Parking Lot and Walmart Shopping Center

EAST: General Commercial (GC) - Carson City Self Storage

WEST: Public Regional (PR) - Carson City Fairgrounds and Fuji Park complex

B. This freestanding, exterior sign project is similar to existing signs to the north and south of the project area, both in type and size, especially the Bodines sign to the north of our site. To the south of this site there are multiple, large, freestanding, lighted signs at the Walmart shopping center. For this reason, there will not be an adverse impact on the neighborhood. Furthermore, during construction, dust abatement and stormwater pollution prevention measures will be employed to prevent contamination of the surrounding area, Baily Fishing Pond, and adjacent creek.

C. This project will not be detrimental to the use, peaceful enjoyment or development of surrounding properties and neighborhood. The surrounding land has already been developed for recreation and public use. The sign will be an added advantage to the neighborhood in that it will help inform citizens and visitors of upcoming attractions and different elements of the park, provided for their enjoyment.

D. No additional lights or traffic controls are needed because of this project. No evidence exists that these types of signs are any more visually intrusive than other commercial signs or structures, unless placed in positions blocking driver visibility. When compared to the size, number and lighting intensity of closely surrounding signs, this sign is in keeping with existing conditions. Existing setbacks will be adhered to in order to prevent interference with driver visibility.

E. Use of the banners and future message board will provide economic benefit to renters of the complex and other entities that benefit from public events. Sign messaging promotes attendance and the resultant commerce provides tax benefits to Carson City. Further, an approval of this project has the potential to substantially increase 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 Sheriff's Office, although the future message board will provide emergency communication opportunities for our public safety entities and promotion for educational programs at the Fairgrounds.
- B. The project does not affect existing drainage.
- C. The project does not require water.
- D. The project does not require sewer.
- E. No road improvements are needed for this project.
- F. The total height of the sign will be a maximum of 35 ft. from ground and the banner/electronic messaging surface sign area no more than 240 sq.ft and the five (5), fixed-directional sign's total area will be no more than 180 sq. ft.
- G. Eventual lighting of the project (both the banner and future message board) will be from internal LED lighting. Existing examples are located at Bodines and the Carson City Community Center. Operating guidelines for the reader board, when it is installed, will be similar to the LED message board at the Carson City Community Center.
- H. Landscaping for the project will be limited to existing natural vegetation as no irrigation system is planned for this sign. The sign will use a monument-style pole wrap in a color scheme that matches existing structures at the complex.
- I. Parking availability for the site is not influenced by the proposed signage.

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.

Marcene Jones
Applicant

2/13/14
Date

"RE-DESIGN / SCHEME F"





CARSON CITY FAIRGROUNDS & FUJI PARK COMPLEX
DIRECTIONAL/EVENT BANNER CONCEPTUAL SIGN WITH APPROXIMATE DIMENSIONS
 Final drawings for sign permit to be provided by sign contractor.

**CARSON CITY
 PARKS AND RECREATION**

3303 BUTTI WAY CARSON CITY, NEVADA 89701
 PH: 887-2262

**CARSON CITY FAIRGROUNDS
 & FUJI PARK COMPLEX
 DIRECTIONAL/EVENT BANNER SIGN
 CONCEPTUAL SIGN**

DESIGNED BY: TG
 DRAWN BY: DLO
 CHECKED BY: TG
 SCALE (HORIZ): AS SHOWN
 DATE: 2/19/14

**FIGURE
 1**



SIGN SITE FROM 600' NORTH

Looking up the hill. Please note the relative size of the semi tractor/trailer and the Parks & Recreation Dept. bucket truck, with the bucket placed at the top of sign elevation. It is apparent that the sign needs to be a significant height.



SIGN SITE FROM 600' SOUTH

Looking down the hill. Please note the relative size of the semi tractor/trailer, the van and the Parks & Recreation Dept. bucket truck, with the bucket placed at the top of sign elevation. It is apparent that the sign needs to be a significant height.

CARSON CITY PARKS AND RECREATION

3303 BUTTI WAY CARSON CITY, NEVADA 89701
PH: 887-2262

CARSON CITY FAIRGROUNDS & FUJI PARK COMPLEX DIRECTIONAL/EVENT BANNER SIGN EXISTING SITE PHOTOS

DESIGNED BY: TG
DRAWN BY: DLO
CHECKED BY: TG
SCALE (HORIZ): AS SHOWN
DATE: 2/13/14

**FIGURE
2**



SIGN SITE FROM 600' NORTH

Looking up the hill. Please note the relative size of the semi tractor/trailer and the proposed sign. It is apparent that the sign needs to be a significant height.



SIGN SITE FROM 600' SOUTH

Looking down the hill. Please note the relative size semi tractor/trailer, the van, and the proposed sign. It is apparent that the sign needs to be a significant height.

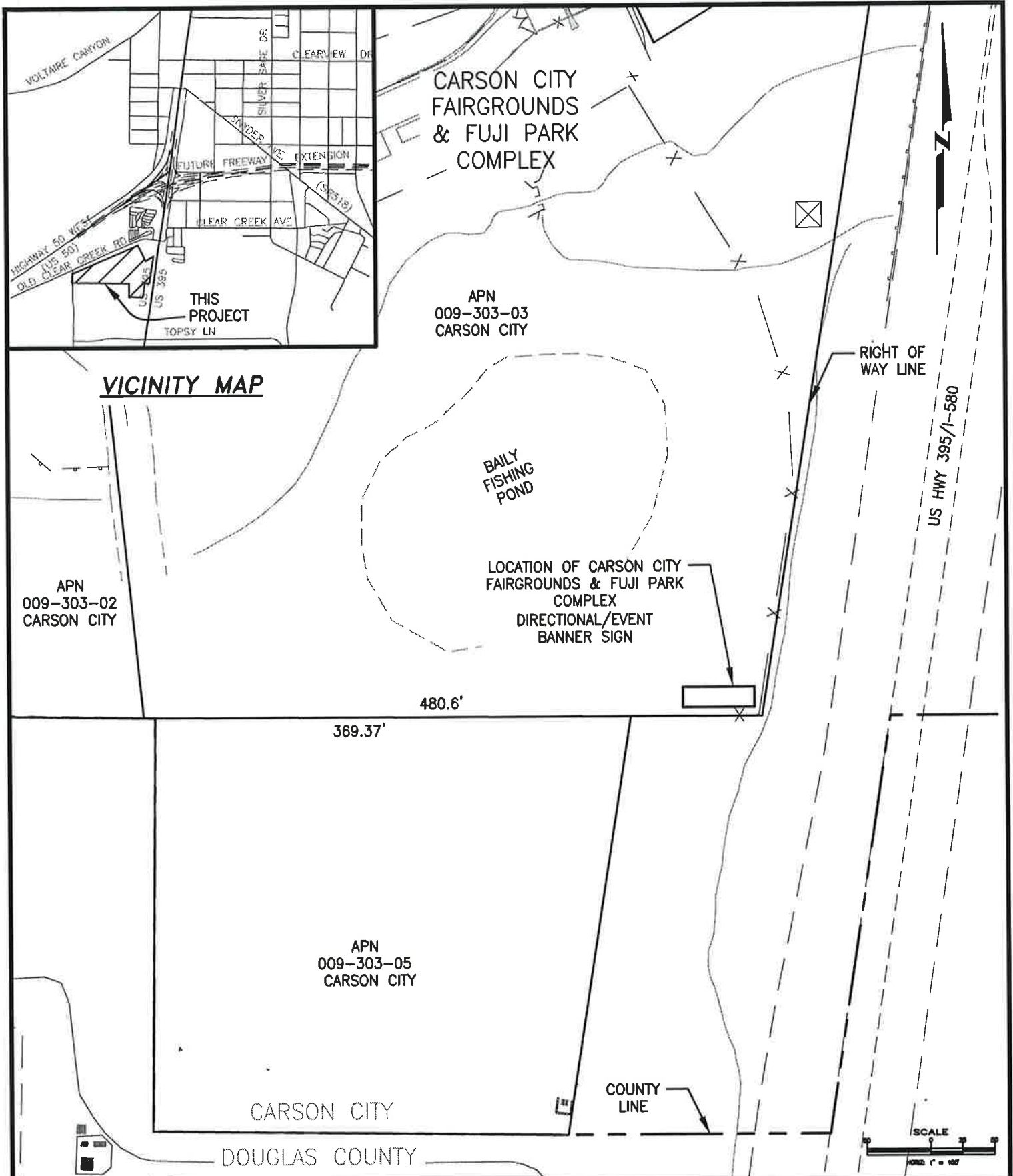
CARSON CITY PARKS AND RECREATION

3303 BUTTI WAY CARSON CITY, NEVADA 89701
PH: 887-2262

CARSON CITY FAIRGROUNDS & FUJI PARK COMPLEX DIRECTIONAL/EVENT BANNER SIGN CONCEPTUAL SIGN SITE PHOTOS

DESIGNED BY: TG
DRAWN BY: DLO
CHECKED BY: TG
SCALE (HORIZ): AS SHOWN
DATE: 2/12/14

**FIGURE
3**



<p>CARSON CITY PARKS AND RECREATION</p> <p>3303 BUTTI WAY CARSON CITY, NEVADA 89701 PH: 887-2262</p>	<p>CARSON CITY FAIRGROUNDS & FUJI PARK COMPLEX</p> <p>DIRECTIONAL/EVENT BANNER SIGN SITE PLAN</p>	<p>DESIGNED BY: TG DRAWN BY: DLO CHECKED BY: TG SCALE (HORIZ): AS SHOWN DATE: 2/13/14</p>	<p>FIGURE</p> <p>4</p>
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