

**PARKS AND RECREATION COMMISSION
STAFF REPORT**

MEETING DATE: June 3, 2014

AGENDA ITEM NUMBER: 3A

APPLICANT: Roger Moellendorf, Parks and Recreation Director
Vern L. Krahn, Park Planner
Tom Grundy, P.E. / Project Manager

REQUEST: **For Possible Action:** To recommend to the Board of Supervisors approval of \$30,000 from the Quality of Life (Question 18) parks capital, undesignated projects to partner with the Redevelopment Authority Citizen Committee and the Nevada Commission on Tourism to fund Phase 1 of the Carson City Fairgrounds at Fuji Park Directional and Event Banner Sign Project; or, recommend to the Board of Supervisors to return the Nevada Commission on Tourism \$20,000 grant.

GENERAL DISCUSSION: At the May 6, 2014, Parks and Recreation Commission meeting City staff presented a Fairgrounds/Fuji Park complex directional/event banner sign and requested \$30,000 from the Quality of Life (Question 18) parks capital, undesignated projects to partner with the Redevelopment Authority Citizen Committee and the Nevada Commission on Tourism to fund Phase 1 of the project (Exhibit A). The Commission tabled action on this item and requested City staff to return with additional information on the project. In addition, Parks and Recreation staff met independently with six Commissioners and in groups no larger than two on Wednesday afternoon, May 21, 2014 to tour the project site.

As mentioned above, the Commission wanted additional information on the project. Staff will be returning at this meeting to address the following concerns.

- 1) Fairgrounds/Fuji Park Complex Signage Plan (Exhibit B)
 - A. Integrated Signage Plan – Directional/Event Banner Sign, NDOT Information Signs (Brown), Complex Monument Sign, and Complex Facilities Sign Arrays along Old Clear Creek Road
- 2) Sign Location
 - A. Master Plan – Right-in / Right-out entrance (Exhibit C)
 - B. Traffic Counts and Traffic Patterns (Exhibit D)
 - i. Correction of traffic counts on US 395 and Old Clear Creek Road (** Refer to note at bottom of staff report on page 2))
 - ii. Traffic patterns related to sign purpose
 - C. Other Possible Locations
 - i. At Complex – Along US 395 or Old Clear Creek Road
 - ii. Off Site – on private property or within NDOT right-of-way.
- 3) Sign Size and Visibility (Exhibit E)
 - A. Determination of Size:
 - i. Factors considered
 1. Grade difference
 2. Visual obstructions
 3. Distance from roadway
 4. View shed surrounding sign location

- B. Process Used
 - i. Bucket truck and lettering mock-ups
 - ii. Driving on highway while observing proposed location
- C. Photo-simulation's Development Process Related to Accuracy
- D. Size Comparison between Fairgrounds/Fuji Park Sign vs. Community Center Sign (Exhibit F)
- E. Size Related to Similar Signs in Commercial Districts (Exhibit G)
- 4) Sign Style Limited Options Available
 - A. Replaceable Letters
 - B. Banners
 - i. Banner issues: single vs double – cost comparisons
 - C. Static Sign
 - D. LED Reader Board
- 5) Role of Sign / Return on \$30,000 of Quality of Life Investment
 - A. Event Promotional Tool
 - B. Community Communication Tool

Due to City funding limitations, the directional and event banner sign is designed to be constructed in three phases. In addition, each phase would be a complete stand-alone and functionally independent project. As discussed with the Commission previously, Phase 1 will provide the sign's base with the incorporation of directional information and an upper metal frame which will be designed to allow for changeable banners to be installed for event promotion at the complex. The estimated cost for Phase 1 is \$70,000. The Nevada Commission of Tourism has provided a \$20,000 reimbursable grant toward this project. In addition, the Redevelopment Authority Citizen's Committee has recommended to the Board of Supervisors that \$20,000 of redevelopment fund be used toward this project provided the Parks and Recreation Commission is willing to commit \$30,000 from the Quality of Life (Question 18) parks capital, undesignated projects to this project.

With the addition of the \$30,000 of Quality of Life Initiative funds and our department's partnership with the Redevelopment Authority Citizen Committee (\$20,000 – matching funds for NCOT grant) and the Nevada Commission on Tourism (\$20,000 – NCOT Grant) Phase 1 would be completely funded at \$70,000. If after staff's presentation, the Commission does not want to financially support the project. City staff would appreciate a recommendation to the Board of Supervisors to return the \$20,000 Nevada Commission on Tourism grant.

RECOMMENDED ACTION: I move to recommend to the Board of Supervisors approval of \$30,000 from the Quality of Life (Question 18) parks capital, undesignated projects to partner with the Redevelopment Authority Citizen Committee and the Nevada Commission on Tourism to fund Phase 1 of the Carson City Fairgrounds at Fuji Park Directional and Event Banner Sign Project; or, recommend to the Board of Supervisors to return the Nevada Commission on Tourism \$20,000 grant.

****Public Record Correction:** The NDOT traffic records information Web site shows the following traffic counts for 2012:

- 18,000 AADT at downtown banner
- 7,500 AADT on Old Clear Creek Road at the west entrance to Fuji Park
- 49,000 AADT on US 395 approximately .2 miles north of the intersection with Highway 50
- 36,000 AADT on US 395 approximately .25 miles south of Topsy Lane

City staff believes the difference between the last two AADT counts is mostly accounted for by the folks heading west of Hwy 50 to go to the lake; so, the 36,000 number is probably best to use.

PARKS AND RECREATION COMMISSION STAFF REPORT

MEETING DATE: May 6, 2014

AGENDA ITEM NUMBER: 3B

APPLICANT: Roger Moellendorf, Parks and Recreation Director
Vern L. Krahn, Park Planner

REQUEST: **For Possible Action:** To recommend to the Board of Supervisors approval of \$30,000 from the Quality of Life (Question 18) parks capital, undesignated projects to partner with the Redevelopment Authority Citizen Committee and the Nevada Commission on Tourism to fund Phase 1 of the Carson City Fairgrounds at Fuji Park Directional and Event Banner Sign Project.

GENERAL DISCUSSION:

At the April 7, 2014, Redevelopment Authority Citizen Committee meeting, Interim City Manager, Marena Works announced that Carson City had received a \$20,000 grant from the Nevada Commission on Tourism for a directional and event banner sign at the Fairgrounds/Fuji Park Complex (Refer to Exhibit A). The City received the official notification letter on Monday, March 31, 2014.

The Carson City Fairgrounds at Fuji Park directional and event sign was identified as a site amenity in the Conceptual Plan for the complex adopted by the Board of Supervisors in 2006 (Refer to Exhibit B). In addition, City staff believes the complex is an under-utilized facility and the City's long term desire is to have the facility become an event destination center for many large multi-day events. A sign on US 395 South is needed to make the motorist aware of the complex's amenities. Also, the sign would be a significant promotional tool for event promoters to use as a communication tool to inform both visitors and residents about upcoming events.

Due to City funding limitations, the directional and event banner sign is designed to be constructed in three phases (Refer to Exhibit C). In addition, each phase would be a complete stand-alone and functionally independent project. Phase 1 will provide the sign's base with the incorporation of directional information and an upper metal frame which will be designed to allow for changeable banners to be installed for event promotion at the complex. The estimated cost for Phase 1 is \$70,000. As mentioned above, the Nevada Commission of Tourism has provided a \$20,000 grant toward this project. City staff is requesting \$30,000 from the Quality of Life (Question 18) parks capital, undesignated projects to partner with the Redevelopment Authority Citizen Committee (\$20,000 – matching funds for NCOT grant) and the Nevada Commission on Tourism (\$20,0000 – NCOT Grant) to fund Phase 1 of the sign.

Unfortunately, the project schedule will not allow the sign's first phase to be completed until after the Fair (Refer to Exhibit D). Although disappointing, this improvement is still worth pursuing because this infrastructure will support any future Fair and other events at the complex. In preparation for this project, City staff applied for and received a Special Use Permit for the complex's sign on Wednesday, March 26, 2014.

The sign's second phase, when funding becomes available, would bring in power to light the sign. The estimated cost for solar power is \$14,500, and to provide a power drop from NV Energy's power grid is \$32,000. The disadvantage to solar power is the proposed solar array which is not big enough to power the future LED Reader Board or provide future power for the parking lot lights, possible RV hook ups, and other miscellaneous power needs on the south side of the creek. Therefore, it is staff's recommendation to use a power drop from NV Energy's power grid to light the sign and provide a future power source for other electrical improvements on the south side of Clear Creek. The last phase of the sign project would be to install the LED components for the sign and that cost is estimated at \$276,000. The entire project at phase three build-out using Option B (NV Energy power grid connection) for power is estimated to be at \$378,000.

RECOMMENDED ACTION: I move to recommend to the Board of Supervisors approval of \$30,000 from the Quality of Life (Question 18) parks capital, undesignated projects to partner with the Redevelopment Authority Citizen Committee and the Nevada Commission on Tourism to fund Phase 1 of the Carson City Fairgrounds at Fuji Park Directional and Event Banner Sign Project.

Carson City Visitors Bureau Estimated Economic Impact Table

Visitors	Total Spending	Taxable Sales	Sales Tax	General Fund	Rooms Booked	Lodging Revenue	Room Tax	CCVB Revenue
25	\$ 2,950.00	\$ 2,448.50	\$ 183.03	\$ 55.09	10.08	\$ 798.89	\$ 79.89	\$ 39.94
50	\$ 5,900.00	\$ 4,897.00	\$ 366.05	\$ 110.18	20.16	\$ 1,597.78	\$ 159.78	\$ 79.89
100	\$ 11,800.00	\$ 9,794.00	\$ 732.10	\$ 220.37	40.32	\$ 3,195.56	\$ 319.56	\$ 159.78
150	\$ 17,700.00	\$ 14,691.00	\$ 1,098.15	\$ 330.55	60.48	\$ 4,793.35	\$ 479.33	\$ 239.67
200	\$ 23,600.00	\$ 19,588.00	\$ 1,464.20	\$ 440.73	80.65	\$ 6,391.13	\$ 639.11	\$ 319.56
250	\$ 29,500.00	\$ 24,485.00	\$ 1,830.25	\$ 550.91	100.81	\$ 7,988.91	\$ 798.89	\$ 399.45
500	\$ 59,000.00	\$ 48,970.00	\$ 3,660.51	\$ 1,101.83	201.61	\$ 15,977.82	\$ 1,597.78	\$ 798.89
1000	\$ 118,000.00	\$ 97,940.00	\$ 7,321.02	\$ 2,203.65	403.23	\$ 31,955.65	\$ 3,195.56	\$ 1,597.78
1500	\$ 177,000.00	\$ 146,910.00	\$ 10,981.52	\$ 3,305.48	604.84	\$ 47,933.47	\$ 4,793.35	\$ 2,396.67
2000	\$ 236,000.00	\$ 195,880.00	\$ 14,642.03	\$ 4,407.30	806.45	\$ 63,911.29	\$ 6,391.13	\$ 3,195.56
2500	\$ 295,000.00	\$ 244,850.00	\$ 18,302.54	\$ 5,509.13	1008.06	\$ 79,889.11	\$ 7,988.91	\$ 3,994.46
5000	\$ 590,000.00	\$ 489,700.00	\$ 36,605.08	\$ 11,018.25	2016.13	\$ 159,778.23	\$ 15,977.82	\$ 7,988.91



WWW.VISITCARSONCITY.COM

Visitors= 100+ miles & staying in Carson City

Total Spending= \$118 per person / per day

Taxable sales = \$97.94 per person / per day

Sales Tax= 7.475%

Rooms Booked = 2.48 people per room

Lodging Revenue = \$79.25 per room / per night (\$20.06 per person)

Room Tax= 10%

Agenda Item 3B (Handout)

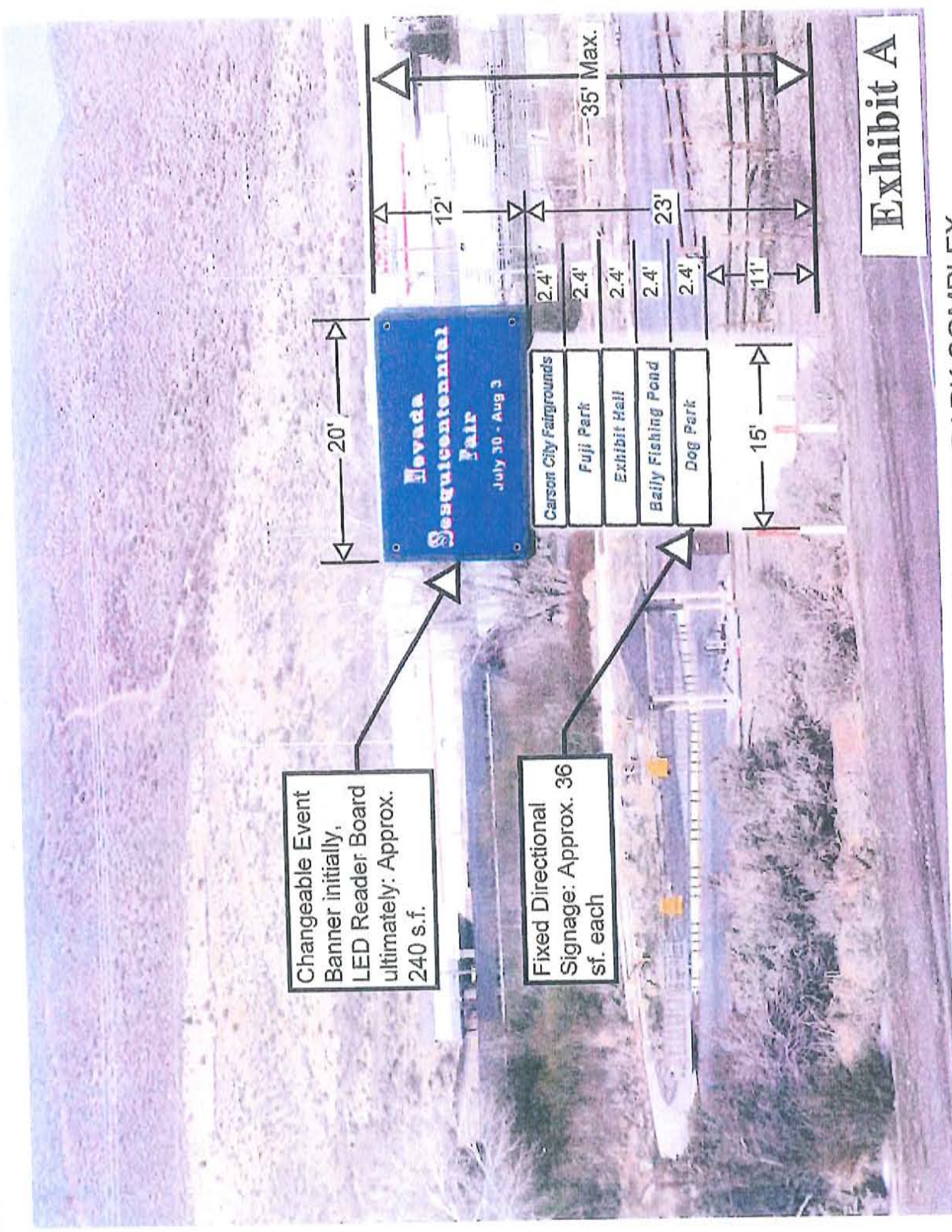


Exhibit A

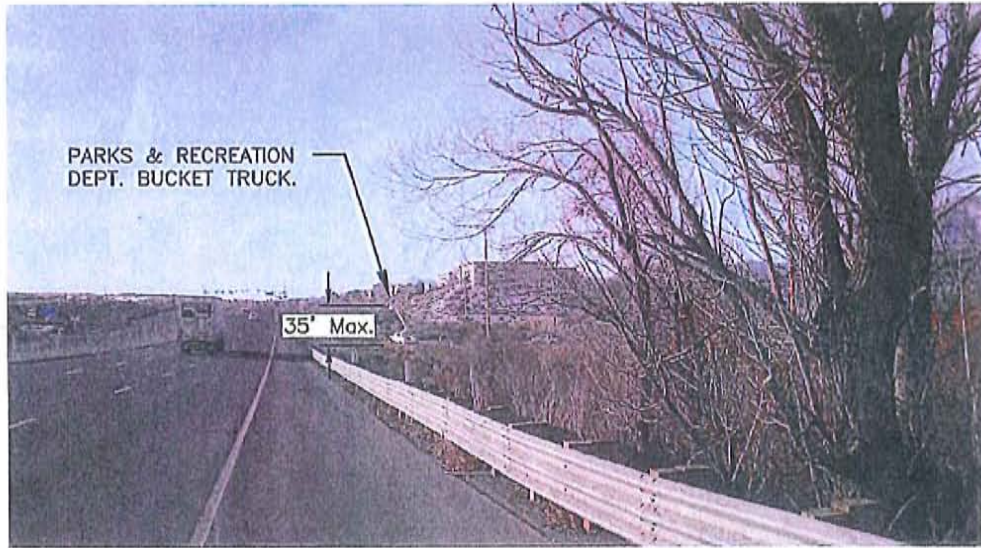
**CARSON CITY FAIRGROUNDS & FUJI PARK COMPLEX
DIRECTIONAL/EVENT BANNER CONCEPTUAL SIGN WITH APPROXIMATE DIMENSIONS**
Final drawings for sign permit to be provided by sign contractor.

**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.

<p>CARSON CITY PARKS AND RECREATION 3303 BUTTI WAY CARSON CITY, NEVADA 89701 PH: 887-2262</p>	<p>CARSON CITY FAIRGROUNDS & FUJI PARK COMPLEX DIRECTIONAL/EVENT BANNER SIGN EXISTING SITE PHOTOS</p>	<p>DESIGNED BY: TG DRAWN BY: DLO CHECKED BY: TG SCALE (HORIZ): AS SHOWN DATE: 2/13/14</p>	<p>FIGURE 2</p>
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SIGN SITE FROM 600' NORTH

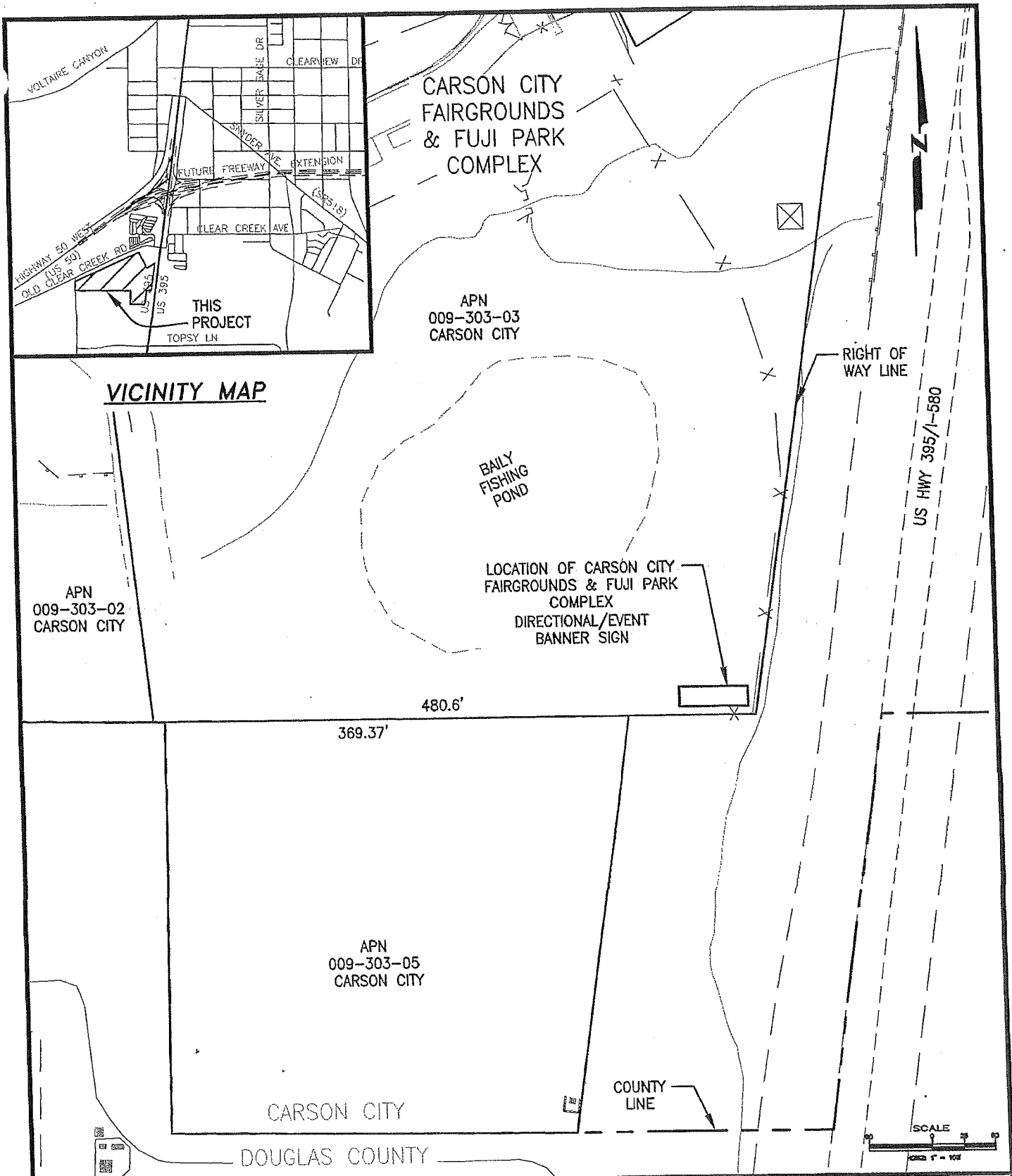
Looking up the hill. Please note the relative size of the semi tractor/trailer and the proposed sign. It is apparent that the sign needs to be a significant height.



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.

<p>CARSON CITY PARKS AND RECREATION 3303 BUTTI WAY CARSON CITY, NEVADA 89701 PH: 887-2262</p>	<p>CARSON CITY FAIRGROUNDS & FUJI PARK COMPLEX DIRECTIONAL/EVENT BANNER SIGN CONCEPTUAL SIGN SITE PHOTOS</p>	<p>DESIGNED BY: TG DRAWN BY: DLO CHECKED BY: TG SCALE (HORIZ): AS SHOWN DATE: 2/12/14</p>	<p>FIGURE 3</p>
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**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
SITE PLAN**

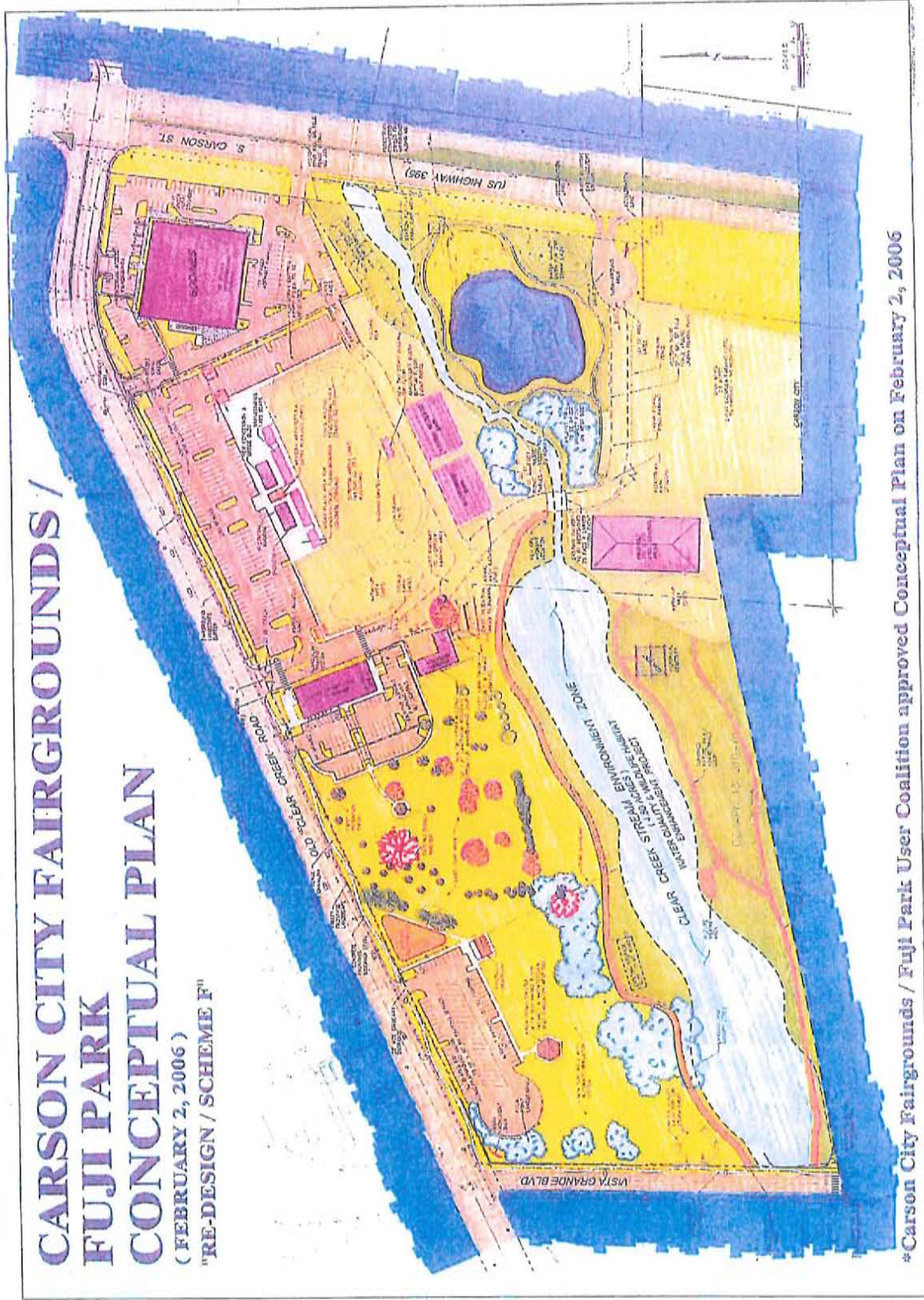
DESIGNED BY: TG
DRAWN BY: DLO
CHECKED BY: TG
SCALE (HORIZ): AS SHOWN
DATE: 2/13/14

**FIGURE
4**

CARSON CITY FAIRGROUNDS / FUJI PARK CONCEPTUAL PLAN

(FEBRUARY 2, 2006)

"RE-DESIGN / SCHEME F"



*Carson City Fairgrounds / Fuji Park User Coalition approved Conceptual Plan on February 2, 2006

Exhibit B

Fairgrounds/Fuji Complex Sign
Phase 1 Preliminary Estimate of Probable Costs*
No electrical service, lighting or reader boards
4/13/2014

Funding

NCOT	\$ 20,000
RCCA (Match to NCOT Grant)	\$ 20,000
Q18	\$ 30,000
Total Funding	\$ 70,000

Costs

RFP	\$ 520
Staff Time for RFP	\$ 1,600
Permits	\$ 550
Construction	\$ 58,000
Testing	\$ 600
CM	\$ 500
PM (tg, vk)	\$ 2,600
subtotal	\$ 64,370
Contingency	\$ 5,630
Total Estimated Cost	\$ 70,000

* This estimate of probable costs represents staff's best estimate for the proposed work, based on limited data.

Fairgrounds/Fuji Complex Sign
Phase 2 Preliminary Estimate of Probable Costs*
 Provide Illumination to "Banner" sign
 4/13/2014

Option A- Solar Powered

Packaged Solar Lighting Solution	\$ 8,500
Mob/Demob	\$ 1,000
Design/PM/CM	\$ 2,500
Permit	\$ 200
Testing	\$ 200
subtotal	\$ 12,400
Contingency	\$ 2,100
Total Cost Option A	\$ 14,500

Option B - Grid Powered
277/480 Volt 3 Phase

NV Energy Costs (rough estimate 200A service)	\$ 8,000
Power meter, panels etc.	\$ 12,000
Sign Illumination:	\$ 2,500
Mob/Demob	\$ 1,000
Design/PM/CM	\$ 3,500
Permit	\$ 250
Testing	\$ 200
subtotal	\$ 27,450
Contingency	\$ 4,550
Total Cost Option B	\$ 32,000

Notes - Option A

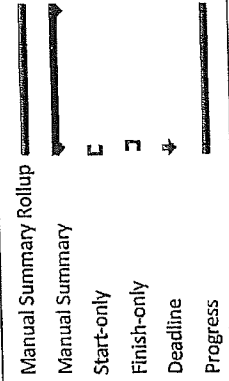
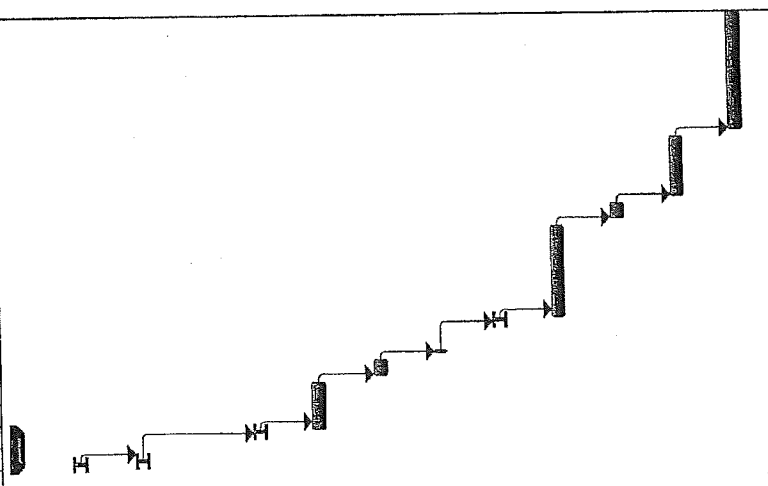
Lower first cost
 Lower O&M costs - just maintenance
 Looks "green"
 Unsightly panels
 A "throwaway" solution. Won't power readerboard or future improvements at Fuji
 Lifespan ~20 years

Notes Option B

Lower maintenance
 Higher O&M Costs
 Will operate 24/7/365 if desired
 "Infinite" life
 Could power readerboard and future improvements at Fuji.

* This estimate of probable costs represents staff's best estimate for the proposed work, based on limited data.

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Calendar																		
							Mar '14	Apr '14	May '14	Jun '14	Jul '14	Aug '14	Sep '14	O											
1		Funding Approval	9 days	Mon 5/5/14	Thu 5/15/14		2	9	16	23	30	6	13	20	27	4	11	18	25	31	7	14	21	28	
2		RACC Meeting	1 day	Mon 5/5/14	Mon 5/5/14																				
3		Parks and Rec Commission Meeting	1 day	Tue 5/6/14	Tue 5/6/14																				
4		Redevelopment Authority/BOS	1 day	Thu 5/15/14	Thu 5/15/14																				
5		RFP on Street	11 days	Fri 5/16/14	Fri 5/30/14																				
6		Evaluate RFP's	5 days	Mon 6/2/14	Fri 6/6/14																				
7		Meet to Discuss RFP's	1 day	Mon 6/9/14	Mon 6/9/14																				
8		Award at BOS	1 day	Thu 6/19/14	Thu 6/19/14																				
9		Contractor to Design Sign	21 days	Fri 6/20/14	Fri 7/18/14																				
10		Permit	5 days	Mon 7/21/14	Fri 7/25/14																				
11		Manufacture/Construct	15 days	Mon 7/28/14	Fri 8/15/14																				
12		Closeout	28 days	Mon 8/18/14	Wed 9/24/14																				



Project: Fuji Sign Schedule
Date: Sun 4/13/14

Exhibit D



TEAM CLIP
Styles & Tans
Walk-ins Welcome - Come On
Carson's Favorite Family Hair
1426 Hwy50 East
Next to Starbucks and Fed

Visual in 3B Presentation

Visual in 3B
PRESENTATION

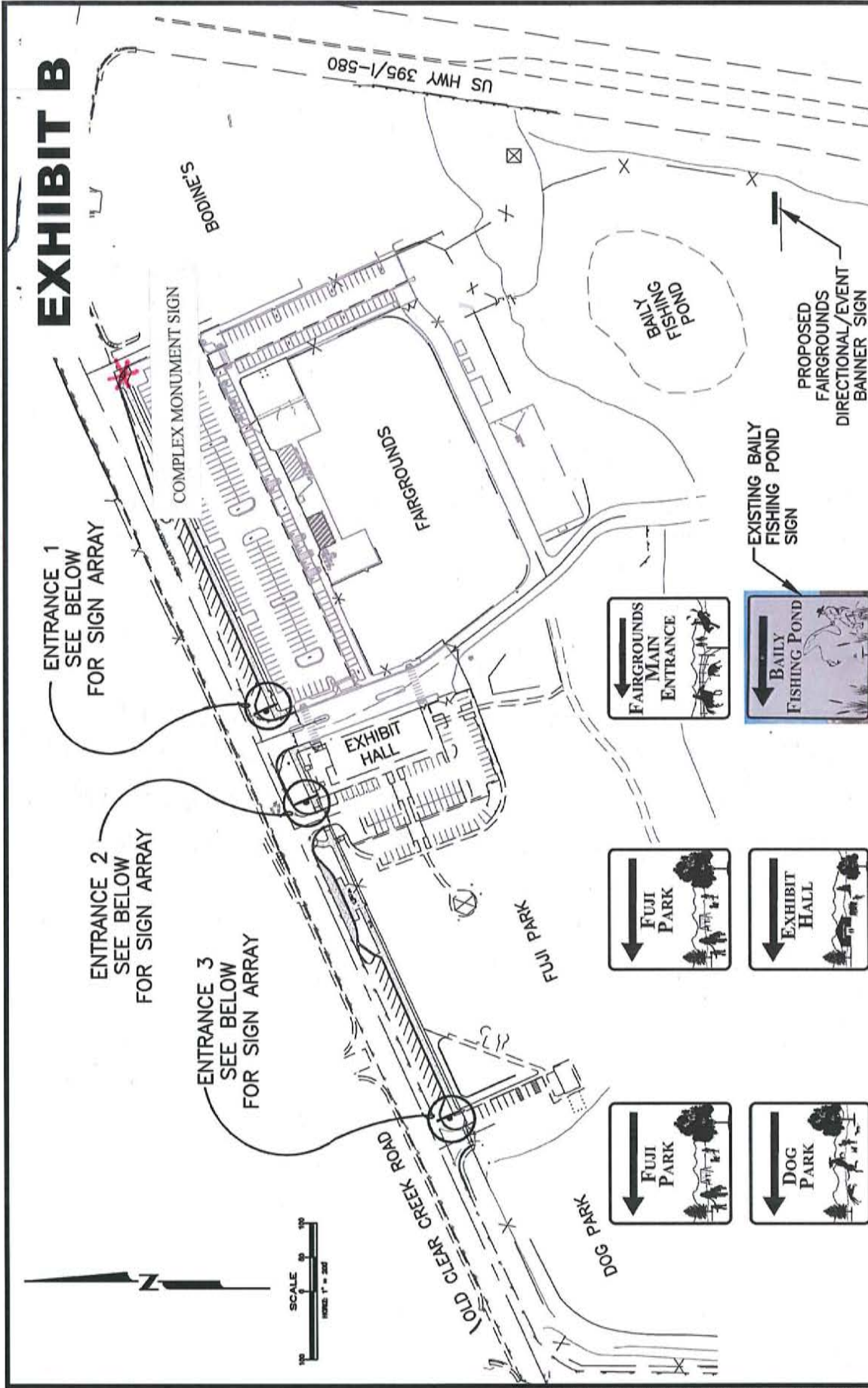
Carline
Fandango



CONGRATULATIONS
Robert
\$3,676



EXHIBIT B



NDOT SIGN FOR COMPLEX SOUTH OF OLD
CLEAR CREEK ROAD (EAST SIDE)

PROPOSED
FAIRGROUNDS
DIRECTIONAL/EVENT
BANNER SIGN
PROJECT

EXISTING BAILY
FISHING POND
SIGN



ENTRANCE 1
SIGN ARRAY

ENTRANCE 2
SIGN ARRAY

ENTRANCE 3
SIGN ARRAY

CARSON CITY FAIRGROUNDS DIRECTIONAL SIGNS SITE PLAN

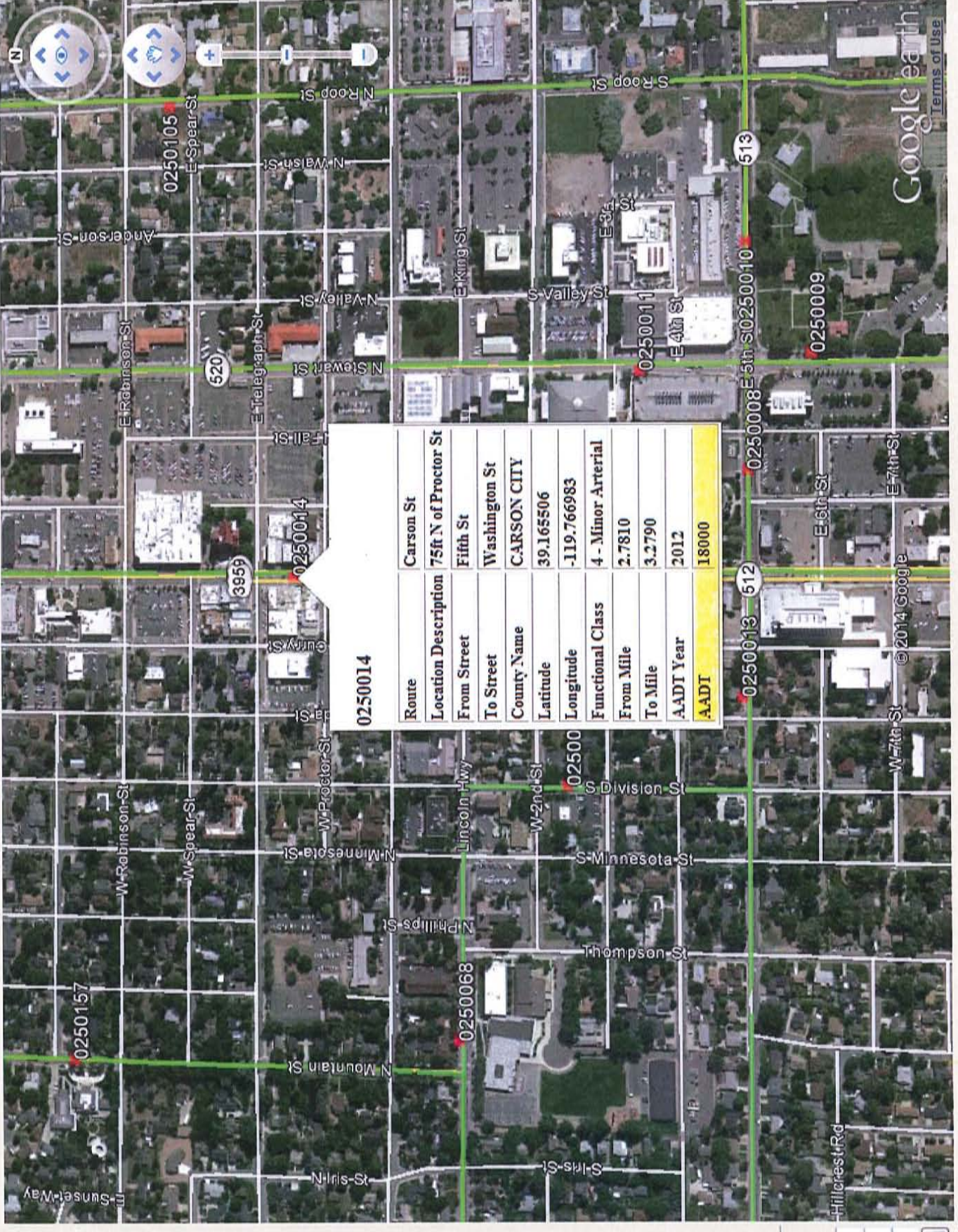
CARSON CITY FAIRGROUNDS / FUJI PARK CONCEPTUAL PLAN

(FEBRUARY 2, 2006)
"RE-DESIGN / SCHEME F"



*Carson City Fairgrounds / Fuji Park User Coalition approved Conceptual Plan on February 2, 2006

Address



0250014	
Route	Carson St
Location Description	75ft N of Proctor St
From Street	Fifth St
To Street	Washington St
Country Name	CARSON CITY
Latitude	39.165506
Longitude	-119.766983
Functional Class	4 - Minor Arterial
From Mile	2.7810
To Mile	3.2790
AADT Year	2012
AADT	18000

Reports:

Station Data

Average Year

2000

2001

2002

2003

2004

2005

2006

2007

2008

2009

2010

2011

2012

Station

Route

Location

From Cross

To Cross

Functiona

Latitude

Longitude

Lat Decim

Lon Decim

Navigation and utility icons including a globe, a magnifying glass, a status indicator, and various map controls.

Google earth
Terms of Use

TRINA- Traffic Records Information Access

Zoom to Area:
 Nevada

-OR-
 Zoom to Count Station:
 0250132
 0250133
 0250134
 0250139
 0250140
 0250141
 0250142

-OR-
 Search for a Station:
 0010002
 Find

Show NDOT Data
 Permanent Count Stations - All
 AADT 0 - 2500
 AADT 2501 - 5000
 AADT 5001 - 10000
 AADT 10001 - 25000
 AADT 25001 - 50000
 AADT 50001+
 Temporary Count Stations - ALL
 AADT 0 - 2500
 AADT 2501 - 5000
 AADT 5001 - 10000
 AADT 10001 - 25000
 AADT 25001 - 50000
 AADT 50001+
 Show Information Balloon

Address Lookup:
 Street:
 City:
 State: NV
 Find Address

Route	Old Clear Creek Rd
Location Description	.25 mi W of US-395
From Street	Industrial Rd.
To Street	US-395
County Name	CARSON CITY
Latitude	39.115277
Longitude	-119.778525
Functional Class	6 - Minor Collector
From Mile	1.2510
To Mile	1.6590
AADT Year	2012
AADT	7500

395 S., S. of Best Buy



Reports:
Hourly

Station Data I

Average AADT	Year
	2000
	2001
	2002
	2003
	2004
	2005
	2006
	2007
	2008
	2009
	2010
	2011
	2012
	2013

Print AADT

Station
Route
Location
From Cross
To Cross St
Functional
Latitude
Longitude
Lat Decima
Lon Decim

Print Station I

Print Station I

0250001	Carson St
Route	Carson St
Location Description	.2 mi N of US-50
From Street	US 50 (Spooners Jct)
To Street	1012 (Koontz Ln)
County Name	CARSON CITY
Latitude	39.123615
Longitude	-119.771426
Functional Class	4 - Minor Arterial
From Mile	0
To Mile	0.8820
AAADT Year	2012
AAADT	49000

Google earth
Terms of Use

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Address



Reports:
Hourly

Station Data

Average Year
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013

Print AADT

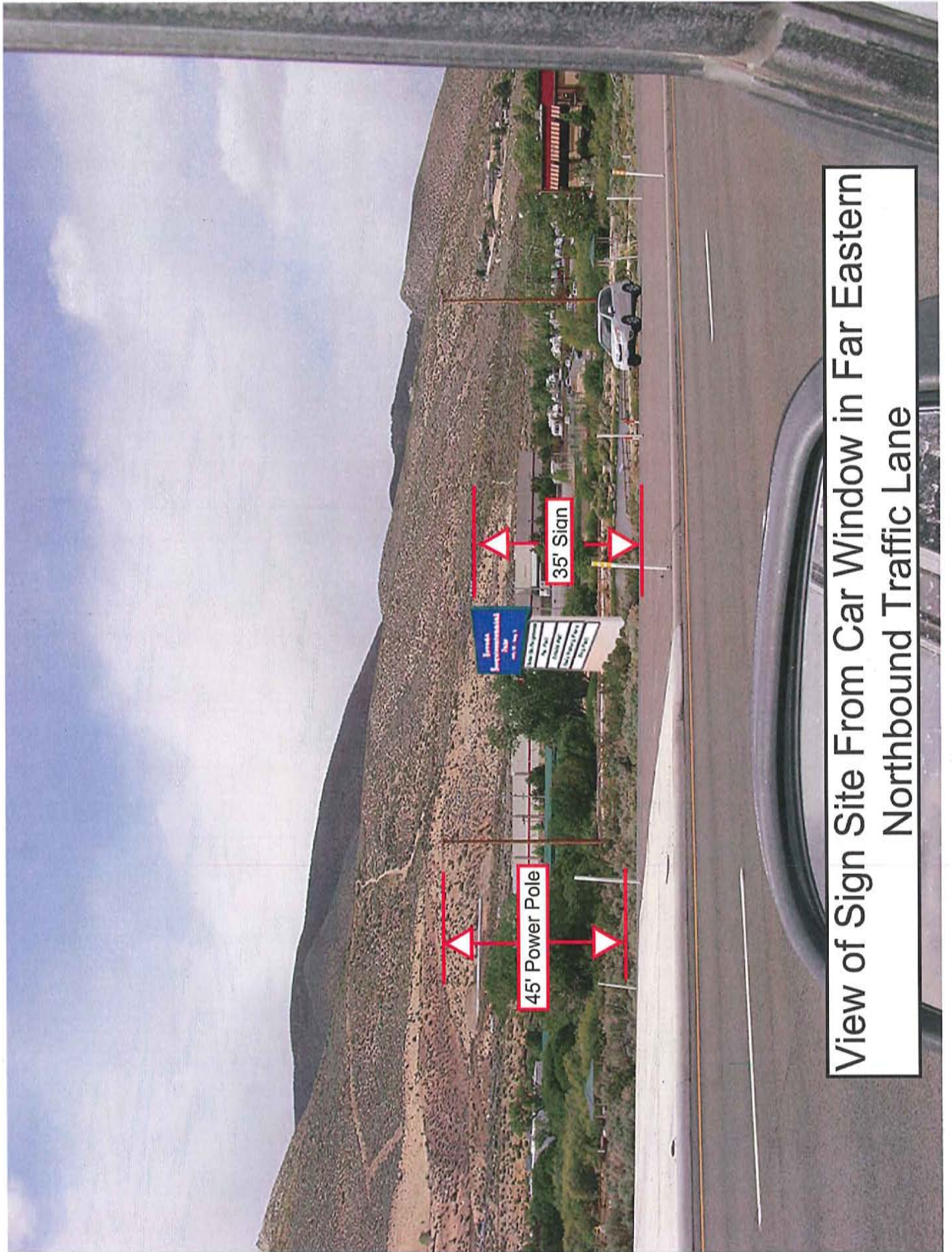
- Station
- Route
- Location
- From Cro Street
- To Cross
- Functiona Class
- Latitude
- Longitude
- Lat Decim
- Lon Decim
- Print Station
- Print Station

0050045	
Route	US395N
Location Description	.4 mi N of Jacks Valley Rd
From Street	2569 (Jacks Valley Rd)
To Street	US 50 (South of Carson City)
County Name	DOUGLAS
Latitude	39.106441
Longitude	-119.774377
Functional Class	3 - Principal Arterial - Other
From Mile	33.1960
To Mile	34.5240
AADT Year	2012
AADT	36000

©2014 Google

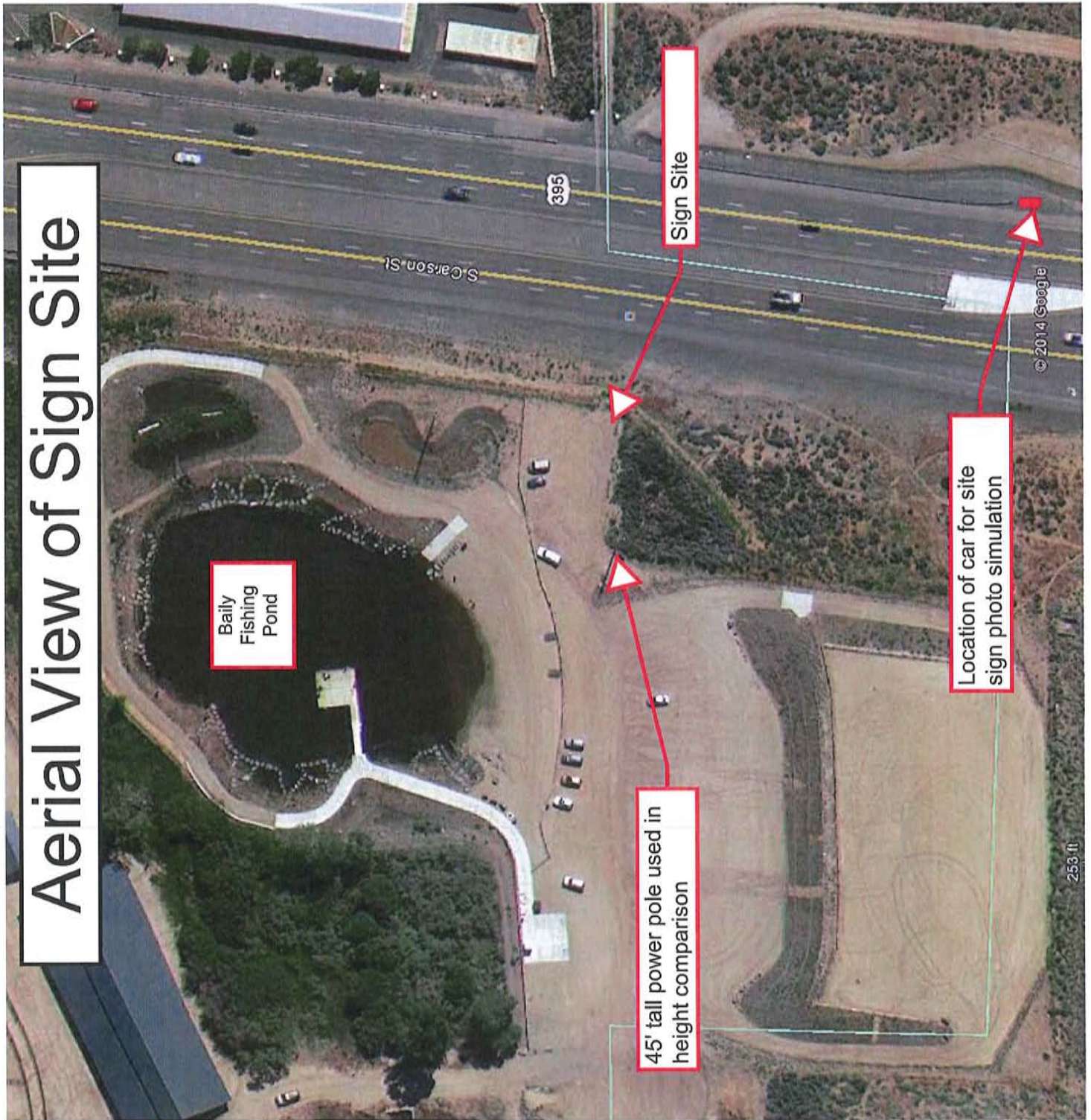
Google earth
Terms of Use

 Address



View of Sign Site From Car Window in Far Eastern Northbound Traffic Lane

Aerial View of Sign Site



Baily Fishing Pond

45' tall power pole used in height comparison

Sign Site

Location of car for site sign photo simulation

© 2014 Google

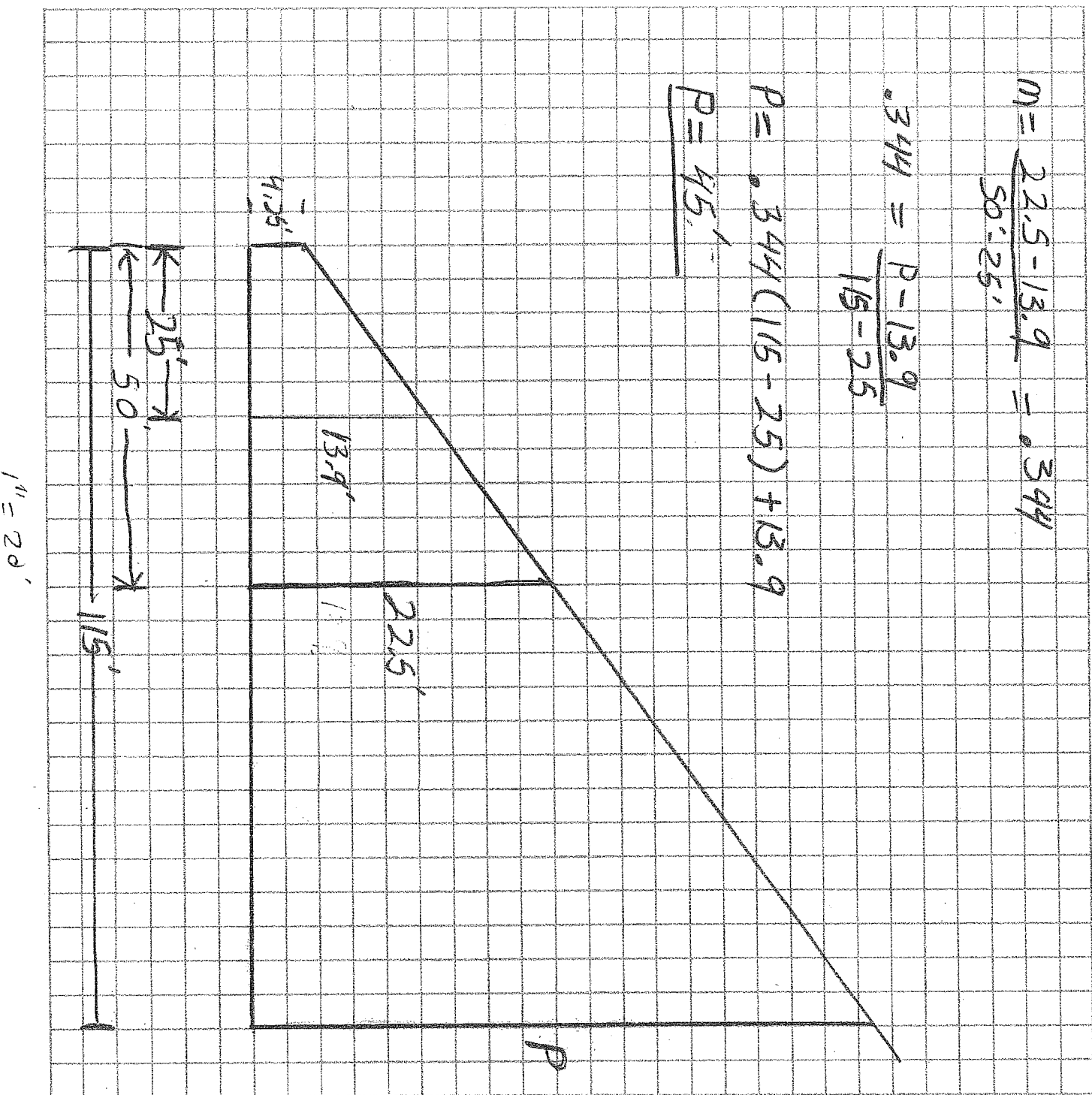
253-ft

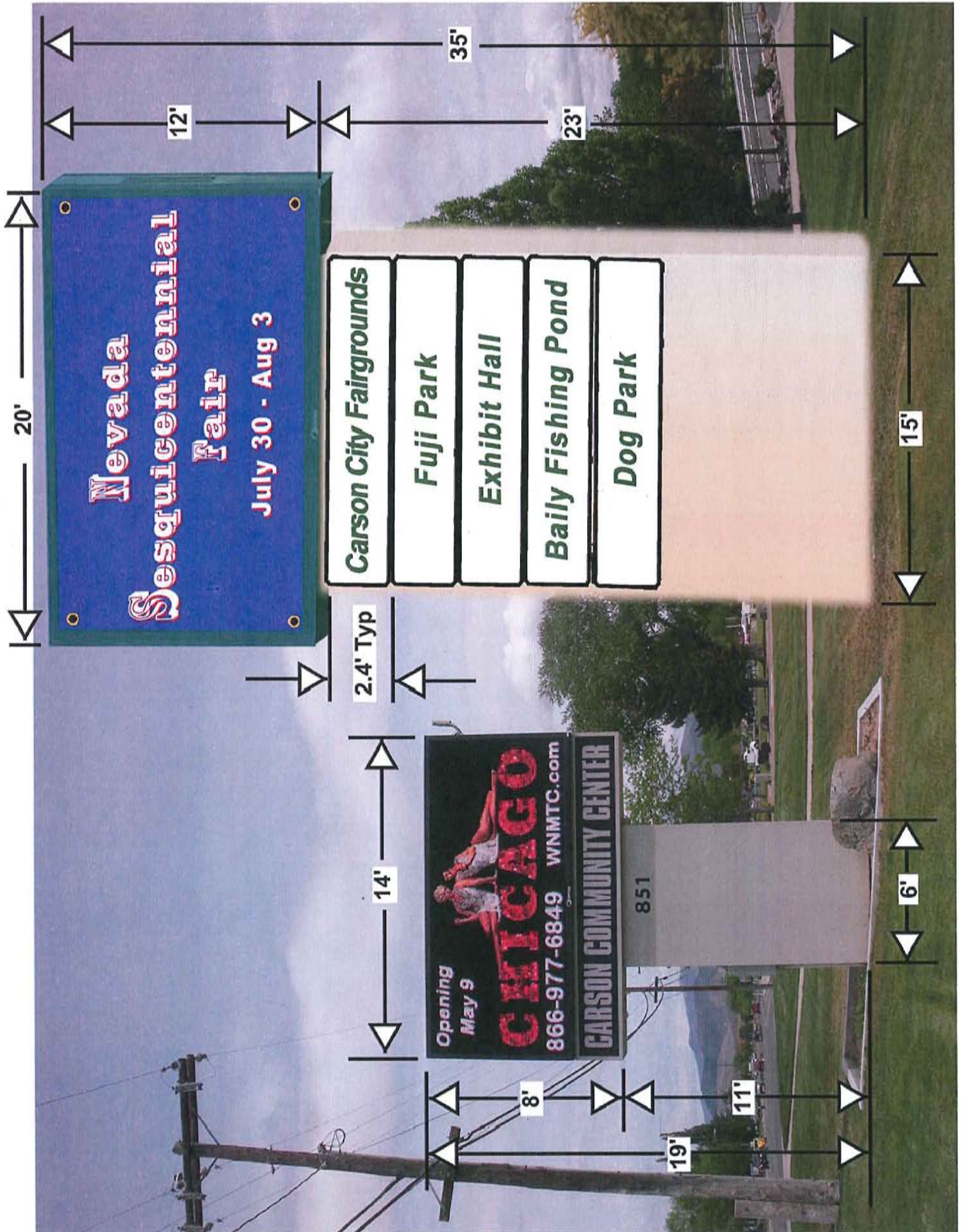
Project Name FOJI SIGN - POLE HEIGHT

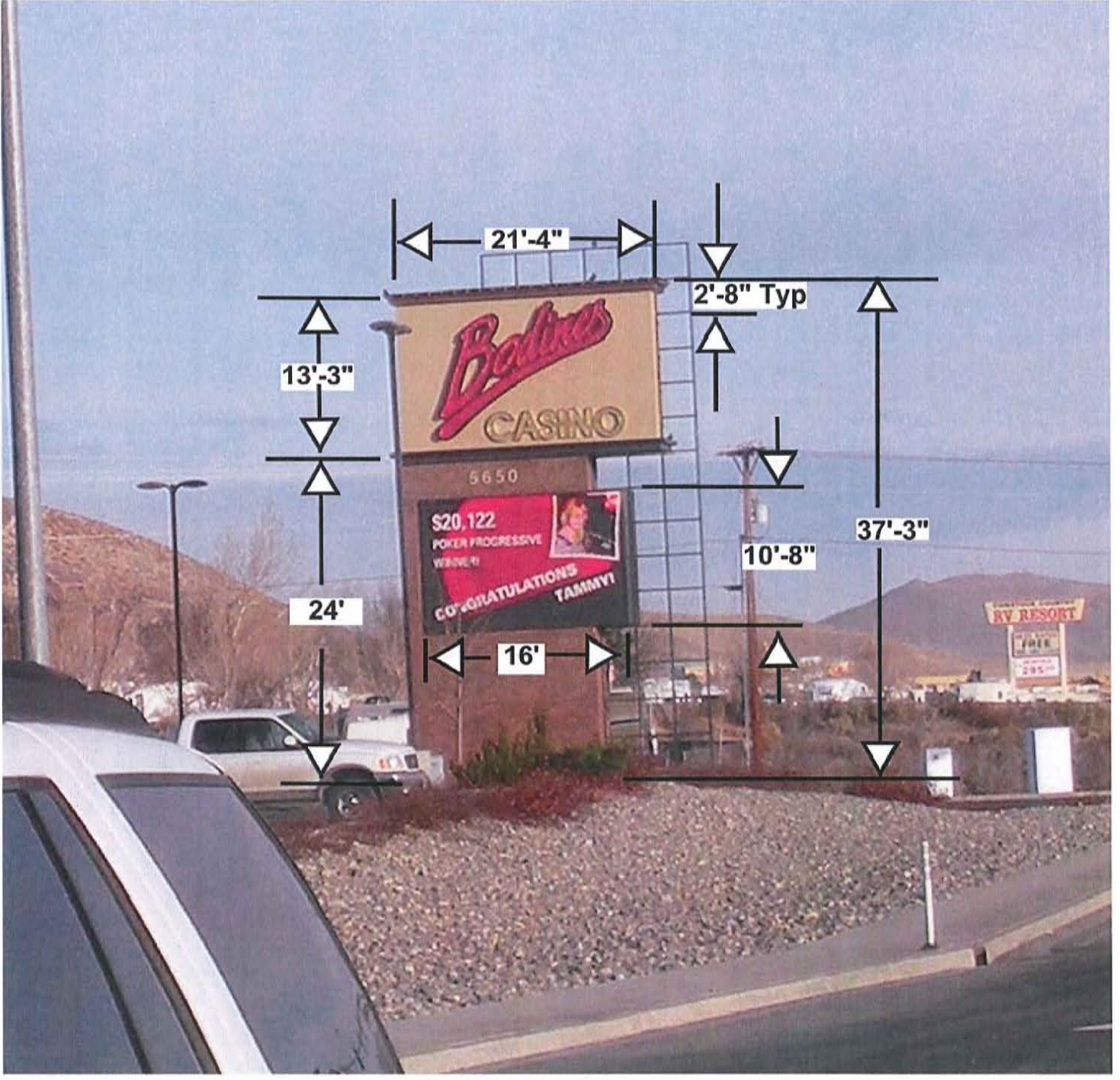
Application Number _____

Notes By TC

Date 5/21/14 Sheet 1 of 1







21'-4"

13'-3"

24'

16'

2'-8" Typ

10'-8"

37'-3"

RV RESORT