

STAFF REPORT FOR PLANNING COMMISSION MEETING OF JULY 30, 2014

FILE NO: SUP-14-050

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 on property zoned General Industrial (GI).

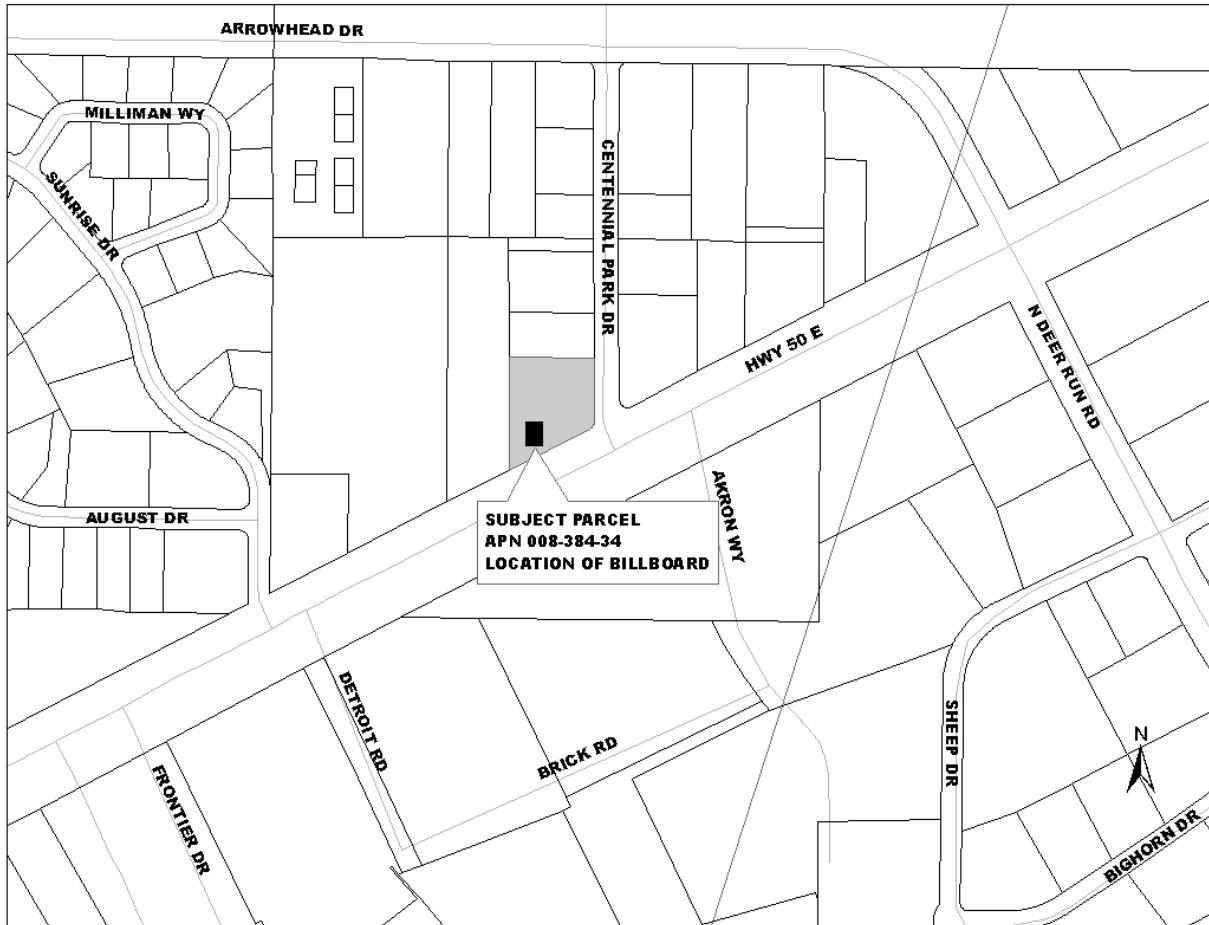
OWNER OF PROPERTY: Paul and Yolanda Fischer

APPLICANT: YESCO Outdoor Media

ADDRESS: 5354 Highway 50 East

APN: 008-384-34

RECOMMENDED MOTION: "I move to approve SUP-14-050, a Special Use Permit request from YESCO Outdoor Media to allow the continued use of a double faced off-premises advertising (billboard) sign, on property zoned General Industrial located at 5354 Highway 50 East, Assessor's Parcel Number 008-384-34 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 may 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 from the adjacent street elevation if the sign height 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 remain a mono pole design, as shown on the plans previously approved, and structure must remain painted an earth-tone color (presently gray) as approved by the Planning Division. Any change of color requires submission of proposed color samples for the structure for review and approval by the Planning Division. Any Building Permit submission will also require Planning Division review as well.
5. This approval is for the continued use of the existing off-premises 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-premises signs, and with the approval of a new Special Use Permit.
6. Without further notice, the subject Special Use Permit shall expire the last day of July 2019, unless a new Special Use Permit to continue the use of the off-premises 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 the Business License and Special Use Permit.

LEGAL REQUIREMENTS: CCMC 18.02.050 (Review); 18.02.080 (Special Use Permits), 18.04.150 (General Industrial zoning) and Development Standards, Section 4.8 (Requirements for Billboards and Off-Premises Signs).

MASTER PLAN DESIGNATION: Mixed Use Commercial (MUC)

ZONING: General Industrial (GI)

KEY ISSUES: Does the application meet the Development Standards regulations for off-premises (billboard) signs, and does the application continue to meet the required findings for approval of a Special Use Permit? Is the proposed billboard still compatible with surrounding properties? Has the

existing billboard caused any material damage to surrounding properties?

SURROUNDING ZONING AND LAND USE INFORMATION

NORTH: General Industrial (GI)/Industrial Shops
SOUTH: General Industrial (GI)/Vacant
EAST: General Industrial (GI)/RV Sales
WEST: General Industrial (GI)/Industrial Shops

SITE HISTORY

1. SUP-09-054: Five year review of the existing billboard was conducted and approved by the Planning Commission on July 29, 2009.
2. SUP-04-094: Original approval of placement of a billboard in this location was conducted and approved by the Planning Commission on July 28, 2004.

SITE DEVELOPMENT INFORMATION

1. PARCEL AREA: One acre
2. EXISTING PRIMARY USE: Automobile repair facility
3. HEIGHT: Existing at approximately 24.75 above the existing grade. The height above street elevation is 27.45 feet. The maximum allowed height for billboard signs is 28 feet from street elevation for new signs, and from existing grade for existing signs. This billboard is compliant. The height has not changed since the original installation of the billboard.
4. AREA: 288 square feet. The maximum size allowed for a billboard is 400 square feet.
5. NUMBER OF FACES: Two
6. LIGHTING: The billboard has existing lighting. Documentation was submitted showing details for Holophane Panel-Vue lighting for outdoor advertising. Presently there are two Holophane brand light fixtures on this billboard, one on each face.

DISCUSSION

The subject parcel is located on the east side of Highway 50 East at the southwest corner of Centennial Park and U S Highway 50 East. An existing automotive sales and services business is located on the parcel. The billboard is located on the southwest portion of the parcel, approximately 25 feet from the front/south property boundary and approximately 65 feet from the side/west property boundary. The billboard has been at this location for 10 years. No known complaints or concerns have been registered regarding the location or existence of the billboard

The following is a review of the billboard with regard to the specific Development 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 and valid Special Use Permit will expire on July 31, 2014 if it is not reviewed and approved at the meeting of July 30, 2014.
- 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 addressed as 5354 Highway 50 East, and is located between Lyon County and North Carson Street.
- c. Height: The maximum permitted sign height is 28 feet from the adjacent permitted street

elevation. The sign is in compliance with the permitted sign height, as it is 24.75 feet above base ground and is 27.45 feet above the edge of roadway pavement. The roadway elevation is lower than the adjacent ground.

- d. Number of Sign Faces: One sign face per side (single or double-faced sign) is permitted. The subject billboard is a double faced sign.
- e. Zoning of the Site: New billboards are only permitted within the General Commercial (GC) or General Industrial (GI) zoning districts. The subject site is in the General Industrial (GI) zoning district. This site is in compliance for zoning. However, existing billboards that are being renewed are not required to meet this requirement.
- f. Spacing Distance: Billboards may not be located within 1,000 feet of each other. This renewal does comply with this standard for billboards located in Carson City, as the nearest approved billboard is located approximately 1,800 feet to the east. 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 feet or 288 square feet and is in compliance.
- h. Setback 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. Setback from Redevelopment Areas: A billboard sign may not be within 1,000 feet of a redevelopment area. This billboard does comply with this restriction for proximity to Redevelopment Areas. 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 July 11, 2014 to 43 adjacent property owners within 660 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 completed will be submitted prior to or at the Planning Commission meeting on July 30, 2014, 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

ENVIRONMENTAL CONTROL AUTHORITY COMMENTS: No concerns

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 would be for five years from the month of the original approval date, to the last day of July 2019.

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.

- Goal 1.1e and 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. Timers and energy efficient light fixtures conserve energy.

- 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 or from Carson City.

2. 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 within an area zoned for industrial and commercial activity with traffic passing directly east and west of this site on Highway 50 East. This is an area that has been previously developed with commercial enterprises. The billboard 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.

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

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.

4. The project will not overburden existing public services and facilities, including schools, police and fire protection, water, sanitary sewer, public roads, storm drainage, and other public improvements.

The existing sign will not require the extension or expansion of any public services, facilities and services.

5. 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.

6. The project will not be detrimental to the public health, safety, convenience and welfare.

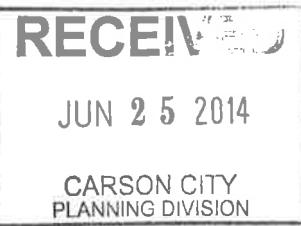
The existing sign meets all the requirements of the Carson City Municipal Code and will not be detrimental to the public health, safety, convenience, and welfare, and will cause no adverse impacts to surrounding properties.

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

The existing sign is located in an area that has been developed with commercial and industrial uses. Therefore, the continued use of the sign will not result in material damage or prejudice to other properties in the vicinity.

Attachments:

Building Division comments
Engineering Division comments
Fire Department comments
Environmental Control Department comments
Site Photos
Application SUP-14-050



June 25, 2014

Building comments:

SUP-14-051, no comments

SUP-14-050, no comments

SUP-14-036, information provided previously

MISC-14-046, N/A

Kevin Gattis, C.B.O.

Chief Building Official

108 E. Proctor Street

Carson City, NV 89701

Ph 775-887-2310

Fx 775-887-2202

kgattis@carson.org



**Engineering Division
Planning Commission Report
File Number SUP 14-050**

TO: Planning Commission

FROM: Rory Hogen, E.I.

DATE: July 8, 2014 **MEETING DATE:** July 30, 2014

SUBJECT TITLE:

Action to consider the renewal of a special use permit for an existing billboard at 5354 US Hwy 50 E, apn 08-384-34

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.

June 25, 2014

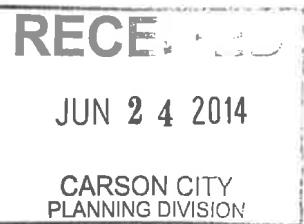
SUP-14-050

We have no comments for SUP 14-050

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



RECEIVED

JUN 23 2014

CARSON CITY
PLANNING DIVISION

June 23, 2014

Major Project Review Committee

Re: # SUP 14-050

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-14-050 @ 5354 Hwy 50 East project:

1. ECA has no comments for 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

the Episcopal Church..

together we can change the world.

Carson City | Glenbrook | Minden

EpiscopalNevada.org

YESCO

53044W

AND DOMESTIC REPAIRS SALES AND SERVICE
MACHINERY SHOP • RAILROAD SHOP • TIRES

ON C

100



YESCO.

33044E

3250
CENTER

McKenna

CARSON

FOREIGN AND
MACHINE



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 - 050

YESCO Outdoor Media 801.464.6400

APPLICANT PHONE #
1605 So. Gramercy Rd. Salt Lake City, UT 84104

MAILING ADDRESS, CITY, STATE, ZIP

mhelm@yesco.com

EMAIL ADDRESS

Paul A. Fischer 775.885.7977

PROPERTY OWNER PHONE #

5354 US Hwy 50 East Carson City, NV 89701

MAILING ADDRESS, CITY, STATE ZIP

carsoncityautomotive@gmail.com

EMAIL ADDRESS

Mike Helm 801.464.6400

APPLICANT AGENT/REPRESENTATIVE PHONE #

1605 So. Gramercy Rd. Salt Lake City, UT 84104

MAILING ADDRESS, CITY, STATE ZIP

mhelm@yesco.com

EMAIL ADDRESS

Project's Assessor Parcel Number(s):

Street Address ZIP Code

008-384-34

5354 US Hwy 50 E 89701

Project's Master Plan Designation

Project's Current Zoning

Nearest Major Cross Street(s)

Mixed Use Commercial

General Industrial

Centennial Park Dr.

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:

Continued use of a Special Use Permit for an existing 12'x24' double faced billboard.

PROPERTY OWNER'S AFFIDAVIT

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

Signature

Paul Fischer

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

5354 US Hwy 50 E JUNE 3 2014

Address CARSON CITY NV 89701 Date

STATE OF NEVADA
COUNTY Carson City

On 3 JUNE 2014, PAUL JOSEPH FISCHER, personally appeared before me, a Notary Public, personally known (or proved) to me to be the person whose name is subscribed to the foregoing document, and who acknowledged to me that he/she executed the foregoing document.

Warren E. Dalton

Notary Public



No. 06-109241-2 WARREN E. DALTON

My Appointment Expires Jan. 27, 2015

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.

RECEIVED

JUN 17 2014

CARSON CITY
PLANNING DIVISION

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.

Special Use Permit Application Questionnaire

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

Answer)

Chapter 3: A Balanced Land Use Pattern

(1.1e,f) The existing billboard was built with sustainable building materials such as steel, sheet metal, and galvanized steel. The lights installed on the structure are energy efficient and we employ electronic timers to minimize burn time to conserve energy. They use a lens and reflector to utilize the most light without having to use a higher wattage bulb.

(1.2a) The current location of the billboard is zoned General Industrial and is not located in a priority infill area. The billboard utilizes space that otherwise may go unused and provides a nontraditional way of earning income for the property owner. Being that the property is Industrial it is a perfect fit for surrounding areas.

(1.4c) The current location of the billboard has no effect on any surrounding or existing site features.

(2.1d) The existing billboard meets all required setbacks as it is not within 300' of a residential zone.

(3.3d,e) The existing billboard is located outside of the primary floodplain and away from geological hazard areas and meets required setbacks and other mitigation measures.

(5.2a) Retail Centers appreciate billboards and outdoor advertising as a means of advertising current and future stores.

(5.2b) Billboards are a great way to advertise available retail space or future redevelopment of a particular area.

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

Answer)

- A. The surrounding areas of the existing billboard site are zoned GI: General Industrial
- B. The existing billboard is located along a highway where other existing billboards are located. Billboards create no emissions, noise, dust, odors, vibration, fumes, or glare. The billboard's use is not contained in a building as it is used for advertising purposes. As previously stated Highway 50 is a route with many billboards confirming that other properties in the area

have obtained similar approvals. YESCO billboard structures are always maintained to the highest standards with fresh paint, fully operating lights(where applicable) properly located YESCO name plates, and skirts and aprons.

- C. The existing billboard is not detrimental to the property as it is in an area with other billboards and located in a commercial area.
- D. Billboards do not increase or affect pedestrian or vehicular traffic.
- E. Outdoor advertising is an extremely efficient means of advertising. It provides a great medium for businesses, public service announcements, governmental elections, and many other means of advertising. Outdoor advertising brings money into local businesses and that creates tax revenue for local cities and counties.

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

Answer)

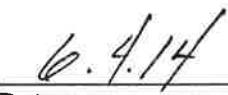
- A. N/A
- B. Drainage will not be affected by the continued use of this existing billboard structure.
- C. Billboard sites do not require water to operate.
- D. N/A
- E. There is no need for road improvements to access the existing billboard.
- F. N/A
- G. The existing billboard is lit with Holaphane light fixtures. These light fixtures are specifically designed for billboards and utilize a reflector and lense to direct the light at the face of the sign and minimize light from being directed elsewhere.
- H. N/A
- I. N/A

ACKNOWLEDGMENT OF APPLICANT

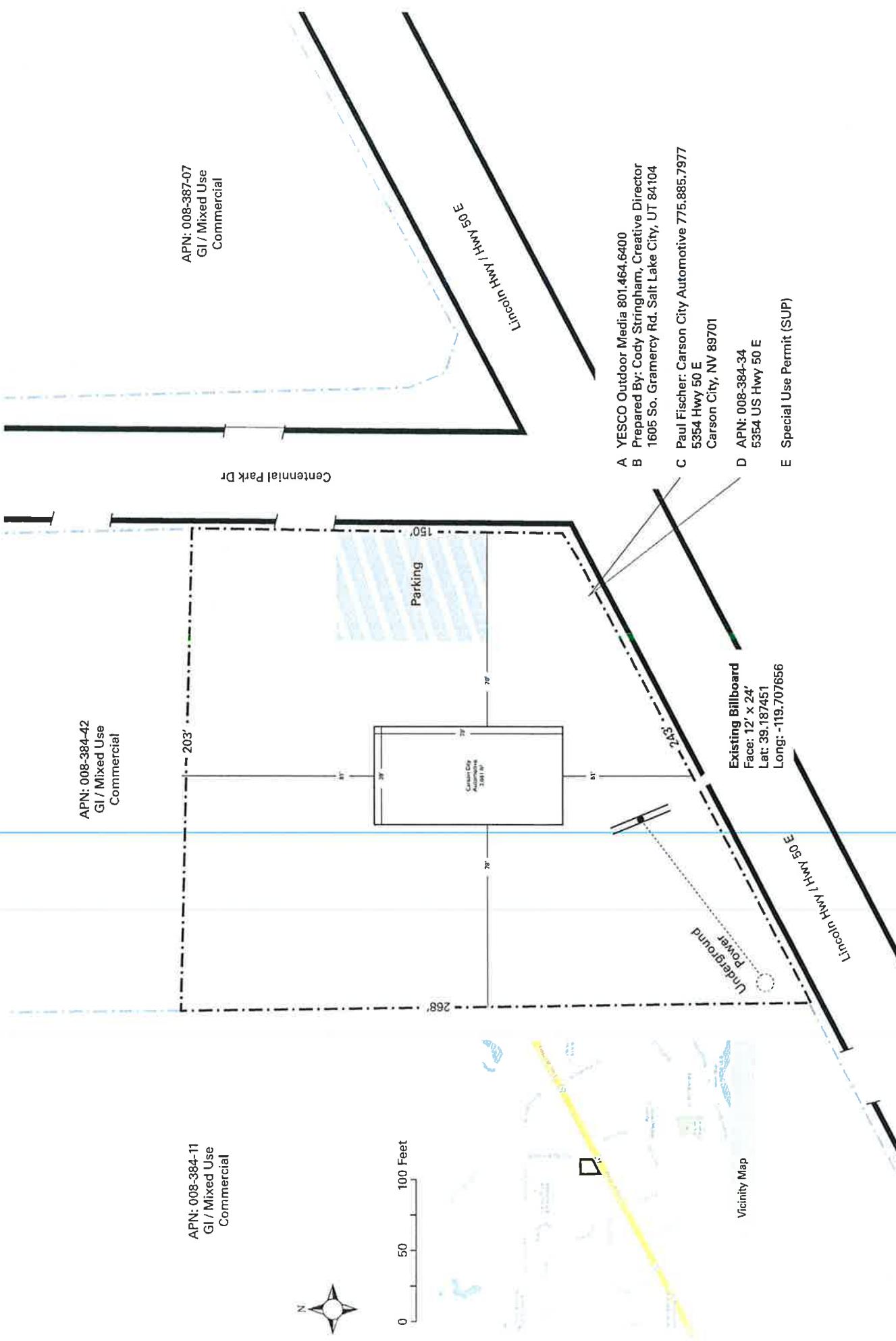
I certify that the forgoing statements are true and correct to the best of my knowledge and belief. I agree to fully comply with all conditions as established by the Planning Commission. I am aware that this permit becomes null and void if the use is not initiated within one-year of the date of the Planning 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

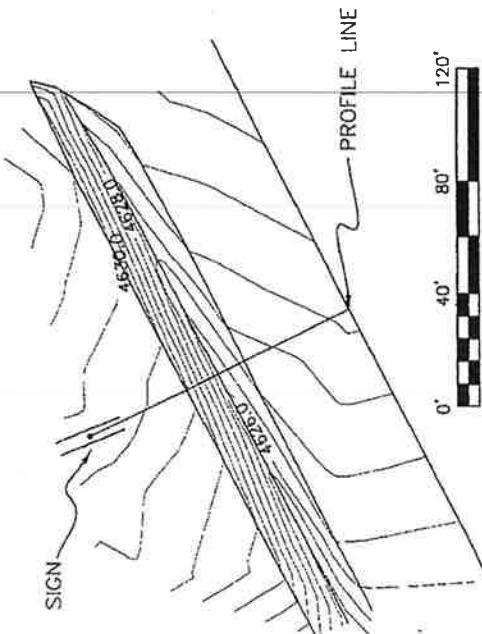
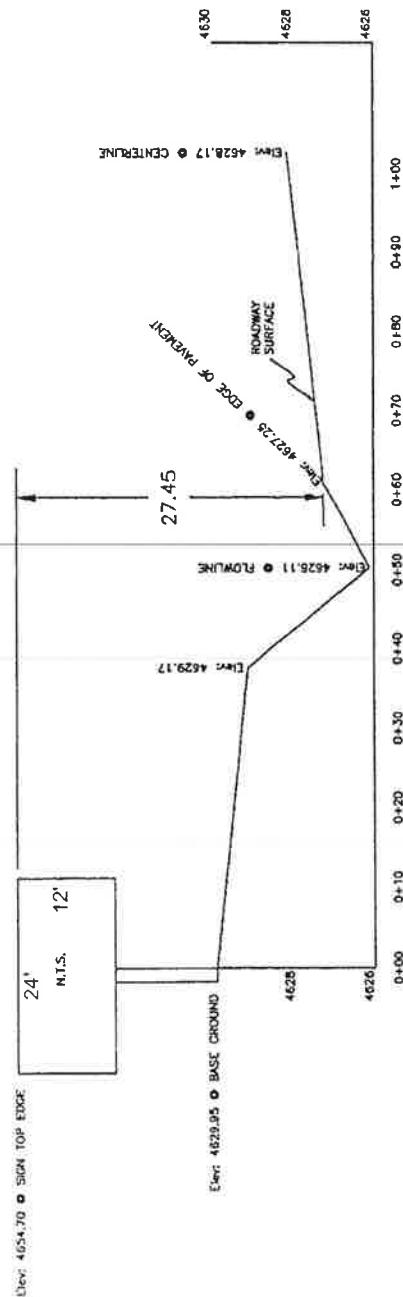
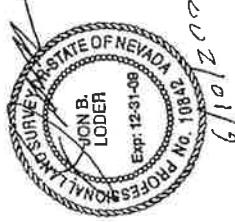


Date



YOUNG ELECTRIC SIGN COMPANY OUTDOOR MEDIA PAUL FISHER PROPERTY UNIT 53044W	JUNE 10, 2009 APN: UNK	5354 US HWY 50 EAST CARSON CITY, NEVADA

1
SHEET
1
OF
1



Master Plan Policy Checklist

Special Use Permit, Major Project Review & Administrative Permits

PURPOSE

The purpose of a development checklist is to provide a list of questions that address whether a development proposal is in conformance with the goals and objectives of the 2006 Carson City Master Plan that are related to non-residential and multi-family residential development. This checklist is designed for developers, staff, and decision-makers and is intended to be used as a guide only.

Development Name: Carson City Automotive - Paul Fischer

Reviewed By: _____

Date of Review: _____

DEVELOPMENT CHECKLIST

The following five themes are those themes that appear in the Carson City Master Plan and which reflect the community's vision at a broad policy level. Each theme looks at how a proposed development can help achieve the goals of the Carson City Master Plan. A check mark indicates that the proposed development meets the applicable Master Plan policy. The Policy Number is indicated at the end of each policy statement summary. Refer to the Comprehensive Master Plan for complete policy language.

CHAPTER 3: A BALANCED LAND USE PATTERN



The Carson City Master Plan seeks to establish a balance of land uses within the community by providing employment opportunities, a diverse choice of housing, recreational opportunities, and retail services.

Is or does the proposed development:

- Meet the provisions of the Growth Management Ordinance (1.1d, Municipal Code 18.12)?
- Use sustainable building materials and construction techniques to promote water and energy conservation (1.1e, f)?
- Located in a priority infill development area (1.2a)?
- Provide pathway connections and easements consistent with the adopted Unified Pathways Master Plan and maintain access to adjacent public lands (1.4a)?
- Protect existing site features, as appropriate, including mature trees or other character-defining features (1.4c)?

- At adjacent county boundaries or adjacent to public lands, coordinated with the applicable agency with regards to compatibility, access and amenities (1.5a, b)?
- In identified Mixed-Use areas, promote mixed-use development patterns as appropriate for the surrounding context consistent with the land use descriptions of the applicable Mixed-Use designation, and meet the intent of the Mixed-Use Evaluation Criteria (2.1b, 2.2b, 2.3b, Land Use Districts, Appendix C)?
- Meet adopted standards (e.g. setbacks) for transitions between non-residential and residential zoning districts (2.1d)?
- Protect environmentally sensitive areas through proper setbacks, dedication, or other mechanisms (3.1b)?
- Sited outside the primary floodplain and away from geologic hazard areas or follows the required setbacks or other mitigation measures (3.3d, e)?
- Provide for levels of services (i.e. water, sewer, road improvements, sidewalks, etc.) consistent with the Land Use designation and adequate for the proposed development (Land Use table descriptions)?
- If located within an identified Specific Plan Area (SPA), meet the applicable policies of that SPA (Land Use Map, Chapter 8)?

CHAPTER 4: EQUITABLE DISTRIBUTION OF RECREATIONAL OPPORTUNITIES



The Carson City Master Plan seeks to continue providing a diverse range of park and recreational opportunities to include facilities and programming for all ages and varying interests to serve both existing and future neighborhoods.

Is or does the proposed development:

- Provide park facilities commensurate with the demand created and consistent with the City's adopted standards (4.1b)?
- Consistent with the Open Space Master Plan and Carson River Master Plan (4.3a)?**

CHAPTER 5: ECONOMIC VITALITY



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

Is or does the proposed development:

- Encourage a citywide housing mix consistent with the labor force and non-labor force populations (5.1i)
- Encourage the development of regional retail centers (5.2a)
- Encourage reuse or redevelopment of underused retail spaces (5.2b)?
- Support heritage tourism activities, particularly those associated with historic resources, cultural institutions and the State Capitol (5.4a)?
- Promote revitalization of the Downtown core (5.6a)?



- Incorporate additional housing in and around Downtown, including lofts, condominiums, duplexes, live-work units (5.6c)?

CHAPTER 6: LIVABLE NEIGHBORHOODS AND ACTIVITY CENTERS



The Carson City Master Plan seeks to promote safe, attractive and diverse neighborhoods, compact mixed-use activity centers, and a vibrant, pedestrian-friendly Downtown.

Is or does the proposed development:

- Use durable, long-lasting building materials (6.1a)?
- Promote variety and visual interest through the incorporation of varied building styles and colors, garage orientation and other features (6.1b)?
- Provide variety and visual interest through the incorporation of well-articulated building facades, clearly identified entrances and pedestrian connections, landscaping and other features consistent with the Development Standards (6.1c)?
- Provide appropriate height, density and setback transitions and connectivity to surrounding development to ensure compatibility with surrounding development for infill projects or adjacent to existing rural neighborhoods (6.2a, 9.3b 9.4a)?
- If located in an identified Mixed-Use Activity Center area, contain the appropriate mix, size and density of land uses consistent with the Mixed-Use district policies (7.1a, b)?
- If located Downtown:
 - Integrate an appropriate mix and density of uses (8.1a, e)?
 - Include buildings at the appropriate scale for the applicable Downtown Character Area (8.1b)?
 - Incorporate appropriate public spaces, plazas and other amenities (8.1d)?
- Incorporate a mix of housing models and densities appropriate for the project location and size (9.1a)?

CHAPTER 7: A CONNECTED CITY



The Carson City Master Plan seeks to promote a sense of community by linking its many neighborhoods, employment areas, activity centers, parks, recreational amenities and schools with an extensive system of interconnected roadways, multi-use pathways, bicycle facilities, and sidewalks.

Is or does the proposed development:

- Promote transit-supportive development patterns (e.g. mixed-use, pedestrian-oriented, higher density) along major travel corridors to facilitate future transit (11.2b)?
- Maintain and enhance roadway connections and networks consistent with the Transportation Master Plan (11.2c)?
- Provide appropriate pathways through the development and to surrounding lands, including parks and public lands, consistent with the Unified Pathways Master Plan (12.1a, c)?



**CITY OF CARSON CITY
Business License Division
108 E. Proctor St.
Carson City, NV 89701
(775) 887-2105**

LICENSE RECEIPT

YOUNG ELECTRIC SIGN CO (YESCO)
YESCO OUTDOOR MEDIA
PO BOX 9996
SALT LAKE CITY UT 84109

License Number: 14-00022953
Expiration Date: December 31, 2014
Business Location: 5354 HWY 50 E

IMPORTANT INFORMATION

- This license constitutes a receipt for the payment of a license required by Carson City Municipal Code Title 4 to engage in, carry on, or conduct, in this city, the business, trade, calling, or profession described on the license.
- Licenses are **NON-TRANSFERABLE**.
- Any changes to the business information should be reported immediately to the Business License division.
- The holder of this license must comply with all Carson City Municipal Code rules and regulations.



**CITY OF CARSON CITY
BUSINESS LICENSE DIVISION
108 E. Proctor St.
Carson City, NV 89701
(775) 887-2105**

This license is not transferable.

POST IN A CONSPICUOUS PLACE

YOUNG ELECTRIC SIGN CO (YESCO)
YESCO OUTDOOR MEDIA
PO BOX 9996
SALT LAKE CITY UT 84109

License Number: 14-00022953
License Expiration Date: December 31, 2014
Date Issued: January 06, 2014

Business Location: 5354 HWY 50 E
Nature of Business: BILLBOARD AT 5354 HWY 50 EAST #3

License renewal is the responsibility of the license holder and must be renewed prior to the expiration date to avoid penalties.



**CITY OF CARSON CITY
Business License Division
108 E. Proctor St.
Carson City, NV 89701
(775) 887-2105**

LICENSE RECEIPT

YOUNG ELECTRIC SIGN CO (YESCO)
YESCO OUTDOOR MEDIA
PO BOX 9996
SALT LAKE CITY UT 84109

License Number: 14-00022955
Expiration Date: December 31, 2014
Business Location: 5354 HWY 50 E

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YESCO OUTDOOR MEDIA
PO BOX 9996
SALT LAKE CITY UT 84109

License Number: 14-00022955
License Expiration Date: December 31, 2014
Date Issued: January 06, 2014

Business Location: 5354 HWY 50 E
Nature of Business: BILLBOARD 5354 HWY 50 EAST #4

License renewal is the responsibility of the license holder and must be renewed prior to the expiration date to avoid penalties.



**CITY OF CARSON CITY
Business License Division
108 E. Proctor St.
Carson City, NV 89701
(775) 887-2105**

LICENSE RECEIPT

YOUNG ELECTRIC SIGN CO (YESCO)
YESCO OUTDOOR MEDIA
PO BOX 9996
SALT LAKE CITY UT 84109

License Number: 14-00022957
Expiration Date: December 31, 2014
Business Location: 5354 HWY 50 E

IMPORTANT INFORMATION

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BUSINESS LICENSE DIVISION
108 E. Proctor St.
Carson City, NV 89701
(775) 887-2105**

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POST IN A CONSPICUOUS PLACE

YOUNG ELECTRIC SIGN CO (YESCO)
YESCO OUTDOOR MEDIA
PO BOX 9996
SALT LAKE CITY UT 84109

License Number: 14-00022957
License Expiration Date: December 31, 2014
Date Issued: January 06, 2014

Business Location: 5354 HWY 50 E
Nature of Business: BILLBOARD AT 6369 HWY 50 EAST #5

License renewal is the responsibility of the license holder and must be renewed prior to the expiration date to avoid penalties.

Existing Light Fixtures

OUTDOOR ADVERTISING

- Expand All Folders
- Outdoor Advertising
 - AdVue : Outdoor Advertising
 - Panel-Vue : Outdoor Advertising
 - Sign-Vue II : Outdoor Advertising

QUICK PRODUCT SEARCH

STEP 1 OF 4

Select Product Types

Signage > Outdoor Advertising > Outdoor Advertising > Panel-Vue

Panel-Vue

Intended Use: For billboard lighting applications, specifically smaller billboards, such as panel boards and poster boards.

Features: Panel-Vue® Optics - The one-piece hydroformed aluminum reflector is contoured to distribute light through the borosilicate glass refractor. Precisely cut prisms direct the light onto the billboard for maximum efficiency and uniformity.

Housing - Rugged die cast aluminum housing contains the precisely engineered reflector, highly efficient integral ballast, Super Metal Halide lamp and socket, available on/off switch, and heavy-duty die cast door, sealed with harsh element resistant gaskets.

Mounting - Conduit (1 1/4" round or 1 1/2" square pipe) fits securely into the luminaire, clamped down to prevent rotation.

Listings: UL Listed to U.S. and Canadian safety standards. The luminaire is suitable for wet locations.



- [Specification Sheets](#)
- [Photometric Data](#)
- [Brochures](#)
- [Application Information](#)
- [US Terms & Conditions](#)
- [Questions about this product](#)

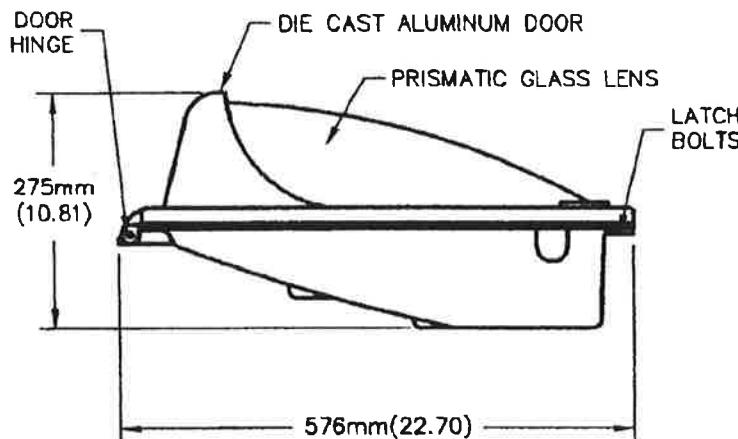
SPECIFICATION SHEETS

PDF	DWG	File Name	Description
		PANLD	Panel-Vue - Standard Mounting
		PANLS	Panel-Vue - Side Mounting
		PANLT	Panel-Vue - Top Mounting

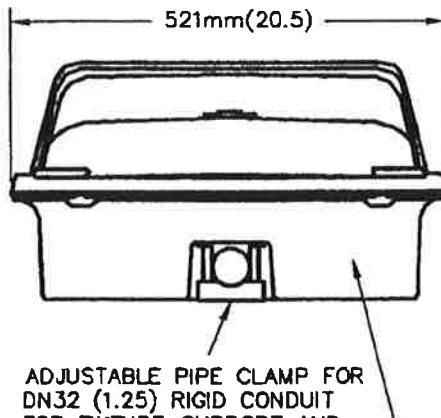
PHOTOMETRIC DATA FILES

File	Viewer	File Name	Catalog Number	Description
		37171	PANL100MV00XX	Lamp = 100W CLEAR MERCURY Dist: VUE
		37172	PANL100MV00XX	Lamp = 100W DELUXE MERCURY Dist: PANEL-VUE
		37173	PANL15AHP00XX	Lamp = 150W CLEAR HPS Dist: Desc:
		37157	PANL175MH00XX	Lamp = 175W CLEAR MH Dist: Desc:

PANEL-VUE® SERIES LUMINAIRE



U.L. LISTED TO U.S. AND
CANADIAN SAFETY STANDARDS
1598 WET LOCATION
MAX. AMBIENT: 40°C
MAX. WEIGHT: 27kg (60lbs.)



ADJUSTABLE PIPE CLAMP FOR
DN32 (1.25) RIGID CONDUIT
FOR FIXTURE SUPPORT AND
SUPPLY LEAD WIRE ENTRY

DIE CAST ALUMINUM HOUSING
CONTAINS: BALLAST, REFLECTOR
AND SOCKET ASSEMBLY

CATALOG NUMBER

P A N L

SOURCE AND WATTAGE

<input type="checkbox"/> 100HP=100W HPS	<input type="checkbox"/> 400HP=400W HPS
<input type="checkbox"/> 15AHP=150W HPS	<input type="checkbox"/> 400MH=400W MH
<input type="checkbox"/> 100MV=100W MV	<input type="checkbox"/> 400MV=400W MV
<input type="checkbox"/> 175MH=175W MH	
<input type="checkbox"/> 175MV=175W MV	
<input type="checkbox"/> 250HP=250W HPS	
<input type="checkbox"/> 250MH=250W MH	
<input type="checkbox"/> 250MV=250W MV	
<input type="checkbox"/> 320PM=320W PM	
<input type="checkbox"/> 350PM=350W PM	
<input type="checkbox"/> 400PM=400W PM	

VOLTAGE

<input checked="" type="checkbox"/> 12=120V
<input type="checkbox"/> 20=208V
<input type="checkbox"/> 24=240V
<input type="checkbox"/> 27=277V
<input type="checkbox"/> 34=347V
<input type="checkbox"/> 48=480V
<input type="checkbox"/> MT=MULTITAP
<input type="checkbox"/> DT=DUAL TAP
<input type="checkbox"/> NB=NON-BALLASTED
<input type="checkbox"/> VT=MULTIVOLT

MOUNTING

D=STANDARD

COLOR

<input type="checkbox"/> B=BROWN
<input checked="" type="checkbox"/> G=GRAY

OPTIONS: (FACTORY INSTALLED)

- SW=ON/OFF POWER SWITCH (120V, 240V, OR DT ONLY) (NO CSA)
- QD=QUICK DISCONNECT (NOT AVAILABLE WITH "SW" OR "SL" OPTIONS)
- SL=ON/OFF POWER SWITCH WITH LATCH OPTION (120V, 240V, AND DT ONLY) (NOT AVAILABLE WITH "T" MOUNT REFLECTOR DOWN) (NO CSA)
- QL=QUICK DISCONNECT WITH LATCH ASSEMBLY (NOT AVAILABLE WITH "SW" OR "SL" OPTIONS)
- L=LATCH ASSEMBLY

ACCESSORIES: (FIELD INSTALLED)

- LAMP
- 3BOLT=BRACKET FOR 3 BOLT MOUNTING
- 4BOLT=BRACKET FOR 4 BOLT MOUNTING
- BOLT6.5=BRACKET FOR 6.5 BOLT MOUNTING
- WG-213=WIRE GUARD
- DOORPROP=DOOR PROP
- 09181="T" MOUNTING ACCESSORY
- F1=SINGLE FUSING
- F2=DOUBLE FUSING



©2002 ACUITY LIGHTING GROUP INC. 214 OAKWOOD AVE., NEWARK, OH 43055

ORDER NO: _____

TYPE: _____

DRAWING NO.

FM-1605

CAD MODEL: PANLD.DWG

DATE: 3/19/07

Sheet 1 of 1

LEADER IN LIGHTING SOLUTIONS
HOLPHANE®



Spill Zone Calculations

10'6"X36' 400 watt Panel Vue

4.2 4.4 4.2 4.3 4.8 5.2 5.4 5.2 5.0 5.0 5.3 5.5 5.3 4.9 4.4 4.2 4.4 4.3 3.8 3.5 3.1 3.0
 5.2 5.5 5.4 5.5 6.0 6.6 6.6 6.5 6.9 6.9 6.4 6.8 6.8 6.1 5.5 5.4 5.5 5.3 4.7 4.2 3.8 3.6
 6.3 7.0 6.9 7.1 7.8 8.3 8.7 8.5 8.6 8.5 8.5 8.8 8.4 7.9 7.2 6.9 7.0 6.4 5.7 5.1 4.6 4.5
 7.9 8.7 9.0 9.3 10.2 10.8 11.2 11.5 11.5 11.4 11.5 11.3 11.0 10.3 9.4 9.0 8.8 8.0 7.2 6.4 6.0 5.6
 10.1 10.8 11.5 12.4 13.6 14.4 14.8 15.1 15.4 15.5 15.1 14.9 14.5 13.7 12.5 11.6 11.0 10.3 9.1 8.1 7.7 6.7
 8.2 6.4 5.3 4.5 3.7 2.9
 8.7 7.7 6.5 5.3 4.0 2.9

20.3 24.4 27.9 28.3 33.0 35.9 35.2 39.3 39.8 37.8 39.9 39.3 35.2 35.9 33.0 28.3 27.9 24.4 20.3
 27.7 30.7 36.5 39.8 46.0 48.2 50.3 51.2 53.3 52.7 53.3 51.2 50.3 48.2 46.0 39.8 36.5 30.7 27.7
 38.0 39.7 45.5 50.3 61.6 65.0 70.8 67.5 67.6 63.2 67.6 67.5 70.8 65.0 61.6 50.3 45.5 39.7 38.0
 47.8 53.1 56.3 59.9 71.9 86.1 80.3 88.2 76.9 70.1 76.9 88.2 90.3 86.1 71.9 59.9 56.3 53.1 47.8
 51.1 59.7 73.3 81.1 84.2 87.3 96.5 89.2 88.6 89.8 88.6 89.2 96.3 87.3 84.2 81.1 73.3 59.7 51.1
 43.0 58.1 72.7 78.5 81.4 78.1 79.3 81.5 88.4 89.4 88.4 81.5 78.1 78.1 81.4 76.5 72.7 58.1 43.0

North Elevation

Scale 1" = 8'

NOTES

1. Spill zones are approx. 5 ft above and to the side, Light levels drop off fast and are minimal at 15 ft. above the board

Side zone is almost nothing past 10ft to the side of the board

STATISTICS

Description	Symbol	Avg	Max	Min	Max/Min	Avg/Min
above the board	+	7.8 fc	15.5 fc	3.0 fc	5.2:1	2.6:1
Calc Zone #1	+	59.3 fc	86.3 fc	20.3 fc	4.7:1	2.9:1
Side zone	-	5.5 fc	19.3 fc	0.0 fc	N/A	N/A

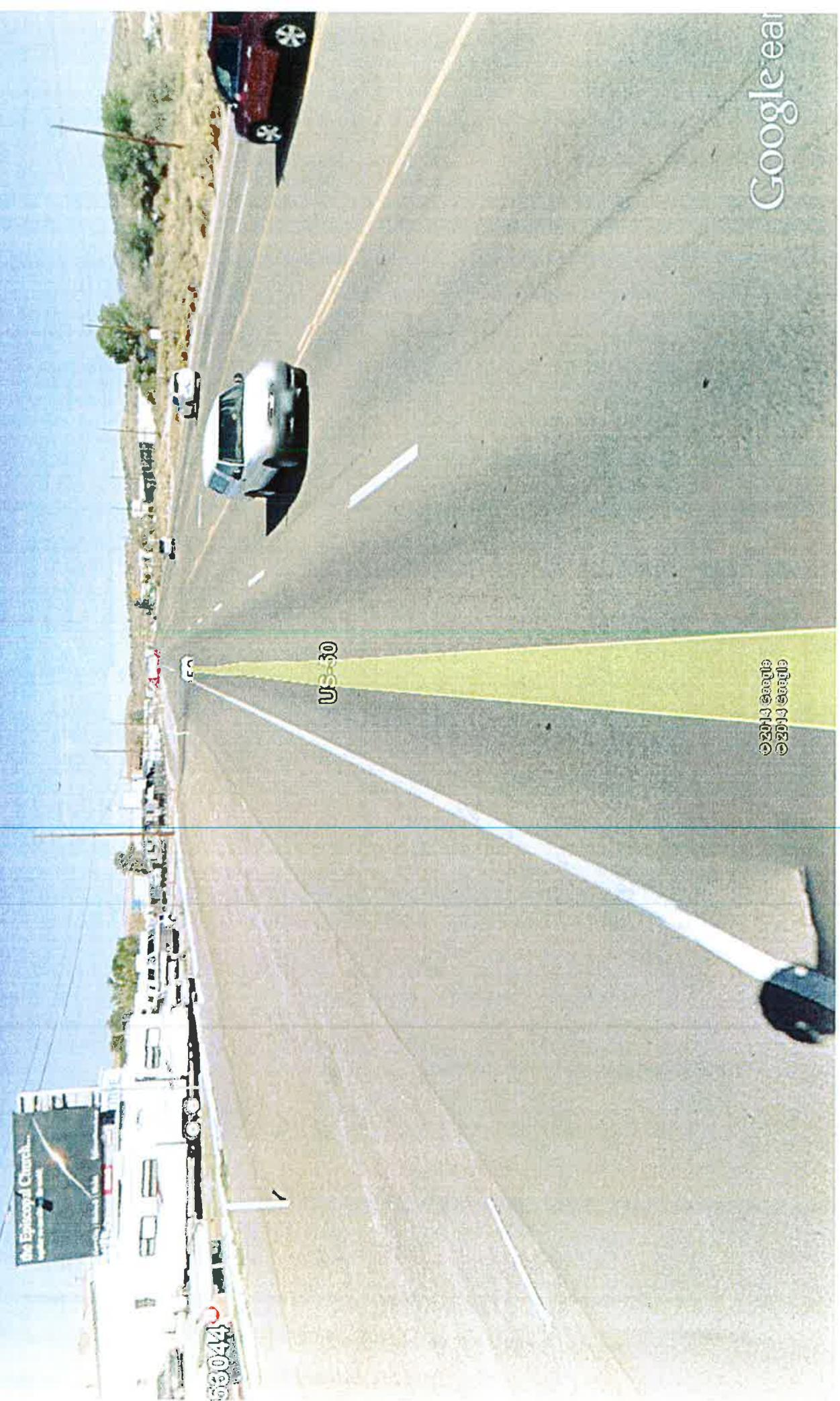
Designer	T. Grunwald
Date	Feb 7 2008
Scale	
Drawing No.	

1 Of 1

US-30

53044







It's Prime-Time!

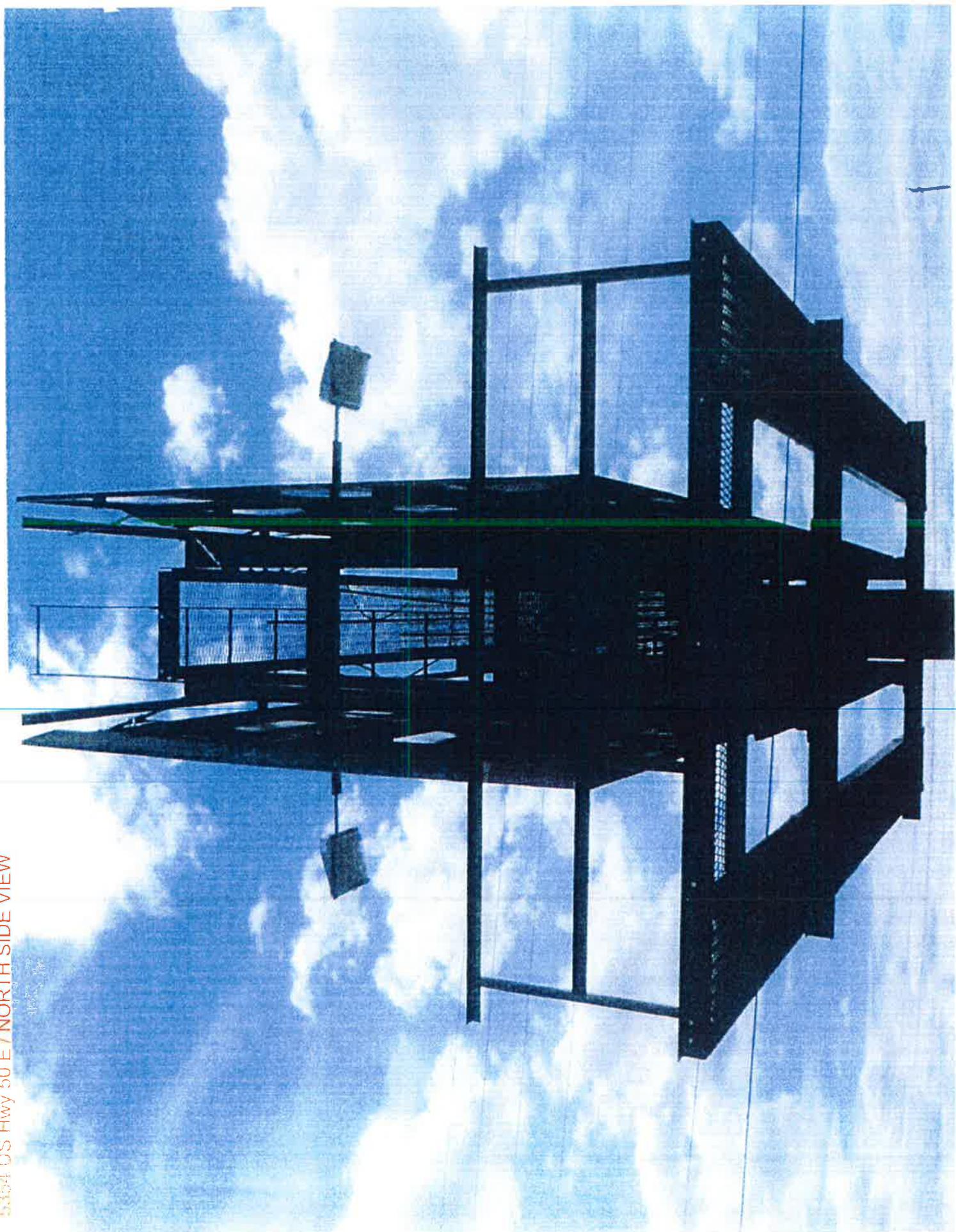


2.1 Miles Ahead

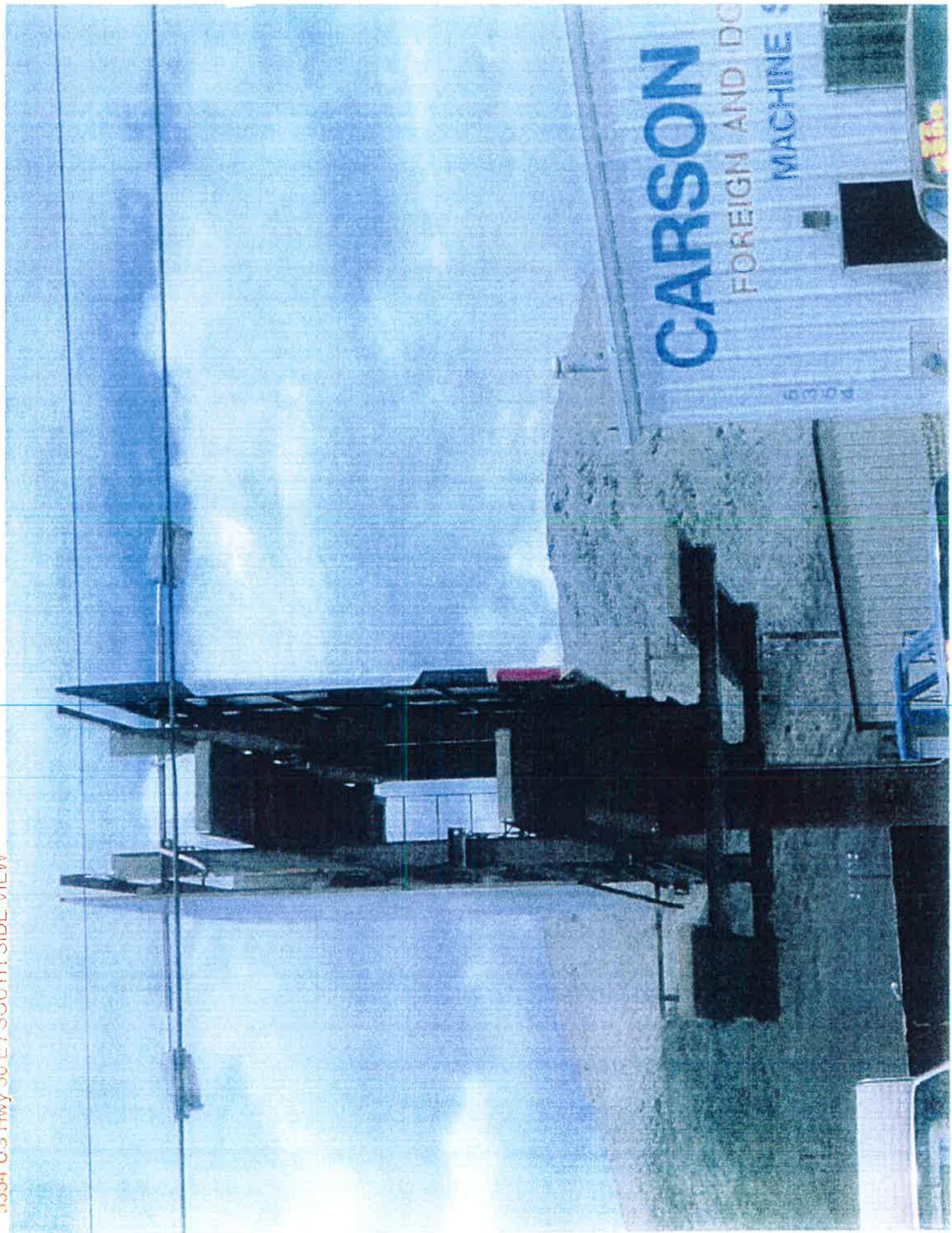
vesco.com

ESCAPE

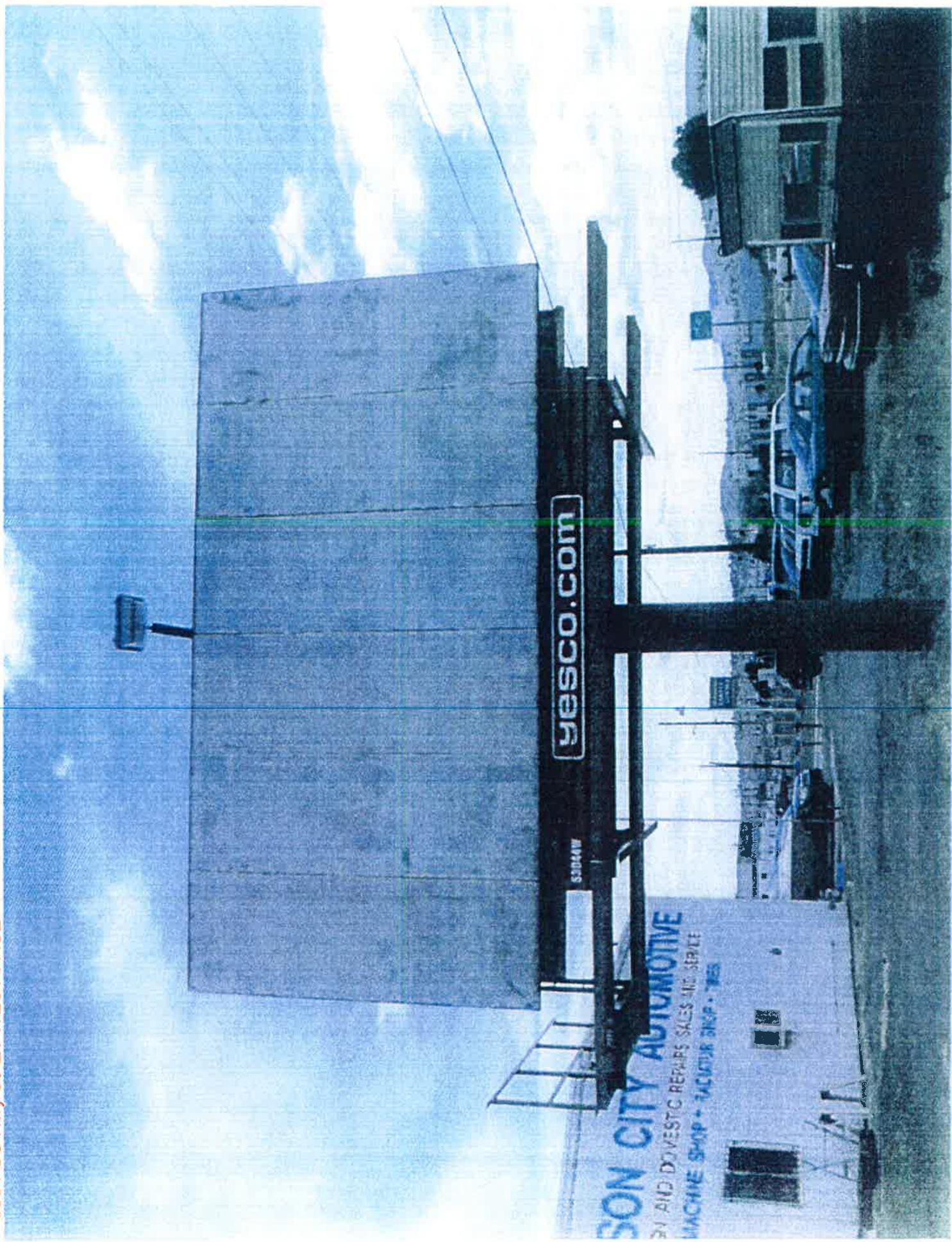
5250
CENTER



5354 US Hwy 50 E / NORTH SIDE VIEW

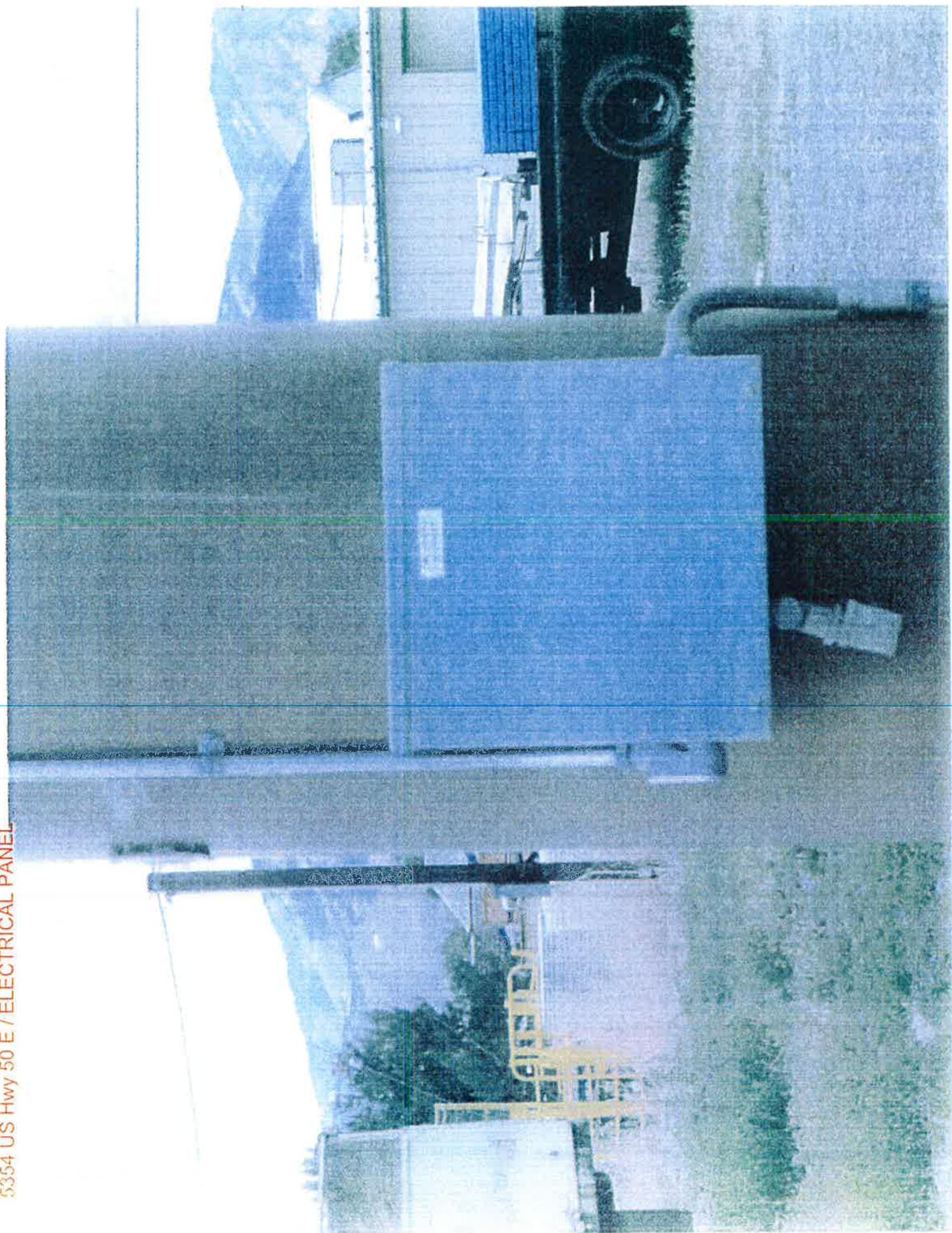


5354 US Hwy 50 E / SOUTH SIDE VIEW





5354 US Hwy 50 E / NDOT permit tag



5354 US Hwy 50 E / ELECTRICAL PANEL