

STAFF REPORT FOR PLANNING COMMISSION MEETING OF MARCH 28, 2018

FILE NO: SUP-18-022

AGENDA ITEM: E.2

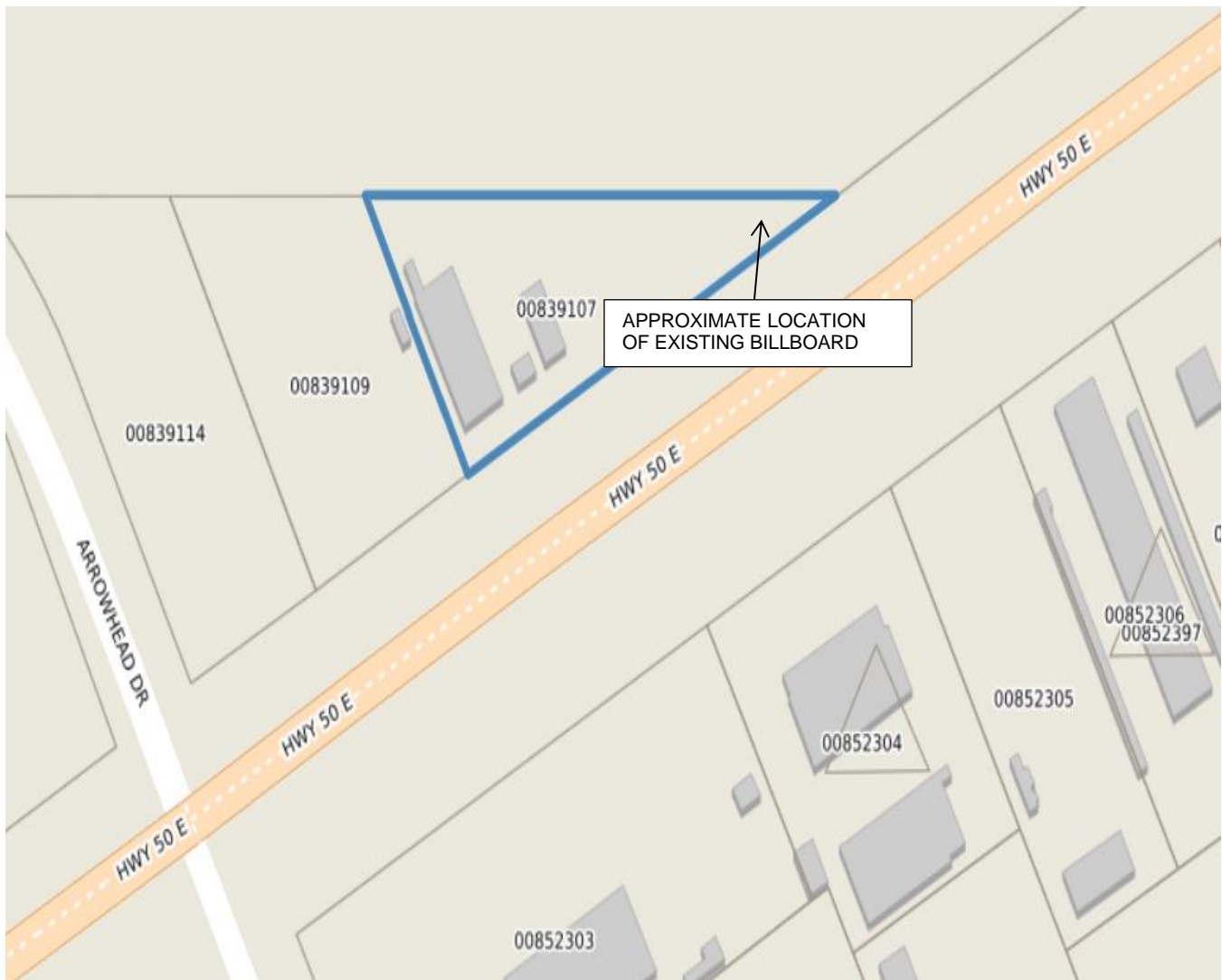
STAFF CONTACT: Kathe Green, Assistant Planner

AGENDA TITLE: For Possible Action: To consider a request for a Special Use Permit for a Billboard on property zoned General Industrial (GI), located at 5740 Highway 50 East, APN 008-391-07.

STAFF SUMMARY: Special Use Permits for billboards are valid for five years. To retain the sign, the applicant must request a Special Use Permit. The applicant is requesting to continue the existing billboard in the present location. No changes are proposed for the billboard.

PROPOSED MOTION: "I move to approve SUP-18-022, a Special Use Permit request to allow the continuation of an existing billboard sign, on property zoned General Industrial, located at 5740 Highway 50 East, Assessor's Parcel Number 008-391-07 based on the findings and subject to the conditions of approval contained in the staff report."

VICINITY MAP:



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 consideration.

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 five pole design, and structure must remain painted an earth-tone color 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 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 March 2023, 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 billboard still compatible with surrounding properties? Has the billboard

caused any material damage to surrounding properties?

SURROUNDING ZONING AND LAND USE INFORMATION:

NORTH: Public Regional (PR)/public golf course

EAST: General Industrial (GI)/Hwy 50 East and industrial uses

SOUTH: General Industrial (GI)/Hwy 50 East then industrial uses

WEST: General Industrial (GI)/industrial uses

ENVIRONMENTAL INFORMATION:

FLOOD ZONE: X (areas of minimal flooding)

SLOPE/DRAINAGE: flat

SEISMIC ZONE: Zone II, moderate potential, fault zone beyond 500 feet

PREVIOUS REVIEWS:

SUP-13-018 March 27, 2013 five year review by the Planning Commission

SUP-08-022 March 26, 2008 five year review by the Planning Commission

U-02/03-32 February 26, 2003 five year review by the Planning Commission

U-97/98-59 five year review by the Planning Commission

U-93/94-39 five year review by the Planning Commission

U-87-41 review by the Commission

The original placement date of this billboard is not known.

SITE DEVELOPMENT INFORMATION:

PARCEL AREA: 1 acre/43,560 square feet

EXISTING PRIMARY USE: fencing company/billboard

HEIGHT: Approximately 25 feet to the top of the billboard above the existing grade. The distance from the bottom of the panel to the ground is approximately 15 feet. The maximum allowed height for signs is 28 feet from street elevation. This billboard height is in compliance.

AREA: Single faced 10 feet by 40 feet, or 400 square feet. The maximum allowed size.

NUMBER OF FACES: One

LIGHTING: Two light fixtures are shown. No change is proposed to the existing lighting.

PARKING: None

LANDSCAPING: None

DISCUSSION:

The subject parcel is located on the north side of Hwy 50 East, east of the intersection with Deer Run Road. The billboard is at the most eastern portion of the triangular shaped lot, with business buildings on the west. The billboard has been at this location for at least 31 years. No known complaints or concerns have been registered regarding the location or existence of the billboard. Upon approval of this request for review, the next review date would be in another five years. A recommended condition of approval is that the billboard be again reviewed in March 2023.

The following is a review of the billboard with regard to the specific guidelines of Development Standards Division 4.8.3:

DEVELOPMENT STANDARDS DIVISION 4.8.3 BILLBOARD REQUIREMENTS:

- a. Special Use Permit Required: Approval of a Special Use Permit is required for a billboard. The current Special Use Permit is scheduled to expire on March 31, 2018. The applicant submitted an application for review with adequate time to be reviewed prior to the expiration date. Upon approval of the required review, the next required review date will be March 31, 2023.

- 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 property is addressed as 5740 Highway 50 East and is located adjacent to Highway 50 East. The location is compliant.
- 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 25 feet above the ground. This is an existing billboard and the height is in compliance.
- d. Number of Sign Faces: One sign face per side (single or double-faced sign) is permitted. The subject billboard is a single-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 located on a parcel zoned General Industrial (GI). This site is in compliance for zoning. This billboard is in compliance.
- f. Spacing Distance: Billboards may not be located within 1,000 feet of each other. This billboard does comply with this standard.
- g. Area of Sign: The maximum permitted sign area for billboards is 400 square feet per side. This billboard measures 10 feet by 40 feet or 400 square feet. This billboard is in compliance.
- h. Setback from Certain Uses and Zoning: A billboard sign may not be within 300 feet of a property zoned Agriculture (A), Conservation Reserve (CR), or any residential district. This billboard is in compliance.
- i. Setback from Redevelopment Areas: A billboard sign may not be within 1,000 feet of a redevelopment area. The existing billboard is in compliance.
- 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 have external lighting glare onto adjacent properties or rights-of-way. This billboard is in compliance with this standard.

PUBLIC COMMENTS: Public notices were mailed on March 12, 2018 to 32 adjacent property owners, within 975 feet of the subject site, pursuant to the provisions of NRS and CCMC. As of the writing of this report no comments in support or opposition of the billboard have been received. Any comments that are received after this report is completed will be submitted prior to or at the Planning Commission meeting on March 28, 2018, depending on their submittal date to the Planning Division.

CITY DEPARTMENTS OR OUTSIDE AGENCY COMMENTS: The following comments were received from City departments:

Fire Department: No concerns

Environmental Control: No 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. The Special Use Permit for the sign expires automatically five years from the date of issuance. In the case the date will be March 31, 2023.

1. *The project will be consistent with the master plan elements.*

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 built with wood and steel. The sign is well maintained and is clean and free of graffiti or other visual disturbance. No water is used at this site. There is no lighting installed on this billboard.

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

The continued use of this billboard is located in an area zoned for commercial activity, with traffic passing east to west adjacent to this site while traveling on Hwy 50. This is an area that has been previously developed with commercial enterprises and the billboard has had no complaints. 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 has had little or no detrimental effect on vehicular or pedestrian traffic. No additional 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 elsewhere in this Title for such particular use and meet the purpose statement of that district.*

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.

7. *The project will not result in material damage or prejudice to other property in the vicinity, as a result of proposed mitigation measures.*

A billboard sign has been at the present location for at least 31 years. It was placed in an area that has been concurrently developed with commercial and industrial uses, with no adverse effects noted by or to neighboring properties. The continued use of the billboard sign is not anticipated to result in material damage or prejudice to other properties in the vicinity.

Attachments:

- Site photos
- Fire comments
- Environmental Control comments
- Application SUP-18-022



LIFE
IS A GIFT
WRAP IT SAFELY
BUCKLE UP

The billboard has a green background with a yellow seatbelt graphic across the word 'LIFE'. The seatbelt has a red arrow pointing to the right. Below the main text, there is a small red box with the words 'BUCKLE UP' in white.

306

Reagan
National Advertising



BE A ZERO
zero teen Fatalities
#STAYING UNDEAD
Designed by
Allyssa Corpuz - Wooster High School

The billboard features a large black triangle graphic at the top. Below it, the text 'BE A ZERO' is in large, bold, black letters. Underneath that, 'zero teen Fatalities' is in smaller black text. The hashtag '#STAYING UNDEAD' is in large, red, stylized letters. At the bottom, it says 'Designed by Allyssa Corpuz - Wooster High School'.

ARTISTIC



Fire Department Comments

2/23/2018

Fire has no comment on SUP 18-022

Dave Ruben

Fire Marshal

Carson City Fire Department

777 S. Stewart Street

Carson City, NV 89701

Direct 775-283-7153

Main 775-887-2210

FAX 775-887-2209



CARSON CITY NEVADA
Consolidated Municipality and State Capital
PUBLIC WORKS

MEMORANDUM

TO: Planning Department
FROM: Mark Irwin
SUBJECT: SUP - 18 - 022
DATE: 2/22/2018

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 SUP 18-022.

1. ECA has no comments.

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

RECEIVED

FEB 08 2018

CARSON CITY
PLANNING DIVISION

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

FOR OFFICE USE ONLY:

CCMC 18.02.080

SPECIAL USE PERMIT

FILE # SUP - 17 - - SUP - 18 - 022

APPLICANT **PHONE #**
Reagan Outdoor Adv 801-521-1775
MAILING ADDRESS, CITY, STATE, ZIP
84116 SLT
1775 N WARM SPRINGS RD UT

EMAIL ADDRESS
guy@reaganusa.com

PROPERTY OWNER **PHONE #**
DONN SIMONIS / ARTISTIC PROPERTIES 775-882-4665
MAILING ADDRESS, CITY, STATE, ZIP
CARSON CITY
5740 US HIGHWAY 50 EAST NV 89701

EMAIL ADDRESS

APPLICANT AGENT/REPRESENTATIVE **PHONE #**
Guy Larson 801-501-4083
MAILING ADDRESS, CITY STATE, ZIP
SLT UT
1775 N WARM SPRINGS RD 84116

EMAIL ADDRESS
guy@reaganusa.com

FEE*: \$2,450.00 MAJOR
\$2,200.00 MINOR (Residential
zoning districts)
+ noticing fee
*Due after application is deemed complete by
staff

☐ **SUBMITTAL PACKET – 4 Complete Packets (1 Unbound Original and 3 Copies) including:**

- ☐ Application Form
- ☐ Detailed Written Project Description
- ☐ Site Plan
- ☐ Building Elevation Drawings and Floor Plans
- ☐ Special Use Permit Findings
- ☐ Master Plan Policy Checklist
- ☐ Applicant's Acknowledgment Statement
- ☐ Documentation of Taxes Paid-to-Date
- ☐ Project Impact Reports (Engineering)

☐ **CD or USB DRIVE with complete application in PDF**

Application Received and Reviewed By:

Submittal Deadline: See attached Planning Commission application submittal schedule.

Note: Submittals must be of sufficient clarity and detail for all departments to adequately review the request. Additional information may be required.

Project's Assessor Parcel Number(s): 008-391-07	Street Address 5740 Hwy 50 E
Project's Master Plan Designation MUC	Project's Current Zoning ET
Nearest Major Cross Street(s)	

Please provide a brief description of your proposed project and/or proposed use below. Provide additional pages to describe your request in more detail.

Continue - Bill Board

PROPERTY OWNER'S AFFIDAVIT

I, Artistic Properties
Joanne S. Dietrich MGR 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 [Signature] Address 913 MARSH RD. Date Feb. 06, 2018

Use additional page(s) if necessary for additional owners.

STATE OF NEVADA)
COUNTY Carson City)

On Feb 10th, 2018, Joanne Dietrich, personally appeared before me, a notary public, personally known (or proved) to me to be the person whose name is subscribed to the foregoing document and who acknowledged to me that he/she executed the foregoing document.

Notary Public [Signature]



NOTE: If your project is located within the Historic District or airport area, it may need to be scheduled for review by the Planning Commission or the Airport Authority in addition to being scheduled for review by the Planning Commission. Planning staff can help you make this determination.

If there is any additional information that would provide a clearer picture of your proposal that you would like to add for presentation to the Planning Commission, please be sure to include it in your detailed description.

Please type and sign the statement on the following page at the end of your findings response.

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's Signature

Guy Larson

Print Name

2/1/2018

Date

Special Use Permit Application Questionnaire for Outdoor Display

For

Don Simons

5740 Highway 50 East

Master Plan Policy Checklist

Question I. Will be consistent with the objectives of the Master Plan elements.

Use sustainable building materials and construction techniques to promote water and energy conservation (1.1e,f)

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

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

The location of the sign is an industrial area of town surrounded by other industries. The sign is illuminated and has a timer that regulates when the power is turned on. We use panel vision energy efficient lights to help minimize power consumption. There are no trees etc. that the sign interferes with. This is an industrial zone and there are no residential uses in the area.

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

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

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

The sign is not located in an environmentally sensitive area and it meets all the setback requirements from the right of way and adjoining property lines.

Use durable, long lasting building materials (6.1a)

Yes, sustainable materials were used to construct the existing billboard and were manufactured from galvanized steel. The sign is inspected and maintained periodically and does not produce any odors or noise.

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)

The height and setbacks of the existing sign are compatible with the surrounding area. The sign is at height that doesn't detract from the existing surrounding uses. The sign is compatible with the uses in the area.

Promote transit-supportive development patterns (e.g mixed –use, pedestrian-oriented, higher, higher density) along major travel corridors to facilitate future transit (11.2b)

The sign advertises for local businesses and promotes products and services in the area. It helps promote local development and promotes growth.

Promote revitalization of the Downtown core (5.6a)

The sign promotes products and services in the local area. It also promotes building and provides a media for local citizens to advertise their products and services in the downtown area.

Question 2

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

Explanation A. The adjacent properties are zoned GI. This zoning allows for industrial uses similar to the use on the existing parcel where the sign is located. The property to the north is a commercial golf course and to the west is a vacant piece of ground. The sign in its current location is compatible with the other uses in the area.

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

Explanation C. The continuation of the sign will not have any detrimental effect of on the surrounding neighborhood because it does not produce and odors or noise. It does not produce any addition traffic or create a public nuisance.

Explanation D. The lights for the sign are panel view lights and only shine upward onto the sign face. They do not shine into oncoming traffic and are not considered hazardous.

Explanation E. No landscaping is used to shield the sign or poles. However, there are trees and other landscaping to the east of the sign.

Explanation F. The sign provides a media for local businesses and citizens to advertise their products and services. The business community can benefit greatly by using the sign to inform the community of existing events or public service announcements.

Question 3

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

The sign in its current location does not pose a problem to vehicular or pedestrian traffic. The sign is set back from the existing right of way and there it does not encroach upon any future sidewalks or pedestrian paths.

Question 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.

- A. The continuation of the outdoor advertising structure will not affect the school district or add to the student population.
- B. Will not have any impact of the police department of the fire department.
- C. The property is developed but the sign does not use any water.
- D. The property is developed but does not pose any drainage problems for the property.
- E. No sewage disposal is required.
- F. No road improvements are necessary.
- G. The sign was designed and engineered by Bob Hallander. I have used my 20 years of experience and the expertise of our sales department as useful sources.

Question 5

Meets the definition and specific standards set forth elsewhere in Carson City Municipal code, title 18 for such particular use and meets the purpose statement of that district.

The continuation of the outdoor advertising structure meets the standards of Carson City Municipal code title 18.

Question 6

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

The existing sign does not produce odors, noise and is not a traffic hazard. There are no health or safety concerns.

Question 7

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

The sign is located on a private piece of property. It is a legal conforming sign and the location will not prevent other property owners from developing or redeveloping their property.

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: Reagan Outdoor Advertising / Billboard

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)?



Special Use Permit & Major Project Review Development Checklist

- ☐ 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 (5.1j)
- ☐ 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)?

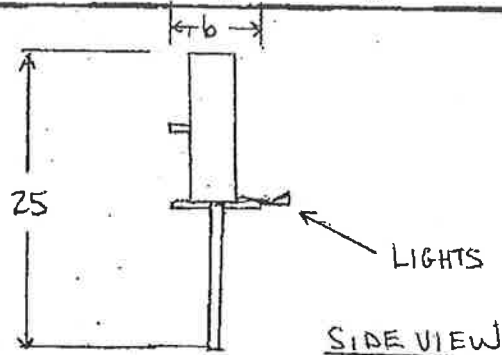
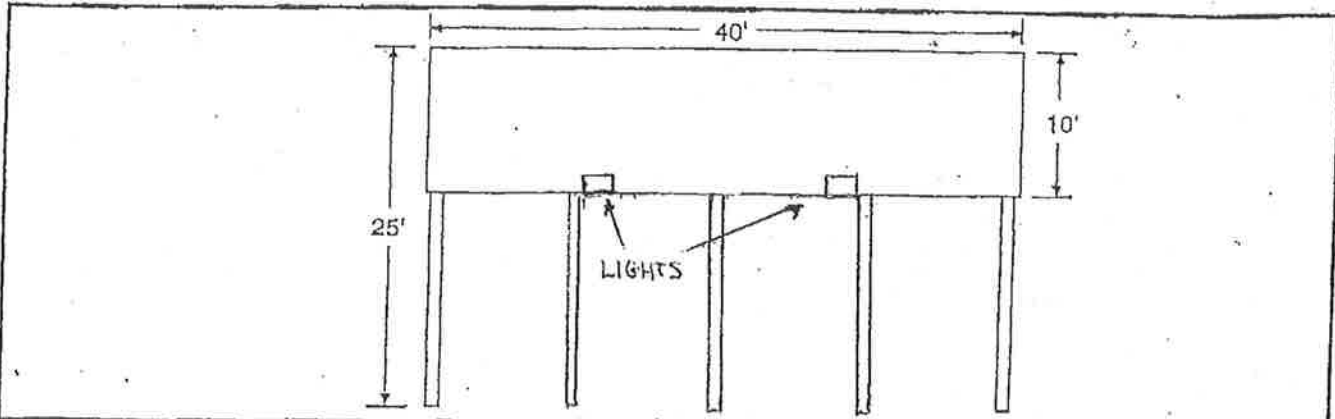
CHAPTER 7: A CONNECTED CITY



The Carson City Master Plan seeks 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)?



Owner Donn Simons :
5740 Highway 50 East

Applicant Reagan Outdoor Advertising
1775 North 900 West
Salt Lake City, Utah 84116

Request Special Use Permit To Allow
Outdoor Advertising Display

Location 5740 Highway 50 East

Zoning General Industrial
(G1)

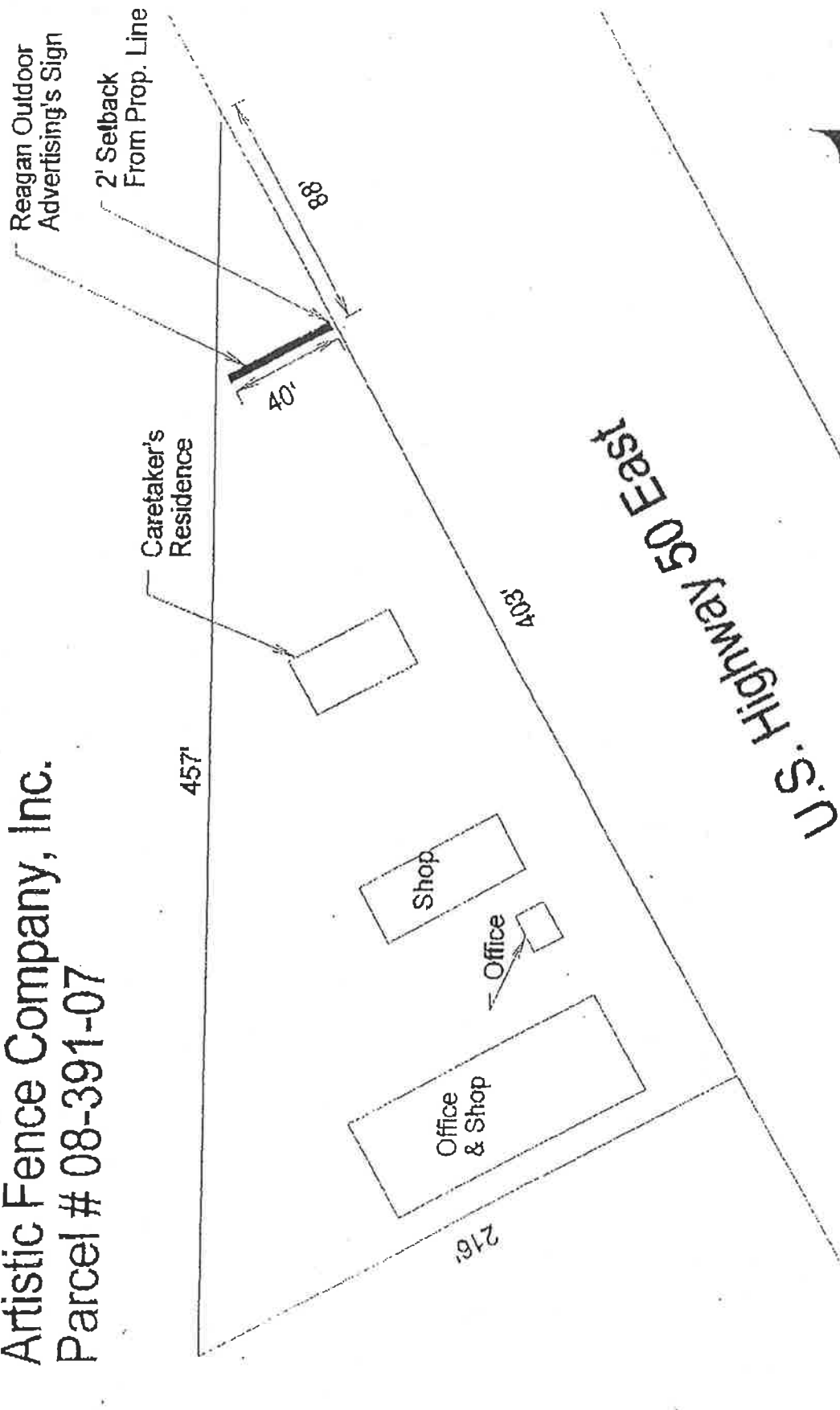
APN: 8-391-07

Site Plan Prepared By: Guy Larson

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



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



ARTISTIC CARPSON



Face# 306 (10 x 40)

Address Hwy 50 East of Carson City

Facing Direction East

Illuminated Yes

D.E.C.

Latitude 39.189808

Longitude -119.701835



1775 N. Warm Springs Rd. Salt Lake City, Ut. 84116

Ph. (801) 521-1775 FAX (801) 521-9741

www.reaganoutdoor.com



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

DISTRICT II
HIGHWAY BEAUTIFICATION ACT
OUTDOOR BILLBOARDS / SIGNS



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



Carson City Business License Division

108 E. Proctor Street
Carson City, Nevada 89701
(775) 887-2105 – Hearing Impaired: 711
buslic@carson.org

REAGAN OUTDOOR ADVERTISING #4
1775 NORTH WARM SPRINGS RD

SALT LAKE CITY UT 84116

RE: Business License

Thank you for choosing to operate your business in Carson City. Below is your Business License.

Please post this license in a conspicuous place or have available for inspection. Please provide any changes to the business information to the Business License Division. Licenses are not transferable.

If you have any questions concerning your business license, contact the Business License Division at buslic@carson.org or at (775) 887-2105.



Carson City Business License Division

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REAGAN OUTDOOR ADVERTISING #4
1775 NORTH WARM SPRINGS RD

SALT LAKE CITY UT 84116

License Number: 18-00007395
License Expiration Date: December 31, 2018
Date Issued: December 11, 2017

Business Location: 4769 S CARSON ST
Nature of Business: OUTDOOR ADVERTISING APN 928702 DF

Carson City
 Carson City Treasurer
 201 N Carson St Ste 5
 Carson City, NV 89701-4289
 775-887-2130

**PERSONAL PROPERTY TAXES
 FOR FISCAL YEAR:
 2017-18**

PROPERTY LOCATION/DESCRIPTION			
ACCOUNT NO.	OWNER/LOCATION	DISTRICT	DATE
CB 035869	REAGAN OUTDOOR ADVERTISING INC CARSON CITY	2.4	11/30/17

ASSESSED VALUATION		DISTRIBUTION OF TAX AMOUNTS		
DESCRIPTION	VALUE	TAXING ENTITY	RATE	AMOUNT
Personal Property	5,245	CITY OPER.	1.9622	102.92
Account Type: COMMERCIAL / BUSINESS		CO-OP EXT.	0.0128	.67
		SR. CIT.	0.0500	2.62
		ACCIDENT INDG	0.0150	.79
		MEDICAL INDG	0.1000	5.25
		CAP.PROJ. (L)	0.0500	2.62
		SCHOOL OPER.	0.7500	39.34
		SCH. DEBT (V)	0.4300	22.55
		STATE OF NV	0.1700	8.92
		SUB-CONSERV.	0.0300	1.57
		Ad Valorem Tax Total		3.5700
TOTAL ASSESSED VALUE		TOTAL AMOUNT DUE		
	5,245			187.25

PLEASE NOTE:

TAXES ARE DUE ON THE DATES SHOWN. FAILURE TO PAY TAXES WITHIN 10 DAYS AFTER THE PAYMENT IS DUE IS SUBJECT TO A 10% PENALTY. YOU MAY PAY ONLINE AT www.carson.org/ THEN CLICK ON "PAY ONLINE".

VENDOR: REMIT TO:	VCA19 CARSON CITY TREASURER	CHECK: COMMENT:	0000091655	DATE:	12/12/2017	
CB035869-2017	12/4/2017	0000167938	ACCT #CB 035869 - 2017 PROPERTY TAX	187.25	0.00	187.25
				187.25	0.00	187.25

THIS CHECK IS VOID WITHOUT A BLUE & RED BACKGROUND AND A WATERMARK - HOLD UP TO THE LIGHT TO VERIFY

Reagan Outdoor Advertising
1775 North Warm Springs Road
Salt Lake City, UT 84116

usbank
US Bank
97-215/1243

0000091655

DATE	12/12/2017
AMOUNT	\$**187.25

PAY One hundred eighty-seven and 25 / 100 U.S. Dollar

TO THE
ORDER
OF

CARSON CITY TREASURER
201 NORTH CARSON STREET, SUITE 5
CARSON CITY, NV 89701-4289
USA

Michael Reagan

CHECK IS PRINTED ON SECURITY PAPER WHICH INCLUDES A MICROPRINT BORDER & FLUORESCENT FIBERS

⑈091655⑈ ⑆124302150⑆ 153195080004⑈



Carson City Business License Division

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Carson City, Nevada 89701
(775) 887-2105 – Hearing Impaired: 711
buslic@carson.org

REAGAN OUTDOOR ADVERTISING #1
1775 N WARM SPRINGS RD

SALT LAKE CITY UT 84116

RE: Business License

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Carson City Business License Division

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buslic@carson.org

REAGAN OUTDOOR ADVERTISING #1
1775 N WARM SPRINGS RD

SALT LAKE CITY UT 84116

License Number: 18-00007392
License Expiration Date: December 31, 2018
Date Issued: March 06, 2018

Business Location: 5740 HWY 50 E
Nature of Business: OUTDOOR ADVERTISING APN 839107 SF