

## STAFF REPORT FOR PLANNING COMMISSION MEETING OF MARCH 28, 2018

FILE NO: SUP-18-026

AGENDA ITEM: E.6

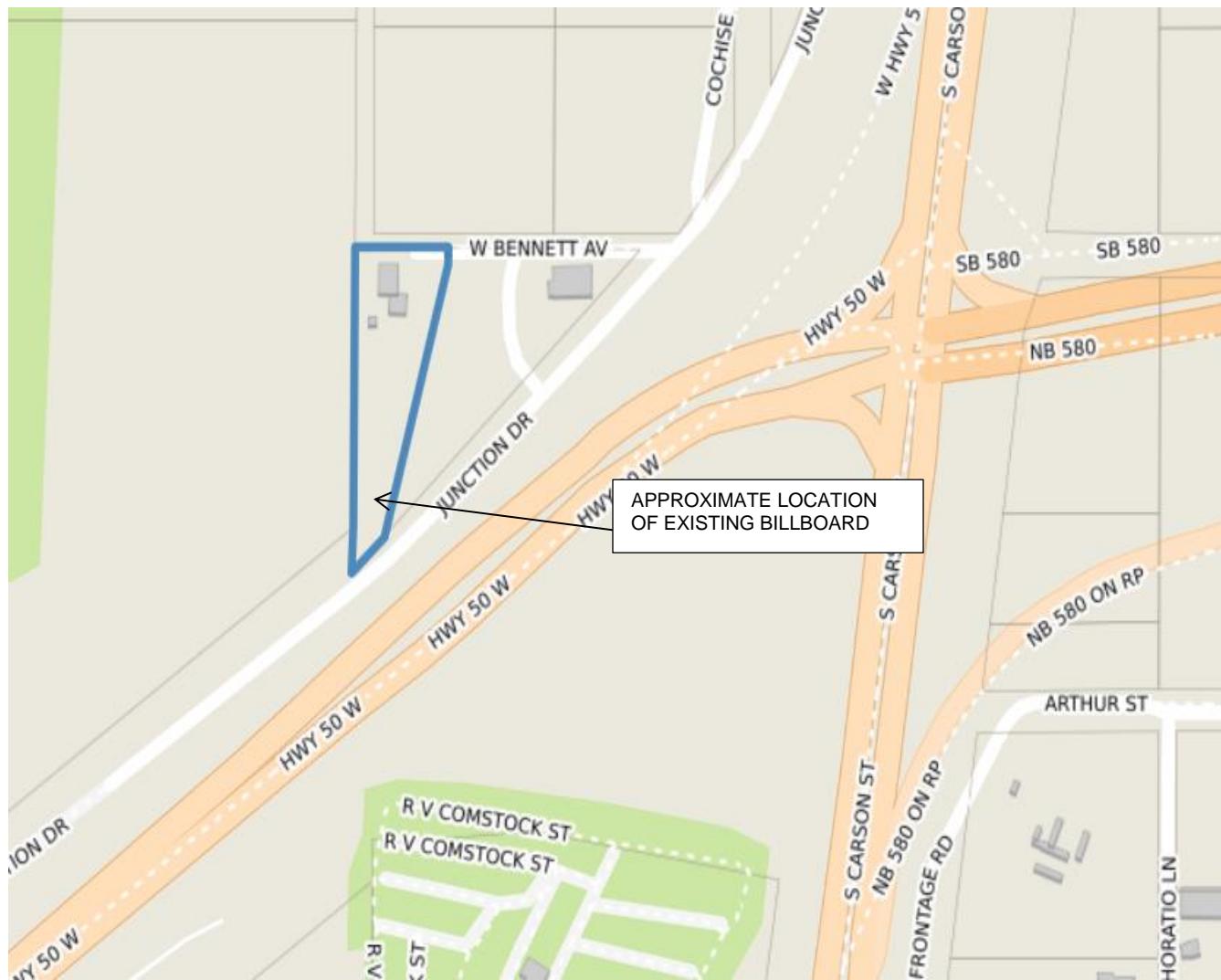
STAFF CONTACT: Kathe Green, Assistant Planner

**AGENDA TITLE:** For Possible Action: To consider a request for a Special Use Permit for a Billboard on property zoned General Commercial (GC), located at 497 West Bennett Avenue, APN 009-301-05.

**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-18-026, a Special Use Permit request to allow the continuation of an existing billboard sign, on property zoned General Commercial, located at 497 West Bennett Avenue, Assessor's Parcel Number 009-301-05 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); 18.04.135 (General Commercial zoning); and Development Standards, Section 4.8 (Requirements for Billboards and Off-Premises Signs).

**MASTER PLAN DESIGNATION:** Community/Regional Commercial (C/RC)

**ZONING:** General Commercial (GC)

**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: General Commercial (GC)/vacant

EAST: General Commercial (GC)/business and billboard

SOUTH: General Commercial (GC)/Hwy 50 West then RV park

WEST: Conservation Reserve (CR)/vacant

## **ENVIRONMENTAL INFORMATION:**

FLOOD ZONE: X (areas of minimal flooding)

SLOPE/DRAINAGE: flat

SEISMIC ZONE: Zone I, severe, fault zone within 500 feet

## **PREVIOUS REVIEWS:**

SUP-13-016 March 27, 2013 five year review by the Planning Commission

SUP-08-020 March 26, 2008 five year review by the Planning Commission

U-02/03-30 February 26, 2003 five year review by the Planning commission

U-97/98-60 review by the Planning Commission

U-93/94-41 review by the Planning Commission

U-87-16 review by the Planning Commission

Original placement date of this billboard is not known, but is assumed to be prior to 1975

## **SITE DEVELOPMENT INFORMATION:**

PARCEL AREA: 1 acre/43,560 square feet

EXISTING PRIMARY USES: residence and billboard

HEIGHT: Approximately 23.25 feet to the top of the billboard above the existing grade. The distance from the bottom of the panel to the ground is approximately 13.25 feet. The maximum allowed height for signs is 28 feet from street elevation. This billboard height is in compliance.

AREA: Single 10.5 feet by 36 feet, or 378 square feet. The maximum allowed size is 400 square feet.

NUMBER OF FACES: Two

LIGHTING: Eight 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 West. In addition to the billboard, there is a single family residence on the site. The billboard has been at this location for many years, assumed to be prior to 1975. 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 497 West Bennett Avenue and is located adjacent to Hwy 50 West on the south portion of the property. 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 23.25 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 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 located on a parcel zoned General Commercial (GC). 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 not comply with this standard, as an existing billboard is located on the adjacent parcel to the east. Existing billboards that are being renewed are not required to meet this restriction as they were lawfully established.
- g. Area of Sign: The maximum permitted sign area for billboards is 400 square feet per side. This billboard measures 10.5 feet by 36 feet or 378 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 not in compliance. The adjacent properties to the west and northwest are both zoned Conservation Reserve (CR). Existing billboards that are being renewed are not required to meet this restriction as they were lawfully established.
- i. Setback from Redevelopment Areas: A billboard sign may not be within 1,000 feet of a redevelopment area. The existing billboard is not in compliance as it is located in Redevelopment Area #2. Existing billboards that are being renewed are not required to meet this restriction as they were lawfully established.
- 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 36 adjacent property owners, within 1,400 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 metal posts. 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 northwest and southeast adjacent to this site while traveling on Hwy 50 West. 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 43 years. It was placed in an area that has only been developed with one adjacent commercial use, 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  
Site photos  
Application SUP-18-026

URCH 10

Please  
join me for  
an evening of

LIES

HNEIDER

MARCH 17



JEFF ROSS &  
DAVE ATTELL

YESCO.

MORE FUN  
VALUE  
VARIETY



MONTBLEU

RESORT CASINO & SPA

LAKE TAHOE

A TRICANA ENTERTAINMENT PROPERTY

MUST BE 21 OR OLDER. MONTBLEU RESERVES ALL RIGHTS.



**Fire Department Comments**

02/23/2018

Fire has no comment on SUP 18-026

***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**

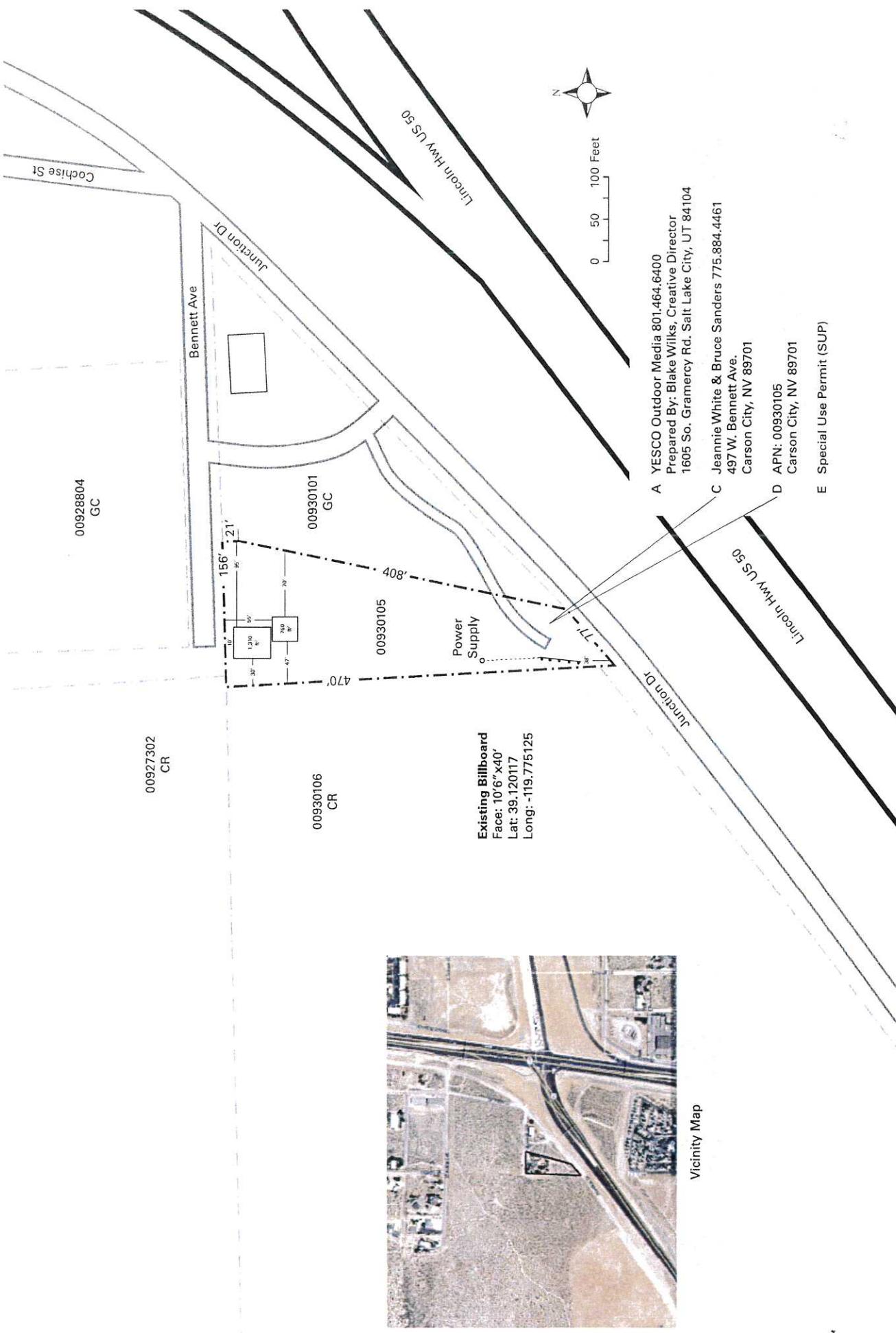
**TO:** Planning Department  
**FROM:** Mark Irwin  
**SUBJECT:** SUP 18 - 026  
**DATE:** 2/22/2018

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 - 026.

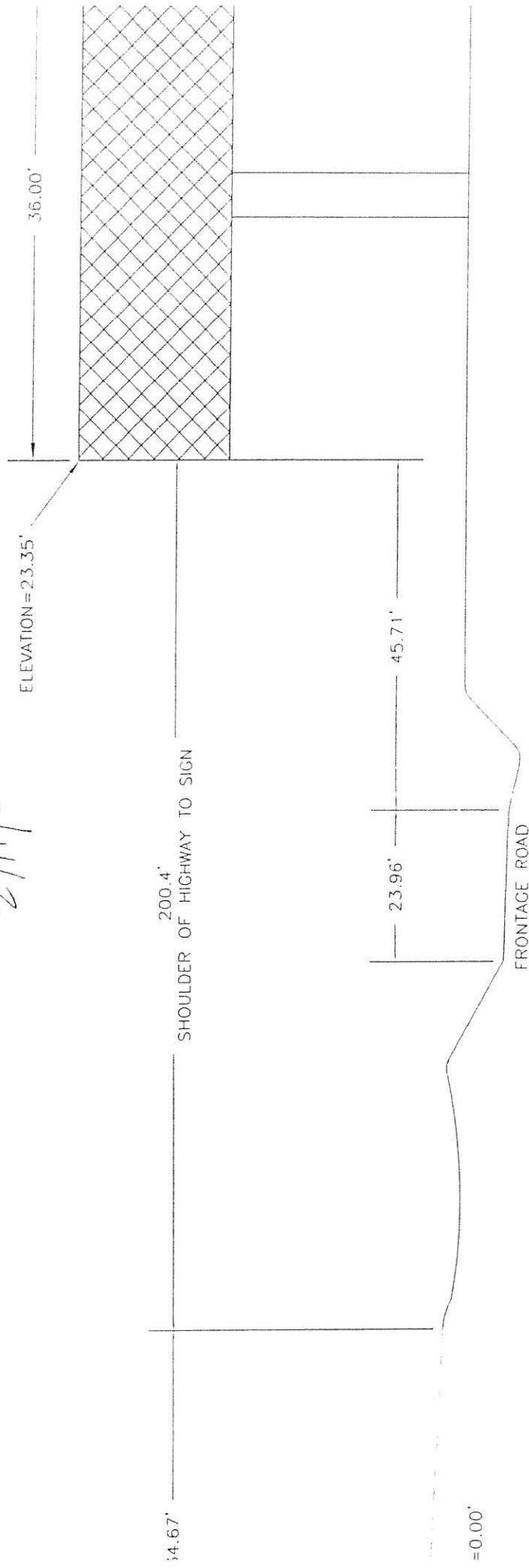
1. ECA has no comments.

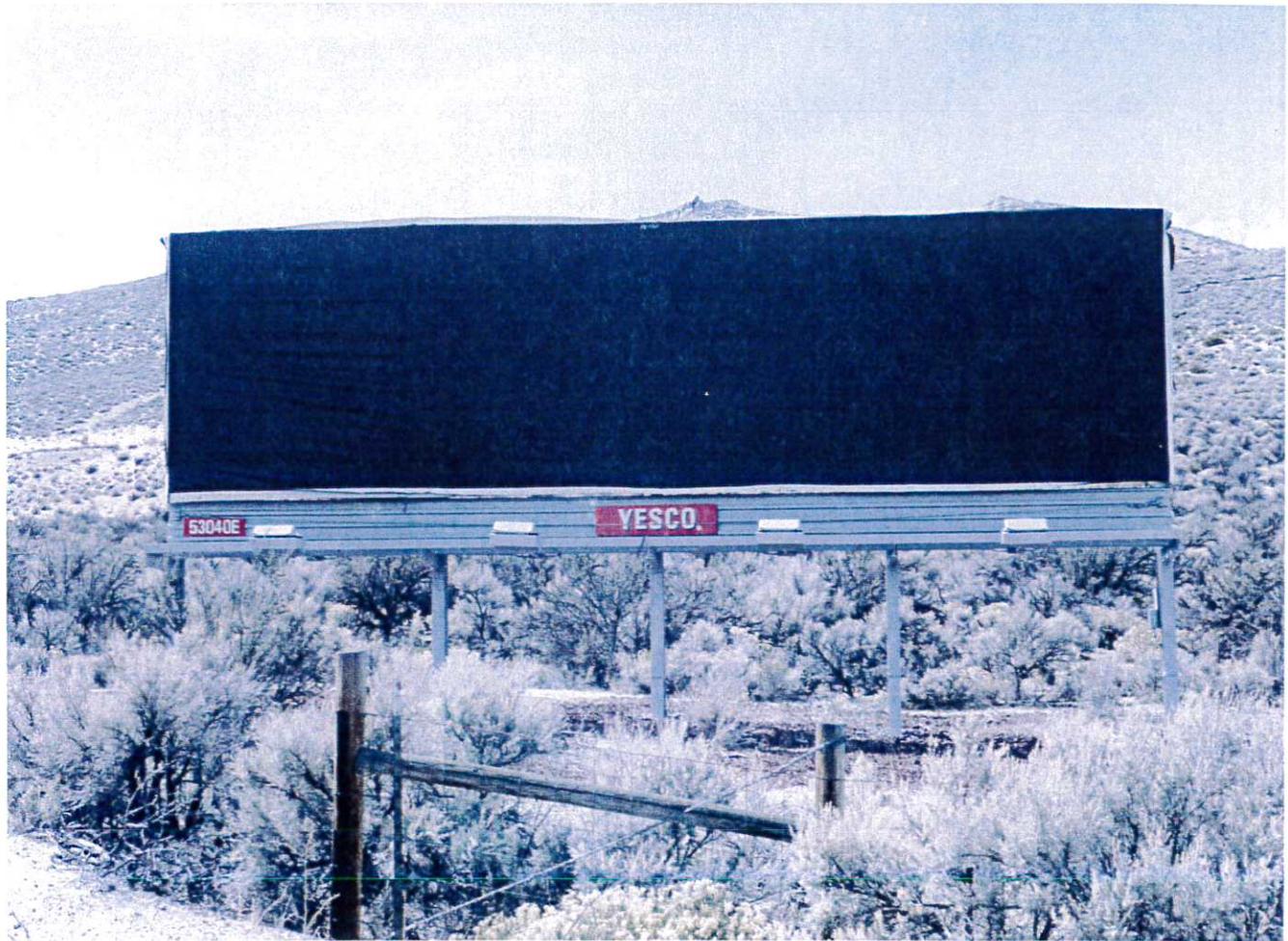
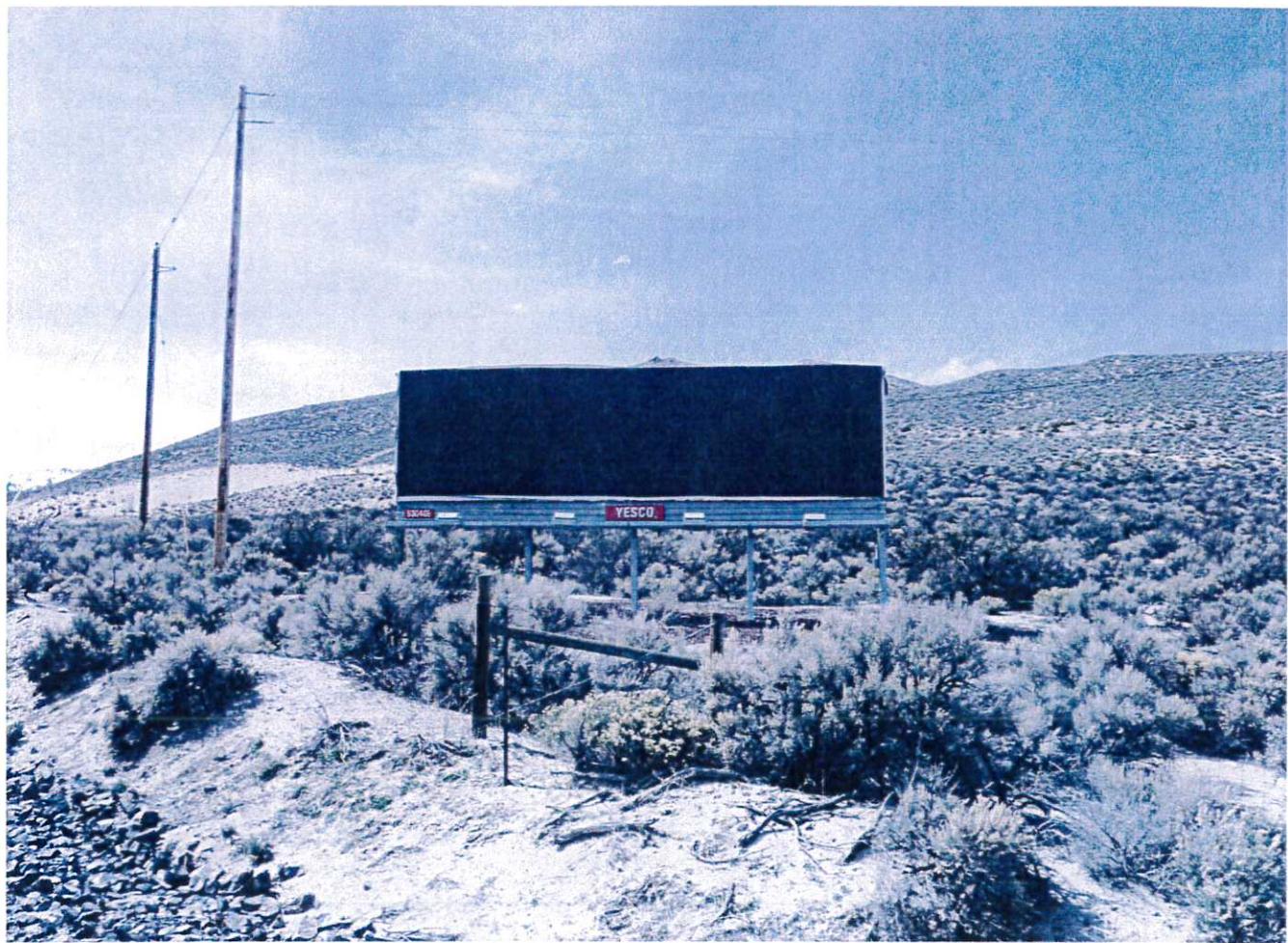
Please notify Mark Irwin if you have any questions regarding these comments, I can be reached at 775-283-7380.

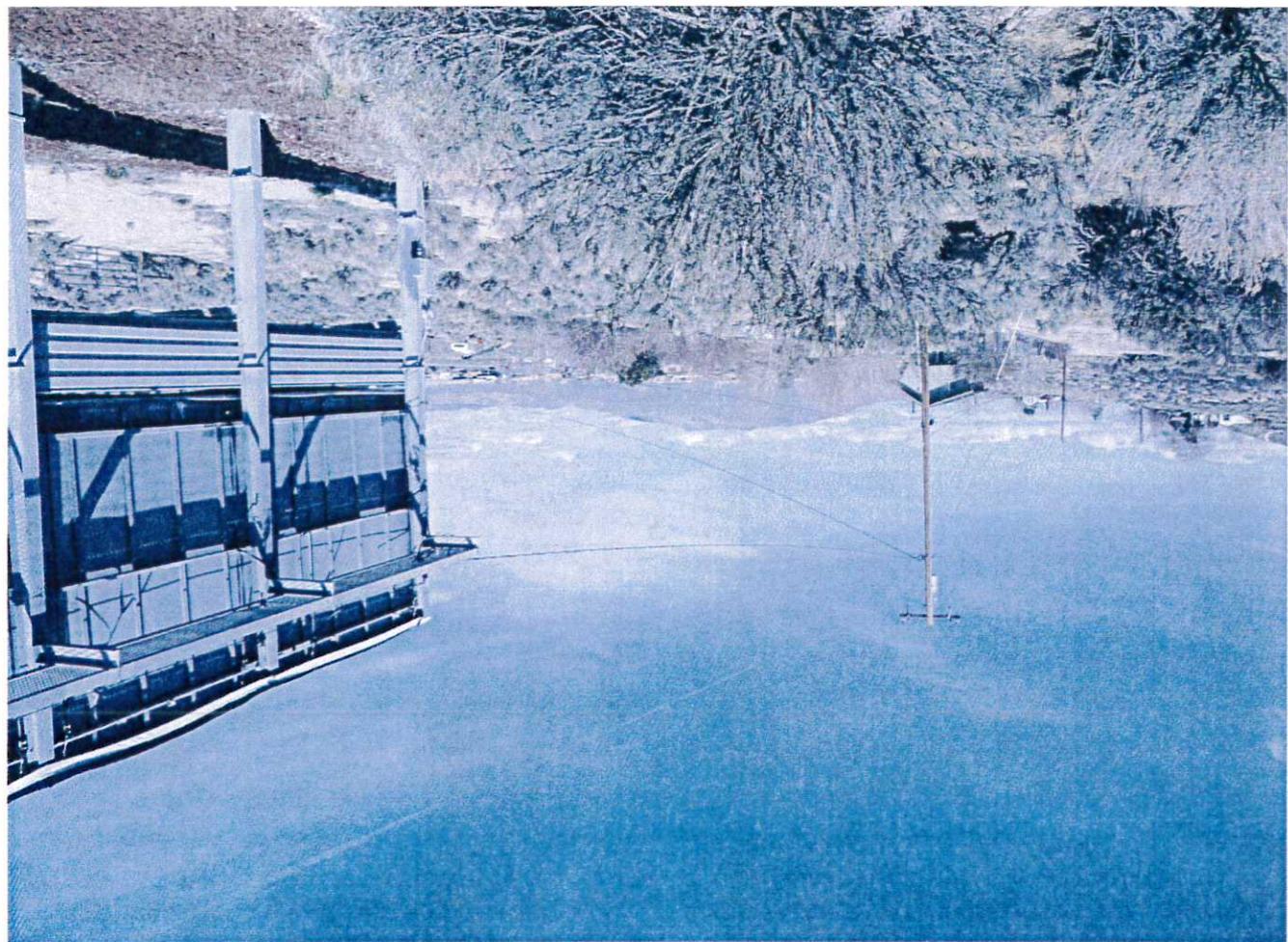
Atten: Neil

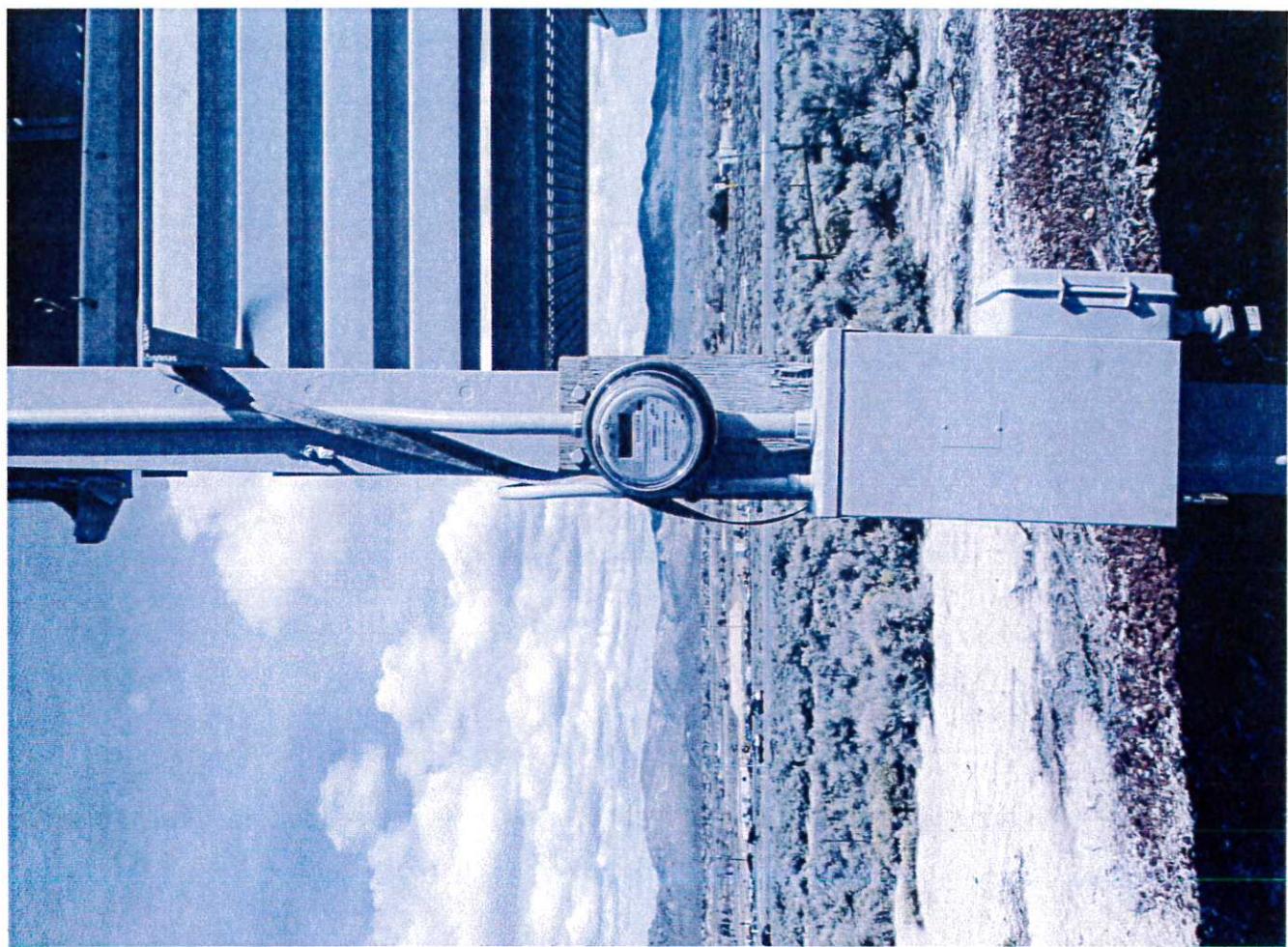
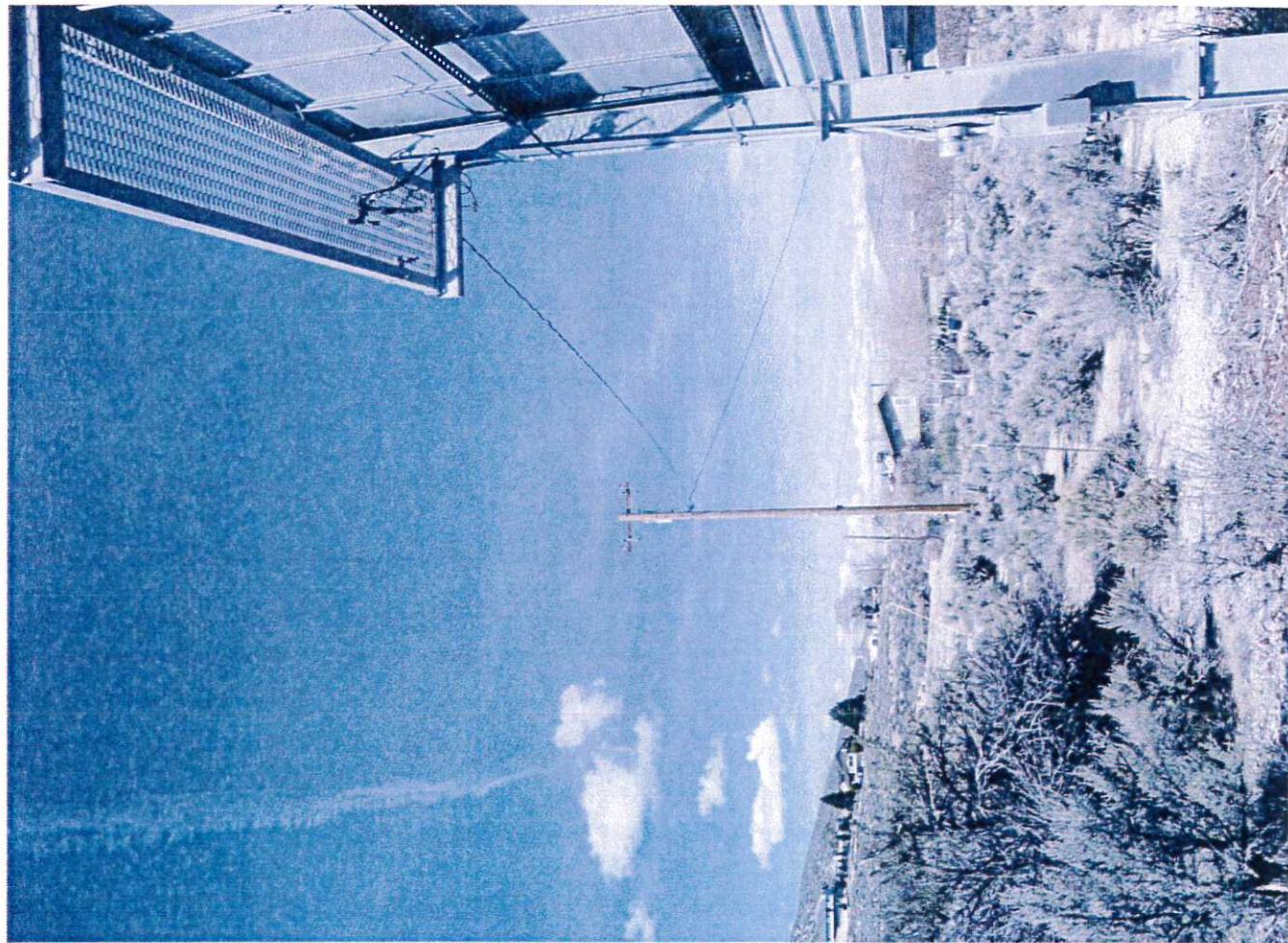


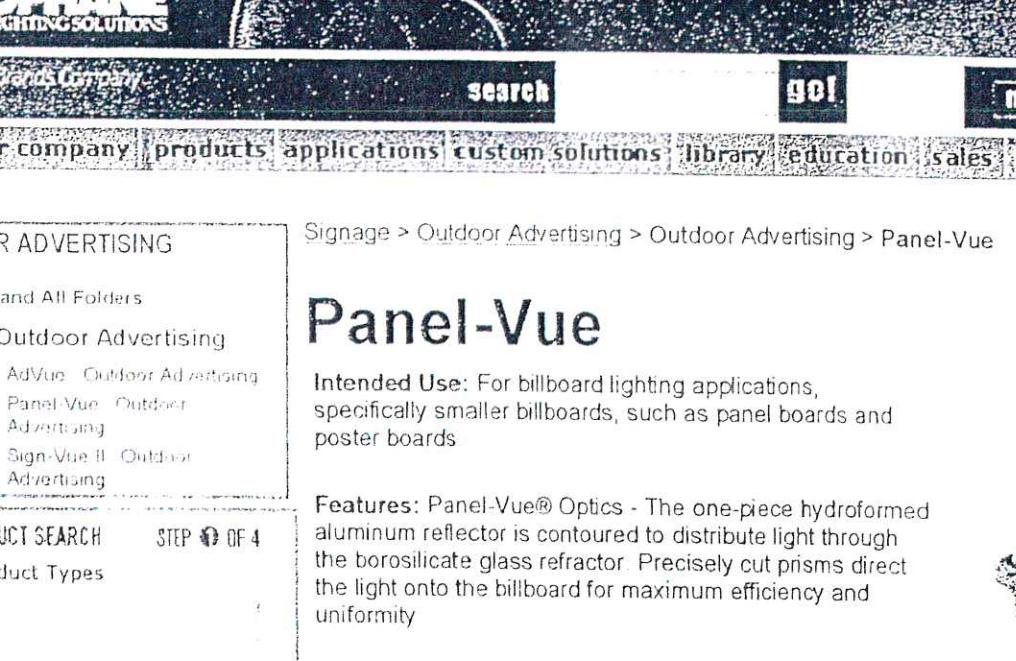
2/11/2008











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**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 mounting hardware.



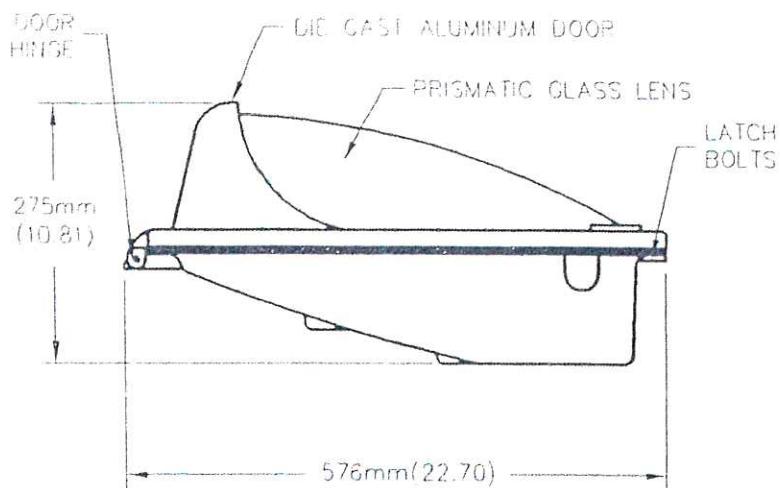
## SPECIFICATION SHEETS

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

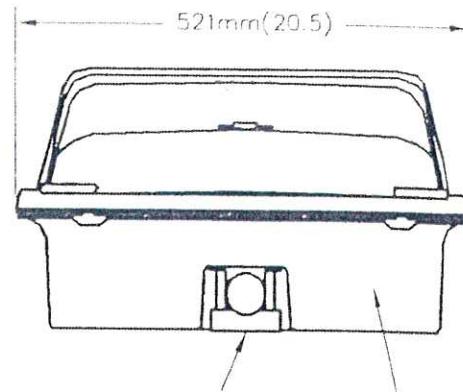
## PHOTOMETRIC DATA FILES

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

## PANEL-VUE® SERIES LUMINAIRE



UL 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 1/4) 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"/> MOUNTING
<input type="checkbox"/> 20=208V	<input type="checkbox"/> D=STANDARD
<input type="checkbox"/> 24=240V	<input type="checkbox"/> B=BROWN
<input type="checkbox"/> 27=277V	<input type="checkbox"/> G=GRAY
<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	

#### 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 REFRCTOR 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

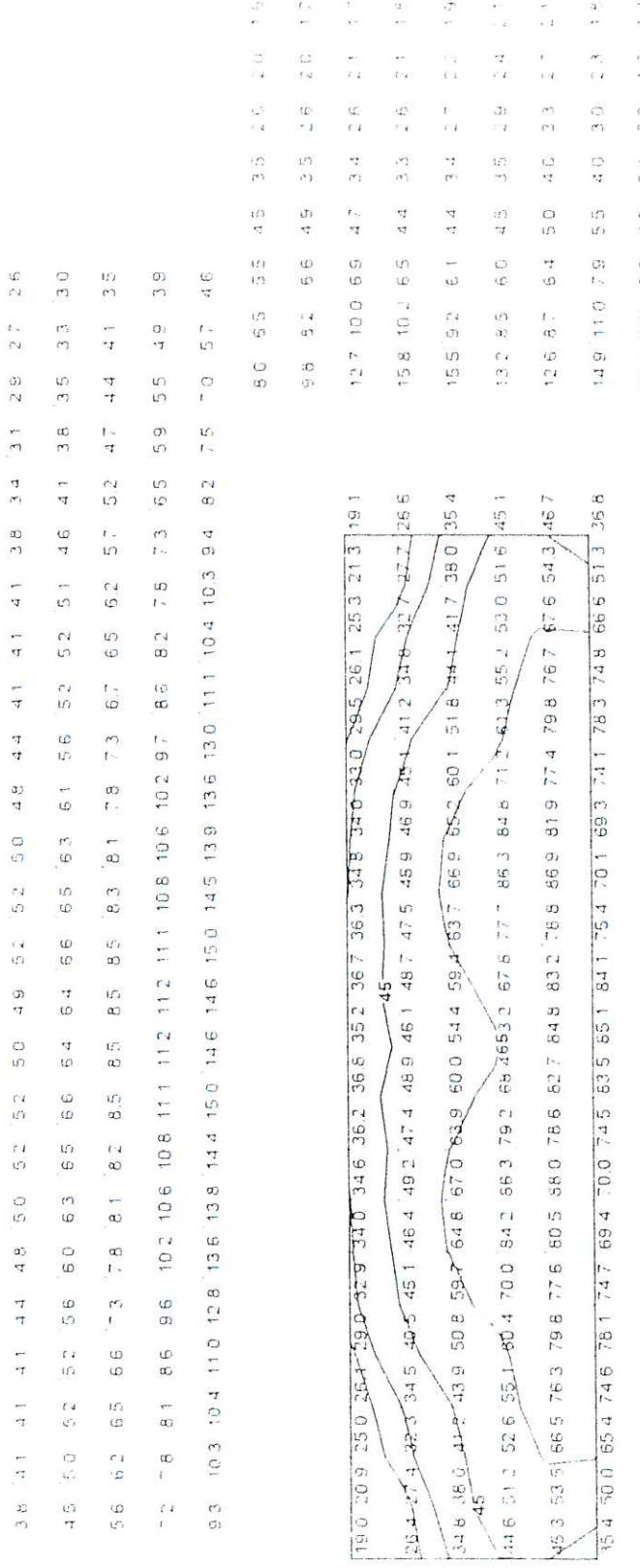


ORDER NO: \_\_\_\_\_  
TYPE: \_\_\_\_\_

DRAWING NO: FM-1605  
CAD MODEL: PANLD.DWG  
DATE: 3/19/07  
Sheet 1 of 1



## 10 X 40 400 Wstt Panel Vues



**NOTES**

1. Spill zones are approx. 5 ft. above and to the side of the FACE

Spillage above the board drops off fast above the 10ft. mark, spillage to the side of the board is less than moonglow at 15 ft.

**North Elevation**  
Scale 1" = 7'

STATISTICS			
Description	Symbol	Avg	Max
			Min
Above the board	7 3 fc	15 0 fc	2 6 fc
Board FACE	55 0 fc	88 0 fc	19 0 fc
Side Calc	5 5 fc	16 2 fc	1 4 fc

Designer	T. Grunberg
Date	Feb 07, 1988
Scale	1" = 7'
Drawing No.	40-400
Spillage	approx. 5 ft. above and to the side of the board

## SPECIAL USE PERMIT APPLICATION QUESTIONNAIRE

PLEASE TYPE OR PRINT IN BLACK INK ON SEPARATE SHEETS. ATTACH TO YOUR APPLICATION.

State law requires that the Planning Commission, and possibly the Board of Supervisors, consider and support the questions below with facts in the record. These are called "FINDINGS". Since staff's recommendation is based on the adequacy of your findings, you need to complete and attach the Proposal Questionnaire with as much detail as possible to ensure that there is adequate information supporting your proposal.

The questionnaire lists the findings in the exact language found in the Carson City Municipal Code (CCMC), then follows this with a series of questions seeking information to support the findings.

(On an attached sheet, list each question, read the explanation, then write your answer in your own words.)

Answer the questions as completely as possible so that you provide the Commission and possibly the Board with details that they will need to consider your project. If the question does not apply to your situation, explain why. BEFORE A SPECIAL USE PERMIT CAN BE GRANTED, FINDINGS FROM A PREPONDERANCE OF EVIDENCE MUST INDICATE THAT THE FACTS SUPPORTING THE PROPOSED REQUEST ARE INCORPORATED INTO YOUR APPLICATION.

### GENERAL REVIEW OF PERMITS

Source: CCMC 18.02.080. (1) The Planning Commission, and possibly the Board of Supervisors, in reviewing and judging the merit of a proposal for a special use permit shall direct its considerations to, and find that in addition to other standards in this title, the following conditions and standards are met:

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

Explanation A. Turn to the Master Plan Policy Checklist. The Master Plan Policy Checklist for Special Use Permits and Major Project Reviews address five items that appear in the Carson City Master Plan. Each theme looks at how a proposed development can help achieve the goals of the Carson City Master Plan. Address each theme; a check indicates that the proposed development meets the applicable Master Plan Policy. In your own words provide written support of the policy statement. You may want to acquire a free CD or purchase a paper copy of the Master Plan from the Planning Division, or review the copy in the Planning Office or in the reference section of the Ormsby Public Library on Roop Street, or use our website at [www.carson.org](http://www.carson.org)

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

Explanation A. Describe the general types of land uses and zoning designations adjoining your property (for example: North: two houses, Single-Family 12,000 zoning; East: restaurant, Retail Commercial zoning; West: undeveloped lot, Retail Commercial zoning; South: apartment complex, Retail Commercial zoning).

B. Explain why your project is similar to existing development in the neighborhood, and why it will not hurt property values or cause problems, such as noise, dust, odors, vibration, fumes, glare, or physical activity, etc. with neighboring property owners. Will the project involve any uses that are not contained within a building? If yes, please describe. If not, state that all uses will be within a building. Explain how construction-generated dust (if any) will be controlled. Have other properties in your area obtained approval of a similar request? How will your project differ in appearance from your neighbors? Your response should consider the proposed physical appearance of your proposal, as well as comparing your use to others in the area.

C. Provide a statement explaining how your project will not be detrimental to the use, peaceful enjoyment or development of surrounding properties and the general neighborhood

D. Consider the pedestrian and vehicular traffic that currently exists on the road serving your project. What impact will your development have when it is successfully operating? Will vehicles be making left turns? Will additional walkways and traffic lights be needed? Will you be causing traffic to

substantially increase in the area? What will be the emergency vehicle response time? State how you have arrived at your conclusions. What City department have you contacted in researching your proposal? Explain the effect of your project with the existing traffic in the area.

E Explain any short-range and long-range benefit to the people of Carson City that will occur if your project is approved.

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

Explanation

- A How will your project affect the school district? Will your project add to the student population or will it provide a service to the student population? How will your project affect the Sheriff's Office?
- B If your project will result in the covering of land area with paving or a compacted surface, how will drainage be accommodated? Talk to Engineering for the required information.
- C Are the water supplies serving your project adequate to meet your needs without degrading supply and quality to others in the area? Is there adequate water pressure? Are the lines in need of replacement? Is your project served by a well? Talk to Public Works for the required information.
- D Is there adequate capacity in the sewage disposal trunk line that you will connect to in order to serve your project, or is your site on a septic system? Please contact Public Works for the required information.
- E What kind of road improvements are proposed or needed to accommodate your project? Have you spoken to Public Works or Regional Transportation regarding road improvements?
- F Indicate the source of the information that you are providing to support your conclusions and statements made in this packet (private engineer, Public Works, Regional Transportation, title report, or other sources).
- G If outdoor lighting is to be a part of the project, please indicate how it will be shielded from adjoining property and the type of lighting (wattage/height/placement) provided.
- H Describe the proposed landscaping, including screening and arterial landscape areas (if required by the zoning code). Include a site plan with existing and proposed landscaping shown on the plan which complies with City ordinance requirements.
- I Provide a parking plan for your project. If you are requesting approval for off-site parking within 300 feet, provide site plans showing (1) parking on your site, (2) parking on the off-site parking lot, and (3) how much of the off-site parking area is required for any business other than your own. Design and dimensions of parking stalls, landscape islands, and traffic aisles must be provided.

If there is any other 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 this information.

Please type the following signed statement at the end of your application questionnaire.

## Questionnaire

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

**Answer A**

Chapter 3: A Balanced Land Use Pattern

- (1.1e, f) The billboard is made out of sustainable material such as steel, sheet metal, and galvanized steel. The lights on the structure are energy efficient. The components of the lights utilize the most light without needing higher wattage bulbs.
- (1.2a) The location of the billboard is zoned General Commercial. The billboard is not located in a priority infill area. The billboard utilizes an empty portion of the property that may go unused, providing a way for the property owner to earn income. Since the property is commercial the billboard is a perfect fit for surrounding areas.
- (1.4c) The location of the billboard has no negative effect on any surrounding or existing site features.
- (2.1d) The billboard isn't within 300 feet of a residential zone which meets the setback requirements.
- (3.3d, e) The existing billboard is located outside of the primary floodplain and is away from geological hazard. The billboard meets required setbacks and other mitigation measures.

Chapter 5: Economic Vitality

- (5.2a) Retail centers use billboards and outdoor advertising to advertising their stores.
- (5.2b) Billboards are an effective way to advertise available or future retail spaces.

***Question 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 billboard are zoned GC and CR. GC is general commercial and CR is conservative reserve.

**Answer B**

The existing billboard is along the highway. There are other billboards located along the highway as well. Billboards don't create emissions, noise, dust, odors, vibration, fumes, or glare. The existing sign isn't within a building; this is an outdoor advertising structure. Billboards along Highway 50 on other properties have been approved through a special use permit as well. This billboard will be maintained at the highest standard with fresh paint, operating lights (where necessary), YESCO name plates, skirts, and aprons.

**Answer C**

This existing billboard isn't detrimental to the property. The billboard is located near billboards on other properties and is in a commercial area.

**Answer D**

Billboards don't increase or affect pedestrian and vehicular traffic.

**Answer E**

Outdoor advertising is a wonderful way to advertise. Businesses use billboards to increase revenue. Non-profits use them for public service announcements. Government agencies use them to help elect candidates. These are just some of the means that outdoor advertising is used. Local businesses which generate additional revenue through outdoor advertising keep some of this money in the local municipalities by paying additional local taxes.

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

**Answer A**

N/A

**Answer B**

Drainage will not be affected by the continued use of this existing billboard.

**Answer C**

Does not require water

**Answer D**

N/A

**Answer E**

No road improvements are necessary to access the existing billboard

**Answer F**

N/A

**Answer G**

The existing billboard is lit with holaphane lights. These lights are specifically designed for billboards and utilize a reflector and lense to direct the light at the face of the sign.

**Answer H**

N/A

**Answer I**

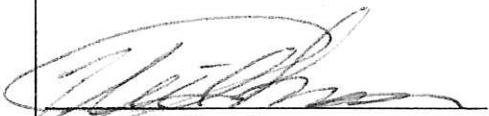
N/A

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.



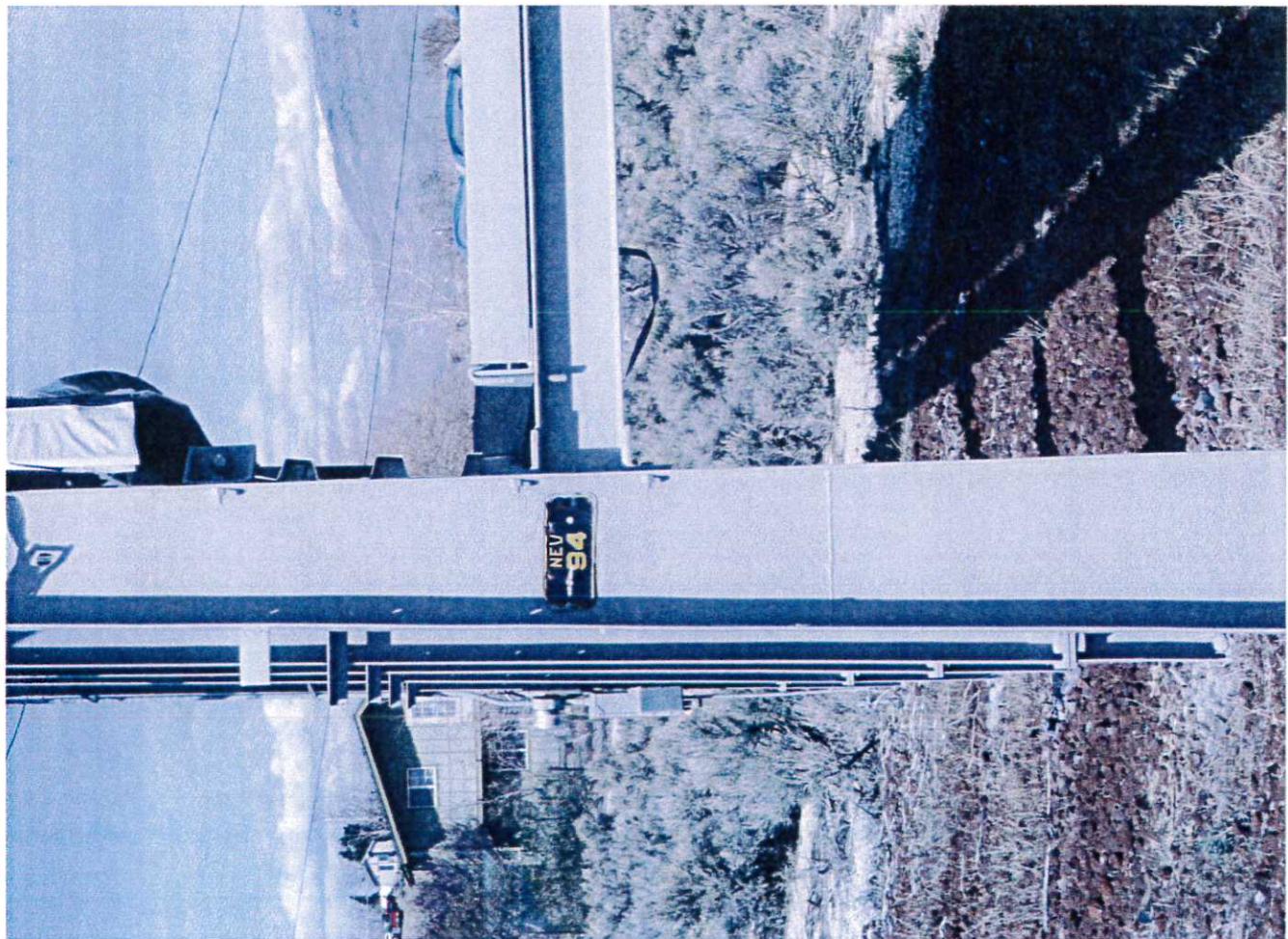
Applicant's Signature

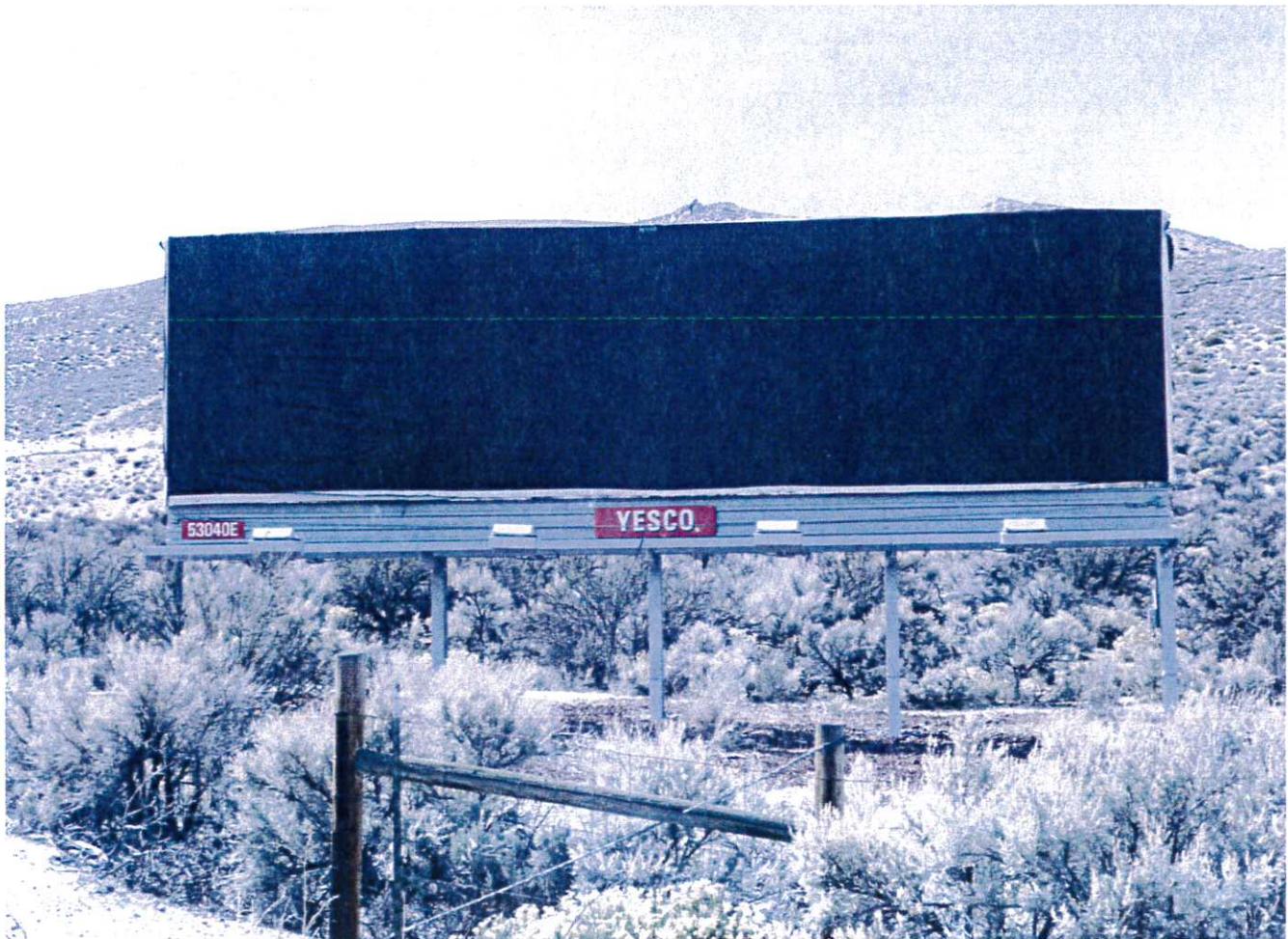
NEIL JOHNSON

Print Name

2/6/2018

Date







# Master Plan Policy Checklist

## Special Use Permits & Major Project Reviews & 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: Jeannie White & Bruce Sanders: 5200 S. Carson St.

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 (5.1j)
- 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:

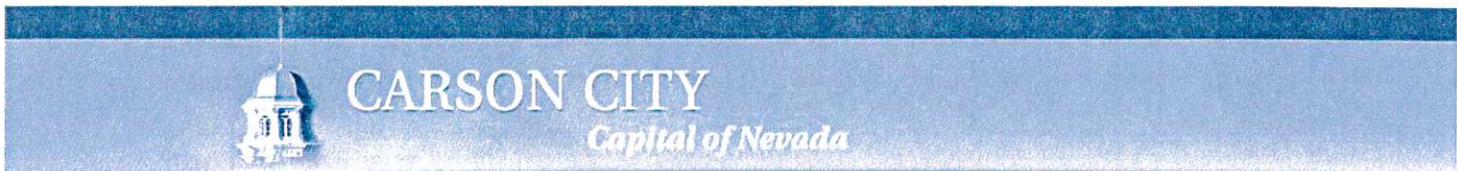
- Use durable, long-lasting building materials (6.1a)?
- Promote variety and visual interest through the incorporation of varied building styles and colors, garage orientation and other features (6.1b)?
- Provide variety and visual interest through the incorporation of well-articulated building facades, 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)?
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- 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)?



[Treasurer Home](#) | [Assessor Data Inquiry](#) | [Back to Last Page](#)

Secured Tax Inquiry Detail for Parcel # 009-301-05					
Property Location: 5200 S CARSON ST				Tax Year: 2017-18	
Billed to: WHITE, JEANNIE & SANDERS, BRUCE				Roll #: 018950	
5200 S CARSON ST				District: 1.7	
CARSON CITY, NV 89701-0000				Tax Service:	
				Land Use Code: 200	Code Table
Current Owner: WHITE, JEANNIE & SANDERS, BRUCE					
497 BENNETT AVE					
CARSON CITY, NV 89701-0000					
<b>Outstanding Taxes:</b>					
Prior Year	Tax	Penalty/Interest	Total	Amount Paid	Total Due
<b>No Prior Year Taxes</b>					
<b>Current Year</b>					
08/21/17	271.53		271.53	271.53	.00
10/02/17	269.00		269.00	269.00	.00
01/01/18	269.00		269.00	269.00	.00
03/05/18	269.00		269.00	.00	269.00 <--Pay
<b>Totals:</b>	<b>1,078.53</b>	<b>.00</b>	<b>1,078.53</b>	<b>809.53</b>	
				<a href="#">Payment Cart</a>	<a href="#">History</a>

Additional Information					
	2017-18	2016-17	2015-16	2014-15	2013-14
Tax Rate	3.5700	3.5200	3.5200	3.5400	3.5600
Tax Cap Percent	2.6	.2	3.0	3.0	3.0
Abatement Amount	144.08	108.32	86.93		



## Carson City Business License Division

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

YOUNG ELECTRIC SIGN CO (YESCO)  
ATTN: PATRICK ODONNELL  
PO BOX 25246  
SALT LAKE CITY UT 84125

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](mailto:buslic@carson.org) or at (775) 887-2105.



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YOUNG ELECTRIC SIGN CO (YESCO)  
ATTN: PATRICK ODONNELL  
PO BOX 25246  
SALT LAKE CITY UT 84125

License Number: 18-00013143  
License Expiration Date: December 31, 2018  
Date Issued: February 07, 2018

Business Location: 497 W BENNETT AVE  
Nature of Business: BILLBOARD @ 5200 S CARSON ST



# Master Plan Policy Checklist

## Special Use Permit, Major Project Review & Administrative Permits

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## Special Use Permit & Major Project Review Development Checklist

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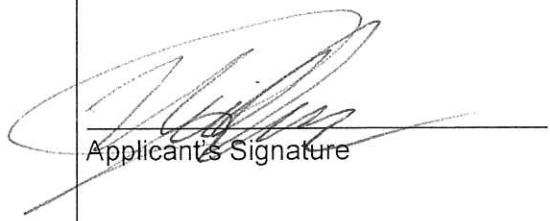
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Applicant's Signature

Neil S. Johnson - YESCO

Print Name

1/23/2018

Date