

## STAFF REPORT FOR PLANNING COMMISSION MEETING OF MARCH 27, 2019

FILE NO: SUP-19-009

AGENDA ITEM: E.2

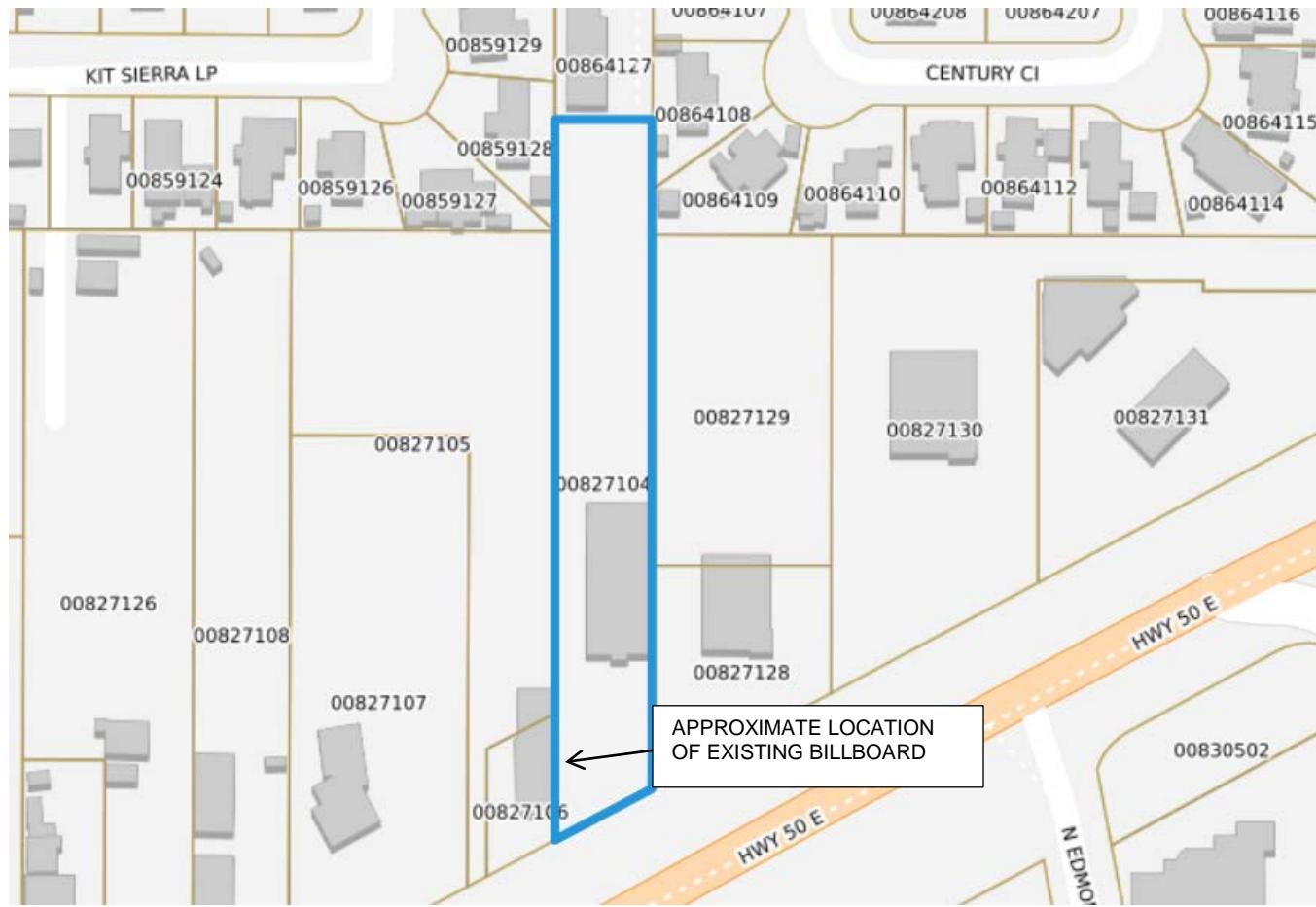
STAFF CONTACT: Kathe Green, Assistant Planner

**AGENDA TITLE:** For Possible Action: Discussion and possible action regarding a Special Use Permit to continue the use of an existing billboard located at 3700 Highway 50 East, APN 008-271-04. (Kathe Green [kgreen@carson.org](mailto:kgreen@carson.org))

**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-19-009, 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 monopole 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 2024, 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); 18.04.080 (Mobile Home 6,000 zoning) and Development Standards, Section 4.8 (Requirements for Billboards and Off-Premises Signs).

**MASTER PLAN DESIGNATION:** Mixed Use Commercial/Medium Density Residential (MUC/MDR)

**ZONING:** General Commercial/Mobile Home 6,000 (GC/MH6)

**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: Mobile Home 6,000 (MH6)/mobile homes- more than 400 feet from the billboard  
EAST: General Commercial (GC)/commercial uses- auto service  
SOUTH: Highway 50 then General Commercial (GC)/auto sales and thrift store  
WEST: General Commercial (GC)/commercial uses- retail sales

#### **ENVIRONMENTAL INFORMATION:**

FLOOD ZONE: X (areas of minimal flooding)

SLOPE/DRAINAGE: project area is flat

SEISMIC ZONE: Zone II, moderate earthquake potential, with fault zone on-site

#### **PREVIOUS REVIEWS:**

1. March 31, 2004 the Planning Commission denied SUP-04-031, a request to place a new billboard at this location.
2. April 15, 2004, the Board of Supervisors approved an appeal of the decision to deny the request by the Planning Commission on March 31, 2004.
3. March 31, 2010 the Planning Commission approved SUP-10-013, a five-year review and renewal of the existing billboard.
4. September 24, 2014, the Planning Commission approved SUP-14-066 a five-year review and renewal of the existing billboard.

#### **SITE DEVELOPMENT INFORMATION:**

1. PARCEL AREA: 1.0 acre
2. EXISTING PRIMARY USE: Auto sales and billboard
3. HEIGHT: Existing at approximately 28 feet above the existing grade. The distance from the bottom of the panel to the ground is approximately 18 feet, with the top of the billboard being at 28 feet. The maximum allowed height for signs is 28 feet from street elevation. The height has not changed since the original installation of the billboard.
4. AREA: Double faced 10 by 40 or 400 square feet, the maximum size allowed.
5. NUMBER OF FACES: Two
6. LIGHTING: The billboard has existing lighting. There are six Holophane light fixtures, three per face.

#### **DISCUSSION:**

The subject parcel is located on the north side of Highway 50 East. The primary business on the site is automobile sales and repairs. The billboard is located at the front of the property on the southwest portion of the parcel, parallel to and just east of an existing building on the adjacent parcel. This is a split-zoned parcel, with commercial zoning on the south and mobile home zoning on the north. The parcel extends north to south a length of up to 575 feet, with the majority of the site being zoned General Commercial, with the most northerly length, approximately 90 feet, zoned Mobile Home 6,000. The distance from the billboard to the residential zoning is more than 400 feet. The billboard has been at this location for approximately 15 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 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, 2019. Upon approval of the required review, the next required review date will be March 31, 2024.
- 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 3700 Highway 50 East and is located adjacent to Highway 50 East at the southwest 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 height of the sign is 28 feet above the ground. The billboard 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. The billboard is in compliance.
- 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 with two zoning designations, General Commercial (GC) and Mobile Home 6,000 (MH6). This site is in compliance for zoning, as the billboard is located on the portion of the parcel which is zoned General Commercial. This billboard is in compliance.
- f. Spacing Distance: Billboards may not be located within 1,000 feet of each other. The billboard is in compliance.
- 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 and 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. The billboard is in compliance.
- i. Setback from Redevelopment Areas: A billboard sign may not be within 1,000 feet of a redevelopment area. The 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. The billboard is freestanding and is in compliance.
- 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. The billboard is in compliance.

**PUBLIC COMMENTS:** Public notices were mailed on March 8, 2019 to 37 adjacent property owners, within 300 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 27, 2019, depending on their submittal date to the Planning Division.

**CITY DEPARTMENTS OR OUTSIDE AGENCY COMMENTS:** No concerns were noted by other City departments in their responses and no comments were received from any outside agency.

**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, 2024.

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

*Goal 1.1e and f: The project utilizes 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. The sign is well maintained and is clean and free of graffiti or other visual disturbance. No water is used at this site.

*Goal 3.2.b. Dark Skies.*

The billboard uses downward, not outward or upward lighting, with Outdoor Link Cellular technology for monitoring the time clocks so they never stay on into the early morning hours, thereby saving energy. No lighting which is detrimental to the neighborhood or off-site is created by 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 and west adjacent to this site while traveling on Highway 50. This is an area that is currently developed with commercial enterprises and the billboard has had no complaints. The sign generates no 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 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 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, as a result of proposed mitigation measures.***

The existing sign has been in the present location for approximately 15 years, in an area that is developed with commercial uses, and has not had adverse effects noted by or on 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:

Engineering Department response  
Fire Department response  
Health Department response  
Application SUP-19-009



**Engineering Division  
Planning Commission Report  
File Number SUP-19-009**

**TO:** Hope Sullivan - Planning Department  
**FROM:** Stephen Pottéy – Development Engineering Department  
**DATE:** March 18, 2019

**SUBJECT TITLE:**

SUP-19-009 for a Billboard Renewal at 3700 Hwy 50 E, apn 00827104

**RECOMMENDATION:**

The Engineering Division has no preference or objection to the special use request and offers no conditions of approval.

**ENGINEERING DISCUSSION:**

The Engineering Division has reviewed the application within our areas of purview relative to adopted standards and practices and to the provisions of CCMC 18.02.080, Conditional Uses. The Engineering Division offers the following discussion:

**C.C.M.C. 18.02.080 (5a) - Master Plan**

The request is not in conflict with any Engineering Master Plans.

**C.C.M.C. 18.02.080 (5b) – Use, Peaceful Enjoyment, Economic Value, Compatibility**

Development Engineering has no comment on this finding.

**C.C.M.C. 18.02.080 (5c) - Traffic/Pedestrians**

The billboard has a negligible impact on drive isles and streets in the area.

**C.C.M.C. 18.02.080 (5d) - Public Services**

The billboard has no impact on sewer, water, or storm drain infrastructure.

**C.C.M.C. 18.02.080 (5e) – Title 18 Standards**

Development Engineering has no comment on this finding.

**C.C.M.C. 18.02.080 (5f) – Public health, Safety, Convenience, and Welfare**

The project meets engineering standards for health and safety.

**C.C.M.C. 18.02.080 (5g) – Material Damage or Prejudice to Other Property**

Engineering Division  
Planning Commission Report

Development Engineering has no comment on this finding.

**C.C.M.C. 18.02.080 (5h) – Adequate Information**

The plans and reports provided were adequate for this analysis.

## **Fire Department Comments**

03/04/2019

Fire has no comment on SUP 19-009

***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

## **Lena Reseck**

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**From:** Dustin Boothe  
**Sent:** Wednesday, March 06, 2019 1:49 PM  
**To:** Lena Reseck  
**Subject:** RE: Planning Commission Meeting - 03/27/2019

Lena:

**SUP-18-179**

Health and Human Services

No concerns with the project as submitted.

**AB-18-157**

Health and Human Services

No concerns with the project as submitted.

**SUP-19-009**

Health and Human Services

No concerns with the project as submitted.

**SUP-19-013**

Health and Human Services

No concerns with the project as submitted.

Dustin

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**From:** Lena Reseck

**Sent:** Friday, February 15, 2019 11:37 AM

**To:** Corey Coleman; Dan Stucky; Dave Ruben; Dirk Goering; Dustin Boothe; Edmund Quaglieri; Guillermo Munoz; Hope Sullivan; Kathe Green; Lee Plemel; Lucia Maloney; Mark Irwin; [mkorinek@carson.k12.nv.us](mailto:mkorinek@carson.k12.nv.us); Patti Liebespeck; Robb Fellows; Stephen Pottey; Vern Krahn

**Cc:** Shelby Johnston

**Subject:** Planning Commission Meeting - 03/27/2019

Please review and submit comments by March 11, 2019.

Thank you,

*Lena Reseck*

Senior Permit Technician

Community Development

(775) 283-7059

[lresek@carson.org](mailto:lresek@carson.org)

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

FILE # SUP - 18-19-009

APPLICANT

ROBERTS MEDIA Co. 536-304-5770

MAILING ADDRESS, CITY, STATE, ZIP

Po Box 19601 SAC, CA 95815

EMAIL ADDRESS

MATT@ROBERTSMEDIA.COM

PROPERTY OWNER

WILLIAM KUGLER 775-750-0357

MAILING ADDRESS, CITY, STATE, ZIP

567 EAGLE MEADOWS LN.

EMAIL ADDRESS

GRANITEVILLE NV 89460

APPLICANT AGENT/REPRESENTATIVE

MATT ROGERS

PHONE #

MAILING ADDRESS, CITY STATE, ZIP

P.O. Box 19601 SAC, CA 95815

EMAIL ADDRESS

MATT@ROBERTSMEDIA.COM

Project's Assessor Parcel Number(s):

B-271-04

Street Address

3700 Highway 50 EAST 89701

Project's Master Plan Designation

COMMERCIAL CORR.

Project's Current Zoning

COMMERCIAL

Nearest Major Cross Street(s)

COLLEGE ST.

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 TO FOLLOW A 16' X 40' BILLBOARD  
STRUCTURE INSTALLED IN 2004 TO REMAIN ON  
SITES PROPERTY.

PROPERTY OWNER'S AFFIDAVIT

I, William R. Kugler, 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

3700 Hwy 50 L2 cc

1-30-19

Address

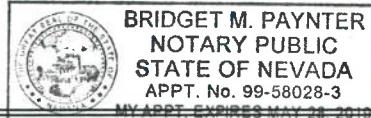
Date

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

STATE OF NEVADA  
COUNTY Carson City )

On January 30, 2019, William Kugler, 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.

Bridget M. Paynter  
Notary Public



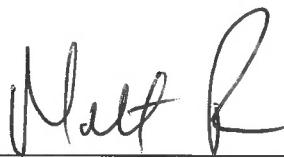
NOTE: If your project is located within the Historic District or airport area, it may need to be scheduled before the Historic Resources Commission or the Airport Authority in addition to being scheduled for review by the Planning Commission. Planning staff can help you make this determination.

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.

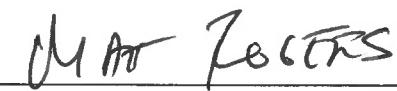
Please type and sign the statement on the following page at the end of your findings response.

**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



Print Name



Date

## **Findings to Support the Renewal of Outdoor Advertising Permit Located at 3700 Highway 50 East, Carson City, Nevada**

- 1) Section 4.8.3 Billboards are still allowed subject to the following requirements.

The site still meets all criteria that it met when it was approved in 2004.

- A) It is allowed on this street as it is on Highway 50 East, and as it sits between Lyon County and the intersection of US 50 & 395. It has displayed tasteful advertising, we have had only one customer during that period which is a local advertiser. It meets the height requirement of 28 feet overall.
- B) Zoning of the Site is General Commercial.
- C) It does not exceed two faces.
- D) The sign meets size requirements of 10' x 40', no more than 400 square feet per side.
- E) We are spaced 1000' feet from any other off premise sign.
- F) We are set back a minimum of 300' feet from any Residential, Agricultural and Conservation Reserve
- G) We are set back more than 1000' feet from any area under a Redevelopment designation.
- H) We are not attached to a roof or wall, but rather the sign is a free standing pole as built as permitted.
- I) We have never displayed any three dimensional objects, movable or reflective materials, nor have we any flashing, or intermittent illumination. It has never had any rotating parts, beams of light, changing numbers, or simulated motion.
- J) Our source of light, which shines from the top down as called for in the approval, is external and lights up no area outside the sign itself.

In short, this sign still meets all requirements it did at the time of approval in 2004.

# 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: \_\_\_\_\_

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)?
  - 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)?

# **Master Plan Policy Addendum**

**Rogers Media Company, Renewal of Special Use Permit**

**3700 Highway 50 East Carson City, NV**

## **Chapter 3**

**We have employed a balanced land use pattern since this sign was installed in 2004. The current parcel it sits upon is now split zoned however, the billboard sits more than 400' from the nearest residence. In the over 10 years the billboard has been located we have never received one complaint from any neighboring property or City entity. We believe this is due to the following:**

- A) We make minimal changes to advertising copy and have had the same client for 10 years running. ( a local client )**
- B) We light the sign downwardly reducing any additional light being spilled onto neighbors properties.**
- C) The color and materials of the sign blend into the architecture of the setting.**
- D) We keep the sign clean and free from any graffiti or other visual disturbance.**
- E) We work well with our commercial neighbors to the east and west and have won accolades from both.**
- F) We have installed Outdoor Link Cellular technology for monitoring our time clocks so they never stay on into the early AM hours.**

## **Chapter 5**

**We both encourage and promote local tourism with our billboards as all of our billboards in Carson City promote local area businesses and service.**

## **Chapter 6**

**We use durable, sustainable building materials that even after 10 years look attractive to the surrounding community.**





## 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)

ROGERS MEDIA COMPANY  
PO BOX 19681

SACRAMENTO CA 95819

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.



## 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)

ROGERS MEDIA COMPANY  
PO BOX 19681

SACRAMENTO CA 95819

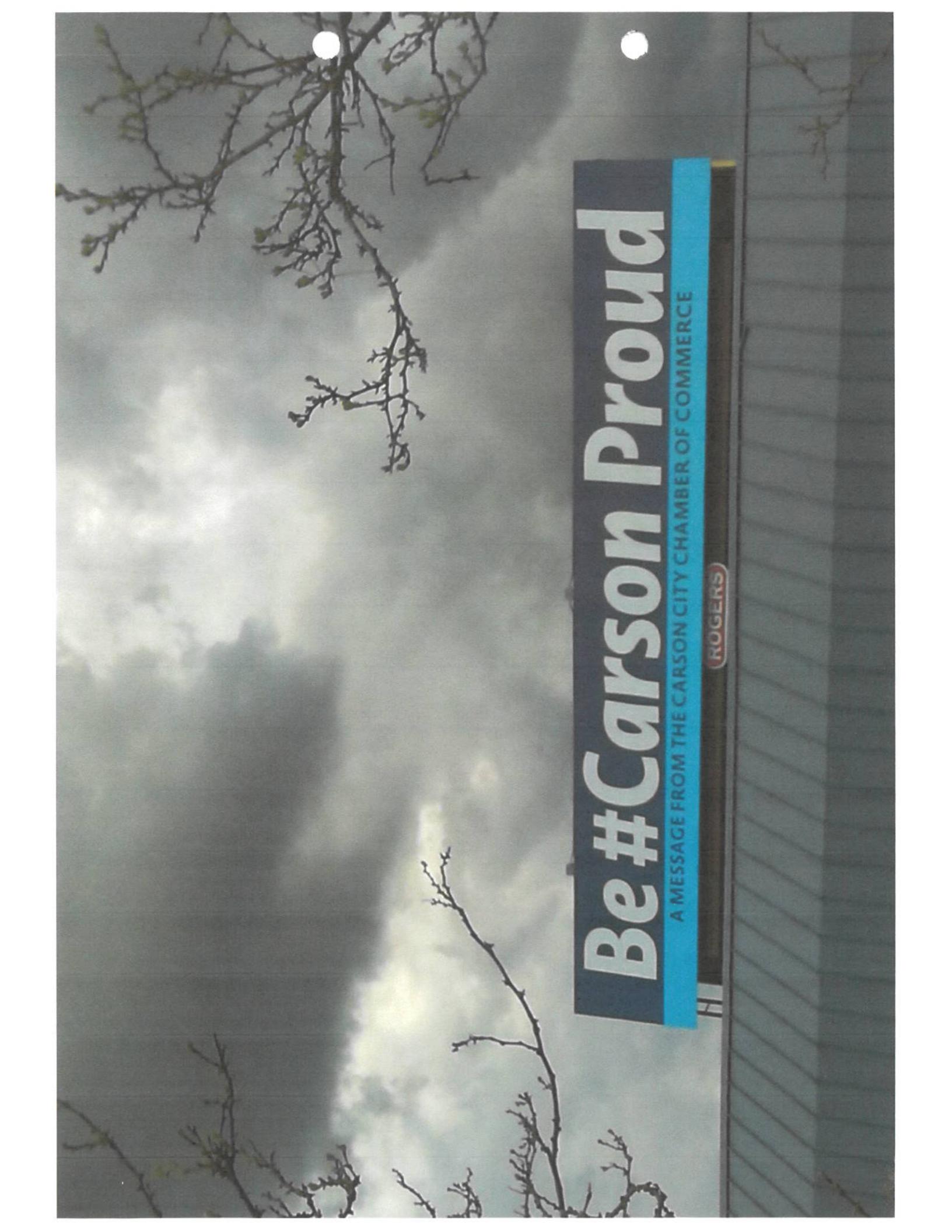
License Number: 19-00020941

License Expiration Date: December 31, 2019

Date Issued: December 06, 2018

Business Location: 3700 HWY 50 E  
Nature of Business: BILLBOARD SIGN @ 3700 HWY 50 EAST

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Be #CarsonProud

A MESSAGE FROM THE CARSON CITY CHAMBER OF COMMERCE

ROGERS