

# STAFF REPORT FOR THE PLANNING COMMISSION MEETING OF APRIL 28, 2021

FILE NO: LU-2021-0092

AGENDA ITEM: E.2

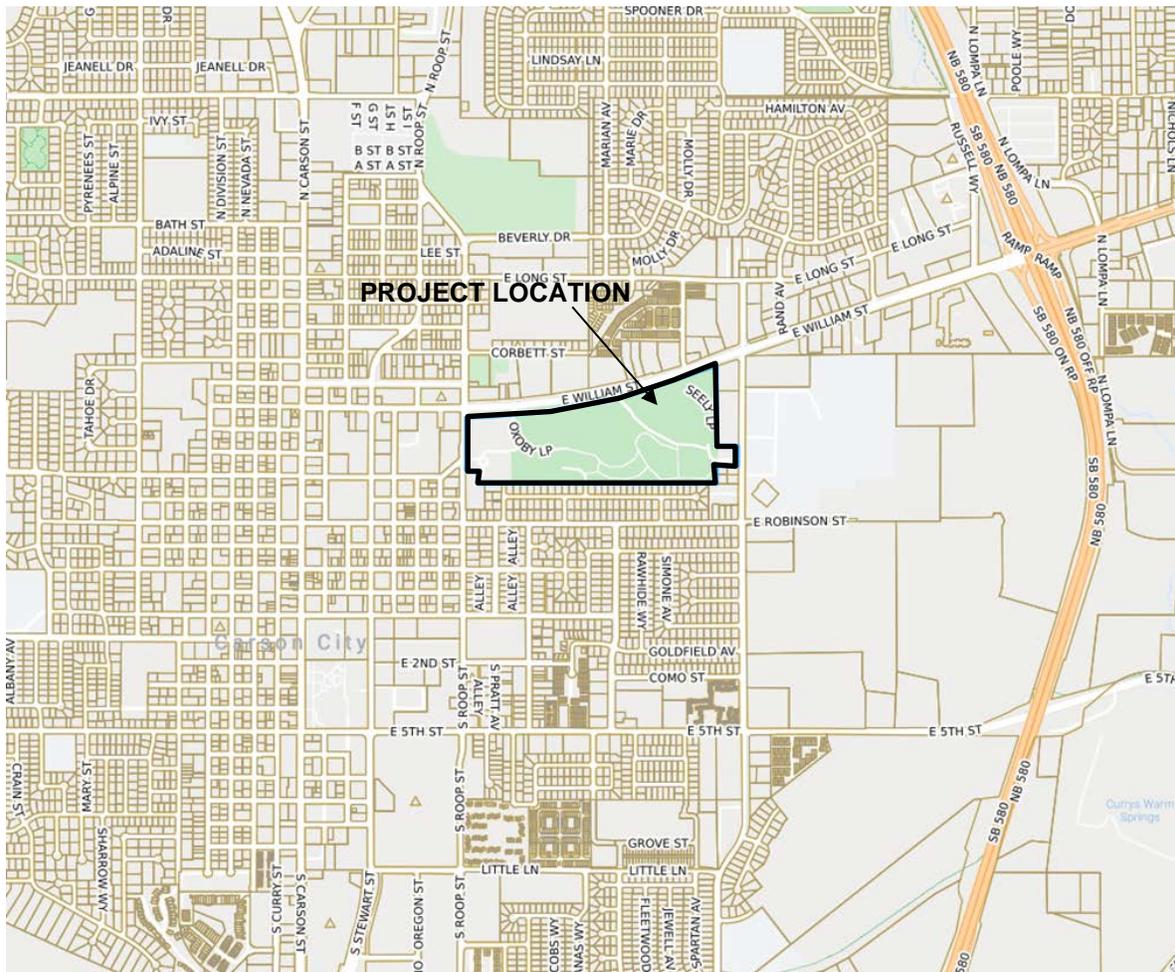
STAFF AUTHOR: Heather Ferris, Associate Planner

**AGENDA TITLE:** For Possible Action: Discussion and possible action regarding a request for a Special Use Permit to allow the installation of a building sign on the pavilion at Mills Park, on property zoned Public Regional (PR), located at 1111 East Williams Street, APN 002-181-01. (Heather Ferris, [hferris@carson.org](mailto:hferris@carson.org))

**Summary:** The applicant is seeking a Special Use Permit to place building signage on the existing pavilion at Mills Park. The proposed signage will consist of internally lit, 48-inch-tall block letters on the eastern façade of the pavilion. The overall size of the sign will be 239.33 square feet. Per CCMC 18.04.185, in the PR zoning district signage may only be allowed subject to a Special Use Permit. The Planning Commission is authorized to approve a Special Use Permit.

**RECOMMENDED MOTION:** "I move to approve LU-2021-0092 based on the ability to make the required findings and subject to the conditions of approval included in the staff report."

## VICINITY MAP:



**RECOMMENDED CONDITIONS OF APPROVAL:**

1. All development shall be substantially in accordance with the approved plans, except as otherwise modified by the conditions of approval.
2. All on and off-site improvements shall conform to City standards and requirements.
3. The use for which this permit is approved shall commence within twelve (12) months of the date of final approval. A single, one (1) year extension of time must be requested in writing to the Planning and Community Development Department thirty (30) days prior to the one (1) year expiration date. Should this permit not be initiated within one (1) year and no extension granted, the permit shall become null and void.
4. The applicant must sign and return the Notice of Decision for conditions of approval within ten (10) days of receipt of notification. If the Notice of Decision is not signed and returned within ten (10) days, then the item may be rescheduled for the next Planning Commission meeting for further consideration.

**LEGAL REQUIREMENTS:** CCMC 18.02.050 (Review); 18.02.080 (Special Use Permit); 18.04.185 (Public Regional).

**MASTER PLAN DESIGNATION:** Parks and Recreation

**ZONING DISTRICT:** Public Regional (PR)

**KEY ISSUES:** Will the use be compatible with the surrounding neighborhood and be in keeping with the standards of the Carson City Municipal Code?

**SURROUNDING ZONING AND LAND USE INFORMATION:**

NORTH: General Commercial / commercial businesses & vacant

EAST: General Commercial & Multi-family Apartment / commercial & apartments

WEST: Public Regional & Retail Commercial / library & offices

SOUTH: Single-family 6,000 / single family residences

**ENVIRONMENTAL INFORMATION:**

FLOOD ZONE: Zone X-shaded (0.2% annual-chance of flood) & Zone AO (1% annual chance of flood hazard)

EARTHQUAKE FAULT: Zone II (Moderate); beyond 500 feet

SLOPE/DRAINAGE: Site is generally flat

**SITE DEVELOPMENT INFORMATION:**

LOT SIZE: 52.9 acres

EXISTING STRUCTURE SIZE: 30,810 square feet

VARIANCES REQUESTED: None

**DISCUSSION:**

The subject property is approximately 52.9 acres in size and is the site of Mills Park, the Community Center, aquatic facility, and Marv Teixeira Pavilion.

The applicant is seeking a Special Use Permit to allow for the installation of a wall mounted

sign on the eastern side of the Pavilion. The wall mounted sign will replace the free-standing sign that has already been removed. The free-standing sign was approximately 89 square feet in size, 25 feet in height, and was internally illuminated with a digital display. The proposed signage will consist of internally lit, 48-inch-tall block letters on the eastern façade of the pavilion. The overall size of the sign will be 239.33 square feet. The sign will be a photocell which will allow the sign to automatically illuminate nightly, from dusk until dawn.

The applicant has indicated that the proposed illumination will be dimmer than the existing lighting in the parking lot located east of the pavilion. Additionally, as a comparison, the sign will be similar in the type of lettering and illumination to the Lazy Boy sign at Carson Home Furnishings, located on South Carson Street.

Per CCMC 18.04.185, in the PR zoning district signage may only be allowed subject to a Special Use Permit. The Planning Commission is authorized to approve a Special Use Permit.

### **PUBLIC COMMENTS:**

Public notices were mailed to 461 property owners within 900 feet of the subject site on April 9, 2021. As of the writing of this report, staff has not received any written comments. Any comments that are received after this report is completed will be submitted to the Planning Commission prior to or at the meeting on April 28, 2021 depending on the date of submission of the comments to the Planning Division.

### **OTHER CITY DEPARTMENTS OR OUTSIDE AGENCY COMMENTS:**

Plans were routed to commenting agencies. No comments were received.

### **FINDINGS:**

Staff's recommendation is based upon the findings as required by CCMC Section 18.02.080 (Special Use Permits) enumerated below and substantiated in the public record for the project.

#### **1. *Will be consistent with the objectives of the Master Plan elements.***

The proposed sign is consistent with the Master Plan. The subject property is in the Parks and Recreation master plan designation. The designation is intended for parks, pathways, and recreational facilities. The Pavilion is an existing recreational facility operated by the City. The proposed signage will help the public to identify the building.

#### **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.***

While the subject parcel is adjacent to apartments to the east and single-family residences to the south, the Pavilion is located over 500 feet away from existing residential uses. The other

uses in the area, are commercial in nature. The signage is proposed to be installed on the eastern wall of the Pavilion so that it will be seen when traveling along E. William Street. The signage is proposed to be lit; however, lighting will be internal, so that the letters appear to glow. As proposed, lighting is not anticipated to spill over into the night sky or onto adjacent properties. Therefore, the project will not be detrimental to the use, peaceful enjoyment, economic value, or development of surrounding properties or the general neighborhood.

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

The project is limited to new signage for the existing Pavilion building at Mills Park. The signage will not have a detrimental effect on vehicular or pedestrian traffic.

**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.**

The project is limited to new signage for the existing Pavilion building at Mills Park. The signage will not result in increased impacts to public services and facilities.

**5. Meets the definition and specific standards set forth elsewhere in this Title for such particular use and meets the purpose statement of that district.**

Per CCMC 18.04.185 uses, including signage, may only be established in the PR zoning district subject to a Special Use Permit. As conditioned, the project will meet the definition and specific standards set forth in Title 18.

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

The project is limited to new building mounted signage on the existing Pavilion at Mills Park. The project will not be detrimental to the public health, safety, convenience, and welfare. The signage will require a building permit to ensure that the sign is installed to current standards.

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

While the subject parcel is adjacent to apartments to the east and single-family residences to the south, the Pavilion is located over 500 feet away from existing residential uses. The other uses in the area, are commercial in nature. The signage is proposed to be installed on the eastern wall of the Pavilion so that it will be seen when traveling along E. William Street. The signage is proposed to be lit; however, lighting will be internal, so that the letters appear to glow. As proposed, lighting is not anticipated to spill over into the night sky or onto adjacent properties. Due to the projects design, location, and limited scope, it will not result in material damage or prejudice to other property in the vicinity.

Attachments:

Application LU-2021-0092

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

FOR OFFICE USE ONLY:

CCMC 18.02.080

**SPECIAL USE PERMIT**

**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:** 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.

**FILE #**

**APPLICANT** **PHONE #**  
 Carson City Parks (775) 887-2262

**MAILING ADDRESS, CITY, STATE, ZIP**  
 3303 Butti Way #9

**EMAIL ADDRESS**  
 nwentworth@carson.org

**PROPERTY OWNER** **PHONE #**  
 Carson City Parks, Rec. and Open Space

**MAILING ADDRESS, CITY, STATE, ZIP**  
 3303 Butti Way #9

**EMAIL ADDRESS**  
 nwentworth@carson.org

**APPLICANT AGENT/REPRESENTATIVE** **PHONE #**  
 Nick Wentworth (775) 283-7733

**MAILING ADDRESS, CITY STATE, ZIP**  
 same

**EMAIL ADDRESS**  
 nwentworth@carson.org

<b>Project's Assessor Parcel Number(s):</b> 00218101	<b>Street Address</b> 1111 E. William St.		
<b>Project's Master Plan Designation</b>	<b>Project's Current Zoning</b> Public Regional	<b>Nearest Major Cross Street(s)</b> N. Saliman Rd.	

Please provide a brief description of your proposed project and/or proposed use below. Provide additional pages to describe your request in more detail. Carson City parks has obtained quotes for a new sign on the Marv Teixeira Pavilion at Mills Park. The 48" tall block letters will be visible from William Street and have LED lights preinstalled inside of the individual cabinets.

**PROPERTY OWNER'S AFFIDAVIT**

I, Jennifer Budge, 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.

Jennifer Budge for Carson City 3303 Butti Way 3.23.21  
 Signature Address Date

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

STATE OF NEVADA )  
 COUNTY Carson City )

On 3/23, 2021, Jennifer Budge, 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.

Lena E Reseck  
 Notary Public

**LENA E. RESECK**  
 NOTARY PUBLIC  
 STATE OF NEVADA  
 No. 14-12732-5 My Appt. Exp. March 28, 2022

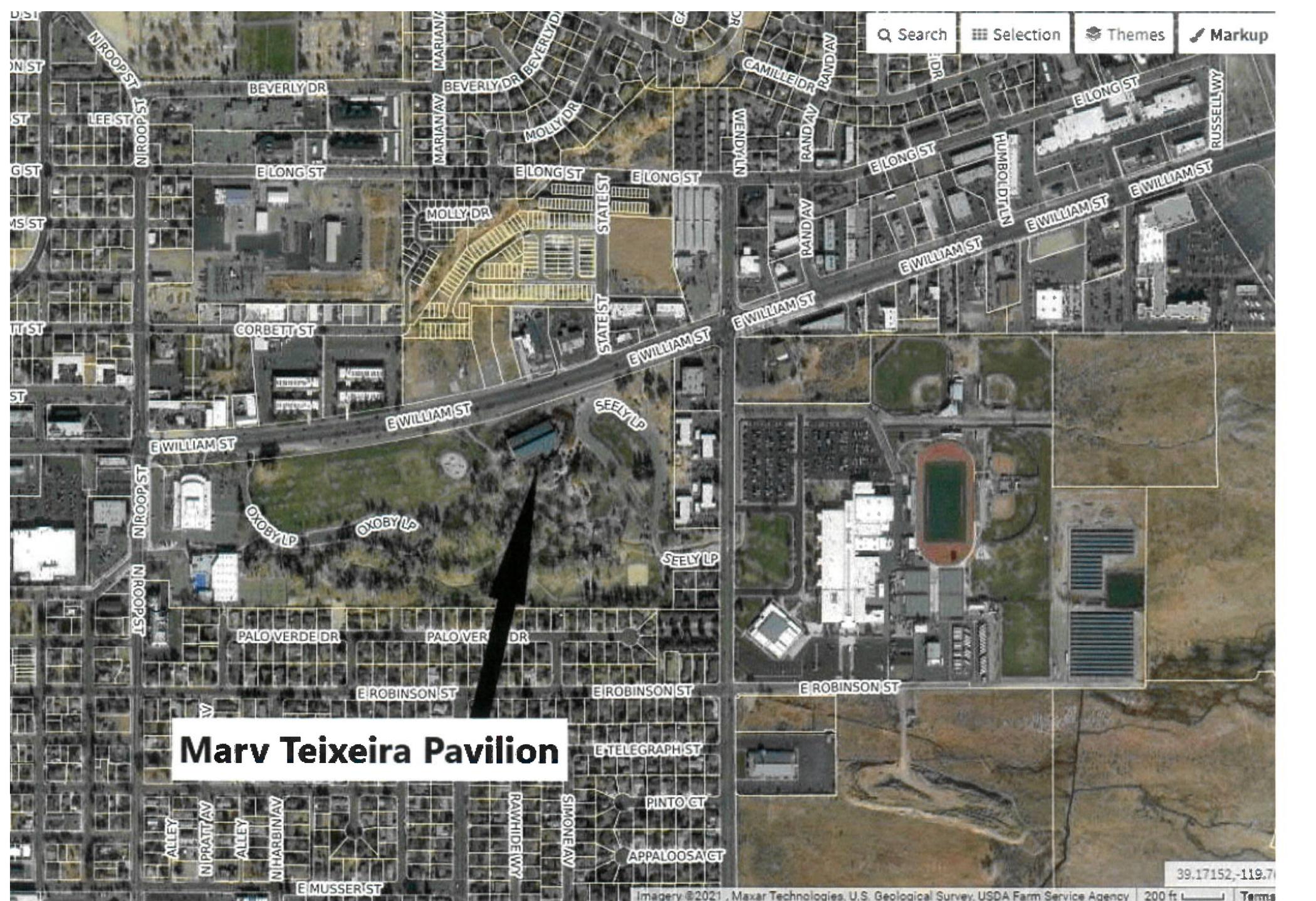
**NOTE:** If your project is located within the Historic District or airport area, it may need to be scheduled before the Historic Resources Commission or the Airport Authority in addition to being scheduled for review by the Planning Commission. Planning staff can help you make this determination.

- **Project Description:**

Carson City Parks, Rec. and Open Space has obtained multiple quotes for a new sign on the Marv Teixeira Pavilion at Mills Park. After sharing the initial conceptual designs with the Teixeira Family, the pre-lit design from Vital Signs in Carson City was chosen. In order to include the required electrical work within the budget, the secondary smaller sign has been removed from the initial design, which was located on the northwest corner of the building. 48" tall block letters on the eastern façade, facing Seely Loop and the entrance to the pavilion will be the only sign included in this project. (see conceptual design attached)

- **SUP application findings**

1. **Consistency with the Master Plan:** The pre-lit cabinet style letters will utilize LED lights within the letters and be powered by a single 20amp circuit. The lettering will be installed above the existing trees within the landscaped area at the pavilion and enhance the overall esthetic of the building with simple block letters that will not appear "dated" anytime soon. With William Street slated for a makeover in the coming years, updating the signage at Mills Park will follow suit with the City's revitalization efforts in this area of Carson City. Signage in this location will further identify the Seely Loop area of Mills Park as the main entrance to the pavilion. The 48" tall letters were chosen based on the distance to William St. where passing vehicles can better identify the structure moving at the posted speed limit.
2. **Surrounding Properties:** The proposed sign design is lit internally and will not direct any amount of light in any direction. The black vinyl wrap will have pin holes that allow light out at night, creating a soft white glow. The letters will appear black during the day, come on at dusk and appear off-white at night.
3. **Traffic Impact:** The proposed signage will have no impact on traffic
4. **Public Services:** The proposed signage will have no impact on any public utilities or services. It will require one approx. 20amp circuit from existing power in the pavilion.
5. **Public Regional Specific Services:** The proposed signage will improve the overall esthetic of Mills Park and the existing pavilion. It will not alter the ability of the facility to serve the public. The proposed sign on the east end of the pavilion would cover 240 square feet total. Municipal Code Title 18 allows both the north and east sides of the pavilion to be counted for a total frontage distance of 357', which would allow for up to 557 square feet of total signage. The proposed sign will not flash, rotate or display messages.
6. **Public Health and Safety:** The proposed signage will have no effect on public health or safety.
7. **Damage or Prejudice to Neighbors:** The proposed sign design is lit internally and will not direct any amount of light in any direction. The black vinyl wrap will have pin holes that allow light out at night, creating a soft white glow. The letters will appear black during the day, come on at dusk and appear off-white at night.



**Marv Teixeira Pavilion**

39.17152, -119.7

1 sets of CUSTOM Remote BLUE Channel Letters. WHITE Poly faces with BLACK trim cap and BLUE 3M vinyl decoration with .5" of white poly exposed. White LED's throughout.

**MARV TEIXEIRA PAVILION** 48"  
718"



THIS IS ONLY A VARIATION OF THE FINAL PRODUCT. IT MAY NOT BE EXACT TO THE FINAL PRODUCT.

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

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 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)?