



108 E. Proctor Street  
Carson City, Nevada 89701  
(775) 887-2180  
Hearing Impaired: 711

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**Staff Report To: Redevelopment Authority Citizens Committee**

**Meeting Date:** September 7, 2021

**Item 4.A**

**Staff Contact:** Hope Sullivan, Director ([hsullivan@carson.org](mailto:hsullivan@carson.org), 283-7922)

**Agenda Title:** For Possible Action: Discussion and possible action regarding a proposed recommendation to the Redevelopment Authority regarding the expenditure of up to \$21,801.08 from the Fiscal Year ("FY") 2022 Redevelopment Revolving Fund for a new sign at the Marv Teixeira Pavilion located at Mills Park, 851 East William Street within Redevelopment Area No. 1.

**Staff Summary:** All expenditures from the Redevelopment Revolving Fund must be authorized by the Redevelopment Authority and the Board of Supervisors upon recommendation from the Redevelopment Authority Citizens Committee. The Redevelopment Authority budgeted \$30,000 for the Marv Teixeira Pavilion sign replacement in FY 2021. As the funds were not used, they were rolled into the FY 2022 Undesignated account. The applicant's estimated total cost of the proposed improvement is \$21,801.08.

**Proposed Motion:** I move to recommend to the Redevelopment Authority approval of the expenditure of \$21,801.08 for a new sign at the Marv Teixeira Pavilion.

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**DISCUSSION:**

In FY 2021, the Redevelopment Authority allocated \$30,000 to replace the existing freestanding sign at the Marv Teixeira Pavilion with signage on the pavilion building. The pavilion is located in Mills Park, within the boundaries of Redevelopment Area 1.

The City's Park Recreation and Open Space Department has obtained a cost estimate of \$21,801.08 for the fabrication and installation of the sign.

All expenditures from the Redevelopment Revolving Fund must be authorized by the Redevelopment Authority and the Board of Supervisors upon recommendation from the Redevelopment Authority Citizens Committee.

If you have any questions regarding this item, please contact Hope Sullivan 283-7922 or [hsullivan@carson.org](mailto:hsullivan@carson.org).

**Attachments:**

- A) Redevelopment Funding Request Form with cost estimate

**Carson City Redevelopment  
Community Development Department**

108 East Proctor Street  
Carson City, NV 89701  
(775) 887-2180; [planning@carson.org](mailto:planning@carson.org)



**Redevelopment Funding Request Form**

**PROJECT TITLE: Marv Teixeira Pavilion Signage**

**PROJECT LOCATION: Marv Teixeira Pavilion (Mills Park)**

**REQUESTING ORGANIZATION/DEPARTMENT:**

Carson City, through its Parks, Recreation, & Open Space  
Department (Department)  
ORGANIZATION/DEPARTMENT

Nick Wentworth, Parks Project Manager  
NAME OF PROJECT APPLICANT/LEAD

775-887-2262  
PHONE #

nwentworth@carson.org  
EMAIL

\$30,000.00

REDEVELOPMENT FUNDING REQUESTED

\$30,000.00

TOTAL ESTIMATED PROJECT COST

Project Area (check one):

Redevelopment Area #1

Redevelopment Area #2

**PROJECT DESCRIPTION:**

Design, fabrication, and installation of LED signage and supporting electrical needs for the Marv Teixeira Pavilion (MTP). Wording would be permanently affixed to the north side of the structure and would be lit at night using low energy LED lighting, which is consistent with dark sky standards.

Please see attached conceptual design; quotes for design, fabrication and installation. The quotes do not include electrical and the remaining budget, if approved, would be allocated toward supporting electrical needs. Verbal quotes for electrical needs have been conducted by Department staff.

The Carson City Planning Commission approved the SUP for this project on 4.28.2021.

**EXPECTED PROJECT START DATE:**

**Upon approval**

**EXPECTED PROJECT COMPLETION DATE:**

**3-6 months after approval, depending on availability of materials**

**PROPOSED BUDGET:**

<b>FUNDING SOURCE</b>	<b>FISCAL YEAR</b>	<b>\$ AMOUNT</b>
603 Redevelopment Revolving Fund	FY22	\$30000
	FY	\$

**TOTAL: \$30,000**

**Explain why redevelopment funds are needed to complete this project:**

This project was originally requested by a member of RACC, as they were concerned about the previous free-standing sign that was damaged by wind, no longer operable, a potential safety concern and an eye sore at Mills Park. The previous sign has since been removed and the utilities capped, all from City in house labor.

Previously, this project was included as part of the Redevelopment budget for \$30,000 in FY20 and identified as a priority by RACC. This is a unique project and would not be eligible for Residential Construction Tax or Quality of Life funds, which are the Department's two primary sources for funding park projects. The project lies within Redevelopment District #1.

**Describe how the project will advance at least one of the following factors pursuant to the Redevelopment Authority Policies and Procedures (check each that apply and describe below):**

- Encourages the creation of new business or other appropriate development.
- Creates jobs or other business opportunities for nearby residents.
- Increases local revenues from desirable sources.
- Increases levels of human activity in the redevelopment area or the immediate neighborhood in which the redevelopment area is located.
- Possesses attributes that are unique, either as to type of use or level of quality and design.

**Description of how project will advance the above factors:**

This project will be in Mills Park, which has hundreds of thousands of locals and visitors visit on an annual basis. This new signage would help orient visitors to the appropriate location in the park, especially during community special events, while honoring the City's former Mayor. Mills Park is a tremendous venue but can often be difficult to navigate, especially for new visitors to Carson City, due to its size and multiple access points. The MTP is home to numerous activities and special events such as the Nevada State Fair, CrossFit competitions, Western Nevada College Graduation, Sierra Inline Hockey, car shows, Camp Carson youth program, Carson City Sheriff's Office Motorcycle Challenge, various craft and farmers market fairs, among many other events, including those endorsed by the Culture and Tourism Authority. This project has been considered and approved by the Teixeira family.

**COMPLIANCE WITH APPLICABLE REDEVELOPMENT PLAN:**

**Explain how the project complies with and advances the objectives of the Redevelopment Plan for the Plan Area in which the project is located (check each that apply and describe below; refer to the applicable Redevelopment Area Plan for a complete list of objectives):**

**REDEVELOPMENT AREA PLAN #1 (DOWNTOWN):**

- Strengthen the local economy by attracting new and expanded private investments in the Area, create new employment opportunities, increase the City's tax base, and expand public revenue to be used to improve the quality of life for the people of Carson City.
- Repair, construct, install, or replace new publicly-owned utility systems such as water, storm drains, and sanitary sewers where existing systems are nonexistent, inadequate, undersized or substandard.
- Improve the street, highway, bicycle and pedestrian circulation system to assure safe, convenient and aesthetically pleasing access to and throughout the Area.
- Develop appropriately designed street lighting, street signage and street furniture systems.
- Provide information and directional kiosks in convenient pedestrian locations.
- Improve the appearance of commercial areas through street beautification programs.
- Encourage more intensive landscaping on Downtown properties and parking lots.
- Encourage and assist in providing "people oriented areas" in the Downtown for daytime and evening special events and promotional activity.
- Underground present overhead utility systems where feasible.
- Establish the highest possible level of recreational opportunity for the residents and visitors of all age levels.

Description of how project meets the above objectives:

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.

New signage will not only advertise the location of the pavilion but help orient locals and visitors to the appropriate venue within Mills Park. It will not only improve the aesthetics from the previous inoperable sign but engender a sense of community pride by honoring a former Carson City Mayor. The signage will be visible from Highway 50 to the north of the park, but will not negatively impact the surrounding neighborhood.

**REDEVELOPMENT AREA PLAN #2 (SOUTH CARSON STREET):**

Assist auto dealers with site acquisition.

Assist auto dealers with relocation from other parts of the region to South Carson Street.

Assist in the expansion of the number of new car franchises.

Assist with the development of the former Nevada National Guard armory site.

Improve traffic circulation, landscaping and streetscape.

Assist with re-use of vacant retail buildings.

Extend public infrastructure to serve new development on commercial properties.

Description of how project meets the above objectives:

N/A

**APPLICATION SUBMITTAL CHECKLIST:**

Submit one PDF copy of the following:

Completed Capital Improvement Funding Request form.

A vicinity map showing the location of the project.

A set of conceptual plans for the proposed improvements including a site plan, floor plans and building elevations, as applicable, reduced to be legible on a printed sheet no larger than 11"x17" in size.



**Estimate #17572**

**3/10/2021**

**Prepared For:**

Carson City Parks and Recreation  
 Nick Wentworth  
 nwentworth@carson.org

**Phone:** 775-283-7219

**Fax:**

**Alt. Phone:**

**Email:** gberggren@carson.org

**Prepared By:**

Maxine Thew  
 Vital Signs  
 2412 S. Curry Street #1  
 Carson City, NV 89703 USA

**Phone:** 775-884-2990

**Fax:** 775-884-2997

**Alt. Phone:**

**Email:** info@vitalsignscc.com

**Description:** Marv Teixeira Pavilion

**Estimated Time For Production:** 45 working days

Quantity	Description	Each	Total	Taxable
1	48" Tall "MARV TEIXEIRA PAVILION" LED Illuminated Front Face Channel Letters, 3/16" Acrylic Face w/Vinyl, .040 Back & Returns Trim: 1" Black Return: Black	10,203.08	\$10,203.08	
1	Artwork Setup & Permitting Fees	1,450.00	\$1,450.00	
1	Installation of 48" Illuminated Channel Letters	5,148.00	\$5,148.00	
1	Equipment Rental Required for Install (Estimated Cost)	3,000.00	\$3,000.00	
1	Buffer to Cover Unforeseen Costs	2,000.00	\$2,000.00	
			<b>Subtotal</b>	\$21,801.08
			<b>Total</b>	<b>\$21,801.08</b>

**This is only a cost estimate**

This is only a cost estimate - The total amount is subject to change based on the final product produced.

**Terms:** This estimate good for 30 days. 50% deposit due on signing, 50% due on installation.

By my signature, I authorize work to begin and agree to pay the above amount in full according to the terms on this agreement.

Signed by

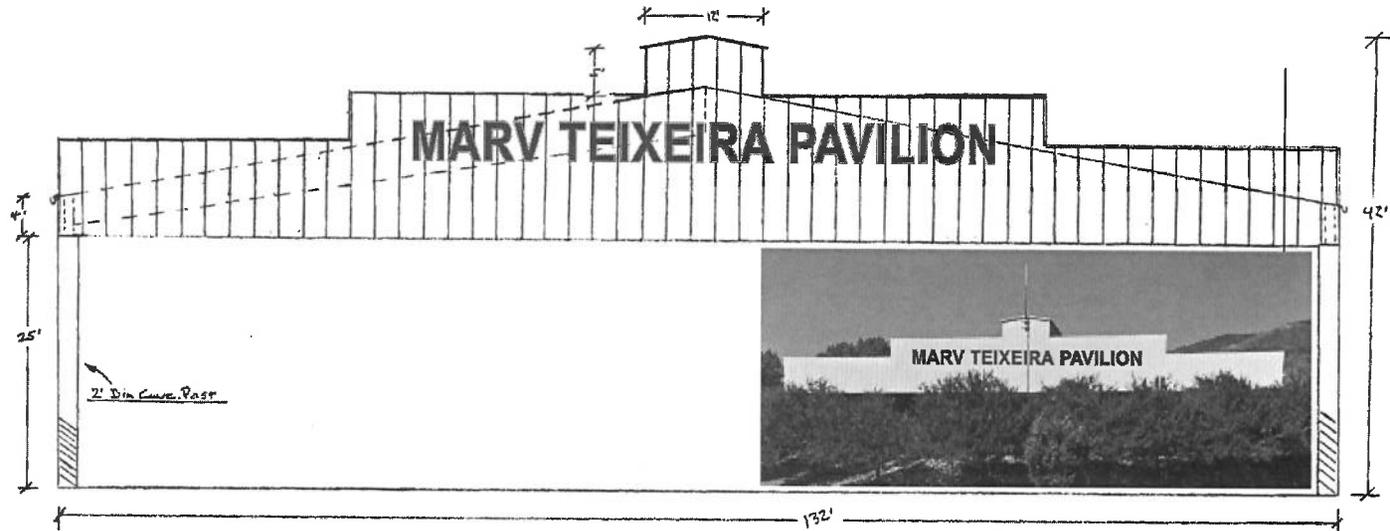
Date

Amt. Paid Today

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

718" 48"



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

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