

STAFF REPORT FOR PLANNING COMMISSION MEETING OF DECEMBER 15, 2021

FILE NO: LU-2021-0346

AGENDA ITEM: 6.B

STAFF CONTACT: Heather Ferris, Planning Manager

AGENDA TITLE: For Possible Action: Discussion and possible action regarding a special use permit to retain an existing billboard on property zoned General Commercial ("GC") located at 4440 Hwy 50 East, APN 008-281-11. (Heather Ferris, hferris@carson.org)

STAFF SUMMARY: The applicant is requesting to retain the existing billboard in its present location. No changes are proposed for the billboard. Per Carson City Development Standards section 4.8.3(2), a special use permit issued for a billboard automatically expires five years from the date of issuance. The previous special use permit was approved on November 30, 2016. The Planning Commission is authorized to approve a special use permit. This item was continued from the October 27, 2021 Planning Commission meeting to provide the applicant time to work on lighting issues with nearby residents.

PROPOSED MOTION: "I move to approve LU-2021-0346, 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.
2. All development shall be substantially in accordance with the approved site plan.
3. 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.
4. Without further notice, the subject special use permit shall expire on October 31, 2026, 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.
5. Carson City business license fees shall be paid for the billboard and kept current at all times.
6. All portions of the billboard structure shall be maintained free of graffiti. Failure to do so may constitute cause for revocation of applicant's business license and special use permit.
7. Within 30 days of approval of this special use permit, the lighting on both the east and west sides of the sign must be shielded.
8. 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.
9. Lights shall be turned off when paid advertisements are not present.
10. The applicant shall use darker, non-glossy designs to reduce the amount of light reflected from the sign onto adjacent properties.

LEGAL REQUIREMENTS: Carson City Municipal Code ("CCMC") 18.02.050 (Review); 18.02.080 (Special Use Permits) 18.04.135 (General Commercial (GC)), and Carson City Development Standards, Section 4.8 (Requirements for Billboards and Off-Premises Signs).

MASTER PLAN DESIGNATION: Community/Regional Commercial

ZONING: General Commercial

KEY ISSUES: Does the application meet the Carson City 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: Single Family 12000
EAST: General Commercial
SOUTH: General Commercial
WEST: General Commercial

ENVIRONMENTAL INFORMATION:

FLOOD ZONE: X Shaded (areas of minimal flooding)
SLOPE/DRAINAGE: project area is flat
SEISMIC ZONE: Zone II, moderate earthquake potential, with fault zone beyond 500 feet

PREVIOUS REVIEWS:

1. SUP-06-164: A request to place a new billboard at this location was denied by the Planning Commission.
2. MISC-06-208: The Board of Supervisors approved an appeal of the decision by the Planning Commission to deny the request of the billboard
3. SUP-11-059: Renewal of existing billboard
4. SUP-16-103: Renewal of existing billboard

SITE DEVELOPMENT INFORMATION:

PARCEL AREA: Two acres
EXISTING PRIMARY USE: Used auto sales, billboard
HEIGHT: Approximately 25.6 feet overall above the existing grade.
AREA: 10.6 feet by 36 feet or 381.60 square feet.
NUMBER OF FACES: Two
LIGHTING: The billboard has existing acceptable lighting

BACKGROUND:

This matter was considered by the Planning Commission at their October 27, 2021 meeting. During the meeting a neighboring property owner raised concerns regarding the lighting of the sign. As a result, the Planning Commission continued the matter to the December 15, 2021 meeting in order to provide the applicant with an opportunity to resolve the lighting issues.

The applicant and the neighboring property owner met on-site following the October 27 Planning Commission meeting. Per the applicant's email dated November 30, 2021 (attached), they adjusted the angle of the lights in hopes of redirecting some of the reflection and have offered to ensure that if a paid advertisement is not present, the lights will not be on. Additionally, they have indicated that they will work with clients to run darker designs to reduce the amount of reflection.

Alternatively, the applicant indicated they could remount the lights so as to face upwards, near the deck so the light will dissipate into the sky instead of reflecting downward. However, upward facing lighting is not an option as it would violate the requirements of Division 1.3 of the Carson City Development Standards requiring exterior lighting to be shielded and directed downward away from adjoining properties and glare to the sky.

Following the meeting staff re-reviewed previously approved special use permits for this billboard and discovered that a condition requiring the lighting to be shielded was erroneously dropped from the conditions of approval. The condition has been included in the conditions of approval for consideration. Condition No. 7 requires the lighting on both the west and east sides of the billboard to be shielded. Additionally, staff has included conditions of approval requiring the applicant to leave the lights off when paid advertisements are not present and to use darker, non-glossy designs to reduce the amount of reflection (Condition No. 9 and 10).

DISCUSSION:

The subject parcel is located on the north side of Highway 50 East. The primary business on the site is used automobile sales. The billboard is located on the southwest portion of the parcel perpendicular to Hwy 50 East approximately 14.6 feet north of the southern property line. The parcel extends north to south a length of up to 315.77 feet. The distance from the billboard to the residential zoning is more than 300 feet. The billboard has been at this location for approximately 15 years.

PUBLIC COMMENTS: Public notices were mailed on October 7, 2021 to 76 adjacent property owners, within 600 feet of the subject site, pursuant to the provisions of the Nevada Revised Statutes and the CCMC. Prior to the October 27, 2021 meeting staff received one public comment (attached) from a neighboring property owner citing concerns with the lighting.

As of the writing of this report no additional comments 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 December 15, 2021, depending on their submittal date to the Carson City Planning Division.

CITY DEPARTMENTS OR OUTSIDE AGENCY COMMENTS: No concerns were received by other Carson City departments.

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. The Special Use Permit for the sign automatically expires five years from the date of issuance. In the case the date will be October 27, 2026.

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

The project is consistent with the master plan, specifically goals:

Goal 3.2.b. Dark Skies: The billboard uses downward, not outward or upward lighting. No lighting which is detrimental is created by this billboard.

Goal 5.2a: Encourage Regional Retail: The billboard promotes economic vitality by promoting Carson City businesses, products, and services along the Carson City corridor as tourists and travelers drive into or from Carson City. The advertising copy on the billboard is for Carson City businesses.

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 while traveling on Highway 50. This is an area that is currently developed with commercial enterprises. The sign is existing and generates no noise, vibrations, fumes, odors, dust, or physical activity which could have an adverse impact on adjacent uses. With regard to glare, staff has included conditions of approval requiring the lighting to be shielded and directed downward, for the lights to be turned off when paid advertisement is not present, and to use non-glossy, darker color ads to help to reduce glare, thereby mitigating impacts to neighboring properties.

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 and facilities.

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.

Per Development Standards Division 4.8.3, the following requirements have been met:

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 October 31, 2021. The applicant has submitted an application for review with adequate time to be reviewed prior to the expiration date.

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 4440 Highway 50 East and is located adjacent to Highway 50 between Lyon County and Carson Street. The location is compliant.

Height:

The maximum permitted sign height is 28 feet from the adjacent permitted street elevation. The sign is in compliance with the permitted sign height, as it is 25.6 feet above base ground and existing grade. This is an existing billboard and the height is in compliance.

Number of Sign Faces:

One sign face per side (single or double-faced sign) is permitted. The subject billboard is a double-faced sign.

Zoning of the Site:

New billboards are only permitted within the General Commercial or General Industrial zoning districts. The subject billboard is in General Commercial zoning.

Spacing Distance:

New billboards may not be located within 1,000 feet of each other. However, existing billboards that are being renewed are not required to meet this requirement. This billboard is a renewal.

Area of Sign:

The maximum permitted sign area for billboards is 400 square feet per side. This billboard measures 10.6 feet by 30 feet or 381.60 square feet and is in compliance.

Setback from Certain Uses and Zoning:

A billboard sign may not be closer than 300 feet to a property zoned Agriculture ("A"), Conservation Reserve ("CR"), or any residential zoning district. This proposal does comply with this standard, in that

it is over 300 feet to the nearest residential zoning. However, existing billboards that are being renewed are not required to meet this requirement.

Setback from Redevelopment Areas:

A billboard sign may not be within 1,000 feet of a redevelopment area. This billboard complies with this restriction for proximity to Redevelopment Areas. However, existing billboards that are being renewed are not required to meet this requirement.

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.

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 external lighting glare onto adjacent properties or rights-of-way. With the addition of conditions 7-10, this billboard meets standard.

6. The project will not be detrimental to the public health, safety, convenience and welfare.

As conditioned, the sign meets all the requirements of the CCMC 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. Staff has included conditions of approval requiring the lighting to be shielded and directed downward, for the lights to be turned off when paid advertisement is not present, and to use non-glossy, darker color ads to help to reduce glare, thereby mitigating impacts 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:

Public Comment from 10/27/21 Planning Commission meeting
Excerpt of Planning Commission minutes 10/27/21
Applicant's 11/30/2021 email
Application LU-2021-0346

THE WICKSTEAD FAMILY
CARSON CITY, NEVADA

2708 Gardner Lane
Carson City, NV 89706
(775) 684-9130 Mobile Phone
kww@engineer.com

27th Oct. 2021

To: Carson City Planning Dept.
Attention: LU-2021-0346

Hi, My name is Kristoffer Wickstead,

(Formerly of Redevelopment Authority, former Chamber Board member, former Leadership 2012, and property owner since 2001. Furthermore, I worked closely with, and gained legal and appropriate approval from the planning and building departments for my steel building workshop, on same property as my home, in 2006-2007.)

I am here to oppose the billboard at 4440 Highway 50 East, as I have done multiple times in the past.

Just some facts:

- The billboard has been consistently opposed whenever it has come up for review.
 - Specifically in December 2006, October 2011, and at other times.
- I also wrote two letters of complaint and opposition of this billboard to Yesco sign originally, and have certified letter receipts to substantiate them. Yesco VP was forced to reply to these letters as a result of their negligence in the original permit and related conditions as required by Marv Texiera and Mr. Walt Sullivan.
- At the same time of subsequent reviews of this billboard for approval (2011 notably), other billboards were blank along highway 50 (example, the billboard by the mobile home park just east of CVS was blank back then).
 - Currently, the billboard facing west above Nevada Power Products is blank.
- If I am not mistaken this billboard is indeed within very close to the 300 ft requirement. In fact it was so close to my property that they had to send out surveyors to make sure it wouldn't be over the 300ft boundary of my property APN 008-281-11. It could be the closest billboard to any property for billboards.

With respect to the conditions for approval, I will acknowledge that views may not necessarily be a consideration. However, there is a significant amount of glare at night which I can substantiate via the below photos.

Condition #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."

In fact, there is so much glare that it washes out most of the details of the billboard advertisement in the photos which I took on 26th October 2021:



This glare is enough to permeate light into my back yard at night and reflect off the back of my home. A noticeable half casting of light over the fence appears in this photo – there is no other sign lighting or otherwise nearly as bright as this which is causing such glare.



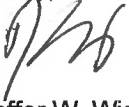
Both of the above photos are unedited and were taken 26 October 2021

Carson City is a wonderful place to live and raise children. Billboards are blight, and no doubt a detraction from the wonderful city. I live in, and have been raising my younger daughter Shelby and will be continuing to raise her here in the coming years. My home is not a rental. This billboard detrimentally affects my property value.

I hope you will take this into serious consideration. I respect and appreciate the sign company's desire to make money on this property and billboard, but it no doubt comes at my expense.

Thank you for your time and review.

Sincerely,

A handwritten signature in black ink, appearing to read 'KW' or 'K. Wickstead', written in a cursive style.

Kristoffer W. Wickstead

From: [Kris](#)
To: [Planning Department](#); [Hope Sullivan](#); [Lena Reseck](#)
Subject: LU-2021-0346 Hwy 50 Letter of Resident Request for Denial
Date: Tuesday, October 26, 2021 4:28:53 PM

This message originated outside of Carson City's email system. Use caution if this message contains attachments, links, or requests for information.

Hello Planning Commission,

Dear Ms. Theresa Green-Preston, Mr. Charles Borders, Mr. Jay Wiggins, Mr. Paul Esswein, Mr. Richard Perry, Ms. Sena Loyd, and Mr. Nathaniel Killgore.

It is with significant dismay that I write all of you regarding this topic.

I have long since opposed the Billboard at 4440 Highway 50 East, here in Carson City (since 2006 or 2007 - can provide substantiating documentation). I am hereby writing to oppose approval of the billboard.

Why? The Billboard significantly reduces the pleasant use and enjoyment of my property at 2708 Gardner Lane, Carson City, NV, 89706.

Explanation: The billboard is lit up brightly at night and shines directly in my back slider door, near my dinner table. It is impossible for the billboard to not be annoying to us during the night times because of this. Furthermore, the billboard blocks my direct views of Job's Peak from this rear slider door.

Having this billboard to the rear of my home does impact the property value negatively, because of it's size and un-natural look.

I am also not certain that the sign company is maintaining the required landscaping requirement as part of the original approval conditions for the billboard. Additionally, there have been times in the past when this and other billboards were blank/unused (one is blank now above Nevada Power Products further west of this location) indicating that the billboards don't even have strong usage or need/value in the community.

I have lived in this home since 2006 and opposed the billboard every time it has come up for re-approval. I am not sure why records are not found from this; Walt Sullivan personally had to mediate tense meetings with me and Yesco sign at the time, despite my significant opposition. Yesco was proven to have behaved unprofessionally and even walked out of the meetings with Walt and myself.

Mr. Herman Bauer, the owner of the property, also has not kept up with the required fencing and has never put up the at least 8ft cinderblock wall which would go along with any new developments. When the billboard was approved, Mr. Bauer wrote a letter indicating that he would do this, and since that time the property has exchanged some old stored junk for other stored junk.

I am happy to provide copies of the original documentation and my opposition to this project previously.

Lastly, I raise my daughter in this home. I do everything I can to make it a safe and pleasant place to live. Please reconsider the billboard and deny it. It is a detriment to the use and enjoyment of my property, and has reduced my property's overall value (billboard was not present when the property was purchased).

Thank you,
Kris W.
775-684-9130
kww@engineer.com

4. PUBLIC COMMENTS

(5:04:12) – Chairperson Borders entertained public comments; however, none were forthcoming.

5. FOR POSSIBLE ACTION: APPROVAL OF THE MINUTES – SEPTEMBER 29, 2021.

(5:04:34) – Chairperson Borders introduced the item and explained that since two of the four members present at this meeting would abstain from voting on the approval of minutes (because they were not present in the September meeting) he had been advised by Mr. Reese to postpone the item to the next meeting. Mr. Reese also advised that a motion was not necessary to table the item.

6. MEETING ITEMS

6.A LU-2021-0346 - FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION REGARDING A SPECIAL USE PERMIT TO RETAIN AN EXISTING BILLBOARD ON PROPERTY ZONED GENERAL COMMERCIAL (“GC”) LOCATED AT 4440 HWY 50 EAST, APN 008-281-11.

(5:05:17) – Chairperson Borders introduced the item. Ms. Ferris gave background and presented the Staff Report which is incorporated into the record. Chairperson Borders noted that the comments on the photographs accompanying the Staff Report were “very helpful.” He was also informed by Ms. Ferris that the billboard met all the new billboard requirements.

(5:09:27) – Benjamin Cossio, Real Estate Manager at Lamar Advertising Company, confirmed that he had read and was in agreement with the Conditions of Approval outlined in the Staff Report. Commissioner Loyd was informed that the term “glare” had not been defined in the Carson City Municipal Code (CCMC). Ms. Sullivan explained that five years ago, during this billboard’s discussion, a shield had been required to shield the light from a resident’s home and she had been informed that it was still present and that it pointed the light downward. Chairperson Borders entertained public comments.

(5:11:42) – Kristoffer Wickstead introduced himself as a Garden Lane resident and noted that he had initially objected to the project five years ago. Mr. Wickstead referenced his written public comments with accompanying photographs, incorporated into the record, and noted that there was still glare over his fence and that the original billboard company had taken several tries to remedy the issue in the past. He objected to billboards in general and informed Commissioner Perry that he was not aware of the change of ownership. Mr. Cossio responded to Commissioner Loyd’s question by noting that the longest time for the light to stay on was from dusk until dawn, and the shortest time was from dusk until midnight. Ms. Ferris believed that there had been “a fence agreement” in the past; however, she was not familiar with the details as it had not been a Condition of Approval and out of the applicant’s control. Commissioner Perry recommended having the applicant meet with Mr. Wickstead to find a way to mitigate the glare. Commissioner Esswein recommended adjusting the luminosity reflecting from the billboard, and stated that he was also in favor of postponing action on the item until the applicant meets with Mr. Wickstead.

(5:27:02) – Commissioner Esswein moved to continue the item until the December Planning Commission meeting. The motion was seconded by Commissioner Loyd.

From: [Benjamin Cossio](#)
To: [Heather Ferris](#)
Cc: [Daniel Selby](#)
Subject: Re: LU-2021-0346
Date: Tuesday, November 30, 2021 3:58:10 PM
Attachments: [image003.png](#)

This message originated outside of Carson City's email system. Use caution if this message contains attachments, links, or requests for information.

Hello Heather,

After meeting with Mr. Wickstead our team went out and adjusted the angle on the lights in hopes to redirect some of the reflection of our lights. We will also make sure that should a paid advertisement not be present on the east face of this structure we will make sure the lights are not on (for instance a PSA message). Moving forward, we will also do our best to run darker designs, with our client's approval. This should also help reduce the amount of light reflected off the structure.

Lastly, the only other solution we could devise is to remount the lights facing upward, near the deck of our structure so the light will dissipate into the sky, versus reflecting downward towards the surrounding area.

Please let me know if you have any questions or require additional information.

Thank you

Benjamin Cossio / Real Estate Manager
Lamar Advertising Company - Reno / Tahoe
bcossio@lamar.com
Office: (775) 353-5250
4945 Joule Street - Reno, NV 89502
lamar.com



On Wed, Nov 17, 2021 at 9:01 AM Heather Ferris <HFerris@carson.org> wrote:

|

I wanted to follow up to let you know that we had a change in time for our December 15th Planning Commission meeting. It will be starting at 3 pm. I look forward receiving information about your proposed solution.

Thank you,

Heather

Heather Ferris

Planning Manager

108 E. Proctor Street

Carson City, NV 89701

775-283-7080



From: Benjamin Cossio <bcossio@lamar.com>
Sent: Monday, November 8, 2021 3:46 PM
To: Heather Ferris <HFerris@carson.org>
Cc: Daniel Selby <dlselby@lamar.com>
Subject: Re: LU-2021-0346

This message originated outside of Carson City's email system. Use caution if this message contains attachments, links, or requests for information.

Hi Heather,

Thank you for passing this information along. My Operations Manager, Danny Selby, and I meet with Mr. Wickstead immediately after leaving the city council meeting on the evening of October 27th, 2021, on-site at 4440 Highway 50 East in Carson City, Nevada where our billboard structure in question is located. We waited until approximately just before dusk for the lights to automatically power on and to discuss a plan of action. We have a few options we are currently exploring and will report back with our findings as soon as we have a solution that we can sustain.

Warm regards,

Benjamin Cossio / Real Estate Manager

Lamar Advertising Company - Reno / Tahoe

bcossio@lamar.com

Office: (775) 353-5250

4945 Joule Street - Reno, NV 89502

lamar.com



On Thu, Nov 4, 2021 at 11:58 AM Heather Ferris <HFerris@carson.org> wrote:

Ben-

I'm following up on the Planning Commission meeting from last week. Per the direction from the Planning Commission the subject Special Use Permit was continued to the December 15, 2021 meeting in order to provide you with an opportunity to work with Mr. Wickstead to try to resolve the lighting issue. Mr. Wickstead provided me with his contact information and asked me to share it with you (see below). Please provide me with an update for the December Planning Commission no later than December 1, 2021.

Kris W.
775-684-9130
kww@engineer.com

The Planning Commission meeting will be held in the same location on Wednesday, December 15, 2021 beginning at 11 am.

Feel free to reach out with questions.

Heather

Heather Ferris

Planning Manager

108 E. Proctor Street

Carson City, NV 89701

775-887-2080



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

FOR OFFICE USE ONLY:

CCMC 18.02.080

SPECIAL USE PERMIT

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 #
LAMAR ADVERTISING COMPANY (775) 856-0220

MAILING ADDRESS, CITY, STATE, ZIP
4945 JOULE ST. RENO, NV 89502

EMAIL ADDRESS
BCOSSIO@LAMAR.COM

PROPERTY OWNER PHONE #
HERMAN BAUER (707) 939-0533

MAILING ADDRESS, CITY, STATE, ZIP
P.O. BOX301 VINEBURG, CA. 95487

EMAIL ADDRESS
METRIC1@COMCAST.COM

APPLICANT AGENT/REPRESENTATIVE PHONE #
BENJAMIN COSSIO - LAMAR ADVERTISING

MAILING ADDRESS, CITY STATE, ZIP
4945 JOULE ST. RENO, NV 89502

EMAIL ADDRESS

BCOSSIO@LAMAR.COM

Project's Assessor Parcel Number(s):

008-281-11

Street Address

4440 HIGHWAY 50 EAST 89701

Project's Master Plan Designation

COMMUNITY / REGIONAL COMMERCIAL

Project's Current Zoning

GENERAL COMMERCIAL

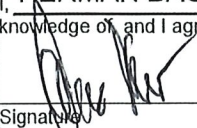
Nearest Major Cross Street(s)

MERRIMAC WAY

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

PROPERTY OWNER'S AFFIDAVIT

I, HERMAN BAUER, 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: 

4440 US 50 CARSON CITY, NV 89701

Address

Date: 8/18/2021

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

STATE OF NEVADA)
COUNTY)

On _____, 2_____, _____, personally appeared before me, a notary public,
personally known (or proved) to me to be the person whose name is subscribed to the foregoing document and who acknowledged to me that he/she
executed the foregoing document.

Notary Public

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.

CALIFORNIA ACKNOWLEDGMENT

CIVIL CODE § 1189

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California

County of Sonoma

On August 18, 2021 before me, Jacquelyn Sachiko Yu, Notary Public
Date Here Insert Name and Title of the Officer

personally appeared Herman Bauer
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Place Notary Seal and/or Stamp Above

Signature

Signature of Notary Public

OPTIONAL

Completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: Special Use Permit

Document Date: August 18, 2021 Number of Pages: 1

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____

- ☐ Corporate Officer – Title(s): _____
☐ Partner – ☐ Limited ☐ General
☐ Individual ☐ Attorney in Fact
☐ Trustee ☐ Guardian or Conservator
☐ Other: _____
 Signer is Representing: _____

Signer's Name: _____

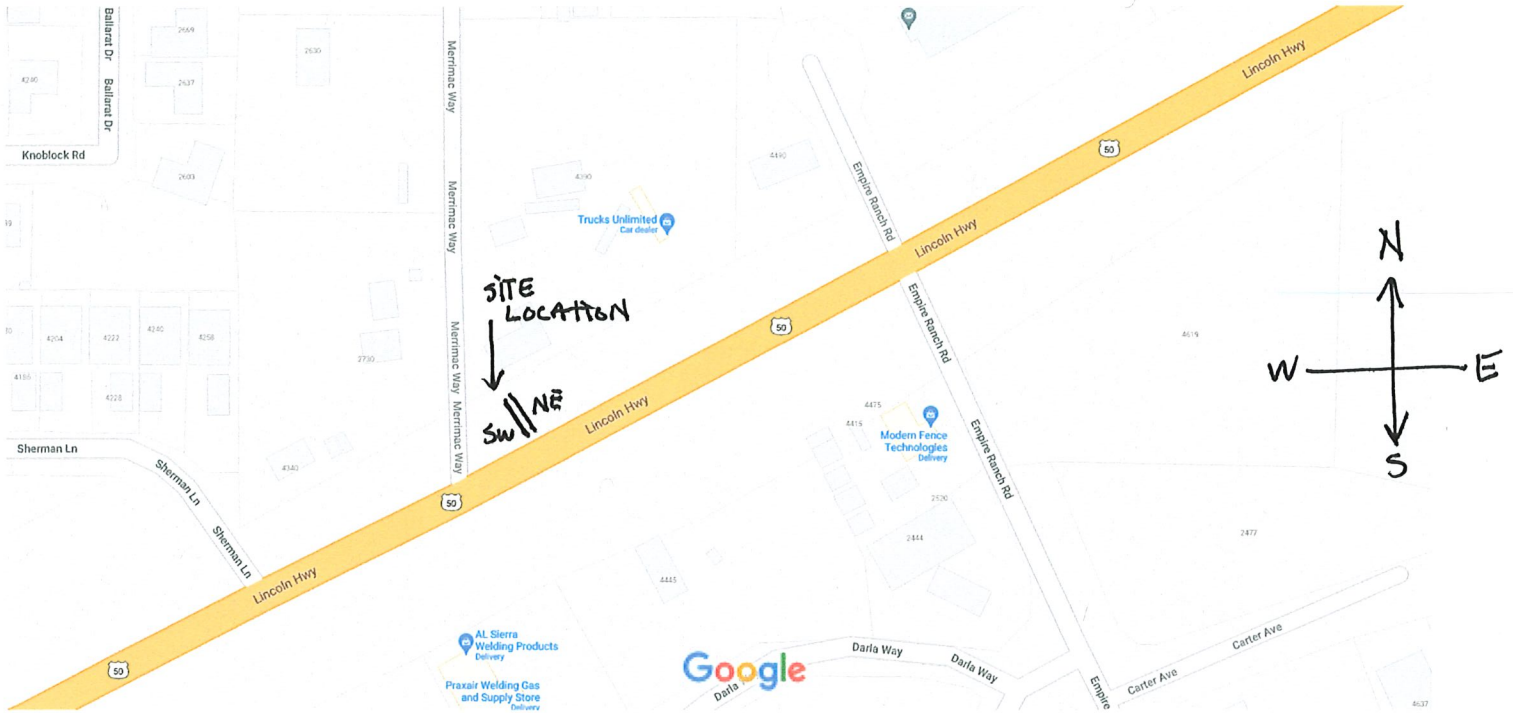
- ☐ Corporate Officer – Title(s): _____
☐ Partner – ☐ Limited ☐ General
☐ Individual ☐ Attorney in Fact
☐ Trustee ☐ Guardian or Conservator
☐ Other: _____
 Signer is Representing: _____

ELEVATIONS- SIDE VIEW





SITE PLAN-MAP VIEW



STRUCTURE FACES NE/SW - PERPENDICULAR TO
ADJACENT ST. (US HWY 50)

Map data ©2021 50 ft

* JUST WEST OF EMPIRE RANCH RD.

COORDINATES:

LAT 39.183116

LONG -119.718204

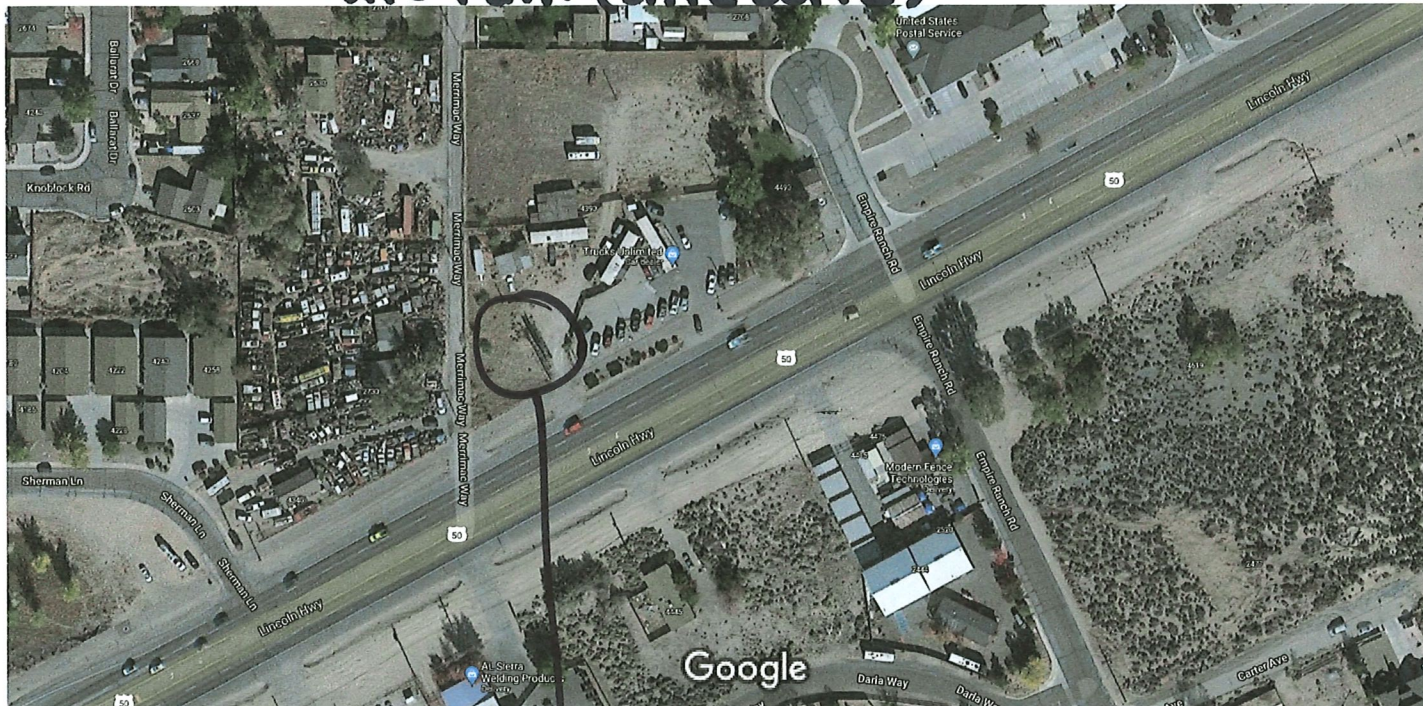
ELEVATION 6 - EAST FACE





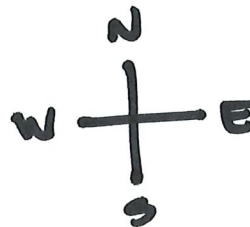
Google Maps

SITE PLAN (SATELLITE)



Imagery ©2021 Maxar Technologies, U.S. Geological Survey, USDA Farm Service Agency, Map data ©2021 50 ft

Billboard
Location

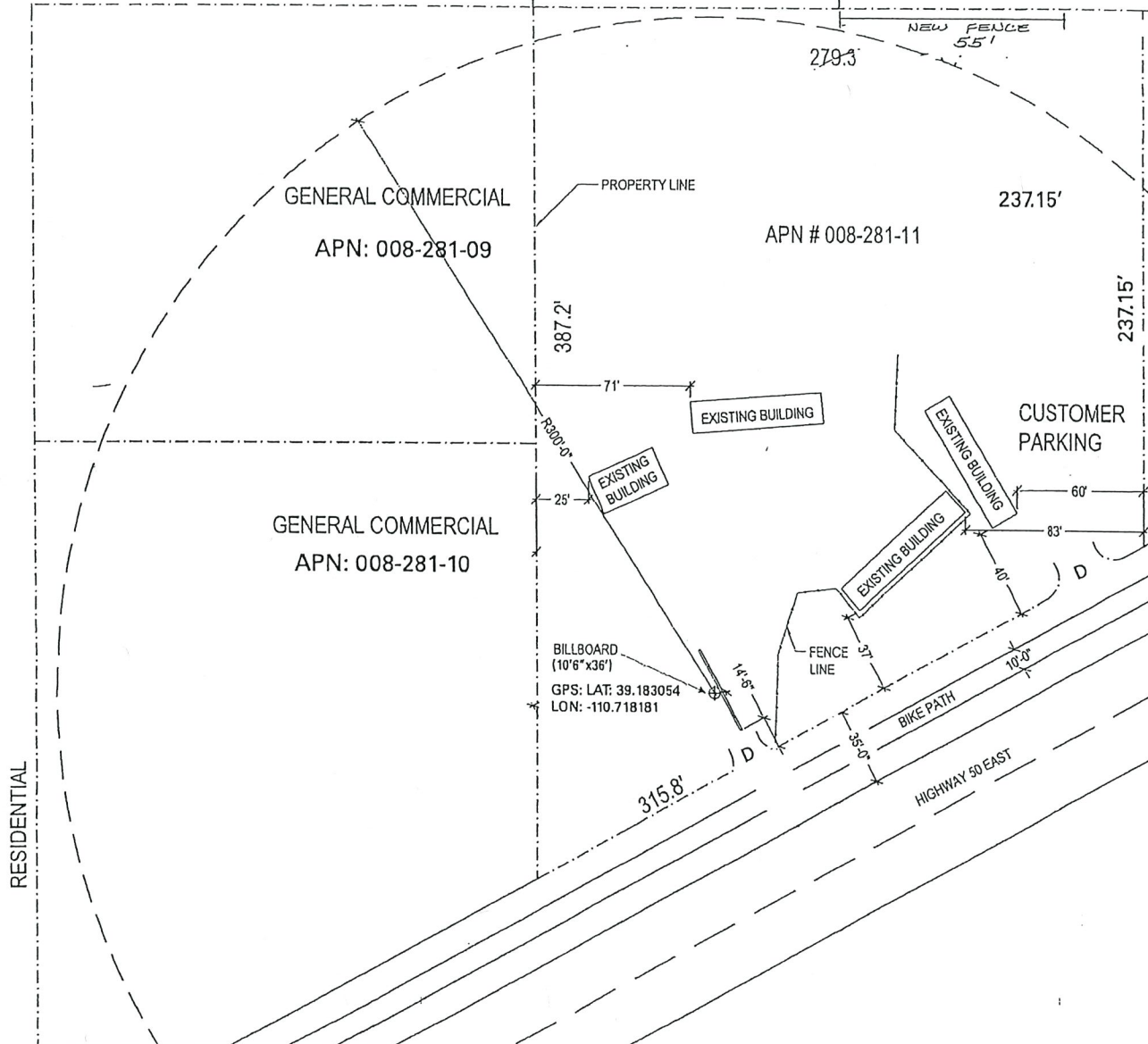




RESIDENTIAL
APN: 008-281-65

RESIDENTIAL
APN: 008-281-70

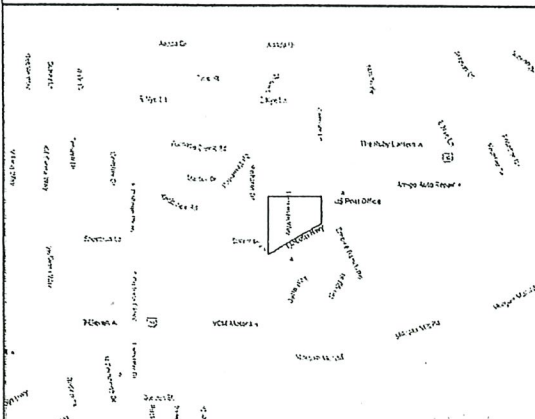
RESIDENTIAL
APN: 008-281-71



YESCO Outdoor Media

1605 S Gramercy Road
Salt Lake City, UT 84014

Mike Helm
Director of Real Estate
Phone: 801.464.6400
Cell: 801.694.3086
Fax: 801.467.3447



A. YESCO Outdoor Media

B. Prepared By: Blake Wilks
1605 So. Gramercy Rd.
Salt Lake City, UT 84104

C. Herman Bauer
PO Box 301
Vineburg, CA 95487

D. APN : 008-281-11
4440E. Hwy 50

E. Special Use Permit (SUP)

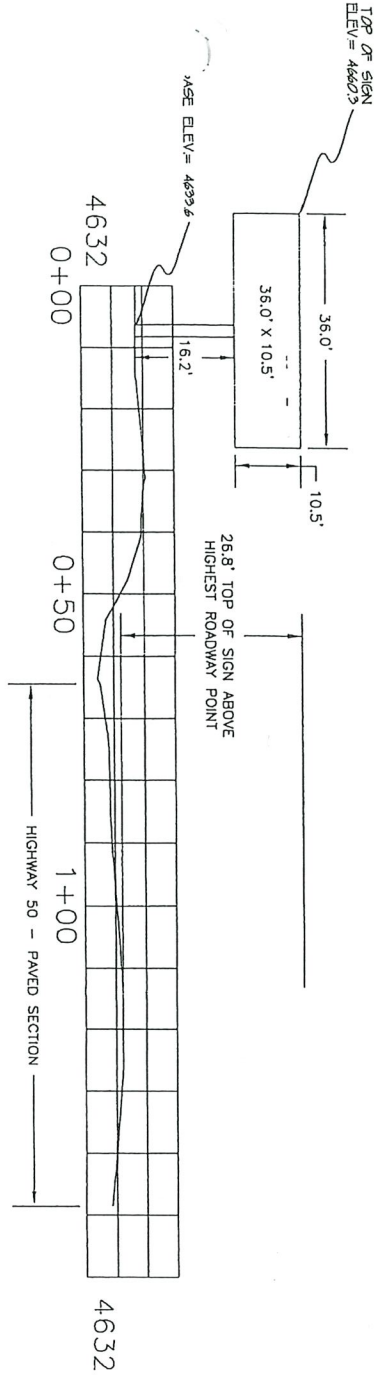
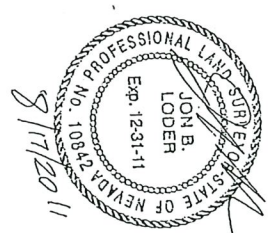
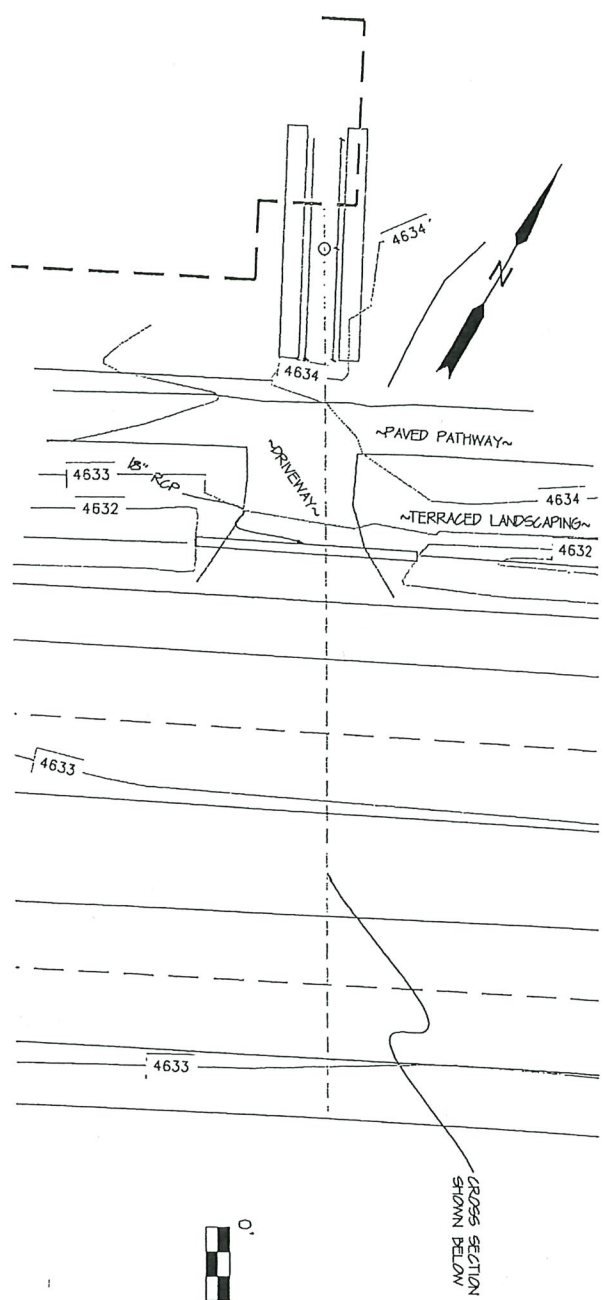


SITE PLAN

SCALE :

1 : 50

YOUNG ELECTRIC SIGN COMPANY	DATE SURVEYED: 08/18/2011	SHEET 1
BD# 53043 4440 HWY 50 EAST, CARSON CITY, NV		1 OF



CORNERSTONE
LAND SURVEYING, INC.

399 GREG STREET
SPARKS, NV 89431
(775) 786-1441
FAX (775) 331-1776

1. yes, Consistant with master plan. because it is not using any water, sewer or any hazardous material.
2. it is Computible with its Surrounding area, because it is around businesses and commercial usage.
3. it will not be detrimental to pedestrian traffic.
4. The billboard will not face an Impact on Schools police, and fire protection, Sumitary water, public roads or storm drainage.
5. The billboard meets cities requirements and was established legally.
6. The billboard has been in the same place for more than 15 years. There has been no complaints from any residents.
7. NO, The billboard will not harm anything or anyone, it has been in place for 15 years plus.

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

Benjamin A. Cossio
Print Name

8/10/21
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: Billboard at 4440 Hwy 50 East

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)?



Carson City Business License Division

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

BUSINESS LICENSE CERTIFICATE

Business Name: LAMAR CENTRAL OUTDOOR, LLC
DBA: Lamar Advertising of Reno

Business Type(s): 23622 Commercial Building Construction

Business Location: 4945 Joule St
Reno, NV 89502

Mailing Address: 4945 Joule St
Reno, NV 89502

Owner:

License Number: BL-004452-2020

License Type: Business License

Issued Date: 1/1/2021

Classification: Contractors

Expiration Date: 12/31/2021

Fees Paid: \$78.75

Thank you for choosing to operate your business in Carson City.

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.

TO BE POSTED IN A CONSPICUOUS PLACE