

## STAFF REPORT FOR PLANNING COMMISSION MEETING OF MARCH 30, 2022

FILE NO: LU-2022-0013

AGENDA ITEM: 6.E

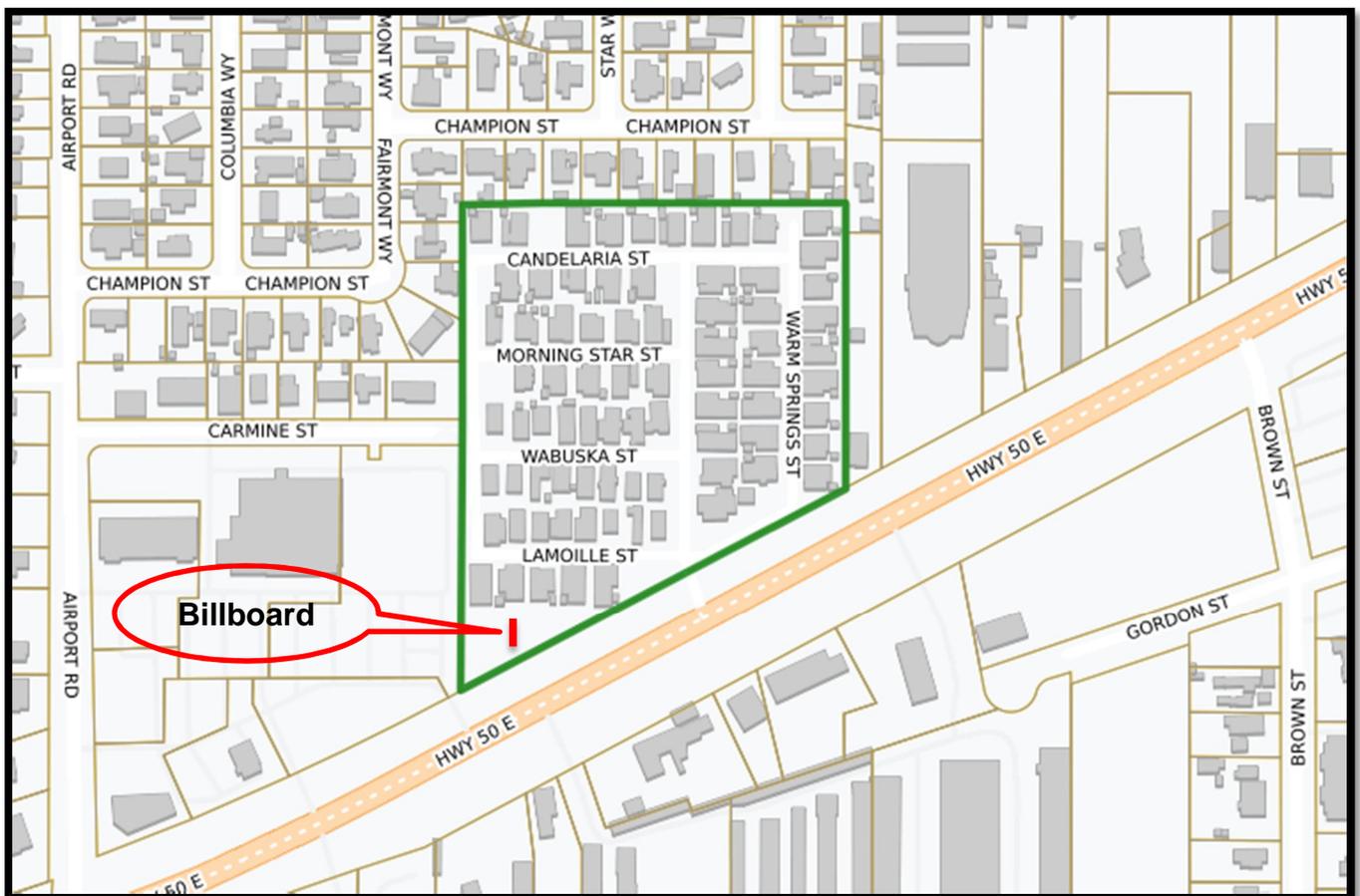
STAFF CONTACT: Heather Manzo, Associate Planner

**AGENDA TITLE:** For Possible Action: Discussion and possible action regarding a request for a special use permit to retain an existing billboard on property zoned General Commercial ("GC") located at 3400 Hwy 50 East, APN 008-302-04. (Heather Manzo, hmanzo@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 October 28, 2015. The property on which the billboard is located changed ownership in November 2019, and the current owner has made application for a special use permit to retain the billboard. The Planning Commission is authorized to approve a special use permit.

**PROPOSED MOTION:** "I move to approve LU-2022-0013, 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 March 30, 2027, 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 and free of graffiti. Failure to do so may constitute cause for revocation of applicant’s business license and special use permit.
7. 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.
8. Lights shall be turned off when paid advertisements are not present.

**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:** Mixed Use Residential

**ZONING:** General Commercial (“GC”)

**KEY ISSUES:** Does the application demonstrate compliance with the Carson City Development Standards regulations for off-premises (billboard) signs, and does the application meet the required findings for approval of a special use permit? Is the billboard compatible with surrounding properties? Has the billboard caused any material damage to surrounding properties?

**SURROUNDING ZONING AND LAND USE INFORMATION:**

NORTH: MH6 – Single Family Residences  
EAST: GC - Commercial  
SOUTH: GC – Commercial  
WEST: GC – 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 within 500 feet

**PREVIOUS REVIEWS:**

1. The original placement date of a billboard at this location is not known but was before 1974.
2. 3400 Hwy 50 East (1987): Renewal of existing billboard
3. U-93/94-47: Renewal of existing billboard
4. U-97/98-23: Renewal of existing billboard
5. U-98/99-10: Convert one sided billboard to two sided billboard and add electrical and lighting
6. U-02/03-27: Renewal of existing billboard
7. SUP-08-014: Renewal of existing billboard
8. SUP-10-049: Replacement of a single sign face on a double sided billboard sign
9. SUP-15-096: Renewal of existing billboard

**SITE DEVELOPMENT INFORMATION:**

PARCEL AREA: 10 acres

EXISTING PRIMARY USE: Mobile home park, billboard

HEIGHT: 28 feet

AREA: 300 square feet (10x30 feet).

NUMBER OF FACES: Two parallel faces

**BACKGROUND:** The subject parcel is located on the north side of Highway 50 East. The primary business on the site is a mobile home park. The billboard is located on the southwest portion of the parcel perpendicular to Hwy 50 East approximately 15 feet north of the southern property line. The distance from the billboard to the closest residential zoned property is more than 300 feet ( $\pm 470$  feet). The billboard has been at this location for approximately 48 years.

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 every five years unless a special use permit request to continue the use of the billboard is granted by the Planning Commission.

**PUBLIC COMMENTS:** Public notices were mailed on March 16, 2022 to 142 property owners and 89 mobile home park residents, within 600 feet of the subject site, pursuant to the provisions of the Nevada Revised Statutes and the CCMC. 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 March 30, 2022, depending on their submittal date to the Carson City Planning Division.

**CITY DEPARTMENTS OR OUTSIDE AGENCY COMMENTS:** No concerns related to the request were noted by other Carson City departments.

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

**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.

- 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 subject billboard is located in an area zoned for commercial activity, with traffic traveling on Highway 50 East. This is an area that is currently developed with primarily commercial uses. The billboard is located within a mobile home park property and the mobile home park owner owns the billboard. The existing billboard generates no noise, vibrations, fumes, odors, dust, or physical activity which could have an adverse impact on adjacent uses. The existing lighting is downlit and angled toward the sign faces. A condition is recommended to require the sign lighting to be turned off when the sign is not actively advertising.

- 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 continued use of the billboard 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 previously approved billboard extension expired on October 28, 2020. Ownership of the property changed in November 2019 and the current owner has made a request to retain the billboard. If approved by the Planning Commission, the approval would expire on March 30, 2027. In accordance with CCMC, extensions beyond the 2027 expiration date will require review by the Planning Commission.

Permitted Streets:

Billboards are permitted along North and South Carson Street between Douglas and Washoe Counties, Highway 50 between Lyon County and North Carson Street, and the south side of 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. The property on which the billboard is constructed is located adjacent to Highway 50 East, between Lyon County and Carson Street, which is within the allowable area for a billboard to be located.

Height:

The maximum permitted sign height is 28 feet from the adjacent permitted street elevation. The sign complies with the allowable maximum sign height, as it is 28 feet above base ground and existing grade.

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. This billboard complies with this standard.

Area of Sign:

The maximum permitted sign area for billboards is 400 square feet per side. The billboard measures 10 feet by 30 feet or 300 square feet.

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. The subject billboard complies with this standard.

Setback from Redevelopment Areas:

A new billboard may not be within 1,000 feet of a redevelopment area. The subject billboard is not within 1,000 feet of any redevelopment area.

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 create glare onto adjacent properties or rights-of-way. The existing billboard does not include any of these prohibited elements. Condition No. 9 is recommended to reduce visual impacts of the billboard on surrounding properties at night when the billboard is not being used for advertising.

**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 is located on a mobile home park site zoned GC, has been in place for several decades, and is located in an area that is developed with primarily commercial uses. Condition No. 9 is recommended to ensure the billboard lighting is turned off at night when the sign is not actively being used for advertising. The continued use of the billboard sign is not anticipated to result in material damage or prejudice to other properties in the vicinity.

Attachments:

Application LU-2022-0013

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

FILE # LV-2022-0013

## SPECIAL USE PERMIT

APPLICANT PHONE #

FEE\*: \$2,450.00 MAJOR  
\$2,200.00 MINOR (Residential zoning districts)

Silver State Mobile Home Park c/o Nicole  
MAILING ADDRESS, CITY, STATE, ZIP

+ noticing fee  
\*Due after application is deemed complete by staff

1910 Terracina Drive, Sacramento, CA

EMAIL ADDRESS

nicole@boavidamhp.com

PROPERTY OWNER PHONE #

Silver State MHP, LLC

MAILING ADDRESS, CITY, STATE, ZIP

3511 Del Paso Road, #160147, Sacramento, CA

EMAIL ADDRESS

APPLICANT AGENT/REPRESENTATIVE PHONE #

Steven M. Reynolds /SignPro

MAILING ADDRESS, CITY STATE, ZIP

1501 N. Carson Street Carson City, NV

EMAIL ADDRESS

signs@signprocc.com

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: \_\_\_\_\_

Submission 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.

Project's Assessor Parcel Number(s):

8-302-04

Street Address

304 hwy 50 East CC 89701

Project's Master Plan Designation

commercial

Project's Current Zoning

gc

Nearest Major Cross Street(s)

Highway 50E and Airport Drive

Please provide a brief description of your proposed project and/or proposed use below. Provide additional pages to describe your request in more detail.  
Continued usage of outdoor advertising / billboard structure at site

### PROPERTY OWNER'S AFFIDAVIT

Elias Weiner, 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

1910 Terracina Dr.

Address

12/16/2021

Date

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

STATE OF NEVADA  
COUNTY )

On \_\_\_\_\_, 20\_\_\_\_, 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.

see attached CA Acknowledgment

Notary Public

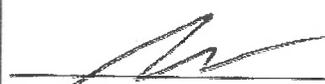
NOTE: If your project is located within the Historic District or airport area, it may need to be scheduled before the Historic Resources Commission or the Airport Authority in addition to being scheduled for review by the Planning Commission. Planning staff can help you make this determination.

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

Elias Weiner  
Print Name

12/16/2021  
Date

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 Sacramento }

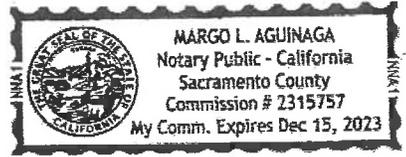
On Dec. 16, 2021 before me, Margol Aguinaga, Notary Public
Date Here Insert Name and Title of the Officer

personally appeared Elias Weiner
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/hers/their authorized capacity(ies), and that by his/hers/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 Margol Aguinaga
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: 12.16.21 Number of Pages: 7

Signer(s) Other Than Named Above: N/A

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:

Carson City County

008-302-04

Parcel Number                      Tax District  
 008-302-04                      024 - Eagle Valley

Owner Name and Address              SILVER STATE MHP LLC

Site Address                              3400 HWY 50 EAST

(2021 - 2022) Tax Information

	Ad Valorem Taxes	Special Assessments	Penalties & Interest	Costs	Total Charged	Amount Paid	Amount Owed
08/16/2021	\$3,657.38	\$1.97	\$146.37	\$0.00	\$3,805.72	\$3,805.72	\$0.00
10/04/2021	\$3,657.40	\$0.00	\$0.00	\$0.00	\$3,657.40	\$3,657.40	\$0.00
01/03/2022	\$3,657.40	\$0.00	\$0.00	\$0.00	\$3,657.40	\$3,657.40	\$0.00
03/07/2022	\$3,657.40	\$0.00	\$0.00	\$0.00	\$3,657.40	\$3,657.40	\$0.00
<b>Totals</b>	<b>\$14,629.58</b>	<b>\$1.97</b>	<b>\$146.37</b>	<b>\$0.00</b>	<b>\$14,777.92</b>	<b>\$14,777.92</b>	<b>\$0.00</b>

Tax Payment History (07/01/2021 - 12/21/2021)

Receipt Number	Paid By	Date Paid	Amount Paid	Check Number(s)
2021045525	GOVO 100121	10/1/2021	\$3,805.72	GOVO 100121
2021045526	GOVO 100121	10/1/2021	\$3,657.40	GOVO 100121
2021045527	GOVO 100121	10/1/2021	\$3,657.40	GOVO 100121
2021045528	GOVO 100121	10/1/2021	\$3,657.40	GOVO 100121
<b>Total Payments: 4</b>			<b>\$14,777.92</b>	

## SUP RENEWAL: BILLBOARD AT 3400 HWY 50 EAST

### Master Plan Questionnaire Answers:

**1. The project will be consistent with the master plan elements.** The continued use of the billboard is consistent with Chapter 3: A Balanced Land Use Pattern, providing employment opportunities, a diverse choice of housing, recreational opportunities and retail services.

**Goal 1.1e and f: Does the project utilize sustainable building materials and construction techniques to promote water and energy conservation?** Sustainable materials were used in the construction of the billboard. There is no projected water usage and the lighting uses energy-saving spotlights.

**Goal 5.2a: Does the project encourage the development of regional retail centers?** The billboard, when leased, promotes economic vitality by promoting Carson City area products and services to local residents and hwy 50 travelers.

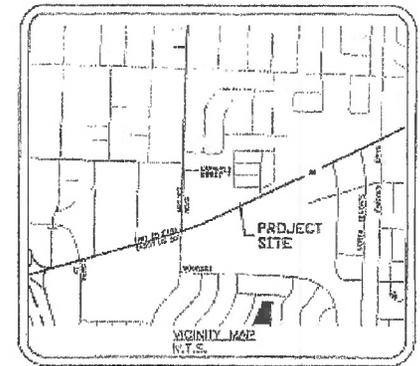
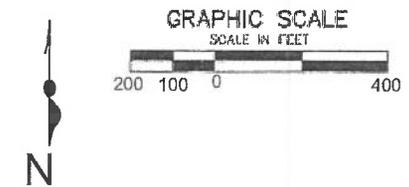
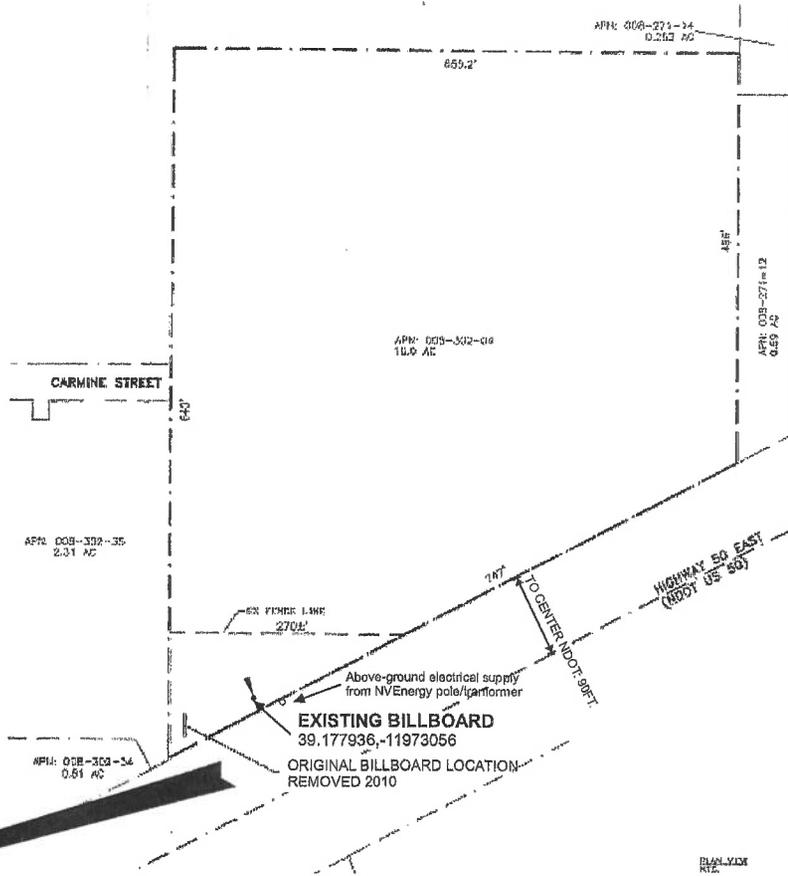
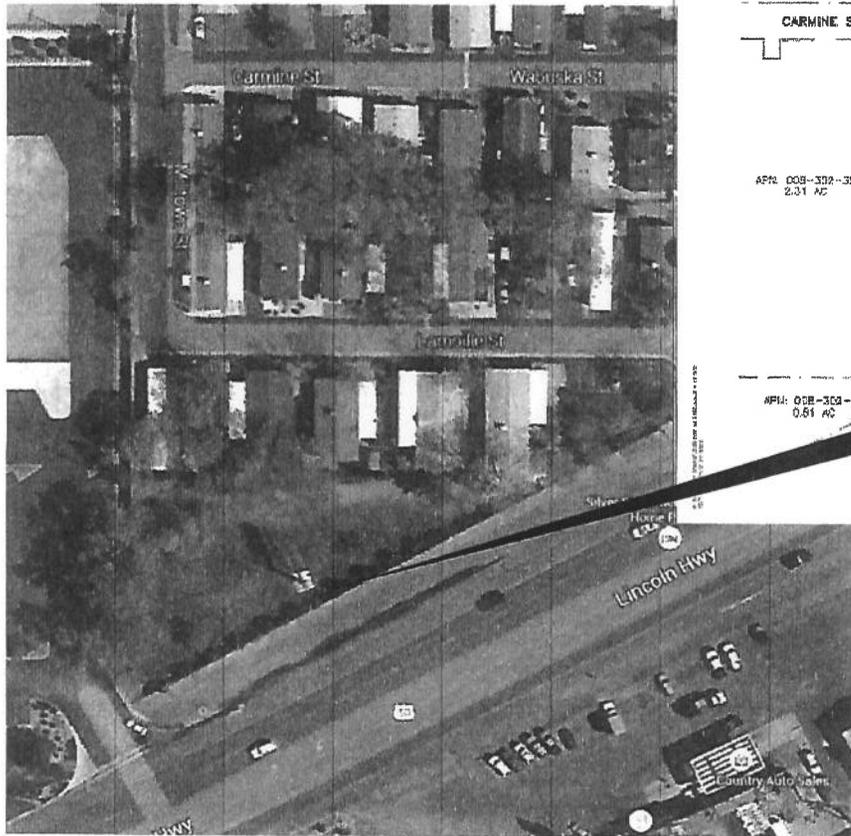
**2. The project will not be detrimental to the use, peaceful enjoyment, economic value, or development of surrounding properties or the general neighborhood; and will cause no objectionable noise, vibrations, fumes, odors, dust, glare or physical activity.**

The continued use of the billboard meets this finding in that it is an existing billboard, is already located within an area zoned for industrial and commercial activity with traffic passing directly east and west of this site on Highway 50 East. A billboard has been on this site for over twenty years with no complaints from neighbors. The billboard will have no negative economic impact to the surrounding commercial properties, which are mainly a mobile home park owned by the billboard owners. The sign generates no significant noise, vibrations, fumes, odors, dust, glare or physical activity which could have an adverse impact on adjacent uses.

**3. Will have little or no detrimental effect on vehicular or pedestrian traffic.** No additional vehicular and pedestrian 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 in Title 18 for billboards.** 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, excepting: The permit from NDOT appears to have lapsed; the owner is currently pursuing reestablishing that



<b>OWNER:</b>	Talebi Family Trust 8/13/03 & ET AL 27251 Alexandra Mission Viejo, CA 92681
<b>APPLICANT:</b>	Talebi Family Trust
<b>REP.:</b>	Steve Reynolds
<b>REQUEST:</b>	Special Use Permit Renewal
<b>LOCATION:</b>	3400 HIGHWAY 50 EAST
<b>ZONING:</b>	CC
<b>MASTER PLAN LAND USE DESIGNATION:</b>	W/RED USE RESIDENTIAL (MUR)
<b>APN:</b>	008-302-04

BILLBOARD SITE MAP AND AERIAL PHOTO

BILLBOARD RENEWAL SUP  
SILVER STATE MOBILE HOME PARK  
304 HIGHWAY 50 EAST 89701  
APN 8-302-04

APPLICANT:  
STEVE REYNOLDS 775.887.8817  
DECEMBER 17, 2021

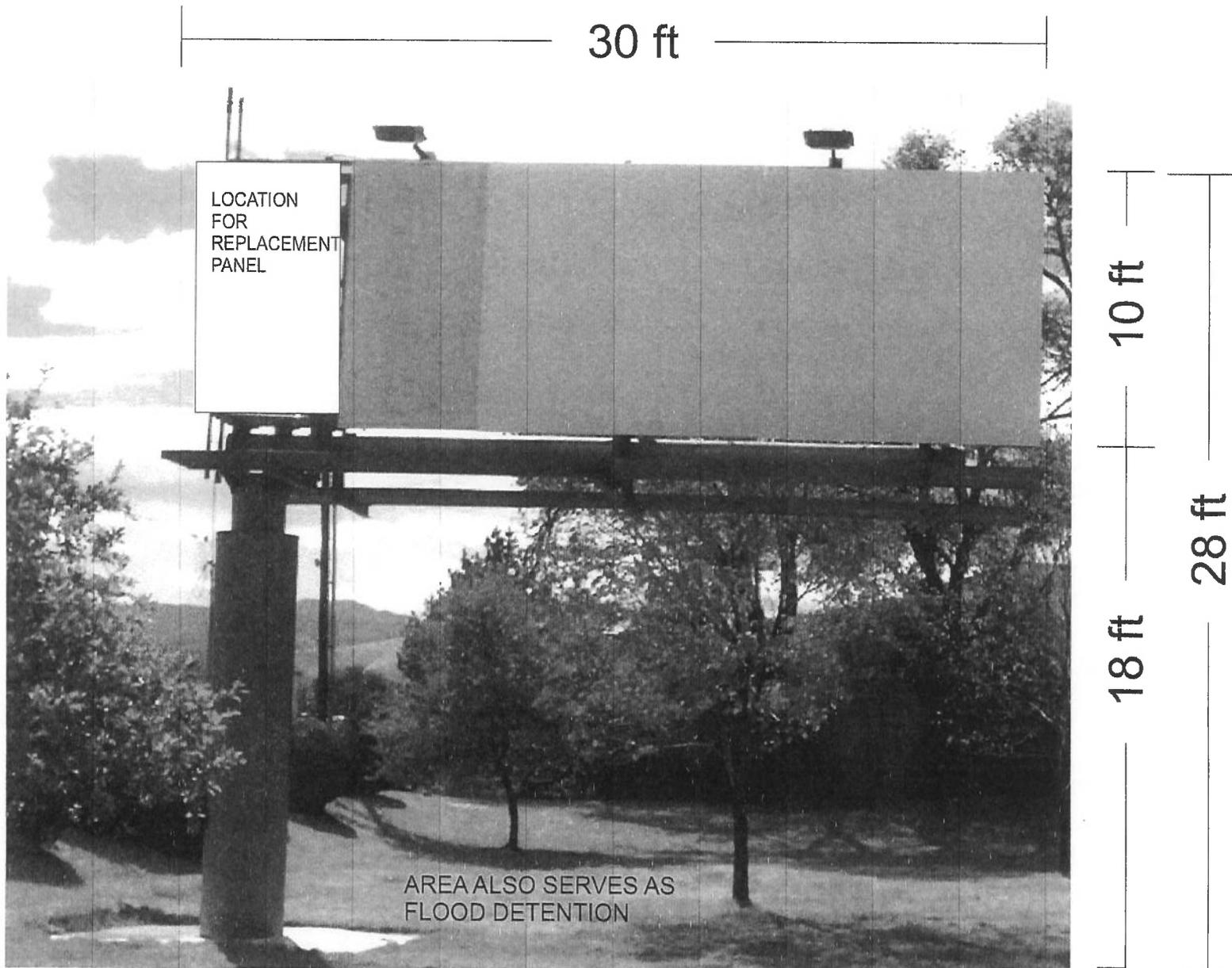


WEST ELEVATION FROM HWY 50 EAST

BILLBOARD WEST ELEVATION

BILLBOARD RENEWAL SUP  
SILVER STATE MOBILE HOME PARK  
304 HIGHWAY 50 EAST 89701  
APN 8-302-04

APPLICANT:  
STEVE REYNOLDS 775.887.8817  
DECEMBER 17, 2021



LOCATION  
FOR  
REPLACEMENT  
PANEL

30 ft

10 ft

18 ft

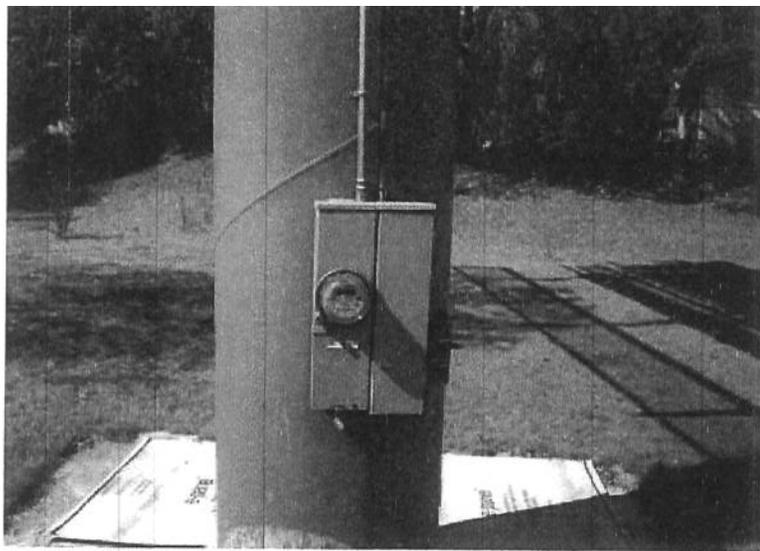
28 ft

AREA ALSO SERVES AS  
FLOOD DETENTION

BILLBOARD EAST ELEVATION  
AND SIZE SPECIFICATIONS

BILLBOARD RENEWAL SUP  
SILVER STATE MOBILE HOME PARK  
304 HIGHWAY 50 EAST 89701  
APN 8-302-04

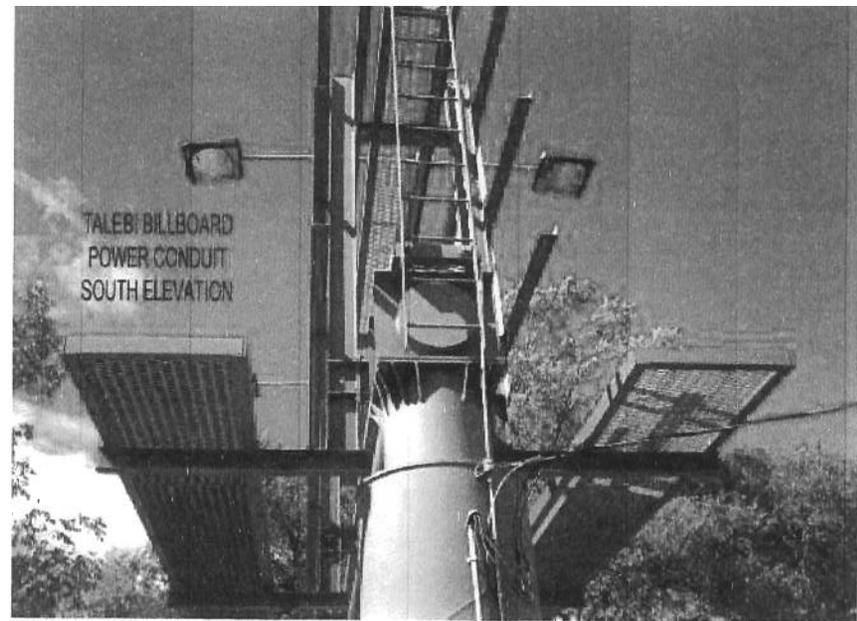
APPLICANT:  
STEVE REYNOLDS 775.887.8817  
DECEMBER 17, 2021



BILLBOARD POWER BOX



BILLBOARD STATE LICENSE 1293G



ELECTRICAL SERVICE SOUTH ELEVATION not to scale	OUTDOOR BILLBOARD RENEWAL SILVER STATE MOBILE HOME PARK 3400 HWY 50 EAST APN 008-302-04
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**Sign Permit Inspection Report**

Field Inspection by Jay Smith Title UTILITY INSPECTOR Date 3/10/11  
 Nearest existing or proposed off premise sign is owned by LOGGERS NEVADA The requested sign is 1400'  
 feet W (N, S, E, W) from the nearest sign. Permit number of nearest sign, if existing 4936  
 Approved for issuance by [Signature] Milepost 115-50 -CC-13.05 W  
 Permit number 4662 Issued by Bill Bowman Date 3/18/11

**Standard Conditions**

1. Any false or erroneous information will void the permit.
2. Sign shall not be erected or maintained from or over any Nevada Department of Transportation right-of-way.
3. Permit tag must be affixed to the sign and visible to controlled roadway prior to advertising being placed on sign.
4. It is the responsibility of the sign company to locate all property lines, including NDOT right-of-way lines.
5. Signs must be built within 180 days of the issuance of this permit or permit will be canceled with forfeiture of all fees.
6. Signs must be built in the EXACT location approved on the permit.
7. No flashing or intermittent lights, and illumination lights must be shielded from traffic.

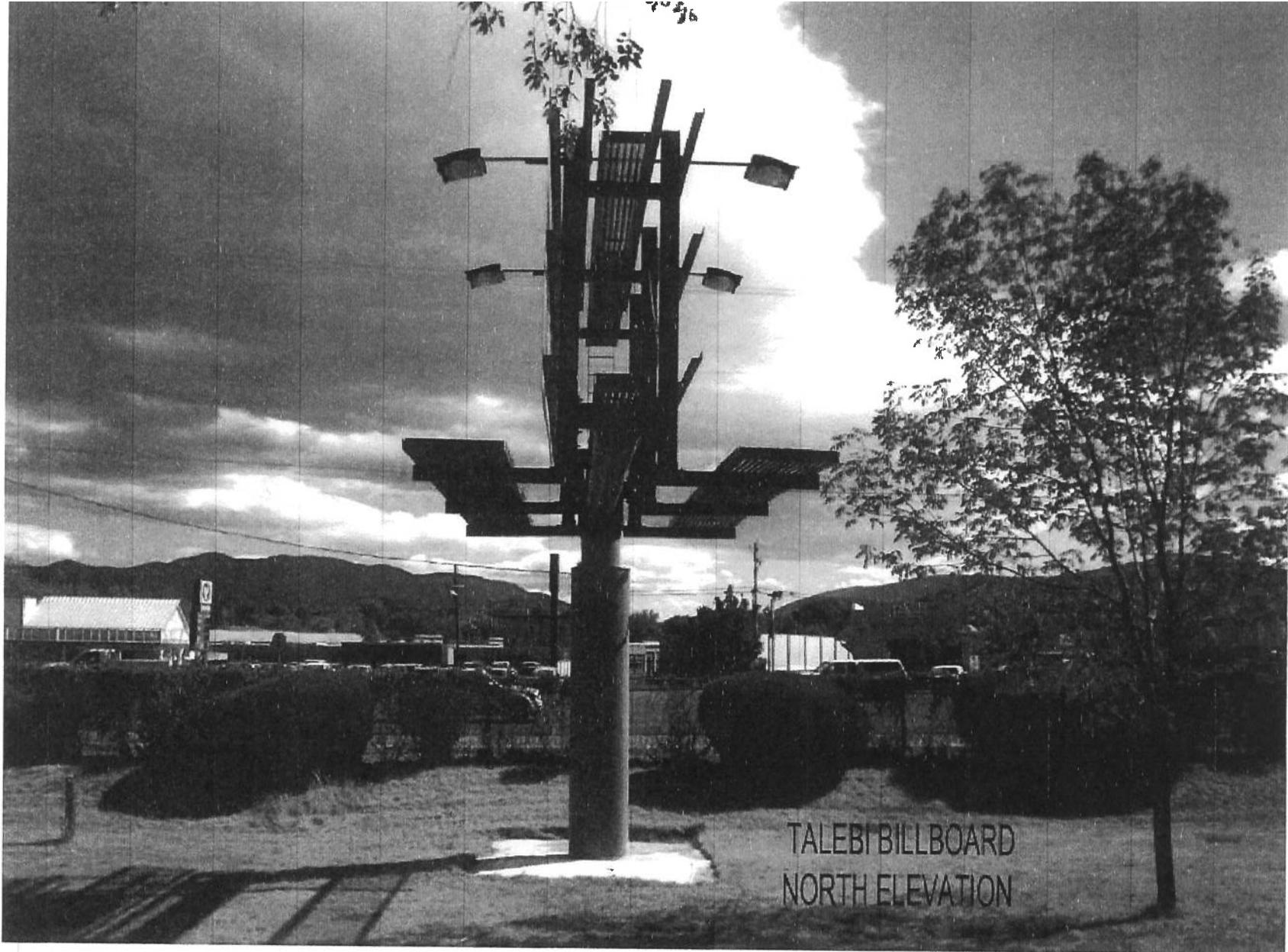
**Additional Conditions**

BILLBOARD UTILITY INSPECTION -ORIGINAL

ELECTRICAL SERVICE  
AND PERMIT PHOTOS

BILLBOARD RENEWAL SUP  
SILVER STATE MOBILE HOME PARK  
304 HIGHWAY 50 EAST 89701  
APN 8-302-04

APPLICANT:  
STEVE REYNOLDS 775.887.8817  
DECEMBER 17, 2021



BILLBOARD NORTH ELEVATION

BILLBOARD RENEWAL SUP  
SILVER STATE MOBILE HOME PARK  
304 HIGHWAY 50 EAST 89701  
APN 8-302-04

APPLICANT:  
STEVE REYNOLDS 775.887.8817  
DECEMBER 17, 2021