

## STAFF REPORT FOR PLANNING COMMISSION MEETING OF OCTOBER 26, 2022

FILE NO: LU-2022-0445

AGENDA ITEM: 6.B

STAFF CONTACT: Heather Ferris, Planning Manager

**AGENDA TITLE:** For Possible Action: Discussion and possible action regarding a request from Lamar Advertising Company (“Applicant”) for a special use permit (“SUP”) to retain an existing billboard on property zoned General Commercial (“GC”) located at 4440 Hwy 50 East, Assessor’s Parcel Number (“APN”) 008-281-11. (Heather Ferris, [hferris@carson.org](mailto: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 condition of approval #4 for LU-2021-0346 approved in 2021, the SUP expires on October 31, 2022, unless a new SUP to continue the use is acquired by that date. The Planning Commission is authorized to approve an SUP.

**PROPOSED MOTION:** “I move to approve LU-2022-0445, 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, 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 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. Lighting the billboard shall be prohibited.
9. 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 an SUP? 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 / Single family residences
- EAST: General Commercial / Single family residence
- SOUTH: General Commercial / Hwy 50 E and commercial uses
- WEST: General Commercial / Single family residences

**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:**

- SUP-06-164: A request to place a new billboard at this location was denied by the Planning Commission.
- MISC-06-208: The Board of Supervisors approved an appeal of the decision by the Planning Commission to deny the request of the billboard
- SUP-11-059: Renewal of existing billboard
- SUP-16-103: Renewal of existing billboard
- LU-2021-0346: 1 year 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 lighting

**BACKGROUND & DISCUSSION:**

The subject parcel is located on the north side of Highway 50 East between Merrimac Way and Empire Ranch Road. The primary business on the site is used automobile sales. The billboard is located on the southwest portion of the parcel perpendicular to the highway, approximately 14.6 feet north of the southern property line. The distance from the billboard to the residential zoning district to the north is more than 300 feet. The billboard has been at this location for approximately 16 years.

An application to continue the use of the billboard was reviewed 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. On December 15, 2021 the Planning Commission approved the continued use of the billboard at this location until October 31, 2022 subject to ten conditions of approval including requiring lighting on both the east and west sides of the sign to be shielded within 30 days of the approval of the SUP; requiring lighting to be turned off when paid advertisements are not present; and requiring the Applicant to use darker, non-glossy designs to reduce the amount of light reflected from the sign onto adjacent properties.

Per condition 4 of LU-2021-0346 the SUP for the placement of this billboard will expire on October 31, 2022, unless approval of a new SUP is granted. The Applicant is seeking approval to continue the use of the billboard at this location. As outlined in the application information the Applicant has converted the light fixtures to a shielded LED unit in an effort to reduce the amount of light dissipating from the units. In email correspondence with staff, the Applicant indicated that he did not believe changing the fixtures would require any review as a building permit was not required. However, per Condition 8 of the current SUP, any modification to the light fixtures requires review and approval by the Planning Division of the Carson City Community Development Department ("Planning Division").

Staff has received two written complaints (attached) from a neighboring property owner related to the location of the billboard and the impacts of the lighting of the billboard on his peaceful enjoyment of his property. Moreover, he has indicated that the Applicant is not in compliance with Condition 10 noting that the current copy materials are not dark and non-glossy.

**PUBLIC COMMENTS:** Public notices were mailed on October 13, 2022 to 79 adjacent property owners, 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 public 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 October 26, 2022 depending on their submittal date to the 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. Unless less time is specified in the conditions of approval, the SUP for the sign automatically expires five years from the date of issuance. In the case the date will be October 26, 2027.

**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 a condition of approval prohibiting lighting of the sign 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 an SUP is required for a billboard. The current SUP is scheduled to expire on October 31, 2022. 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. Staff is recommending a condition of approval prohibiting lighting the sign.

**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 16 years, in an area that is developed with commercial uses. Staff has included conditions of approval prohibiting the lighting of the sign 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:

Application LU-2022-0445

Notice of Decision for LU-2021-0346

Public comment received February 15, 2022 and October 17, 2022

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 #  
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: [Signature] Address: 4440 US 50 CARSON CITY, NV 89701 Date: 8/18/2021

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

STATE OF NEVADA )  
COUNTY )

On \_\_\_\_\_, 20\_\_\_\_, \_\_\_\_\_, 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**

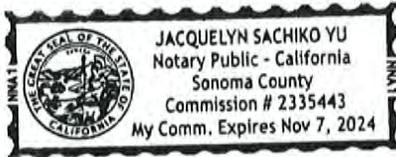
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

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.

Signature Jacquelyn Sachiko Yu  
Signature of Notary Public

Place Notary Seal and/or Stamp Above

**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: \_\_\_\_\_

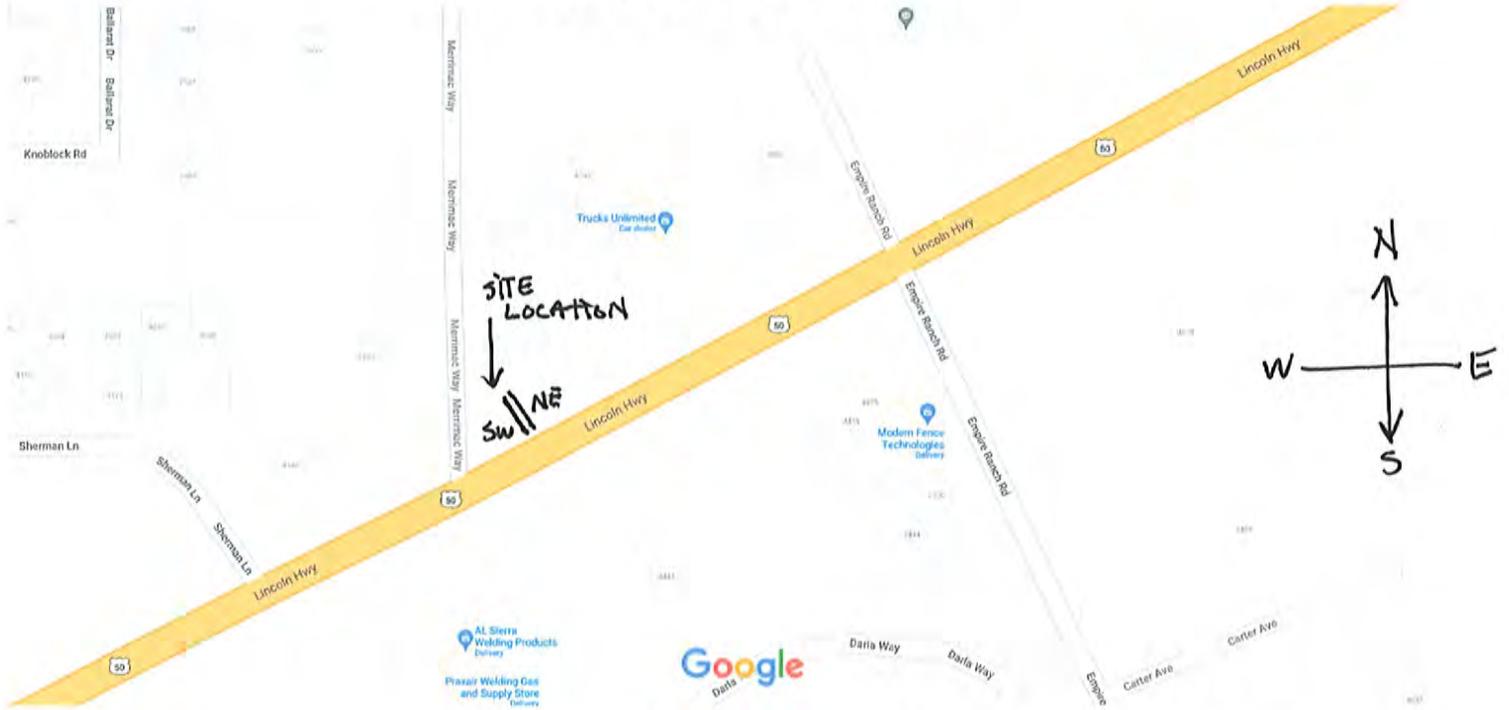
Signer is Representing: \_\_\_\_\_

# ELEVATIONS- SIDE VIEW





# SITE PLAN - MAP VIEW



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

\* JUST WEST OF EMPIRE RANCH RD.

COORDINATES:

LAT 39.183116

LONG -119.718204

# ELEVATION 6 - EAST FACE





**SITE PLAN/ELEVATIONS - WEST FACE**

36'

106'

Power drop approx 2'  
from edge of sign  
(existing)

HEIGHT TO  
TOP OF  
SIGN =  
15'

ELEVATION  
ABOVE EDGE  
OF ROADWAY = 3'

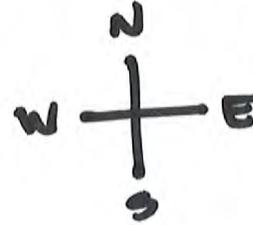
Google Maps

# SITE PLAN (SATELLITE)



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

Billboard  
Location









**MA**

**10¢ OR MORE**

**VITRO CARD**



**SAVE 10¢ OR MORE  
WITH NITRO CARD**

**MAVERIK**  


**NEXT EXIT**

530435

MAVERIK



**SAVE 10¢ OR MORE**  
**WITH NITRO CARD**

**MAVERICK**  
**NEXT E**



# 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



*Special Use Permit, Major Project Review, & Administrative Permit Development Checklist*

amenities and schools with an extensive system of interconnected roadways, multi-use pathways, bicycle facilities, and sidewalks.

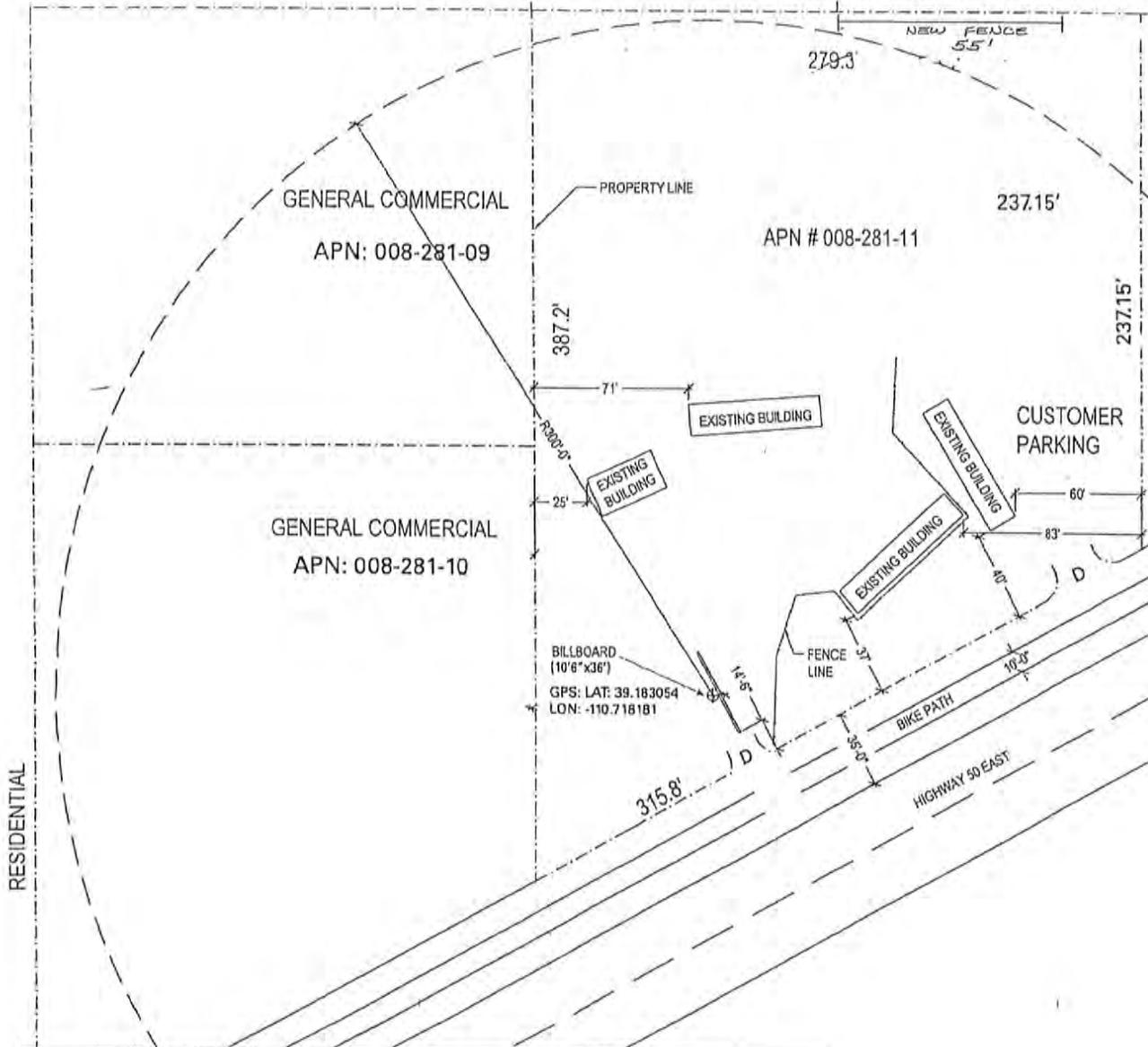
**Is or does the proposed development:**

- 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)?

RESIDENTIAL  
APN: 008-281-65

RESIDENTIAL  
APN: 008-281-70

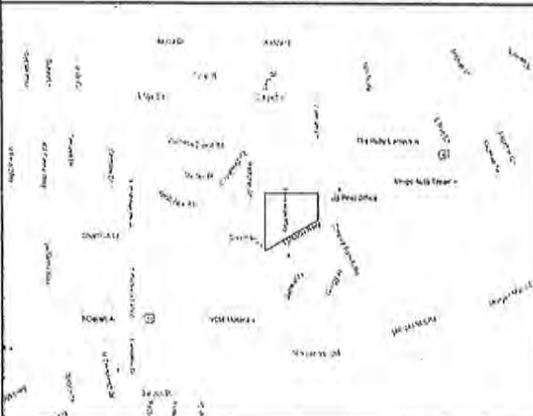
RESIDENTIAL  
APN: 008-281-71



## 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)

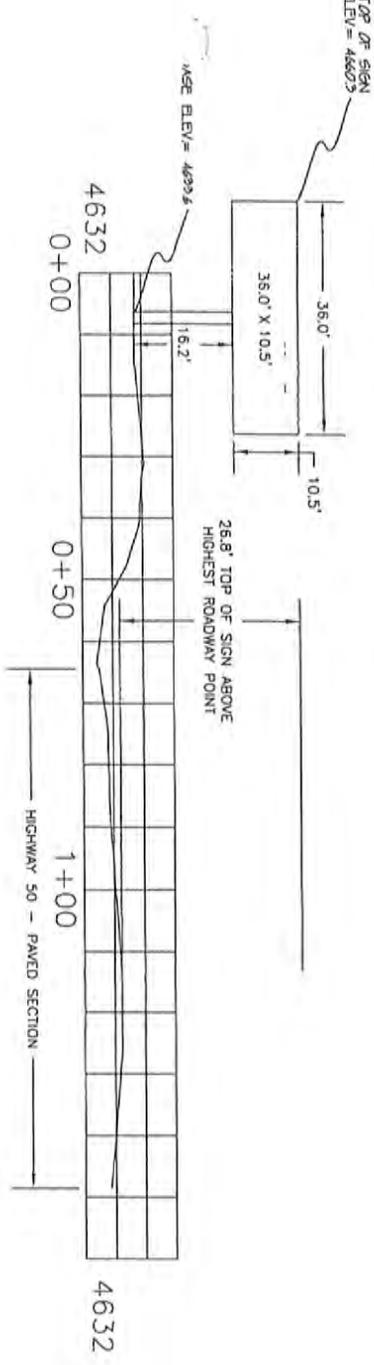
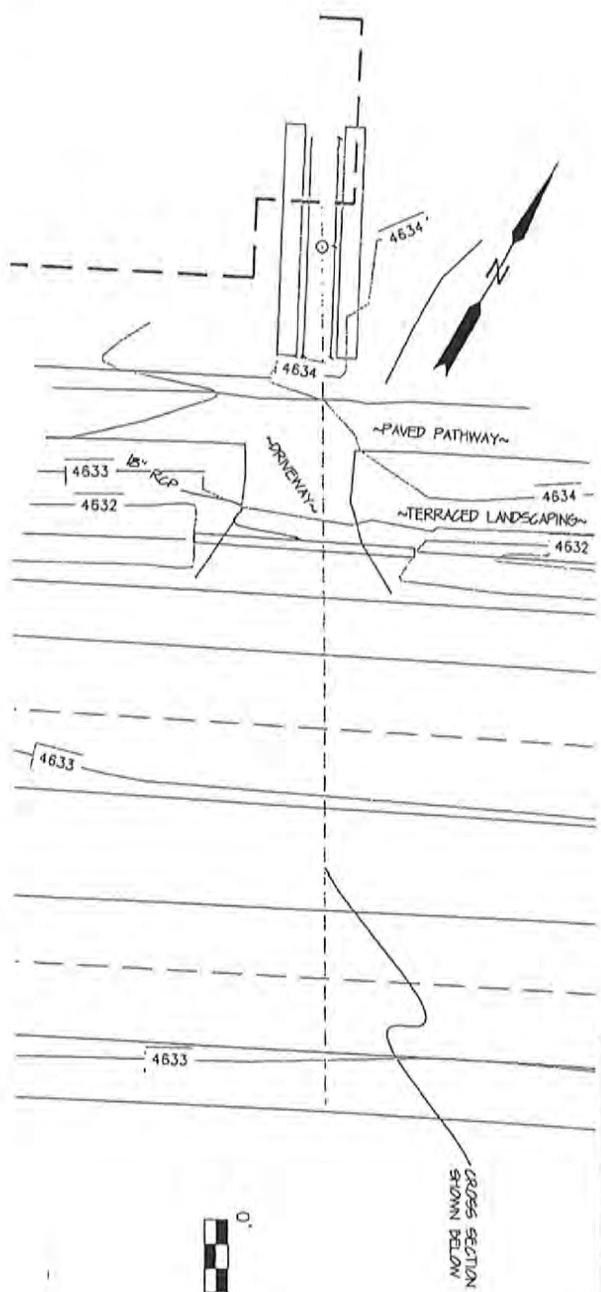


## SITE PLAN

SCALE :

1 : 50

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



**CORNERSTONE**  
LAND SURVEYING, INC.

399 GREG STREET  
SPARKS, NV 89431  
(775) 786-1441  
FAX (775) 331-1276



## 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**

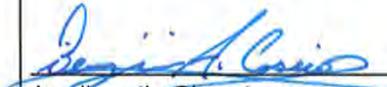
1. yes, Consistant with master plan. because it is not using any water, sewer or any hazardous material.
2. it is Computible with its surrounding area, because it is arond businesses and commercial usage.
3. it will not be detrimental to pelesman traffic.
4. The billboard will not face an Impact on Schools 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

**From:** [Cecilia Rice](#)  
**To:** [Christie Overlay](#)  
**Subject:** FW: LU-2021-0346 4440 Hwy 50 East (Lamar Advertising)  
**Date:** Monday, October 10, 2022 11:42:28 AM  
**Attachments:** [image003.png](#)  
[20210831134128824.pdf](#)  
[20210831124607766.pdf](#)  
[20210831135912090.pdf](#)  
[20210831124635229.pdf](#)  
[20210831133954057.pdf](#)  
[20210827144827035.pdf](#)  
[image002.png](#)  
[image006.png](#)

---

Thank you,

*Cecilia Rice*

Community Development – Office Specialist  
108 E. Proctor Street  
775.887.2180  
[crice@carson.org](mailto:crice@carson.org)



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**From:** Lena Reseck <[LReseck@carson.org](mailto:LReseck@carson.org)>  
**Sent:** Monday, October 10, 2022 10:54 AM  
**To:** Cecilia Rice <[crice@carson.org](mailto:crice@carson.org)>  
**Subject:** FW: LU-2021-0346 4440 Hwy 50 East (Lamar Advertising)

*Have a good day,  
Lena Reseck  
Carson City Community Development  
Planning Division  
108 E. Proctor Street  
Carson City, NV 89701  
D: 775.283.7059 O: 775.887.2180*



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**From:** Benjamin Cossio <[bcossio@lamar.com](mailto:bcossio@lamar.com)>

**Sent:** Friday, October 7, 2022 4:03 PM  
**To:** Lena Reseck <[LReseck@carson.org](mailto:LReseck@carson.org)>  
**Subject:** Re: LU-2021-0346 4440 Hwy 50 East (Lamar Advertising)

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

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Hi Lena,

Please see the attached. I believe this is everything, but please let me know if you are missing anything.

We converted the light fixtures to a shielded Halophane-style LED unit. We believe this type of fixture significantly reduces the amount of light dissipating from the units when compared to the previous lighting system we had in place. These fixtures are identical to the units on the surrounding structures in the area.

Thank you

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

[lamar.com](http://lamar.com)



On Wed, Oct 20, 2021 at 4:51 PM Lena Reseck <[LReseck@carson.org](mailto:LReseck@carson.org)> wrote:

Ben,

Attached is the staff report and agenda for the above project. Please read the staff report and confirm that you will be at the meeting on October 27, 2021.

Thank you

*Have a good day,*

*Lena Reseck*

Carson City Community Development

Planning Division

108 E. Proctor Street

Carson City, NV 89701

D: 775.283.7059 O: 775.887.2180





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

Hearing Room: 711

**FILED**

Time 8:14am

**PLANNING COMMISSION**  
**December 15, 2021**

**NOTICE OF DECISION – LU-2021-0346**

**DEC 17 2021**

By Lena E. Brueck  
Deputy  
Carson City, Nevada

An application was received regarding a request for 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.

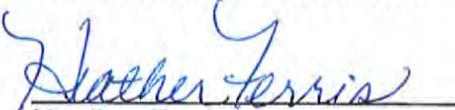
The Planning Commission conducted a public hearing on December 15, 2021, in conformance with City and State legal requirements and approved LU-2021-0346 based on the findings contained in the staff report and subject to the following conditions of approval.

**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, 2022, 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.

This decision was made on a vote of 6 ayes, 0 nays, 1 absent.

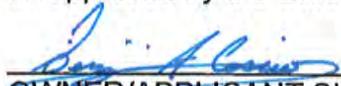
  
Heather Ferris  
Planning Manager

Emailed on: Friday, December 17, 2021

By: Christie Overlay

**PLEASE SIGN AND RETURN THIS NOTICE OF DECISION WITHIN  
TEN DAYS OF RECEIPT**

This is to acknowledge that I have read and will comply with the Conditions of Approval as approved by the Carson City Planning Commission.

  
OWNER/APPLICANT SIGNATURE

12/20/21  
DATE

Benjamin A. Cossio  
PLEASE PRINT YOUR NAME HERE

**RETURN VIA:**

Email to: [planning@carson.org](mailto:planning@carson.org)  
Fax to: (775) 887-2278  
Mail to: Carson City Planning Division  
108 E. Proctor St.  
Carson City, NV 89701

## Heather Ferris

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**From:** Kris <kww@engineer.com>  
**Sent:** Tuesday, February 15, 2022 1:16 PM  
**To:** info@jucommercial.com; Hope Sullivan; Heather Ferris  
**Subject:** Formal Written Complaint about Billboard at 4440 Highway 50 East, Carson City

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

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

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Hello John Uhart Commercial Company,

I am writing to send a formal complaint about the billboard at 4440 Highway 50 East in Carson City.

It is my understanding that your group continues to represent the landowner, Herman Bauer and/or his Trust, the land on which the billboard is installed.

Please have them remove the billboard as it blocks my views and continues to be a blight to Carson City.

There are other, underutilized billboards in Carson City, notably near a mobile home park on Highway 50 West of this location. It has been available for the majority of the time it has been in place.

Billboards are undoubtedly blight. Furthermore the lighting of this billboard continues to light up the rear of my home at night and is a tremendous degradation to my peaceful enjoyment of the property.

This billboard was installed despite heavy handed tactics originally by Yesco Sign Company, who never officially fulfilled the requirements of the billboard. We had to go have meetings with Walt Sullivan, whereby Yesco stormed out of the room. I then had to write their CEO and even then, the mitigations of this billboard are not adequate. I have never been in any way, shape or form acceptable to this billboard. I have consistently complained about it to the planning department in city meetings from Day 1.

Furthermore, the billboard this year was found to be discrepant, with requirements for approval not fulfilled and were found to have been removed over time.

The billboard is too close to residential properties as it is within 300 feet (or very close to that) of my property line. Irrespective of any city requirements, a responsible billboard placement strategy would show that billboards should not be within 1000 feet of any residences (despite any city requirements or otherwise) as they undoubtedly have a detrimental effect on residences nearby enjoying their home peacefully, blight, and blocked views. This billboard directly blocks my view of Job's Peak.

Despite commitments by the billboard company to put darker copy on the billboard and/or matte finishes on the billboard materials, the billboard to this day has bright copy and a glossy finish, reflecting light significantly on my home.

Please remove the billboard. I continue to raise my child in this house where I have to see the billboard. The house is not a rental and it is my primary/only residence as I do not own any other properties. I live here physically and have owned the property since 2006.

cc: Hope Sullivan and Heather Ferris, Carson City Planning Dept.

Kristoffer W. Wickstead  
2708 Gardner Lane  
Carson City, NV 89706  
(775) 684-9130 Mobile phone  
[kww@engineer.com](mailto:kww@engineer.com)

## Heather Ferris

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**From:** kww@engineer.com  
**Sent:** Monday, October 17, 2022 1:50 PM  
**To:** Heather Ferris; Hope Sullivan  
**Subject:** Billboard Hwy 50

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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

Hi Heather and Hope,

I am writing to report my wish for planning to reject the billboard on Highway 50.

The billboard company said they would turn off lighting much earlier in the evening. They did, for a while, as early as 8pm or so, which was better than before. But now the lights are on very late again much later than during the summer.

The company also promised to enforce darker, matte finish copy for their signs on the side which faces my home. However, they now have very bright white on the nearest side and glossy copy, with other bright colors.

The billboard continues to hinder my peaceful enjoyment due to the lighting and strong copy materials, in addition to all of the original concerns and problems. Also, the billboard is and continues to be blight.

This billboard is one of the closest to actual zoned residential area living in the entire city. Another one on highway 50 is even closer to residential if the team was to consider the mobile homes, but those are not considered residential only because of a loophole in that they are in a park on some other zoning. People still live in those homes and the homes aren't going anywhere despite the zoning.

I hope to write a more detailed letter soon, but in the meantime I would like to log my request to reject the permit, and have the billboard removed in time for the meeting and public comment materials.

My daughter and I live in the home full time as our primary and only residence.

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

Sent using the mobile mail app