

THE WICKSTEAD FAMILY
CARSON CITY, NEVADA

2708 Gardner Lane
Carson City, NV 89706

Tuesday, Feb. 15th 2022

Billboard at 4440 Highway 50 East, Carson City – LU-2022-0445

Hello Carson City Planning Department,

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

Please have them remove the billboard as it is closer to residential areas than other cities, has continued to not meet the original conditions of approval, and continues to be a blight to Carson City.

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. In 2006, I had to attend extra meetings with Walt Sullivan, whereby a Yesco representative stormed out of the room. After that, despite some conditions being applied, Yesco did not meet them (the length of the fencing agreed to). I then had to write their CEO to get remaining mitigations completed, and even then, the mitigations of this billboard are still inadequate.

I have never been in any way, shape or form acceptable to this billboard. I have consistently raised my concerns about it to the planning department in city meetings, including to the mayor at the time, from Day 1.

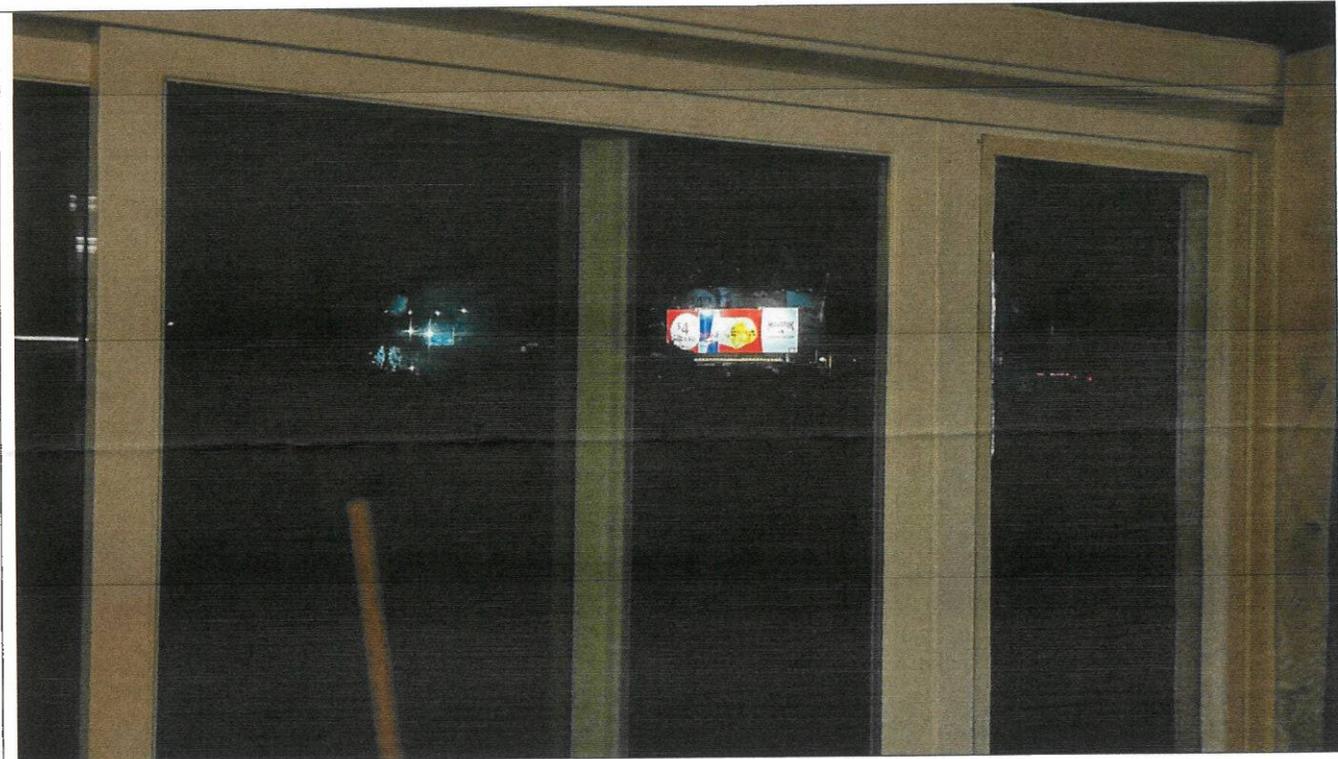
Furthermore, the billboard at prior review was found to be discrepant, with requirements for approval not fulfilled and were found to have been removed over time (for example: lighting shields).

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.

(Please see also next page)



This billboard is prominently in my window view in the evenings. Recently, the billboard company has extended the hours in which the lighting is on again, after originally turning them off much earlier in the evening. This photo were taken at 9pm on 10/21/2022, and remained on until I went to bed.



Example #1: Photo taken from my dining room, 10/21/2022.

Additionally, despite commitments by the billboard company in Fall of 2021 (When CC Planning board asked us to “work together”), the billboard representatives met with me on site at their billboard, and agreed to put darker copy on the billboard and/or matte finishes on the billboard materials. They also agreed to turn off the lighting much earlier than they do now. For some time until August, they did regulate the lighting more significantly. The billboard to this day has bright copy and a glossy finish, reflecting light significantly on my home as they remain on.

Please remove the billboard. I continue to raise my child and family in this house where I have to see the billboard. The house is not a rental and it is my primary/only residence. I live here and have owned the property since 2006, and been a homeowner and resident of Carson City since 2001.

Sincerely,

A handwritten signature in black ink, appearing to read 'K. Wickstead'.

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

From: [Heather Ferris](#)
To: [Cecilia Rice](#)
Subject: FW: Billboard
Date: Tuesday, October 25, 2022 2:43:48 PM
Attachments: [image001.png](#)

Late material for item 6B

From: Lorretta Marcin <ccdesertrose@yahoo.com>
Sent: Tuesday, October 25, 2022 2:43 PM
To: Heather Ferris <HFerris@carson.org>
Subject: Re: Billboard

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

I am writing about our concern of the lightning of the billboard on highway 50 east in the block of 4000. We live on the property adjacent to the billboard. (Merrimac Way) We have noticed that there was a change in the lightning. The lighting now shines towards our properties to the west and north. The last billboard had some type of shield on it, so the lights didn't shine into our bedroom or front porch. I contacted Lamar and told them of our concern. They said they would look into it. I haven't heard back from them. We don't have a problem with a billboard. We just like having the darkness that we have had for many, many years, which has been over 50 years. Thank you. Lorretta Marcin
On Tuesday, October 25, 2022 at 02:31:32 PM PDT, Heather Ferris <hferris@carson.org> wrote:

Heather Ferris

Planning Manager

108 E. Proctor Street

Carson City, NV 89701

775-283-7080

