

## STAFF REPORT FOR PLANNING COMMISSION MEETING OF FEBRUARY 22, 2023

**FILE NO:** LU-2023-0018

**AGENDA ITEM:** 6.A

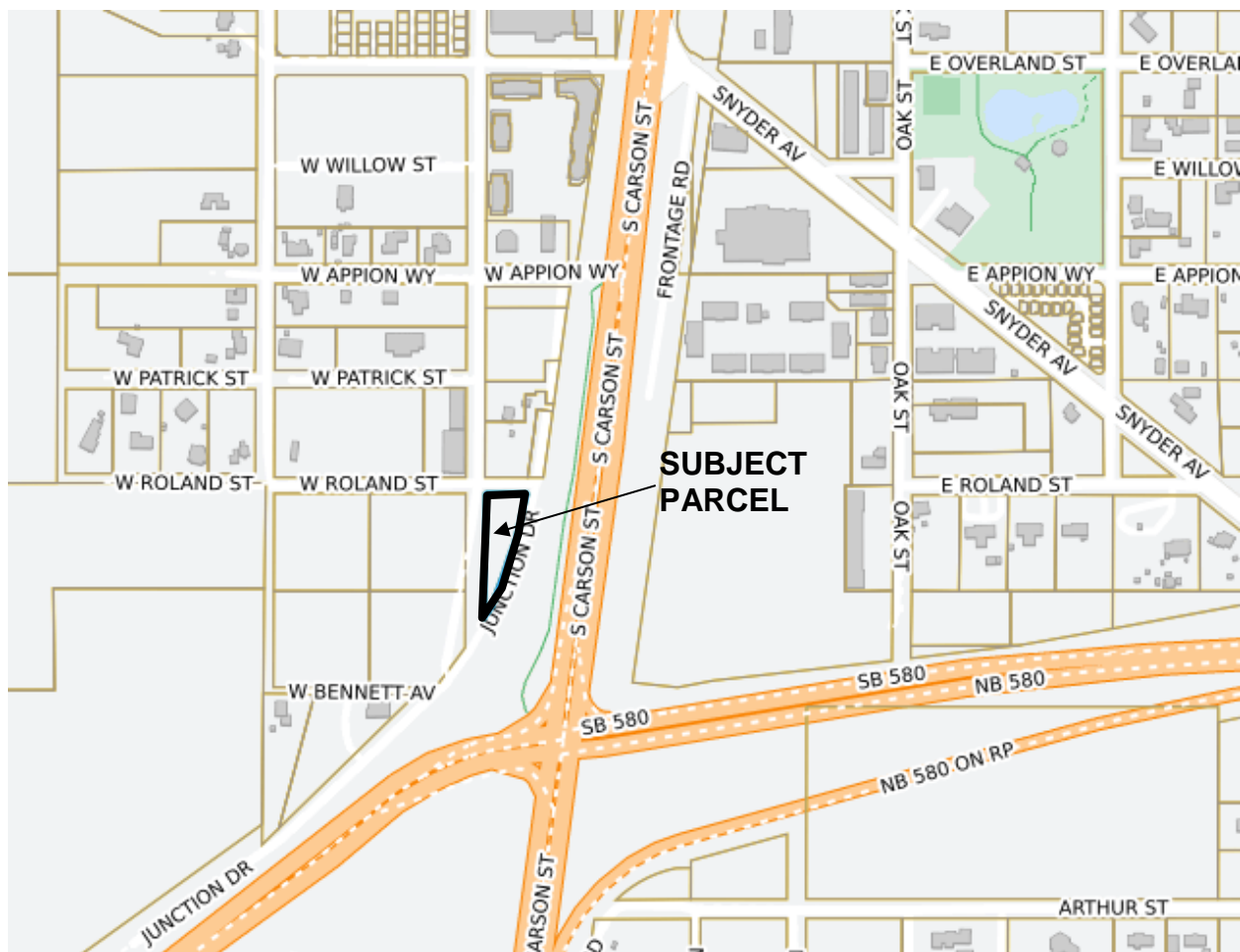
**STAFF CONTACT:** Heather Ferris, Planning Manager

**AGENDA TITLE:** For Possible Action: Discussion and possible action regarding a request from Harrah's Lake Tahoe ("Applicant") for a special use permit ("SUP") to retain an existing billboard on property zoned General Commercial ("GC") located at 4900 S Carson Street, Assessor's Parcel Number ("APN") 009-284-01. (Heather Ferris, [hferris@carson.org](mailto:hferris@carson.org))

**Staff Summary:** Per Carson City Development Standards ("CCDS") a SUP for a billboard automatically expires five years from the date of approval unless a new SUP is obtained. The Applicant is requesting to retain the existing billboard in its present location. No changes are proposed for the billboard. The Planning Commission is authorized to approve an SUP.

**PROPOSED MOTION:** "I move to approve LU-2023-0018, 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 plans.
3. This approval is for the continued use of the existing off premises sign only. The sign support structure must remain painted an earth-tone color as approved by the Planning Division of the Carson City Community Development Department. 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 31, 2028, 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. 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.

**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: General Commercial / W. Roland Street & restaurant  
EAST: General Commercial / S Carson Street  
SOUTH: General Commercial / Junction Drive & NDOT right-of-way  
WEST: General Commercial / vacant

**ENVIRONMENTAL INFORMATION:**

FLOOD ZONE: X Shaded (areas of minimal flooding)

SLOPE/DRAINAGE: project area is flat

SEISMIC ZONE: Zone III, moderate earthquake potential, with fault zone beyond 500 feet

**PREVIOUS REVIEWS:**

- SUP-18-028: billboard five-year review by the Planning Commission
- SUP-13-017: billboard five-year review by the Planning Commission
- SUP-08-021: billboard five-year review by the Planning Commission
- U-02/03-33: billboard five-year review by the Planning commission
- U-97/98-64: review of billboard by the Planning Commission
- U-93/94-21: review of billboard by the Planning Commission
- U-87-27: review of billboard by the Planning Commission
- Original placement date of this billboard is not known, but is assumed to be prior to 1975

**SITE DEVELOPMENT INFORMATION:**

PARCEL AREA: 0.58

EXISTING PRIMARY USE: billboard

HEIGHT: Approximately 22.3 feet to top of billboard above existing grade.

AREA: 400 square feet

NUMBER OF FACES: single face

LIGHTING: The billboard has 4 existing lighting fixtures. No change is proposed to the lighting.

**BACKGROUND & DISCUSSION:**

The subject parcel is located on the west side of Junction Drive and south of W. Roland Street just north of the intersection of S. Carson and Hwy. 50 W / I-580. The billboard has been at this location since the mid-1970's. The billboard is in the center portion of the parcel perpendicular to the Junction Drive and S. Carson Street.

This SUP was last reviewed in March of 2018, at which time the Planning Commission approved the SUP, subject to 8 conditions of approval, for a 5-year period. Per condition 6 of SUP-18-028 the SUP for the placement of this billboard will expire on March 31, 2023, unless approval of a new SUP is granted. The Applicant is seeking approval to continue the use of the billboard at this location. Staff has not received any complaints regarding this billboard.

**PUBLIC COMMENTS:** Public notices were mailed on February 8, 2022 to 45 property owners, within 1,200 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 February 22, 2023 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 Goal 5.2a-- Encourage Regional Retail. The billboard promotes economic vitality by promoting regional 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.**

This billboard is in an area zoned for commercial activity with traffic passing. The billboard does not generate any noise vibrations, fumes, odors, dust or physical activity that would cause an adverse impact on adjacent uses. The billboard is equipped with lighting, however, there have been no complaints regarding this billboard, therefore, any light or glare produced is likely not significant.

**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 March 31, 2023. 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 4900 S. 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 22.33 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 single-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 is 400 square feet in size 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 billboard complies with this standard, in that it is over 300 feet to the nearest property zoned Agriculture, Conservation Reserve, or 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 is not in compliance as it is located in Redevelopment Area #2. 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. This billboard is in compliance with this 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 since the mid-1970s, in an area that is developed with commercial uses. 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-2023-0018



## Carson City Planning Division

108 E. Proctor Street  
Carson City, Nevada 89701  
(775) 887-2180 – Hearing Impaired: 711  
[planning@carson.org](mailto:planning@carson.org)  
[www.carson.org/planning](http://www.carson.org/planning)

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December 30, 2022

Harrah's Lake Tahoe  
Amber Brown  
One Harrah's Ct.  
Las Vegas, NV 89119  
Email: [ambrown@harrahs.com](mailto:ambrown@harrahs.com)

Re: Billboards - Special Use Permit Expiration

Dear Ms. Brown:

The Special Use Permit for the following billboard will expire if a new Special Use Permit isn't approved prior to the expiration date per the Notice of Decision of the Planning Commission meeting. If you are interested in continuing the billboards at this location, a new application for a Special Use Permit must be completed and returned to our office to be heard at the Planning Commission. A representative of your company will need to attend the meeting to present the application for their review. There is an application fee of \$2,450.00 plus a noticing fee to have the application heard.

Application for the following billboard must be received by February 9, 2023:

- 4900 S. Carson Street (APN: 009-284-01) Expires 03/31/2023

If you have any questions, please call me at (775) 283-7059 or e-mail [LReseck@carson.org](mailto:LReseck@carson.org)

Sincerely,

*Lena Reseck*  
Lena Reseck  
Assistant Planner

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 #** SUP-23-028

**APPLICANT** Harrah's Lake Tahoe **PHONE #** 775-586-6611

**MAILING ADDRESS, CITY, STATE, ZIP**  
PO Box 8, Stateline, NV 89449

**EMAIL ADDRESS**  
ambrown@harras.com

**PROPERTY OWNER** Caesars Entertainment **PHONE #**

**MAILING ADDRESS, CITY, STATE, ZIP**  
3475 Las Vegas Blvd S, Las Vegas, NV 89109

**EMAIL ADDRESS**

**APPLICANT AGENT/REPRESENTATIVE** Karie Hall **PHONE #** 775-586-6611

**MAILING ADDRESS, CITY STATE, ZIP**  
PO Box 8, Stateline, NV 89449

**EMAIL ADDRESS**

**Project's Assessor Parcel Number(s):**

009-284-01

**Street Address**

4900 S Carson St, Carson City, NV

**Project's Master Plan Designation**

C/RC

**Project's Current Zoning**

LC

**Nearest Major Cross Street(s)**

W Roband, Junction Dr, Cochise St

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

Continuing use of Billboard - Renewal of Sup for existing billboard

**PROPERTY OWNER'S AFFIDAVIT**

Karie Hall

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

PO Box 8, Stateline, NV 89449

Address

1/4/2023

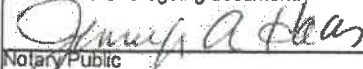
Date

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

STATE OF NEVADA  
COUNTY of Douglas

on Jan 4, 2023, Karie Hall

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.



JENNIFER A. HAAS  
NOTARY PUBLIC  
STATE OF NEVADA  
My Commission Expires: 05-10-24  
Certificate No: 00-82567-3



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

KARIE HALL

Print Name

JANUARY 5, 2023

Date



## MASTER PLAN FINDINGS

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.
2. Goal 1.1 e, 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. It was manufactured with galvanized steel.

Goal 5.2a: Does the project encourage the development of regional retail centers?

The billboard promotes economic vitality by promoting Carson City products and services along the Carson City corridor as tourists and travelers drive into Carson City.

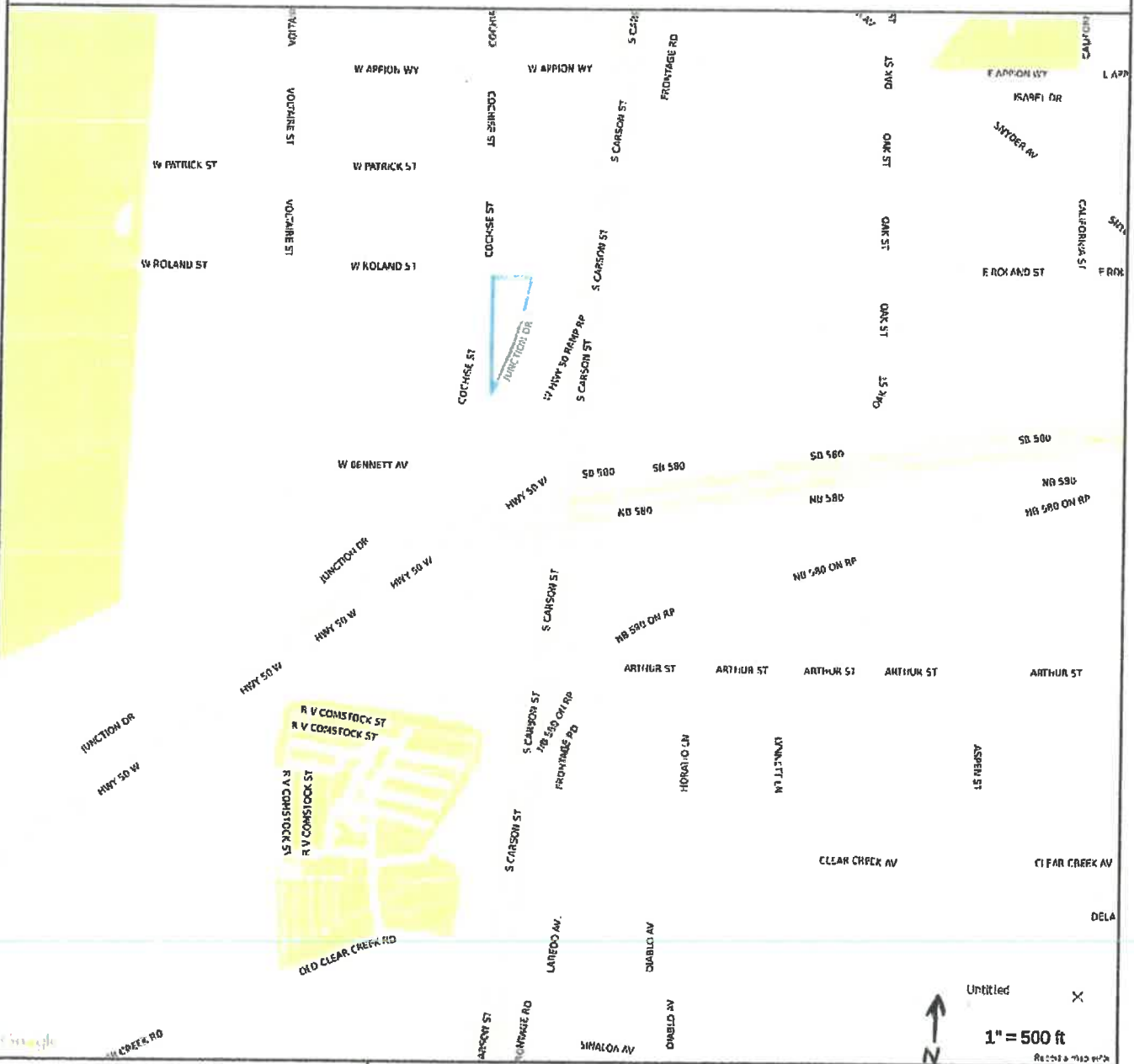
3. The project will not be detrimental to the use, peaceful enjoyment, economic value, or development of surrounding properties or the general neighborhood; and will cause no objectionable noise, vibrations, fumes, odors, dust, glare, or physical activity.

The continued use of the billboard meets this finding in that it is an existing billboard, is already located within an area zoned for commercial activity with traffic passing directly south on the ramp for Highway 50 West. This is an area that has not been developed with other commercial enterprises at this time. The billboard will have no negative economic impact to the surrounding commercial properties. The sign generates no significant noise, vibrations, fumes, odors, dust, glare, or physical activity which could have an adverse impact on adjacent uses.


4. The billboard 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.
5. 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.
6. 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.
7. The project will not be detrimental to the public health, safety, convenience, and welfare. The existing sign meets all the requirements of the Carson City Municipal Code and will not be detrimental to the public health, safety, convenience, and welfare, and will cause no adverse impact to surrounding properties.
8. The project will not result in material damage or prejudice to other property in the vicinity. The existing sign is located in an area that has not been developed yet with other commercial or industrial uses. Therefore, the continued use of the sign will not result in material damage or prejudice to other property in the vicinity.



# VICINITY MAP



Property Information	
Property ID	00928401
Location	4800 S CARSON ST
Owner	HARRAH'S LAKE TAHOE LLC



**MAP FOR REFERENCE ONLY  
NOT A LEGAL DOCUMENT**

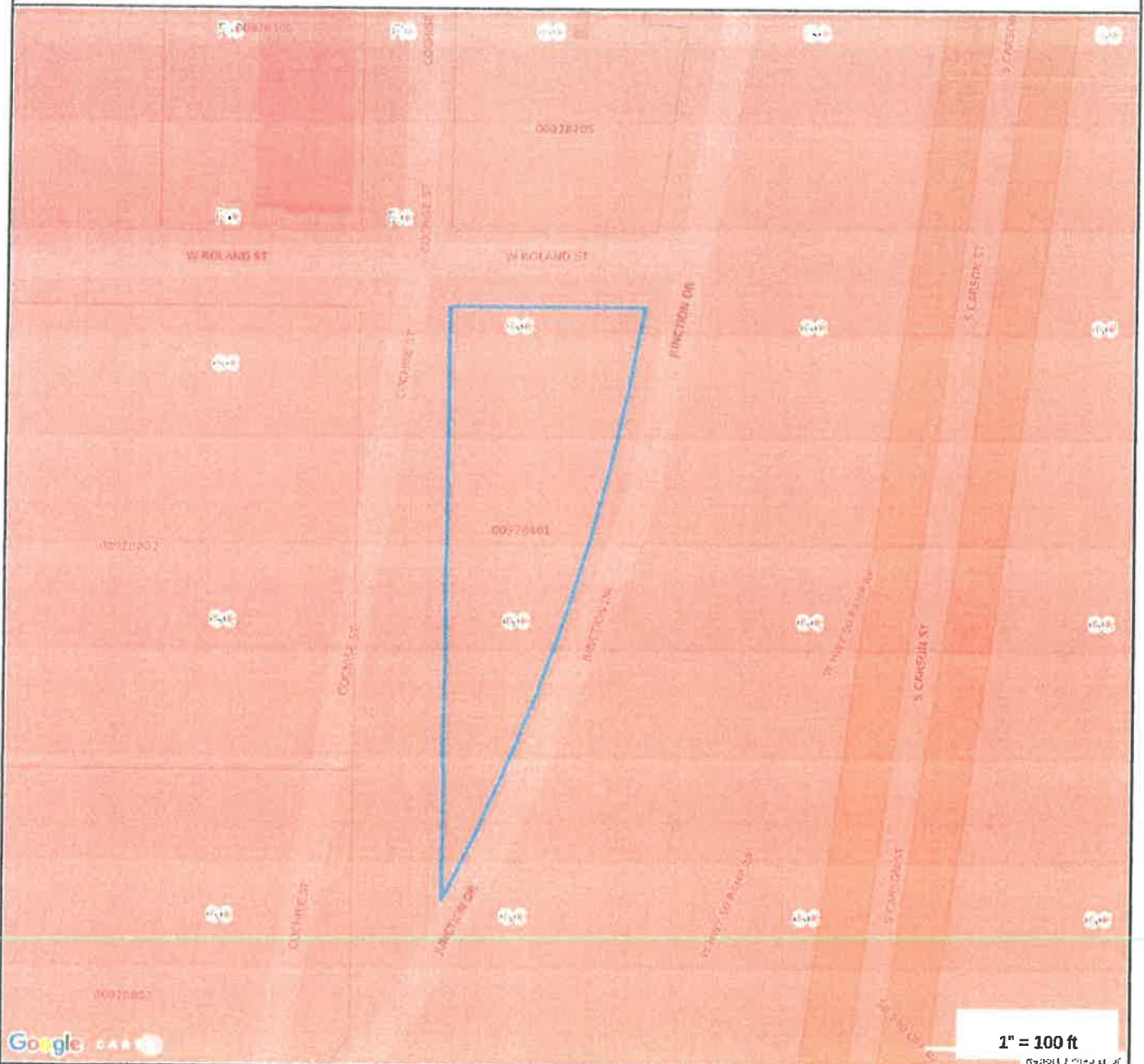
Carson City, NV makes no claims and no warranties, expressed or implied, concerning the validity or accuracy of the GIS data presented on this map.

Parcels updated 01/31/2018  
Properties updated 01/31/2018

APPLICANT:	
OWNER:	Harrah's Lake Tahoe, LLC 8329 W Sunset Rd. Ste 210 Las Vegas, NV 89113
SITE:	4900 S. Carson St.
APN:	009-284-01
PERMIT:	SPECIAL USE PERMIT



## CURRENT ZONING



1" = 100 ft

Map data © 2018 Google

### Property Information

Property ID 009228401  
Location 4900 S CARSON ST  
Owner HARRAH'S LAKE TAHOE LLC



MAP FOR REFERENCE ONLY  
NOT A LEGAL DOCUMENT

Carson City, NV makes no claims and no warranties, expressed or implied, concerning the validity or accuracy of the GIS data presented on this map.

Parcels updated 02/06/2018  
Properties updated 02/06/2018

GC = General Commercial  
RC = Retail Commercial



# CARSON CITY

Capital of Nevada

Assessor Home Personal Property Sales Data Secured Tax Inquiry Recorder Search

## Parcel Detail for Parcel # 009-284-01

### Location

Property Location **4900 S CARSON ST**

Town

Add'l Addresses

District **1.7 - SOUTH CARSON REDEVELOPMENT #2**

Subdivision Lot Block

Legal Description

Property Name

### Ownership

Assessed Owner Name **HARRAH'S LAKE TAHOE LLC**

Mailing Address **8329 W SUNSET RD, STE 210  
LAS VEGAS, NV 89113-0000**

Ownership History :  
Document History :

Legal Owner Name **HARRAH'S LAKE TAHOE LLC**

Vesting Doc #, Date: 479432 **10/12/17** Year / Book / Page **17 / 0 / 0**

Map Document #s

### Description

Total Acres **.580**

Square Feet **25,265**

Ag Acres **.000**

W/R Acres **.000**

#### Improvements

Single-family Detached <b>0</b>	Non-dwelling Units <b>0</b>	Bedrooms / Baths <b>0 / .00</b>
Single-family Attached <b>0</b>	Mobile Home Hookups <b>0</b>	Stories <b>.0</b>
Multiple-family Units <b>0</b>	Wells <b>0</b>	Garage Square Ft... <b>0</b>
Mobile Homes <b>0</b>	Septic Tanks <b>0</b>	Attached / Detached
Total Dwelling Units <b>0</b>	Buildings Sq Ft <b>0</b>	
	Residence Sq Ft <b>0</b>	
Improvement List	Basement Sq Ft <b>0</b>	Basement
Property Costing Estimates	Finished Basement SF <b>0</b>	Bedrooms / Baths <b>0 / .00</b>

### Appraisal Classifications

Current Land Use Code **140** Code Table

Zoning Code(s) **GC**

Re-appraisal Group **5** Re-appraisal Year **2017**

Original Construction Year Weighted Year

### Assessed Valuation

Assessed Values	2018-19	2017-18	2016-17
Land	<b>54,825</b>	<b>54,825</b>	<b>44,213</b>
Improvements	<b>0</b>	<b>0</b>	<b>0</b>
Personal Property	<b>0</b>	<b>0</b>	<b>0</b>
Ag Land	<b>0</b>	<b>0</b>	<b>0</b>
Exemptions	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Assessed Value</b>	<b>54,825</b>	<b>54,825</b>	<b>44,213</b>

#### Increased (New) Values

Land	<b>0</b>	<b>0</b>	<b>0</b>
Improvements	<b>0</b>	<b>0</b>	<b>0</b>
Personal Property	<b>0</b>	<b>0</b>	<b>0</b>

### Taxable Valuation

Taxable Values	2018-19	2017-18	2016-17
Land	<b>156,643</b>	<b>156,643</b>	<b>126,323</b>
Improvements	<b>0</b>	<b>0</b>	<b>0</b>
Personal Property	<b>0</b>	<b>0</b>	<b>0</b>
Ag Land	<b>0</b>	<b>0</b>	<b>0</b>
Exemptions	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Taxable Value</b>	<b>156,643</b>	<b>156,643</b>	<b>126,323</b>

#### Increased (New) Values

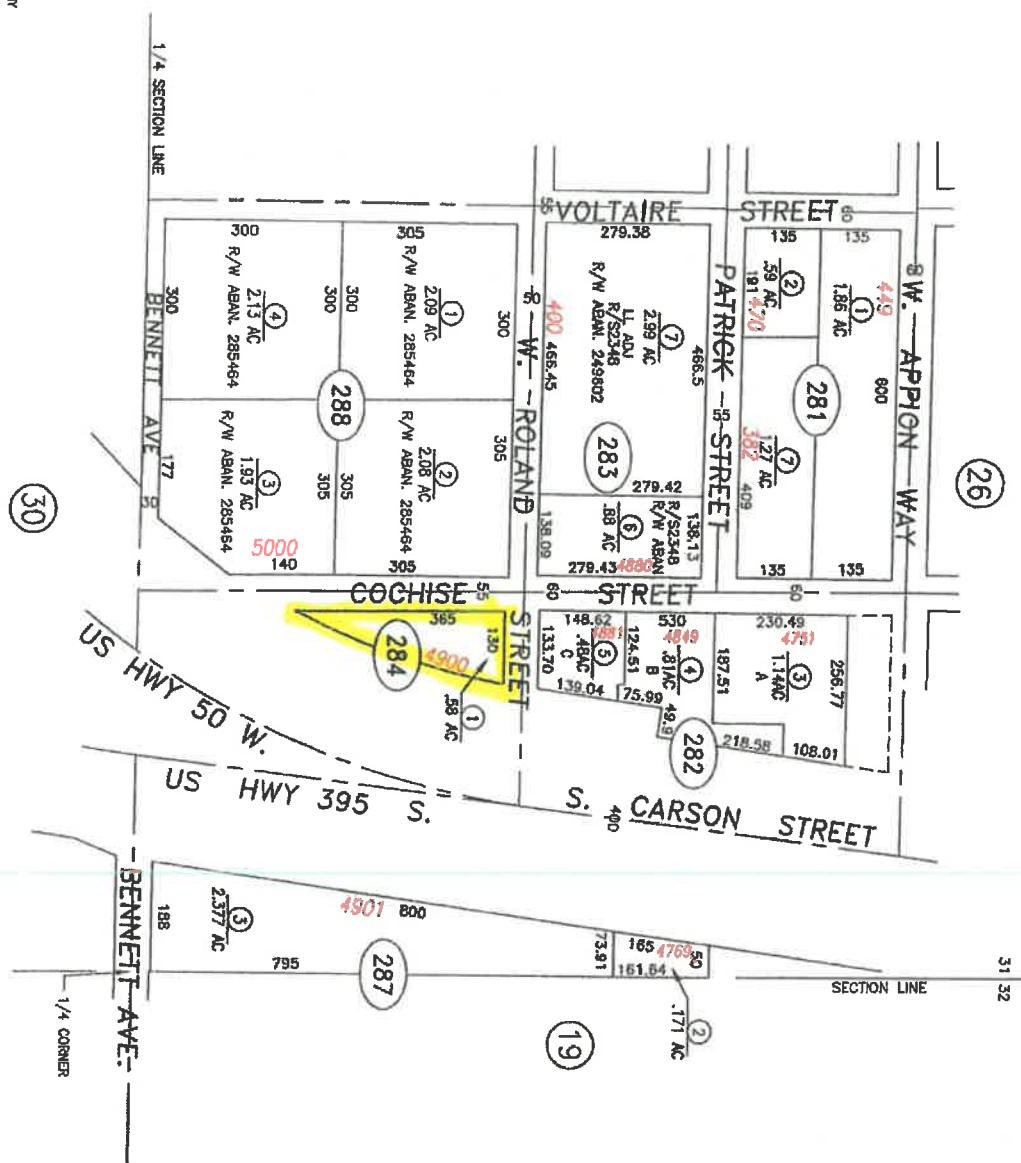
Land	<b>0</b>	<b>0</b>	<b>0</b>
Improvements	<b>0</b>	<b>0</b>	<b>0</b>
Personal Property	<b>0</b>	<b>0</b>	<b>0</b>

[Back to Search List](#)

SE1/4 NE1/4 SECTION 31, T.15 N., R.20 E., M.D.B. & M.

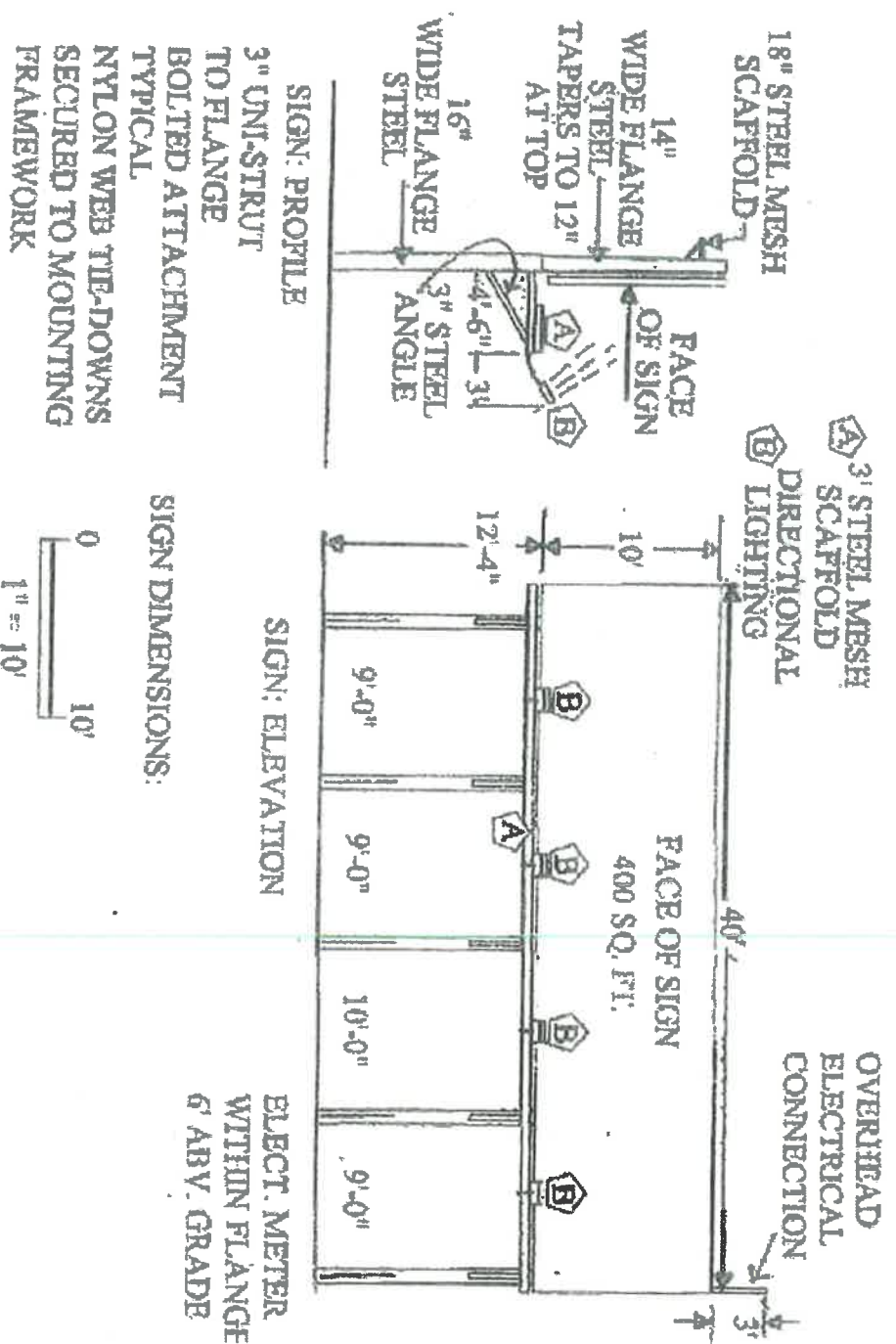
PARCEL 009-282-02 IS NOW 009-282-03,04 & 05 R/S2820 #476363, CORRECTED NORTH BOUNDARY DIMENSION ON 09-282-03

CHERRY CITY, NEBADA  
THIS MAP IS PREPARED FOR THE USE OF THE CHERRY CITY  
ASSESSOR FOR ASSESSMENT AND ILLUSTRATIVE PURPOSES  
ONLY. IT DOES NOT REPRESENT A SURVEY. NO LIABILITY  
IS ASSUMED FOR ANY ERRORS OR OMISSIONS. THE USER  
SHOULD CONSULT THE CHERRY CITY ASSESSOR FOR THE  
LATEST RECORDED VERSION. YOU CAN VIEW AND PRINT OUR  
MAPS AT NO CHARGE FROM OUR WEBSITE AT: <http://cherrycity.net/mapping/>



BLOCK 282	
APN	DOCUMENT #
9-282-03	PL2920
9-282-04	PL2920
9-282-05	PL2920

SCALE: 1"=200'  
REVISED: 01/25/2018



Billboard detail

APN. 9-284-01

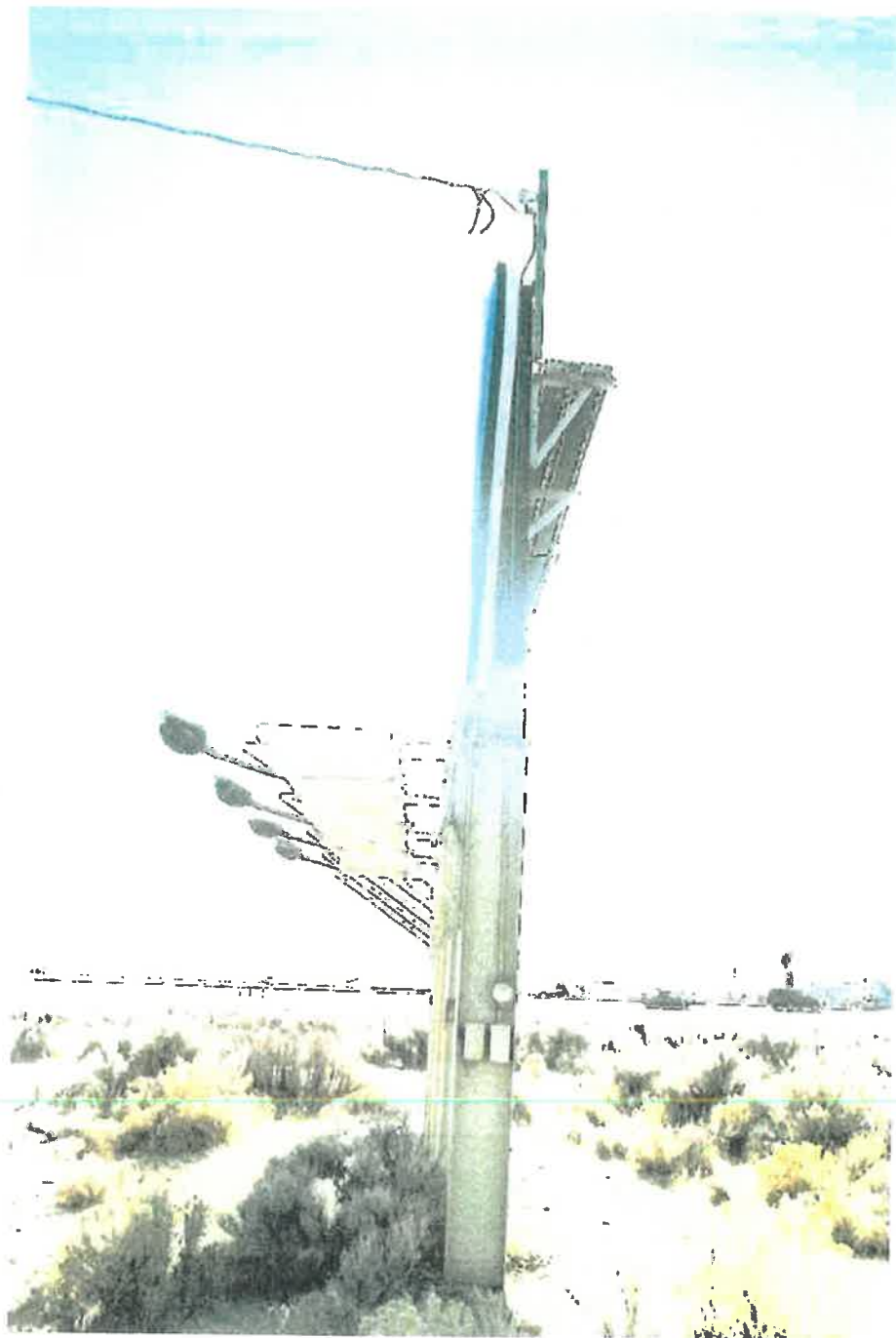
SIGNAGE PERMIT UPDATE

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**HARVEY'S BILLBOARD DETAIL**

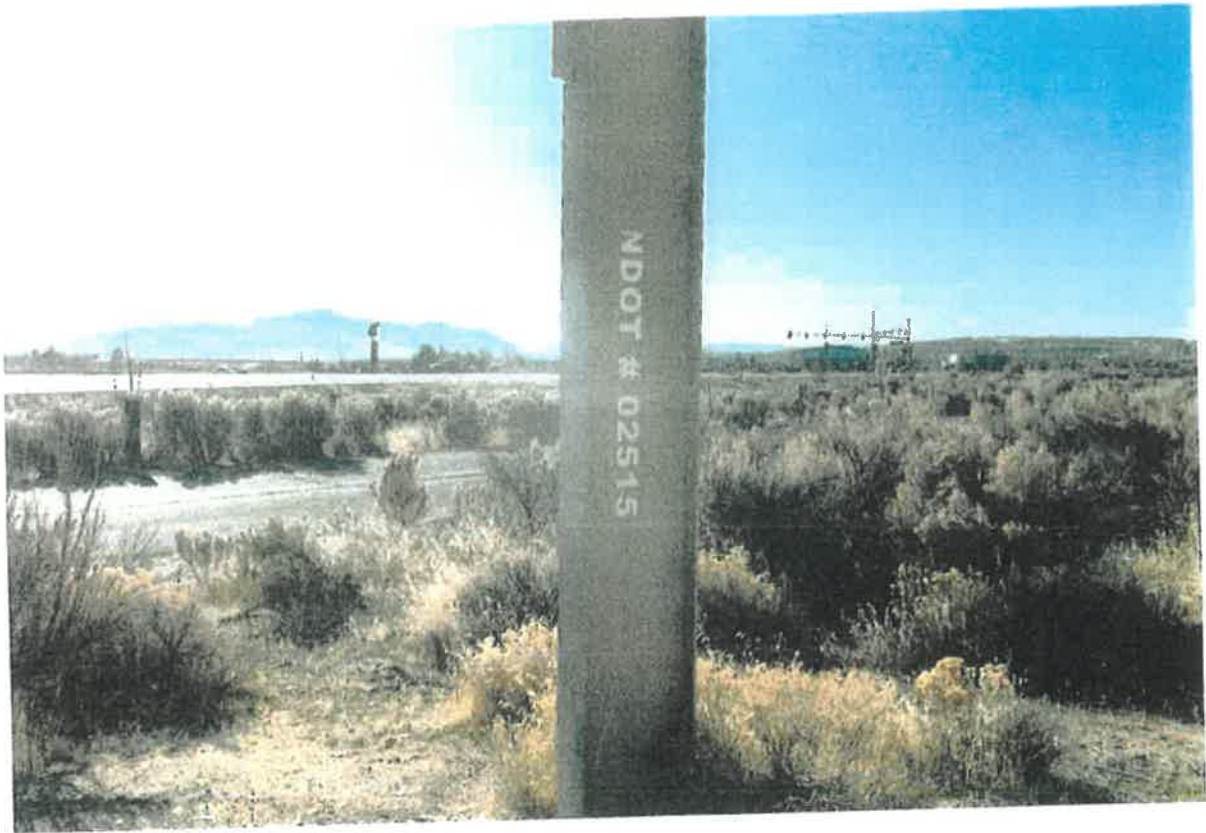






Side of Billboard showing power line, electrical panel and meter.

No changes have been made since previous/current permit and last review.



**NDOT Number on Billboard. No Company Plaque on Billboard.**



## 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:** HARVEY'S TAHOE MANAGEMENT CO LLC  
DBA: HARRAH'S AND HARVEY'S LAKE TAHOE

**Business Location:** 4900 S CARSON ST  
CARSON CITY, NV 89703

**Mailing Address:** ONE HARRAH'S COURT  
LAS VEGAS, NV 89119

**Owner:**

**License Number:** BL-004606-2020

**License Type:** Business License

**Issued Date:** 1/1/2022

**Classification:** Billboard

**Expiration Date:** 12/31/2022

**Fees Paid:** \$426.60

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**

**RECEIPT (REC-025994-2022)**  
**FOR CARSON CITY COMMUNITY DEVELOPMENT**

**BILLING CONTACT**  
AMBER BROWN



Payment Date: 12/08/2022

Reference Number	Fee Name	Transaction Type	Payment Method	Amount Paid
BL-004606-2020	Billboard, Single Sided	Fee Payment	Check #3000454590	\$426.60
4900 S Carson St Carson City, NV 89703				<b>SUB TOTAL</b>
				<b>\$426.60</b>
				<b>TOTAL</b>
				<b>\$426.60</b>



# 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: 4900 S Carson St (APN: 009-284-01) Billboard

Reviewed By: Amber Brown

Date of Review: 1-12-2023

### 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)?