

STAFF REPORT FOR PLANNING COMMISSION MEETING OF MARCH 29, 2023

FILE NO: LU-2023-0055, -0054, -0053, & -0052

AGENDA ITEM: 6.A, 6.B, 6.C, & 6.D

STAFF CONTACT: Heather Ferris, Planning Manager

AGENDA TITLE:

LU-2023-0055 For Possible Action: Discussion and possible action regarding a request from Lamar Advertising (“Applicant”) for a special use permit (“SUP”) to retain an existing billboard on property zoned General Industrial (“GI”) located at 6369 Hwy 50 E., Assessor’s Parcel Number (“APN”) 008-522-11. (Heather Ferris, hferris@carson.org)

Staff Summary: Per Carson City Development Standards (“CCDS”) an 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.

LU-2023-0054 For Possible Action: Discussion and possible action regarding a request from Lamar Advertising (“Applicant”) for a special use permit (“SUP”) to retain an existing billboard on property zoned General Commercial (“GC”) located at 1991 E. William Street, Assessor’s Parcel Number (“APN”) 008-152-22. (Heather Ferris, hferris@carson.org)

Staff Summary: Per Carson City Development Standards (“CCDS”) an 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.

LU-2023-0053 For Possible Action: Discussion and possible action regarding a request from Lamar Advertising (“Applicant”) for a special use permit (“SUP”) to retain an existing billboard on property zoned General Commercial (“GC”) located at 497 W. Bennett Avenue, Assessor’s Parcel Number (“APN”) 009-301-05. (Heather Ferris, hferris@carson.org)

Staff Summary: Per Carson City Development Standards (“CCDS”) an 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.

LU-2023-0052 For Possible Action: Discussion and possible action regarding a request from Lamar Advertising (“Applicant”) for a special use permit (“SUP”) to retain an existing billboard on property zoned General Industrial (“GI”) located at 8025 Hwy 50 E., Assessor’s Parcel Number (“APN”) 008-611-04. (Heather Ferris, hferris@carson.org)

Staff Summary: Per Carson City Development Standards (“CCDS”) an 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 MOTIONS:

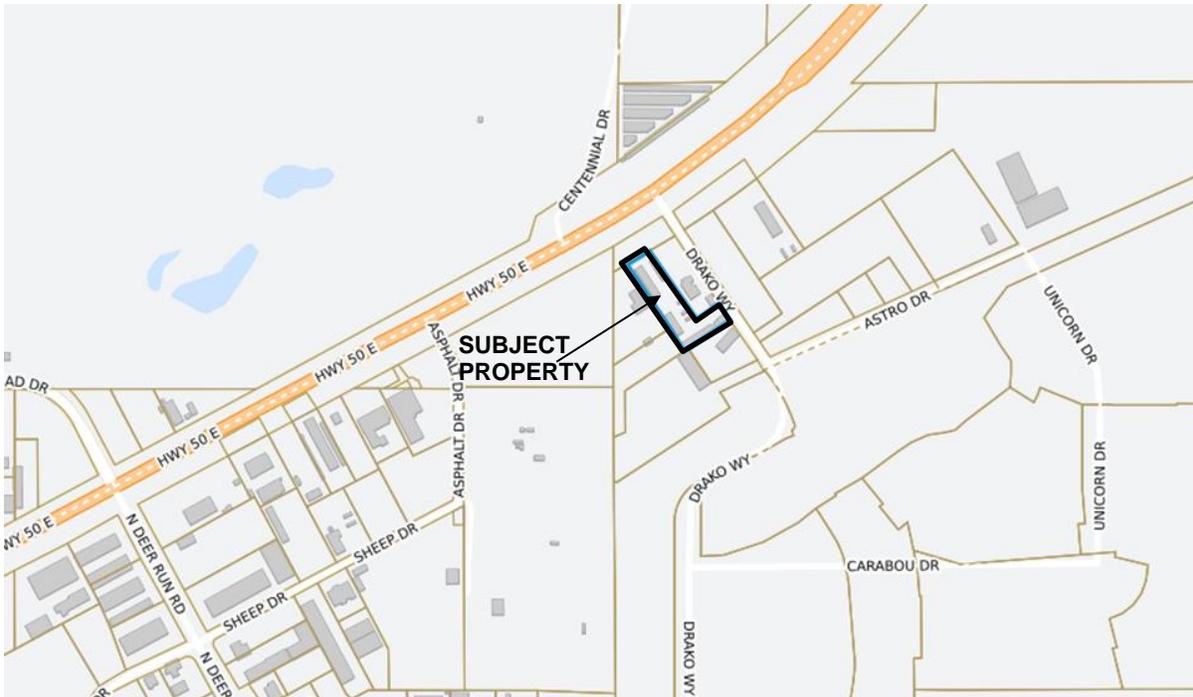
“I move to approve LU-2023-0055, based on the findings and subject to the conditions of approval contained in the staff report.”

“I move to approve LU-2023-0054, based on the findings and subject to the conditions of approval contained in the staff report.”

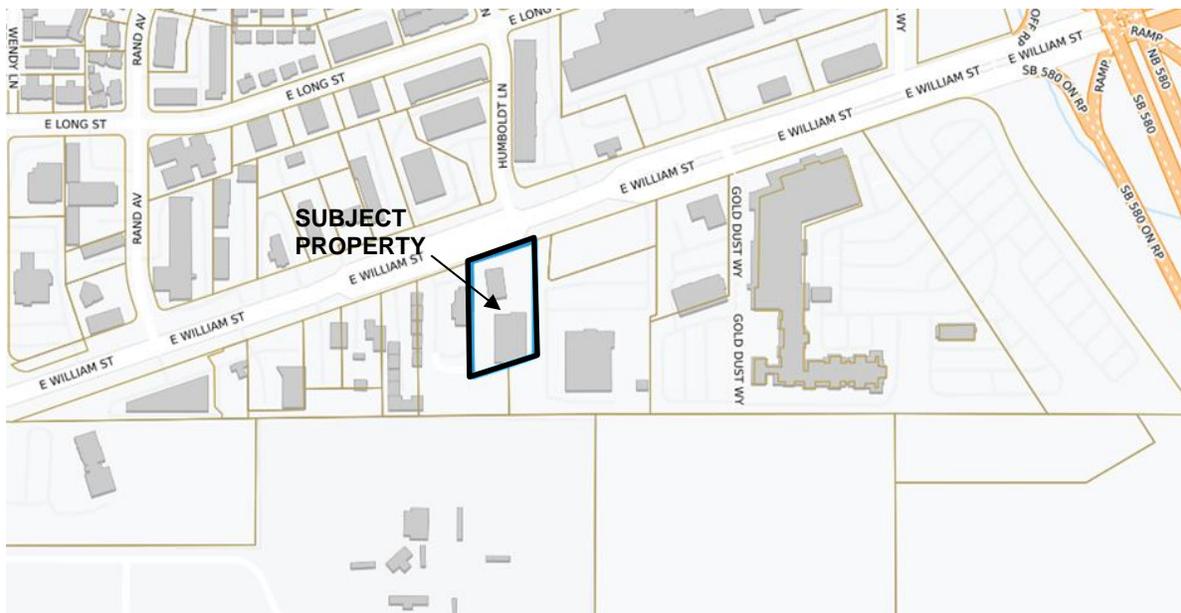
"I move to approve LU-2023-0053, based on the findings and subject to the conditions of approval contained in the staff report."

"I move to approve LU-2023-0052, based on the findings and subject to the conditions of approval contained in the staff report."

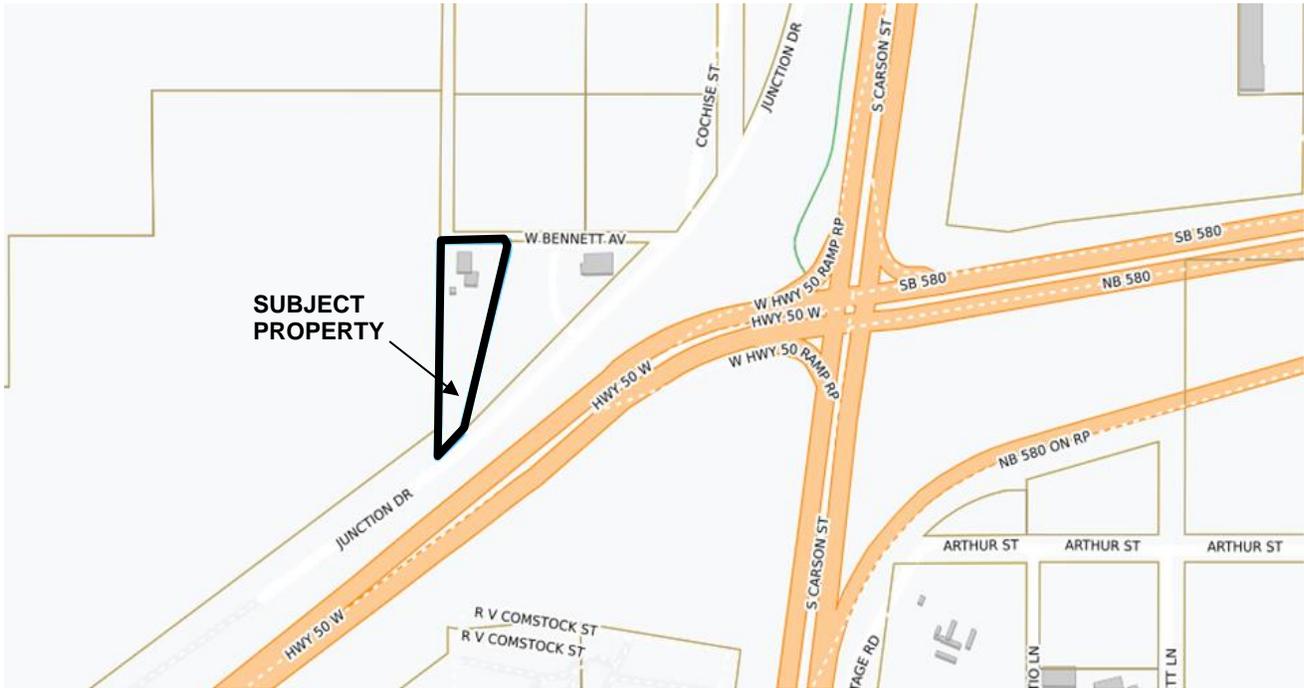
LU-2023-0055 VICINITY MAP:



LU-2023-0054 VICINITY MAP:



LU-2023-0053 VICINITY MAP:



LU-2023-0052 VICINITY MAP:



RECOMMENDED CONDITIONS OF APPROVAL- LU-2023-0055:

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 Carson City Community Development Department, Planning Division ("Planning Division"). 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.

RECOMMENDED CONDITIONS OF APPROVAL- LU-2023-0054:

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. 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.

RECOMMENDED CONDITIONS OF APPROVAL- LU-2023-0053:

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. 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.

RECOMMENDED CONDITIONS OF APPROVAL- LU-2023-0052:

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. 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 May 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), 18.04.150 (General Industrial); and CCDS 4.8 (Requirements for Billboards and Off-Premises Signs).

MASTER PLAN DESIGNATION:

LU-2023-0055- Mixed-Use Commercial
LU-2023-0054- Community / Regional Commercial
LU-2023-0053- Community / Regional Commercial
LU-2023-0052- Mixed-Use Commercial

ZONING:

LU-2023-0055- General Industrial
LU-2023-0054- General Commercial
LU-2023-0053- General Commercial
LU-2023-0052- General Industrial

KEY ISSUES: Do the applications meet the Carson City Development Standards regulations for off-premises (billboard) signs, and do the applications continue to meet the required findings for approval of an SUP? Are the billboards still compatible with surrounding properties? Have the billboards caused any material damage to surrounding properties?

SURROUNDING ZONING AND LAND USE INFORMATION- LU-2023-0055:

NORTH: Public Community / vacant
EAST: General Industrial / office & radio station
SOUTH: General Industrial / storage warehouse
WEST: General Commercial / storage warehouse & office

SURROUNDING ZONING AND LAND USE INFORMATION- LU-2023-0054:

NORTH: General Commercial / E. William Street
EAST: General Commercial / retail sales
SOUTH: General Commercial / retail sales & restaurant
WEST: General Commercial / restaurant

SURROUNDING ZONING AND LAND USE INFORMATION- LU-2023-0053:

NORTH: General Commercial / vacant
EAST: General Commercial / storage warehouse
SOUTH: General Commercial / Junction Drive & Hwy 50 W
WEST: Conservation Reserve / vacant

SURROUNDING ZONING AND LAND USE INFORMATION- LU-2023-0052:

NORTH: General Industrial & General Commercial / vacant & Hwy 50 E
EAST: General Industrial / vacant
SOUTH: General Industrial / cannabis cultivation facility
WEST: General Industrial & General Commercial / Hwy 50 E

ENVIRONMENTAL INFORMATION- LU-2023-0055:

FLOOD ZONE: X
SLOPE/DRAINAGE: project area is relatively flat
SEISMIC ZONE: Zone II, moderate earthquake potential, with fault zone within 500 feet

ENVIRONMENTAL INFORMATION- LU-2023-0054:

FLOOD ZONE: X shaded
SLOPE/DRAINAGE: project area is relatively flat
SEISMIC ZONE: Zone III, moderate earthquake potential, with fault zone shown on-site

ENVIRONMENTAL INFORMATION- LU-2023-0053:

FLOOD ZONE: X
SLOPE/DRAINAGE: project area is relatively flat
SEISMIC ZONE: Zone V, variable earthquake severity, with fault zone shown beyond 500 feet

ENVIRONMENTAL INFORMATION- LU-2023-0052:

FLOOD ZONE: X
SLOPE/DRAINAGE: project area is relatively flat
SEISMIC ZONE: Zone II, moderate earthquake potential, with fault zone beyond 500 feet

PREVIOUS REVIEWS- LU-2023-0055:

SUP-18-025- Special Use Permit for the continued use of a billboard.
SUP-13-015- Special Use Permit for the continued use of a billboard.
SUP-08-019- Special Use Permit for the continued use of a billboard.
U-02/03-37- Special Use Permit for the placement of a billboard.

PREVIOUS REVIEWS- LU-2023-0054:

SUP-18-024- Special Use Permit for the continued use of a billboard.
SUP-13-014- Special Use Permit for the continued use of a billboard.
SUP-08-018- Special Use Permit for the continued use of a billboard.
U-02/03-9- Special Use Permit for the placement of a billboard.

PREVIOUS REVIEWS- LU-2023-0053

SUP-18-026- Special Use Permit for the continued use of a billboard.
SUP-13-016- Special Use Permit for the continued use of a billboard.
SUP-08-020- Special Use Permit for the continued use of a billboard.
U-02/03-30- Special Use Permit for the continued use of a billboard.
U-93/94-41- Special Use Permit for the continued use of a billboard.
U-87-16- Special Use Permit for the placement of a billboard.

PREVIOUS REVIEWS- LU-2023-0052

SUP-18-066- Special Use Permit for the continued use of a billboard.
SUP-13-030- Special Use Permit for the continued use of a billboard.
MPR-10-098- Major Project Review for an asphalt production facility.
SUP-08-049- Special Use Permit for the continued use of a billboard.
U-02/03-42- Special Use Permit for the placement of a billboard.
MPR-98/99-11- Major Project Review for an indoor shooting range in conjunction with an existing retail gun shop.

SITE DEVELOPMENT INFORMATION-LU-2023-0055:

PARCEL AREA: 1.519 acres
EXISTING PRIMARY USE: various industrial/warehouse uses
HEIGHT: Approximately 27.5 feet to top of billboard above existing grade.
AREA: 378 square feet per face
NUMBER OF FACES: two faces

SITE DEVELOPMENT INFORMATION-LU-2023-0054:

PARCEL AREA: 1.11 acres
EXISTING PRIMARY USE: service garage and warehousing
HEIGHT: Approximately 20.81 feet to top of billboard above existing grade.
AREA: 378 square feet
NUMBER OF FACES: two faces

SITE DEVELOPMENT INFORMATION- LU-2023-0053:

PARCEL AREA: 1.0 acres
EXISTING PRIMARY USE: Single family residence
HEIGHT: Approximately 23.25 feet to the top of the billboard above the existing grade.
AREA: 378 square feet
NUMBER OF FACES: two faces

SITE DEVELOPMENT INFORMATION- LU-2023-0052:

PARCEL AREA: 1.0 acres
EXISTING PRIMARY USE: storage building and watchman's quarters
HEIGHT: Approximately 28 feet above the existing grade.
AREA: 378 square feet
NUMBER OF FACES: two faces

DISCUSSION:

The billboard that is the subject of LU-2023-0055 is located on the south side of Hwy 50 E. approximately 150 feet west of its intersection with Drako Way. There are various industrial uses on site. The billboard is located in the northeast corner of the property and has been at this location since the early 2000's. Staff has not received any complaints or concerns regarding this billboard.

The billboard that is the subject of LU-2023-0054 is located on the south side of Hwy 50 E. approximately 550 feet west of its intersection with Gold Dust Way. The primary on-site use is a contractor's office and service garage. The billboard is located at the northeast corner of the property and billboard has been at this location since at least the early 2000's. Staff has not received any complaints or concerns regarding this billboard.

The billboard that is the subject of LU-2023-0053 is located on the north side of Hwy 50 W. approximately 900 feet west of its intersection with S. Carson Street. The primary on-site use is a single-family residence. The billboard is located in the southwest corner of the property and has been at this location since the mid-1980's. Staff has not received any complaints or concerns regarding this billboard.

The billboard that is the subject of LU-2023-0052 is located on the south side of Hwy 50 E. approximately ½ mile east of its intersection with Flint Dr. The primary on-site use is warehouse/storage and watchman's quarters. The billboard is located in the northeast corner of the property and has been at this location since the early 2000's. Staff has not received any complaints or concerns regarding this billboard.

If the Planning Commission approves LU-2023-0055, LU-2023-0054 and LU-2023-0053, the next review date would be in March of 2028. If the Planning Commission approved LU-2023-0052, the next review date would be in May of 2028.

PUBLIC COMMENTS: Pursuant to the provisions of the Nevada Revised Statutes and the CCMC, public notices were mailed on March 16, 2023 to 37 property owners, within 1,800 feet of the subject site for LU-2023-0055; on March 16, 2023 to 38 property owners, within 700 feet of the subject site for LU-2023-0054; on March 16, 2023 to 39 property owners, within 1,400 feet of the subject site for LU-2023-0053; and on March 16, 2023 to 36 property owners within 7,750 feet of the subject site for LU-2023-0052. 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 March 29, 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.

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

Each of the subject billboards are consistent with the master plan, specifically Goal 5.2a-- Encourage Regional Retail. The billboards 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.

All four billboards are in areas zoned for industrial and commercial activity with traffic passing. The billboards do not generate any noise vibrations, fumes, odors, dust or physical activity that would cause

an adverse impact on adjacent uses. All four billboards are equipped with lights that are specifically designed for billboards. As outlined in the application, the lights are shielded in such a way that they are designed to shine upwards onto the billboard only. Staff has recommended a condition of approval requiring any change in lighting to be reviewed and approved the Planning Division to ensure that the lighting will meet CCDS.

3. Will have little or no detrimental effect on vehicular or pedestrian traffic.

The billboards 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 areas.

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 signs 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 CCDS 4.8.3, the following requirements have been met:

Special Use Permit Required:

Approval of an SUP is required for a billboard. The current SUPs are scheduled to expire on March 31, 2023 and May 31, 2023. The Applicant has submitted applications 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. The signs are located at 6369 Hwy 50 E, 1991 E. William Street, 497 W Bennett Avenue, and 8025 Hwy 50 E. The signs are compliant.

Height:

The maximum permitted sign height is 28 feet from the adjacent permitted street elevation. All four signs are in compliance with the permitted sign height, as they are 28 feet or less above base ground and existing grade.

Number of Sign Faces:

One sign face per side (single or double-faced sign) is permitted. All signs are double faced. The four billboards are compliant.

Zoning of the Site:

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

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. The billboards comply with this standard.

Area of Sign:

The maximum permitted sign area for billboards is 400 square feet per side. All billboards are approximately 378 square feet in size.

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 three billboards along Hwy 50 E and E. William Street comply with this standard. The sign located on W. Bennett Avenue is immediately adjacent to property zoned "CR"; however, existing billboards that are being renewed are not required to comply with this requirement.

Setback from Redevelopment Areas:

A billboard sign may not be within 1,000 feet of a redevelopment area. The three billboards along Hwy 50 E. and E. William Street comply with this standard. The sign located on W. Bennett Avenue is located within Redevelopment Area #2; however, existing billboards that are being renewed are not required to comply with 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. All four billboards are freestanding and therefore 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 externally lighting glare onto adjacent properties or rights-of-way. The billboards are in compliance with this standard.

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

As conditioned, the signs meet 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 signs have been at their present location for more than 20 years. Three are located in areas that are developed primarily with commercial and industrial uses and the one on W. Bennett Avenue is located on a property with commercial zoning but developed with a single-family residence. The continued use of the billboards is not anticipated to result in material damage or prejudice to other properties in the vicinity.

Attachments:

Application LU-2023-0055
Application LU-2023-0054
Application LU-2023-0053
Application LU-2023-0052

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

FOR OFFICE USE ONLY:

CCMC 18.02.080

SPECIAL USE PERMIT

FEE*: \$2,450.00 MAJOR
 \$2,200.00 MINOR (Residential zoning districts)
 + noticing fee
 *Due after application is deemed complete by staff

FILE

APPLICANT PHONE #
 LAMAR ADVERTISING (775) 353-5250

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

EMAIL ADDRESS
 BCOSSIO@LAMAR.COM

PROPERTY OWNER PHONE #
 TIMOTHY MORAN

MAILING ADDRESS, CITY, STATE, ZIP
 736 LARIAT LANE SAN JOSE, CA. 95132

EMAIL ADDRESS

APPLICANT AGENT/REPRESENTATIVE PHONE #
 BENJAMIN COSSIO (775) 515-3699

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

EMAIL ADDRESS

BCOSSIO@LAMAR.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): 008-61-104	Street Address 8025 HWY 50 EAST 89701
----------------------------------------------------	------------------------------------------

Project's Master Plan Designation MIXED USE COMMERCIAL	Project's Current Zoning GENERAL INDUSTRIAL	Nearest Major Cross Street(s) LINEHAN RD.
-----------------------------------------------------------	------------------------------------------------	----------------------------------------------

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 USE OF A SPECIAL USE PERMIT FOR AN EXISTING BILLBOARD.

PROPERTY OWNER'S AFFIDAVIT

I, Tim Moran, 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: 736 LARIAT LANE SAN JOSE CA 95132 Date: 1-7-2023

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

STATE OF NEVADA)
 COUNTY)
 On 02/07/2023 at 2 TIMOTHY MORAN, personally appeared before me, a notary public, executed the foregoing document.

Notary Public: [Signature]

SEE ATTACHED
 NOTARY CERTIFICATE

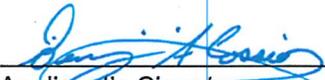
NOTE: If your project is located within the Historic District or airport area, it may need to be scheduled before the Historic Resources Commission or the Airport Authority in addition to being scheduled for review by the Planning Commission. Planning staff can help you make this determination.

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

Benjamin Cossio
Print Name

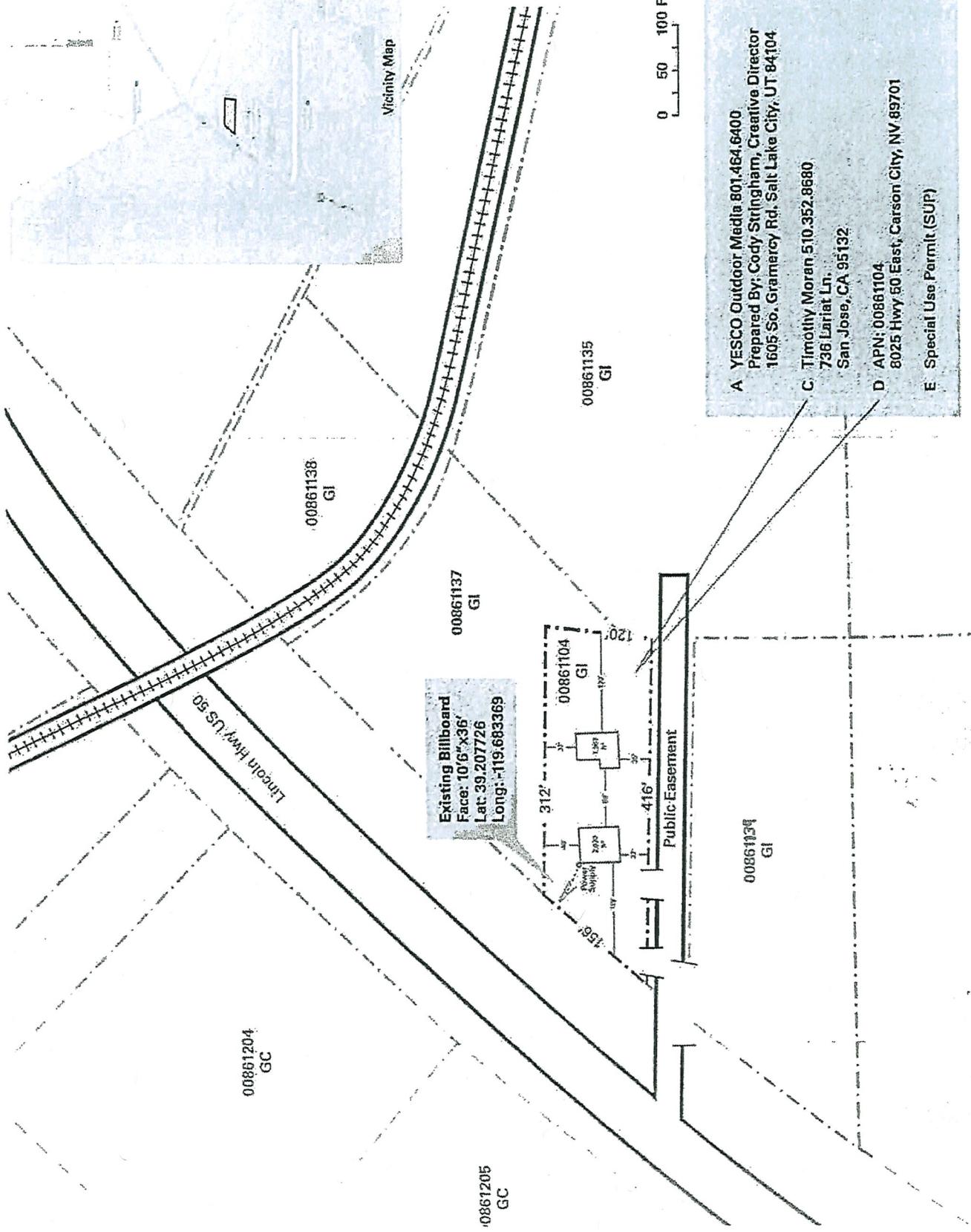
1/30/23
Date



Vicinity Map



0 50 100 Feet



Existing Billboard
Face: 10'6" x 36'
Lat: 39.207726
Long: -119.683369

A YESCO Outdoor Media 801.464.6400
Prepared By: Cody Stringham, Creative Director
1605 So. Gramercy Rd. Salt Lake City, UT 84104

C. Timothy Moran 510.352.8680.
736 Lariat Ln.
San Jose, CA 95132

D. APN: 00861104
8025 Hwy 50 East, Carson City, NV 89701

E. Special Use Permit (SUP)

Public Easement

00861204
GC

00861205
GC

00861138
GI

00861137
GI

00861135
GI

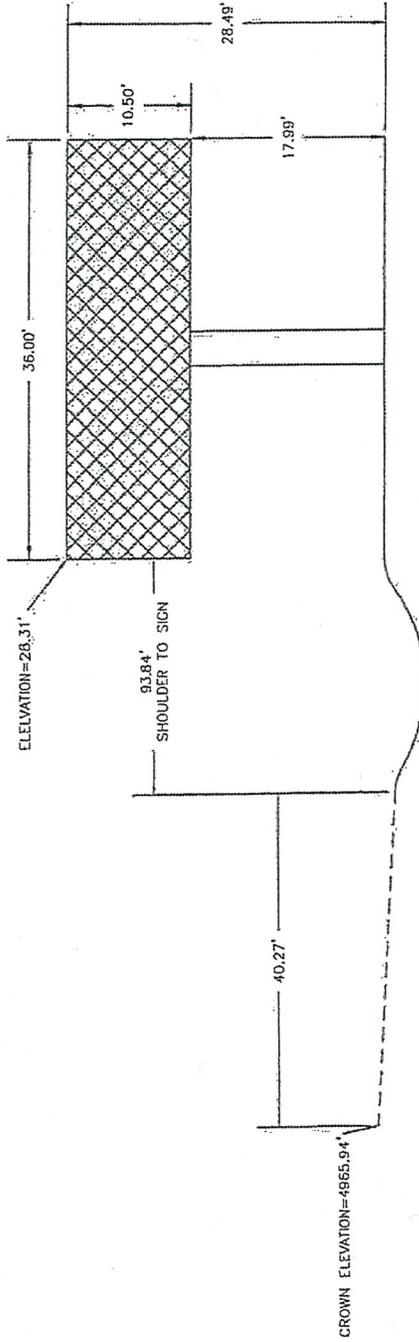
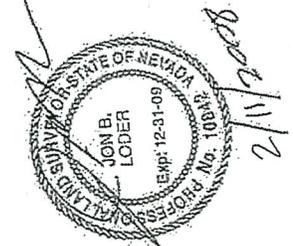
00861104
GI

00861134
GI

YOUNG ELECTRIC SIGN COMPANY
 CARSON CITY BILLBOARDS
 1505_009

02/07/08
 APN 008-611-04
 8025 HIGHWAY 50 EAST

SHEET
 1
 OF
 1



SCALE: NOT TO SCALE



399 GREG STREET
 SPARKS, NV 89431
 (775)786-1441
 FAX (775)331-7776

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: Tim Moran

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 (6.1 a)?
- 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 (7.1 a, b)?
- If located Downtown:
 - Integrate an appropriate mix and density of uses (8.1 a, 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

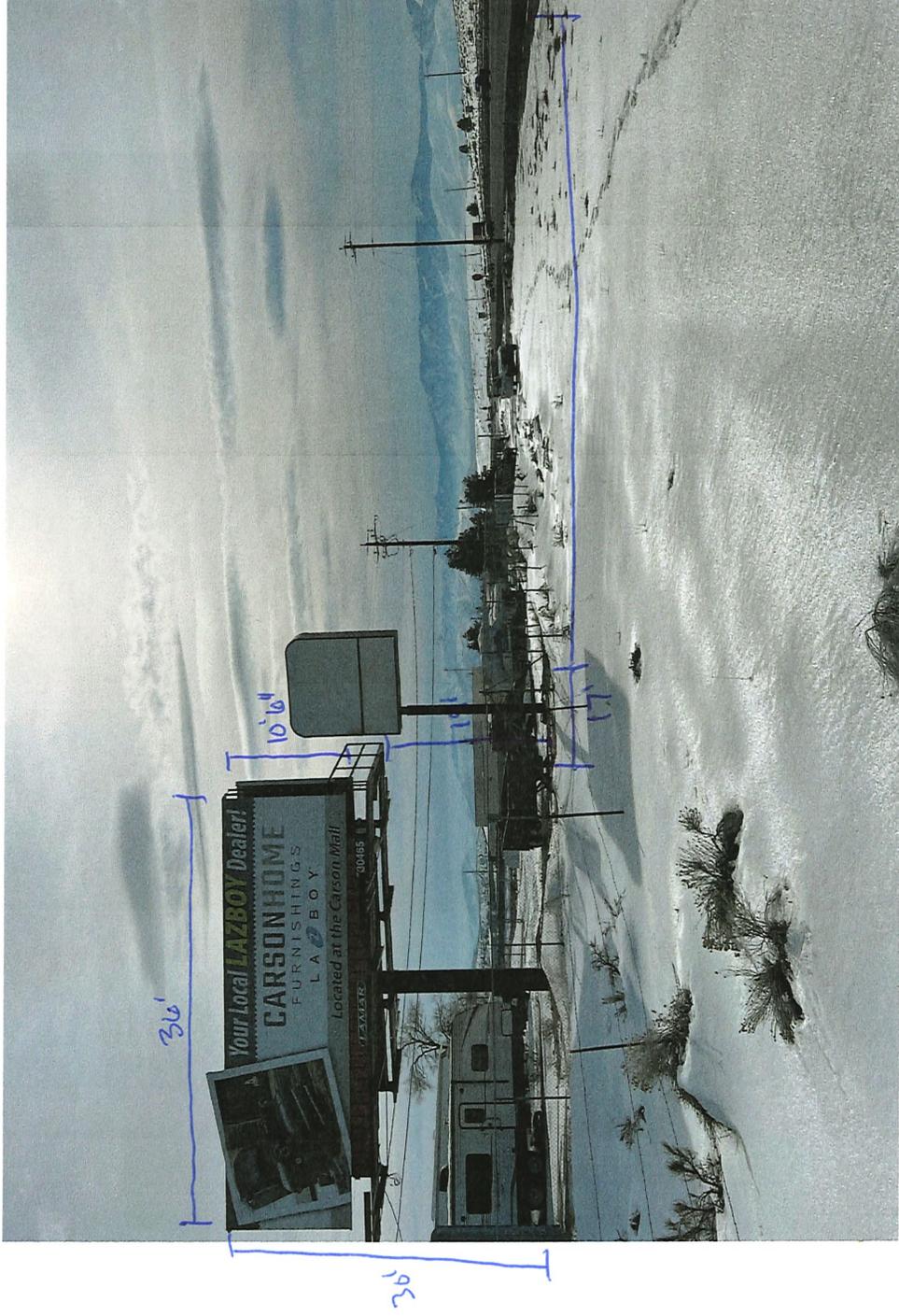
amenities and schools with an extensive system of interconnected roadways, multi-use pathways, bicycle facilities, and sidewalks.

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)?



53046 - US 50 E SS, 5mi w/o Highlands Dr.



17' to NW - V&T Railroad boundary
45' to edge of nearest traffic lane.
6' to property line (air space)

HAGL-1E'
SIZE: 10'6" tall x 36' wide.



Google Maps 39°11'29.5"N 119°41'43.7"W



Imagery ©2023 Maxar Technologies, U.S. Geological Survey, USDA/FPAC/GEO, Map data ©2023 100 ft



39°11'29.5"N 119°41'43.7"W

39.191527, -119.695461

- 
 Directions
- 
 Save
- 
 Nearby
- 
 Send to phone
- 
 Share

 Carson City, NV 89701

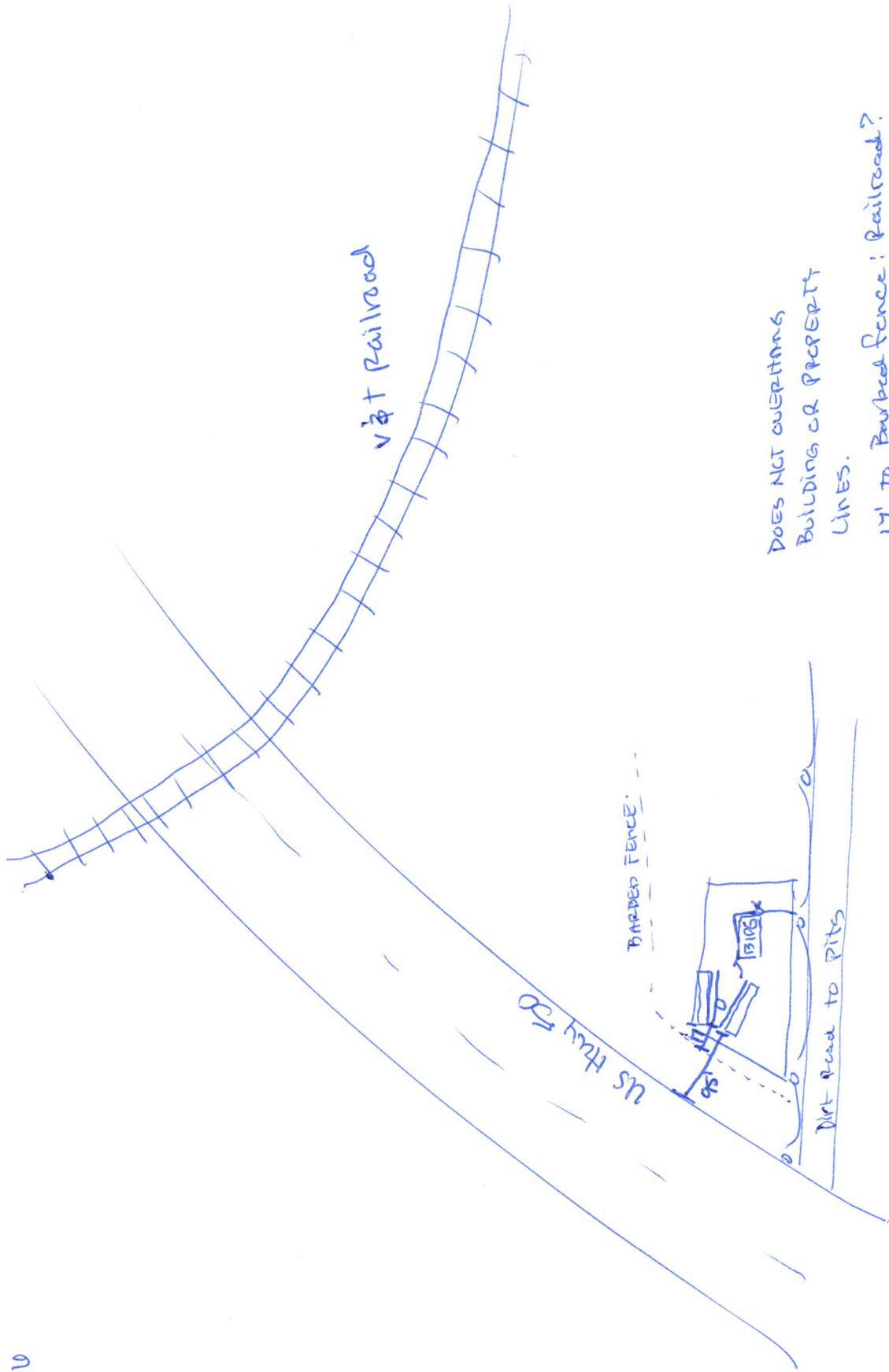
58R3+JR7 Carson City, Nevada







53040



DOES NOT PERTAIN TO
BUILDING OR PROPERTY
LINES.

17' TO Barbed fence: Railroad?
95' to edge of traffic lane.

Powerlines across property to south.

Questionnaire

Question 1. How will the proposed development further and be in keeping with, and not contrary to, the goals of the Master Plan Elements?

Answer A

Chapter 3: A Balanced Land Use Pattern

- (1.1e, f) The billboard is made out of sustainable material such as steel, sheet metal, and galvanized steel. The lights on the structure are energy efficient. The components of the lights utilize the most light without needing higher wattage bulbs.
- (1.2a) The location of the billboard is zoned General Commercial. The billboard is not located in a priority infill area. The billboard utilizes an empty portion of the property that may go unused, providing a way for the property owner to earn income. Since the property is commercial the billboard is a perfect fit for surrounding areas.
- (1.4c) The location of the billboard has no negative effect on any surrounding or existing site features.
- (2.1d) The billboard isn't within 300 feet of a residential zone which meets the setback requirements.
- (3.3d, e) The existing billboard is located outside of the primary floodplain and is away from geological hazard. The billboard meets required setbacks and other mitigation measures.

Chapter 5: Economic Vitality

- (5.2a) Retail centers use billboards and outdoor advertising to advertising their stores.
- (5.2b) Billboards are an effective way to advertise available or future retail spaces.

Question 2. Will the effect of the proposed development be detrimental to the immediate vicinity? To the general neighborhood?

Answer A

The surrounding areas of the billboard are zoned GC and CR. GC is general commercial and CR is conservative reserve.

Answer B

The existing billboard is along the highway. There are other billboards located along the highway as well. Billboards don't create emissions, noise, dust, odors, vibration, fumes, or glare. The existing sign isn't within a building; this is an outdoor advertising structure. Billboards along Highway 50 on other properties have been approved through a special use permit as well. This billboard will be maintained at the highest standard with fresh paint, operating lights (where necessary), YESCO name plates, skirts, and aprons.

Answer C

This existing billboard isn't detrimental to the property. The billboard is located near billboards on other properties and is in a commercial area.

Answer D

Billboards don't increase or affect pedestrian and vehicular traffic.

Answer E

Outdoor advertising is a wonderful way to advertise. Businesses use billboards to increase revenue. Non-profits use them for public service announcements. Government agencies use them to help elect candidates. These are just some of the means that outdoor advertising is used. Local businesses which generate additional revenue through outdoor advertising keep some of this money in the local municipalities by paying additional local taxes.

Question 3. *Has sufficient consideration been exercised by the applicant in adapting the project to existing improvements in the vicinity?*

Answer A

N/A

Answer B

Drainage will not be affected by the continued use of this existing billboard.

Answer C

Does not require water

Answer D

N/A

Answer E

No road improvements are necessary to access the existing billboard

Answer F

N/A

Answer G

The existing billboard is lit with holaphane lights. These lights are specifically designed for billboards and utilize a reflector and lense to direct the light at the face of the sign.

Answer H

N/A

Answer I

N/A

Carson City Planning Division 108 E Proctor Street - Carson City NV 89701 Phone: (775) 887-2188 • E-mail: planning@ccnv.com		FOR OFFICE USE ONLY: CCSP: 14 01 000	
FILE #		SPECIAL USE PERMIT	
APPLICANT PHONE # LAMAR ADVERTISING (775) 353-5250		FEE: \$2,450.00 MAJOR \$2,200.00 MINOR (Residential zoning districts) + noticing fee *Due after application to document complete by staff	
MAILING ADDRESS, CITY, STATE, ZIP 4945 JOULE ST. RENO, NV 89502		<input type="checkbox"/> SUBMITTAL PACKET - 4 Complete Packets (1 Unbound Original and 3 Copies) Including: <input type="checkbox"/> Application Form <input type="checkbox"/> Detailed Written Project Description <input type="checkbox"/> Site Plan <input type="checkbox"/> Building Elevation Drawings and Floor Plans <input type="checkbox"/> Special Use Permit Findings <input type="checkbox"/> Master Plan Policy Checklist <input type="checkbox"/> Applicant's Acknowledgment Statement <input type="checkbox"/> Documentation of Taxes Paid-to-Date <input type="checkbox"/> Project Impact Reports (Engineering)	
EMAIL ADDRESS BCOSSIO@LAMAR.COM		<input type="checkbox"/> CD or USB DRIVE with complete application in PDF	
PROPERTY OWNER PHONE # JEANNIE WHITE & BRUCE SANDERS (775) 884-4461		Application Received and Reviewed By: _____	
MAILING ADDRESS, CITY, STATE, ZIP 497 W. BENNETT CARSON CITY, NV 89701		Submittal Deadline: Planning Commission application submittal schedule	
APPLICANT AGENT/REPRESENTATIVE PHONE # BENJAMIN COSSIO (775) 353-5250		Note: Submittals must be of sufficient clarity and detail for all departments to adequately review the request. Additional information may be required.	
MAILING ADDRESS, CITY STATE, ZIP 4945 JOULE ST. RENO, NV 89502		Email Address: BCOSSIO@LAMAR.COM	
Project & Assessor Parcel Number(s) 009-301-05	Street Address 497 W. BENNETT CARSON CITY, NV 89701	Project & Master Plan Designation COMMUNITY / REGIONAL	
Project & Assessor Parcel Number(s) 009-301-05	Street Address 497 W. BENNETT CARSON CITY, NV 89701	Project & Assessor Parcel Number(s) COMMUNITY / REGIONAL	Project & Assessor Parcel Number(s) GENERAL COMMERCIAL
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 USE OF A SPECIAL USE PERMIT FOR AN EXISTING 10'6" X 36" SINGLE FACE BILLBOARD.			
PROPERTY OWNER'S AFFIDAVIT I, _____, 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: <u>Bruce E Sanders</u> Address: <u>497 W. Bennett Ave</u> Date: <u>2-1-25</u> Carson City, NV 89703			
Use additional page(s) if necessary for additional owners.			
STATE OF NEVADA COUNTY Carson City			
On <u>February 2nd 2025</u> , <u>Bruce Sanders</u> , 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: <u>Geovanny Arroyo</u>			
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 the determination.			

Page 1 of 2

GEOVANNY ARROYO

Notary Public - State of Nevada

Appointment Recorded in Carson City

No: 22-8406-03 - Expires June 1, 2025

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 foregoing 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 Cossio Print Name: Benjamin Cossio Date: 1/30/25

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

FOR OFFICE USE ONLY:

CCMC 18.02.080

SPECIAL USE PERMIT

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

+ noticing fee

*Due after application is deemed complete by staff

SUBMITTAL PACKET – 4 Complete Packets (1 Unbound Original and 3 Copies) including:

- Application Form
- Detailed Written Project Description
- Site Plan
- Building Elevation Drawings and Floor Plans
- Special Use Permit Findings
- Master Plan Policy Checklist
- Applicant's Acknowledgment Statement
- Documentation of Taxes Paid-to-Date
- Project Impact Reports (Engineering)

CD or USB DRIVE with complete application in PDF

Application Received and Reviewed By: _____

Submittal Deadline: Planning Commission application submittal [schedule](#).

Note: Submittals must be of sufficient clarity and detail for all departments to adequately review the request. Additional information may be required.

FILE

APPLICANT PHONE #
LAMAR ADVERTISING (775) 353-5250

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

EMAIL ADDRESS
BCOSSIO@LAMAR.COM

PROPERTY OWNER PHONE #
JEANNIE WHITE & BRUCE SANDERS (775) 884-4461

MAILING ADDRESS, CITY, STATE, ZIP
497 W. BENNETT CARSON CITY, NV 89701

EMAIL ADDRESS

APPLICANT AGENT/REPRESENTATIVE PHONE #
BENJAMIN COSSIO (775) 353-5250

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

EMAIL ADDRESS

BCOSSIO@LAMAR.COM

Project's Assessor Parcel Number(s):

009-301-05

Street Address

497 W. BENNETT CARSON CITY, NV 89701

Project's Master Plan Designation

COMMUNITY / REGIONAL

Project's Current Zoning

GENERAL COMMERCIAL

Nearest Major Cross Street(s)

BENNETT AVE.

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 USE OF A SPECIAL USE PERMIT FOR AN EXISTING 10'6" X 36' SINGLE FACE BILLBOARD.

PROPERTY OWNER'S AFFIDAVIT

I, _____, 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

Address

Date

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

STATE OF NEVADA)
COUNTY)

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

Notary Public _____

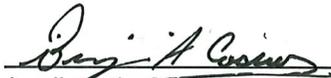
NOTE: If your project is located within the Historic District or airport area, it may need to be scheduled before the Historic Resources Commission or the Airport Authority in addition to being scheduled for review by the Planning Commission. Planning staff can help you make this determination.

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 Cossio
Print Name

1/30/23
Date

Master Plan Policy Checklist

Special Use Permits & Major Project Reviews & Administrative Permits

PURPOSE

The purpose of a development checklist is to provide a list of questions that address whether a development proposal is in conformance with the goals and objectives of the 2006 Carson City Master Plan that are related to non-residential and multi-family residential development. This checklist is designed for developers, staff, and decision-makers and is intended to be used as a guide only.

Development Name: Jeannie White & Bruce Sanders

Reviewed By: _____

Date of Review: _____

DEVELOPMENT CHECKLIST

The following five themes are those themes that appear in the Carson City Master Plan and which reflect the community's vision at a broad policy level. Each theme looks at how a proposed development can help achieve the goals of the Carson City Master Plan. A check mark indicates that the proposed development meets the applicable Master Plan policy. The Policy Number is indicated at the end of each policy statement summary. Refer to the Comprehensive Master Plan for complete policy language.

CHAPTER 3: A BALANCED LAND USE PATTERN



The Carson City Master Plan seeks to establish a balance of land uses within the community by providing employment opportunities, a diverse choice of housing, recreational opportunities, and retail services.

Is or does the proposed development:

- Meet the provisions of the Growth Management Ordinance (1.1d, Municipal Code 18.12)?
- Use sustainable building materials and construction techniques to promote water and energy conservation (1.1e, f)?
- Located in a priority infill development area (1.2a)?
- Provide pathway connections and easements consistent with the adopted Unified Pathways Master Plan and maintain access to adjacent public lands (1.4a)?

- Protect existing site features, as appropriate, including mature trees or other character-defining features (1.4c)?
- At adjacent county boundaries or adjacent to public lands, coordinated with the applicable agency with regards to compatibility, access and amenities (1.5a, b)?
- In identified Mixed-Use areas, promote mixed-use development patterns as appropriate for the surrounding context consistent with the land use descriptions of the applicable Mixed-Use designation, and meet the intent of the Mixed-Use Evaluation Criteria (2.1b, 2.2b, 2.3b, Land Use Districts, Appendix C)?
- Meet adopted standards (e.g. setbacks) for transitions between non-residential and residential zoning districts (2.1d)?
- Protect environmentally sensitive areas through proper setbacks, dedication, or other mechanisms (3.1b)?
- Sited outside the primary floodplain and away from geologic hazard areas or follows the required setbacks or other mitigation measures (3.3d, e)?
- Provide for levels of services (i.e. water, sewer, road improvements, sidewalks, etc.) consistent with the Land Use designation and adequate for the proposed development (Land Use table descriptions)?
- If located within an identified Specific Plan Area (SPA), meet the applicable policies of that SPA (Land Use Map, Chapter 8)?

CHAPTER 4: EQUITABLE DISTRIBUTION OF RECREATIONAL OPPORTUNITIES



The Carson City Master Plan seeks to continue providing a diverse range of park and recreational opportunities to include facilities and programming for all ages and varying interests to serve both existing and future neighborhoods.

Is or does the proposed development:

- Provide park facilities commensurate with the demand created and consistent with the City's adopted standards (4.1b)?
- Consistent with the Open Space Master Plan and Carson River Master Plan (4.3a)?

CHAPTER 5: ECONOMIC VITALITY



The Carson City Master Plan seeks to maintain its strong diversified economic base by promoting principles which focus on retaining and enhancing the strong employment base, include a broader range of retail services in targeted areas, and include the roles of technology, tourism, recreational amenities, and other economic strengths vital to a successful community.

Is or does the proposed development:

- Encourage a citywide housing mix consistent with the labor force and non-labor force populations (5.1j)
- Encourage the development of regional retail centers (5.2a)
- Encourage reuse or redevelopment of underused retail spaces (5.2b)?
- Support heritage tourism activities, particularly those associated with historic resources, cultural institutions and the State Capitol (5.4a)?
- Promote revitalization of the Downtown core (5.6a)?
- Incorporate additional housing in and around Downtown, including lofts, condominiums, duplexes, live-work units (5.6c)?

CHAPTER 6: LIVABLE NEIGHBORHOODS AND ACTIVITY CENTERS



The Carson City Master Plan seeks to promote safe, attractive and diverse neighborhoods, compact mixed-use activity centers, and a vibrant, pedestrian-friendly Downtown.

Is or does the proposed development:

- Use durable, long-lasting building materials (6.1a)?
- Promote variety and visual interest through the incorporation of varied building styles and colors, garage orientation and other features (6.1b)?
- Provide variety and visual interest through the incorporation of well-articulated building facades, clearly identified entrances and pedestrian connections, landscaping and other features consistent with the Development Standards (6.1c)?
- Provide appropriate height, density and setback transitions and connectivity to surrounding development to ensure compatibility with surrounding development for infill projects or adjacent to existing rural neighborhoods (6.2a, 9.3b 9.4a)?
- If located in an identified Mixed-Use Activity Center area, contain the appropriate mix, size and density of land uses consistent with the Mixed-Use district policies (7.1a, b)?
- If located Downtown:
 - Integrate an appropriate mix and density of uses (8.1a, e)?
 - Include buildings at the appropriate scale for the applicable Downtown Character Area (8.1b)?
 - Incorporate appropriate public spaces, plazas and other amenities (8.1d)?
- Incorporate a mix of housing models and densities appropriate for the project location and size (9.1a)?

CHAPTER 7: A CONNECTED CITY



The Carson City Master Plan seeks promote a sense of community by linking its many neighborhoods, employment areas, activity centers, parks, recreational

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

Is or does the proposed development:

- Promote transit-supportive development patterns (e.g. mixed-use, pedestrian-oriented, higher density) along major travel corridors to facilitate future transit (11.2b)?
- Maintain and enhance roadway connections and networks consistent with the Transportation Master Plan (11.2c)?
- Provide appropriate pathways through the development and to surrounding lands, including parks and public lands, consistent with the Unified Pathways Master Plan (12.1a, c)?

Questionnaire

Question 1. How will the proposed development further and be in keeping with, and not contrary to, the goals of the Master Plan Elements?

Answer A

Chapter 3: A Balanced Land Use Pattern

- (1.1e, f) The billboard is made out of sustainable material such as steel, sheet metal, and galvanized steel. The lights on the structure are energy efficient. The components of the lights utilize the most light without needing higher wattage bulbs.
- (1.2a) The location of the billboard is zoned General Commercial. The billboard is not located in a priority infill area. The billboard utilizes an empty portion of the property that may go unused, providing a way for the property owner to earn income. Since the property is commercial the billboard is a perfect fit for surrounding areas.
- (1.4c) The location of the billboard has no negative effect on any surrounding or existing site features.
- (2.1d) The billboard isn't within 300 feet of a residential zone which meets the setback requirements.
- (3.3d, e) The existing billboard is located outside of the primary floodplain and is away from geological hazard. The billboard meets required setbacks and other mitigation measures.

Chapter 5: Economic Vitality

- (5.2a) Retail centers use billboards and outdoor advertising to advertising their stores.
- (5.2b) Billboards are an effective way to advertise available or future retail spaces.

Question 2. Will the effect of the proposed development be detrimental to the immediate vicinity? To the general neighborhood?

Answer A

The surrounding areas of the billboard are zoned GC and CR. GC is general commercial and CR is conservative reserve.

Answer B

The existing billboard is along the highway. There are other billboards located along the highway as well. Billboards don't create emissions, noise, dust, odors, vibration, fumes, or glare. The existing sign isn't within a building; this is an outdoor advertising structure. Billboards along Highway 50 on other properties have been approved through a special use permit as well. This billboard will be maintained at the highest standard with fresh paint, operating lights (where necessary), YESCO name plates, skirts, and aprons.

Answer C

This existing billboard isn't detrimental to the property. The billboard is located near billboards on other properties and is in a commercial area.

Answer D

Billboards don't increase or affect pedestrian and vehicular traffic.

Answer E

Outdoor advertising is a wonderful way to advertise. Businesses use billboards to increase revenue. Non-profits use them for public service announcements. Government agencies use them to help elect candidates. These are just some of the means that outdoor advertising is used. Local businesses which generate additional revenue through outdoor advertising keep some of this money in the local municipalities by paying additional local taxes.

Question 3. Has sufficient consideration been exercised by the applicant in adapting the project to existing improvements in the vicinity?

Answer A

N/A

Answer B

Drainage will not be affected by the continued use of this existing billboard.

Answer C

Does not require water

Answer D

N/A

Answer E

No road improvements are necessary to access the existing billboard

Answer F

N/A

Answer G

The existing billboard is lit with halophane lights. These lights are specifically designed for billboards and utilize a reflector and lense to direct the light at the face of the sign.

Answer H

N/A

Answer I

N/A

530405 - US 50 NS 0.1mi w/o US 395

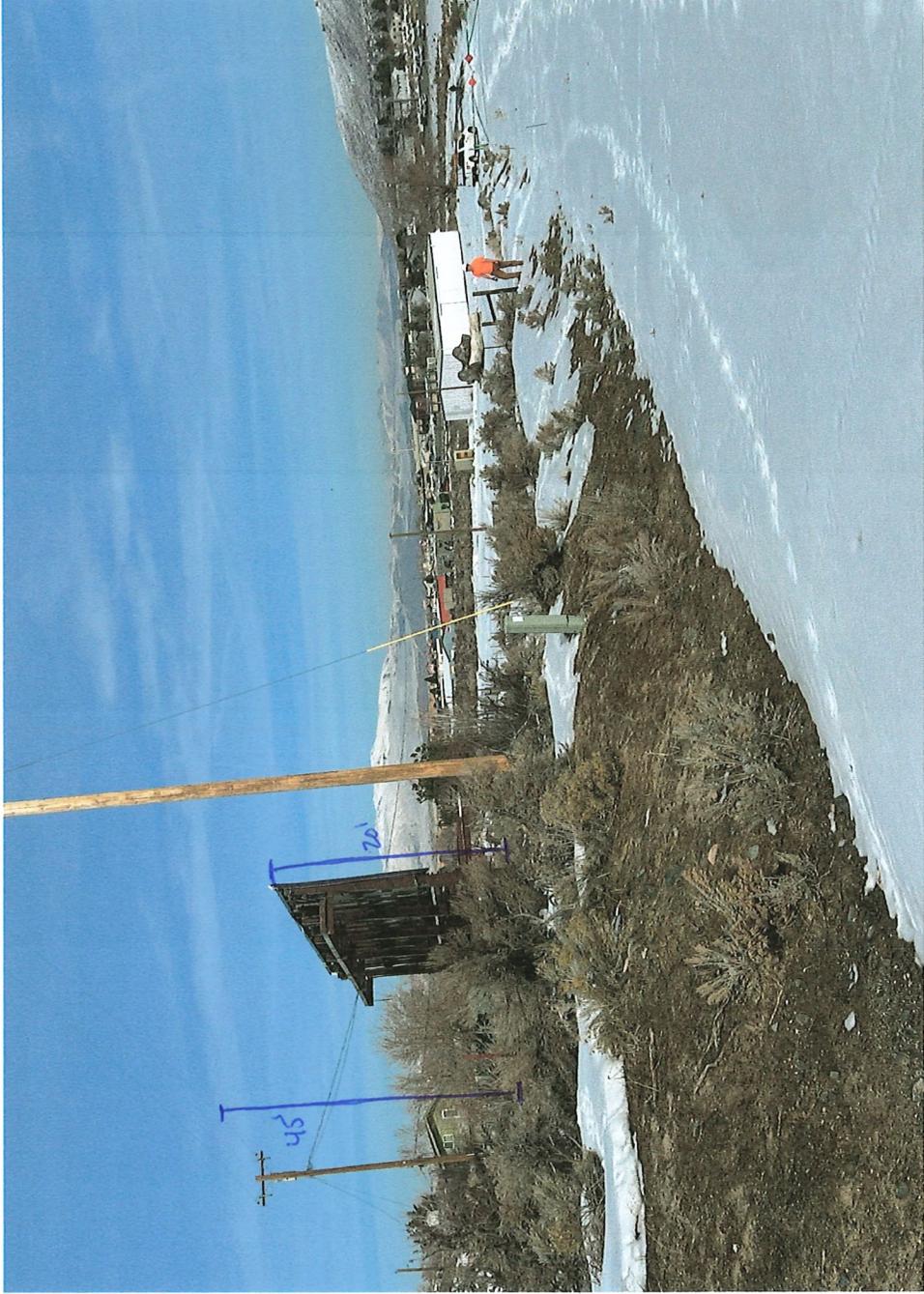




FEBRUARY 4, 2023
THE WOOD BROTHERS
IN WOOD PRESERVE

FEBRUARY 24 & 25, 2023
FUNK N' SOUL
Featuring Galactic with Special Guests

530-405



power lines
approx 25'
taller than
sign.

S30405



DOT
Fence Line

Imagery ©2023 Maxar Technologies, U.S. Geological Survey, USDA/FPAC/GEO, Map data ©2023 50 ft

US Hwy 50

US 395

From Southernmost point of the sign:
TO SOUTH.

- powerlines - 15'
- N' EDGE OF Junction Dr - 45'
- N' EDGE OF 20' WIDE DRAINAGE DITCH - 75'
- N' EDGE OF US HWY 50 - 120'
- DOT ROW. approx 100'

536405



W. POLAND ST

LOCITSE ST

JUNCTION DR.

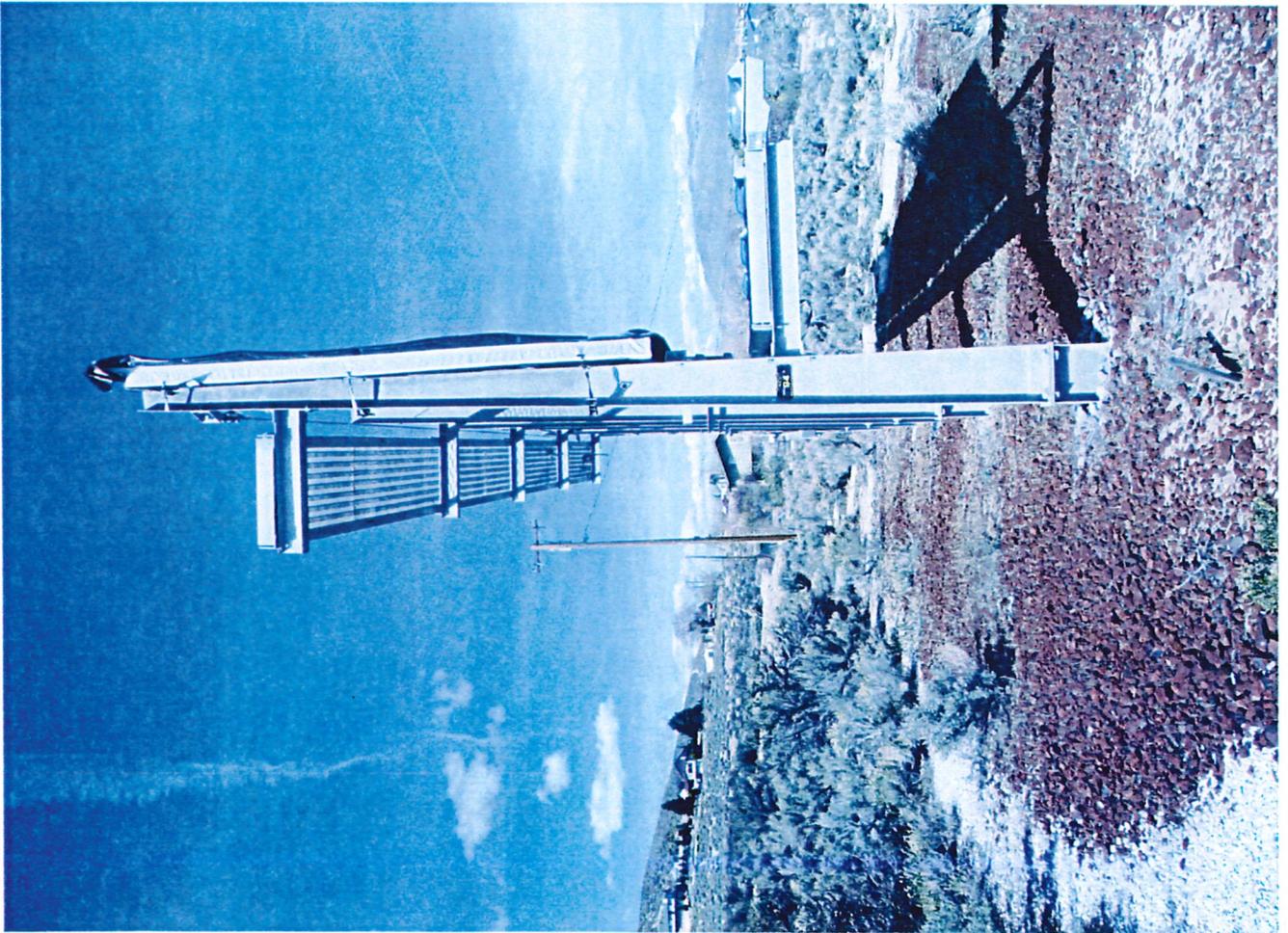
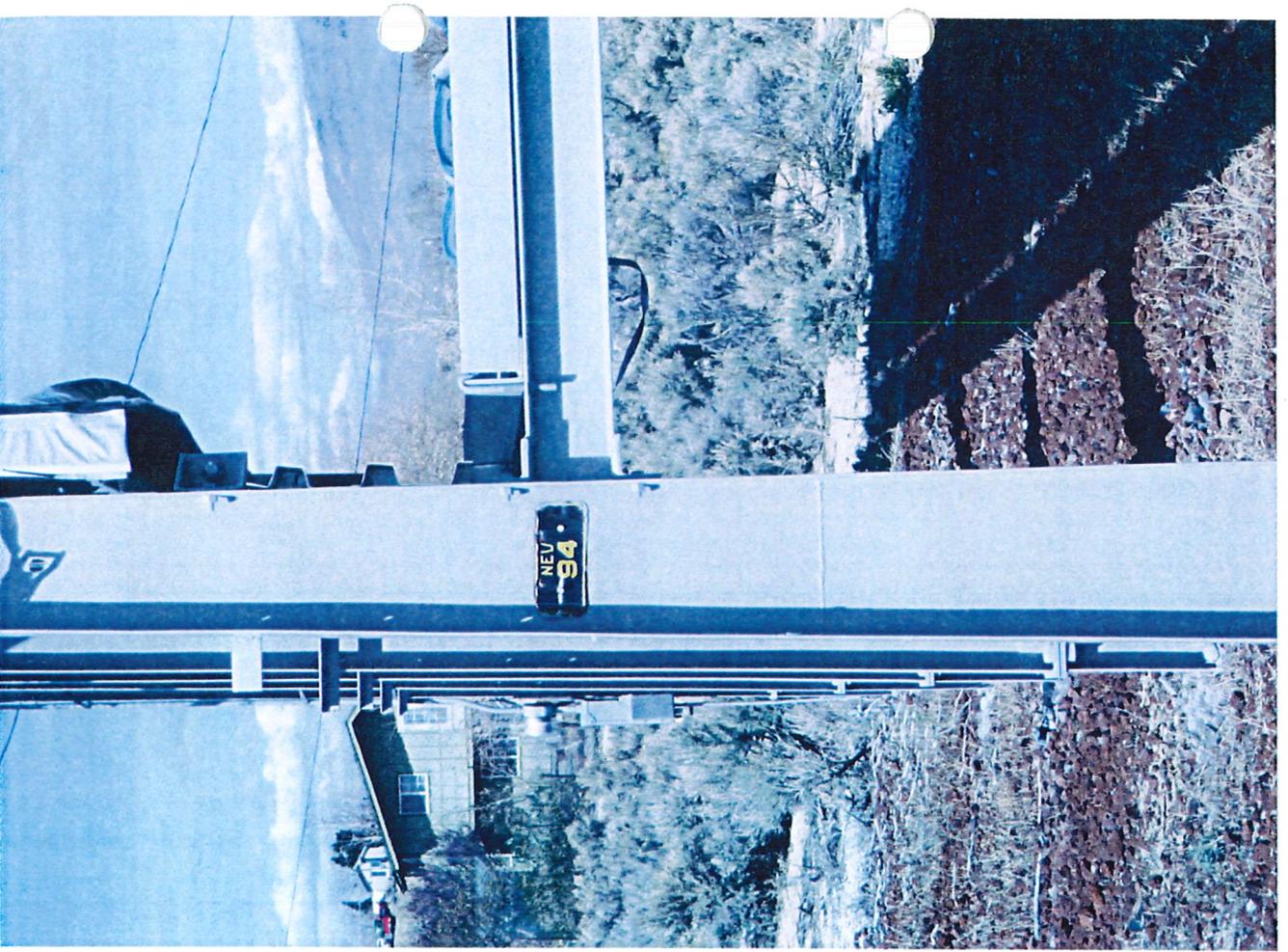
US 395 S.

W Hwy 22

Power overhead
@ approx 45'
Drop comes from
pole to meter
meter on N^o 46
Pole.

125'
125'





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

FOR OFFICE USE ONLY:

CCMC 18.02.080

SPECIAL USE PERMIT

FEE*: \$2,450.00 MAJOR
 \$2,200.00 MINOR (Residential zoning districts)
 + noticing fee
 *Due after application is deemed complete by staff

- SUBMITTAL PACKET – 4 Complete Packets (1 Unbound Original and 3 Copies) Including:
 - Application Form
 - Detailed Written Project Description
 - Site Plan
 - Building Elevation Drawings and Floor Plans
 - Special Use Permit Findings
 - Master Plan Policy Checklist
 - Applicant's Acknowledgment Statement
 - Documentation of Taxes Paid-to-Date
 - Project Impact Reports (Engineering)
- CD or USB DRIVE with complete application in PDF

Application Received and Reviewed By: _____

Submittal Deadline: Planning Commission application submittal schedule.

Note: Submittals must be of sufficient clarity and detail for all departments to adequately review the request. Additional information may be required.

FILE #

APPLICANT PHONE #
 LAMAR ADVERTISING (775) 353-5250

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

EMAIL ADDRESS
 BCOSSIO@LAMAR.COM

PROPERTY OWNER PHONE #
 FRANCES MASON (818) 957-1881

MAILING ADDRESS, CITY, STATE, ZIP
 2609 HONOLULU AVE. STE. 202 MONTROSE, CA. 91020

EMAIL ADDRESS
 fmason@dsm2cloud.com

APPLICANT AGENT/REPRESENTATIVE PHONE #
 BENJAMIN COSSIO (775) 353-5250

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

EMAIL ADDRESS

BCOSSIO@LAMAR.COM

Project's Assessor Parcel Number(s): 008-15-222	Street Address 1991 E. WILLIAMS ST. CARSON CITY, NV 89701
----------------------------------------------------	--------------------------------------------------------------

Project's Master Plan Designation MIXED USE - COMMERCIAL	Project's Current Zoning GENERAL COMMERCIAL	Nearest Major Cross Street(s) E. WILLIAMS
-------------------------------------------------------------	------------------------------------------------	----------------------------------------------

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 USE OF A SPECIAL USE PERMIT FOR AN EXISTING BILLBOARD.

PROPERTY OWNER'S AFFIDAVIT

Frances H. Mason 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: 1465 Douglas Sardinerville NV Date: 2-7-23

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

STATE OF NEVADA CALIFORNIA)
 COUNTY)

On February 7th, 2023, FRANCIS H. MASON, 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: [Signature]

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

Benjamin Cossio
Print Name

11/30/23
Date

Master Plan Policy Checklist

Special Use Permits & Major Project Reviews & Administrative Permits

PURPOSE

The purpose of a development checklist is to provide a list of questions that address whether a development proposal is in conformance with the goals and objectives of the 2006 Carson City Master Plan that are related to non-residential and multi-family residential development. This checklist is designed for developers, staff, and decision-makers and is intended to be used as a guide only.

Development Name: Frances Myson

Reviewed By: _____

Date of Review: _____

DEVELOPMENT CHECKLIST

The following five themes are those themes that appear in the Carson City Master Plan and which reflect the community's vision at a broad policy level. Each theme looks at how a proposed development can help achieve the goals of the Carson City Master Plan. A check mark indicates that the proposed development meets the applicable Master Plan policy. The Policy Number is indicated at the end of each policy statement summary. Refer to the Comprehensive Master Plan for complete policy language.

CHAPTER 3: A BALANCED LAND USE PATTERN



The Carson City Master Plan seeks to establish a balance of land uses within the community by providing employment opportunities, a diverse choice of housing, recreational opportunities, and retail services.

Is or does the proposed development:

- Meet the provisions of the Growth Management Ordinance (1.1d, Municipal Code 18.12)?
- Use sustainable building materials and construction techniques to promote water and energy conservation (1.1e, f)?
- Located in a priority infill development area (1.2a)?
- Provide pathway connections and easements consistent with the adopted Unified Pathways Master Plan and maintain access to adjacent public lands (1.4a)?

- Protect existing site features, as appropriate, including mature trees or other character-defining features (1.4c)?
- At adjacent county boundaries or adjacent to public lands, coordinated with the applicable agency with regards to compatibility, access and amenities (1.5a, b)?
- In identified Mixed-Use areas, promote mixed-use development patterns as appropriate for the surrounding context consistent with the land use descriptions of the applicable Mixed-Use designation, and meet the intent of the Mixed-Use Evaluation Criteria (2.1b, 2.2b, 2.3b, Land Use Districts, Appendix C)?
- Meet adopted standards (e.g. setbacks) for transitions between non-residential and residential zoning districts (2.1d)?
- Protect environmentally sensitive areas through proper setbacks, dedication, or other mechanisms (3.1b)?
- Sited outside the primary floodplain and away from geologic hazard areas or follows the required setbacks or other mitigation measures (3.3d, e)?
- Provide for levels of services (i.e. water, sewer, road improvements, sidewalks, etc.) consistent with the Land Use designation and adequate for the proposed development (Land Use table descriptions)?
- If located within an identified Specific Plan Area (SPA), meet the applicable policies of that SPA (Land Use Map, Chapter 8)?

CHAPTER 4: EQUITABLE DISTRIBUTION OF RECREATIONAL OPPORTUNITIES



The Carson City Master Plan seeks to continue providing a diverse range of park and recreational opportunities to include facilities and programming for all ages and varying interests to serve both existing and future neighborhoods.

Is or does the proposed development:

- Provide park facilities commensurate with the demand created and consistent with the City's adopted standards (4.1b)?
- Consistent with the Open Space Master Plan and Carson River Master Plan (4.3a)?

CHAPTER 5: ECONOMIC VITALITY



The Carson City Master Plan seeks to maintain its strong diversified economic base by promoting principles which focus on retaining and enhancing the strong employment base, include a broader range of retail services in targeted areas, and include the roles of technology, tourism, recreational amenities, and other economic strengths vital to a successful community.

Is or does the proposed development:

- Encourage a citywide housing mix consistent with the labor force and non-labor force populations (5.1j)
- Encourage the development of regional retail centers (5.2a)
- Encourage reuse or redevelopment of underused retail spaces (5.2b)?
- Support heritage tourism activities, particularly those associated with historic resources, cultural institutions and the State Capitol (5.4a)?
- Promote revitalization of the Downtown core (5.6a)?
- Incorporate additional housing in and around Downtown, including lofts, condominiums, duplexes, live-work units (5.6c)?

CHAPTER 6: LIVABLE NEIGHBORHOODS AND ACTIVITY CENTERS



The Carson City Master Plan seeks to promote safe, attractive and diverse neighborhoods, compact mixed-use activity centers, and a vibrant, pedestrian-friendly Downtown.

Is or does the proposed development:

- Use durable, long-lasting building materials (6.1a)?
- Promote variety and visual interest through the incorporation of varied building styles and colors, garage orientation and other features (6.1b)?
- Provide variety and visual interest through the incorporation of well-articulated building facades, clearly identified entrances and pedestrian connections, landscaping and other features consistent with the Development Standards (6.1c)?
- Provide appropriate height, density and setback transitions and connectivity to surrounding development to ensure compatibility with surrounding development for infill projects or adjacent to existing rural neighborhoods (6.2a, 9.3b 9.4a)?
- If located in an identified Mixed-Use Activity Center area, contain the appropriate mix, size and density of land uses consistent with the Mixed-Use district policies (7.1a, b)?
- If located Downtown:
 - Integrate an appropriate mix and density of uses (8.1a, e)?
 - Include buildings at the appropriate scale for the applicable Downtown Character Area (8.1b)?
 - Incorporate appropriate public spaces, plazas and other amenities (8.1d)?
- Incorporate a mix of housing models and densities appropriate for the project location and size (9.1a)?

CHAPTER 7: A CONNECTED CITY



The Carson City Master Plan seeks promote a sense of community by linking its many neighborhoods, employment areas, activity centers, parks, recreational

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

Is or does the proposed development:

- Promote transit-supportive development patterns (e.g. mixed-use, pedestrian-oriented, higher density) along major travel corridors to facilitate future transit (11.2b)?
- Maintain and enhance roadway connections and networks consistent with the Transportation Master Plan (11.2c)?
- Provide appropriate pathways through the development and to surrounding lands, including parks and public lands, consistent with the Unified Pathways Master Plan (12.1a, c)?

53042 E William St SS 900' w/o ISSO

HAZARDS TO NORTH:

- 12' to power
- 27' to sidewalk
- 46' to edge of road.

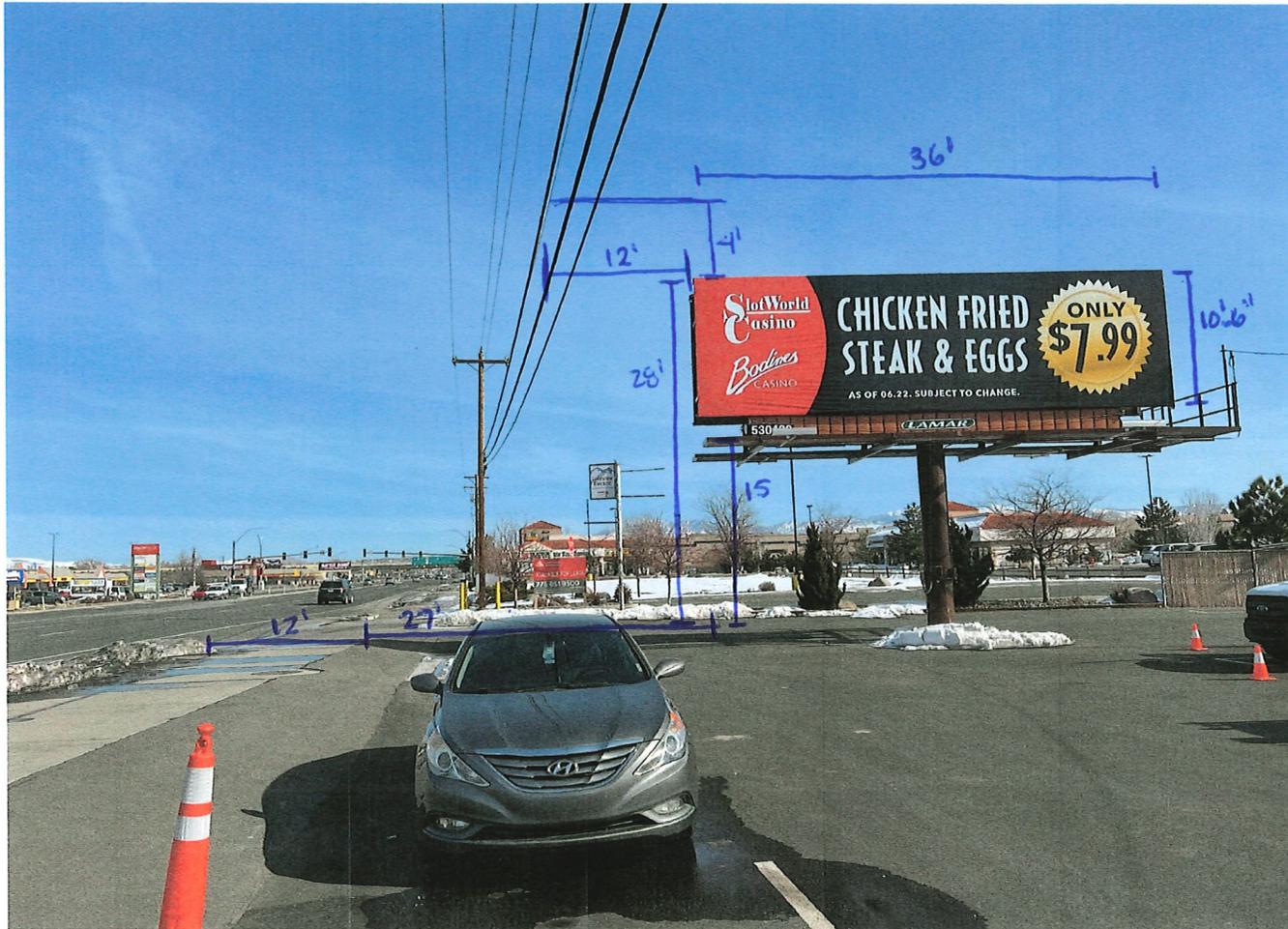
HAZARDS TO WEST

- 60' to building.

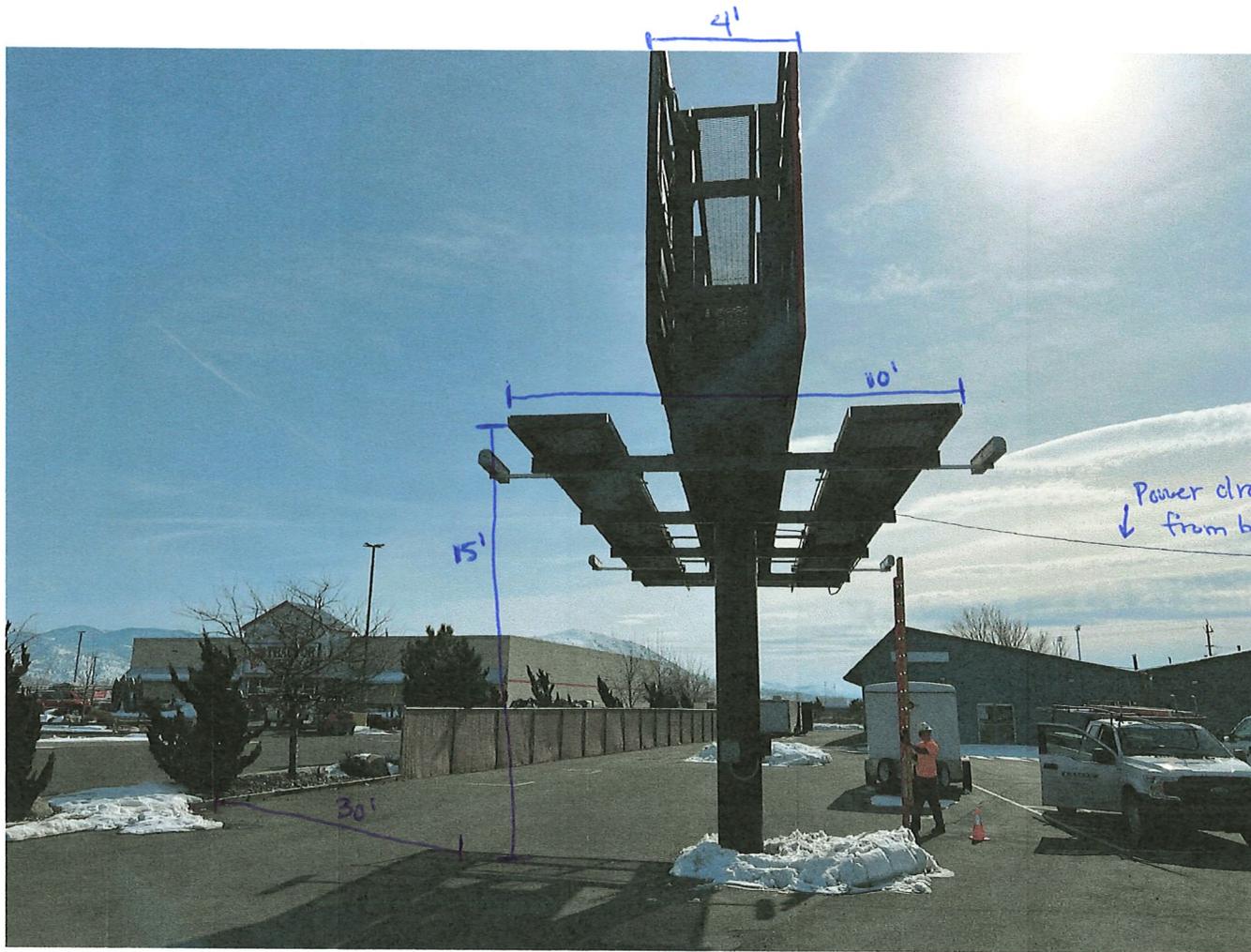
HAZARDS TO EAST

- 36' to property line

NO HAZARD TO SOUTH
(PARKING LOT)



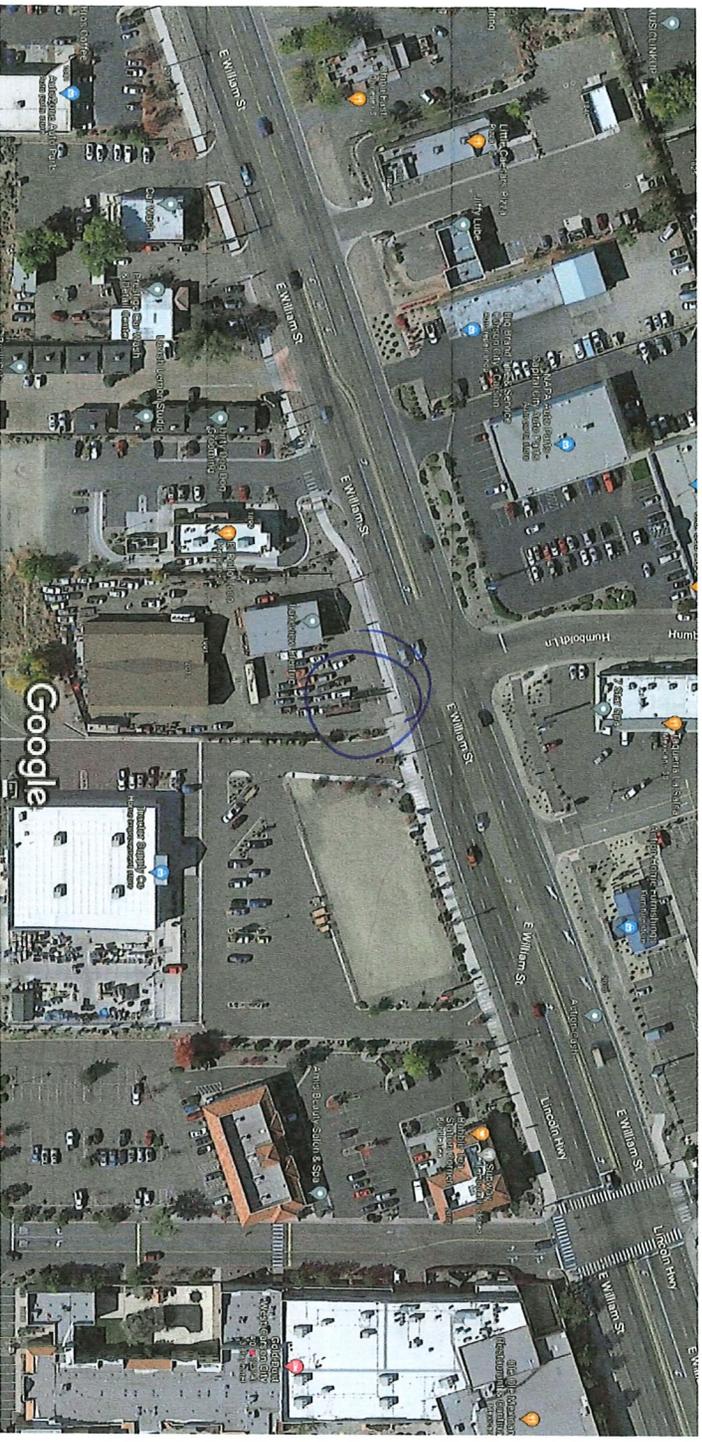
Power lines 12' to North of sign & 4' taller than overall height.



Power drop to structure.
↓ from bldg 60' to west.

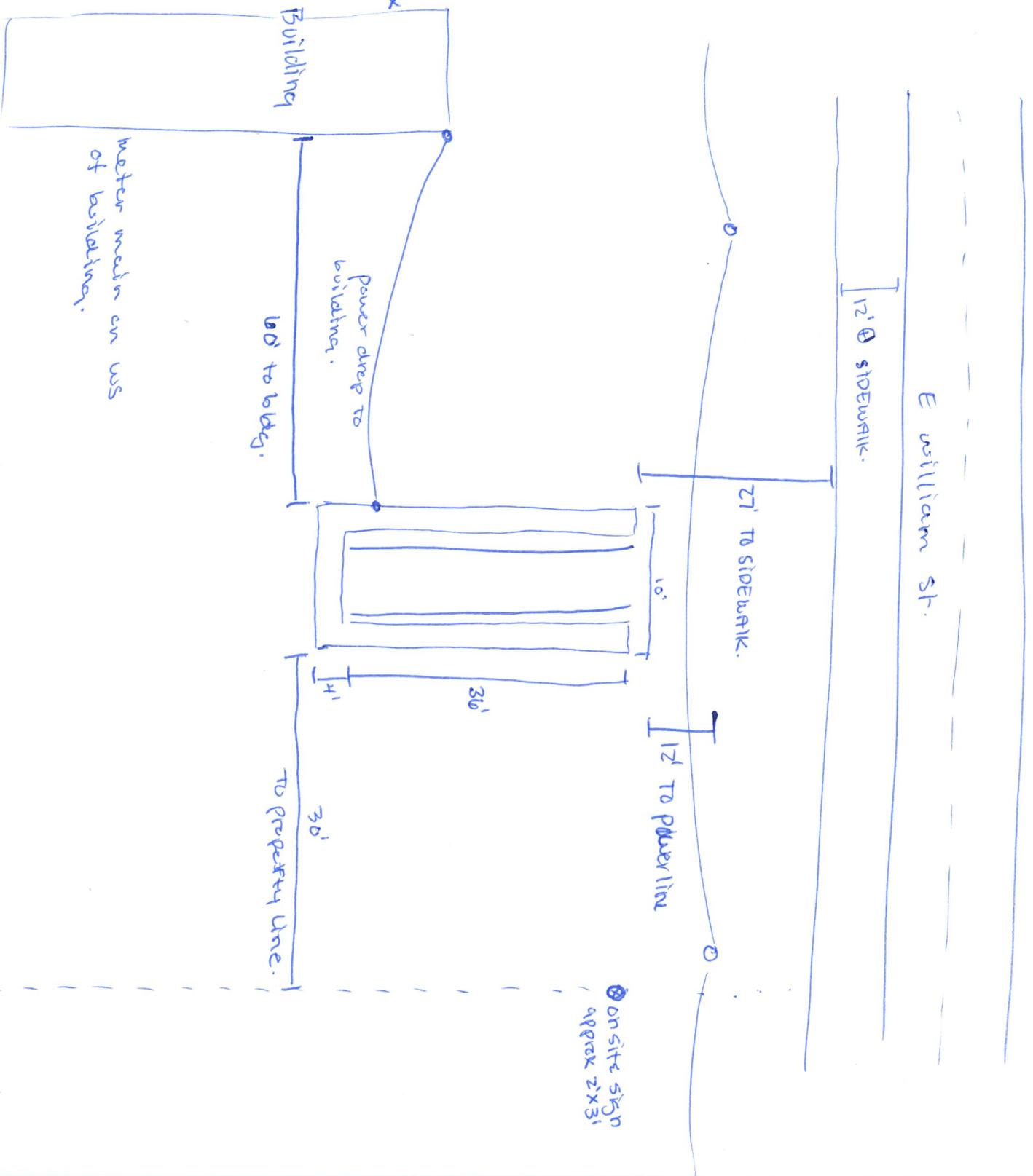
30' from edge of deck to property line. (ENST)





Imagery ©2023 CNES / Airbus, Maxar Technologies, U.S. Geological Survey, Map data ©2023 50 ft

S3042 - E William St.



Questionnaire

Question 1. How will the proposed development further and be in keeping with, and not contrary to, the goals of the Master Plan Elements?

Answer A

Chapter 3: A Balanced Land Use Pattern

- (1.1e, f) The billboard is made out of sustainable material such as steel, sheet metal, and galvanized steel. The lights on the structure are energy efficient. The components of the lights utilize the most light without needing higher wattage bulbs.
- (1.2a) The location of the billboard is zoned General Industrial. The billboard is not located in a priority infill area. The billboard utilizes an empty portion of the property that may go unused, providing a way for the property owner to earn income. Since the property is commercial the billboard is a perfect fit for surrounding areas.
- (1.4c) The location of the billboard has no negative effect on any surrounding or existing site features.
- (2.1d) The billboard isn't within 300 feet of a residential zone which meets the setback requirements.
- (3.3d, e) The existing billboard is located outside of the primary floodplain and is away from geological hazard. The billboard meets required setbacks and other mitigation measures.

Chapter 5: Economic Vitality

- (5.2a) Retail centers use billboards and outdoor advertising to advertise their stores.
- (5.2b) Billboards are an effective way to advertise available or future retail spaces.

Question 2. Will the effect of the proposed development be detrimental to the immediate vicinity? To the general neighborhood?

Answer A

The surrounding areas of the billboard are zoned GI and GC. These stand for General Industrial and General Commercial.

Answer B

The existing billboard is along the highway. There are other billboards located along the highway as well. Billboards don't create emissions, noise, dust, odors, vibration, fumes, or glare. The existing sign isn't within a building; this is an outdoor advertising structure. Billboards along highways on other properties have been approved through a special use permit as well. This billboard will be maintained at the highest standard with fresh paint, operating lights (where necessary), YESCO name plates, skirts, and aprons.

Answer C

This existing billboard isn't detrimental to the property. The billboard is located near billboards on other properties and is in a commercial area.

Answer D

Billboards don't increase or affect pedestrian and vehicular traffic.

Answer E

Outdoor advertising is a wonderful way to advertise. Businesses use billboards to increase revenue. Non-profits use them for public service announcements. Government agencies use them to help elect candidates. These are just some of the means that outdoor advertising is used. Local businesses which generate additional revenue through outdoor advertising keep some of this money in the local municipalities by paying additional local taxes.

Question 3. *Has sufficient consideration been exercised by the applicant in adapting the project to existing improvements in the vicinity?*

Answer A

N/A

Answer B

Drainage will not be affected by the continued use of this existing billboard.

Answer C

Does not require water

Answer D

N/A

Answer E

No road improvements are necessary to access the existing billboard

Answer F

Proof of a NDOT permit, site plan, certified elevation plan, and a light cut sheet.

Answer G

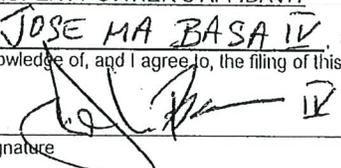
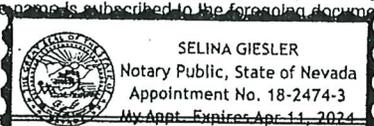
The existing billboard is lit with holaphane lights. These lights are specifically designed for billboards and utilize a reflector and lense to direct the light at the face of the sign.

Answer H

N/A

Answer I

N/A

Carson City Planning Division 108 E. Proctor Street • Carson City NV 89701 Phone: (775) 887-2180 • E-mail: planning@carson.org		FOR OFFICE USE ONLY: CCMC 18.02.080	
FILE #		SPECIAL USE PERMIT	
APPLICANT	PHONE #	FEE*: \$2,450.00 MAJOR \$2,200.00 MINOR (Residential zoning districts) + noticing fee *Due after application is deemed complete by staff <input type="checkbox"/> SUBMITTAL PACKET – 4 Complete Packets (1 Unbound Original and 3 Copies) including: <input type="checkbox"/> Application Form <input type="checkbox"/> Detailed Written Project Description <input type="checkbox"/> Site Plan <input type="checkbox"/> Building Elevation Drawings and Floor Plans <input type="checkbox"/> Special Use Permit Findings <input type="checkbox"/> Master Plan Policy Checklist <input type="checkbox"/> Applicant's Acknowledgment Statement <input type="checkbox"/> Documentation of Taxes Paid-to-Date <input type="checkbox"/> Project Impact Reports (Engineering) <input type="checkbox"/> CD or USB DRIVE with complete application in PDF Application Received and Reviewed By: _____ Submittal Deadline: Planning Commission application submittal <u>schedule</u> . Note: Submittals must be of sufficient clarity and detail for all departments to adequately review the request. Additional information may be required.	
LAMAR ADVERTISING (775) 353-5250			
MAILING ADDRESS, CITY, STATE, ZIP			
4945 JOULE ST. RENO, NV 89502			
EMAIL ADDRESS			
BCOSSIO@LAMAR.COM			
PROPERTY OWNER	PHONE #		
BEA INVESTMENTS, LLC. (775) 885-1415			
MAILING ADDRESS, CITY, STATE, ZIP			
4251 HIGHWAY 50 EAST UNIT 1 CARSON CITY, NV 89701			
EMAIL ADDRESS			
gloria@vcmcollision.com			
APPLICANT AGENT/REPRESENTATIVE	PHONE #		
BENJAMIN COSSIO (775) 353-5250			
MAILING ADDRESS, CITY STATE, ZIP			
4845 JOULE ST. RENO, NV 89052			
EMAIL ADDRESS			
BCOSSIO@LAMAR.COM			
Project's Assessor Parcel Number(s):	Street Address		
008-522-11	6369 HWY 50 EAST, CARSON CITY, NV 89701		
Project's Master Plan Designation	Project's Current Zoning	Nearest Major Cross Street(s)	
MIXED USE COMMERCIAL	GENERAL INDUSTRIAL	DRAKO 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. CONTINUED USE OF A SPECIAL USE PERMIT FOR AN EXISTING 10'-6" X 36' DOUBLE-FACED BILLBOARD.			
PROPERTY OWNER'S AFFIDAVIT			
I, <u>JOSE MA BASA IV</u> , 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	Address	Date	
	<u>6369 US Hwy 50 E</u> <u>CARSON CITY NV.</u> <u>89701</u>	<u>1/31/2023</u>	
Use additional page(s) if necessary for additional owners.			
STATE OF NEVADA) COUNTY <u>Carson</u>)			
On <u>January 31</u> , <u>2023</u> , <u>Jose Ma Basa IV</u> , 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		 SELINA GIESLER Notary Public, State of Nevada Appointment No. 18-2474-3 My Appt. Expires Apr 11, 2024	
NOTE: If your project is located within the Historic District or other 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

Benjamin Cossio
Print Name

1/30/23
Date

Master Plan Policy Checklist

Special Use Permits & Major Project Reviews & Administrative Permits

PURPOSE

The purpose of a development checklist is to provide a list of questions that address whether a development proposal is in conformance with the goals and objectives of the 2006 Carson City Master Plan that are related to non-residential and multi-family residential development. This checklist is designed for developers, staff, and decision-makers and is intended to be used as a guide only.

Development Name: BEA Investments, LLC

Reviewed By: _____

Date of Review: _____

DEVELOPMENT CHECKLIST

The following five themes are those themes that appear in the Carson City Master Plan and which reflect the community's vision at a broad policy level. Each theme looks at how a proposed development can help achieve the goals of the Carson City Master Plan. A check mark indicates that the proposed development meets the applicable Master Plan policy. The Policy Number is indicated at the end of each policy statement summary. Refer to the Comprehensive Master Plan for complete policy language.

CHAPTER 3: A BALANCED LAND USE PATTERN



The Carson City Master Plan seeks to establish a balance of land uses within the community by providing employment opportunities, a diverse choice of housing, recreational opportunities, and retail services.

Is or does the proposed development:

- Meet the provisions of the Growth Management Ordinance (1.1d, Municipal Code 18.12)?
- Use sustainable building materials and construction techniques to promote water and energy conservation (1.1e, f)?
- Located in a priority infill development area (1.2a)?
- Provide pathway connections and easements consistent with the adopted Unified Pathways Master Plan and maintain access to adjacent public lands (1.4a)?

- Protect existing site features, as appropriate, including mature trees or other character-defining features (1.4c)?
- At adjacent county boundaries or adjacent to public lands, coordinated with the applicable agency with regards to compatibility, access and amenities (1.5a, b)?
- In identified Mixed-Use areas, promote mixed-use development patterns as appropriate for the surrounding context consistent with the land use descriptions of the applicable Mixed-Use designation, and meet the intent of the Mixed-Use Evaluation Criteria (2.1b, 2.2b, 2.3b, Land Use Districts, Appendix C)?
- Meet adopted standards (e.g. setbacks) for transitions between non-residential and residential zoning districts (2.1d)?
- Protect environmentally sensitive areas through proper setbacks, dedication, or other mechanisms (3.1b)?
- Sited outside the primary floodplain and away from geologic hazard areas or follows the required setbacks or other mitigation measures (3.3d, e)?
- Provide for levels of services (i.e. water, sewer, road improvements, sidewalks, etc.) consistent with the Land Use designation and adequate for the proposed development (Land Use table descriptions)?
- If located within an identified Specific Plan Area (SPA), meet the applicable policies of that SPA (Land Use Map, Chapter 8)?

CHAPTER 4: EQUITABLE DISTRIBUTION OF RECREATIONAL OPPORTUNITIES



The Carson City Master Plan seeks to continue providing a diverse range of park and recreational opportunities to include facilities and programming for all ages and varying interests to serve both existing and future neighborhoods.

Is or does the proposed development:

- Provide park facilities commensurate with the demand created and consistent with the City's adopted standards (4.1b)?
- Consistent with the Open Space Master Plan and Carson River Master Plan (4.3a)?

CHAPTER 5: ECONOMIC VITALITY



The Carson City Master Plan seeks to maintain its strong diversified economic base by promoting principles which focus on retaining and enhancing the strong employment base, include a broader range of retail services in targeted areas, and include the roles of technology, tourism, recreational amenities, and other economic strengths vital to a successful community.

Is or does the proposed development:

- Encourage a citywide housing mix consistent with the labor force and non-labor force populations (5.1j)
- Encourage the development of regional retail centers (5.2a)
- Encourage reuse or redevelopment of underused retail spaces (5.2b)?
- Support heritage tourism activities, particularly those associated with historic resources, cultural institutions and the State Capitol (5.4a)?
- Promote revitalization of the Downtown core (5.6a)?
- Incorporate additional housing in and around Downtown, including lofts, condominiums, duplexes, live-work units (5.6c)?

CHAPTER 6: LIVABLE NEIGHBORHOODS AND ACTIVITY CENTERS



The Carson City Master Plan seeks to promote safe, attractive and diverse neighborhoods, compact mixed-use activity centers, and a vibrant, pedestrian-friendly Downtown.

Is or does the proposed development:

- Use durable, long-lasting building materials (6.1a)?
- Promote variety and visual interest through the incorporation of varied building styles and colors, garage orientation and other features (6.1b)?
- Provide variety and visual interest through the incorporation of well-articulated building facades, clearly identified entrances and pedestrian connections, landscaping and other features consistent with the Development Standards (6.1c)?
- Provide appropriate height, density and setback transitions and connectivity to surrounding development to ensure compatibility with surrounding development for infill projects or adjacent to existing rural neighborhoods (6.2a, 9.3b 9.4a)?
- If located in an identified Mixed-Use Activity Center area, contain the appropriate mix, size and density of land uses consistent with the Mixed-Use district policies (7.1a, b)?
- If located Downtown:
 - Integrate an appropriate mix and density of uses (8.1a, e)?
 - Include buildings at the appropriate scale for the applicable Downtown Character Area (8.1b)?
 - Incorporate appropriate public spaces, plazas and other amenities (8.1d)?
- Incorporate a mix of housing models and densities appropriate for the project location and size (9.1a)?

CHAPTER 7: A CONNECTED CITY



The Carson City Master Plan seeks promote a sense of community by linking its many neighborhoods, employment areas, activity centers, parks, recreational

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

Is or does the proposed development:

- Promote transit-supportive development patterns (e.g. mixed-use, pedestrian-oriented, higher density) along major travel corridors to facilitate future transit (11.2b)?
- Maintain and enhance roadway connections and networks consistent with the Transportation Master Plan (11.2c)?
- Provide appropriate pathways through the development and to surrounding lands, including parks and public lands, consistent with the Unified Pathways Master Plan (12.1a, c)?

Questionnaire

Question 1. How will the proposed development further and be in keeping with, and not contrary to, the goals of the Master Plan Elements?

Answer A

Chapter 3: A Balanced Land Use Pattern

- (1.1e, f) The billboard is made out of sustainable material such as steel, sheet metal, and galvanized steel. The lights on the structure are energy efficient. The components of the lights utilize the most light without needing higher wattage bulbs.
- (1.2a) The location of the billboard is zoned General Industrial. The billboard is not located in a priority infill area. The billboard utilizes an empty portion of the property that may go unused, providing a way for the property owner to earn income. Since the property is commercial the billboard is a perfect fit for surrounding areas.
- (1.4c) The location of the billboard has no negative effect on any surrounding or existing site features.
- (2.1d) The billboard isn't within 300 feet of a residential zone which meets the setback requirements.
- (3.3d, e) The existing billboard is located outside of the primary floodplain and is away from geological hazard. The billboard meets required setbacks and other mitigation measures.

Chapter 5: Economic Vitality

- (5.2a) Retail centers use billboards and outdoor advertising to advertising their stores.
- (5.2b) Billboards are an effective way to advertise available or future retail spaces.

Question 2. Will the effect of the proposed development be detrimental to the immediate vicinity? To the general neighborhood?

Answer A

The surrounding areas of the billboard are zoned GI and PC. These stand for General Industrial and Public Community.

Answer B

The existing billboard is along the highway. There are other billboards located along the highway as well. Billboards don't create emissions, noise, dust, odors, vibration, fumes, or glare. The existing sign isn't within a building; this is an outdoor advertising structure. Billboards along highways on other properties have been approved through a special use permit as well. This billboard will be maintained at the highest standard with fresh paint, operating lights (where necessary), YESCO name plates, skirts, and aprons.

Answer C

This existing billboard isn't detrimental to the property. The billboard is located near billboards on other properties and is in a commercial area.

Answer D

Billboards don't increase or affect pedestrian and vehicular traffic.

Answer E

Outdoor advertising is a wonderful way to advertise. Businesses use billboards to increase revenue. Non-profits use them for public service announcements. Government agencies use them to help elect candidates. These are just some of the means that outdoor advertising is used. Local businesses which generate additional revenue through outdoor advertising keep some of this money in the local municipalities by paying additional local taxes.

Question 3. Has sufficient consideration been exercised by the applicant in adapting the project to existing improvements in the vicinity?

Answer A

N/A

Answer B

Drainage will not be affected by the continued use of this existing billboard.

Answer C

Does not require water

Answer D

N/A

Answer E

No road improvements are necessary to access the existing billboard

Answer F

N/A

Answer G

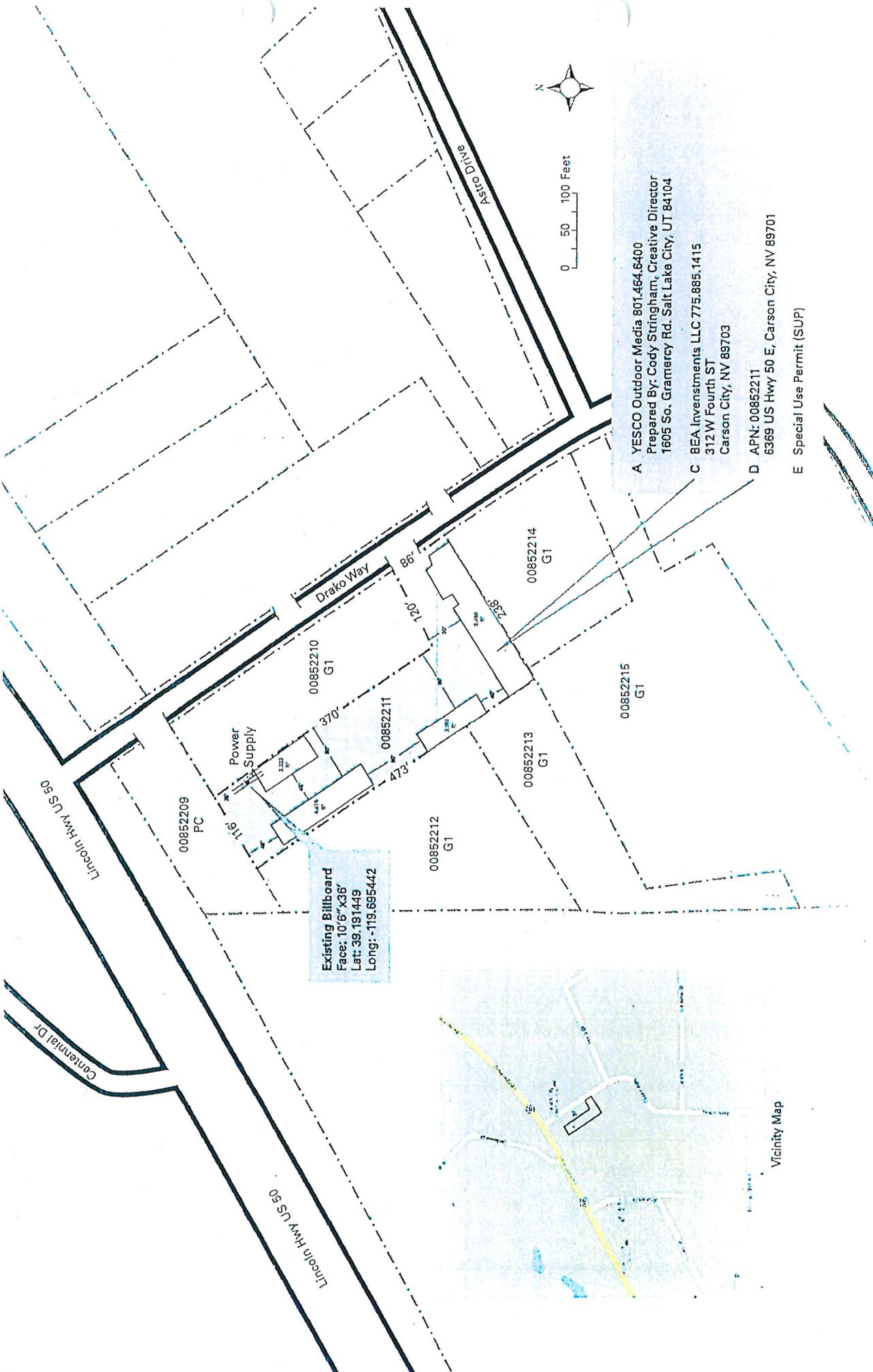
The existing billboard is lit with holaphane lights. These lights are specifically designed for billboards and utilize a reflector and lense to direct the light at the face of the sign.

Answer H

N/A

Answer I

N/A



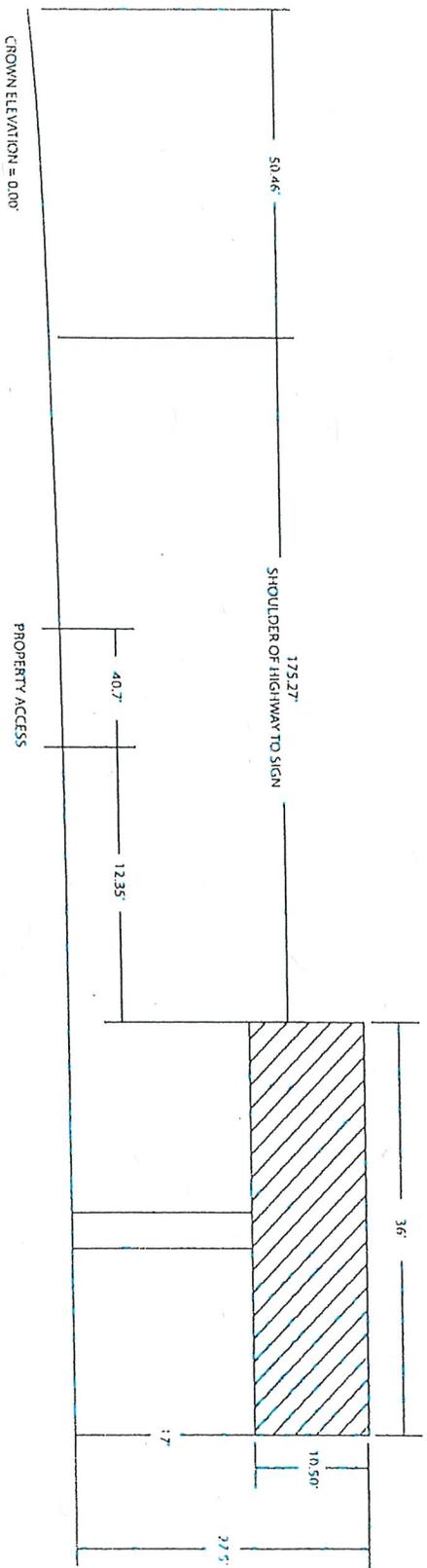
- A YESCO Outdoor Media 801.464.6400
Prepared By: Cody Stringham, Creative Director
1605 So. Gramercy Rd. Salt Lake City, UT 84104
- C BEA Invenstments LLC 775.885.1415
312 W Fourth ST
Carson City, NV 89703
- D APN: 00852211
6369 US Hwy 50 E, Carson City, NV 89701
- E Special Use Permit (SUP)

Existing Billboard
Face: 10'6" x 36"
Lat: 39.191449
Long: -119.695442

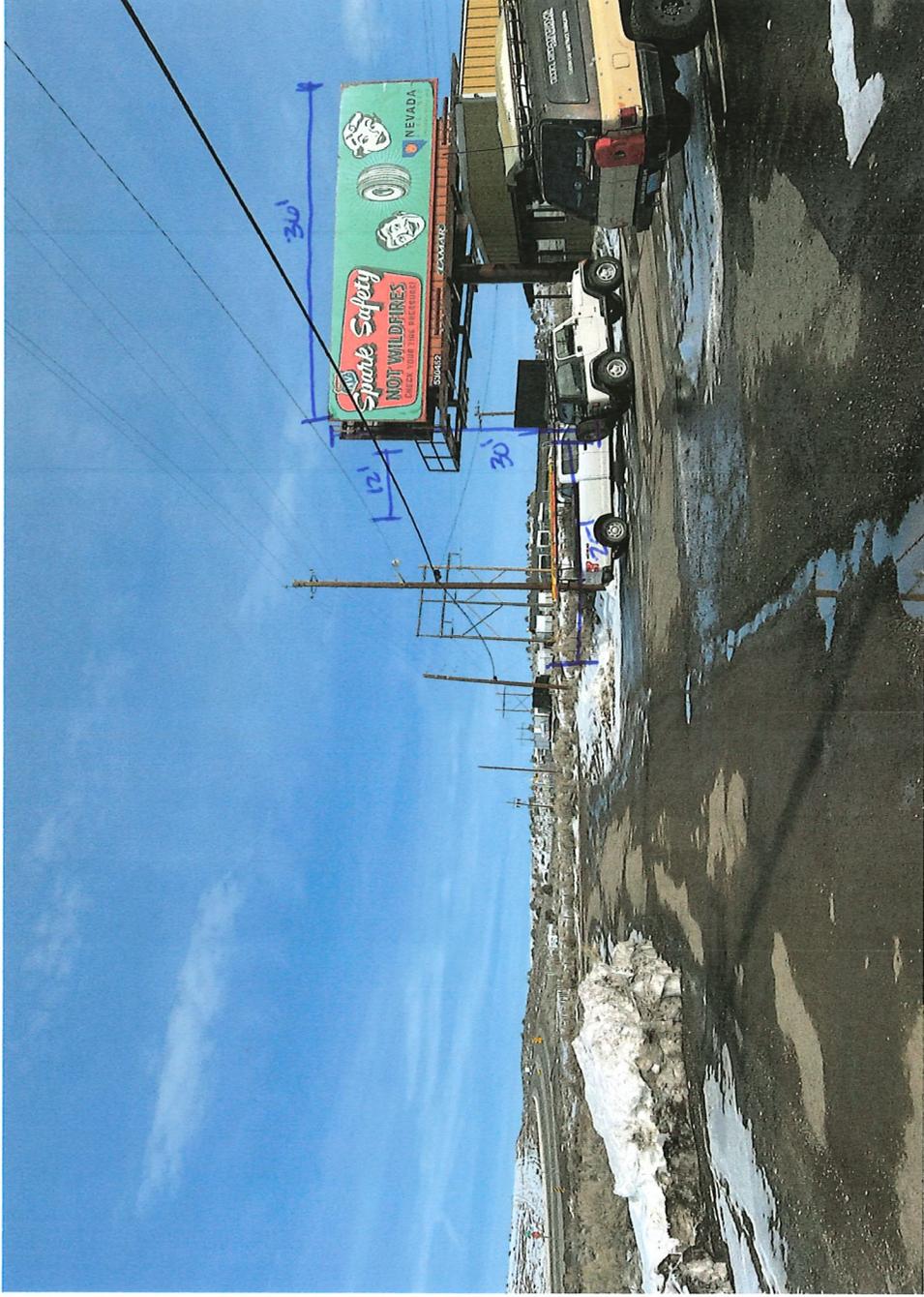


Vicinity Map

YOUNG ELECTRIC SIGN COMPANY	02/06/13	5/11/11
CARSON CITY BILLBOARDS	APN 008-522-11	1
	6369 HWY 50 E	1



S3045 45 50 E 55 80' w/o Drake w/y



12' to powerlines to North.

⊕ 10' above top of sign.

25' to Roadway/Driveway

155' to Det R.O.W.

182' to nearest traffic lane.

18' HAZL.

10'6" Height x 30' width ⊕ 4' walk-around.

30' approx overall height.

