

**STAFF REPORT FOR THE HISTORIC RESOURCES COMMISSION MEETING OF  
JANUARY 12, 2012**

**AGENDA ITEM: F-4**

**FILE NO: HRC-11-144**

**STAFF AUTHOR:** Jennifer Pruitt, Principal Planner

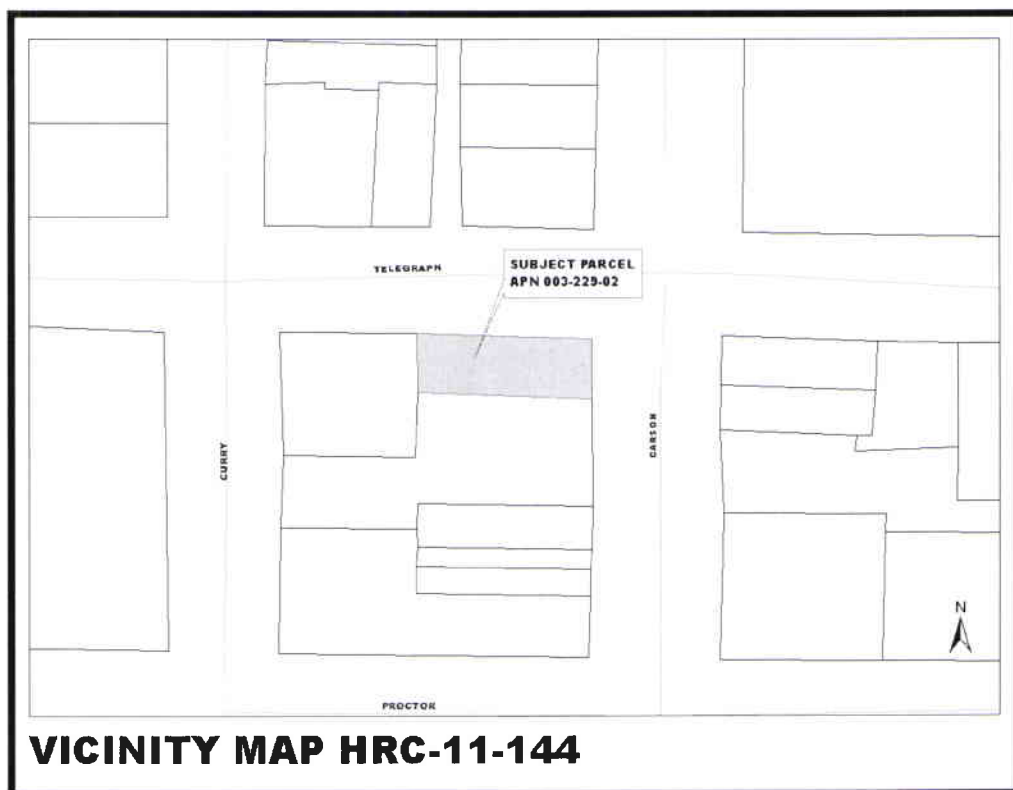
**REQUEST:** To allow a new internally illuminated wall sign on property zoned Downtown/Mixed-Use (DT-MU), located at 107 West Telegraph Street, APN 003-229-02.

**APPLICANT:** Alpine Signs

**OWNER:** 320 North Carson Street LLC

**LOCATION/APN:** 107 W. Telegraph Street/003-2298-02

**RECOMMENDED MOTION:** It is recommended that the Historic Resources Commission "Move to approve HRC-11-144, a request from Alpine Signs (property owner: 320 North Carson Street LLC) to allow a new internally illuminated wall sign, 15 square feet, on property zoned Downtown/Mixed-Use (DT-MU), located at 107 West Telegraph Street, APN 003-229-02, subject to the conditions of approval contained in the staff report.



## **RECOMMENDED CONDITIONS OF APPROVAL:**

1. All development shall be substantially in accordance with the attached site development plan.
2. All on and off-site improvements shall conform to City standards and requirements.
3. The use for which this permit is approved shall commence within 12 months of the date of final approval. An extension of time must be requested in writing to the Planning Division 30 days prior to the one year expiration date. Should this request not be initiated within one year and no extension granted, the request shall become null and void.
4. The applicant must sign and return the Notice of Decision within 10 days of receipt of notification. If the Notice of Decision is not signed and returned within 10 days, then the item will be rescheduled for the next Historic Resources Commission meeting for further considerations.
5. The applicant shall submit a copy of the signed Notice of Decision and conditions of approval with the building permit application.
6. Approval is based on upon the project complying with the Secretary of the Interior's Standards and Guidelines for Rehabilitation, Carson City Historic District Guidelines, the Historic Resources Commission Policies, and that the plans as submitted are in general conformance.
7. The applicant shall use the materials on the proposed sign approved by the HRC.
8. The maximum signage shall not exceed 22.75 square feet.
9. Project requires application for a Building Permit, issued through the Carson City Building Division. This will necessitate a complete review of the project to verify compliance with all adopted construction codes and municipal ordinances applicable to the scope of the project.
10. Exterior illumination measures shall be included with the building permit required for this sign. The Planning Division will review and approve all exterior lighting measures prior to installation.

## **DISCUSSION:**

The existing site is zoned Downtown- Mixed Use (DT-MU). Staff conducted a site visit on January 04, 2012. The subject parcel is 2,980 square feet. Currently, the subject site contains an existing 2,690 square foot one-story retail building which was built in 1933.

The one-story brick structure is a Period Revival building. The primary entry on Carson Street eastern façade is very elaborate with tile molded in intricate designs that suggest Spanish Baroque influences. The windows are elaborate with compound pointed arches and drip sill molding. The proposed signage is actually on the less prominent secondary frontage of the northern façade, mounting information was not provided as part of this application. The proposed plexi-glass sign will have a white face with blue lettering and logo of the client.

The Carson City Municipal Code allows that all commercial businesses are entitled to a minimum of 80 square feet of signage.

The applicant is requesting to allow the installation of a new single face cabinet sign. The proposed signage will be internally illuminated and approximately 15 square feet at approximately three feet by five feet.

Signage in Carson City is regulated by the Carson City Municipal Code Division Four (Signs). This request meets the standards documented in Division Four below.

### **4.7.5 Other Commercial Uses**

a. Permitted signs and maximum sign area shall be as follows:

- (1) Permitted sign area for the parcel shall be calculated based on a ratio of three square feet for every one foot of the frontage of building for the first 100 feet of frontage. Sign area shall be calculated on a ratio of one square foot for every one foot of the frontage of the building/suite for the portion of the frontage exceeding the first 100 feet up to a maximum sign area of 600 feet.
- (2) One address sign not exceeding four square feet in area.
- (3) A maximum of 50 percent of the total allowable sign area may be located on the freestanding sign pursuant to Section 4.6.3.

b. Maximum sign height of the freestanding sign shall be 20 feet.

- c. Illumination from or upon any sign shall be shaded, shielded, directed or reduced so as to avoid undue brightness, glare or reflection of lights.
- d. Sign materials shall be compatible with the design of the primary on-site building.
- e. Regardless of the amount of the frontage of the building or suite, each business is entitled to a minimum of 80 square feet of signs.
- f. One downtown business directory sign, platform, or pole, is permitted per intersection, which shall encompass all corners, within the Downtown Area subject to approval of a Special Use Permit. All sign platforms or poles must be consistent in construction and appearance. Individual signs for businesses are limited to a maximum of one square foot with a maximum letter height of three inches and must be constructed on the single platform or pole. Downtown business directory signs are intended to assist pedestrians to locate downtown businesses. Approval of an encroachment permit from the Nevada Department of Transportation and/or the Carson City Development Services Engineering is required prior to the City's approval of the sign permit.

In the Carson City Historic District Design Guidelines the following guidelines are applicable with the proposed project:

### **5.23 Guidelines for Signs**

Signs in the Historic District are governed by both this Division and Division 4 of the Development Standards. Signage in the Historic District is generally concerned with the conversion of original residential buildings to light office use or with new buildings which have been constructed as commercial buildings in a style compatible with the basic residential nature of the district.

All signs must have an appearance, color, size, texture and design which conform to the sign codes and to the historic character of the district. Signs should also closely match stylistically with the architectural style of the building. Additionally, the location and/or method of attachment of the sign will be considered. The HRC will review all sign applications within the context of the building and the location in the district.

The proposed signage will be the only signage on the northwestern portion of the structure.

**PUBLIC COMMENTS:** Public notices were mailed to nine adjacent property owners to the subject parcel in accordance with the provisions of NRS and CCMC 18.02.045. As of January 06, 2012, no comments have been received in favor or opposed to the proposed project. Any comments that are received after this report is completed will be submitted prior to or at the Historic Resources Commission meeting, depending on their submittal date to the Planning Division.

**Engineering Division comments:**

- Development Engineering has no preference or objection to the request. Sign cannot block sight distance from either street.

**Building Division comments:**

***NOTE: These comments do not constitute a complete plan review, but are merely observations based on the information provided.***

***General***

- Project requires application for a Building Permit, issued through the Carson City Building Division. This will necessitate a complete review of the project to verify compliance with all adopted construction codes and municipal ordinances applicable to the scope of the project.

With the recommended conditions of approval and based on upon the project complying with the Secretary of the Interior's Standards and Guidelines for Rehabilitation, Carson City Historic District Guidelines, the Historic Resources Commission Policies, and that the plans as submitted are in general conformance, it is recommended that the Historic Resources Commission approve HRC-11-144 subject to the recommended conditions of approval within this staff report.

Respectfully Submitted,

PUBLIC WORKS DEPARTMENT, PLANNING DIVISION

*Jennifer Pruitt*

Jennifer Pruitt, AICP, LEEP AP  
Principal Planner

Attachments:

Application (HRC-11-144)  
Carson City Engineering Division comments  
Carson City Building Division

**Carson City Engineering Division  
Historic Resources Commission Report  
107 W. Telegraph St.  
File Number HRC 11-144**

**TO:** Historic Resources Commission

**FROM:** Rory Hogen, Asst. Engineer

**DATE:** January 4, 2012

**SUBJECT TITLE:**

Review of a Historic Resources Commission application for a wall sign at 107 W. Telegraph St., apn 03-229-02.

**RECOMMENDATION:**

Development Engineering has no preference or objection to the request.

**DISCUSSION:**

The Engineering Division has reviewed the request within our areas of purview relative to adopted standards and practices. Construction must meet all requirements of the State of Nevada and Carson City.

<b>File # (Ex: MPR #07-111)</b>	<i>HRC-11-144</i>
<b>Brief Description</b>	<i>sign</i>
<b>Project Address or APN</b>	<i>APN #003-229-02</i>
<b>Bldg Div Plans Examiner</b>	<i>Kevin Gattis</i>
<b>Review Date</b>	<i>January 12, 2012</i>
<b>Total Spent on Review</b>	

**BUILDING DIVISION COMMENTS:**

***NOTE: These comments do not constitute a complete plan review, but are merely observations based on the information provided.***

***General***

1. Project requires application for a Building Permit, issued through the Carson City Building Division. This will necessitate a complete review of the project to verify compliance with all adopted construction codes and municipal ordinances applicable to the scope of the project.



Carson City Planning Division  
108 E. Proctor Street Carson City NV 89701  
Phone: (775) 887-2180 • E-mail: [carsoncityplanning@carsoncitynv.gov](mailto:carsoncityplanning@carsoncitynv.gov)

FOR OFFICE USE ONLY:

FILE # HRC - 12- = HRC - 11-144

HISTORIC RESOURCES  
COMMISSION

FEE: None

RECEIVED

SUBMITTAL PACKET

DEC 28 2011

- Application Form with signatures
- Written Project Description
- 16 Completed Application Packets - Application form, maps, supporting documentation (1 Original + 15 Copies)
- CD containing application data (pdf format)
- Documentation of Taxes Paid-to-Date

Application Reviewed and Received By:

Submittal Deadline: See attached HRC application submittal schedule.

JOHN RUTLEIGG  
PROPERTY OWNER  
320 N CARSON ST  
MAILING ADDRESS, CITY, STATE, ZIP

885 7005  
PHONE # FAX #

E-MAIL ADDRESS  
Name of Person to Whom All Correspondence Should Be Sent

Alpine Signs 775 883 9259  
APPLICANT/AGENT PHONE #

1902 IDAHO ST CC NV 89703  
MAILING ADDRESS, CITY, STATE ZIP

775 883 9259 533 9266  
PHONE # FAX #

alpineSign@aol.com  
E-MAIL ADDRESS

Project's Assessor Parcel Number(s): 003-229-02 Street Address 107 W telegraph C.C. NV 89703 ZIP Code

Project's Master Plan Designation Project's Current Zoning DT-MU Nearest Major Cross Street(s) Carson St

Briefly describe the work to be performed requiring HRC review and approval. In addition to the brief description of your project and proposed use, provide additional page(s) to show a more detailed summary of your project and proposal. NOTE: The Historic District Ordinance and Historic District Design Guidelines, as well as Policy Statements, are available in the Planning Division to aid applicants in preparing their plans. If necessary, attach additional sheets.

NEW SIGN FOR OFFICE AT 107 W TELEGRAPH  
INTERNALLY ILLUMINATED WITH PLEXIGLAS FACE  
DECORATED WITH LAKESIDE LOGO

Does the project require action by the Planning Commission or the Board of Supervisors?  Yes  No If Yes, please explain:

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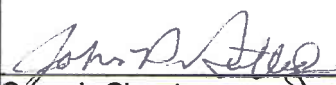
Will the project involve demolition or relocation of any structure within or into the Historic District?  Yes  No If Yes, please describe:

Reason for project:  
NEW SIGN FOR REAL ESTATE OFFICE

SUPPORTING DOCUMENTATION

Each application requires 16 copies, folded to 8 1/2 x 11 inches, of quality site plan and drawings showing work to be performed on the subject project which requires HRC approval. Basically, this is any work which will affect the exterior of any structure and any modifications to the site, i.e., fences, walls, or major landscaping. The name of the person responsible for preparation of the plans and drawings shall appear on each sheet.

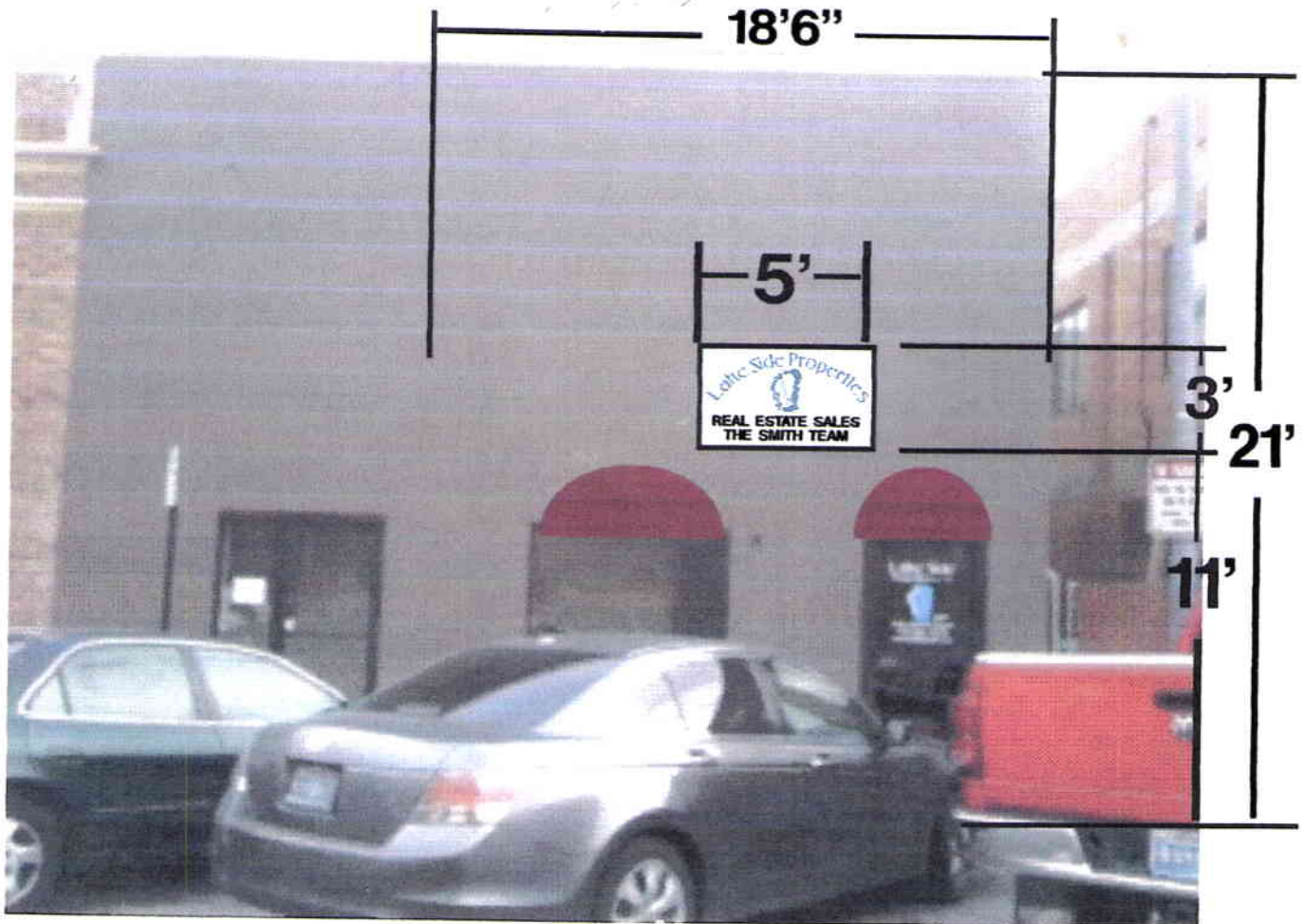
Attached is a Plan Checklist to aid preparation of plans and architectural drawings. It is understood that all checklist items will not be included in all projects. The list is intended to give the applicant an idea of the breadth of review by the Commission on those items which are included in the subject project. Photographs can be used for illustration and discussion, but are not acceptable as substitutes.

  
Owner's Signature MANAGER  
320 NORTH CARSON STREET LLC

  
Applicant's/Agent's Signature

320 NORTH CARSON STREET LLC  
Owner's Printed Name BY: JOHN P. RUTLEDGE  
ITS: MANAGER

CATHY DEITCH  
Applicant's/Agent's Printed Name



**SINGLE FACE ILLUMINATED CABINET**

**SCALE 3/16"=1'0"**



**SCALE .75=1'0"**

**3' HIGH BY 5' WIDE AND 8" DEEP CABINET**

**WHITE PLEXIGLASS WITH BLUE COPY (PMS 299)  
FOR THE NAME AND LOGO**

**BLUE (pms 288) COPY FOR THE SECONDARY COPY**