City of Carson City Agenda Report

Date Submitted: June 10, 2014

Agenda Date Requested: June 19, 2014

Time Requested: 20 Minutes

To: Mayor and Supervisors

From: Parks and Recreation Department

Subject Title: For Possible Action: To approve the Parks and Recreation Commission's recommendation to allocate up to \$30,000 from the Quality of Life Initiative (Question 18) Parks Capital, Undesignated Projects Fund to partner with the Redevelopment Authority and the Nevada Commission on Tourism to fund Phase 1 of the Carson City Fairgrounds/Fuji Park Directional and Event Banner Sign Project. (Vern L. Krahn, Park Planner / Tom Grundy, P.E., Project Manager)

Staff Summary: Carson City has been awarded a \$20,000 grant from the Nevada Commission on Tourism (NCOT) for a directional and event banner sign at the Fairgrounds/Fuji Park complex adjacent to U.S. Highway 395. In addition, the Redevelopment Authority Citizens Committee voted unanimously to recommended \$20,000 of Redevelopment Authority funds be used to match NCOT's grant. Then on June 3, 2014, the Parks and Recreation Commission voted 6-0-1 (with one abstention) to allocate up to \$30,000 from the Quality of Life Initiative (Question 18) Parks Capital, Undesignated Projects Fund to partner with the Nevada Commission on Tourism and the Redevelopment Authority Citizens Committee to fund Phase 1 of the Carson City Fairgrounds/Fuji Park Complex Directional and Event Banner Sign Project. The total cost for Phase 1 is estimated to not exceed \$70,000.

Type of Action Requested: (check one)		
() Resolution () Ordinance		
(X) Formal Action/Motion (_) Other (Specify)		
Does This Action Require A Business Impact Statement:	() Yes	(<u>X</u>) No

Recommended Board Action: I move to approve the Parks and Recreation Commission's recommendation to allocate up to \$30,000 from the Quality of Life Initiative (Question 18) Parks Capital, Undesignated Projects Fund to partner with the Redevelopment Authority and the Nevada Commission on Tourism to fund Phase 1 of the Carson City Fairgrounds/Fuji Park Directional and Event Banner Sign Project.

Explanation for Recommended Board Action: City staff believes the Fairgrounds/Fuji Park complex is an under-utilized facility and the City's long term desire is to have the facility become an event destination center (economic engine) for many large multi-day events. A sign on US 395 South is needed to identify the complex, make motorists aware of the complex's oasis amenities, be a promotional tool for event promoters to inform both visitors and residents about upcoming events, and be a communication tool for public service announcements.

Due to City funding limitations, the directional and event banner sign is designed to be constructed in three phases. **Phase 1 is a complete stand-alone and functionally independent project.** Phase 1 will provide the sign's base with the incorporation of translucent directional information panels and an upper metal frame which will be designed to allow for changeable banners. These banners would be changed out for the different events happening at the complex.

In preparation for this project, City staff applied for and received a Special Use Permit for the sign on Wednesday, March 26, 2014.

Applicable Statute, Code, Policy, Rule or Regulation: NRS 279.408, NRS 279.572; Carson City Parks and Recreation Master Plan Section 7.1.2; and Quality of Life Initiative (Question 18)

Fiscal Impact: Currently, the Quality of Life Initiative (Question 18) Parks Capital, Undesignated Projects Fund has \$70,364. Expending \$30,000 from this account will leave a balance of \$40,364.

Explanation of Impact: The addition of \$30,000 to the project budget will provide an enough funding for Phase 1 of the sign project. Also, NCOT's grant offsets the City's project's budget by \$20,000. As a result, the City will spend \$50,000 to get a \$70,000 sign.

Funding Source: Quality of Life Initiative (Question 18) Parks Capital, Undesignated Projects Fund

Debit 254-504-6452-7199

Fairgrounds/Fuji Park Reader Board Project (NCOT Grant)

Credit Project # 011409

Alternatives:

(Vote Recorded By)

1) Not fund the \$30,000 for the project and direct staff to decline the NCOT grant

2) Fund a smaller dollar amount from Quality of Life Initiative (Question 18) Parks Capital, Undesignated Projects Fund and direct staff to find another funding source for the rest of the project funds

3) Direct staff to	find a different funding	source for the pro	pject
Supporting Materia	Exhibits o Exhibit #2 – Parks and	dated May 6, 201	nmission Staff Report and
Prepared By: Vern	L. Krahn, Park Planney	my	Date: 6/5/14
Reviewed By: Roger	Moellendorf, Parks & Ro	ecreation Directo	Date: 6/10/14
Nick I	Marano, City Manager		Date: <u>C//0//</u>
M	ct Attorney's Office ce Department	t	Date: 6 1914 Date:
Board Action Taker	1:		
Motion:		1:	Aye/Nay
		2:	

PARKS AND RECREATION COMMISSION STAFF REPORT

MEETING DATE:

May 6, 2014

AGENDA ITEM NUMBER:

3B

APPLICANT:

Roger Moellendorf, Parks and Recreation Director

Vern L. Krahn, Park Planner

REQUEST:

For Possible Action: To recommend to the Board of

Supervisors approval of \$30,000 from the Quality of Life

(Question 18) parks capital, undesignated projects to partner with the Redevelopment Authority Citizen Committee and the Nevada Commission on Tourism to fund Phase 1 of the Carson City Fairgrounds at Fuji Park Directional and Event Banner Sign

Project.

GENERAL DISCUSSION:

At the April 7, 2014, Redevelopment Authority Citizen Committee meeting, Interim City Manager, Marena Works announced that Carson City had received a \$20,000 grant from the Nevada Commission on Tourism for a directional and event banner sign at the Fairgrounds/Fuji Park Complex (Refer to Exhibit A). The City received the official notification letter on Monday, March 31, 2014.

The Carson City Fairgrounds at Fuji Park directional and event sign was identified as a site amenity in the Conceptual Plan for the complex adopted by the Board of Supervisors in 2006 (Refer to Exhibit B). In addition, City staff believes the complex is an under-utilized facility and the City's long term desire is to have the facility become an event destination center for many large multi-day events. A sign on US 395 South is needed to make the motorist aware of the complex's amenities. Also, the sign would be a significant promotional tool for event promoters to use as a communication tool to inform both visitors and residents about upcoming events.

Due to City funding limitations, the directional and event banner sign is designed to be constructed in three phases (Refer to Exhibit C). In addition, each phase would be a complete stand-alone and functionally independent project. Phase 1 will provide the sign's base with the incorporation of directional information and an upper metal frame which will be designed to allow for changeable banners to be installed for event promotion at the complex. The estimated cost for Phase 1 is \$70,000. As mentioned above, the Nevada Commission of Tourism has provided a \$20,000 grant toward this project. City staff is requesting \$30,000 from the Quality of Life (Question 18) parks capital, undesignated projects to partner with the Redevelopment Authority Citizen Committee (\$20,000 – matching funds for NCOT grant) and the Nevada Commission on Tourism (\$20,0000 – NCOT Grant) to fund Phase 1 of the sign.

Unfortunately, the project schedule will not allow the sign's first phase to be completed until after the Fair (Refer to Exhibit D). Although disappointing, this improvement is still worth pursuing because this infrastructure will support any future Fair and other events at the complex. In preparation for this project, City staff applied for and received a Special Use Permit for the complex's sign on Wednesday, March 26, 2014.

Carson City Visitors Bureau Estimated Economic Impact Table

Visitors	Total Spe	ending	Taxable Sales	Sales Tax	General Fund	Rooms Booked	Lodging Revenue	Roon	ı Tax	C	CVB Revenue
25	\$ 2	2,950.00	2,448.50	\$ 183.03	\$ 55.09	10.08	\$ 798.89	\$	79.89	\$	39.94
50	\$ 5	,900.00	4,897.00	\$ 366.05	\$ 110.18	20.16	\$ 1,597.78	\$	159.78	\$	79.89
100	\$ 11	,800.00	\$ 9,794.00	\$ 732.10	\$ 220.37	40.32	\$ 3,195.56	\$	319.56	\$	159,78
150	\$ 17	7,700.00	5 14,691.00	\$ 1,098.15	\$ 330.55	60.48	\$ 4,793.35	\$	179.33	\$	239.67
200	\$ 23	3,600.00	\$ 19,588.00	\$ 1,464.20	\$ 440.73	80.65	\$ 6,391.13	\$	539.11	\$	319.56
250	\$ 29	,500.00	\$ 24,485.00	\$ 1,830.25	\$ 550.91	100.81	\$ 7,988.91	\$	798.89	\$	399.45
500	\$ 59	,000.00	\$ 48,970.00	\$ 3,660.51	\$ 1,101.83	201.61	\$ 15,977.82	\$ 1,	97.78	\$	798.89
1000	\$ 118	3,000.00	97,940.00	\$ 7,321.02	\$ 2,203.65	403.23	\$ 31,955.65	\$ 3,	195.56	\$	1,597.78
1500	\$ 177	7,000.00	146,910.00	\$ 10,981.52	\$ 3,305.48	604.84	\$ 47,933.47	\$ 4,	793.35	\$	2,396.67
2000	\$ 236	5,000.00	\$ 195,880.00	\$ 14,642.03	\$ 4,407.30	806.45	\$ 63,911.29	\$ 6,	391.13	\$	3,195.56
2500	\$ 295	5,000.00	\$ 244,850.00	\$ 18,302.54	\$ 5,509.13	1008.06	\$ 79,889.11	\$ 7,	988.91	\$	3,994.46
5000	\$ 590	,000.00	\$ 489,700.00	\$ 36,605.08	\$ 11,018.25	2016.13	\$ 159,778.23	\$ 15,	977.82	\$	7,988.91

Visitors= 100+ miles & staying in Carson City

Total Spending= \$118 per person / per day

Taxable sales = \$97.94 per person / per day

Sales Tax= 7.475%

Rooms Booked = 2.48 people per room

Lodging Revenue = \$79.25 per room / per night (\$20.06 per person)

Room Tax= 10%



Agenda Item 3B (Handout)

ECTS\\$Fuji Park LED Sign\dwg\Directional Sign Site Plan.dwg; 2/19/14

CARSON CITY PARKS AND RECREATION

CARSON CITY FAIRGROUNDS
& FUJI PARK COMPLEX
DIRECTIONAL/EVENT BANNER S
CONCEPTUAL SIGN

LEX

DEATH BY: OLO

CHECKED BY: TG

CHECKED BY: TG

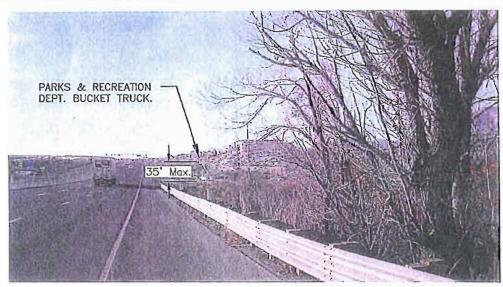
SCALE (HORIZ): AS SHOWN

DATE: 2/19/14

FIGURE

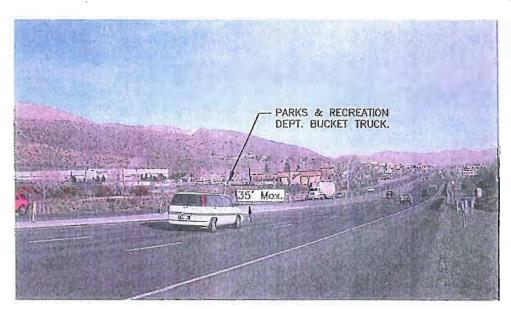
Changeable Event Banner initially, LED Reader Board ultimately: Approx. 240 s.f. Boyada Sesquicentennial Fair July 30 - Aug 3 Fixed Directional Signage: Approx. 36 Carson City Fairgrounds sf. each 2.4 Fuji Park 2.4 Exhibit Hall Baily Fishing Pond 2.4 Dog Park Exhibit A CARSON CITY FAIRGROUNDS & FUJI PARK COMPLEX DIRECTIONAL/EVENT BANNER CONCEPTUAL SIGN WITH APPROXIMATE DIMENSIONS

Final drawings for sign permit to be provided by sign contractor.



SIGN SITE FROM 600' NORTH

Looking up the hill. Please note the relative size of the semi tractor/trailer and the Parks & Recreation Dept. bucket truck, with the bucket placed at the top of sign elevation. It is apparent that the sign needs to be a significant height.



SIGN SITE FROM 600' SOUTH

Looking down the hill. Please note the relative size of the semi tractor/trailer, the van and the Parks & Recreation Dept. bucket truck, with the bucket placed at the top of sign elevation. It is apparent that the sign needs to be a significant height.

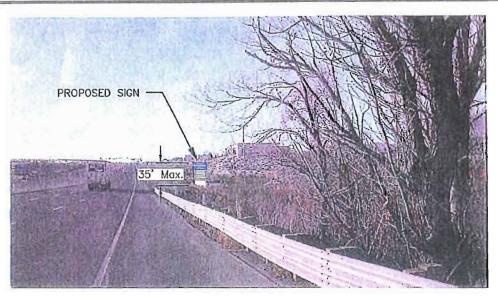
CARSON CITY PARKS AND RECREATION

3303 BUTTI WAY CARSON CITY, NEVADA 89701 PH: 887-2262 CARSON CITY FAIRGROUNDS & FUJI PARK COMPLEX DIRECTIONAL/EVENT BANNER SIGN EXISTING SITE PHOTOS

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DRAWN BY:	DLO
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	13/14

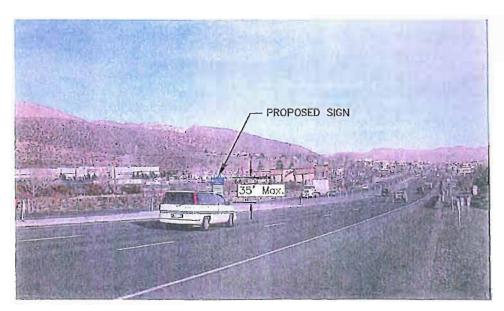
FIGURE

2



SIGN SITE FROM 600' NORTH

Looking up the hill. Please note the relative size of the semi tractor/trailer and the proposed sign. It is apparent that the sign needs to be a significant height.



SIGN SITE FROM 600' SOUTH

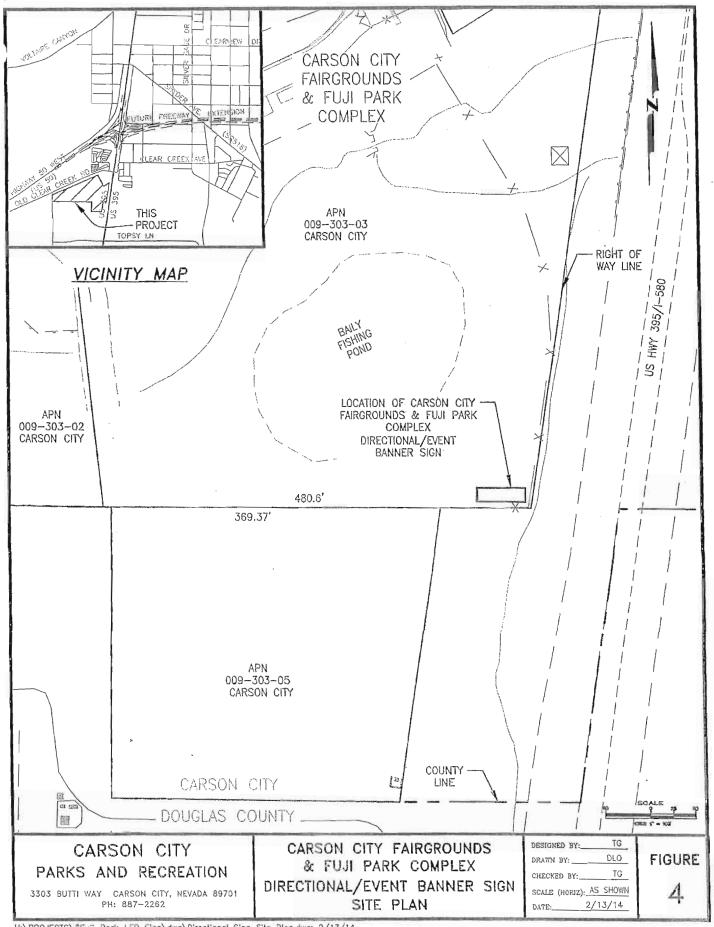
Looking down the hill. Please note the relative size semi tractor/trailer, the van, and the proposed sign. It is apparent that the sign needs to be a significant height.

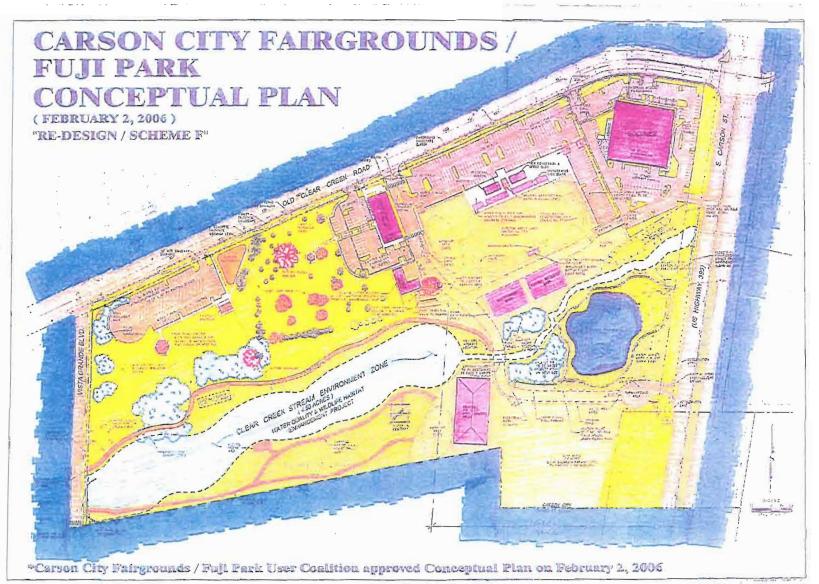
CARSON CITY PARKS AND RECREATION

3303 BUTTI WAY CARSON CITY, NEVADA 89701 PH: 887-2262 CARSON CITY FAIRGROUNDS & FUJI PARK COMPLEX DIRECTIONAL/EVENT BANNER SIGN CONCEPTUAL SIGN SITE PHOTOS

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SCALE (HORIZ):	AS SHOWN
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FIGURE Z





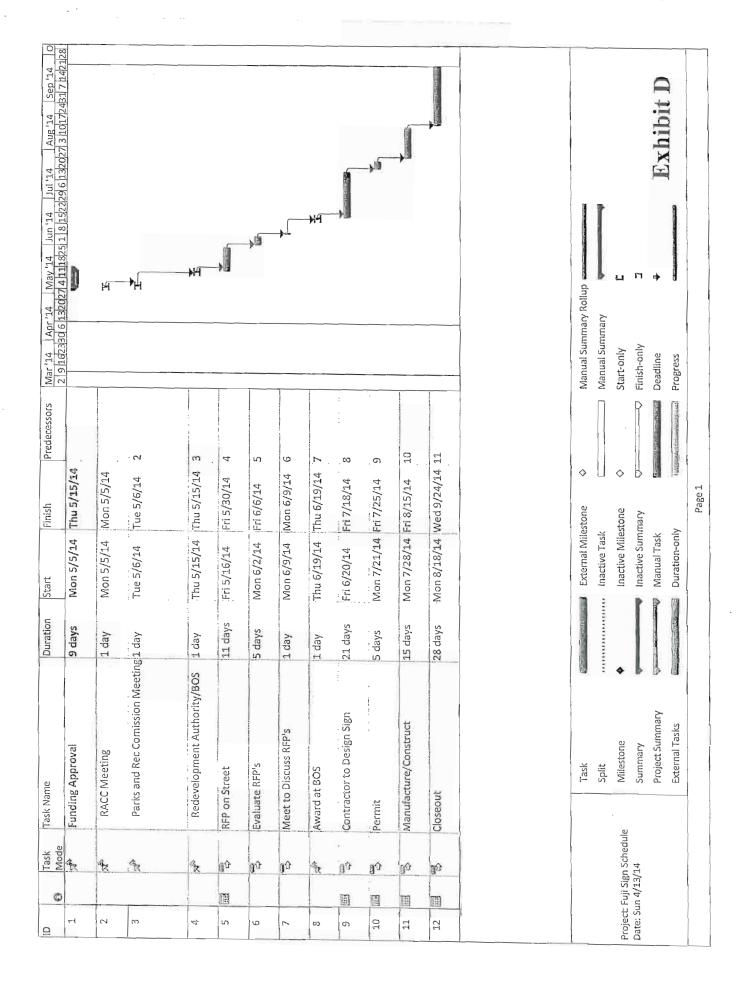
Fairgrounds/Fuji Complex Sign Phase 1 Preliminary Estimate of Probable Costs* No electrical service, lighting or reader boards 4/13/2014

Funding

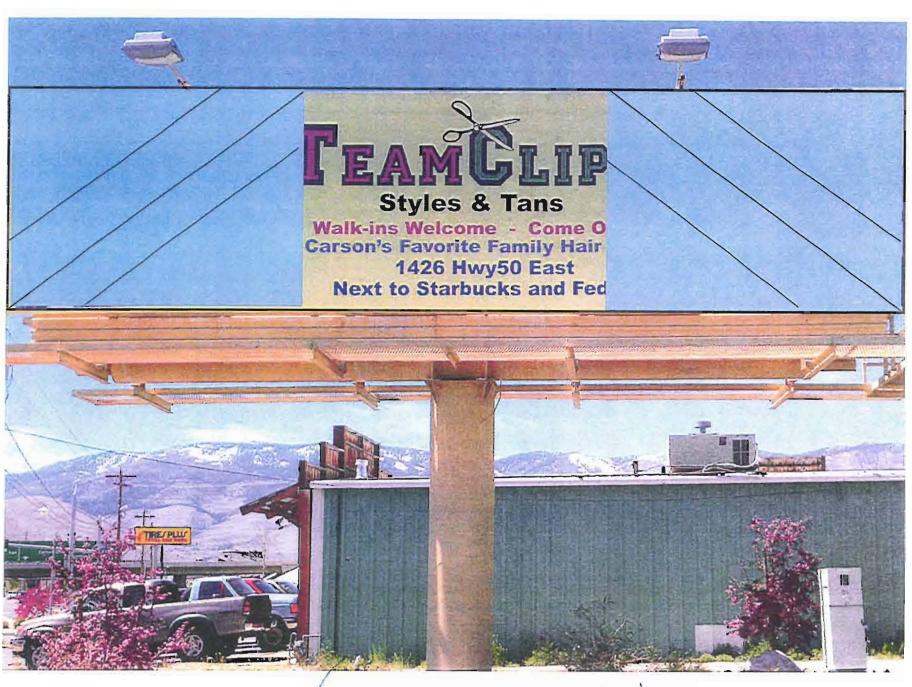
1 41141116	
NCOT	\$ 20,000
RCCA (Match to NCOT Grant)	\$ 20,000
Q18	\$ 30,000
Total Funding	\$ 70,000

	and the second second	The second secon
RFP		\$ 520
Staff Time for RFP		\$ 1,600
Permits		\$ 550
Construction	ľ	\$ 58,000
Testing	l	\$ 600
CM .		\$ 500
PM (tg; vk)		\$ 2,600
	subtotal	\$ 64,370
Contingency		\$ 5,630
Total Estimated Cost		\$ 70,000

^{*} This estimate of probable costs represents staff's best estimate for the proposed work, based on limited data.



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Visual IN 3B PRESENTATION



PARKS AND RECREATION COMMISSION STAFF REPORT

MEETING DATE:

June 3, 2014

AGENDA ITEM NUMBER:

3A

APPLICANT:

Roger Moellendorf, Parks and Recreation Director

Vern L. Krahn, Park Planner

Tom Grundy, P.E. / Project Manager

REQUEST:

For Possible Action: To recommend to the Board of Supervisors approval of \$30,000 from the Quality of Life (Question 18) parks capital, undesignated projects to partner with the Redevelopment Authority Citizen Committee and the Nevada Commission on Tourism to fund Phase 1 of the Carson City Fairgrounds at Fuji Park Directional and Event Banner Sign Project; or, recommend to the Board of Supervisors to return the Nevada Commission on Tourism \$20,000 grant.

At the May 6, 2014, Parks and Recreation Commission meeting GENERAL DISCUSSION: City staff presented a Fairgrounds/Fuji Park complex directional/event banner sign and requested \$30,000 from the Quality of Life (Question 18) parks capital, undesignated projects to partner with the Redevelopment Authority Citizen Committee and the Nevada Commission on Tourism to fund Phase 1 of the project (Exhibit #1). The Commission tabled action on this item and requested City staff to return with additional information on the project. In addition, Parks and Recreation staff met independently with six Commissioners and in groups no larger than two on Wednesday afternoon, May 21, 2014 to tour the project site.

As mentioned above, the Commission wanted additional information on the project. Staff will be returning at this meeting to address the following concerns.

- 1) Fairgrounds/Fuji Park Complex Signage Plan (Exhibit B)
 - A. Integrated Signage Plan Directional/Event Banner Sign, NDOT Information Signs (Brown), Complex Monument Sign, and Complex Facilities Sign Arrays along Old Clear Creek Road
- 2) Sign Location
 - A. Master Plan Right-in / Right-out entrance (Exhibit C)
 - B. Traffic Counts and Traffic Patterns (Exhibit D)
 - i. Correction of traffic counts on US 395 and Old Clear Creek Road (** Refer to note at bottom of staff report on page 2))
 - ii. Traffic patterns related to sign purpose
 - C. Other Possible Locations
 - i. At Complex Along US 395 or Old Clear Creek Road
 - ii. Off Site on private property or within NDOT right-of-way.
- 3) Sign Size and Visibility (Exhibit E)
 - A. Determination of Size:
 - i. Factors considered
 - 1. Grade difference
 - 2. Visual obstructions
 - 3. Distance from roadway
 - 4. View shed surrounding sign location

- B. Process Used
 - i. Bucket truck and lettering mock-ups
 - ii. Driving on highway whole observing proposed location
- C. Photo-simulation's Development Process Related to Accuracy
- D. Size Comparison between Fairgrounds/Fuji Park Sign vs. Community Center Sign (Exhibit F)
- E. Size Related to Similar Signs in Commercial Districts (Exhibit G)
- 4) Sign Style Limited Options Available
 - A. Replaceable Letters
 - B. Banners
 - i. Banner issues: single vs double cost comparisons
 - C. Static Sign
 - D. LED Reader Board
- 5) Role of Sign / Return on \$30,000 of Quality of Life Investment
 - A. Event Promotional Tool
 - B. Community Communication Tool

Due to City funding limitations, the directional and event banner sign is designed to be constructed in three phases. In addition, each phase would be a complete stand-alone and functionally independent project. As discussed with the Commission previously, Phase 1 will provide the sign's base with the incorporation of directional information and an upper metal frame which will be designed to allow for changeable banners to be installed for event promotion at the complex. The estimated cost for Phase 1 is \$70,000. The Nevada Commission of Tourism has provided a \$20,000 reimbursable grant toward this project. In addition, the Redevelopment Authority Citizen's Committee has recommended to the Board of Supervisors that \$20,000 of redevelopment fund be used toward this project provided the Parks and Recreation Commission is willing to commit \$30,000 from the Quality of Life (Question 18) parks capital, undesignated projects to this project.

With the addition of the \$30,000 of Quality of Life Initiative funds and our department's partnership with the Redevelopment Authority Citizen Committee (\$20,000 – matching funds for NCOT grant) and the Nevada Commission on Tourism (\$20,0000 – NCOT Grant) Phase 1 would be completely funded at \$70,000. If after staff's presentation, the Commission does not want to financially support the project. City staff would appreciate a recommendation to the Board of Supervisors to return the \$20,000 Nevada Commission on Tourism grant.

RECOMMENDED ACTION:

I move to recommend to the Board of Supervisors approval of \$30,000 from the Quality of Life (Question 18) parks capital, undesignated projects to partner with the Redevelopment Authority Citizen Committee and the Nevada Commission on Tourism to fund Phase 1 of the Carson City Fairgrounds at Fuji Park Directional and Event Banner Sign Project; or, recommend to the Board of Supervisors to return the Nevada Commission on Tourism \$20,000 grant.

- **Public Record Correction: The NDOT traffic records information Web site shows the following traffic counts for 2012:
 - 18,000 AADT at downtown banner
 - 7,500 AADT on Old Clear Creek Road at the west entrance to Fuji Park
 - 49,000 AADT on US 395 approximately .2 miles north of the intersection with Highway 50
 - 36,000 AADT on US 395 approximately .25 miles south of Topsy Lane

City staff believes the difference between the last two AADT counts is mostly accounted for by the folks heading west of Hwy 50 to go to the lake; so, the 36,000 number is probably best to use.

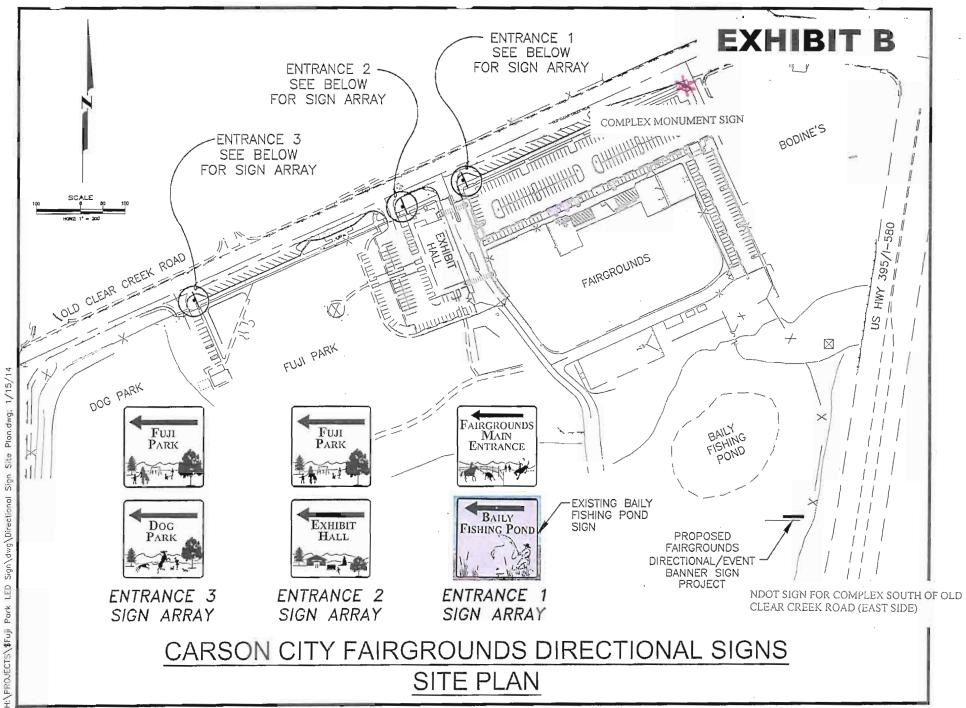
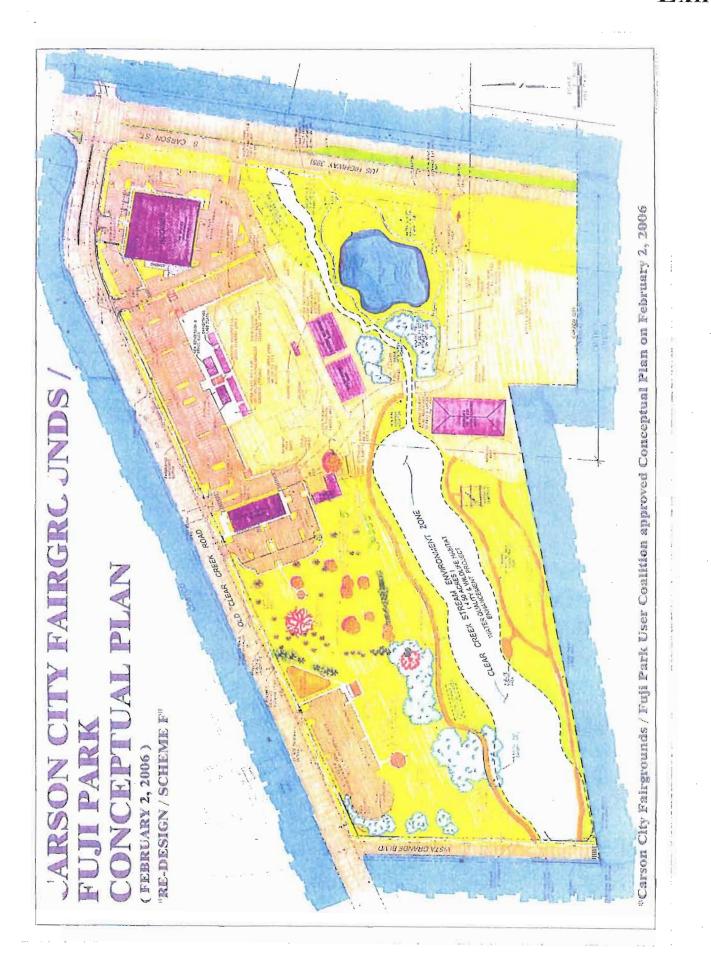
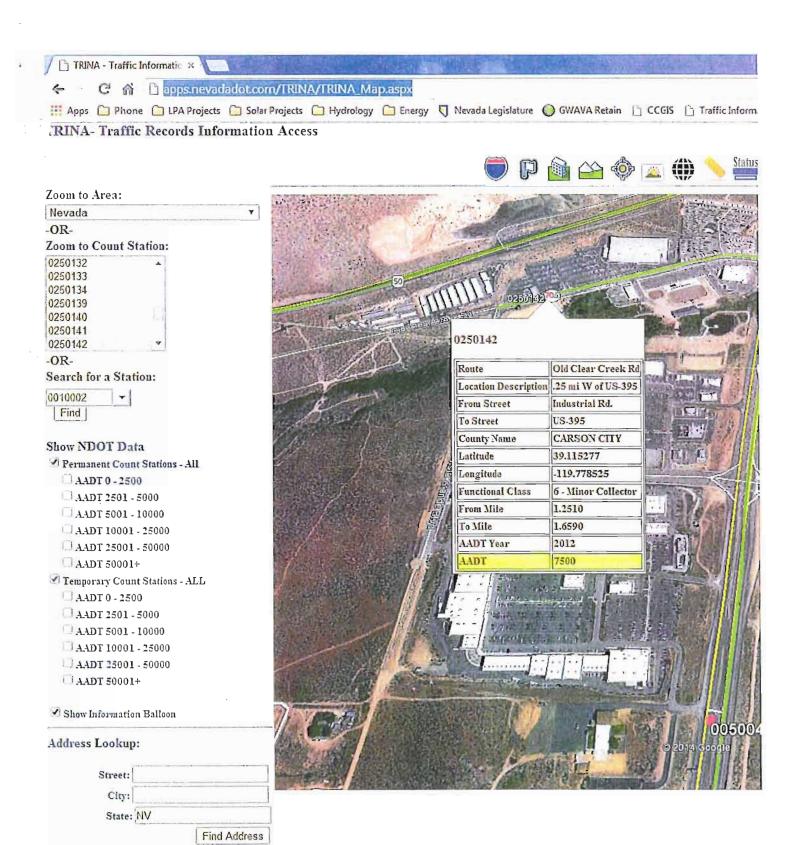


Exhibit C





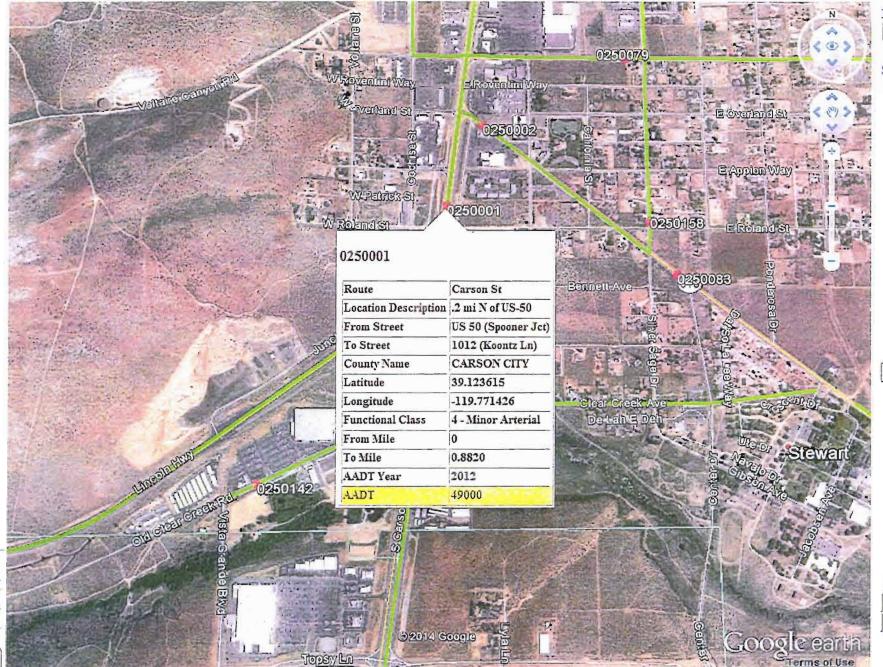


395 S., S. of Best Buy

Address







Reports: Hourly

Station Data I

Average 4 Year 2000

2001 2002 2003

2004 2005

2006 2007

2008 2009

2010 2011

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Print AADT

Static

Station
Route
Location
From Cross

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1 Address







Reports: Hourly

Station Data Average Year

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Sta Station Route

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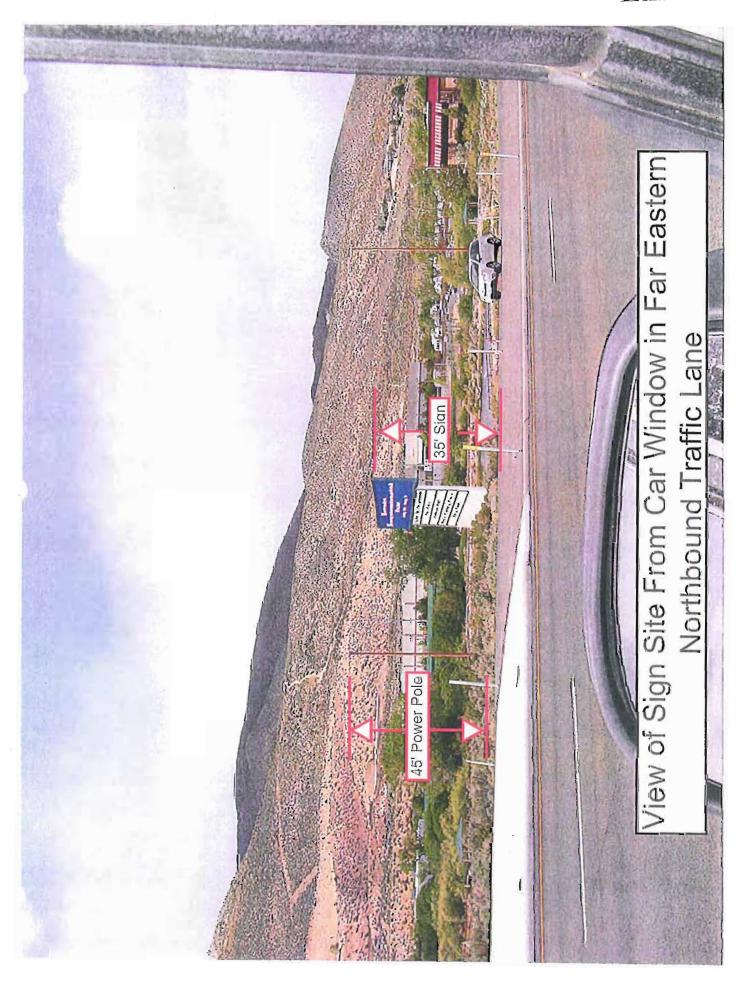
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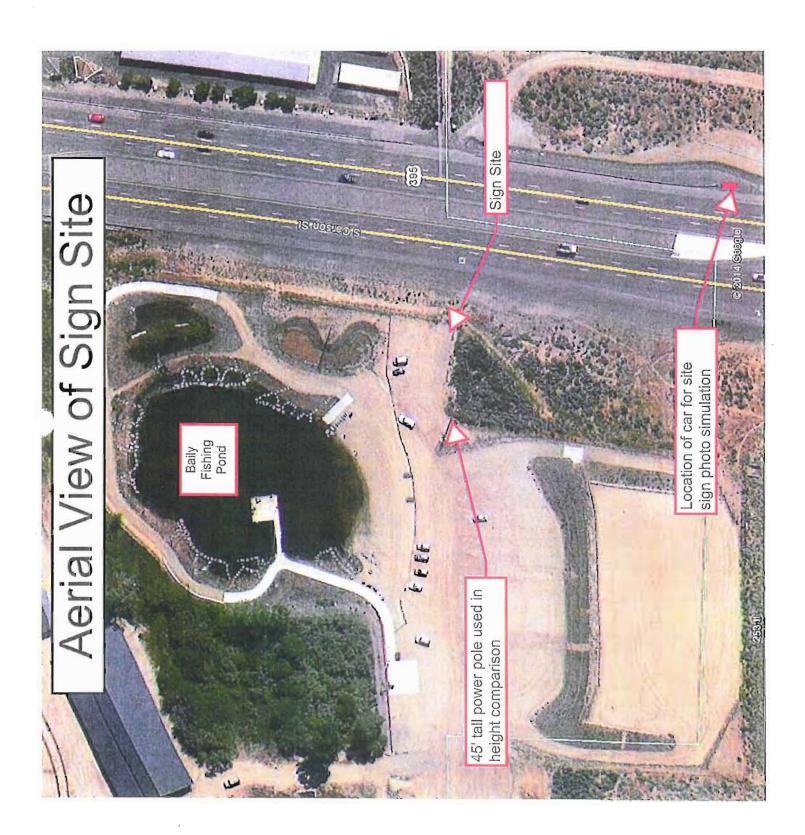
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Exhibit E





Application Number $\mathcal{T}C$							
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Department of Public Works - Development Engineering

Exhibit F

