

STAFF REPORT FOR PLANNING COMMISSION MEETING OF SEPTEMBER 24, 2014

FILE NO: SUP-14-066

AGENDA ITEM: F-1

STAFF AUTHOR: Kathe Green, Assistant Planner

REQUEST: Special Use Permit to allow the continued use of an off-premises double faced advertising (billboard) sign on property zoned General Commercial and Mobile Home 6,000 (GC/MH6).

OWNER OF PROPERTY: William R. Kugler and C. S. Coffey

APPLICANT: Rogers Media Company

ADDRESS: 3700 Highway 50 East

APN: 008-271-04

RECOMMENDED MOTION: “I move to approve SUP-14-066, a Special Use Permit request from Rogers Media Company to allow the continued use of an off-premises double faced advertising (billboard) sign, on property zoned General Commercial and Mobile Home 6,000 located at 3700 Highway 50 East, Assessor’s Parcel Number 008-271-04 based on the findings and subject to the conditions of approval contained in the staff report.”



RECOMMENDED CONDITIONS OF APPROVAL:

1. The applicant must sign and return the Notice of Decision for conditions for approval within 10 days of receipt of notification. If the Notice of Decision is not signed and returned within 10 days, then the item may be rescheduled for the next Planning Commission meeting for further consideration.

The following conditions are applicable throughout the life of the billboard:

2. The maximum permitted sign height is 28 feet from the adjacent street elevation if the sign height is proposed to be changed.
3. 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.
4. The sign support structure must remain a monopole design, as shown on the plans previously approved, and structure must remain painted an earth-tone color as approved by the Planning Division. Any change of color requires submission of proposed color samples for review and approval by the Planning Division. Any Building Permit submission will require Planning Division review as well.
5. This approval is for the continued use of the existing off-premises sign only. 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.
6. Without further notice, the subject Special Use Permit shall expire the last day of March 2019, 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.
7. Carson City Business License fees shall be paid for the billboard and kept current at all times.
8. All portions of the billboard structure shall be maintained free of graffiti. Failure to do so may constitute cause for revocation of the Business License and Special Use Permit.

LEGAL REQUIREMENTS: CCMC 18.02.050 (Review); 18.02.080 (Special Use Permits); 18.04.135 (General Commercial zoning); 18.04.085 (Mobile Home 6,000 zoning); and Development Standards, Section 4.8 (Requirements for Billboards and Off-Premises Signs).

MASTER PLAN DESIGNATION: Mixed Use Commercial/Medium Density Residential (MUC/MDR)

ZONING: General Commercial (GC) and Mobile Home 6,000 (MH6)

KEY ISSUES: Does the application meet the Development Standards regulations for off-premises (billboard) signs, and does the application continue to meet the required findings for approval of a Special Use Permit? Is the proposed billboard still compatible with surrounding properties? Has the

existing billboard caused any material damage to surrounding properties?

SURROUNDING ZONING AND LAND USE INFORMATION

NORTH: Mobile Home 6,000 (MH6)/Mobile Homes- more than 400 feet from sign
SOUTH: General Commercial (GC)/Auto Sales and vacant lot- across Hwy 50 East
EAST: General Commercial (GC)/Commercial Uses- auto service
WEST: General Commercial (GC)/Commercial Uses- retail sales

SITE HISTORY

1. March 31, 2004, the Planning Commission denied SUP-04-031, a request to place a new billboard at this location.
2. April 15, 2004, the Board of Supervisors approved an appeal of the decision to deny the request by the Planning Commission on March 31, 2004.
3. March 31, 2010 the Planning Commission approved SUP-10-013, a five-year review of the existing billboard.

SITE DEVELOPMENT INFORMATION

1. PARCEL AREA: 1.0 acre
2. EXISTING PRIMARY USE: Auto Sales
3. HEIGHT: Existing at approximately 28 feet overall above the existing grade. The distance from the bottom of the panel to the ground is 18 feet, with the top of the billboard being at 28 feet. The maximum allowed height for signs is 28 feet from street elevation for new signs and from existing grade for existing signs. This billboard height is compliant. The height has not changed since the original installation of the billboard.
4. AREA: 400 square feet, the maximum size allowed.
5. NUMBER OF FACES: Two
6. LIGHTING: The billboard has existing lighting. Documentation was previously submitted showing details for Holophane Panel-Vue lighting for outdoor advertising. Presently there are six Holophane brand light fixtures on this billboard, three on each face.

DISCUSSION

The subject parcel is located on the north side of Highway 50 East. An existing automobile sales business is also located on the parcel. The billboard is located at the front of the property on the southwest portion of the parcel, parallel to and just east of an existing building. This is a split zoned parcel, with commercial zoning on the south and mobile home zoning on the north. The area which is zoned residential is at the northern boundary of the property and is approximately 90 feet long. The distance from the billboard to the residential zoning is more than 400 feet. The billboard has been at this location for 10 years. No known complaints or concerns have been registered regarding the location or existence of the billboard.

The review date for this billboard was in March 2014, but the applicant was not notified by the Planning Division of the responsibility for renewal at that time. Historically, the Planning Division has allowed an applicant to submit later when an applicant was not notified by the Planning Division with sufficient time to meet the deadline. The applicant forwarded an application in a timely manner when notified of the requirement to review the billboard. The next review date for this billboard, if approved, would be five years from the original review month, to the last day of March 2019.

The following is a review of the billboard with regard to the specific guidelines of Development Standards Division 4.8.3:

4.8.3 Billboard Requirements:

- a. **Special Use Permit Required:** Approval of a Special Use Permit is required for a billboard. The current Special Use Permit was scheduled to expire on March 31, 2014. The applicant promptly submitted an application when notified by the Planning Division that the Special Use Permit would expire if an application was not submitted by the deadline for the September 24, 2014 meeting. The applicant is requesting a reinstatement and renewal for an additional five year period of time, with the expiration date being reset to the last day of March 2019. This delay on the part of the Planning Division in notifying the applicants of the requirement for timely renewal of billboards has been rectified, and will not be an issue in the future.
- b. **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 property is addressed as 3700 Highway 50 East, and is located on Highway 50 between Lyon County and Carson Street.
- c. **Height:** The maximum permitted sign height is 28 feet from the adjacent permitted street elevation. The sign is in compliance with the permitted sign height, as it is 28 feet above base ground and existing grade.
- d. **Number of Sign Faces:** One sign face per side (single or double-faced sign) is permitted. The subject billboard is a double faced sign.
- e. **Zoning of the Site:** New billboards are only permitted within the General Commercial (GC) or General Industrial (GI) zoning districts. The subject site is located on a parcel with two zoning designations, General Commercial (GC) and Mobile Home 6,000 (MH6). This site is in compliance for zoning, as the billboard is located on the portion of the parcel which is zoned General Commercial. Existing billboards that are being renewed are not required to meet this requirement.
- f. **Spacing Distance:** Billboards may not be located within 1,000 feet of each other. This renewal does comply with this standard. Existing billboards that are being renewed are not required to meet this requirement.
- g. **Area of Sign:** The maximum permitted sign area for billboards is 400 square feet per side. This billboard measures 10 feet by 40 feet or 400 square feet and is in compliance.
- h. **Setback from Certain Uses and Zoning:** A billboard sign may not be closer than 300 feet to a property zoned Agriculture (A), Conservation Reserve (CR), or any residential zoning district. This proposal does comply with this standard, as it is over 400 feet to the nearest residential zoning which is also located on this parcel. Existing billboards that are being renewed are not required to meet this requirement.
- i. **Setback from Redevelopment Areas:** A billboard sign may not be within 1,000 feet of a redevelopment area. This billboard does comply with this restriction for proximity to Redevelopment Areas. Existing billboards that are being renewed are not required to meet this requirement.

- j. Prohibited Supporting Structures: A sign may not be attached to a roof or wall or other surface of a building. A sign must be a freestanding sign. This billboard is freestanding and is in compliance with this standard.
- k. Prohibited Characteristics and Materials: Signs cannot display three-dimensional objects, have movable reflective/lighted materials or beams, flash, be internally lit, have or simulate moving parts, nor may external lighting glare onto adjacent properties or rights-of-way. This billboard is in compliance with this standard.

PUBLIC COMMENTS: Public notices were mailed September 5, 2014 to 39 adjacent property owners, within 300 feet of the subject site, pursuant to the provisions of NRS and CCMC. As of the writing of this report, no comments or letters in support or opposition to this proposal have been submitted to staff from a property owner in the vicinity. Any comments that are received after this report is completed will be submitted prior to or at the Planning Commission meeting on September 24, 2014, depending on their submittal date to the Planning Division.

CITY DEPARTMENT / OUTSIDE AGENCY COMMENTS: The following comments were received from City departments:

BUILDING DEPARTMENT COMMENTS: No comments

ENGINEERING DIVISION COMMENTS: No concerns

FIRE DEPARTMENT COMMENTS: No concerns

HEALTH DEPARTMENT: No concerns

ENVIRONMENTAL CONTROL AUTHORITY COMMENTS: No comments

FINDINGS: Pursuant to CCMC 18.02.080 (Special Use Permits), this application is reviewed with reference to the required findings written for the record in the applicant's justification letter and reviewed below. The extension of time, if approved, would be for five years from the original approval date, to March 31, 2019.

1. The project will be consistent with the master plan elements. The continued use of the billboard is consistent with Chapter 3: A Balanced Land Use Pattern, providing employment opportunities, a diverse choice of housing, recreational opportunities and retail services and Chapter 5: Economic Vitality, promoting expansion of retail service base.

- Goal 1.1e and f: Does the project utilize sustainable building materials and construction techniques to promote water and energy conservation?

Sustainable materials were used in the construction of the billboard. It was manufactured with galvanized steel. The sign is well maintained and the applicant states it is clean and free of graffiti or other visual disturbance. No water is used at this site.

- Goal 3.2.b. Dark Skies.

The applicant states the billboard uses downward, not outward or upward lighting, with Outdoor Link Cellular technology for monitoring the time clocks so they never stay on into the early morning hours, thereby saving energy. No lighting which is detrimental to the neighborhood or off-site is created by this billboard.

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

The billboard promotes economic vitality by promoting Carson City businesses, products and services along the Carson City corridor as tourists and travelers drive into or from Carson City. The applicant states the advertising copy on the billboard is for a Carson City business, and has been the same advertiser since the installation of the billboard at this site.

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

The continued use of the billboard meets this finding in that it is an existing billboard, is already located within an area zoned for industrial and commercial activity, with traffic passing directly east and west of this site on Highway 50. This is an area that has been previously developed with commercial enterprises. The billboard will have no negative economic impact to the surrounding commercial properties. The sign generates no significant noise, vibrations, fumes, odors, dust, glare or physical activity which could have an adverse impact on adjacent uses.

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

The billboard will have little or no detrimental effect on vehicular or pedestrian traffic. No additional traffic will be generated in conjunction with the existing sign that could adversely impact vehicular or pedestrian circulation in the subject area.

4. The project will not overburden existing public services and facilities, including schools, police and fire protection, water, sanitary sewer, public roads, storm drainage, and other public improvements.

The existing sign will not require the extension or expansion of any public services, facilities and services.

5. The project meets the definition and specific standards set forth in Title 18 for billboards.

The existing sign meets all the specific standards for the continued use of existing billboards set forth in Division 4.8 of the Carson City Development Standards.

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

The existing sign meets all the requirements of the Carson City Municipal Code and will not be detrimental to the public health, safety, convenience, and welfare, and will cause no adverse impacts to surrounding properties.

7. The project will not result in material damage or prejudice to other property in the vicinity.

The existing sign has been in the present location ten years, in an area that has been developed with commercial and industrial uses, without adverse effects on neighboring properties. Therefore, the continued use of the sign is not anticipated to result in material damage or prejudice to other properties in the vicinity.

Attachments:

- Site Photos
- Building Department comments
- Engineering Division comments
- Fire Department comments
- Health Department comments
- Environmental Control Department comments
- Application SUP-14-066

Fiats & Free Play Giveaway



CARSON
NUGGET
NEVADA

Cars Provided By



FIAT OF RENO



ROGERS







August 22, 2014

SUP-14-066

No Comments

Phil Herrington
Building Official



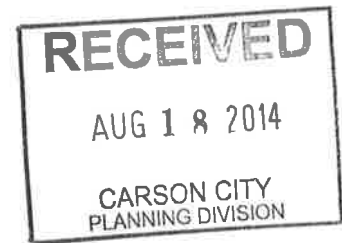
August 18, 2014

No comment on SUP 14-066

Dave Ruben

Captain – Fire Prevention
Carson City Fire Department
777 S. Stewart Street
Carson City, NV 89701

Direct 775-283-7153
Main 775-887-2210
FAX 775-887-2209



August 18, 2014

SUP 14-067

Carson City Health and Human Services

No concerns with application as submitted.

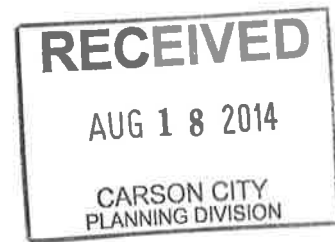
Dustin Boothe, MPH, REHS

Carson City Health and Human Services

900 E. Long St.

Carson City, NV 89706

(775) 887-2190 ext. 7220



RECEIVED

AUG 19 2014

CARSON CITY
PLANNING DIVISION

August 19, 2014

Planning Commission

Re: # SUP 14-066

Dear Kathe,

After initial plan review the Carson City Environmental Control Authority (ECA), a Division of Carson City Public Works Department (CCPW), has the following requirements per the Carson City Municipal Code (CCMC) and the Uniform Plumbing Code (UPC) for the SUP-14-066 @ 3700 Hwy 50 East project:

1. ECA has no comments for this project.

Please notify Mark Irwin if you have any questions regarding these comments, I can be reached at 775-283-7380.

Sincerely;

Mark Irwin
Environmental Control Officer 3

c: Kelly Hale, Environmental Control Supervisor

RECEIVED

JUL 23 2014

CARSON CITY PLANNING DIVISION

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

FILE # SUP - 14 - SUP : 14 - 066

SPECIAL USE PERMIT

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

+ noticing fee and CD containing application digital data (all to be submitted once the application is deemed complete by staff)

ROGERS MEDIA Co. 530-3045770

APPLICANT PHONE #
5409 ROGERS ST. DANIS, CA 95618

MAILING ADDRESS, CITY, STATE, ZIP
MATT@ROGERSMEDIA.com

EMAIL ADDRESS
WILLIAM KUGLER 456-3883

PROPERTY OWNER PHONE #
507 EAGLE MEADOWS LN.

MAILING ADDRESS, CITY, STATE, ZIP
NA CAROLANVILLE, NV 89406

EMAIL ADDRESS
MATT ROGERS 530-3045770

APPLICANT AGENT/REPRESENTATIVE PHONE #
5409 ROGERS ST. DANIS, CA 95618

MAILING ADDRESS, CITY, STATE ZIP
MATT@ROGERSMEDIA.com

EMAIL ADDRESS

SUBMITTAL PACKET

- 8 Completed Application Packets (1 Original + 7 Copies) including:
 - Application Form
 - Written Project Description
 - Site Plan
 - Building Elevation Drawings and Floor Plans
 - Proposal Questionnaire With Both Questions and Answers Given
 - Applicant's Acknowledgment Statement
 - Documentation of Taxes Paid-to-Date (1 copy)
 - Project Impact Reports (Engineering) (4 copies)

Application Reviewed and Received By:

Submission Deadline: See attached PC application submittal schedule.

Note: Submittals must be of sufficient clarity and detail such that all departments are able to determine if they can support the request. Additional Information may be required.

Project's Assessor Parcel Number(s): 8-271-04	Street Address 3700 Highway 50 East	ZIP Code 89701
--------------------------------------------------	----------------------------------------	-------------------

Project's Master Plan Designation MUC/MCP	Project's Current Zoning CC/MHL	Nearest Major Cross Street(s) COLLEGE STREET
----------------------------------------------	------------------------------------	-------------------------------------------------

Briefly describe your proposed project: (Use additional sheets or attachments if necessary). 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. In accordance with Carson City Municipal Code (CCMC) Section: _____, or Development Standards, Division _____, Section _____, a request to allow as a conditional use is as follows:

CONTINUE TO ALLOW A 10'x40' BILLBOARD STRUCTURE ESTIMATED TO REMAIN ON SAID PROPERTY.

PROPERTY OWNER'S AFFIDAVIT

William Kugler, 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: 3700 Hwy 50 E Date: 7/10/14

Use additional page(s) if necessary for other names.

STATE OF NEVADA
COUNTY CARSON

On JULY 10, 2014, WILLIAM KUGLER, 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]

E. KIRCHER
NOTARY PUBLIC
STATE OF NEVADA
APPT. No. 02-75805-3
MY APPT. EXPIRES JUNE 14, 2018

NOTE: If your project is located within the historic district, airport area, or downtown area, it may need to be scheduled before the Historic Resources Commission, the Airport Authority, and/or the Redevelopment Authority Citizens Committee prior to being scheduled for review by the Planning Commission. Planning personnel can help you make the above determination.

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.

Matt Poe

7/23/14

Applicant

Date

Findings to Support the Renewal of Outdoor Advertising Permit Located at 3700 Highway 50 East, Carson City, Nevada

- 1) Section 4.8.3 Billboards are still allowed subject to the following requirements.

The site still meets all criteria that it met when it was approved in 2004.

- A) It is allowed on this street as it is on Highway 50 East, and as it sits between Lyon County and the intersection of US 50 & 395. It has displayed tasteful advertising, we have had only one customer during that period which is a local advertiser. It meets the height requirement of 28 feet overall.
- B) Zoning of the Site is General Commercial.
- C) It does not exceed two faces.
- D) The sign meets size requirements of 10' x 40', no more than 400 square feet per side.
- E) We are spaced 1000' feet from any other off premise sign.
- F) We are set back a minimum of 300' feet from any Residential, Agricultural and Conservation Reserve
- G) We are set back more than 1000' feet from any area under a Redevelopment designation.
- H) We are not attached to a roof or wall, but rather the sign is a free standing pole as built as permitted.
- I) We have never displayed any three dimensional objects, movable or reflective materials, nor have we any flashing, or intermittent illumination. It has never had any rotating parts, beams of light, changing numbers, or simulated motion.
- J) Our source of light, which shines from the top down as called for in the approval, is external and lights up no area outside the sign itself.

In short, this sign still meets all requirements it did at the time of approval in 2004.



Master Plan Policy Addendum

Rogers Media Company, Renewal of Special Use Permit

3700 Highway 50 East Carson City, NV

Chapter 3

We have employed a balanced land use pattern since this sign was installed in 2004. The current parcel it sits upon is now split zoned however, the billboard sits more than 400' from the nearest residence. In the over 10 years the billboard has been located we have never received one complaint from any neighboring property or City entity. We believe this is due to the following:

- A) We make minimal changes to advertising copy and have had the same client for 10 years running. (a local client)**
- B) We light the sign downwardly reducing any additional light being spilled onto neighbors properties.**
- C) The color and materials of the sign blend into the architecture of the setting.**
- D) We keep the sign clean and free from any graffiti or other visual disturbance.**
- E) We work well with our commercial neighbors to the east and west and have won accolades from both.**
- F) We have installed Outdoor Link Cellular technology for monitoring our time clocks so they never stay on into the early AM hours.**

Chapter 5

We both encourage and promote local tourism with our billboards as all of our billboards in Carson City promote local area businesses and service.

Chapter 6

We use durable, sustainable building materials that even after 10 years look attractive to the surrounding community.

Master Plan Policy Checklist

Special Use Permit, Major Project Review & 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: _____

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



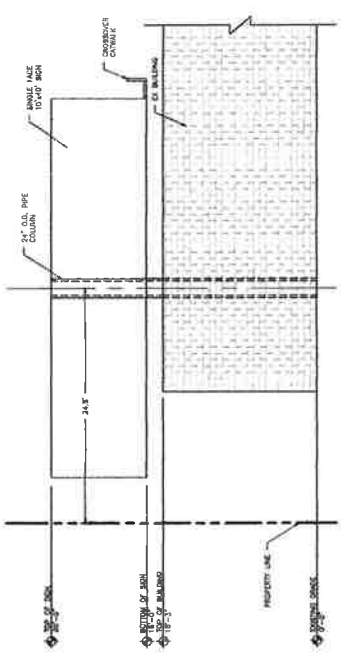
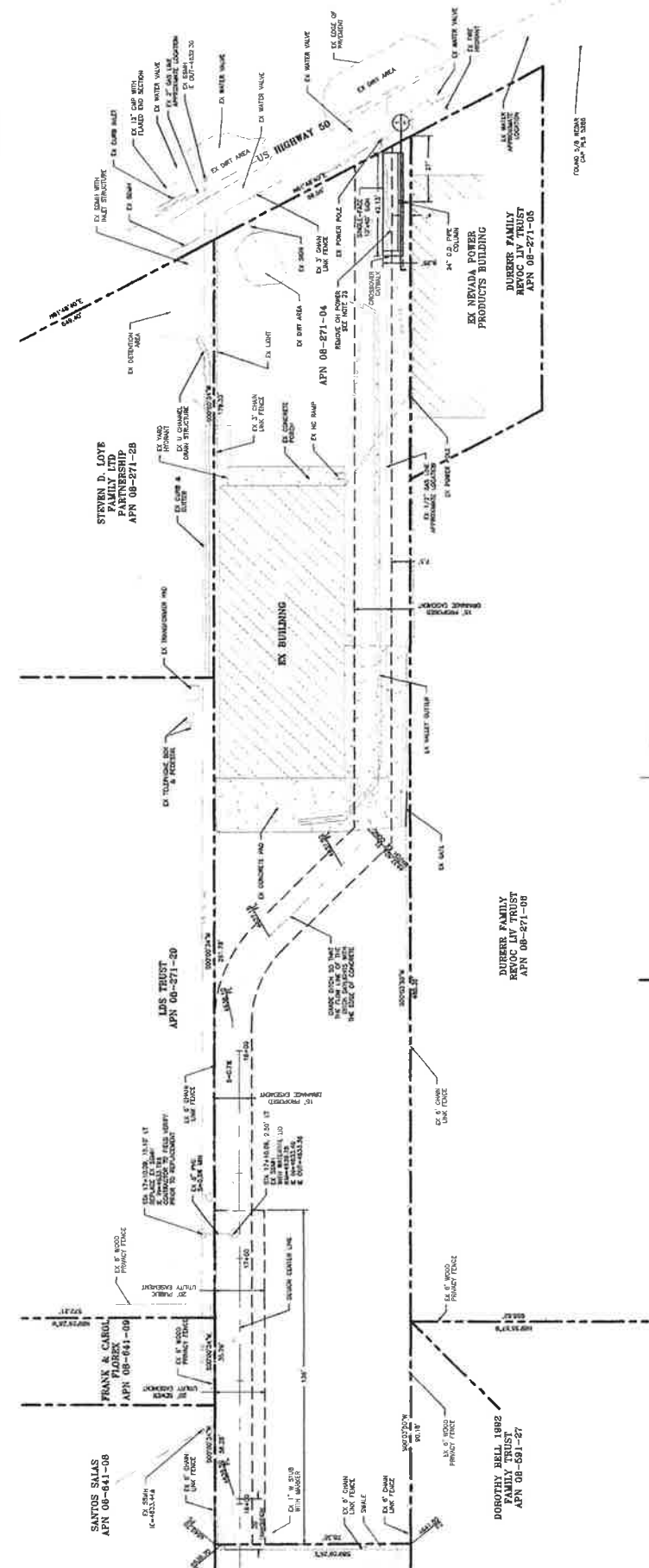
The Carson City Master Plan seeks promote a sense of community by linking its many neighborhoods, employment areas, activity centers, parks, recreational amenities and schools with an extensive system of interconnected roadways, multi-use pathways, bicycle facilities, and sidewalks.

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)?



- SITE & UTILITY NOTES:**
1. INFORMATION PROVIDED BY NEIGHBORING SURVYORS.
 2. ALL IMPROVEMENTS TO BE PARALLEL & PERPENDICULAR TO NEAREST PROPERTY LINE UNLESS NOTED OTHERWISE.
 3. THE CONTRACTOR SHALL LOCATE AND VERIFY THE LOCATION AND ELEVATION OF EXISTING UTILITIES. NOTIFY THE UTILITY OWNERS OF ANY LOCATIONS TO BE EXCAVATED. THE OPERATIONS OF THE CONTRACTOR SHALL BE BEHIND AT THE CONTRACTOR'S OWN RISK.
 4. PREPARE ALL EXISTING UTILITIES IN PLACE UNLESS OTHERWISE INDICATED ON THE DRAWING.
 5. RELOCATION OF EXISTING UTILITIES POWER LINES TO BE COORDINATED WITH SPEC BY OWNER.



SECTION ELEVATION

PALMER & LAUDER ENGINEERS, INC.
 811 K. Nevada Street
 Carson City, Nevada 89705
 PHONE (775) 884-4228
 FAX (775) 884-4228
 WEBSITE: www.p-l.com

SITE PLAN
 WILLIAM R. KROGER
 3700 HIGHWAY 50 EAST
 CARSON CITY, NEVADA, APR 8-27-04

DATE	11/11/03
DESIGN BY	RF
DRAWN BY	NOL
CHECKED BY	RF
SCALE	1" = 10'-0"
FILE	11/11/03/04/04

NO.	REVISION

This drawing has been prepared by the engineer or architect in accordance with the professional seal of the contractor or engineer or architect. The contractor or engineer or architect is responsible for the accuracy of the information provided by the contractor or engineer or architect. The engineer or architect is not responsible for the accuracy of the information provided by the contractor or engineer or architect.

Flats & Free Play Giveaway

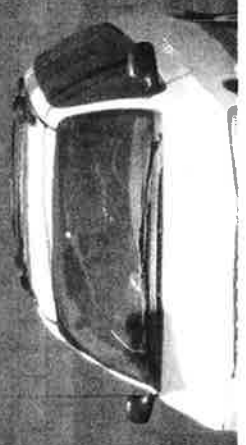
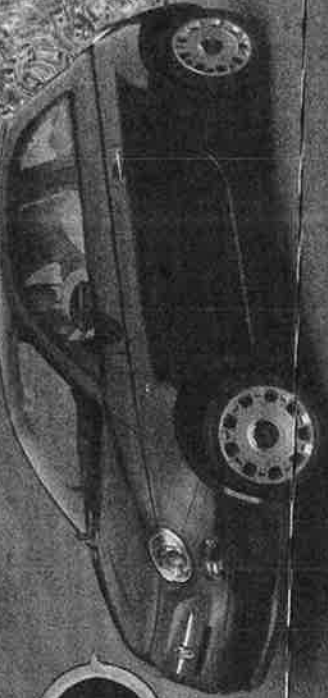
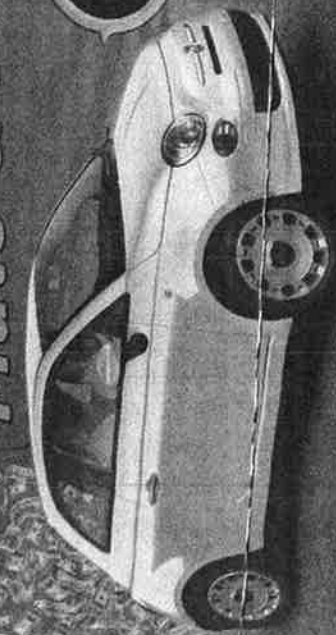
CARSON
NUCKET
NEVADA

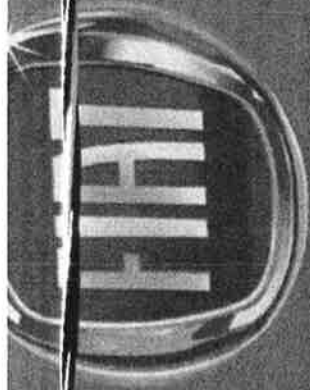
Cars Provided By



PLAY & REWARD

ROGERS





FIAT OF RENO

ROGERS

NEV

4936



CITY OF CARSON CITY
Business License Division
108 E. Proctor St.
Carson City, NV 89701
(775) 887-2105

LICENSE RECEIPT

ROGERS MEDIA COMPANY
5409 ROGERS ST

DAVIS CA 95618

License Number: 14-00020941
Expiration Date: December 31, 2014
Business Location: 3700 HWY 50 E

IMPORTANT INFORMATION

- This license constitutes a receipt for the payment of a license required by Carson City Municipal Code Title 4 to engage in, carry on, or conduct, in this city, the business, trade, calling, or profession described on the license.
- Licenses are NON-TRANSFERABLE.
- Any changes to the business information should be reported immediately to the Business License division.
- The holder of this license must comply with all Carson City Municipal Code rules and regulations.



CITY OF CARSON CITY
BUSINESS LICENSE DIVISION
108 E. Proctor St.
Carson City, NV 89701
(775) 887-2105

This license is not transferable.

POST IN A CONSPICUOUS PLACE

ROGERS MEDIA COMPANY
5409 ROGERS ST

DAVIS CA 95618

Business Location: 3700 HWY 50 E
Nature of Business: BILLBOARD SIGN @ 3700 HWY 50 EAST

License Number: 14-00020941
License Expiration Date: December 31, 2014
Date Issued: July 10, 2014

License renewal is the responsibility of the license holder and must be renewed prior to the expiration date to avoid penalties.