

STAFF REPORT FOR THE PLANNING COMMISSION MEETING OF AUGUST 31, 2016

FILE NO: SUP-16-078

AGENDA ITEM: F-2

STAFF AUTHOR: Hope Sullivan, Planning Manager

REQUEST: To consider a request from Wood Rodgers (property owner Maverik, Inc.) for a Special Use Permit to allow a freeway oriented sign on property zoned Limited Industrial (LI), located at 1451 College Pkwy, APN 008-922-29

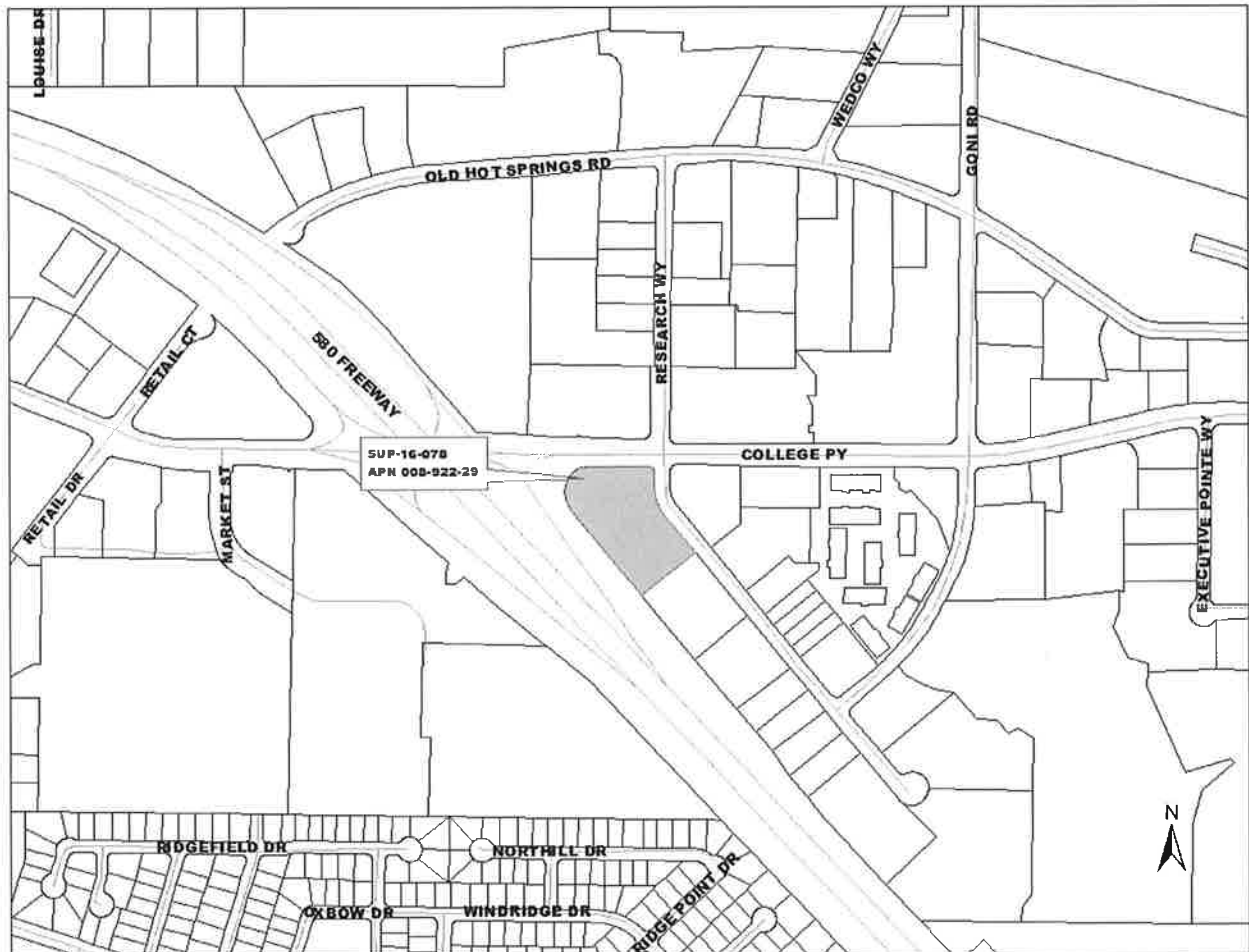
APPLICANT/AGENT: Wood Rodgers

OWNER: Maverik, Inc

LOCATION: 1451 College Parkway

APN: 008-922-29

RECOMMENDED MOTION: “I move to approve SUP-16-078, a request from agent Wood Rodgers (property owner: Maverik, Inc) for a Special Use Permit to allow a freeway oriented sign on property zoned Limited Industrial, located at 1451 College Parkway APN 008-922-29, 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 of 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 development plans approved with this application, except as otherwise modified by these conditions of approval.
3. All on- and off-site improvements shall conform to City standards and requirements.
4. The use for which this permit is approved shall commence within 12 months of the date of final approval. A single, one year extension of time may be requested in writing to the Planning Division thirty days prior to the one year expiration date. Should this permit not be initiated (obtain a Building Permit) within one year and no extension granted, the permit shall become null and void.
5. The sign shall not exceed a height of 40 feet measured from existing grade.
6. The applicant shall work with staff to incorporate elements onto the sign or in the vicinity of the sign that complement the art installations along the highway. The agreed upon improvements shall be installed at the time the sign is installed. The results of this condition will be reported to the Planning Commission at the time of the six month review required in Condition 11.
7. The display may contain static messages only, with no animation, moving video or change in intensity of lighting.
8. The message change sequence is to be accomplished immediately or by means of fade or dissolve modes with each frame displayed for a minimum period of four seconds, and shall have no continuous, traveling or scrolling displays or movement, nor shall it have the appearance or illusion of movement of any part of the sign structure, design, pictorial segment of the sign, including the movement of any illumination or the flashing, scintillating or varying of light intensity.
9. The electronic message display shall have automatic photocell dimming capabilities based on ambient outside light and be set at 75 percent of full capacity for daytime (full sun) and 40 percent for nighttime, or equivalent for other lighting technologies.
10. The applicant shall provide written certification from the sign contractor that the sign's light intensity has been factory pre-set not to exceed the limits specified above, and the intensity level is protected from end-user manipulation by password-protected software or other method as deemed appropriate by the Director.

11. Notwithstanding other provisions of Title 18, the electronic message display may be required to comply with future limitations on the brightness of the display or reduce the brightness permitted through the Special Use Permit process based upon review of the actual sign in the field for compatibility with the surrounding properties. The Director shall schedule review of this freeway-oriented sign with electronic message display by the Commission within six months of the completion of the sign
12. All projects and improvements must be performed in accordance with Nevada Revised Statutes (NRS) 623 and 624 and Carson City Municipal Code (CCMC) 15.05.020.
13. All repairs, replacements and alterations must have proper building permits and comply with International Building Codes, Uniform Plumbing Code, Uniform Mechanical Code or International Mechanical Code, Fuel Gas Code, Uniform Mechanical Code or Conservation Code, and Northern Nevada Amendments.
14. All contractors are required to carry State and local licenses.
15. Structural engineering and height certification will be required with the building permit and associated plans.
16. The project must comply with the adopted 2012 International Fire Code (IFC) and Northern Nevada fire Code Amendments as adopted by Carson City.
17. All construction improvements must meet the requirements of Carson City and State of Nevada codes and Development Standards. Construction and placement of the pole must not block or alter the existing drainage swale, and no part of the pole can be within five feet of the existing water main stub and flush assembly that is just on the other side of the fence from the sign.
18. The proposed freeway sign is located adjacent to the City's freeway landscaping. No sign construction activities shall be allowed within the area associated with the City's landscape and irrigation system.

LEGAL REQUIREMENTS: CCMC 18.02.080 (Special Use Permits), CCMC 18.04.145 Limited Industrial (LI), CCMC Development Standards, Division 4 (Signage)

MASTER PLAN DESIGNATION: Industrial (I)

PRESENT ZONING: Limited Industrial (LI)

KEY ISSUES: Will the proposed freeway oriented sign be compatible with the surrounding neighborhood and be in keeping with the standards of the Carson City Municipal Code?

SURROUNDING ZONING AND LAND USE INFORMATION:

NORTH: Limited Industrial (LI)/Office

EAST: Limited Industrial (LI)/Bank

WEST: Freeway right-of-way then continuing west, Limited Industrial (LI)/Vacant

SOUTH: Limited Industrial (LI)/Vacant

ENVIRONMENTAL INFORMATION:

FLOOD ZONE: Zone X (areas of minimal flooding)

EARTHQUAKE FAULT: Zone II, Moderate earthquake potential

SLOPE/DRAINAGE: Site is flat

SITE DEVELOPMENT INFORMATION:

LOT SIZE: 2.88 acres

SETBACKS: Front 30, Side 10, Rear 30

PREVIOUS REVIEW:

MPR-15-048: May 29, 2015 a Major Project Review was held to discuss the proposed addition to an existing fueling station and convenience store of a weight scale, high flow diesel fueling stations, parking spaces, relocation of trash enclosure and landscaping.

SUP-16-051: June 29, 2016, Planning Commission issued a Special Use Permit for a second freestanding sign on the site that exceeded the height and size limitations. The sign was 107.5 square feet, and 21 feet 4.5 inches high.

DISCUSSION:

The applicant is seeking to erect a 53 foot tall, 144 square foot freeway oriented sign on the west side of the subject property, west of the existing Maverik store. The sign will alert drivers to the availability of gasoline at that particular freeway exit.

Carson City Development Standards Section 4.9 provides for Freeway-Oriented Signs. Section 4.9.1 states:

“Carson City finds that the limited use of on-premise signs for certain existing and proposed commercial land uses is an appropriate means to help achieve economic sustainability. Carson City also recognizes that there must be a balance between the needs of the business community and the desire of citizens to preserve view corridors along the freeway. To achieve this balance, these guidelines are a means to allow freeway signage that is well designed, appropriately sited, and to the extent possible, esthetically pleasing. These standards are to be utilized in evaluating requests for freeway oriented signs.”

Per the provisions of Section 4.9.9 of the Development Standards, a freeway-oriented sign requires a Special Use Permit approved by the Planning Commission. Additionally, the Planning Commission has the authority to approve modifications or alternatives to the freeway-oriented sign standards.

Staff recommends that the Planning Commission approve SUP-16-078 based on the discussion in this staff report and the required findings as noted on the following pages. As part of staff's recommendation, staff is recommending a height limitation of 40 feet rather than the 53 foot height proposed.

PUBLIC COMMENTS: Public notices were mailed to 31 property owners within 800 feet of the subject site on August 12, 2016. As of the writing of this report, no comments in support or in opposition of the request have been received. Any comments that are received after this report is completed will be submitted to the Planning Commission prior to or at the meeting, depending on the date of submission of the comments to the Planning Division.

OTHER CITY DEPARTMENTS OR OUTSIDE AGENCY COMMENTS: The following comments were received by various city departments. Recommendations have been incorporated into the recommended conditions of approval, where applicable.

Building Division:

1. All projects and improvements must be performed in accordance with Nevada Revised Statutes (NRS) 623 and 624 and Carson City Municipal Code (CCMC) 15.05.020.
2. All repairs, replacements and alterations must have proper building permits and comply with International Building Codes, Uniform Plumbing Code, Uniform Mechanical Code or International Mechanical Code, Fuel Gas Code, Electrical Code, Adopted International Energy Conservation Code, and Northern Nevada Amendments.
3. All contractors are required to carry State and local licenses.
4. Structural engineering and height certification will be required on the building permit and associated plans.

Fire Department:

The project must comply with the adopted 2012 International Fire Code (IFC) and Northern Nevada Fire Code Amendments as adopted by Carson City.

Engineering Division:

No preference or objection to the special use request. All construction improvements must meet the requirements of Carson City and State of Nevada codes and Development Standards. Construction and placement of the pole must not block or alter the existing drainage swale, and no part of the pole can be within five feet of the existing water main stub and flush assembly that is just on the other side of the fence from the sign.

Parks and Recreation Department:

The proposed freeway sign is located adjacent to the City's freeway landscaping. No sign construction activities shall be allowed within the area associated with the City's landscape and irrigation system.

Carson City Airport

Carson City Airport has no objection to Maverik placing the sign at the request location.

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. ***Will be consistent with the objectives of the Master Plan elements***

The applicant has identified Master Plan Goal 5.2.B and 1.1e as demonstrating consistency with the Master Plan.

Goal 5.2b – Encourage Reuse/Redevelopment of Underused Retail Spaces.

The subject property is currently a gas station with a convenience store. The applicant is expanding the station to add a weight station and high flow diesel fueling station which would encourage traffic from the adjacent freeway located to the west to utilize this site. Sales of fuel at this location will provide taxes that support local needs.

Goal 1.1e- Sustainable Construction Techniques

The sign pole will be constructed of metal, and the sign will be low maintenance. The sign will be

internally illuminated, and energy efficient. No water or sewer will be required for the site.

2. ***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.***

The proposed sign is intended to alert drivers on the freeway as to the availability of fuel at this particular exit. The site is surrounded by either vacant land or non-residential uses. Surrounding zoning is Limited Industrial (LI). The nearest residential use is more than 800 feet away, on the other side of the I-580 Freeway. The sign will not cause objectionable noise, vibrations, fumes, odors, dust, or glare and will not generate physical activity beyond what is common for commercial properties in the area.

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

The proposed sign is intended to alert drivers on the freeway to the presence of fuel at this particular exit. Therefore, if the sign is effective, more vehicles will access this site. However, at the time the site was designed, the City's transportation staff reviewed the anticipated traffic volumes and patterns, and proposed improvements, including the addition of a traffic light at the intersection of College Parkway and Research Way to ensure traffic generated by the use would not adversely impact roadway capacity or safety. The additional traffic that may utilize this site is contemplated in the original traffic analysis, and will not have a detrimental effect on vehicular or pedestrian traffic.

4. ***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 proposed site will not create an impact on public services and facilities beyond those impacts that were identified and mitigated at the time the gas station was contemplated.

5. ***Meets the definition and specific standards set forth elsewhere in this Title for such particular use and meets the purpose statement of that district.***

Section 4.9 of the Carson City Development Standards identifies standards for Freeway signs. This section of the Development Standards also authorizes the Planning Commission to approve modification and alternatives under certain circumstances. The purpose of the guidelines is as follows.

- a. *Encourage development of property in harmony with the desired character of the City while providing due regard for the public and private interests involved.*
- b. *Promote the effectiveness of freeway-oriented signs by preventing the over concentration, improper placement, deterioration, and excessive size and number.*
- c. *Enhance the flow of traffic and the convenience, ease and enjoyment of travel along the freeway.*
- d. *Protect travelers on Carson City's freeway from injury or damage as a result of distraction*

or obstruction of vision attributable to large signs.

- e. Assure that public benefits derived from expenditures of public funds for the improvement and beautification of the freeway and other public structures and spaces shall be protected by exercising reasonable control over the character and design of large sign structures.*
- f. Require that signs be properly maintained for safety and visual appearance.*

Development requirements identified in Section 4.9 are as follows.

4.9.3 General Provisions.

- a. A maximum of one freeway-oriented sign may be permitted per parcel or shopping center in addition to other permitted on-premise signs and sign area.*
- b. Signs with more than four tenant spaces shall include the shopping center or project name on the sign, which shall be located on the uppermost portion of the sign and shall occupy a minimum of 20 percent of the permitted sign area.*

The applicant is proposing one freeway-oriented sign, consistent with subsection "a." The subject property does not have four tenant spaces. Subsection "b" is not applicable.

4.9.4 Location and Siting. *A freeway-oriented sign may only be located:*

- a. On a parcel or shopping center site which has frontage on the freeway right-of-way, and only between the freeway intersection at North Carson Street and 1,500 feet west of the freeway intersection at South Carson Street; and*

This condition is met. The subject property is contiguous to the freeway right-of-way south of College Parkway.

- b. On a parcel or shopping center site that is either:*

- (1) At least 15 contiguous acres in area; or*
- (2) At least three contiguous acres within 500 feet of a freeway intersection; or*
- (3) At least three contiguous acres located on the corner with frontage on both the freeway and the cross-street; and*

This condition is NOT met. The subject property is 2.88 acres.

- c. On property zoned General Commercial, Retail Commercial or Limited Industrial; and*

This condition is met. The subject property is zoned Limited Industrial.

- d. No more than 200 feet from the right-of-way line of the adjacent freeway; and*

This condition is met. The sign is proposed to be approximately four feet from the property line adjacent to the freeway.

- e. *A distance of no less than 10 times the proposed height of the sign in relation to the ground elevation at the property line of the nearest residentially zoned property, except as otherwise provided in Section 4.9.8.*

This condition is met. The closest residential area is on the other side of the freeway, approximately 800 feet from the site.

4.9.5 Design and Construction. *A freeway-oriented sign shall be designed and built:*

- a. *No higher than reasonably necessary in order for the sign copy to be visible from a vehicle approaching on the same side of the freeway as determined by a line-of-site analysis and in no case more than 30 feet above the highest freeway improvement immediately adjacent to the proposed sign, including freeway barriers and sound walls but excluding light fixtures and sign structures; and*

The adjacent highway barrier is at 26 feet. The applicant is proposing a 53 foot tall sign. The applicant has provided photo-simulations depicting the sign at a height of 30 feet, 40 feet, 50 feet, and 60 feet. After reviewing the photo-simulations, staff finds that a 40 foot tall sign will provide sufficient visibility, and recommends a condition that the sign not exceed a height of 40 feet.

- b. *Having a form, texture, color, and finish that incorporates representations complimentary to the primary architectural or natural features of the associated development or feature; and*

The proposed sign will be consistent with the overall look of the existing Maverik convenience store.

- c. *Having low maintenance, architectural-grade surfacing materials such as metal, masonry, ceramic tile, glass or stucco; and*

The sign uses customary materials and will be a low maintenance sign.

- d. *Having a sign area determined by the lesser of:*

- (1) *One square foot of sign area for each two lineal feet of freeway right-of-way frontage or one square foot of sign area for each lineal foot of building frontage facing the freeway right-of-way, whichever is greater; or*
- (2) *50 square feet per acre of parcel; or*
- (3) *600 square feet; and*

Utilizing the formula of 50 square feet per acre of parcel in Number (2) yields the lowest sign area. As the site is 2.88 acres, the allowable sign area is 144 square feet. The applicant has proposed a 144 square foot sign.

- e. *Limiting nighttime illumination to just the sign copy or sign message. Internally illuminated signs shall have opaque backgrounds so that only the sign copy is illuminated. Where a background is integral to the design of a corporate image or registered trademark, the background is to be colored to mute the amount of illumination. Vacant or blank tenant sign panels shall be blocked out.*

The proposed sign will advertise a single tenant. The top of the sign will be internally illuminated, and the bottom will be a digital price display.

- f. *To be located appropriately on the site for visibility from the freeway while minimizing the sign height in accordance with this section.*

The subject property is a fairly flat site. The proposed location of the sign will avoid compromising the functionality of the site.

4.9.6 Exterior Illumination. *A freeway-oriented sign composed of exposed neon, argon or krypton tubing, exposed incandescent lighting, or other exposed artificial lighting to outline such sign or portion thereof, is permitted provided such illumination:*

- a. *Constitutes a design component of the overall sign architecture; and*
- b. *Is integrated into the primary physical elements of sign and is harmonious with the architectural style of the structure; and*
- c. *Serves only for the purpose of embellishing the nighttime architecture of the sign and does not portray an advertising message or move, blink or change in intensity; and*
- d. *Is compatible with the land use and architecture of adjacent developments; and*
- e. *Is fully functional. If any component of the lighting becomes nonfunctional, none of the lighting system may be illuminated until the entire lighting system is repaired and is functioning as intended.*

The top portion of the sign will be internally illuminated, and the bottom portion will be an electronic sign displaying the price. The internally illuminated sign will complement the existing Maverik sign.

4.9.7 Electronic Message Display. *A freeway-oriented sign using an electronic message display is permitted provided:*

- a. *The electronic message display portion of the sign is no more than 50 percent of the total sign area.*
- b. *The display contains static messages only with no animation, moving video or change in intensity of lighting; and*
- c. *The message change sequence is accomplished immediately or by means of fade or dissolve modes with each frame displayed for a minimum period of four seconds, and shall have no continuous, traveling or scrolling displays or movement, nor shall it have the appearance or illusion of movement of any part of the sign structure, design, pictorial segment of the sign, including the movement of any illumination or the flashing, scintillating or varying of light intensity; and*
- d. *The electronic message display has automatic photocell dimming capabilities based on ambient outside light and is set at 75 percent of full capacity for daytime (full sun) and 40 percent for nighttime, or equivalent for other lighting technologies.*

- e. *The applicant provides written certification from the sign contractor that the sign's light intensity has been factory pre-set not to exceed the limits specified above, and the intensity level is protected from end-user manipulation by password-protected software or other method as deemed appropriate by the Director.*
- f. *Notwithstanding other provisions of Title 18, electronic message displays may be required to comply with any future amendments to the limitations on the brightness of the display or reduce the brightness permitted through the Special Use Permit process based upon review of the actual sign in the field for compatibility with the surrounding properties. The Director shall schedule freeway-oriented signs with electronic message displays for review by the Commission within six months of the completion of the sign.*

The electronic message display will not exceed 50 percent of the sign area. The applicant intends to comply with conditions b – f. As these are operational issues in large part, staff recommends that items b – f be made conditions of approval.

4.9.8 Modifications and Alternatives. *The Commission may approve modifications or alternatives to these freeway-oriented sign standards when:*

- a. *The proposed sign incorporates special design features or unique architectural elements that represent superior quality; and*
- b. *Such modifications or alternatives are consistent with the intent of these standards and will result in conditions that are commensurate with or superior to these standards; and*
- c. *One of the following is present:*
 - (1) *An individualized assessment reveals the existence of extraordinary conditions involving topography, land ownership, adjacent development, parcel configuration, or other factors related to the development site; or*
 - (2) *The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, historical interest or other distinguishing feature that represents a clear variation from conventional development; or*
 - (3) *Where a reduction in the required setback from residential property is proposed, evidence that the residents within the setback area will be screened from view of the sign by other means such as freeway soundwalls, buildings, or other features.*

The provisions of Section 4.9.8 are applicable as the applicant's site does not have sufficient acreage for a Freeway Oriented Sign. The minimum required acreage is three acres, and the applicant has 2.88 acres. The applicant has noted that "the sign incorporates the Maverik themes with a pole painted tan to match the building and the color of the mountains in the sign. The sign itself is painted green to resemble a tree; which is consistent with the photo of the mountains and trees on the front and back of the sign. The materials used to create the sign are high quality to create a low maintenance and visibly appealing attraction for potential customers."

Staff does not find that the proposed sign "incorporates special design features or unique architectural elements that represent superior quality." Staff has discussed this requirement with the applicant, and the applicant has advised staff that the applicant could incorporate wood grain paint onto the pole so as to match the sign on site.

Staff would note that in 2011 the City partnered with Gardeners Reclaiming Our Waysides (GROW) and NDOT to install "Carson City's History in Motion" along the interstate highway. The installation cost was 2.7 million dollars. Through this program, the City's history is told through landscaping and art. The installation at the College Parkway interchange is the Comstock Lode chapter, with the installation under the bridge giving a glimpse into the operations at an underground silver mine.

Given the requirements of subsection "a," and given the existing art installation, staff recommends that the applicant work with the staff to incorporate artistic features either on the sign or in the vicinity of the sign that would complement the existing installations along the highway. This will provide the applicant with the ability to have a freeway sign even though the site is smaller than required, while enhancing the unique design that is enjoyed by travelers visiting Carson City.

4.9.9 Permit Requirement. *A freeway-oriented sign may only be approved by Special Use Permit.*

Exception. *A freeway-oriented sign that is no more than 30 feet in overall height and meets all other requirements for freeway-oriented signs may be reviewed and approved administratively through the Sign Permit process.*

The applicant is seeking a Special Use Permit as the proposed sign exceeds 30 feet.

4.9.10 Required Submittals with Special Use Permit Application. *In addition to site plan(s), elevation(s) and other standard submittals typically required for Special Use Permit applications, the applicant shall submit additional support materials, as follows:*

- a. *Photographs documenting observation (e.g. field test with crane and balloon). The observation shall document at minimum four possible sign heights (the proposed height plus two lower and one higher than proposed).*
- b. *Computer photo simulations or other professionally rendered (to scale) perspectives in which the proposed sign is depicted on site, as if the sign were already in place.*
- c. *A section drawing depicting the line-of-sight available to the occupants of a vehicle approaching the sign from 1,000 feet away.*
- d. *If the proposed sign is located within the Airport Review Area as identified by the Planning Division, the applicant shall submit written comments from the Airport Authority regarding FAA and/or Airport Authority requirements for construction of the sign. Freeway-oriented signs shall comply with all applicable FAA requirements.*

The applicant has submitted a "Determination of No Hazard to Air Navigation" issued by the FAA, as well as received comments from the Airport Director that he has no concerns with the proposed sign.

The applicant has provided four photo-simulations depicting the sign mounted at 30 feet, 40 feet, 50 feet, and 60 feet. The applicant is seeking a sign height of 53 feet. Based on the photo-simulations, staff finds that a 40 foot tall sign will adequately advertise the services of the business.

6. *Will not be detrimental to the public health, safety, convenience and welfare.*

The proposed sign is ancillary to the established use, and will not be detrimental to the public health, safety, convenience and welfare.

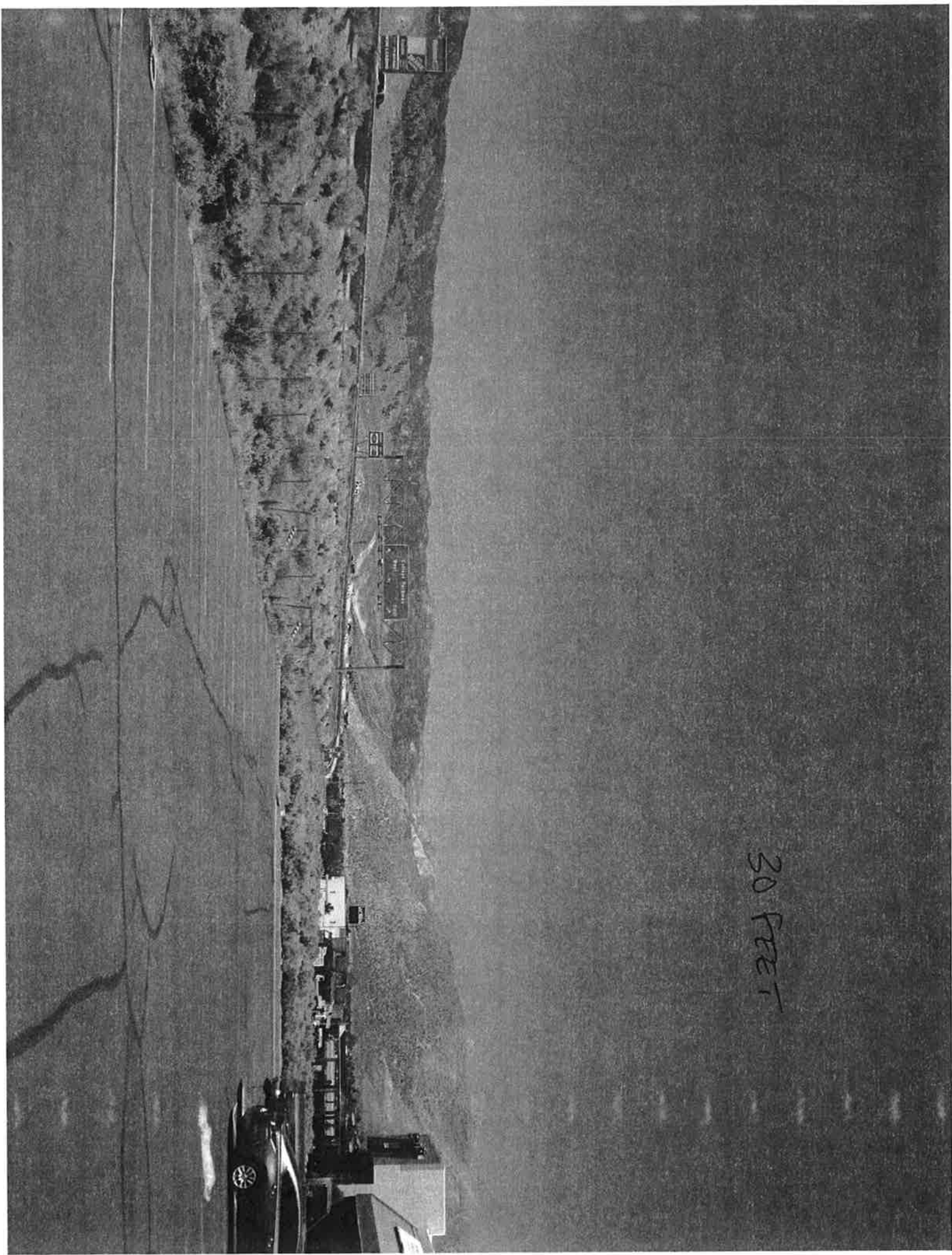
7. *Will not result in material damage or prejudice to other property in the vicinity, as a result of proposed mitigation measures.*

The subject property is adjacent to the freeway to the west and an arterial on the north. All surrounding properties in the immediate area are vacant, commercial or office uses. The zoning is Limited Industrial and the Master Plan land use designation is Industrial. The proposed signage will not damage other property in the vicinity.

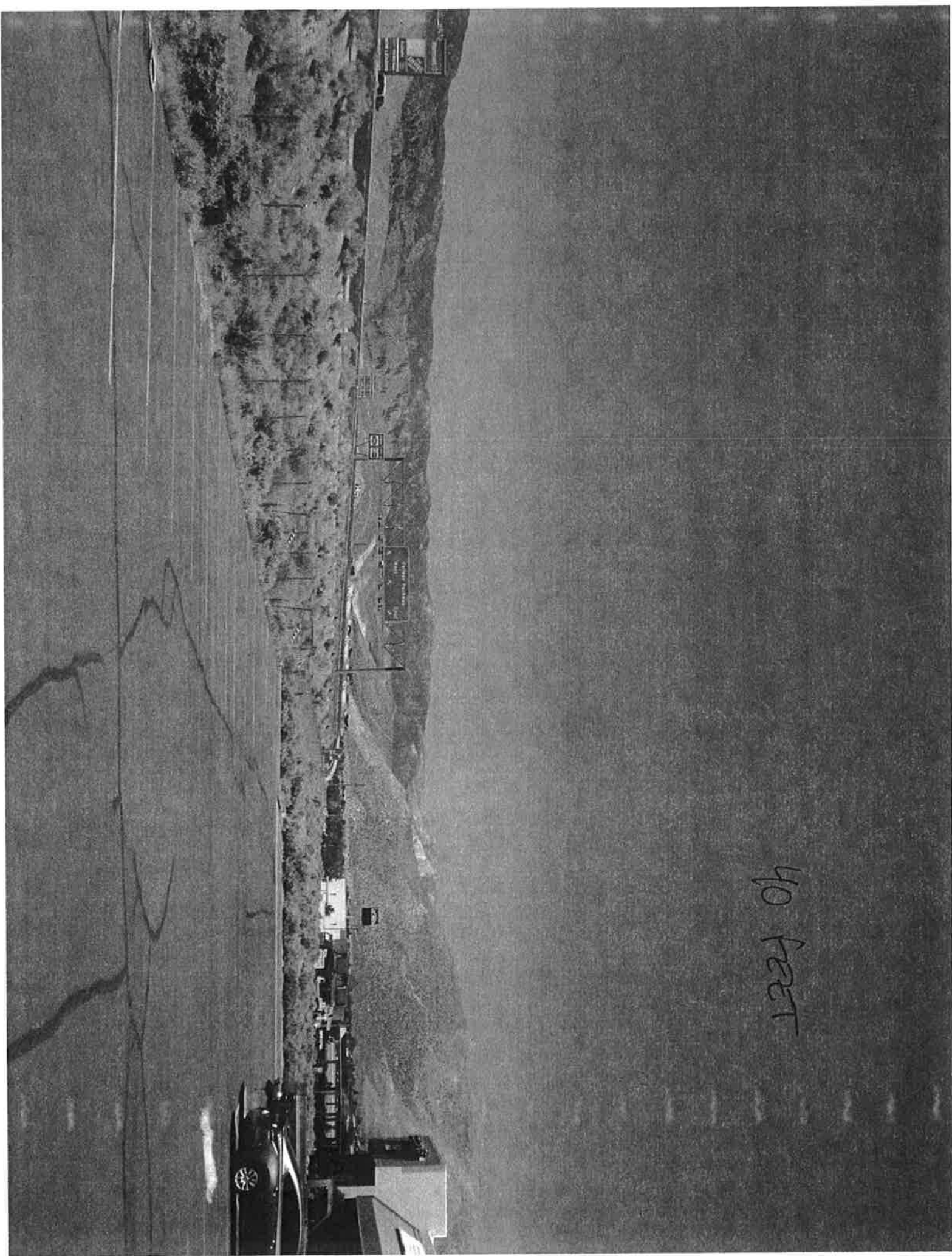
Attachments:

- Site photos
- Photo Simulations
- Building Division comments
- Fire Department comments
- Engineering Division comments
- Parks Department comments
- Airport Comments

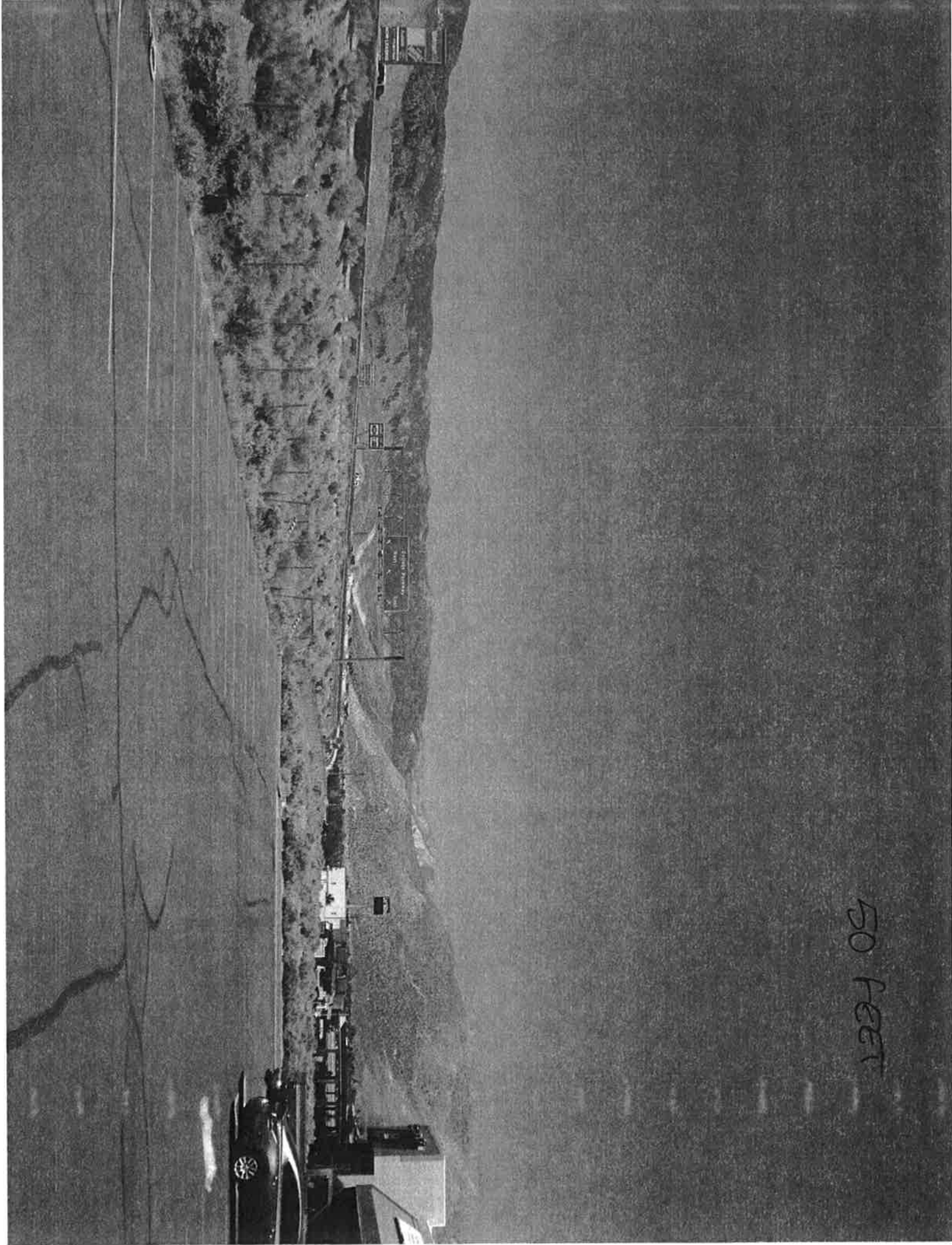




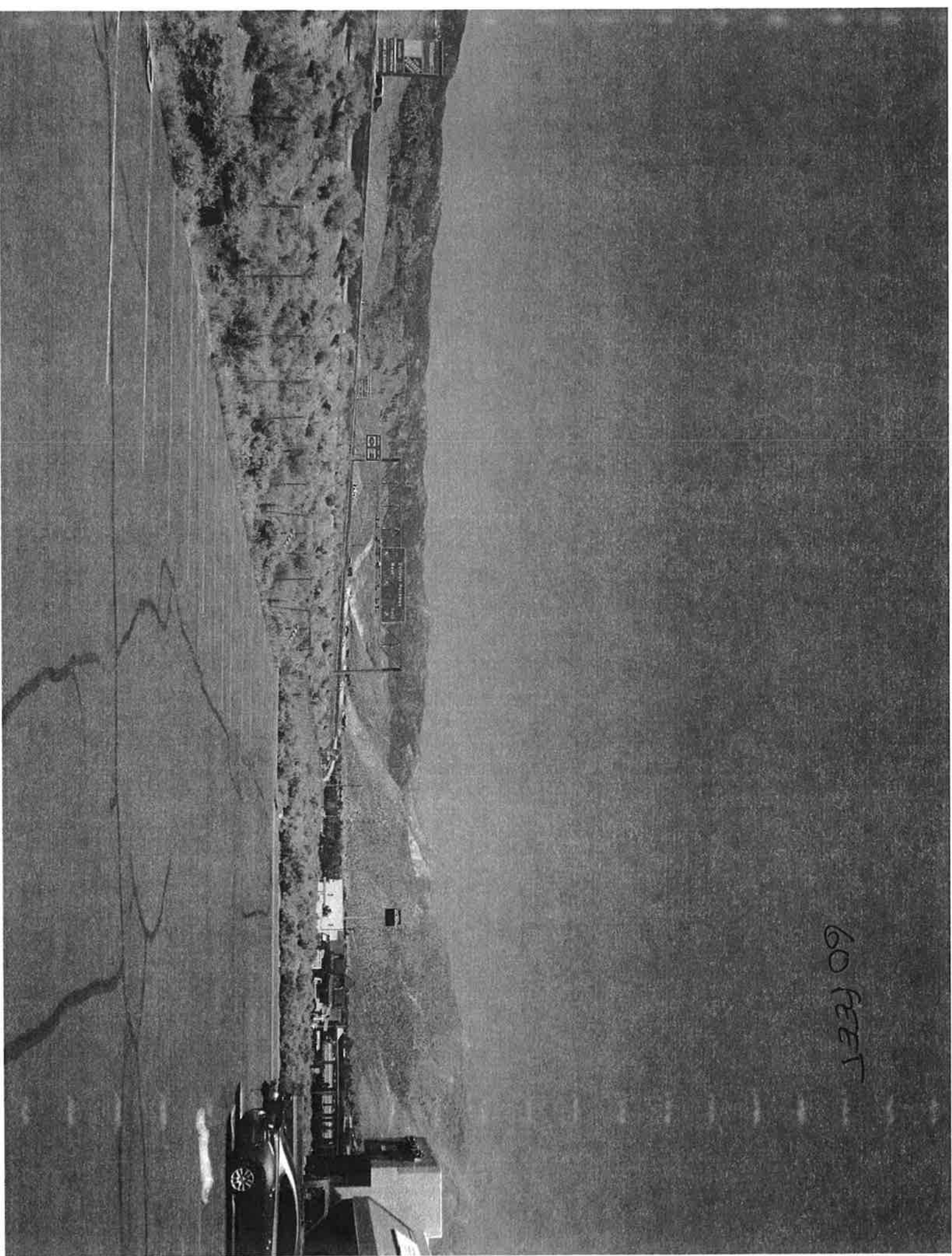
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40 FEET



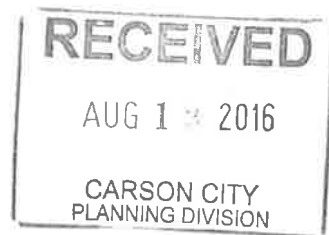
50 FEET



60 FEET

August 11, 2016

SUP-16-078:



1. All projects and improvements must be performed in accordance with Nevada State Revised Statute (NRS) 623 & 624 and Carson City Municipal Code (CCMC) 15.05.020.
2. All Repairs, Replacement, and Alterations must have proper building permits and comply with International Building Codes, Uniform Plumbing Code, Uniform Mechanical Code or International Mechanical code, Fuel Gas Code, National Electrical Code, Adopted International Energy Conservation Code, and Northern Nevada Amendments.
3. Structural engineering and height certification will be required on building permit.
4. All Contractors are required to carry state and local license.

Shawn Keating CBO

"There's no use talking about the problem unless you talk about the solution"

Building Official

Carson City Community Development Department

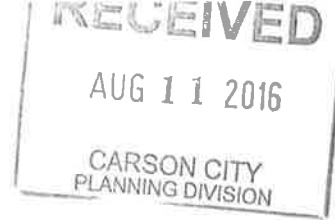
Web page <http://www.carson.org/index.aspx?page=172>

skeating@carson.org

Office 775-887-2310 X 7052

Fax 775-887-2202

Cell 775-230-6623



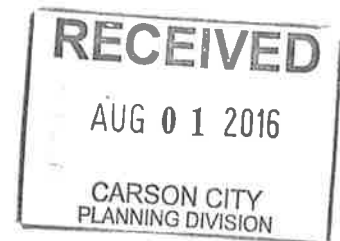
August 10, 2016

SUP 16-078:

1. Project must comply with the 2012 IFC and Northern Nevada Fire Code Amendments as adopted by Carson City

Dave Ruben
Fire Marshal
Carson City Fire Department
777 S. Stewart Street
Carson City, NV 89701

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



**Engineering Division
Planning Commission Report
File Number SUP 16-078**

TO: Planning Commission
FROM: Rory Hogen, E.I.
DATE: July 28, 2016 **MEETING DATE:** Aug. 31, 2016

SUBJECT TITLE:

Action to consider an application for a Special Use Permit from Maverik, Inc for a monument sign on the west side of the property near the freeway exit at 1451 College Pkwy, aprn 08-922-29.

RECOMMENDATION:

The Engineering Division has no preference or objection to the special use request.

DISCUSSION:

The Engineering Division has reviewed the conditions of approval within our areas of purview relative to adopted standards and practices and to the provisions of CCMC 18.02.080, Conditional Uses. All construction and improvements must meet the requirements of Carson City and State of Nevada Codes and Development Standards. Public Works has two concerns: 1) construction and placement of the pole must not block or alter the existing drainage swale. 2) no part of the pole can be within 5 feet of the existing water main stub and flush assembly that is just on the other side of the fence from the sign.

CCMC 18.02.080 (2a) - Adequate Plans

The information submitted by the applicant is adequate for this analysis.

CCMC 18.02.080 (5a) - Master Plan

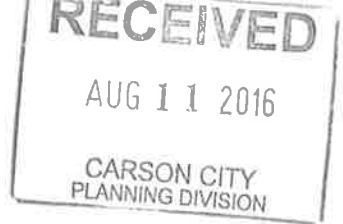
The request is not in conflict with any Engineering Master Plans for streets or storm drainage.

CCMC 18.02.080 (5c) - Traffic/Pedestrians

The proposal will not affect traffic or pedestrian facilities. All access and traffic movement issues as discussed with Carson City as part of the major project review for the overall project must be addressed.

CCMC 18.02.080 (5d) - Public Services

Existing facilities appear to be adequate for this project.



August 11, 2016

SUP-16-078

Parks & Recreation

- 1) The proposed mounted Maverick freeway sign is located adjacent to the City's freeway landscaping. No sign construction activities shall be allowed within the area associated within the City's landscape and irrigation system.

Thank you for this opportunity to comment,

Vern / Patti

Patti Liebespeck
Office Specialist
Carson City Parks & Recreation Department
3303 Butti Way, Bldg 9
Carson City, NV 89701
Phn: (775) 887-2262 x 7342

Fax: (775) 887-2145

pliebespeck@carson.org

www.carson.org

Hope Sullivan

From: Megan Overton <moverton@WoodRodgers.com>
Sent: Thursday, August 11, 2016 2:15 PM
To: Amber Harmon
Subject: FW: Maverik Freeway Sign
Attachments: Tim A Rowe C M .vcf

Tim, the airport manager, has approved the sign. See the e-mail below.

Megan W. Overton
Wood Rodgers, Inc.
775.823.5484 Direct
775.530.1650 Mobile

From: Tim Rowe [<mailto:cxp-mgr@att.net>]
Sent: Thursday, August 11, 2016 2:00 PM
To: Megan Overton <moverton@WoodRodgers.com>
Cc: 'Paul Heywood' <Paul.Heywood@maverik.com>; 'Jennifer Middleton' <Jennifer.Middleton@maverik.com>
Subject: RE: Maverik Freeway Sign

Megan,

Thank you for submitting the Part 77 study. The Carson City Airport has no objection to Maverick placing the sign at your facility.

Tim Rowe

Tim A. Rowe C. M.
Airport Manager

(775) 841-2255 Work
(775) 233-8008 Mobile
cxp-mgr@att.net
2600 College Parkway #6
Carson City, NV 89706
www.flycarsoncity.com

From: Megan Overton [<mailto:moverton@WoodRodgers.com>]
Sent: Thursday, August 11, 2016 1:35 PM
To: cxp-mgr@att.net
Cc: Paul Heywood <Paul.Heywood@maverik.com>; Jennifer Middleton <Jennifer.Middleton@maverik.com>
Subject: RE: Maverik Freeway Sign

Good Afternoon Tim,

Special Use Permit Application Maverik College Parkway Freeway Sign

Submitted to Carson City

July 21, 2016

Prepared for

Maverik, Inc.

185 South State Street Suite 800

Salt Lake City, UT 84111

Prepared by



WOOD RODGERS

DEVELOPING INNOVATIVE DESIGN SOLUTIONS

5440 Reno Corporate Drive Tel: 775.823.4068

Reno, NV 89511 Fax: 775.823.4066

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

SPECIAL USE PERMIT

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

+ noticing fee

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)
- CD containing application digital data (to be submitted once the application is deemed complete by staff)

Application Reviewed and Received By:

Submittal 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.

FILE # SUP - 16 -

APPLICANT PHONE #
 Maverik, Inc. (Paul Heywood) (801) 683-3614

MAILING ADDRESS, CITY, STATE, ZIP
 185 S. State Street, St. 800, Salt Lake City, UT 84111

EMAIL ADDRESS
 Paul.Heywood@maverik.com

PROPERTY OWNER PHONE #
 Same as above

MAILING ADDRESS, CITY, STATE, ZIP

EMAIL ADDRESS

APPLICANT AGENT/REPRESENTATIVE PHONE #
 Wood Rodgers, (Megan Overton) (775) 823-5484

MAILING ADDRESS, CITY STATE, ZIP
 5440 Reno Corporate Dr. Reno, NV 89511

EMAIL ADDRESS
 moverton@woodrodgers.com

Project's Assessor Parcel Number(s): 008-922-29	Street Address ZIP Code 1451 College Parkway, Carson City, NV 89706
--	--

Project's Master Plan Designation Industrial	Project's Current Zoning LI	Nearest Major Cross Street(s) College Prkwy & Research Way
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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: 16, or Development Standards, Division 4, Section 4.9, a request to allow as a conditional use is as follows:

SUP to allow a freeway oriented sign that will be 53' tall with a sign area of no more than 144sf located on the west side of the property. The sign which is held up by one post will display gas prices and the Maverik logo.

PROPERTY OWNER'S AFFIDAVIT


I, Paul Heywood, 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: 185 S. STATE SALT LAKE CITY Date: JULY 18, 16

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

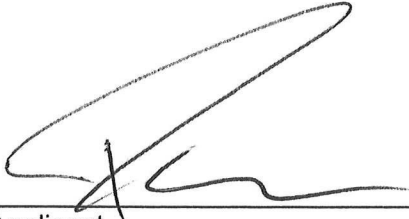
STATE OF ~~NEVADA~~ UTAH)
 COUNTY SALT LAKE)
 On July 18, 2016, Paul Heywood, personally appeared before me, a notary public, personally known (or proved) to me to be the person whose name is subscribed to the foregoing document and who acknowledged to me that he/she executed the foregoing document.
[Signature]
 Notary Public

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.

 **UTAHNA M. ARCHULETA**
 Notary Public
 State of Utah
 My Commission Expires Jan 28, 2017
 Commission Number 663051

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.



July 18, 16
Date

Applicant

PROJECT DESCRIPTION

Request:

The request is for a Special Use Permit (SUP) in order to place a 53-foot tall, 144-square foot freeway-oriented sign on the northwest corner of the Maverik Gas Station at 1451 College Parkway. The SUP is required do to the fact that Carson City Municipal Code states that a freeway-oriented sign may only be approved by a SUP.

Additional Information:

Wood Rodgers prepared a Sign Analysis Memo dated July 15, 2016 in support of the Maverik Freeway Sign. It was submitted to Carson City Planning for comment prior to preparation of the full SUP document. As a result of Carson City's review of the document, the following steps were taken: the proposed sign area was reduced from 195 square feet to 144 square feet in order to meet code, an argument has been prepared in the following paragraph in support of the sign despite being shy of the minimum 3-acre requirement, the Carson City airport was contacted for their thoughts on the sign, a photo simulation was prepared showing how the sign will look with respect to existing surrounding improvements, and the height of the highest freeway improvement adjacent to the proposed sign was more critically examined and more accurately calculated as shown on the attached photo simulation. A copy of the original memo is included for reference.

The size of the property is 2.88 acres, which is only 0.12 acres shy of the 3-acre requirement for a freeway-oriented sign. Maverik has attempted to purchase additional land to the south and has also talked to NDOT about acquiring some of the ROW adjacent to the property, but have been unable to obtain the additional land needed. Although Maverik was unsuccessful in obtaining additional property, there are two factors to consider. One, there is a substantial amount of freeway ROW adjacent to the property, which is vacant. If that area were to be included in the site total, then the acreage would easily exceed the minimum requirement at roughly 3.8 acres. Two, the intent of the 3-acre requirement is to insure appropriate spacing between freeway signs and to avoid a cluttered freeway corridor. The existing vacant private property to the south and the two developed properties beyond that are not 3-acres in size and therefore not qualified to request a freeway sign.

Wood Rodgers has contacted the Carson City Airport at the suggestion of City staff as mentioned above, but we were unable to get in contact with Mr. Tim Rowe, Airport Manager, prior to submitting this SUP package. We will get in contact with the airport prior to the staff application meeting and will have airport requirements to you at that time.

Answers to Carson City Comments:

1. What will the base of the sign look like?

**Maverik College Parkway Freeway Sign
Special Use Permit
Findings**

Response: *The sign will be mounted on a single pole cast in a concrete foundation with a small footprint. Please see the sign, pole, and base example design drawing exhibit provide in this package.*

2. How will that interface with drainage improvements?

Response: *The pole will be located outside the existing retention basin and the foundation will be buried. There will not be an impact to existing drainage due to installation of the sign.*

3. Will this compromise compliance with quantitative landscaping requirements?

Response: *The construction of the Maverik store required 20% of the site to be landscaped; however, actual design of the site provided 44% landscaping. Any landscaping outside the sign foundation that is disturbed due to construction of the sign will be replaced.*

4. In the photo simulation, is the tall white building on the right side Maverik? What is the height of that building?

Response: *The white building blocking the base of the proposed freeway sign is Maverik. It is roughly 20 feet tall where the building blocks the sign post and about 30 feet tall at the peak of the roof. See the revised photo simulation.*

5. If the highway barrier is at 26 feet, what is the thinking in proposing 53 feet? I understand the desirability of being higher than the highway for visibility, but 27 feet taller seems excessive.

Response: *Section 4.9.5 of the Carson City Development Standards states that a freeway sign shall not be more than 30 feet above the highest freeway improvement immediately adjacent to the proposed sign and no higher than necessary to be visible from an approaching vehicle on the same side of the freeway. The proposed Maverik sign, placed near the intersection of the freeway off-ramp and College Parkway, is roughly 1500 feet from the beginning of the off-ramp. Additionally, if the driver is allowed 5 seconds to make a decision to exit the freeway before reaching the off-ramp when traveling the posted speed limit, then the driver at that point is roughly 2000 feet from the sign. The general view between the driver and the proposed Maverik sign includes two overhead freeway off-ramp signs, the Maverik store and mature trees. The direct line of site follows the west property boundary and crosses over landscaping on the site as well as a portion of the Maverik building, which is roughly 20 feet tall. As the Maverik site landscaping is still maturing, the height of the sign will allow visibility of the bottom of the sign above future trees, which could reach 30 feet in height.*

**Maverik College Parkway Freeway Sign
Special Use Permit
Findings**

Findings

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

- A. Turn to the Master Plan Policy Checklist. The Master Plan Policy Checklist for Special Use Permits and Major Project Reviews address five items that appear in the Carson City Master Plan. Each theme looks at how a proposed development can help achieve the goals of the Carson City Master Plan. Address each theme; a check indicates that the proposed development meets the applicable Master Plan Policy. In your own words provide written support of the policy statement. You may want to acquire a free CD or purchase a paper copy of the Master Plan from the Planning Division, or review the copy in the Planning Office or in the reference section of the Ormsby Public Library on Roop Street, or use our website at www.carson.org

Response: Installation of the sign will be consistent with the objectives of the Master Plan elements. Compliance with Goals 5.2b and 1.1e are explained below. No other goals are applicable to the proposed sign installation.

Goal 5.2b - Encourage Reuse/Redevelopment of Underused Retail Spaces.

The subject property is currently undergoing an expansion to develop the vacant land to the south of the Maverik store. This expansion will add a weigh station and high flow diesel fueling station which would encourage truck traffic from the adjacent freeway located to the west to utilize this site. The weigh station will change this portion of the parcel into a viable business. Sales of fuel at this location will provide taxes that support local needs. The proposed freeway oriented sign will provide a visual aid notifying potential customers that there is a Maverik gas station ahead allowing them time to exit the freeway.

Goal 1.1e- Sustainable Construction Techniques

The freeway sign pole will be constructed of metal, it is considered a low maintenance sign. The sign will be internally lighted. It will be energy efficient. No water or sewer use will be necessary.

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

- A. Describe the general types of land uses and zoning designations adjoining your property (for example: North: two houses, Single-Family 12,000 zoning; East: restaurant, Retail Commercial zoning; West: undeveloped lot, Retail Commercial zoning; South: apartment complex, Retail Commercial zoning).

**Maverik College Parkway Freeway Sign
Special Use Permit
Findings**

Response: The site is bound on the north by East College Parkway, on the east by Research Way, on the south by undeveloped land, and on the west by the Highway 395 northbound off ramp. The subject site is currently zoned Light Industrial (LI) and the properties surrounding the site are also zoned Light Industrial. Consistent with the zoning, the subject site has a master plan designation of Industrial. The surrounding area is developed with a variety of uses including Nevada State Bank, Sierra Nevada Health Center and other office and light industrial uses.

- B. Explain why your project is similar to existing development in the neighborhood, and why it will not hurt property values or cause problems, such as noise, dust, odors, vibration, fumes, glare, or physical activity, etc. with neighboring property owners. Will the project involve any uses that are not contained within a building? If yes, please describe. If not, state that all uses will be within a building. Explain how construction-generated dust (if any) will be controlled. Have other properties in your area obtained approval of a similar request? How will your project differ in appearance from your neighbors? Your response should consider the proposed physical appearance of your proposal, as well as comparing your use to others in the area.

Response: The project site is located in an industrial use and is surrounded by other office and light industrial uses. The requested sign is not anticipated to cause any noise, dust, odors, vibration, fumes, glare, or physical activity that would impact adjacent property owners.

- C. Provide a statement explaining how your project will not be detrimental to the use, peaceful enjoyment or development of surrounding properties and the general neighborhood.

Response: The project site is located in an industrial use and is surrounded by other office and light industrial uses. The requested sign is not anticipated to be detrimental to the use, peaceful enjoyment or development of surrounding properties and the general neighborhood.

- D. Consider the pedestrian and vehicular traffic that currently exists on the road serving your project. What impact will your development have when it is successfully operating? Will vehicles be making left turns? Will additional walkways and traffic lights be needed? Will you be causing traffic to substantially increase in the area? What will be the emergency vehicle response time? State how you have arrived at your conclusions. What City department have you contacted in researching your proposal? Explain the effect of your project with the existing traffic in the area.

**Maverik College Parkway Freeway Sign
Special Use Permit
Findings**

Response: Development of the site has already taken into consideration pedestrian and vehicle traffic during the Major Project Review process. The proposed sign will not generate additional traffic.

- E. Explain any short-range and long-range benefit to the people of Carson City that will occur if your project is approved.

Response: The benefit of this freeway oriented sign is to provide a visual aid notifying potential customers that there is a Maverik gas station ahead allowing them time to exit the freeway.

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

- A. How will your project affect the school district? Will your project add to the student population or will it provide a service to the student population? How will your project affect the Sheriff's Office?

Response: This freeway oriented sign will not add to population impacts.

- B. If your project will result in the covering of land area with paving or a compacted surface, how will drainage be accommodated? Talk to Engineering for the required information.

Response: Development of the site has already taken into consideration land area and drainage impacts during the Major Project Review process for the expansion of the site. The proposed sign will not generate additional drainage impacts.

- C. Are the water supplies serving your project adequate to meet your needs without degrading supply and quality to others in the area? Is there adequate water pressure? Are the lines in need of replacement? Is your project served by a well? Talk to Public Works for the required information.

Response: Development of the site has already taken into consideration water requirements during the Major Project Review process. The proposed sign will not generate additional water needs.

- D. Is there adequate capacity in the sewage disposal trunk line that you will connect to in order to serve your project, or is your site on a septic system? Please contact Public Works for the required information.

**Maverik College Parkway Freeway Sign
Special Use Permit
Findings**

Response: Development of the site has already taken into consideration sewer requirements during the Major Project Review process. The proposed sign will not generate additional sewer needs.

- E. What kind of road improvements are proposed or needed to accommodate your project? Have you spoken to Public Works or Regional Transportation regarding road improvements?

Response: Development of the site has already taken into consideration roadway improvements during the Major Project Review process. The proposed sign will not generate additional roadway improvements.

- F. Indicate the source of the information that you are providing to support your conclusions and statements made in this packet (private engineer, Public Works, Regional Transportation, title report, or other sources).

Response: Wood Rodgers has contacted the Engineering department of Carson City and was advised that an impact report would not be necessary do to the fact that this SUP is for signage only.

- G. If outdoor lighting is to be a part of the project, please indicate how it will be shielded from adjoining property and the type of lighting (wattage/height/placement) provided.

Response: The freeway-oriented sign will be illuminated from within and all Carson City Municipal Code lighting requirements for freeway oriented signs will be followed.

- H. Describe the proposed landscaping, including screening and arterial landscape areas (if required by the zoning code). Include a site plan with existing and proposed landscaping shown on the plan which complies with City ordinance requirements.

Response: Development of the site has already taken into consideration landscape requirements during the Major Project Review process. The proposed sign will not generate additional landscaping.

- I. Provide a parking plan for your project. If you are requesting approval for off-site parking within 300 feet, provide site plans showing (1) parking on your site, (2) parking on the off-site parking lot, and (3) how much of the off-site parking area is required for any business other than your own. Design and dimensions of parking stalls, landscape islands, and traffic aisles must be provided.

**Maverik College Parkway Freeway Sign
Special Use Permit
Findings**

Response: Development of the site has already taken into consideration parking requirements during the Major Project Review process. This project will not require additional parking.

- 4.9.8 Modifications and Alternatives. The Commission may approve modifications or alternatives to these freeway-oriented sign standards when:
- a. The proposed sign incorporates special design features or unique architectural elements that represent superior quality; and

Response: The sign incorporates the Maverik themes with a pole painted tan to match the building and the color of the mountains in the sign. The sign itself is painted green to resemble a tree; which is consistent with the photo of mountains and trees on the front and back of the sign. The materials used to create the sign are high quality to create a low maintenance and visibly appealing attraction for potential customers.

- b. Such modifications or alternatives are consistent with the intent of these standards and will result in conditions that are commensurate with or superior to these standards; and

Response: The design and height of the sign is consistent with existing signs in the area and is consistent with the intent due to the adjacency to freeway, distance from residential and the speed limit of travel.

- c. One of the following is present:
 - (1) An individualized assessment reveals the existence of extraordinary conditions involving topography, land ownership, adjacent development, parcel configuration, or other factors related to the development site; or
 - (2) The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, historical interest or other distinguishing feature that represents a clear variation from conventional development; or
 - (3) Where a reduction in the required setback from residential property is proposed, evidence that the residents within the setback area will be screened from view of the sign by other means such as freeway soundwalls, buildings, or other features.

Response: 1) The height of the freeway and surrounding development compared to the location of the project site and the speed of travel of potential customers dictates the need for the 53-foot height for visibility purposes, the 144 sf area of sign is consistent with the requirements listed in section 4.9.5.d. listed below.

2) See the second paragraph in the Additional Information Section above.

3) N/A

**Maverik College Parkway Freeway Sign
Special Use Permit
Findings**

4.9.5 Design and Construction. A freeway-oriented sign shall be designed and built:

d. Having a sign area determined by the lesser of:

- (1) One square foot of sign area for each two lineal feet of freeway right-of-way frontage or one square foot of sign area for each lineal foot of building frontage facing the freeway right-of-way, whichever is greater; or
- (2) 50 square feet per acre of parcel; or
- (3) 600 square feet; and

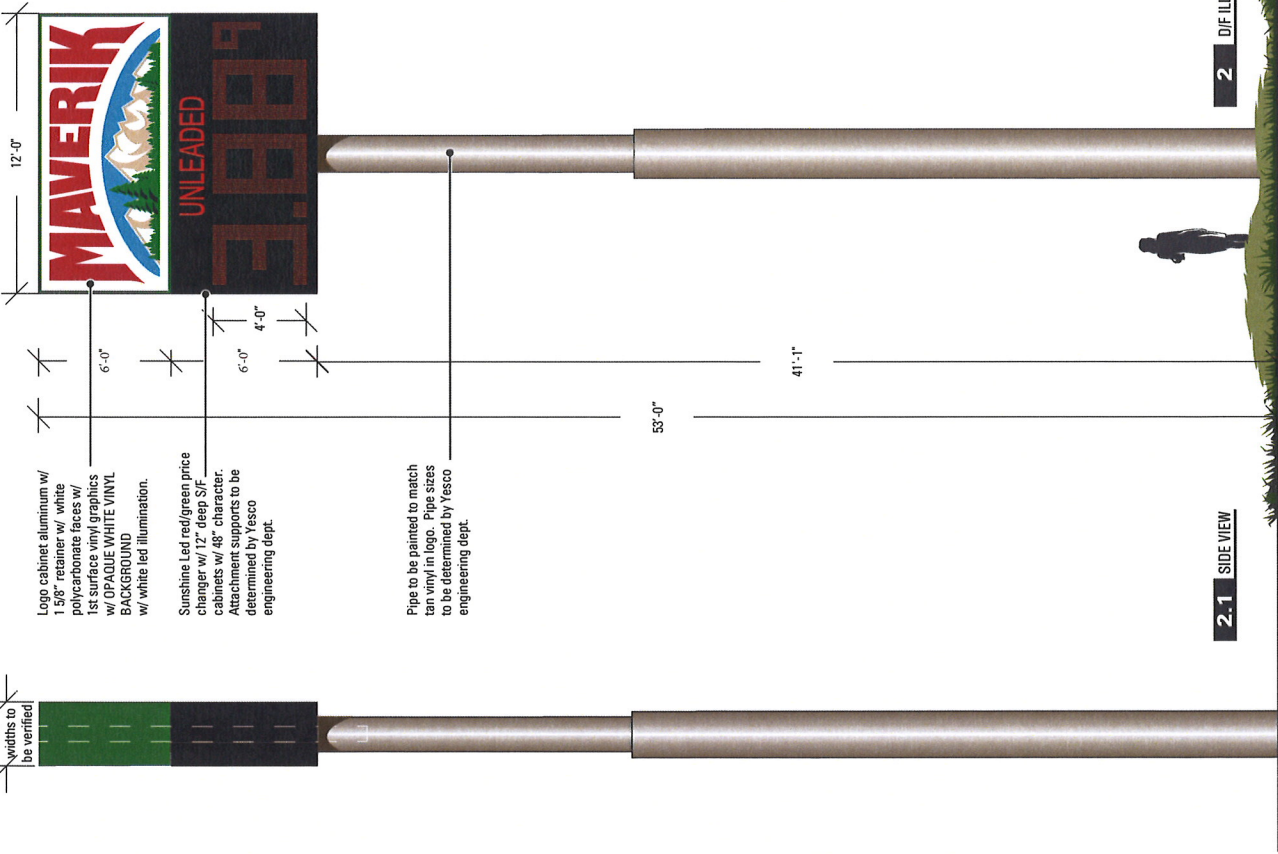
Response: 1) The project frontage along US 395 is 590 linear feet, allowing 295 square feet of sign area, which is more than the proposed 144 square foot sign.

2) The project site is 2.88 acres, allowing 144 square feet of sign area, which is equivalent to the proposed sign area.

3) The maximum 600 square foot sign area is greater than the proposed 144 square foot sign.

The proposed sign meets all three requirements with requirement #2 setting the minimum standard.

2'-9"
widths to
be verified



Logo cabinet aluminum w/
1 3/8" retainer w/ white
polycarbonate faces w/
1st surface vinyl graphics
w/ OPAQUE WHITE VINYL
BACKGROUND
w/ white led illumination.

Sunshine led red/green price
changer w/ 12" deep S.F.
cabinets w/ 48" character.
Attachment supports to be
determined by Yesco
engineering dept.

Pipe to be painted to match
tan vinyl in logo. Pipe sizes
to be determined by Yesco
engineering dept.

SCOPE OF WORK:

**MANUFACTURE & INSTALL (1) D/F ILLUMINATED
SIGN DISPLAY:**

All Led cabinet/sizes to be verified.

Cabinets to be painted light green (use sign comp
when pipe size allows).

PERMITTING | LOGO CAB SIGN AREA: 72 R²
PRICE CAB AREA: 72 R²
TOTAL SIGN AREA: 144 R²

**FINAL ELECTRICAL CLIENT TO PROVIDE POWER TO SIGN LOCATION.
CONNECTION BY: YESCO TO PROVIDE FINAL CONNECTION**

COLOR KEY

- 1 PAINT PMS #348
VINYL 3M 3630-26 GREEN
- 2 PAINT DUPONT # GS 379
VINYL 3M 3630-26 DK EMERALD GREEN
- 3 PAINT DUPONT # VS 319
VINYL 3M 3630-1A9 LT BEIGE
- 4 PAINT DUPONT # K 9441
VINYL 3M 3630-147 LT EUROPEAN BLUE
- 5 PAINT PMS # 186
VINYL 3M 3630-33 RED
- 6 PAINT PMS STANDARD BLACK
VINYL 3M 3630-22

NOTE: UNLESS OTHERWISE NOTED, THE COLORS DEPICTED ON THIS SHEET ARE APPROXIMATIONS. THESE COLORS NEED TO BE CONFIRMED IN FINISHED SURFACE. PLEASE REFER TO COLOR GUIDES AND APPROVED COLOR SPECIFICATIONS.

YESCO.
DESIGN
1605 South Gramercy Rd.
Salt Lake City, UT 84104
801.487.8481

www.yesco.com

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This drawing was created to assist you in visualizing our proposal. The original file is not to be used for any other project. Permission is granted to copy or revise this drawing only be obtained through a written agreement with YESCO. The colors shown are only approximated on any computer monitor, inkjet or laser print. The final product may vary slightly in color from your computer monitor or print.

Revisions

No.	Date / Description

Approval

Client Sign / Date

Landlord Sign / Date

Maverik #409
Address 1451 E. College Pkwy.
Carson City, NV

Acct. Exec: Matt Wien
Designer: Cheryl Lewis
Orig: 7-15-2016

51481 R1
scale: as noted

ART 2.0

2 D/F ILLUMINATED SIGN DISPLAY

2.1 SIDE VIEW

SCALE: 3/16" = 1'-0"

Revisions

No.	Date	Description
1	6-3-16	
2	6-3-16	6-5-16 Updated Cabinet Sizes
3	6-3-16	6-28-16 Updated Cabinet Sizes
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

Drawn by: BARNEY W.
Checked by: B. J.

MAVERIK #345

GREEN RIVER, WY
Engineer: BEN JONES
Account Exec: MATT WREN
Designer: CHERYL LEWIS

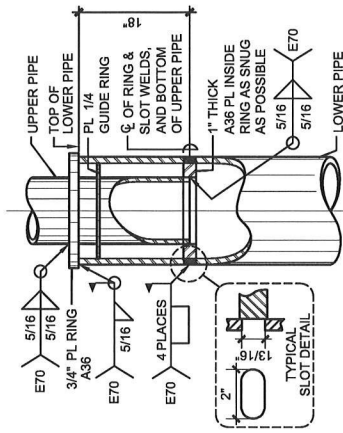
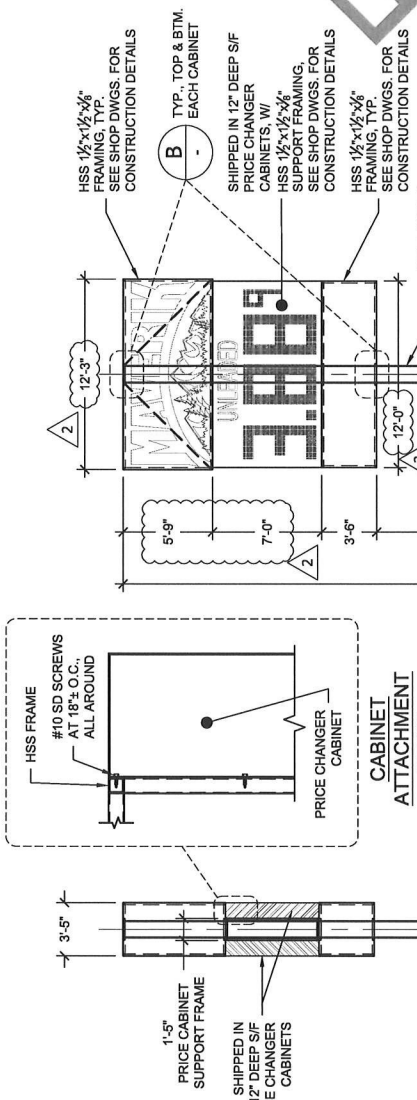
Date: 6-28-16

Project No. **52541**

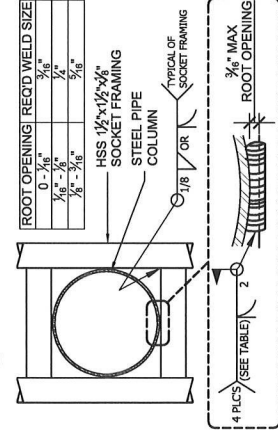
S-1

GENERAL STRUCTURAL NOTES

- DESIGN CRITERIA**
- BUILDING CODE: IBC 2012
 - FRONT ELEVATION AREA: CABINETS <= 15 PSF
 - WIND LOAD: V.U.I. = 120 MPH (3 SECOND GUST), EXP. C (OPEN TERRAIN, SCATTERED OBSTRUCTIONS)
 - SNOW LOAD: 30 PSF
- STRUCTURAL STEEL**
- DESIGN AND FABRICATION ACCORDING TO AISC-ASD, 14TH EDITION
 - PIPE: (HSS ROUND) ASTM A53 GRADE B, F_y = 42 KSI
 - STEEL TUBE (HSS): ASTM A500 GRADE B, F_y = 46 KSI
 - STEEL PLATE & ROD: ASTM A36
 - FASTENERS: "HILTI" KWIK-FLEX SD SCREWS, OR EQUAL (ICC-ES ESR-3352)
- WELDING**
- DESIGN AND FABRICATION ACCORDING TO AWS D1.1, CURRENT EDITION.
 - ET/XX ELECTRODES FOR SMAW PROCESS
 - 3/8" MIN FILLET WELD UNLESS OTHERWISE NOTED
- FOUNDATION**
- CONCRETE COMPRESSIVE STRENGTH, f_c = 2500 PSI AT 28 DAYS MIN.
 - CONCRETE POURED AGAINST UNDISTURBED NATIVE SOILS
 - SOIL ALLOWABLE LATERAL BEARING CAPACITY = 150 PSF/FT
- OTHER NOTES**
- SEE ART DRAWINGS FOR SIGN FINISHES, COLORS, AND LIGHTING SPECS.
 - ALL STEEL IN CONTACT WITH ALUMINUM TO BE PRIMED AND PAINTED, TYP.



A SLEEVE DETAIL
SCALE: N.T.S.



B TYP. POLE POCKET
SCALE: N.T.S.

1 ELEVATION VIEW
SCALE: 1/8" = 1'-0"

2 SIDE VIEW
SCALE: 1/8" = 1'-0"

FREEWAY SIGN PHOTO SIMULATION MAVERIK CARSON

CARSON CITY, NEVADA
JULY, 2016



1. EXISTING WALMART FREEWAY SIGN
- 60'+ ABOVE GROUND
2. EXISTING FREEWAY BARRIER (HIGHEST FREEWAY IMPROVEMENT
ADJACENT TO THE PROPOSED MAVERIK SIGN)
- 26' ABOVE THE GROUND AT THE PROPOSED MAVERIK SIGN
3. PROPOSED POLE-MOUNTED MAVERIK FREEWAY SIGN
- 53' ABOVE GROUND
4. EXISTING MAVERIK STORE
- ~20' ABOVE GROUND AVERAGE, ~30' ABOVE GROUND AT THE PEAK



WOOD RODGERS
DEVELOPING INNOVATIVE DESIGN SOLUTIONS
6440 Reno Corporate Drive Tel 775.823.4068
Reno, NV 89511 Fax 775.823.4066



CARSON CITY

Capital of Nevada

[Treasurer Home](#)

[Assessor Data Inquiry](#)

[Back to Last Page](#)

Secured Tax Inquiry Detail for Parcel # 008-922-29

Property Location: 1451 COLLEGE PKWY
 Billed to: MAVERIK INC
 185 S STATE ST STE 800
 SALT LAKE CITY, UT 84111-0000

Tax Year: 2016-17
 Roll #: 010973
 District: 2.4
 Tax Service:
 Land Use Code: 400

[Code Table](#)

Outstanding Taxes:

Prior Year	Tax	Penalty/Interest	Total	Amount Paid	Total Due
------------	-----	------------------	-------	-------------	-----------

No Prior Year Taxes

Current Year

08/15/16	4,704.23		4,704.23	.00	4,704.23
10/03/16	4,703.00		4,703.00	.00	9,407.23
01/02/17	4,703.00		4,703.00	.00	14,110.23
03/06/17	4,703.00		4,703.00	.00	18,813.23
Totals:	18,813.23	.00	18,813.23	.00	

[History](#)

Additional Information

	2016-17	2015-16	2014-15	2013-14	2012-13
Tax Rate	3.5200	3.5200	3.5400	3.5600	3.5600
Tax Cap Percent	.2	3.2	3.0	4.2	6.4
Abatement Amount	1,995.08	1,320.06	3,251.49	4,683.69	6,773.00

Memo



Job No.: 2447.013

To: Carson City Planning
Kathe Green

From: Amber Harmon

Date: July 15, 2016

URGENT!

Meeting/Phone Summary

For Your Information

Other: _____

Re: College Parkway Maverik Freeway Sign Analysis

Per City staff discussions with Melissa Lindell the following is an analysis of the Carson City Freeway Oriented Sign Standards to demonstrate the findings can be made to allow for a freeway sign at the Maverik Gas Station and Convenience Store located at 1451 College Parkway through a Special Use Permit process allowing an exception for site area and sign area as listed in Sections 4.9.4 and 4.9.5 below.

4.9 Freeway Oriented Sign Standards

4.9.3 General Provisions.

- a. A maximum of one freeway-oriented sign may be permitted per parcel or shopping center in addition to other permitted on-premise signs and sign area.

Response: One freeway sign is proposed

- b. Signs with more than four tenant spaces shall include the shopping center or project name on the sign, which shall be located on the uppermost portion of the sign and shall occupy a minimum of twenty percent of the permitted sign area.

Response: There is only one tenant located on site which is Maverik, Inc.

4.9.4 Location and Siting. A freeway-oriented sign may only be located:

- a. On a parcel or shopping center site which has frontage on the freeway right-of-way, and only between the freeway intersection at North Carson Street and 1,500 feet west of the freeway intersection at South Carson Street; and

Response: The project has almost 600 linear feet of frontage on US 395 and is located on the east side of the north-bound freeway off-ramp at the intersection of College Parkway and Research Way.

- b. On a parcel or shopping center site that is either:

- (1) At least 15 contiguous acres in area; or
- (2) At least three contiguous acres within 500 feet of a freeway intersection; or
- (3) At least three contiguous acres located on the corner with frontage on both the freeway and the cross-street; and

Response: 1) N/A

2) The Maverik property is 2.88 acres and backs up to the US 395 / College Parkway intersection.

3) Although the property is only 2.88 acres, it has 600 linear feet of frontage on US 395 to the west, with additional frontage on College Parkway to the north, and Research Way to the east.

c. On property zoned General Commercial, Retail Commercial or Limited Industrial; and

Response: Property is zoned Limited Industrial.

d. No more than 200 feet from the right-of-way line of the adjacent freeway; and

Response: The proposed sign will be located on the west side of the property and within 50 feet of the US 395 right of way.

e. A distance of no less than ten times the proposed height of the sign in relation to the ground elevation at the property line of the nearest residentially zoned property, except as otherwise provided in Section 4.9.8.

Response: The nearest residentially zoned property is approximately 850 feet from the site, which is more than ten times the height of the sign from the site. Additionally the site is the same elevation as the residential zoned property.

4.9.5 Design and Construction. A freeway-oriented sign shall be designed and built:

a. No higher than reasonably necessary in order for the sign copy to be visible from a vehicle approaching on the same side of the freeway as determined by a line-of-site analysis and in no case more than 30 feet above the highest freeway improvement immediately adjacent to the proposed sign, including freeway barriers and soundwalls but excluding light fixtures and sign structures; and

Response: US 395 is roughly 20 feet higher than the project site near the intersection of US395 and College Parkway. The concrete barrier rail is an additional 3.5 feet in height, placing the highest existing improvement within NDOT right of way roughly 23.5 feet above the project site. The proposed sign is a 53-foot pole sign with a sign area of 144 square feet. The proposed Maverik sign is shorter than the existing Walmart/Home Depot sign located on the opposite side of the freeway.

b. Having a form, texture, color, and finish that incorporates representations complimentary to the primary architectural or natural features of the associated development or feature; and

Response: The proposed sign features will be consistent with the overall look of the existing Maverik convenience store.

c. Having low maintenance, architectural-grade surfacing materials such as metal, masonry, ceramic tile, glass or stucco; and

Response: The sign materials have been designed by the sign company YESCO. It is considered a low maintenance sign. See the attached rendering for more details.

d. Having a sign area determined by the lesser of:

- (1) One square foot of sign area for each two lineal feet of freeway right-of-way frontage or one square foot of sign area for each lineal foot of building frontage facing the freeway right-of-way, whichever is greater; or
- (2) 50 square feet per acre of parcel; or
- (3) 600 square feet; and

Response: 1) The project frontage along US 395 is 590 linear feet, allowing 295 square feet of sign area, which is more than the proposed 144 square foot sign.

2) The project site is 2.88 acres, allowing 144 square feet of sign area.

3) The maximum 600 square foot sign area is greater than the proposed 144 square foot sign.

e. Limiting nighttime illumination to just the sign copy or sign message. Internally illuminated signs shall have opaque backgrounds so that only the sign copy is illuminated. Where a background is integral to the design of a corporate image or registered trademark, the background is to be colored to mute the amount of illumination. Vacant or blank tenant sign panels shall be blocked out.

Response: The proposed sign is split between two sections. The top is a colorful Maverik logo sign illuminated from within. The bottom section is a digital price display. See attached image.

- f. To be located appropriately on the site for visibility from the freeway while minimizing the sign height in accordance with this section.

Response: The proposed sign will be located at the northwest corner of the property, which we feel is appropriate for visibility from the freeway where the speed limit is 65 mph while minimizing the sign height in accordance with this section.

4.9.6 Exterior Illumination. A freeway-oriented sign composed of exposed neon, argon or krypton tubing, exposed incandescent lighting, or other exposed artificial lighting to outline such sign or portion thereof, is permitted provided such illumination:

- a. Constitutes a design component of the overall sign architecture; and

Response: N/A

- b. Is integrated into the primary physical elements of sign and is harmonious with the architectural style of the structure; and

Response: The proposed sign features will be consistent with the overall look of the existing Maverik convenience store.

- c. Serves only for the purpose of embellishing the nighttime architecture of the sign and does not portray an advertising message or move, blink or change in intensity; and

Response: Proposed sign will display gas prices and the Maverik logo, neither the gas prices or the logo move, blink or change in intensity.

- d. Is compatible with the land use and architecture of adjacent developments; and

Response: The proposed sign features will be consistent with the overall look of the existing Maverik convenience store. The Harley Davidson building south of the site has a similar freeway sign (split between a backlit logo and a digital board) that is visible from US 395.

- e. Is fully functional. If any component of the lighting becomes nonfunctional, none of the lighting system may be illuminated until the entire lighting system is repaired and is functioning as intended.

Response: The proposed sign will only be illuminated when light is fully functional.

4.9.7 Electronic Message Display. A freeway-oriented sign using an electronic message display is permitted provided:

- a. The electronic message display portion of the sign is no more than fifty percent of the total sign area.

Response: The digital gas price display is less than 50% of the total sign area.

- b. The display contains static messages only with no animation, moving video or change in intensity of lighting; and

Response: The digital gas price display is not animated. It does not move or change in intensity.

- c. The message change sequence is accomplished immediately or by means of fade or dissolve modes with each frame displayed for a minimum period of four seconds, and shall have no continuous, traveling or scrolling displays or movement, nor shall it have the appearance or illusion of movement of any part of the sign structure, design, pictorial segment of the sign, including the movement of any illumination or the flashing, scintillating or varying of light intensity; and

Response: The digital gas price display does not fade, dissolve, scroll, or travel. The price changes instantaneously.

- d. The electronic message display has automatic photocell dimming capabilities based on ambient outside light and is set at seventy-five percent of full capacity for daytime (full sun) and forty percent for nighttime, or equivalent for other lighting technologies.

Response: The applicant will comply with these requirements.

- e. The applicant provides written certification from the sign contractor that the sign's light intensity has been factory pre-set not to exceed the limits specified above, and the intensity level is protected from end-user manipulation by password-protected software or other method as deemed appropriate by the Director.

Response: The applicant will comply with these requirements.

- f. Notwithstanding other provisions of Title 18, electronic message displays may be required to comply with any future amendments to the limitations on the brightness of the display or reduce the brightness permitted through the special use permit process based upon review of the actual sign in the field for compatibility with the surrounding properties. The Director shall schedule freeway-oriented signs with electronic message displays for review by the Commission within six months of the completion of the sign.

Response: Understood.

4.9.8 Modifications and Alternatives. The Commission may approve modifications or alternatives to these freeway-oriented sign standards when:

- a. The proposed sign incorporates special design features or unique architectural elements that represent superior quality; and

Response: The sign incorporates the Maverik themes with a pole painted to look like woodgrain. The sign itself is painted green to resemble a tree; which is consistent with the photo of mountains and trees on the front and back of the sign.

- b. Such modifications or alternatives are consistent with the intent of these standards and will result in conditions that are commensurate with or superior to these standards; and

Response: The design and height of the sign is consistent with existing signs in the area and is consistent with the intent due to the adjacency to freeway, distance from residential and the speed limit of travel.

- c. One of the following is present:

- (1) An individualized assessment reveals the existence of extraordinary conditions involving topography, land ownership, adjacent development, parcel configuration, or other factors related to the development site; or
- (2) The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, historical interest or other distinguishing feature that represents a clear variation from conventional development; or
- (3) Where a reduction in the required setback from residential property is proposed, evidence that the residents within the setback area will be screened from view of the sign by other means such as freeway soundwalls, buildings, or other features.

Response: 1) The height of the freeway compared to the location of the project site and the speed of travel of potential customers dictates the need for the 53 foot height for visibility purposes, the 144 sf area of sign is consistent with the requirements listed in section 4.9.5.d.

2) N/A

3) N/A

4.9.9 Permit Requirement. A freeway-oriented sign may only be approved by special use permit.

- a. Exception. A freeway-oriented sign that is no more than 30 feet in overall height and meets all other requirements for freeway-oriented signs may be reviewed and approved administratively through the sign permit process.

Response: The applicant will apply for a Special Use Permit with applicable required information per 4.9.10.

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This drawing was created to assist you in visualizing our proposal. The original ideas herein are the property of YESCO LLC. Permission to copy or reuse this drawing can only be obtained through a written request to YESCO.
The colors shown are only approximated as any computer monitor, inkjet or laser print. The final product may vary slightly in color from your computer monitor or print.

Revisions

No.	Date / Description
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Approval

Client Sign / Date

Maverik
Carson, City NV

Arch. Engr: Matt Winn
Designer: C. Lewis

Scale: as noted

ART 1.0

SCOPE OF WORK:
MANUFACTURE AND INSTALL (1) DIF ILLUMINATED POLE SIGN DISPLAY:

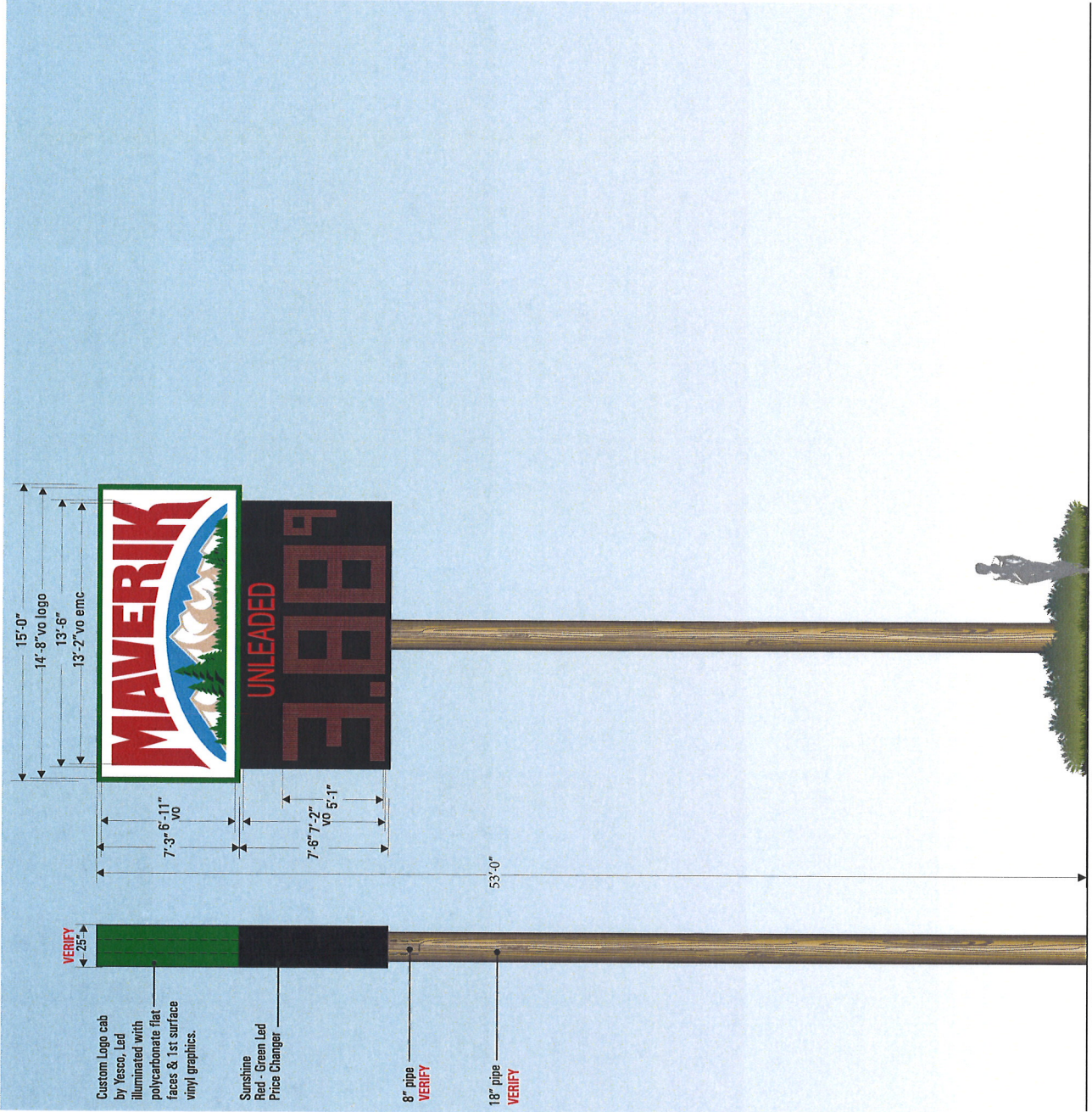
Pipes sizes to be painted to resemble woodgrain.
Logo Cabinet to be painted light green.
Led Unit black.

PERMITTING	LOGO CAB SIGN AREA:	100.88 ft²
	PRICE CAB. AREA:	89.22 ft²
	TOTAL SIGN AREA:	195.106 ft²

FINAL ELECTRICAL CLIENT TO PROVIDE POWER TO SIGN LOCATION! CONNECTION BY: YESCO TO PROVIDE FINAL CONNECTION

COLOR KEY / NEW COLORS

- 1 PAINT PMS #348
 - 2 VINYL 3M 3630-26 GREEN
 - 3 PAINT DUPONT # GS 379
 - 4 VINYL 3M 3630-126 DK EMERALD GREEN
 - 5 PAINT DUPONT # YS 319
 - 6 VINYL 3M 3630-149 LT BEIGE
 - 7 PAINT DUPONT # K 9441
 - 8 VINYL 3M 3630-147 LT EUROPEAN BLUE
 - 9 PAINT PMS #186
 - 10 VINYL 3M 3630-93 RED
 - 11 PAINT PMS STANDARD BLACK
 - 12 VINYL 3M 3630-22
- NOTE: UNLESS OTHERWISE NOTED, THE COLORS DEPICTED ON THIS KEY ARE APPROXIMATE. FOR THE MOST ACCURATE FINISHED DISPLAY, PLEASE REFER TO COLOR CALLOUTS AND APPROVED COLOR SPECIFICATIONS FOR APPROVED COLOR SPECIFICATIONS.

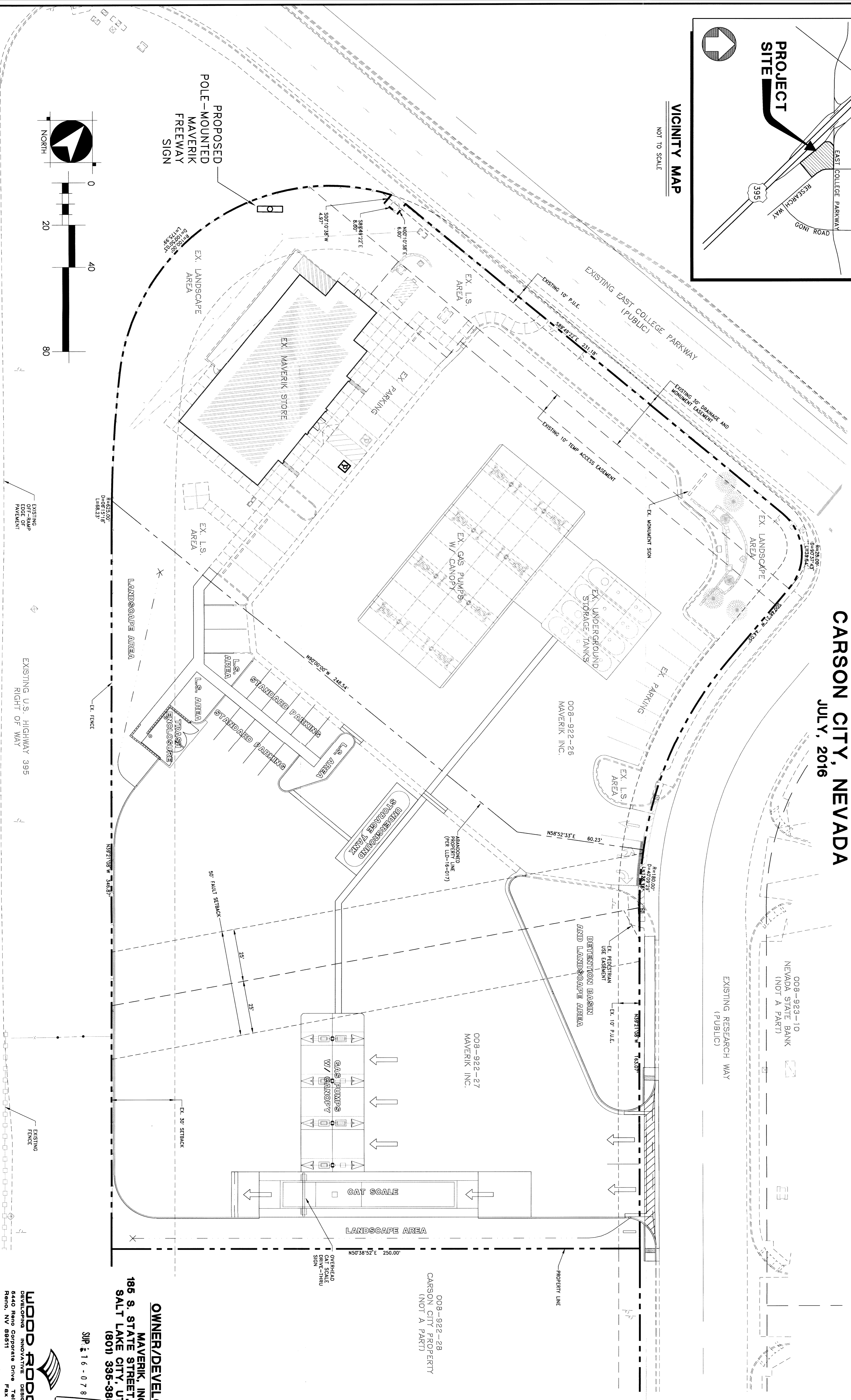
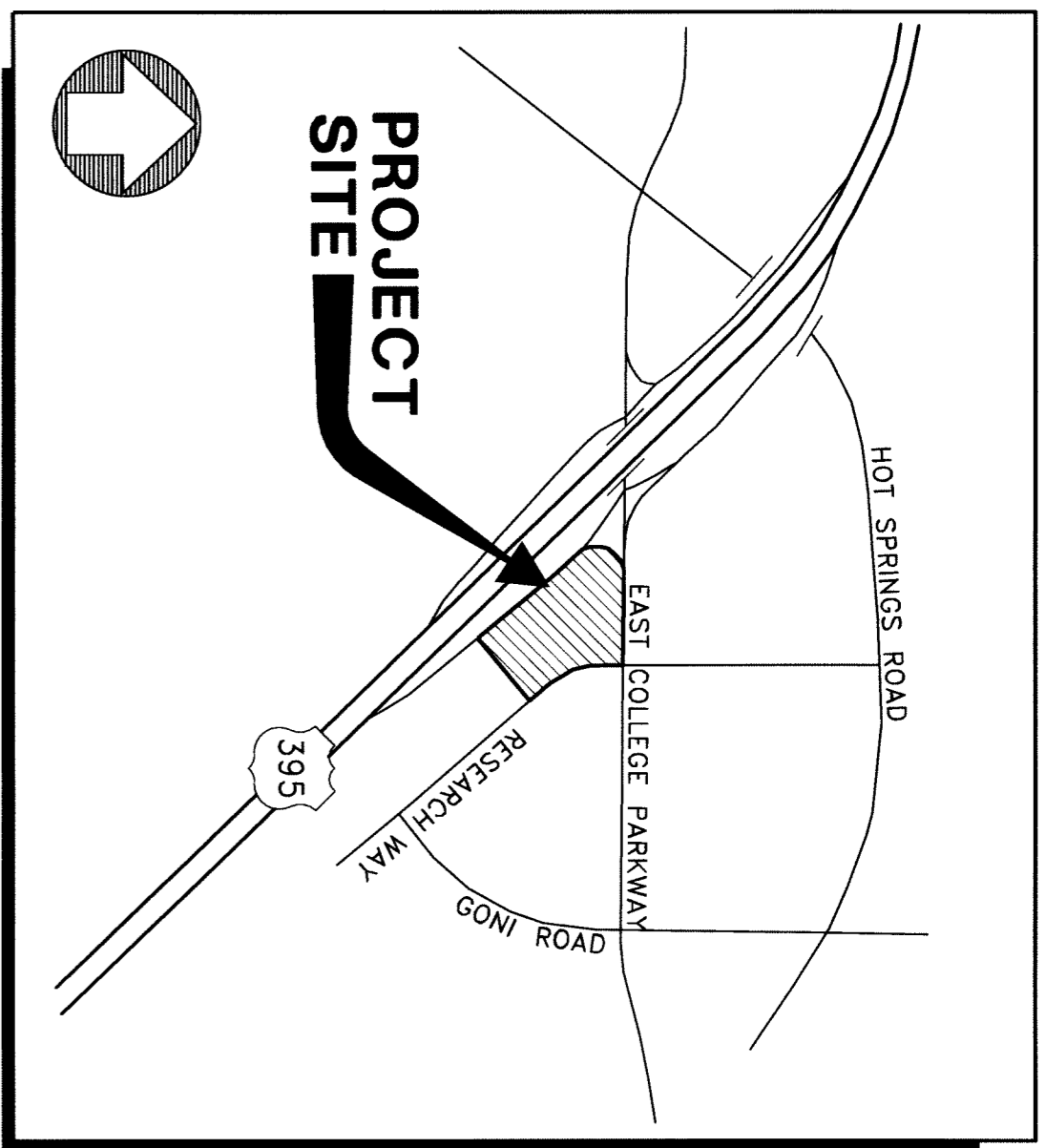


1 DIF DIF SIGN DISPLAY SCALE: 3/16" = 1'-0"

1.2 SIDE VIEW

FREEWAY SIGN SPECIAL USE PERMIT MAVERIK CARSON

CARSON CITY, NEVADA
JULY, 2016



OWNER/DEVELOPER:
MAVERIK, INC.
185 S. STATE STREET, SUITE 800
SALT LAKE CITY, UTAH 84111
(801) 396-3861

WOOD RODGERS
DEVELOPING INNOVATIVE DESIGN SOLUTIONS
6440 Reno Corporate Drive Tel 775.823.4088
Reno, NV 89511 Fax 775.823.4088

RECEIVED
CARSON CITY PLANNING DIVISION
JUL 21 2016
SLP: 16-078