

**STAFF REPORT FOR THE PLANNING COMMISSION MEETING OF FEBRUARY 22, 2017**

**FILE NO: SUP-17-004**

**AGENDA ITEM: F-3**

**STAFF AUTHOR:** Kathe Green, Assistant Planner

**REQUEST:** To consider a request from Golden Gate Petroleum of Nevada LLC, Waterloo LLC, and Carson Land Holdings LLC, (agent: YESCO LLC, property owners: Golden Gate Petroleum of Nevada LLC, Waterloo LLC, and Carson Land Holdings LLC) for a Special Use Permit to allow a freeway oriented sign on property zoned General Commercial (GC), located at 2651 Highway 50 East, N. Lompa Lane and 1580 N. Lompa Lane, APNs 008-153-02, -03, -04, -07 and -08.

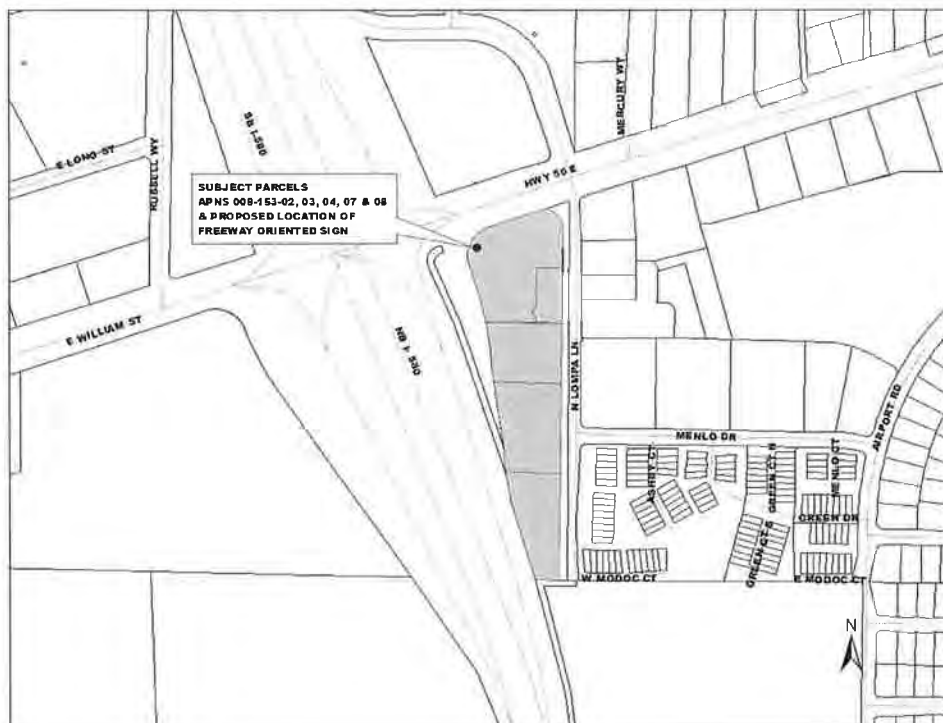
**APPLICANTS/AGENT:** Golden Gate Petroleum of Nevada LLC, Waterloo LLC and Carson Land Holdings LLC/YESCO LLC

**OWNERS:** Golden Gate Petroleum of Nevada LLC, Waterloo LLC and Carson Land Holdings LLC

**LOCATIONS:** 2651 Highway 50 East, N. Lompa Lane and 1580 N. Lompa Lane

**APNS:** 008-153-02, -03, -04, -07 and -08

**RECOMMENDED MOTION:** “I move to approve SUP-17-004, a request from Golden Gate Petroleum of Nevada, Waterloo LLC and Carson Land Holdings LLC (agent YESCO LLC, property owners: Golden Gate Petroleum of Nevada LLC, Waterloo LLC and Carson Land Holdings LLC) for a Special Use Permit to allow a freeway oriented sign on property zoned General Commercial, located at 2651 Highway 50 East, N. Lompa Lane and 1580 N. Lompa Lane, APNs 008-153-02, -03, -04, -07 and -08, 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 45 feet 7 inches measured from existing grade.
6. The size of the sign shall not exceed 274 square feet.
7. The signs shall include the shopping center or project name on the sign. It shall be located on the uppermost portion of the sign and shall occupy a minimum of 20 percent of the permitted sign area, no less than 55 square feet.
8. The electronic message display portion of the sign shall not exceed 50 percent of the total sign area.
9. The two sides of the sign must be parallel or the angle between them is limited to 30 degrees or less. Provide drawings showing the proposed construction detail of the framework of the sign with the maximum 30 degree angle and provide support or detail showing light from the sign will not be directed toward the residential uses to the east and southeast. If a "V" shape is utilized, the sign detail shall demonstrate the inside of the "V" has a finished surface.
10. The display may contain static messages only, with no animation, moving video or change in intensity of lighting.
11. 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.
12. 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.
13. 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.

14. 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
15. 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.
16. 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.
17. All contractors are required to carry State and local licenses.
18. Structural engineering and height certification will be required with the building permit and associated plans.
19. The project must comply with the adopted 2012 International Fire Code (IFC) and Northern Nevada fire Code Amendments as adopted by Carson City.
20. All construction improvements must meet the requirements of Carson City and State of Nevada codes and Development Standards.
21. 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 located west of the project site.
22. The area around the sign's base must be landscaped to match the existing native/naturalized plants associated with the freeway landscaping. A detailed landscape plan must be submitted with the building permit.
23. The landscape plan must demonstrate compliance with the landscape standards of Development Standards Division 3 Landscaping for areas along business arterials.

**LEGAL REQUIREMENTS:** CCMC 18.02.080 (Special Use Permits), CCMC 18.04.135 General Commercial (GC), CCMC Development Standards, Division 4 (Signage)

**MASTER PLAN DESIGNATION:** Mixed Use Commercial (MUC)

**PRESENT ZONING:** General Commercial (GC)

**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: General Commercial (GC)/Vacant  
EAST: General Commercial (GC)/Retail and Multi-Family Apartment  
WEST: Freeway right-of-way then continuing west, General Commercial (GC) and Multi-Family Apartment (MFA)/Parking  
SOUTH: Freeway right-of-way then continuing south, Agriculture (A) and Multi-Family Apartment (MFA)/Vacant

**ENVIRONMENTAL INFORMATION:**

FLOOD ZONE: Zone X (areas of minimal flooding)  
EARTHQUAKE FAULT: Zone I, Severe earthquake potential, fault zone beyond 500 feet  
SLOPE/DRAINAGE: Site is flat

**SITE DEVELOPMENT INFORMATION:**

LOT SIZE: 5.471 acres combined total of five parcels  
SETBACKS: Front (east) 6 feet business arterial landscape, Side (south) 0 feet, Street Side (north) 10 feet business arterial landscape, Rear (west) 10 feet business arterial landscape (proposed location of sign encroaches into this area, but the average width exceeds the minimum requirement)

**PREVIOUS REVIEW:**

MPR-12-033: June 5, 2012, a Major Project Review was held to discuss a proposed gas station and convenience store.

ZMA-06-028: May 4, 2006, approved by the Board of Supervisors for a change of zoning from Multi-Family Apartment (MFA) to General Commercial (GC)

**DISCUSSION:**

The applicant is seeking to erect a 57 foot 7 inch tall, 464 square foot freeway oriented sign on the west side of the subject property, west of the existing Golden Gate Petroleum store. The sign will alert drivers to the availability of gasoline, a recently added high speed truck fuel canopy and a car wash at this particular freeway exit as well as future uses on adjacent properties. The proposal includes advertising signage for additional businesses, related to the currently vacant parcels south of the existing gas station, convenience store and car wash. The applicant is requesting height and square footage beyond that which is allowed in the Freeway Oriented Sign code. It is noted staff is recommending that the size and height of the sign meet current code restrictions and is not recommending an increase in these dimensions. The maximum allowed in the code is 47 feet 7 inches, and the maximum size of the sign allowed in the code is 274 square feet.

The application recognizes the height of the recently approved Maverik Gas Station as a Freeway Oriented Sign. A review of that approval shows that the original request was for more square footage than is allowed under the current code, 195 square feet. However, the actual submission for review before the Planning Commission was a request which did comply with the code. The application was approved for the allowed amount, 144 square feet. This request also included a request for 53 feet of height, but was approved at 47 feet.

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-premises 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-17-004 based on the discussion in this staff report and the required findings as noted on the following pages. As part of this review, staff is recommending a height limitation of 45 feet 7 inches rather than the 57 foot 7 inches height requested. Staff is also recommending a reduction in the size of the sign from the requested 464 square feet to a maximum of 274 square feet. Additional detail regarding these requirements is provided section by section in the report which follows. It is noted in the application that the proposed sign is necessary to compete with a recently approved Freeway Oriented Sign for the Maverik Gas Station at the corner of College Parkway and I-580. The approved dimensions and height of that sign were also reduced from the original review and was approved at 144 square feet in sign area and 47 feet in height.

**PUBLIC COMMENTS:** Public notices were mailed to 90 property owners within 600 feet of the subject site on February 3, 2017. 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. This project must have professional engineering to comply with International Building Code.
4. All contractors are required to carry State and local licenses.

**Fire Department:**

1. 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:**

1. 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.

**Parks and Recreation Department:**

1. Any project construction activities must not damage the City's existing freeway landscaping or irrigation system located west of the project site.
2. As indicated, the sign and historic railroad log wagon will be located on the northwest corner of the property. In order to improve the wagon's visibility from US Highway 50 (East), the wagon needs to be located on a raised two foot tall landscape berm. Also, the area around the sign's base and wagon needs to be landscaped to match the existing native/naturalize plants associated with the freeway landscaping.
3. The wagon and associated tree logs need to have the same type of historical context, as the rest of the interchange's aesthetic features and needs to be approved by the City prior to installation.
4. The photo simulations illustrating the historic railroad log wagon does not correctly show the Nevada Department of Transportation's six foot tall chain link fence between the project site and U.S Highway 50 (East).
5. As a part of completing a "desire" line on the Unified Pathways Master Plan, the City is designing a multi-use path west of the proposed sign location. (Refer to the attached document for path location)

**Environmental Control**

1. No concerns or comments

**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 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 and convenience store with a car wash on an adjacent site. There are three other adjacent vacant parcels included with this application. The applicant states the sign would encourage traffic from the adjacent freeway located to the west to utilize this site, and would make the development of the vacant parcels to the south more desirable. Sales of fuel at this location and the presumed ability of improvement and development of these vacant sites will create economic vibrancy in the community.

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 the freeway on the west, vacant land on the south and north, with multi-family apartments located across N. Lompa Lane on the east and southeast. The nearest residential use is 457 feet away from the proposed sign. Staff is concerned that the signage be directed away from the nearby residential units so as to minimize spillover light that would be incompatible with the residential uses.

The applicant states the sign is double faced, slightly "V" shaped with two support poles with pylon covers and states the sign has been designed to minimize the sign area facing the residential area, as the "V" shape reduces the brightness of the sign at the sharper angle by over 50%. Per Development Standards Division 4 Sign definitions, a Double-Faced Sign shall be designed to be viewed from two directions and on which two faces of the sign are either parallel or the angle between them is 30 degrees or less. A review of the proposed layout and angle of the sign was not submitted. The submission shows a parallel, double-faced sign. Verification that the sign will not exceed 30 degrees will be included in the conditions of approval and be reviewed with the building permit. The applicant states this design will decrease light emitted toward the residential uses to the east and southeast. Documentation will be required with the building permit to support this statement. It is noted this is a developed commercial area, with lighting, noise and traffic emanating from the commercial buildings and surrounding areas. Additional light will be created with the sign. This light may be detrimental to the residential uses to the east and southeast. In addition, the existing freeway lighting and noise to the west impact this area as well. The intention of the direction and angle of the sign will be to advertise to the 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. The additional traffic that may utilize this site was contemplated in the original traffic analysis for development of the site, 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, convenience store and car wash were developed. The impact on public services associated with the three vacant parcels will be reviewed when development of the parcels is proposed.

**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-premises 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 has a total of five tenant spaces consistent with subsection "b".

**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 Highway 50 East.

- 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 met at (2) and (3). The combined total of the five subject properties is 5.471 acres and is located at the corner of frontage on both the freeway and the cross-street.

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

This condition is met. The subject property is zoned General Commercial.

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 five feet from the property line adjacent to the freeway, outside of any utility easement areas. The utility easement in this area of the lot is five feet.

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.*

As proposed, this condition is *not* met. The closest residential area is approximately 457 feet from the proposed location of the sign on the site, a distance of approximately 7.9 times the proposed height of the sign. To comply with this requirement, staff has included a condition of approval to limit the sign height to 45 feet 7 inches.

**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-sight 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 sign is located adjacent to the northbound lanes of the I-580 highway. The adjacent highway barrier is at 27 feet 7 inches. The applicant is proposing a 57 foot 7 inch tall sign. The applicant has provided photo-simulations depicting the sign at a height of 47 feet 7 inches, 57 feet 7 inches, and 67 feet 7 inches. Staff is recommending the height of the sign be reduced to 45 feet 7 inches in order to comply with the Code. Based on the photo-simulations, the sign will be visible at this height.

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 Golden Gate Petroleum gas station and 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 the combined parcels in number (2) yields the lowest sign area. As the size of the combined parcels of this site is 5.471 acres, the allowable sign area is 273.55 square feet. The proposed sign will *not* meet the restrictions of this guideline as the applicant has proposed a 464 square foot sign. Therefore, staff is recommending a condition of approval that the size of the sign be reduced to a maximum of 274 square feet.

- 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 have the ability to advertise tenants in up to six locations on the sign. The top of the sign, which is limited to stating the shopping center or project name, will be internally illuminated, while the next level down will be a digital price display. Tenant display signs are proposed on the lowest sections of the sign.

- 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 next section down will be the portion designed as an electronic sign displaying the gasoline and diesel prices. The sections

below the gasoline and diesel prices will be tenant space signage. The internally illuminated sign will consistent with the existing Golden Gate Petroleum 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 applicant intends to comply with conditions all conditions of a – f. As these are operational issues in large part, staff recommends that items a – 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 sound walls, buildings, or other features.*

Staff is recommending that the sign meet the dimensional criteria of the code, as such, the provisions of Section 4.9.8 would not be applicable.

**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 in overall height.

**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 provided computer photo simulations of the site. It is noted the proposed sign is not in the Airport review area, but the application was submitted to the Airport Authority for review. No comments have been received at the time of the compilation of this staff report.

The applicant has provided photo-simulations depicting the sign mounted at 47 feet 7 inches, 57 feet 7 inches, and 67 feet 7 inches. The applicant is seeking a sign height of 57 feet 7 inches. Based on the photo-simulations, as well as the limitations of distance from residential uses, staff finds that a code compliant 45 feet 7 inches tall sign will provide for adequate visibility.

**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.

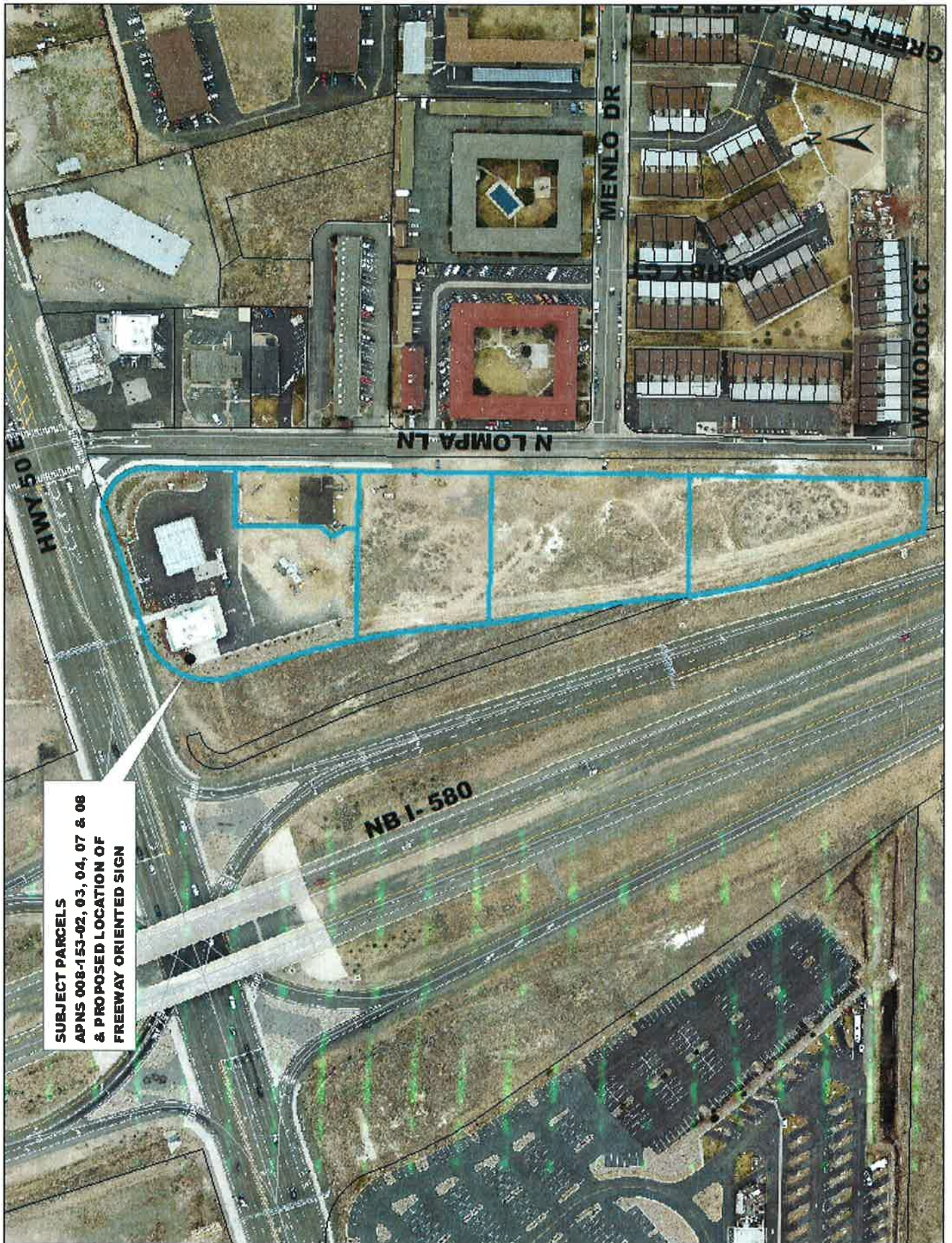
**7. *Will not result in material damage or prejudice to other property in the vicinity, as a result of proposed mitigation measures.***

The subject property is adjacent to the freeway to the west and an arterial on the north. Surrounding properties are vacant, commercial, office uses, with residential to the east and southeast. Lighting must be directed away from the nearby residential units so as to minimize spillover light that would be incompatible with these residential uses. The applicant states the proposed "V" shape of the sign is intended to minimize the lighting to this area. Documentation will be required with the building permit to support this statement. This mitigation measure is intended to reduce damage from spillover lighting to the residential uses.

Attachments:

- Site photos
- Building Division comments
- Fire Department comments
- Engineering Division comments
- Parks Department comments
- Environmental Control comments
- Application

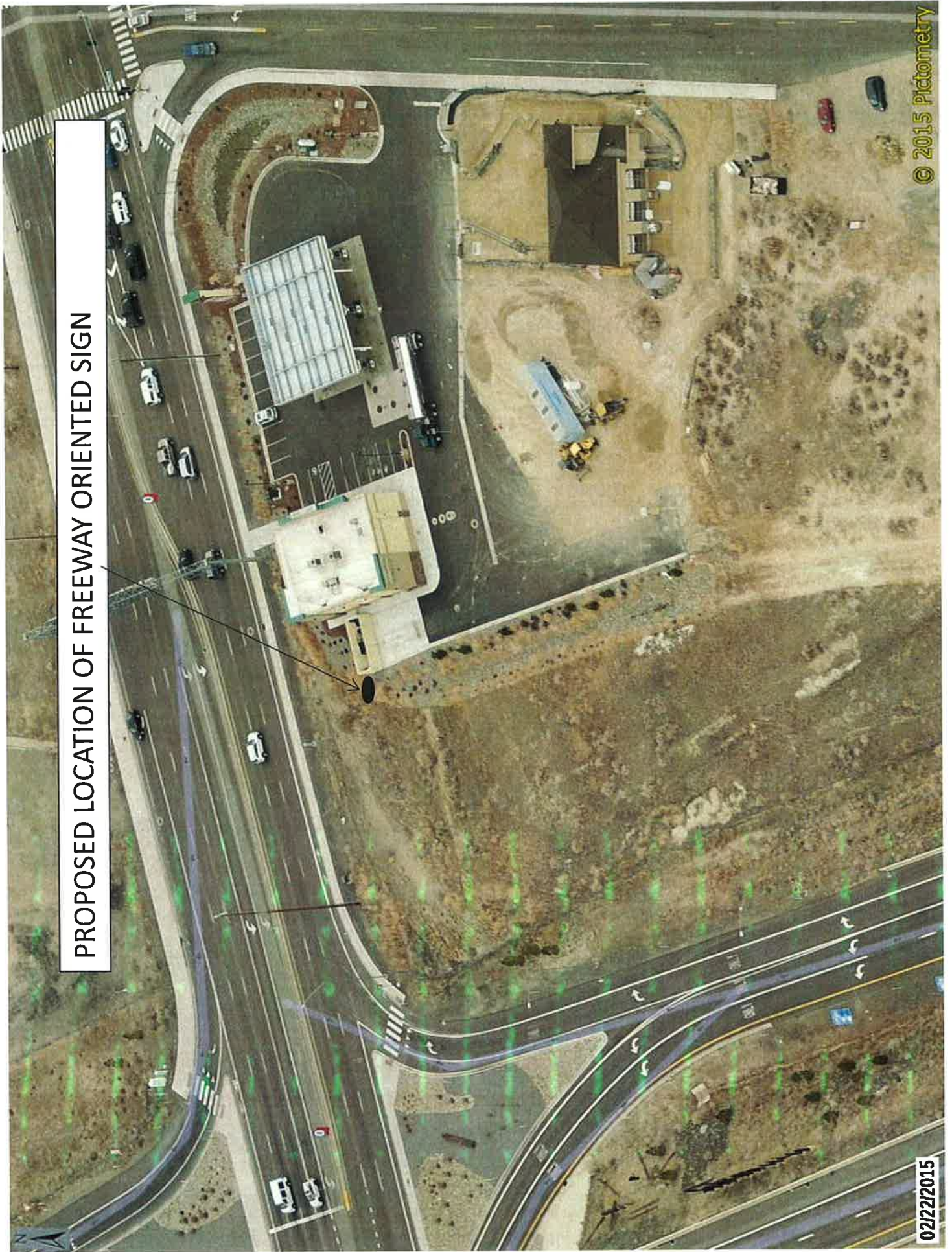




**SUBJECT PARCELS**  
**APNS 008-153-02, 03, 04, 07 & 08**  
**& PROPOSED LOCATION OF**  
**FREEWAY ORIENTED SIGN**



PROPOSED LOCATION OF FREEWAY ORIENTED SIGN



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02/22/2015

January 20, 2017

Bldg

SUP-17-004:



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 Code, National Electrical Code, and Northern Nevada Amendments.
3. This project must have Professional Engineering to comply with International Building Code.
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](mailto:skeating@carson.org)

Office 775-887-2310 X 7052

Fax 775-887-2202

Cell 775-230-6623



January 24, 2017

SUP-17-004

Fire

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 16-094**

**TO:** Hope Sullivan - Planning Department  
**FROM:** Stephen Pottéy – Development Engineering Department  
**DATE:** January 27, 2017                      **MEETING DATE:** February 22, 2017

**SUBJECT TITLE:**

Action to consider an application for a Special Use Permit from Golden Gate Petroleum to place a freeway oriented sign, apn 08-153-02,03,04,07,08.

**RECOMMENDATION:**

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

**DISCUSSION:**

The Engineering Division has reviewed the application within our areas of purview relative to adopted standards and practices and to the provisions of CCMC 18.02.080, Conditional Uses. The Engineering Division offers the following condition of approval:

- All construction and improvements must meet the requirements of Carson City and State of Nevada Codes and Development Standards.

**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**

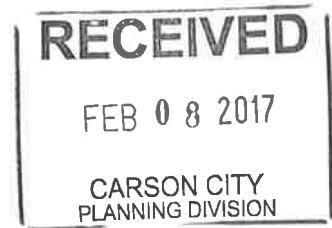
The request is not in conflict with any Engineering Master Plans for streets or storm drainage.

**CCMC 18.02.080 (5c) - Traffic/Pedestrians**

The proposal will not affect traffic or pedestrian facilities.

**CCMC 18.02.080 (5d) - Public Services**

Existing facilities appear to be adequate for this project.



February 7, 2017

SUP-17-004

The Parks, Recreation, and Open Space Department has the following comments on the YESCO Freeway Sign (SUP-17-004).

1. Any project construction activities must not damage the City's existing freeway landscaping or irrigation system located west of the project site.
2. As indicated, the sign and historic railroad log wagon will be located on the northwest corner of the property. In order to improve the wagon's visibility from US Highway 50 (East), the wagon needs to be located on a raised 2' tall landscape berm. Also, the area around the sign's base and wagon needs to be landscaped to match the existing native/naturalize plants associated with the freeway landscaping.
3. The wagon and associated tree logs need to have the same type of historical context, as the rest of the interchange's aesthetic features and needs to be approved by the City prior to installation.
4. The photo simulations illustrating the historic railroad log wagon does not correctly show the Nevada Department of Transportation's 6' tall chain link fence between the project site and U.S Highway 50 (East).
5. As a part of completing a "desire" line on the Unified Pathways Master Plan, the City is designing a multi-use path west of the proposed sign location. (Refer to the attached document for path location)

If you have any questions about the above comments, please feel free to contact me.

VERN

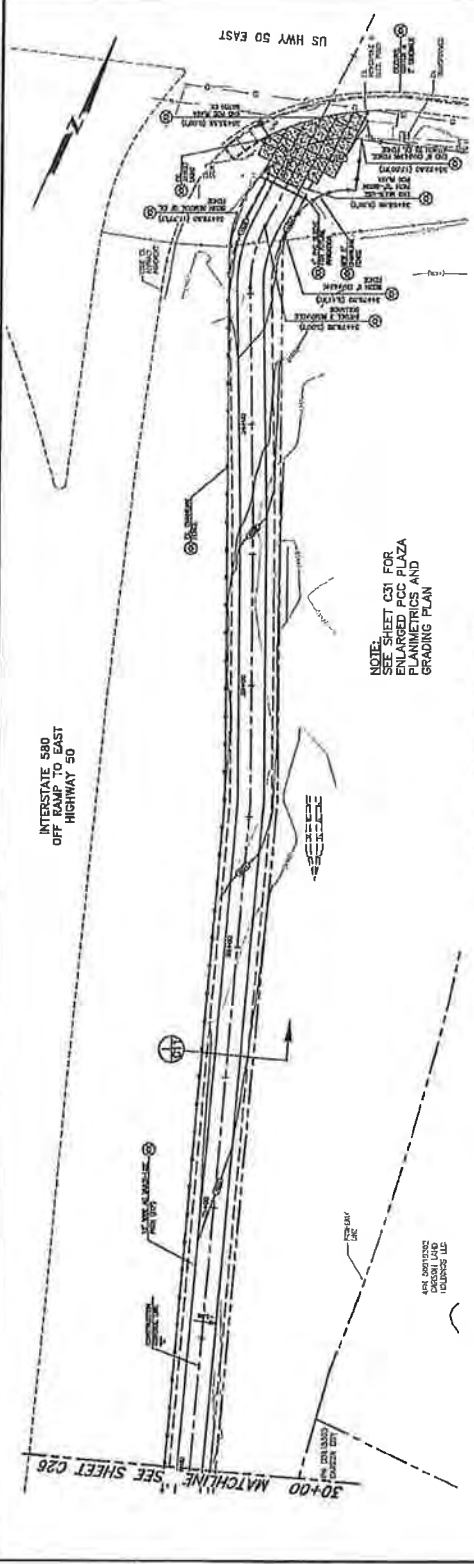
Vern L. Krahn  
Senior Park Planner  
Carson City Parks, Recreation & Open Space Department  
3303 Butti Way, Bldg #9  
Carson City, NV 89701  
Office Phone: (775) 887-2262 x 7343  
Fax: (775) 887-2145  
vkrahn@carson.org

CARSON CITY FREEMWAY  
 MULTI-USE PATH PROJECT-BIKE PATH 1  
 MULTI-USE PATH "C"  
 STA to STA  
 FEDERAL PROJECT NUMBER: 73957  
 NDOT PROJECT NUMBER: TAP-0025(029)

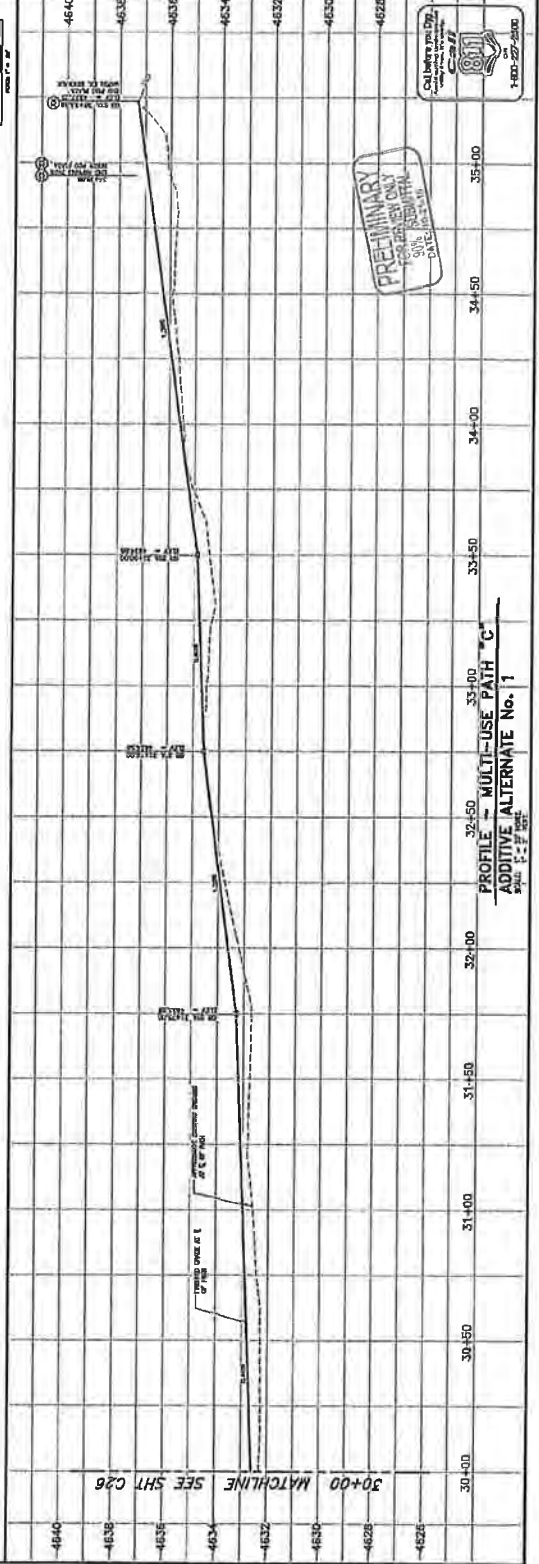
SHEET  
**C27**  
 OF  
**42**

CARSON CITY PUBLIC WORKS DEPARTMENT  
 3205 WEST WY CARSON CITY, NEVADA 89701  
 951-887-2330 FAX: 951-887-2112  
 SCALE (VERT): 1"=20'  
 SCALE (HORIZ): 1"=50'  
 DATE: 10/23/16  
 DRAWN BY: MCK/SLG  
 CHECKED BY: MCK/SLG  
 DESIGNED BY: MCK/SLG

REV	DATE	DESCRIPTION	BY	APP'D



PLAN - MULTI-USE PATH "C"  
 ADDITIVE ALTERNATE No. 1  
 PAGE 1 - 2 OF 2





February 8, 2017

Re: # SUP-17- 004

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 17 - 005 (Sign) 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

JAN 20 2017

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

CARSON CITY  
PLANNING DIVISION

FILE # SUP - 16 - SUP - 17 - 004

SPECIAL USE PERMIT

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

+ noticing fee

APPLICANT PHONE #  
Golden Gate Petroleum of Nevada 775 850-3010

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)

MAILING ADDRESS, CITY, STATE, ZIP  
16580 Wedge Parkway #300, Reno, NV 89519

EMAIL ADDRESS  
dennis.okeefe@ggpetro.com, nkilbourn@ggpetro.com

PROPERTY OWNER 008-153-07 PHONE #  
Golden Gate Petroleum of Nevada, LLC 775 850-3010

MAILING ADDRESS, CITY, STATE, ZIP  
16580 Wedge Parkway #300, Reno, NV 89511

EMAIL ADDRESS  
dennis.okeefe@ggpetro.com, nkilbourn@ggpetro.com

APPLICANT AGENT/REPRESENTATIVE PHONE #  
Yesco, LLC - Gil Sanchez/Tom Weatherby 775 359-3131

MAILING ADDRESS, CITY STATE, ZIP  
5350 Capital Ct. #104, Reno, NV 89502

EMAIL ADDRESS  
gsanchez@yesco.com, tweatherby@yesco.com

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.

Project's Assessor Parcel Number(s):  
008-153-07, 008-153-08, 008-153-02,  
008-153-03, 008-153-04

Street Address ZIP Code  
2651 Highway 50 East, Carson City, 89701

Project's Master Plan Designation

Project's Current Zoning  
General Commercial

Nearest Major Cross Street(s)  
I-580, Lompa Lane

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 4 \_\_\_\_\_, Section 4.9 \_\_\_\_\_, a request to allow as a conditional use is as follows:  
SUP to allow a Freeway Oriented Sign, 57'-7" tall, 464 Sq. ft., on the Northwest corner of parcel 008-153-07. The double faced sign will display fuel prices, Golden Gate Petroleum name and logo and up to 5 additional services or businesses located on the "site". The "site" consists of five parcels, parcels 008-153-07, 008-153-08, 008-153-02, 008-153-03 and 008-153-04.

PROPERTY OWNER'S AFFIDAVIT

I, Dennis O'Keefe, 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: 16580 Wedge Plkwy #300 Reno, NV 89511 Date: 1-20-17

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

STATE OF NEVADA  
COUNTY Washoe

On January 20, 2017, Dennis O'Keefe, 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.



**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.

*D. O. Kelly*

*1-20-17*

Applicant

Date

*[Faint, illegible text]*

**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:
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**FILE # SUP - 16 - SUP-17-004**

APPLICANT PHONE #  
 Waterloo LLC

MAILING ADDRESS, CITY, STATE, ZIP  
 327 California Ave, Reno, NV 89519.

EMAIL ADDRESS

PROPERTY OWNER 008-153-08 PHONE #  
 Waterloo LLC

MAILING ADDRESS, CITY, STATE, ZIP  
 327 California Ave, Reno, NV 89519

EMAIL ADDRESS

APPLICANT AGENT/REPRESENTATIVE PHONE #  
 Yesco, LLC - Gil Sanchez/Tom Weatherby 775 359-3131

MAILING ADDRESS, CITY STATE, ZIP  
 5350 Capital Ct. #104, Reno, NV 89502

EMAIL ADDRESS  
 gsanchez@yesco.com, tweatherby@yesco.com

Project's Assessor Parcel Number(s):  
 008-153-07, 008-153-008, 008-153-02,  
 008-153-03, 008-153-04

Street Address ZIP Code  
 2651 East Hwy 50 East, 1580 N. Lompa Ln. & N. Lompa Ln, Carson City, 89701

Project's Master Plan Designation

Project's Current Zoning  
 General Commercial

Nearest Major Cross Street(s)  
 I-580, Lompa Lane

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 4, Section 4.9, a request to allow as a conditional use is as follows:  
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**PROPERTY OWNER'S AFFIDAVIT**

I, \_\_\_\_\_, being duly deposed, do hereby affirm that I am the record owner of the subject property, and that I have knowledge of, and I agree to, the filing of this application.

Signature \_\_\_\_\_ Address P.O. Box 19543 Date 1-18-17  
Reno NV 89511

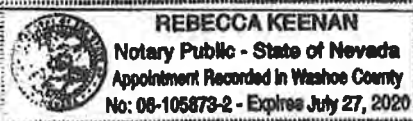
Use additional page(s) if necessary for other names.

STATE OF NEVADA )  
 COUNTY Washoe )

On January 18, 2017, John Ascuaga, 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.

Rebecca Keenan  
 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.





RECEIVED

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

JAN 27 2017

SPECIAL USE PERMIT

FILE # SUP - 16 - SUP - 17 - 004

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

APPLICANT PHONE #  
Carson Land Holdings, LLC

MAILING ADDRESS, CITY, STATE, ZIP  
6595 S. Jones Blvd., Las Vegas, NV 89118

EMAIL ADDRESS

PROPERTY OWNER PHONE #  
008-153-02, 03 & 04  
Carson Land Holdings, LLC

MAILING ADDRESS, CITY, STATE, ZIP  
6595 S. Jones Blvd., Las Vegas, NV 89118

EMAIL ADDRESS

APPLICANT AGENT/REPRESENTATIVE PHONE #  
Yesco, LLC - Gil Sanchez/Tom Weatherby 775 359-3300

MAILING ADDRESS, CITY STATE, ZIP  
5350 Capital Ct. #104, Reno, NV 89502

EMAIL ADDRESS  
gsanchez@yesco.com, tweatherby@yesco.com

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Project's Assessor Parcel Number(s): 008-153-07, 008-153-008, 008-153-02, 008-153-03, 008-153-04	Street Address ZIP Code 2651 East Hwy 50 East, 1580 N. Lompa Ln. & N. Lompa Ln, Carson City, 89701
---	---

Project's Master Plan Designation	Project's Current Zoning General Commercial	Nearest Major Cross Street(s) -580, Lompa Lane
-----------------------------------	--	---

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 4, Section 4.9, a request to allow as a conditional use is as follows:

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PROPERTY OWNER'S AFFIDAVIT

I, Joe Stone, 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 Joe Stone Address 6595 South Jones Blvd, Las Vegas, NV 89118 Date January 27, 2017

Joe Stone, as Manager of Mammoth Ventures, LLC, a Nevada limited liability company which is Manager of Carson Land Holdings, LLC, a Nevada limited Use additional page(s) if necessary for other names. liability company

STATE OF NEVADA )  
COUNTY CLARK )

On JANUARY 27, 2017, JOE STONE, 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.

Mable Cushman  
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.



**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.

*Joe Stone*

*1.27.17*

Applicant

Date

Joe Stone, as Manager of Mammoth Ventures, LLC, a Nevada limited liability company which is Manager of Carson Land Holdings, LLC, a Nevada limited liability company

## Project Description

Parcels included for consideration of the Special Use Permit:

008-153-07, 2651 US Hwy 50 East

008-153-08, 1580 N. Lompa Ln.

008-153-02, N. Lompa Ln.

008-153-03, N. Lompa Ln.

008-153-04, N. Lompa Ln.

The request is for a Special Use Permit allowing for a Freeway Oriented Sign to be located on the Northwest corner of the existing Golden Gate Petroleum property, APN 008-153-07. The Freeway Oriented Sign will be used by parcels 008-153-07, 008-153-08, 008-153-02, 008-153-03 and 008-153-04. The five parcels of this site will function as a joint endeavor, therefore the owners of these parcels are applying jointly for the Special Use Permit. The sign will be located on parcel 008-153-07 which is located at the corner of I-580 and 2651 US Hwy 50 East. The proposed sign is 57'7" tall which is 30' above the 27'7" guard rails of the nearest freeway point. The sign is a double faced, slightly "V" shaped sign with two support poles with pylon covers. The sign's architectural features and color scheme complement the Golden Gate Petroleum convenience store's architecture. It contains a digital fuel price changer that alternates from Unleaded to Diesel pricing, a Golden Gate Petroleum Backlit ID & Logo panel and 5 backlit spaces. The sign will advertise additional businesses on site and on the 4 adjoining parcels which total 5.46 acres. The parcel make up a 1078' contiguous freeway frontage.

This sign was originally designed in 2013 when the business was being built, but the Freeway Oriented Sign was put on hold. A smaller 20' Monument sign was erected on Hwy 50 East to display prices and 3 other future businesses behind Golden Gate. With the recent addition of a High Speed truck fuel canopy, and the Speedy Car Wash built last year, the need for the Freeway oriented sign is much greater now. In addition, one of their main competitors, Maverick, has recently installed truck fueling and was approved for a freeway oriented sign as well on I-580 at College Parkway. The design submitted today has been revised to maximize freeway exposure while minimizing exposure to other business and residences to the east and north of the property.

Special considerations requested:

Of the five parcels, Golden Gate Petroleum owns one parcel, APN 008-153-07, totaling 1.84 acres. Waterloo LLC owns one parcel, APN 008-153-08, totaling .34 acres. Carson Holdings owns the remaining 3 parcels, APN 008-153-02, 008-153-03 and 008-153-04 which total 1.01, 1.27 and 1.0 acres respectively. The registered agent for Carson Land Holding LLC is Golden Gaming Inc, who run the slot operations for all of the Golden Gate Petroleum locations. The owners of the five parcels agree that no other Freestanding signs can be erected on these parcels in return for advertising space for future businesses displayed on this sign.

The total illuminated sign area is 464 square feet which is well under 2 of the 3 measurements of allowable square footage of sign area. 4.9.5 d.(1): 1 sf for each 2 linear feet of freeway frontage (1078.98 linear feet X 0.5 = 539.49 sf) and 4.9.5 d.(3): or 600 Sf. It is over the allowable for 4.9.5 d.(2) of 50 sf /acre or 273 sf.

Lastly the nearest residential (MFA) is 457' from the sign which is 118.83' closer than the Ten X Height requirement. Therefore the sign has been designed in a "V" shape to minimize the sign facing the residential area. The "V" shape also reduces the brightness of the sign at this sharper angle by over 50%.

To add a "Historical" and "Art" element to the project, the applicant has located a vintage "log wagon" to place at the base of the sign. The wagon will be loaded with logs, which tie in with the railroad theme of the Hwy 50 overpass, depicting lumber jacks cutting logs to make into crossties.

## SPECIAL USE PERMIT APPLICATION QUESTIONNAIRE

**Question 1: How will the proposed Development further and be in keeping with, and not contrary to, the goals of the MASTER Plan Elements?**

### Chapter 3: A Balanced Land Use Pattern

Encourage development of 3 vacant parcels with freeway frontage. Provide Opportunities for a range of retail services (Fast food, Other automotive service businesses – tires, oil change, etc)

### Chapter 4: Equitable Distribution of Recreational Opportunities - No effect

### Chapter 5: Economic Vitality

Encourage development of vacant commercial parcels. With the addition of this sign not only will Golden Gate Petroleum see increase sales of fuel and convenience store items, the car wash will see increase business from freeway advertising on the sign. The vacant parcels will become more attractive to potential buyers/lessors for 2-3 additional businesses because of the freeway advertising opportunity. Create new jobs and increase tax revenue.

### Chapter 6: Livable Neighborhoods and Activity Centers – No effect

### Chapter 7: A Connected City – No effect

**Question 2: Will the effect of the proposed development be detrimental to the immediate vicinity? T the general Neighborhood?**

- A) Land uses and zoning designations adjoining the property  
North – APN 008-161-72, across East Hwy 50. Vacant lot Zoned GC  
East- APN 008-312-13, across N. Lompa Ln. Arco gas station & Convenience store Zoned GC  
APN 008-312-20, across N. Lompa Ln. DG Hand Construction office Zoned GC  
APN 008-312-19, across N. Lompa Ln. Autumn Funerals and Cremations  
APN 008-312-16, across N. Lompa Ln. Apartment complex Zoned GC  
APN 008-321-07, across N. Lompa Ln. Royal Apartment complex Zoned MFA  
APN 008-731-61, across N. Lompa Ln. Apartment complex Zoned MFA  
South- 3 additional vacant parcels owned by Carson Land Holdings LLC. Zoned GC  
West- I-580 overpass. NDOT Right of Way
- B) The project site is Zoned General Commercial as are most of the surrounding parcels. It is similar to existing developments in the neighborhood and also the developments at the College Parkway interchange to the north. The proposed sign will INCREASE value of vacant contiguous parcels by facilitating freeway advertising otherwise prohibited. It will cause no dust, noise, vibration, fumes or physical activity. As for glare the illuminated portions of the sign will automatically dim at night to acceptable levels and is adjustable in 1% increments to fine tune to the location. Sign faces are in a “V” shape to avoid direct line of sight from the Lompa Lane MFA zoning. The LED digital portion of the sign also diminishes in brightness appx. 50% at a 45-degree angle from perpendicular.
- C) As a freeway oriented sign by definition, it will not be detrimental to the use, peaceful enjoyment or development of surrounding properties or the general neighborhood.

- D) The sign will not increase traffic on I-580 or East Highway 50, however, will hopefully bring additional customers into the Golden Gate Petroleum fuel islands which are accessible off Lompa Ln. which has adequate existing Entry & Exit Drives for additional traffic.
- E) Benefit to the citizens of Carson City is: Additional fuel sales generated by the freeway sign will result in additional taxes collected and paid directly to the state of Nevada and Carson City.

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

- A) School district? DNA. Student Population? No, Provide Service to student population? Fuel, food, Affect Sheriff's office? No.
- B) Drainage affected? None, the sign base will be 2 underground concrete footings in a flat compacted area behind the C-Store which is outside existing retention basin
- C) Water supply. Sign will not affect water supply
- D) Sewer? Sign will not affect sewer.
- E) Road improvements? None required. Sign is on the northwest corner of the property where originally designated in 2013 building permit drawings. No access to customer traffic in this area. Trash enclosure to the south. NDOT ROW fencing to the west, fenced landscaped area to the north and convenience store building to the east.
- F) Sources of information? Personal observations, original building permit documents, city records
- G) Outdoor Lighting/Shielded. Sign faces are in a "V" shape to avoid direct line of sight from the Lompa Lane MFA zoning. The LED digital portion of the sign also diminishes in brightness appx. 50% at a 45-degree angle from perpendicular.
- H) Landscaping? The area for the sign is not landscaped and if any nearby plants are disturbed during installation, they will be replaced. The proposed sign incorporates a historical element by the use of a vintage antique log wagon at the base of the sign to compliment the "ART" installation of the adjacent overpass theme of the railroad. The metal art shows lumber jacks cutting trees for crossties for the railroad, and a large stack of logs in the median east of the overpass. The wagon loaded with similar logs continued the theme of transporting the logs to a sawmill for cutting.
- I) Provide a Parking Plan. None required. Service can be performed from existing paved parking lot from YESCO service ladder or boom trucks, sign is not adjacent to any public parking spaces.

## 4.9 Freeway Oriented Signs

### 4.9.3 General Provisions

- a) One (1) freeway oriented sign will be allowed on a 5.46 acre combined acreage of four (5) contiguous parcels. Golden Gate Petroleum of Nevada LLC owns one 1.84 acre parcel, APN 008-153-07, Waterloo LLC owns one .34 acre parcel, APN 008-153-08, the remaining three parcels, APN 008-153-02, 03 and 04 are owned by Carson Land Holdings LLC. These three parcels are 1.01, 1.27 and 1.0 acres respectively. The three owners of the five parcels have agreed that the freeway oriented sign will be located on parcel APN 008-153-07 and that no other Freeway Oriented sign can be erected on the remaining parcels.
- b) There will be no more than 4 advertisers on the sign and no “center” name will be displayed.

### 4.9.4 Location and siting.

- a) The parcels at East Hwy 50 have freeway frontage in the approved area between the freeway intersection of North Carson St and 1500 feet west of the freeway intersection at South Carson St.
- b) 3. The combined parcels have 5.12 contiguous acres located on the corner with frontage on both the freeway and Hwy 50 East cross street.
- c) All the property is zoned General Commercial.
- d) The property is adjoining the NDOT freeway right of way on its west side.
- e) The proposed sign location is 457' from the nearest MFA zoned property on Lompa Lane, which is less than 10 X the 57'7" height of the proposed sign. See 4.9.8 (3)

### 4.9.5 Design & Construction

- a) The proposed sign is 30' above the 27'7" top of the guard rail of the freeway at the nearest point to the sign. This maximum height allowed is needed for all the businesses located on the property to have advertising visible from most (but not all) freeway locations.
- b) The sign has architectural features, textures and colors that are complimentary to the Golden Gate Petroleum convenience store and the Car Wash architecture (2 existing businesses)
- c) The sign will be constructed of steel structure with textured, painted Aluminum cladding. Illuminated sign panels will be polycarbonate with energy efficient LED lighting. Fuel Price display will be LED digits.
- d) The total sign area of 464 square feet:
- 1) is less than one sq ft for each 2 linear feet of freeway frontage ( $1078.98' = 539.49$  sq ft allowed)
  - 2) is greater than 50 sq ft X 5.46 acres or 273 sq ft (see 4.9.8 1 & 2)
  - 3) is less than 600 square feet
- e) Only the “copy & logo area” of the lower 5 panels of the sign will light at night using opaque vinyl for the background colors. The upper Golden Gate Petroleum panel will have a translucent green background as this is their company trademarked colors and logo. Only the LED digits of the Fuel Price indicators will illuminate and the Grade & Cash/Credit indicators are also LED. Any vacant panels will be blocked out with Painted faces.

f) Location on the site provides the maximum visibility in both north and south freeway directions at the maximum height allowed to give motorists ample time to exit the freeway.

4.9.6 Exterior Illumination – There is no exterior illumination in the proposed sign.

4.9.7 Electronic Message display

a & b) The sign does not contain an electronic message display. Only LED fuel price digits which comprise 34.48% of the total sign area.

c) The single price display will alternate from Red Unleaded to Green Diesel pricing with appropriate 4 second minimum hold times. Cash or credit will also appear as required by state laws.

d) The fuel price display will have auto-dimming capabilities and will not exceed 75% of full brightness during the day and less than 40% at night.

e) The Manufacturer will set these levels at the factory and provide documentation of such. Modification of these levels can only be achieved by a qualified Sign technician “Inside” the sign cabinets, or from the Manufacturer’s IT/Tech departments remotely.

f) Night time levels will probably need to be reduced further depending on ambient lighting conditions and can be lowered in 1% increments to as low as 1% of maximum brightness.

4.9.8 Modifications & Alternatives. The applicant requests additional square footage and a reduction in the required setback from nearest residential properties for the following reasons:

a) The proposed sign incorporates architectural elements demonstrating superior quality and additional expense to match the architecture, textures and colors of the Golden Gate Petroleum building and corporate image.

b) These modifications are consistent the intent of the standards and the proposed sign was designed after two (2) meetings with the planning staff. Initially in 2013 and most recently Dec 2016

c) Conditions present:

1) The maximum height is necessary to be visible and the fuel pricing readable before the exits for East Highway 50. Also, a major competitor has a similar operation with a similar sign at the College Parkway exit.

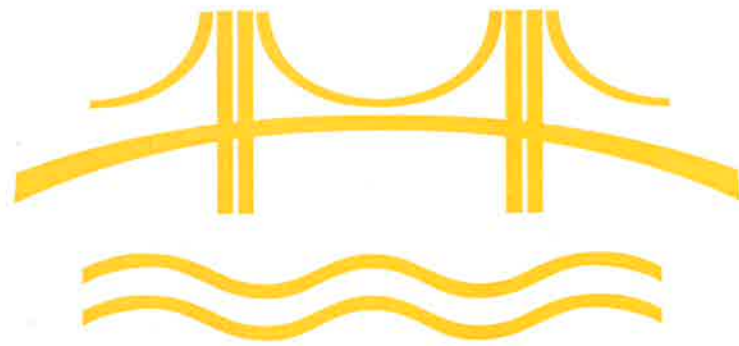
2) The proposed sign incorporates a historical element by the use of a antique railroad log wagon at the base of the sign to compliment the historical “ART” installation of the adjacent overpass theme of the railroad. The metal art shows lumber jacks cutting trees for crossties for the railroad, and a large stack of logs in the median east of the overpass. The wagon loaded with similar logs continues the theme of transporting the logs to a sawmill for cutting. See Pages P-2, P-2.1, P-3

3) The sign is appx 100 feet closer to the nearest MFA apartments on Lompa lane than 10 times the height of the sign. The sign has been designed in a “V” configuration to direct the lighted portions away from the apartments and directed more to the oncoming freeway traffic. Also, the fuel display is designed so that at a 45-degree angle off center line, the light emitted is appx 50% as bright as straight on.



4.9.10 See required drawings and photo simulations of proposed sign.

- a) Page P- 3 Photographs show proposed height of 57'7", 67'7", 47'7" and 30'7"
- b) Photo simulations are from three south bound P4-6 and three north bound P7-9 distances with one in each direction at 1000 feet. Page SP-5 Photo of proposed sign from the nearest residential zoning is included.
- C) Pages P-6 & P-9 show sign from north and south at 1000'
- d) Proposed sign is NOT in the Airport Review Area.



# GOLDEN GATE PETROLEUM

ILLUMINATED PYLON SIGN W/ LED GAS PRICE CHANGERS

**RECEIVED**  
JAN 20 2017  
CARSON CITY  
PLANNING DIVISION

- SUP - 17 - 004



**YESCO.**

YESCO LLC

5350 Capital Ct. Suite 104

Reno, NV 89502

Office: 775.359.3131

NV. CONTRACTOR LICENSE NO.  
0074289 / 0074290

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**CLIENT:**

**GOLDEN GATE  
PETROLEUM**

2651 EAST HIGHWAY 50

**ADDRESS:**

CARSON CITY, NV 89701

**CITY:**

TOM WEATHERBY

**ACCOUNT EXECUTIVE:**

DESIGNER	DATE
BRENT	1/11/17
BRENT	1/19/17

**APPROVAL**

**CUSTOMER** \_\_\_\_\_ **DATE** \_\_\_\_\_

**LANDLORD** \_\_\_\_\_ **DATE** \_\_\_\_\_

**DESIGN** \_\_\_\_\_ **DATE** \_\_\_\_\_

**SALES** \_\_\_\_\_ **DATE** \_\_\_\_\_

**ESTIMATING** \_\_\_\_\_ **DATE** \_\_\_\_\_

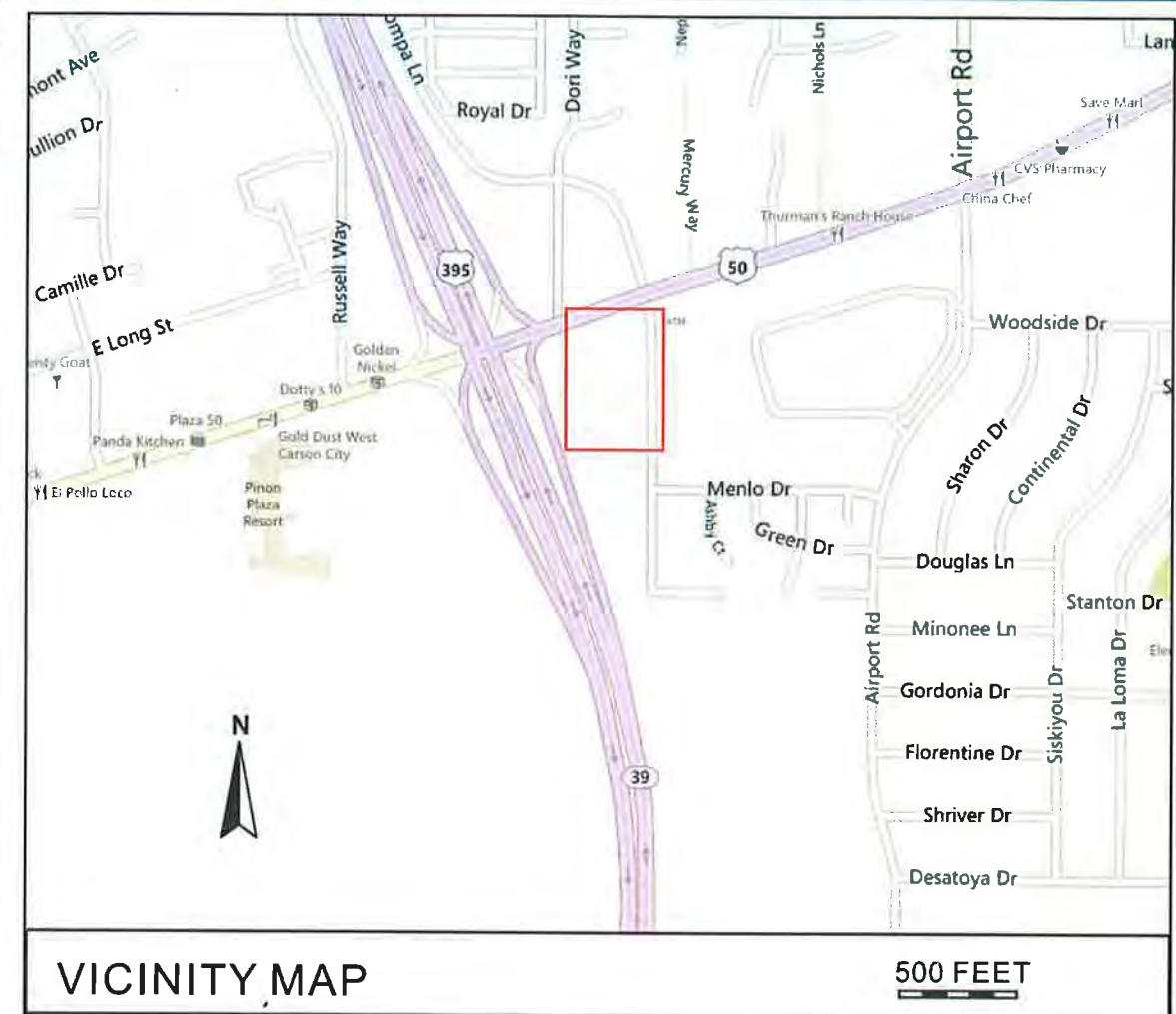
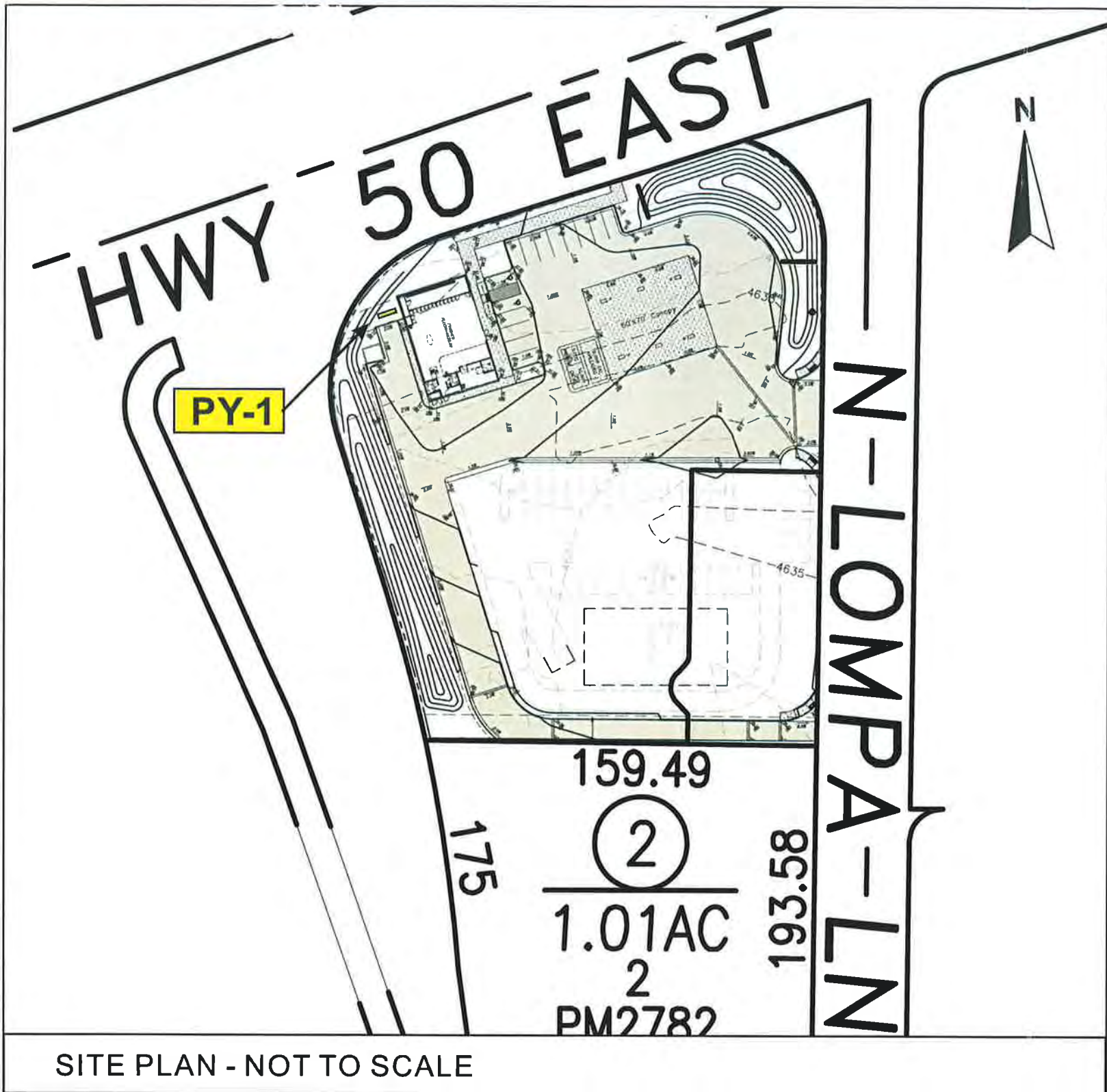
**SURVEY** \_\_\_\_\_ **DATE** \_\_\_\_\_

**DESIGN NUMBER**  
**571574**

**ARCHIVE NUMBER**

**SHEET** **CV**





**Applicant:** Golden Gate Petroleum of Nevada LLC  
 16580 Wedge Parkway # 300, Reno NV 89519  
 Contact Dennis O'Keefe or Norma Kilbourn 775-850-3010

Carson Land Holdings, LLC  
 6595 S. Jones Blvd., Las Vegas, NV 89118

Waterloo, LLC  
 327 California Ave., Reno, NV 89519



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 2651 EAST HIGHWAY 50  
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**CITY:**

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△ BRENT	1/19/17

**APPROVAL**

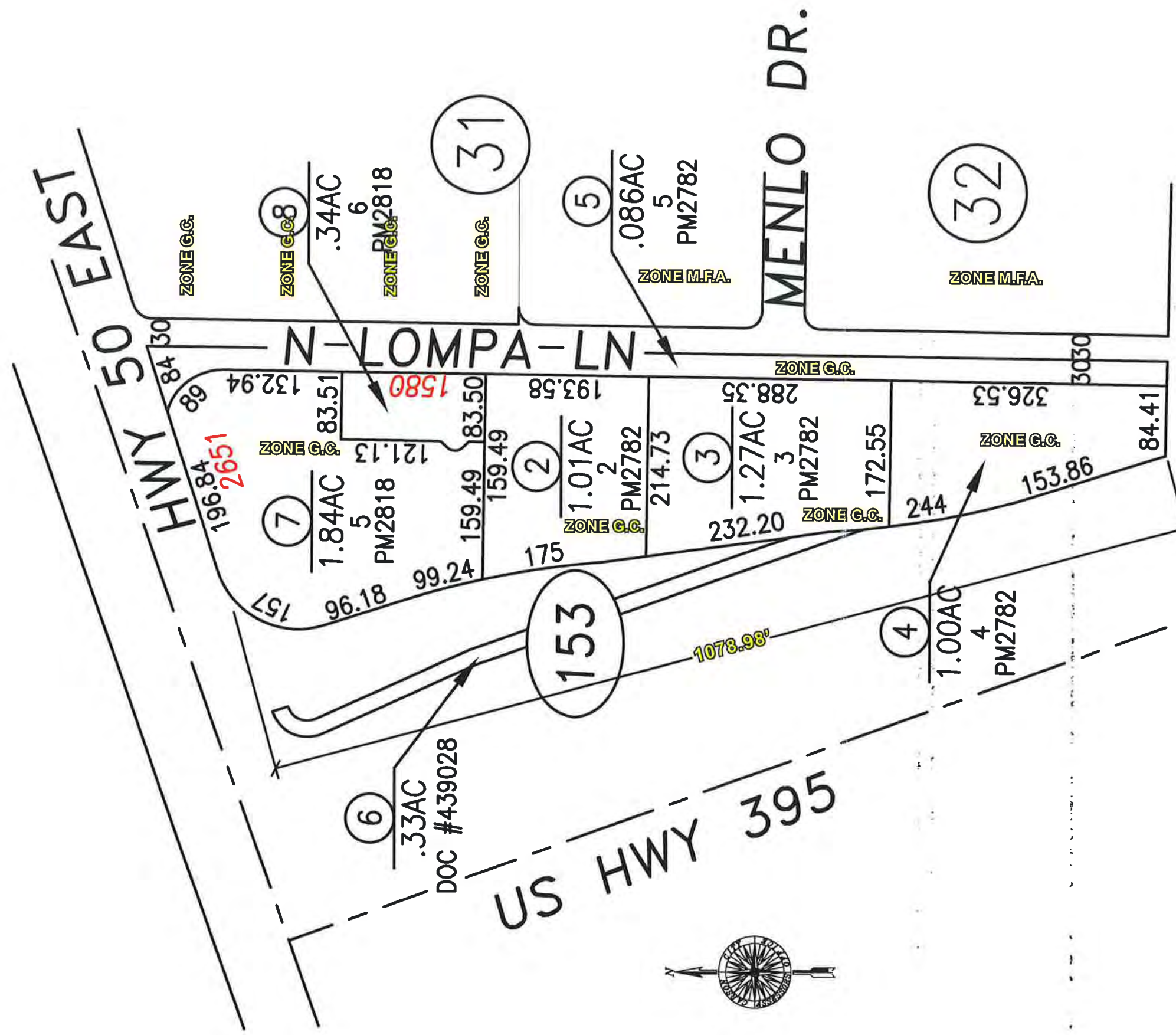
CUSTOMER	DATE
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SURVEY	DATE

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 571574

**ARCHIVE NUMBER**

**SHEET**  
 SP-1





**4.9.5d**

#1 1078.98' Frontage  
 $\div 2 = 559.49$   $\square$

#2 5.46 AC X 50 = 273  $\square$

#3 600  $\square$



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ARCHIVE NUMBER  
**SP-2**





ASSUMES 40-1" HEIGHT FOR READABILITY.  
 YELLOW LINE = 76" CHARACTER  
 RED LINE = 1,000 FT. PHOTOS



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 571574

**ARCHIVE NUMBER**

**SHEET**  
 SP-3

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Google Earth





AERIAL MAP - DISTANCE OF PYLON TO NEAREST RESIDENTIAL AREA



VIEW OF PYLON FROM RESIDENTIAL AREA - ART SUPERIMPOSED ON PHOTO



VIEW OF PYLON FROM RESIDENTIAL AREA - ART SUPERIMPOSED ON PHOTO



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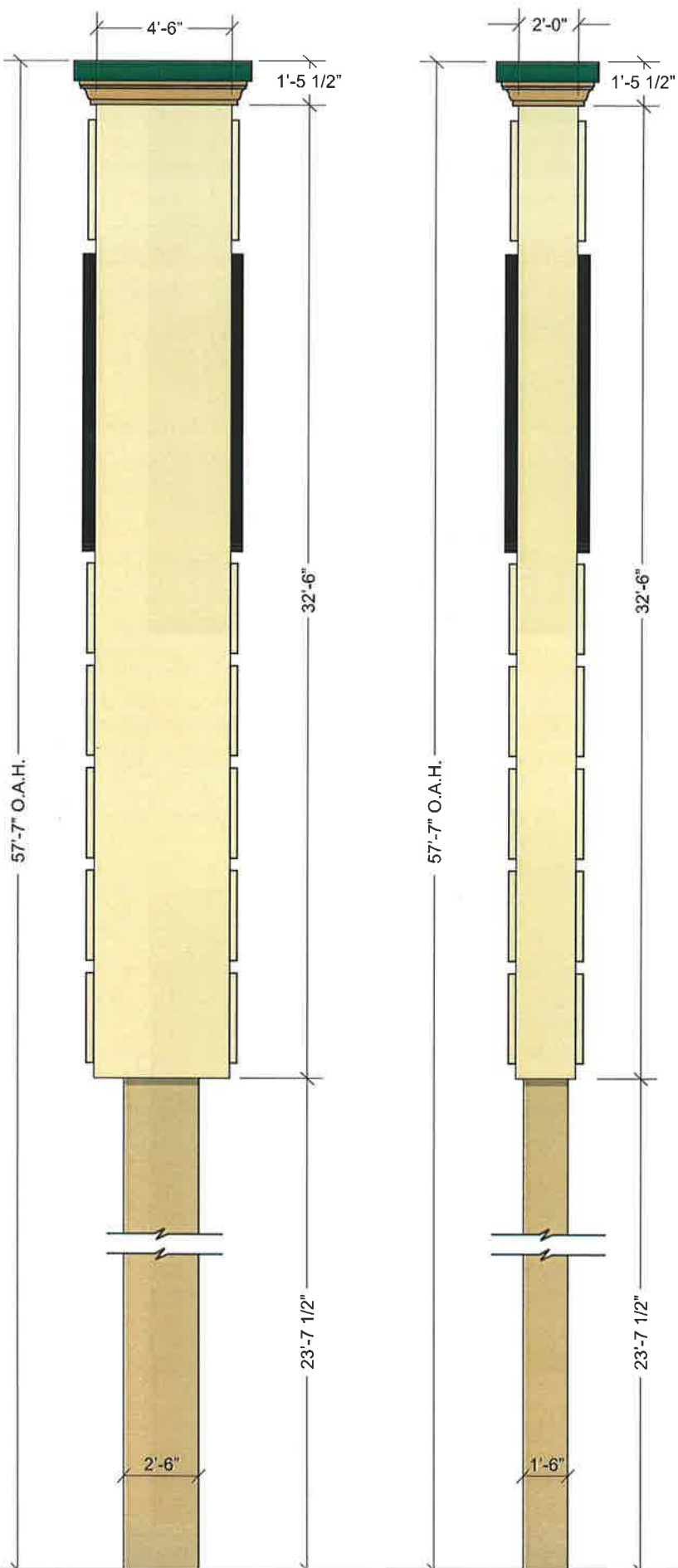
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**571574**

**ARCHIVE NUMBER**

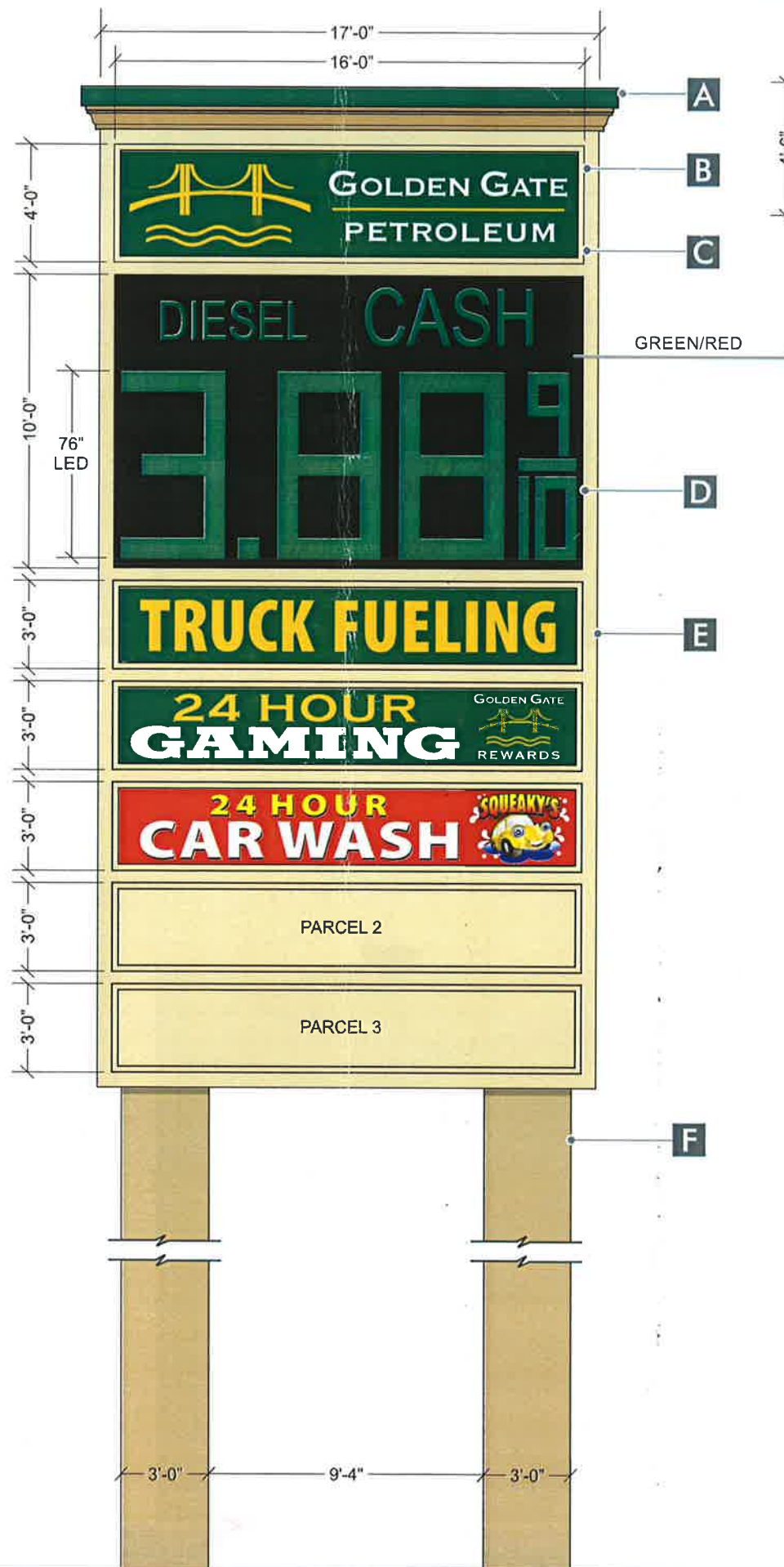
**SHEET**  
**SP-4**



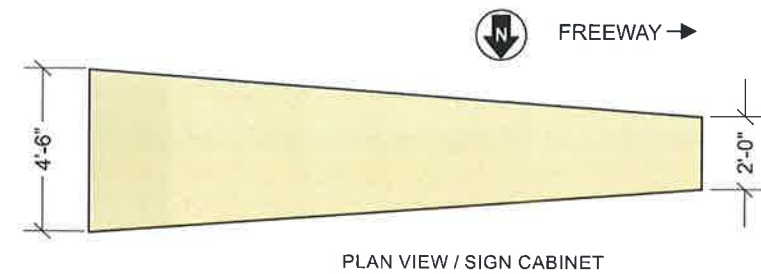


END VIEW / EAST SIDE

END VIEW / WEST SIDE



FRONT VIEW



PLAN VIEW / SIGN CABINET



**PY-1 D/F ILLUMINATED PYLON SIGN**  
(1) REQ'D SCALE: 3/16" = 1'-0"

**SCOPE OF WORK**

MANUFACTURE AND INSTALL ONE D/F ILLUMINATED PYLON SIGN W/ LED GAS PRICE DISPLAYS.

**SIGN SPECS**

<b>A</b> CAP	FABRICATED ALUM. TO MATCH BLDG.	
<b>B</b> FACES	TYPE	3/16" WHITE POLYCARBONATE
	VINYL	SEE COLOR KEY
<b>C</b> RETAINERS	TYPE	2 1/2" FLAT
	PAINT COLOR	SEMI-GLOSS BEIGE TO MATCH BLDG.
LIGHTING	TYPE	WHITE LED
<b>D</b> LED GAS PRICE CHANGER	76" TALL LED CHARACTERS.	
	16" LED - GRADE	
	24" LED - CASH	
<b>E</b> CABINET	TYPE	SHEET METAL
	PAINT COLOR	SEMI-GLOSS BIEGE COLOR TO MATCH BLDG. MEDIUM TEXCOTE.
<b>F</b> POLE COVERS	SHEET METAL W/ TAN COLOR & MEDIUM TEXCOTE TO MATCH BUILDING.	

SHOP DRAWING REQ'D. YES/NO    ENG. DRAWING REQ'D. YES/NO    ELEC. HOOKUP INCLUDED YES/NO

**COLOR KEY**

VINYL	1st SURFACE 3630-22 BLACK
VINYL	1st SURFACE 3630-30 HOLLY GREEN
VINYL	1st SURFACE 3630-25 SUNFLOWER YELLOW

NOTE: UNLESS OTHERWISE NOTED, THE COLORS DEPICTED ON THIS RENDERING MAY NOT MATCH ACTUAL COLORS ON FINISHED DISPLAY. PLEASE REFER TO COLOR-CALLOUTS AND THEIR APPROPRIATE VENDOR SPECIFIED SAMPLES FOR APPROVED COLOR SPECIFICATIONS



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**CLIENT:**

**GOLDEN GATE PETROLEUM**

2651 EAST HIGHWAY 50

ADDRESS:

CARSON CITY, NV 89701

CITY:

TOM WEATHERBY

ACCOUNT EXECUTIVE:

**DESIGNER**      **DATE**

BRENT      1/11/17

▲ BRENT      1/19/17

**APPROVAL**

**CUSTOMER**      **DATE**

**LANDLORD**      **DATE**

**DESIGN**      **DATE**

**SALES**      **DATE**

**ESTIMATING**      **DATE**

**SURVEY**      **DATE**

**DESIGN NUMBER**


**571574**

**ARCHIVE NUMBER**

**SHEET**


**P-1**




 **GOLDEN GATE  
PETROLEUM**

**DIESEL CASH**  
**3.009**

**TRUCK FUELING**

**24 HOUR GAMING** 

**24 HOUR CAR WASH** 

[Empty sign section]

[Empty sign section]



ANTIQUE RAILROAD LOG WAGON

 **GOLDEN GATE  
PETROLEUM**

**DIESEL CASH**  
**3.009**

**TRUCK FUELING**

**24 HOUR GAMING** 

**24 HOUR CAR WASH** 

[Empty sign section]

[Empty sign section]



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**DESIGN NUMBER**

**571574**

**ARCHIVE NUMBER**

**SHEET**

**P-2.1**





#1 67'-7" HIGH PYLON - ART SUPERIMPOSED ON PHOTO



#2 57'-7" HIGH PYLON / PROPOSED - ART SUPERIMPOSED ON PHOTO



#3 47'-7" HIGH PYLON - ART SUPERIMPOSED ON PHOTO



#4 37'-7" HIGH PYLON - ART SUPERIMPOSED ON PHOTO



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ACCOUNT EXECUTIVE:

DESIGNER	DATE
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⚠ BRENT	1/19/17

APPROVAL

CUSTOMER DATE

LANDLORD DATE

DESIGN DATE

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SURVEY DATE

DESIGN NUMBER  
**571574**

ARCHIVE NUMBER

SHEET  
**P-3**





SOUTHBOUND FREEWAY - FAR



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**SALES**      **DATE**

**ESTIMATING**      **DATE**

**SURVEY**      **DATE**

**DESIGN NUMBER**  
**571574**

**ARCHIVE NUMBER**

**SHEET**      **P-4**





SOUTHBOUND FREEWAY - MID



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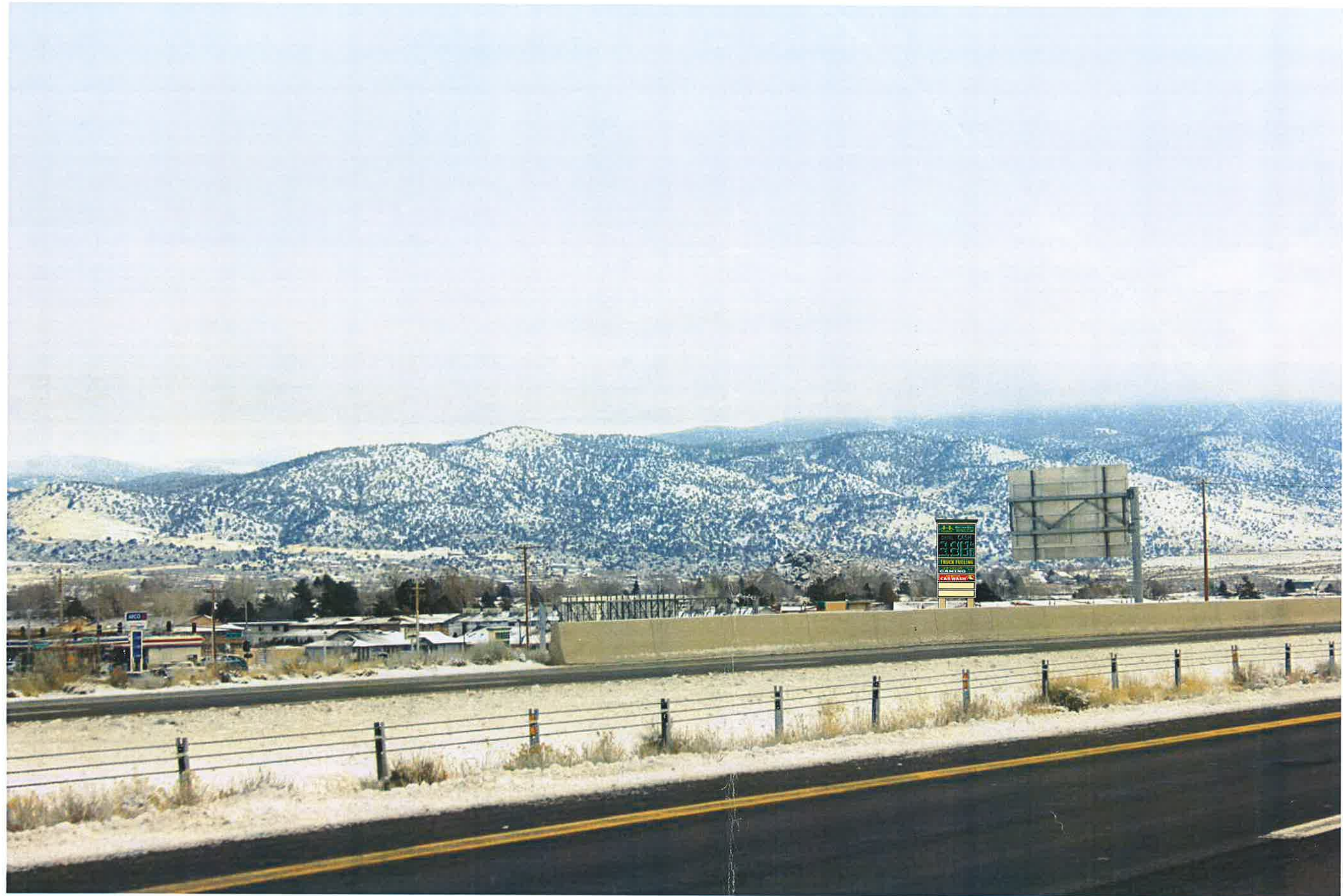
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**ARCHIVE NUMBER**

**SHEET**  
**P-5**





SOUTHBOUND FREEWAY - 1,000 FEET



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**P-6**





PROPOSED PYLON

NORTHBOUND FREEWAY - FAR



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**ARCHIVE NUMBER**

**SHEET**  
**P-7**





NORTHBOUND FREEWAY - MID



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 Office: 775.359.3131  
 NV CONTRACTOR LICENSE NO.  
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**CLIENT:**

**GOLDEN GATE  
 PETROLEUM**

2651 EAST HIGHWAY 50

**ADDRESS:**

CARSON CITY, NV 89701

**CITY:**

TOM WEATHERBY

**ACCOUNT EXECUTIVE:**

**DESIGNER**      **DATE**

BRENT      1/11/17

△ BRENT      1/19/17

**APPROVAL**

**CUSTOMER**      **DATE**

**LANDLORD**      **DATE**

**DESIGN**      **DATE**

**SALES**      **DATE**

**ESTIMATING**      **DATE**

**SURVEY**      **DATE**

**DESIGN NUMBER**

**571574**

**ARCHIVE NUMBER**

**SHEET**

**P-8**





NORTHBOUND FREEWAY - 1,000 FEET



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**DESIGN NUMBER**  
**571574**

**ARCHIVE NUMBER**

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SOUTHBOUND FREEWAY - FAR



SOUTHBOUND FREEWAY - MID



NORTHBOUND FREEWAY - FAR



NORTHBOUND FREEWAY - MID



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LANDLORD DATE

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SUP - 17-004

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PETROLEUM

2651 EAST HIGHWAY 50

ADDRESS:

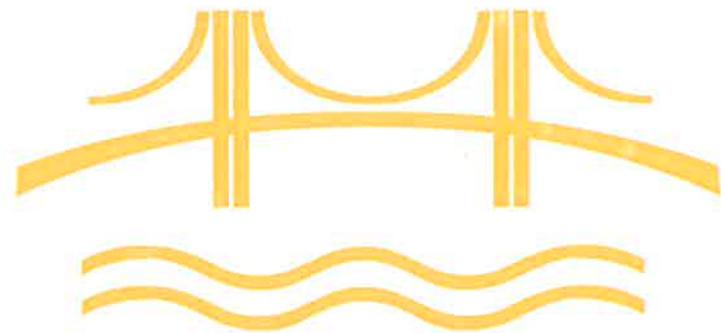
CARSON CITY, NV 89701

CITY:

TOM WEATHERBY

ACCOUNT EXECUTIVE:

DESIGNER	DATE
BRENT	2/13/17



# GOLDEN GATE PETROLEUM

ILLUMINATED PYLON SIGN W/ LED GAS PRICE CHANGERS

**47'-7" and 67'-7" Pylon Heights / Additional Freeway Simulations**

APPROVAL

CUSTOMER DATE

LANDLORD DATE

DESIGN DATE

SALES DATE

ESTIMATING DATE

SURVEY DATE

DESIGN NUMBER  
**571574**

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**CV**



PYLON HIDDEN FROM VIEW

SOUTHBOUND FREEWAY - FAR PYLON @ 47'-7" HEIGHT

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**SURVEY DATE**

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**P-1**





SOUTHBOUND FREEWAY - MID PYLON @ 47'-7" HEIGHT

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**571574**

**ARCHIVE NUMBER**

**SHEET**  
**P-2**





SOUTHBOUND FREEWAY - 1,000 FEET PYLON @ 47'-7" HEIGHT

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LANDLORD	DATE

DESIGN	DATE

SALES	DATE

ESTIMATING	DATE

SURVEY	DATE

DESIGN NUMBER  
**571574**

ARCHIVE NUMBER

SHEET  
**P-3**





NORTHBOUND FREEWAY - FAR PYLON @ 47'-7" HEIGHT

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DESIGN NUMBER  
**571574**

ARCHIVE NUMBER

SHEET  
**P-4**





NORTHBOUND FREEWAY - MID PYLON @ 47'-7" HEIGHT



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LANDLORD DATE

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ESTIMATING DATE

SURVEY DATE

DESIGN NUMBER

**571574**

ARCHIVE NUMBER

SHEET

**P-5**





NORTHBOUND FREEWAY - 1,000 FEET PYLON @ 47'-7" HEIGHT



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**ARCHIVE NUMBER**

**SHEET**  
**P-6**





SOUTHBOUND FREEWAY - FAR PYLON @ 67'-7" HEIGHT

  
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DESIGNER	DATE
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**CUSTOMER**      **DATE**

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**571574**

**ARCHIVE NUMBER**

**SHEET**      **P-7**





SOUTHBOUND FREEWAY - MID PYLON @ 67'-7" HEIGHT



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**ARCHIVE NUMBER**

**SHEET**  
**P-8**





SOUTHBOUND FREEWAY - 1,000 FEET PYLON @ 67'-7" HEIGHT

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**P-9**





PYLON

NORTHBOUND FREEWAY - FAR PYLON @ 67'-7" HEIGHT

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**P-10**





NORTHBOUND FREEWAY - MID PYLON @ 67'-7" HEIGHT



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ARCHIVE NUMBER

SHEET  
**P-11**





NORTHBOUND FREEWAY - 1,000 FEET PYLON @ 67'-7" HEIGHT

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**SHEET**  
 P-12