

STAFF REPORT FOR THE PLANNING COMMISSION MEETING OF MAY 24, 2017

FILE NO: SUP-17-032

AGENDA ITEM: F-2

STAFF AUTHOR: Hope Sullivan, Planning Manager

REQUEST: To consider a request from Gold Dust Carson City LLC (property owner Propco Carson I LLC and Gold Dust Carson City LLC) for a Special Use Permit to allow a freeway oriented sign on property zoned General Commercial (GC) and Multi-Family Apartment (MFA), located at 2171 E. William St, APNs 008-152-25 and -26.

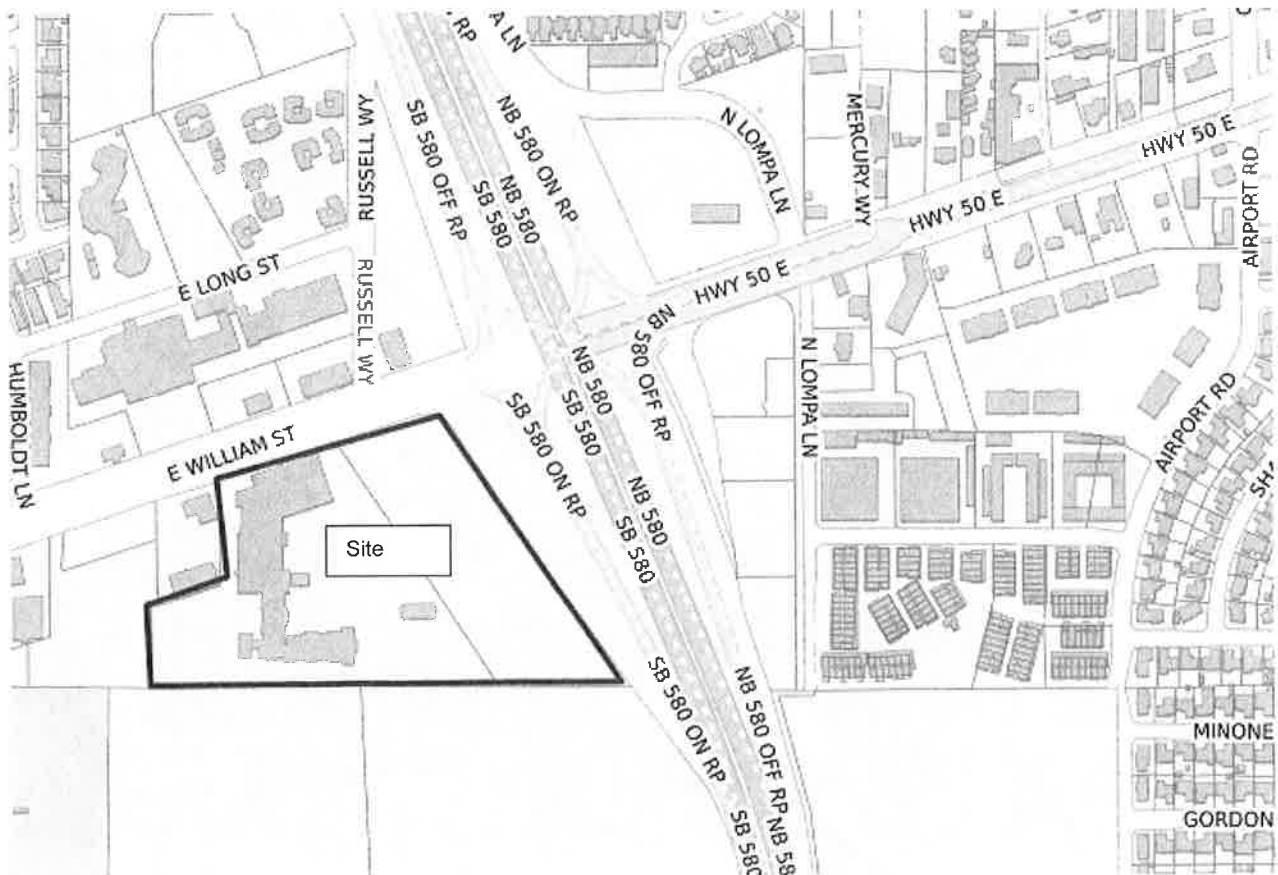
APPLICANT/AGENT: Gold Dust Carson City LLC

OWNERS: Propco Carson I LLC and Gold Dust Carson City LLC

LOCATION: 2171 East William Street

APN: 008-152-25 and -26

RECOMMENDED MOTION: "I move to approve SUP-17-032, a request from Gold Dust Carson City LLC (property owner: Gold Dust Carson City LLC and Propco Carson I LLC) for a Special Use Permit to allow a freeway oriented sign on property zoned General Commercial and Multi-Family Apartment, located at 2171 East William Street, APN 008-152-25 and -26, 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 measured from existing grade.
6. The existing 40 foot tall sign along William Street must be removed prior to lighting up the freeway sign. The 40 foot tall sign may be replaced with a 16 foot tall sign, as shown on the plans.
7. Landscaping consistent with the freeway landscaping must be incorporated at the base of the 16 foot sign. The landscape plan must be submitted at the time of building permit, and installed prior to lighting the sign up.
8. The display may contain static messages only, with no animation, moving video or change in intensity of lighting.
9. 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.
10. 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.
11. 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.

12. 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.
13. Neither the freeway oriented sign nor the 16 foot tall sign shall incorporate audio into their signs.
14. All construction and improvements must meet the requirements of Carson City and State of Nevada Codes and Development Standards.
15. Signs must not block sight distance triangles per CCDS 12.11
16. The proposed freeway pylon sign is located south west of the City's existing freeway landscaping, at the East William Street interchange. There will be no sign construction activities allowed or vehicle access permitted through the City's landscape/irrigation system area.

LEGAL REQUIREMENTS: CCMC 18.02.080 (Special Use Permits), CCMC 18.04.135 (General Commercial (GC)), CCMC 18.04.105 (Multi-Family Apartment (MFA)), CCMC Development Standards, Division 4 (Signage)

MASTER PLAN DESIGNATION: Mixed Use Commercial (MUC)

PRESENT ZONING: General Commercial (GC) and Multi-Family Apartment (MFA)

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) / Shopping Center

EAST: General Commercial (GC) / Freeway and Golden Gate Petroleum Gas Station

WEST: General Commercial (GC)/ Retail

SOUTH: Agriculture (A) / Vacant

ENVIRONMENTAL INFORMATION:

FLOOD ZONE: Zone X (areas of minimal flooding)

EARTHQUAKE FAULT: Zone I, Severe earthquake potential

SLOPE/DRAINAGE: Site is flat

SITE DEVELOPMENT INFORMATION:

LOT SIZE: 17.6 acres

PREVIOUS REVIEW:

PM-16-195: Parcel Map

MPR-07-113: Landscaping, Parking, Lighting

V-99/00-18: Signs

V-98/99-6: Signs

V-98/99-3: Signs

U-96/97 -21: Car Tent Sales

U-94/95-41: RV Park

V-94/95-19: Remove landscaping

V-94/95-12: Sign
U-94/95-7: RV Park, Reduce Parking

DISCUSSION:

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.

The applicant is seeking to erect a 57 foot 6 inch tall, 519.79 square foot freeway oriented sign on the east side of the subject property, in a parking lot planter adjacent to the freeway. The sign will include an electronic message board, and alert drivers to the presence of the existing casino and hotel at that particular freeway exit, as well as advise as to events occurring on the property. As part of the application, the applicant is proposing to remove the existing 40 foot tall, 356 square foot sign with an electronic message board on William Street and replace it with a 16 foot, 5 and 5/8 inch tall sign with 68.02 square feet of sign copy area. The replacement sign will still include an electronic message board.

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.”

Staff recommends that the Planning Commission approve SUP-17-032 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 45 feet rather than the 57 feet 6 inches height proposed. As demonstrated in the photo simulations, staff finds that the reduced height will still allow good visibility from the freeway.

Of note, the proposed freeway sign will be across the freeway from the Golden Gate Petroleum sign, which has a maximum height of 47 feet.

PUBLIC COMMENTS: Public notices were mailed to 32 property owners within 679 feet of the subject site on May 5, 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.

Engineering Division:

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

2. Signs must not block sight distance triangles per CCDS 12.11

Parks and Recreation Department:

1. The proposed freeway pylon sign is located south west of the City's existing freeway landscaping, at the East William Street interchange. There will be no sign construction activities allowed or vehicle access permitted through the City's landscape/irrigation system area.

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***

Guiding Principle 3 of the Master Plan discusses the stewardship of the natural environment. Associated Goal 3.2 addresses protecting visual resources. Policy 3.2d discusses the Carson City Freeway Corridor, stating that the City shall "establish and maintain signage controls for the Carson City Freeway Corridor prior to completion of construction to establish height, type, size, and quantity of signs that will be permitted for future development."

Guiding Principle 5 discusses a strong diversified economic base. Associated Goal 5.1 discusses emphasizing diversity of industry toward those sectors that demonstrate a steady employment pattern, avoid seasonal layoffs, and withstand cyclical downturns of the economy.

These principles must be taken together to allow for economic vitality while protecting the scenic aspects of the freeway. With these principles in mind, staff is recommending a reduced height of 45 feet tall.

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 presence of the hotel and casino, and the events occurring at the venue. The site is surrounded by either vacant land or non-residential uses. 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 the hotel and casino at this particular exit. Therefore, if the sign is effective, more vehicles will access this site. Access to the site is via William Street, a minor arterial designed to carry high volumes of traffic. 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.

Staff would note that the replacement of the 40 foot sign with the 16 foot tall sign on William Street will allow local travelers on William Street to know that they have reached their destination as opposed to utilizing the sign on William Street to draw traffic from the freeway. Staff finds that

the proposed reduction in sign height on William Street is appropriate.

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 sign will not create an impact on public services and facilities.

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 modifications 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 is 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 William Street.

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. The subject property is 17.61 acres, is within 500 feet of the freeway intersection, and has frontage on both the freeway and William Street.

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

This condition is met. The subject property is zoned General Commercial and Multi-family Apartment, although the sign is proposed on the portion of the property zoned General Commercial. Per the provisions of 18.04.020.6a, "the permitted uses for the property shall be determined by the zoning district of the portion of the property on which the use is to be developed and conducted."

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 within 200 feet of 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 not met. The subject property includes Multi-Family Apartment zoning. Of note, this area of the property is utilized as an RV park. The other closest residentially zoned area is approximately 900 feet from the proposed sign location.

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 adjacent highway barrier is at 27 feet 6 inches. The applicant is proposing a 57 foot six inch tall sign. The applicant has provided photo-simulations depicting the sign at a height 67 feet 6 inches, 57 feet 6 inches, 47 feet 6 inches, and 37 feet 6 inches. After reviewing the photo-simulations, staff finds that a 45 foot tall sign will provide sufficient visibility, and recommends a condition that the sign not exceed a height of 45 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 Gold Dust West hotel and Casino. The sign will utilize earth tone colors to match the existing building.

As part of the building permit application, staff recommends a detailed landscape plan for the 16 foot tall sign that utilizes the same design and materials as the highway landscape plan so as to make the base of the sign attractive.

- 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 one square feet per each two linear feet of freeway frontage yields the lowest sign area, an area of 536.99 square feet. The sign area proposed is 519.79, less than the amount allowed.

- 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 an electronic message board type 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 bottom portion will be an electronic sign displaying events and features of the venue.

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 electronic message display will not exceed 50 percent of the sign area. As these are operational issues in large part, staff recommends that items b – f be made conditions of approval for both signs. Additionally, staff recommends that no audio be associated with either sign.

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 distance from a residential zoning district. Staff finds that subsection c(1) is applicable in that in 2000, permission was granted to allow a 428 square foot, 40 foot tall sign on the subject property. Staff is recommending as a condition of approval the replacement of the 40 foot tall sign with a 16 foot tall sign. Staff further recommends that the base of the 16 foot tall sign be landscaped consistent with the freeway landscaping so as to beautify the base of the sign.

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.

Staff has advised the airport director of the freeway sign application, and the airport director does not believe it will compromise airport operations.

The applicant has provided four photo-simulations depicting the sign mounted at 67 feet 6 inches, 57 feet 6 inches, 47 feet 6 inches, and 37 feet 6 inches. The applicant is seeking a sign height of 57 feet 6 inches. Based on the photo-simulations, staff finds that a 45 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 east and an arterial on the north. All surrounding properties in the immediate area are vacant or non-residential uses. The proposed signage will not damage other property in the vicinity.

Attachments:

- Engineering Division comments
- Parks Department comments
- Application with plan set and photo simulations



**Engineering Division
Planning Commission Report
File Number SUP 17-032**

TO: Hope Sullivan - Planning Department
FROM: Stephen Pottéy – Development Engineering Department
DATE: April 5, 2017 **MEETING DATE:** April 26, 2017

SUBJECT TITLE:

Action to consider an application for a Special Use Permit from Gold Dust Carson City LLC, to allow a freeway oriented sign, apn 009-151-61.

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.
- Signs must not block sight distance triangles per CCDS 12.11

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 as long as the above conditions of approval are met.

CCMC 18.02.080 (5d) - Public Services

Existing facilities appear to be adequate for this project.

April 6, 2017

SUP-17-032

Parks



The Parks, Recreation & Open Space Department has the following comment on the above referenced SUP:

1) The proposed freeway pylon sign is located south west of the City's existing freeway landscaping, at the I580 - East William Street inter change. There will be no sign construction activities allowed or vehicle access permitted through the City's landscape/irrigation system area.

Thank you ,
Vern & Patti

Patti Liebespeck
Office Specialist
Carson City Parks, Recreation & Open Space
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

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

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 MAR 24 2017
 CARSON CITY
 PLANNING DIVISION

FILE # SUP - 16 - SUP - 17 - 032

SPECIAL USE PERMIT

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

+ noticing fee

APPLICANT PHONE #
 Gold Dust Carson City, LLC 1-303-215-5201

MAILING ADDRESS, CITY, STATE, ZIP
 2171 E. William St., Carson City, NV. 89701

EMAIL ADDRESS

SUBMITTAL PACKET

- 8 Completed Application Packets (1 Original + 7 Copies) including:
 - Application Form
 - Written Project Description
 - Site Plan
 - Building Elevation Drawings and Floor Plans
 - Proposal Questionnaire With Both Questions and Answers Given
 - Applicant's Acknowledgment Statement
 - Documentation of Taxes Paid-to-Date (1 copy)
 - Project Impact Reports (Engineering) (4 copies)
 - CD containing application digital data (to be submitted once the application is deemed complete by staff)

PROPERTY OWNER PHONE #
 Gold Dust Carson City, Inc. 1-303-215-5201

MAILING ADDRESS, CITY, STATE, ZIP
 17301 W Colfax Ave, Ste 250, Golden, CO 80401

EMAIL ADDRESS

Application Reviewed and Received By:

APPLICANT AGENT/REPRESENTATIVE PHONE #
 Yesco, LLC - Gil Sanchez 775 284-8129

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

EMAIL ADDRESS
 gsanchez@yesco.com

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): 008-152-26
Street Address ZIP Code
 2171 E William St. 89701
 2303

| | | |
|--|---|--|
| Project's Master Plan Designation Mixed Use Commercial | Project's Current Zoning General Commercial | Nearest Major Cross Street(s) I-580, Russell Way |
|--|---|--|

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'-6" tall, 519.79 Sq. ft., on the East side of parcel 008-152-26. The double faced sign will display an internally illuminated Gold Dust West logo along with "Casino" & "Hotel" illuminated channel letters. The sign also incorporates a digital display

PROPERTY OWNER'S AFFIDAVIT

Stephen R. Roark, President of Gold Dust Carson City, LLC, 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. 17301 W. Colfax Avenue, Suite 250 Golden, CO 80401

Signature: *Stephen R. Roark* Address: _____ Date: 3.13.17

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

STATE OF COLORADO)
 COUNTY JEFFERSON)

On March 13, 2017, Stephen R. Roark, President of Gold Dust Carson City, LLC, personally appeared before me, a notary public, personally known (or proved) to me to be the person whose name is subscribed to the foregoing document and who acknowledged to me that he/she executed the foregoing document.

Notary Public: *Robert Morgan*

ROBERT MORGAN
 NOTARY PUBLIC
 STATE OF COLORADO
 NOTARY ID 20004022434

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.

BY: GOLD DUST CARSON CITY, LLC



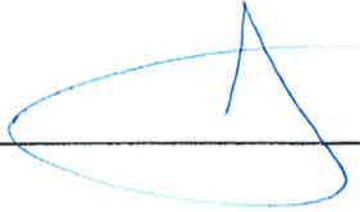
Applicant Stephen R. Roark, President

3.13.17
Date

| | | |
|--|--|---|
| 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 <input type="checkbox"/> 8 Completed Application Packets (1 Original + 7 Copies) including: <input type="checkbox"/> Application Form <input type="checkbox"/> Written Project Description <input type="checkbox"/> Site Plan <input type="checkbox"/> Building Elevation Drawings and Floor Plans <input type="checkbox"/> Proposal Questionnaire With Both Questions and Answers Given <input type="checkbox"/> Applicant's Acknowledgment Statement <input type="checkbox"/> Documentation of Taxes Paid-to-Date (1 copy) <input type="checkbox"/> Project Impact Reports (Engineering) (4 copies) <input type="checkbox"/> CD containing application digital data (to be submitted once the application is deemed complete by staff) |
| FILE # SUP - 16 - | | |
| APPLICANT Gold Dust West | PHONE # | |
| MAILING ADDRESS, CITY, STATE, ZIP 2171 E. William St., Carson City, NV. 89701 | | |
| EMAIL ADDRESS | | |
| PROPERTY OWNER PROPCO Carson I LLC | PHONE # | |
| MAILING ADDRESS, CITY, STATE, ZIP 11770 US Highway One, North Palm Beach, FL 33408 | | |
| EMAIL ADDRESS | | |
| APPLICANT AGENT/REPRESENTATIVE Yesco, LLC - Gil Sanchez | PHONE # 775 284-8129 | |
| MAILING ADDRESS, CITY STATE, ZIP 5350 Capital Ct. #104, Reno, NV | | |
| EMAIL ADDRESS gsanchez@yesco.com | | |
| <u>Project's Assessor Parcel Number(s):</u> 008-152-25 | <u>Street Address ZIP Code</u> 2171 E William St. 89701 | |
| <u>Project's Master Plan Designation</u> Mixed Use Commercial | <u>Project's Current Zoning</u> General Commercial | <u>Nearest Major Cross Street(s)</u> I-580, Russell Way |
| 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'-6" tall, 519.79 Sq. ft., on the East side of parcel 008-152-26. The double faced sign will display an internally illuminated Gold Dust West logo along with "Casino" & "Hotel" illuminated channel letters. The sign also incorporates a digital display. The Freeway Oriented Sign will serve applicants as a joint venture on parcels 008-152-99, 008-152-26 and 008-152-25 | | |
| PROPERTY OWNER'S AFFIDAVIT I, <u>Jonathan Boulware</u> , 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 <u>2171 E. William Street</u> Date <u>4/18/17</u> <u>Carson City, NV 89701</u> | | |
| Use additional page(s) if necessary for other names. | | |
| STATE OF NEVADA) COUNTY <u>WASHOE</u>) On <u>April 18th</u> , 2017, <u>Jonathan E. Boulware</u> , 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. <u>Vivian V. Sevilla</u> 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. | | |
| Page 1 | | |

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.



Applicant

4/18/17
Date

Project Description

Parcels included for consideration of the Special Use Permit:

008-152-25, 008-152-26, 008-152-99

Sign PY-1

The request is for a Special Use Permit allowing for a 581.63 sq. ft. Freeway Oriented Sign to be located on the East side of the existing Gold Dust West property on parcel 008-152-26. The sign will be located on the parcel in an existing parking lot planter which is located along the right of way of I-580. The proposed sign is 57'-6" tall which is 30' above the Jersey barrier of the nearest freeway point to the East. The sign is a double faced sign with two support poles with pylon covers fabricated in such a way that there is an open archway between the supports. The sign's architectural features and color scheme complement the Gold Dust West's architecture. It consists of internally illuminated channel letters which advertise the name of the business, Gold Dust West, channel letters identifying the use of the property as a Casino and Hotel. In addition to the channel letters there is an electronic message display occupying the bottom portion of the sign. The sign will be used to advertise services and events on site.

The total sign area of the proposed Freeway Oriented sign is 581.63 square feet.

Code allowed sign area calculation.

Having a sign area determined by the lesser of:

Code Section 4.9.5 d.(1): 1 sq.ft. for each 2 linear feet of freeway frontage

(1073.98 linear feet X 0.5 = 536.99 sq. ft.)

or

One square foot of sign area per foot of building frontage

(1 square foot x 643.00 ft of building frontage = **643 sq. ft.**)

whichever is greater.

Code Section 4.9.5 d.(2): 50 sq.ft. per acre of parcel

(50 X 17.61 acres = **880.5 sq. ft.**)

Code Section 4.9.5 d.(3): 600 sq. ft.

Allowed Square Footage: 600 sq. ft.

Special considerations requested:

The owners of the three parcels are acting as a joint venture to utilize the sign to advertise activities on the three parcels.

The existing 40' tall, 356 sq. ft. freestanding sign with electronic message board at the entrance from William St will be replaced with a proposed 16'-5 5/8" tall monument sign. We want to be sensitive to the potential clutter created by having two signs that can be seen by freeway motorists. We have decided to replace the William Street pylon sign with a street level monument sign". A building permit will be secured for this new sign under the code section 4.7.5 for permitted signs in "Other Commercial Uses". The new monument style sign will result in a reduction in sign area.

4.9 - Freeway-oriented sign standards.

4.9.1 Purpose. 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.

The purpose of these guidelines is to:

- 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.

4.9.2 Applicability. The standards contained in this section (4.9) shall apply to all freeway-oriented signs as defined in this chapter.

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.

Only one freeway-oriented sign is proposed for parcel 008-152-19

- 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.

The sign advertises two uses, the Hotel and Casino. There are no tenant panel but project name does appear at the uppermost portion of the sign.

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

The parcel has a frontage on the freeway right-of-way between the freeway intersection at North Carson Street and 1,500 feet west of the freeway intersection at South Carson Street

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

(1) At least 15 contiguous acres in area; or

The parcel is 17.610 contiguous acres in area

(2) At least three contiguous acres within 500 feet of a freeway intersection; or

The parcel is within 500 feet of a freeway intersection

- (3) At least three contiguous acres located on the corner with frontage on both the freeway and the cross-street; and

The parcel is located on the corner with frontage on both the freeway and the cross-street.

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

The sign would be located on property zoned General Commercial

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

The sign would be no more than 200 feet from the right-of-way line of the adjacent freeway.

- 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.

There is residentially MFA zoned property within 300' of the proposed sign. Parcel 008-152-19 is split zoned GC/MFA. The MFA zoned portion of the parcel, which is owned by Gold Dust West is used as an RV park. It is used by a transient cliental for short term stays. There is not a residential use of the MFA zoned property, nor is one planned for.

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

The highest freeway improvement immediately adjacent to the proposed sign is 27'-6". The proposed sign at 57'-6" is no more than 30 feet above the highest freeway improvement.

- 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 form, texture, color and finish of the sign has been designed to be complimentary to the primary architectural features of the existing development.

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

The metal structure is painted and has a fine textured surface to be compatible with the stucco texture of the building. The structure does not require constant maintenance.

- 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

Using this calculation, the greater value is 628.00 sq. ft.

- (2) 50 square feet per acre of parcel; or

Using this calculation, the greater value is 880.50 sq. ft.

- (3) 600 square feet; and

The proposed 519.79 sq. ft. sign is less than the allowable 600 square foot allotment, which is the lesser of the three calculations

- 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 sign consists of internally illuminated channel letters and an electronic message board. The surface of the structure does not illuminate and the illumination is limited to the faces of the channel letters and the electronic message 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 sign has been flagged at the proposed height and placed on the parcel in such a way as to create a pleasing site line.

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

The design of the sign does not incorporate any additional exposed lighting.

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

The design of the sign does not incorporate any additional exposed lighting.

- 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

The design of the sign does not incorporate any additional exposed lighting.

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

The design of the sign does not incorporate any additional exposed lighting.

- 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 design of the sign does not incorporate any additional exposed lighting.

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.

The area of the electronic message display is 46.60 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

The electronic message display will on contain static messages only with no animation, moving video or change in intensity of lighting.

- 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

The message change sequence will 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.

- 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.

The electronic message display has an automatic photocell dimming capabilities based on ambient outside light. It will be set to comply with this code section.

- 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.

Written certification will be submitted to comply with this code section.

- 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 has acknowledged the intent of this code section.

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.

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.

The proposed sign is 57'-6" and would require to go through the special use permit process.

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).

- (1) Each documented option shall differ a minimum of ten feet from the next option.

Photo renderings of the field test will be submitted as required.

- (2) Written notice of the test shall be made to the Planning Director ten working days in advance of the test date.

The field test was set up in advance.

- (3) The test shall be observed or verified by the Planning Director or his/her designee.

The flagging test was attended by Hope Sullivan and Lee Plemel.

- (4) Heights shown in the observation shall be confirmed by an independent source: the Planning Director, his/her designee, or by professional survey.

The flagging test was attended by Hope Sullivan and Lee Plemel.

- (5) The device used to confirm the proposed heights shall have sufficient size and substance so as to provide a comparable sense of scale for the proposed sign. Examples of sufficient size and substance include four foot wide banners strung between two balloons, or four foot by eight foot sheets of plywood suspended in place by a crane.

The flagging device was 18'-0" wide.

- (6) If balloons are used, methods to limit wind drift should be utilized, such as tethering.

Balloons were not used.

- 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.

- (1) Simulations or renderings shall depict several vantage points.

- (2) At minimum, at least one of the photo simulations or renderings shall depict the view or potential view of the sign from the same side of the freeway as the sign placement approximately 1,000 feet from the sign.

The plans show the view of the sign from the same side of the freeway as the sign placement approximately 1,000 feet from the sign.

- (3) Photo simulations shall include at least one view from the residential subdivision closest to the overall project site related to the sign.

A photo simulation of the view from the residential subdivision closest to the overall project site related to the sign is shown on the plans.

- c. A section drawing depicting the line-of-sight available to the occupants of a vehicle approaching the sign from 1,000 feet away.

A line-of-sight photograph available to the occupants of a vehicle approaching the sign from 1,000 feet away is shown on the plans.

- 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 parcel is not located within the Airport Review Area.

(Ord. 2008-22 § 2, 2008)

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

Gold Dust West provides a variety of different employment opportunities. The freeway oriented sign is expected to create growth in employment and positively affect nearby retail centers.

Chapter 4: Equitable Distribution of Recreational Opportunities - No effect

Chapter 5: Economic Vitality

With the extension of I-580, it is expected that the exposure that the freeway oriented sign will increase the number of visitors to Gold Dust West. An increased number of hotel reservations will not only positively impact Gold Dust West, but will also bring business to nearby retail centers and local businesses. Gold Dust West provides a diverse number of employment opportunities in areas such as, hospitality, food and beverage, gaming, bowling center, and RV Park services. Additional business in these areas will 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? The general Neighborhood?

- A) Land uses and zoning designations adjoining the property
North – Plaza 50 retail shopping center. Zoned GC
East- I-580 overpass. NDOT Right of Way
South- Undeveloped land. Zoned A
West- Pinon West retail center. Zoned GC
- B) The project site is Zoned General Commercial as are most of the surrounding parcels. It is similar to existing and future planned freeway oriented signs. It will cause no dust, noise, vibration, fumes or physical activity. The sign background will be opaque, and only the letters will illuminate at night. The LED digital illuminated portion of the sign will automatically dim at night to acceptable levels and is adjustable in 1% increments to fine tune to the location.
- 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. The closest nearby residentially zoned property is to the east of I-580 approximately 980 feet away.
- D) Traffic flow is not affected by the sign. It is located on the east edge of the parking lot and does not affect traffic in any way.
- E) Benefit to the citizens of Carson City is: A direct result of the freeway oriented sign will be an increase in tourist traffic. The increase in lodging and gaming revenue will result in additional tax revenue for the city. The freeway oriented sign will also promote dining and entertainment options to the local community.

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? DNA
Affect Sheriff's office? DNA
- B) Drainage affected? None, the sign will be installed in existing parking lot.
- C) Water supply. Sign will not affect water supply
- D) Sewer? Sign will not affect sewer.
- E) Road improvements? Not Applicable
- F) Sources of information? Personal observations, original building permit documents, city records
- G) Outdoor Lighting/Shielded. Sign background will not illuminate. Only the letters and LED message center will transmit light. The LED message center will have full dimming controls that have met dark sky ordinances throughout various counties. The nearest residentially zoned property is east of the freeway. The majority of the illuminated sign area is not visible to those parcels.
- H) Landscaping? The sign is being installed on the east edge of the parking lot along the NDOT right of way. There is currently no landscaping in the area.
- 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.



Gold Dust West

FREEWAY ORIENTED SIGN

SUP - 17 - 032
RECEIVED
 MAR 24 2017
 CARSON CITY
 PLANNING DIVISION



YESCO LLC

5350 Capital Ct. Suite 104
 Reno, NV 89502
 Office: 775.359.3131

NV CONTRACTOR LICENSE NO.
 0074289 / 0074290

Notice to the Customer

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Note: The colors depicted on this rendering may not match actual colors used on the finished display. Please refer to the detail drawing for the approved color specifications.

Note: The cost of providing electrical wiring to the sign area, all required permits and all special inspections are not included in this sign proposal.

Note: The proportion of signs shown on building and landscape area photos is an approximate representation.

CLIENT:

Gold Dust West
 Casino

2171 HWY 50 EAST
ADDRESS:

CARSON CITY, NV
CITY:

ADAM KEEFER / MARK STEVENS
ACCOUNT EXECUTIVE:

| DESIGNER | DATE |
|--------------|---------|
| JIM GRANDE | 6/20/16 |
| △ JIM GRANDE | 6/22/16 |
| △ JIM GRANDE | 6/27/16 |
| △ JIM GRANDE | 8/3/16 |
| △ JIM GRANDE | 8/10/16 |
| △ JIM GRANDE | 8/15/16 |
| △ JIM GRANDE | 8/18/16 |

APPROVAL

| CUSTOMER | DATE |
|---|---------|
|  | 2/14/17 |
| DESIGN | DATE |

| SALES | DATE |
|-------|------|
| | |

| ESTIMATING | DATE |
|------------|------|
| | |

| SURVEY | DATE |
|--------|------|
| | |

DESIGN NUMBER
571200

ARCHIVE NUMBER

SHEET
CV-1



VICINITY MAP

GENERAL NOTES
ALL SIGNS ARE 120V AT LEAST SPECIFIED

SPECIAL INSTRUCTIONS

| SIGN | PROJECT |
|-------------|--------------------|
| PY-1 | NEW D/F PYLON SIGN |
| MN-1 | NEW D/F PYLON SIGN |
| | |
| | |

NOTE: POWER TO BE SUPPLIED BY CUSTOMER ELECTRICAL PERMIT BY OTHERS



5350 Capital Ct. Suite 104
 Reno, NV 89502
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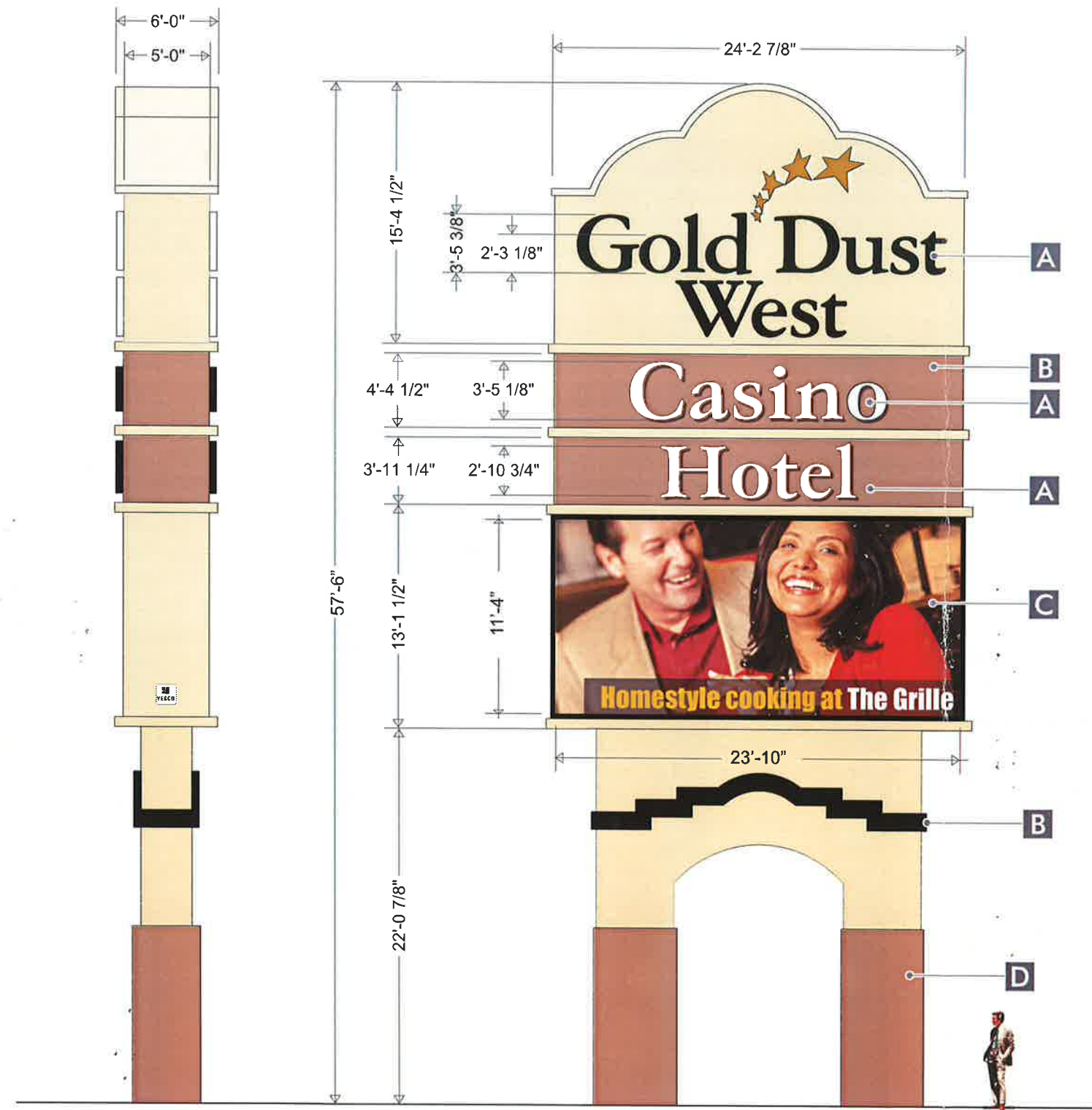
CLIENT:
Gold Dust West Casino
 2171 HWY 50 EAST
 ADDRESS:
 CARSON CITY, NV
 CITY:
 ADAM KEEFER / MARK STEVENS
 ACCOUNT EXECUTIVE:

| DESIGNER | DATE |
|------------|---------|
| JIM GRANDE | 6/20/16 |
| JIM GRANDE | 6/22/16 |
| JIM GRANDE | 6/27/16 |
| JIM GRANDE | 8/3/16 |
| JIM GRANDE | 8/10/16 |
| JIM GRANDE | 8/15/16 |
| JIM GRANDE | 8/18/16 |

APPROVAL

| CUSTOMER | DATE |
|--------------------|---------|
| <i>[Signature]</i> | 2/14/17 |
| DESIGN | DATE |
| | |
| SALES | DATE |
| | |
| ESTIMATING | DATE |
| | |
| SURVEY | DATE |
| | |

DESIGN NUMBER
571200
 ARCHIVE NUMBER
 SHEET
SP-1



SIDE VIEW

FRONT VIEW

PY-1 DOUBLE FACE ILLUMINATED

Scale: 1/8"=1'-0"

SCOPE OF WORK

MANUFACTURE AND INSTALL ONE(1) ILLUMINATED
D/F PYLON SIGN

SIGN SPECS

| | | | |
|-------------|----------------------|-----------------|--------------------------------|
| A | PAN CHANNEL LIGHTING | FACE COLOR | WHITE PLEX |
| | | VINYL COLOR | 3M TRANSLUCENT - SEE COLOR KEY |
| | | TRIM CAP COLOR | WHITE |
| | | RETURN COLOR | WHITE |
| | | FINISH | SATIN |
| STROKE SIZE | | 6 1/2" - 8 1/2" | |
| B | CABINET | TYPE | ALUMINUM CONSTRUCTION |
| | | COLOR | LIGHT GRAY TO MATCH BUILDING |
| | | FINISH | FINE TEXTURED |
| C | EMC | PIXEL SPACING | 20mm |
| | | MATRIX SIZE | 168 x 352 |
| | | LED COLOR | FULL COLOR |
| | | CABINET | TO MATCH CABINET "B" |
| D | BASE | TYPE | ALUMINUM CONSTRUCTION |
| | | COLOR | DARK GRAY TO MATCH BUILDING |
| | | FINISH | FINE TEXTURED |

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

GENERAL NOTES:

NOTE: **FIELD SURVEY REQUIRED BEFORE FABRICATION**

COLOR KEY

| | |
|-------|---------------------------------------|
| VINYL | 3M TRANSLUCENT |
| COLOR | 3630-141 GOLD NUGGET |
| VINYL | 3M - TRANSLUCENT |
| COLOR | 3635-222 DUAL COLOR FILM (PERFORATED) |
| PAINT | SHERWIN WILLIAMS |
| COLOR | BLACK |
| PAINT | SHERWIN WILLIAMS |
| COLOR | TBD |
| PAINT | SHERWIN WILLIAMS |
| COLOR | TBD |

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



YESCO.

YESCO LLC

5350 Capital Ct. Suite 104
Reno, NV 89502
Office: 775.359.3131

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Note: The proportion of signs shown on building and landscape area photos is an approximate representation.

CLIENT:

Gold Dust West Casino

2171 HWY 50 EAST

ADDRESS:

CARSON CITY, NV

CITY:

ADAM KEEFER / MARK STEVENS

ACCOUNT EXECUTIVE:

| DESIGNER | DATE |
|------------|---------|
| JIM GRANDE | 6/20/16 |
| JIM GRANDE | 6/22/16 |
| JIM GRANDE | 6/27/16 |
| JIM GRANDE | 8/3/16 |
| JIM GRANDE | 8/10/16 |
| JIM GRANDE | 8/15/16 |
| JIM GRANDE | 8/18/16 |

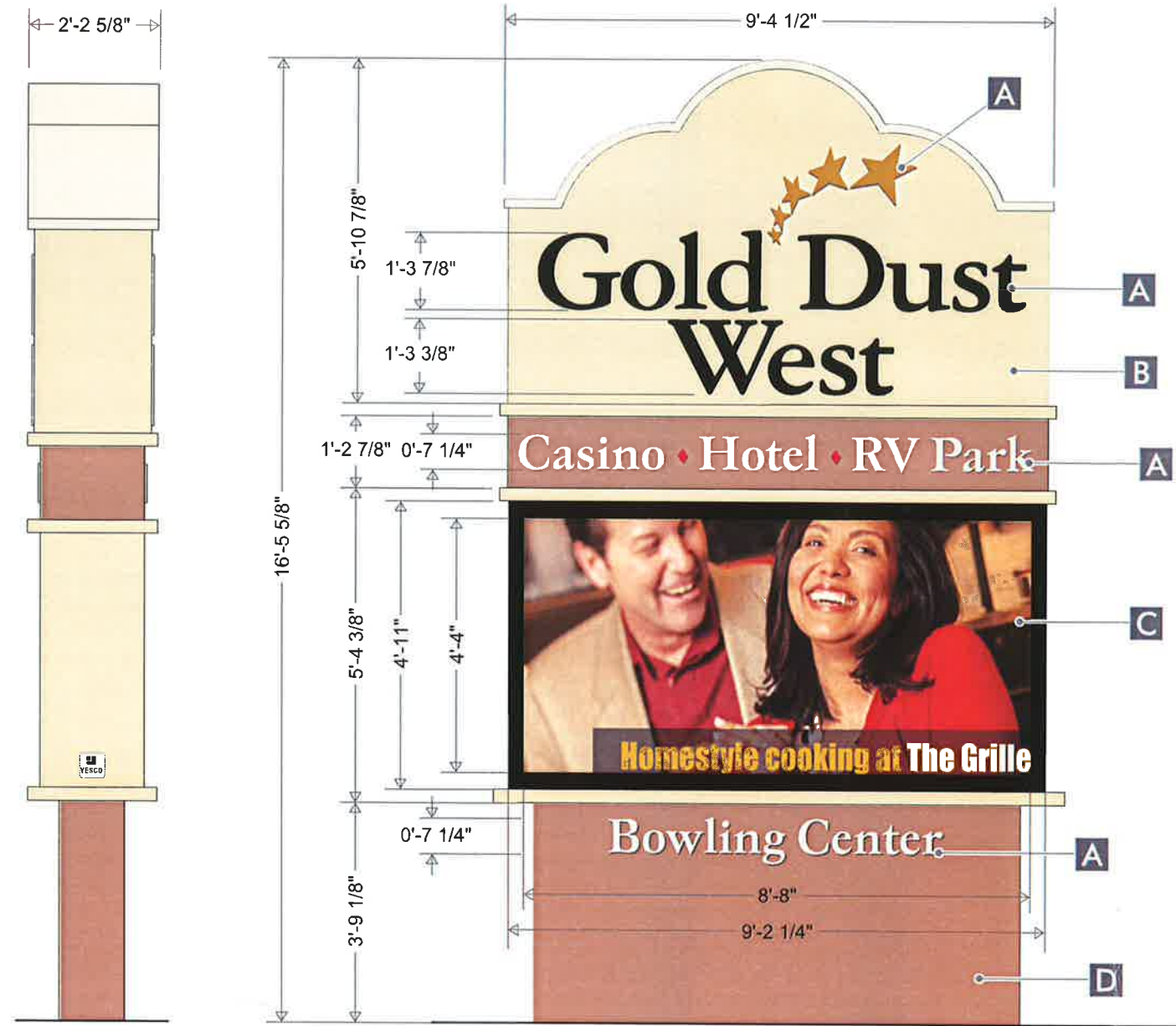
APPROVAL

| CUSTOMER | DATE |
|--------------------|---------|
| <i>[Signature]</i> | 2/14/17 |
| DESIGN | DATE |
| | |
| SALES | DATE |
| | |
| ESTIMATING | DATE |
| | |
| SURVEY | DATE |
| | |

DESIGN NUMBER
571200

ARCHIVE NUMBER

SHEET
1.1



SIDE VIEW

PY-2 DOUBLE FACE ILLUMINATED
Scale: 3/8"=1'-0"



SCOPE OF WORK

MANUFACTURE AND INSTALL ONE(1) ILLUMINATED D/F PYLON SIGN

SIGN SPECS

| | | | |
|----------|-----------|---------------|-----------------------|
| A | PUSH THRU | DEPTH | 1/2" WHITE PLEX |
| | | VINYL COLOR | SEE COLOR KEY |
| | | ILLUMINATION | WHITE LED |
| B | CABINET | TYPE | ALUMINUM CONSTRUCTION |
| | | COLOR | TO MATCH BUILDING |
| | | FINISH | FINE TEXTURED |
| C | EMC | PIXEL SPACING | 16mm |
| | | MATRIX SIZE | 80x160 |
| | | LED COLOR | FULL COLOR |
| | | CABINET | TO MATCH CABINET "B" |
| D | BASE | TYPE | ALUMINUM CONSTRUCTION |
| | | COLOR | MATCH BUILDING |
| | | FINISH | FINE TEXTURED |

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

GENERAL NOTES:

NOTE REMOVE EXISTING SIGN

COLOR KEY

| | | | | |
|--|-------|------------------|-------|---------------------------------------|
| | VINYL | 3M TRANSLUCENT | COLOR | 3630-141 GOLD NUGGET |
| | VINYL | 3M - TRANSLUCENT | COLOR | 3635-222 DUAL COLOR FILM (PERFORATED) |
| | VINYL | 3M TRANSLUCENT | COLOR | 3630-83 REGAL RED |
| | PAINT | SHERWIN WILLIAMS | COLOR | BLACK |
| | PAINT | SHERWIN WILLIAMS | COLOR | TBD |
| | PAINT | SHERWIN WILLIAMS | COLOR | TBD |

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EXISTING SIGN



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CLIENT:

Gold Dust West Casino

2171 HWY 50 EAST

ADDRESS: CARSON CITY, NV

CITY: ADAM KEEFER / MARK STEVENS

ACCOUNT EXECUTIVE:

| DESIGNER | DATE |
|------------|---------|
| JIM GRANDE | 6/20/16 |
| JIM GRANDE | 6/22/16 |
| JIM GRANDE | 6/27/16 |
| JIM GRANDE | 8/3/16 |
| JIM GRANDE | 8/10/16 |
| JIM GRANDE | 8/15/16 |
| JIM GRANDE | 8/18/16 |

APPROVAL

| CUSTOMER | DATE |
|----------|---------|
| | 2/14/17 |

DESIGN DATE

SALES DATE

ESTIMATING DATE

SURVEY DATE

DESIGN NUMBER
571200

ARCHIVE NUMBER

SHEET
2.0



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CLIENT:
 Gold Dust West
 Casino

2171 HWY 50 EAST
ADDRESS:

CARSON CITY, NV
CITY:

ADAM KEEFER / MARK STEVENS
ACCOUNT EXECUTIVE:

| DESIGNER | DATE |
|------------|---------|
| JIM GRANDE | 6/20/16 |
| JIM GRANDE | 6/22/16 |
| JIM GRANDE | 6/27/16 |
| JIM GRANDE | 8/3/16 |
| JIM GRANDE | 8/10/16 |
| JIM GRANDE | 8/15/16 |
| JIM GRANDE | 8/18/16 |

APPROVAL

| CUSTOMER | DATE |
|----------|---------|
| | 2/14/17 |
| DESIGN | DATE |

SALES DATE

ESTIMATING DATE

SURVEY DATE

DESIGN NUMBER
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ARCHIVE NUMBER

SHEET
 2.1



Gold Dust West

D/F ILLUMINATED PYLON SIGN

SUP - 17 - 032

RECEIVED
MAR 24 2017
CARSON CITY
PLANNING DIVISION



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Note: The position of signs shown on building and landscape site photos is an approximate representation.

CLIENT:

**Gold Dust West
Casino**

2171 HWY 50 EAST

ADDRESS:

CARSON CITY, NV

CITY:

ADAM KEEFER / MARK STEVENS

ACCOUNT EXECUTIVE:

| DESIGNER | DATE |
|------------|--------|
| JIM GRANDE | 3/9/17 |
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APPROVAL

| CUSTOMER | DATE |
|----------|------|
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| DESIGN | DATE |
|--------|------|
| | |

| SALES | DATE |
|-------|------|
| | |

| ESTIMATING | DATE |
|------------|------|
| | |

| SURVEY | DATE |
|--------|------|
| | |

DESIGN NUMBER
571200

ARCHIVE NUMBER

SHEET
CV-1



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Note: The placement of signs shown on building and landscape are photos as an approximate representation.

CLIENT:

Gold Dust West Casino

2171 HWY 50 EAST
ADDRESS:

CARSON CITY, NV
CITY:

ADAM KEEFER / MARK STEVENS
ACCOUNT EXECUTIVE:

DESIGNER DATE
JIM GRANDE 3/9/17

APPROVAL

CUSTOMER DATE

DESIGN DATE

SALES DATE

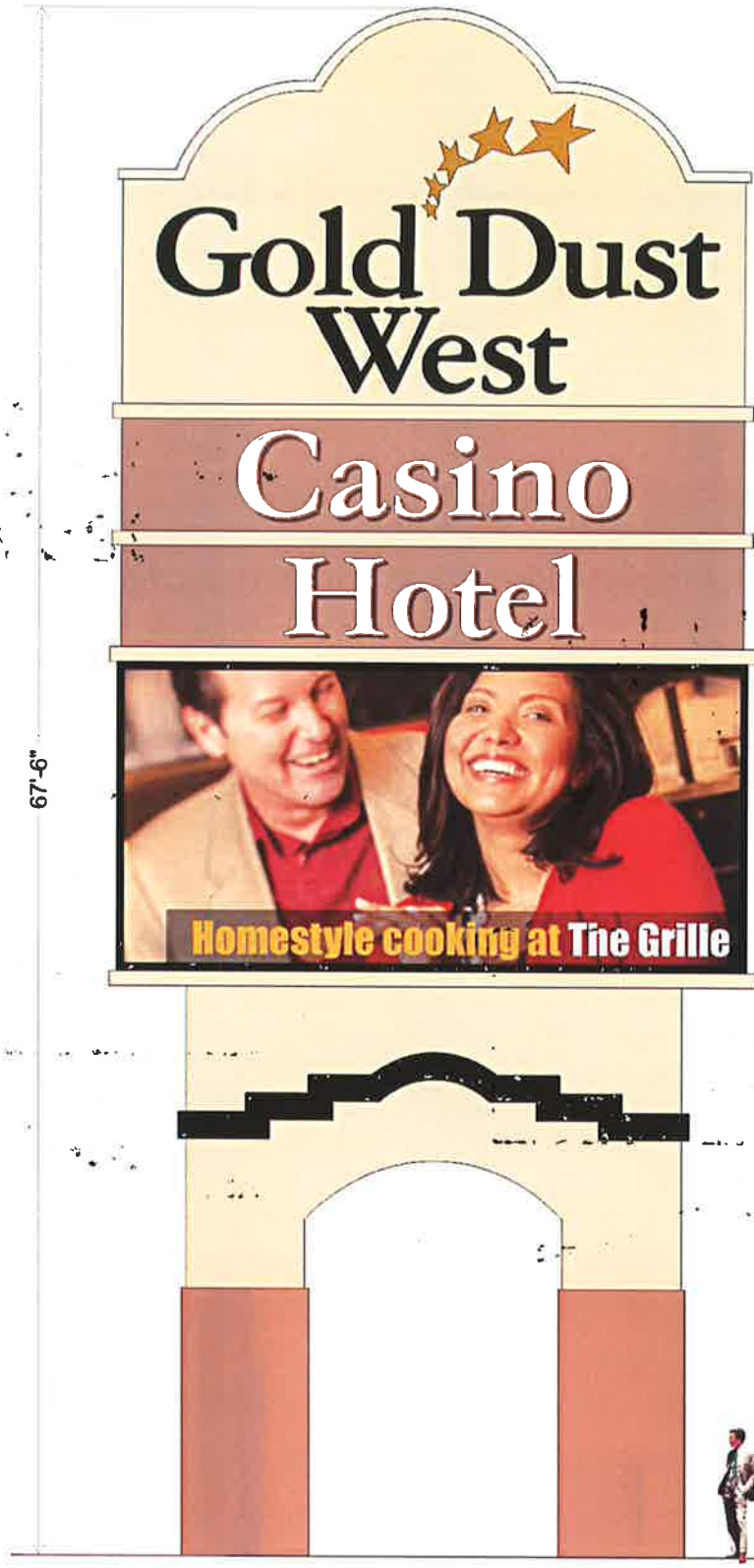
ESTIMATING DATE

SURVEY DATE

DESIGN NUMBER
571200

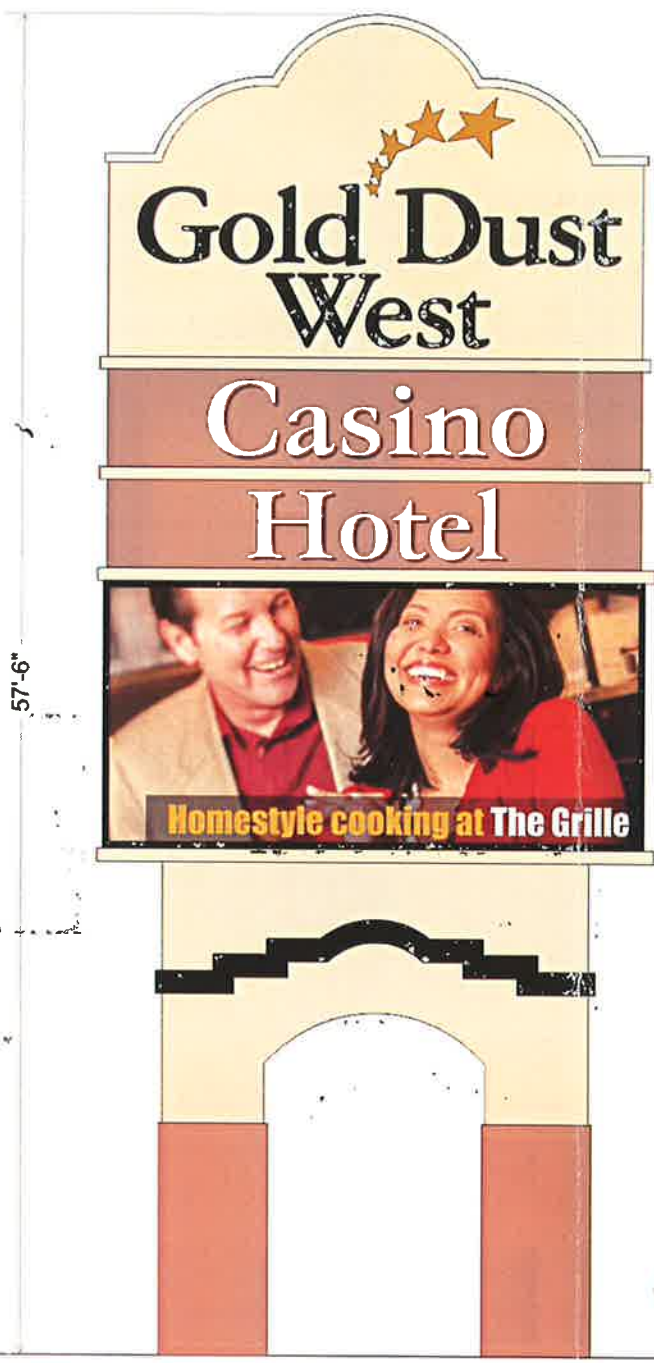
ARCHIVE NUMBER

SHEET
1.1



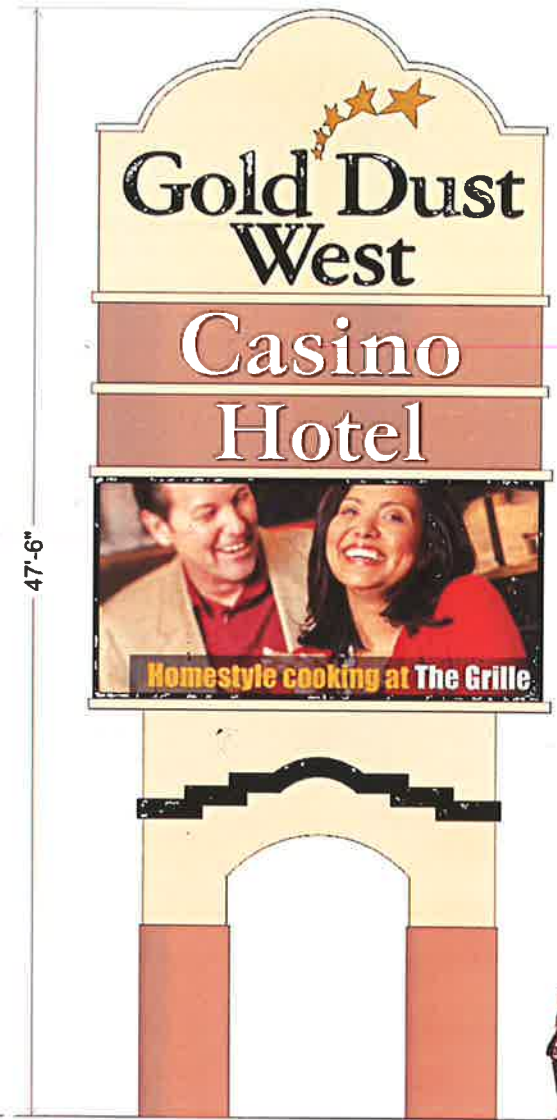
67'-6"

OPTION-1



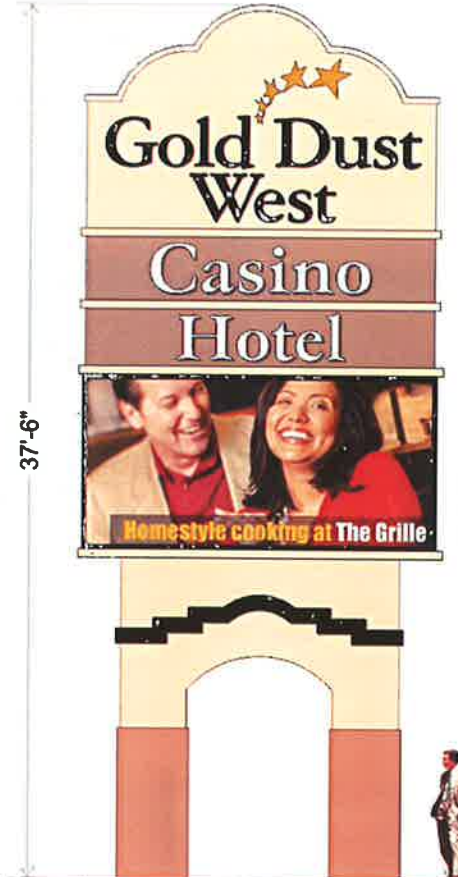
57'-6"

OPTION-2



47'-6"

OPTION-3



37'-6"

OPTION-4

PY-1 DOUBLE FACE ILLUMINATED
Scale: 1/8"=1'-0"



1000' SOUTHBOUND **OPTION-1**



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CLIENT:

Gold Dust West Casino

2171 HWY 50 EAST
ADDRESS:

CARSON CITY, NV

CITY:

ADAM KEEFER / MARK STEVENS
ACCOUNT EXECUTIVE:

| DESIGNER | DATE |
|------------|--------|
| JIM GRANDE | 3/9/17 |

| DESIGNER | DATE |
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| DESIGNER | DATE |
|----------|------|
| | |

DESIGN NUMBER
571200

ARCHIVE NUMBER

SHEET 1.2



1000' SOUTHBOUND **OPTION-2**



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CLIENT:

Gold Dust West Casino

2171 HWY 50 EAST
ADDRESS:

CARSON CITY, NV

CITY:

ADAM KEEFER / MARK STEVENS
ACCOUNT EXECUTIVE:

| DESIGNER | DATE |
|------------|--------|
| JIM GRANDE | 3/9/17 |

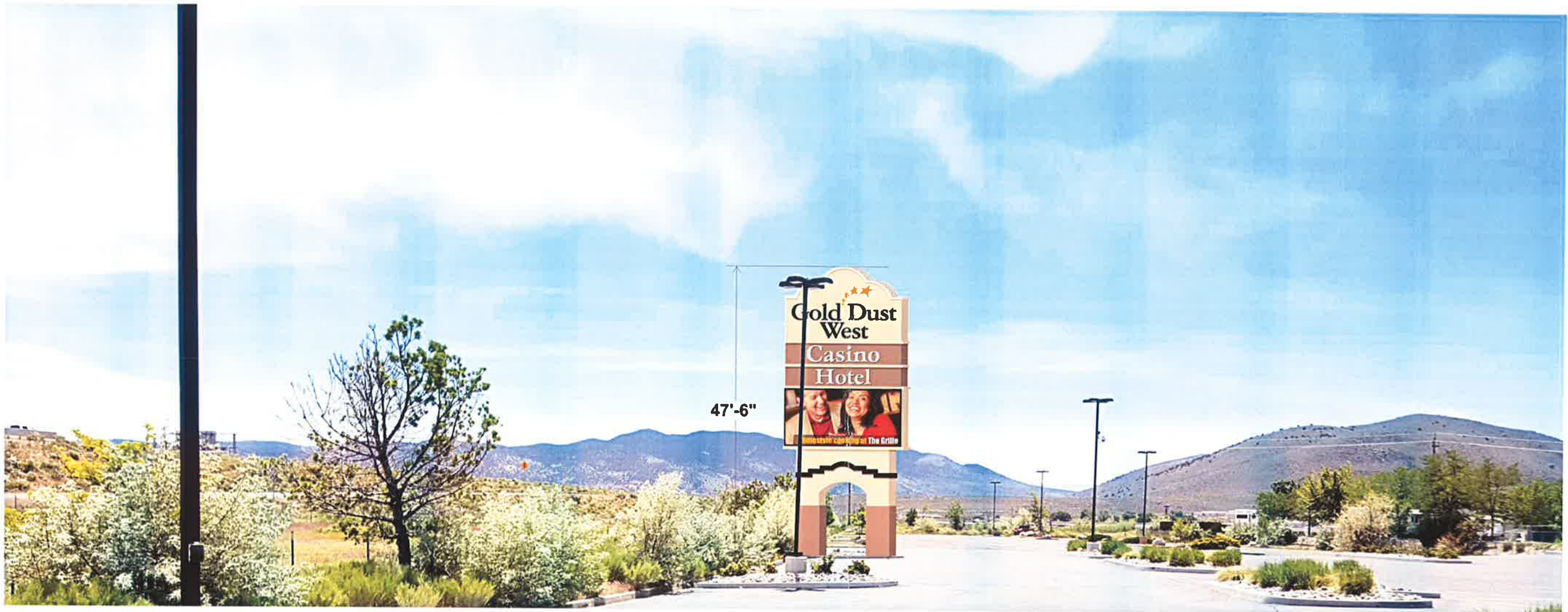
APPROVAL

| CUSTOMER | DATE |
|------------|------|
| DESIGN | DATE |
| SALES | DATE |
| ESTIMATING | DATE |
| SURVEY | DATE |

DESIGN NUMBER
571200

ARCHIVE NUMBER

SHEET **1.2**



1000' SOUTHBOUND **OPTION-3**



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CLIENT:

Gold Dust West Casino

2171 HWY 50 EAST
ADDRESS:

CARSON CITY, NV
CITY:

ADAM KEEFER / MARK STEVENS
ACCOUNT EXECUTIVE:

| DESIGNER | DATE |
|------------|--------|
| JIM GRANDE | 3/9/17 |

APPROVAL

| CUSTOMER | DATE |
|------------|------|
| DESIGN | DATE |
| SALES | DATE |
| ESTIMATING | DATE |
| SURVEY | DATE |

DESIGN NUMBER
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ARCHIVE NUMBER

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Gold Dust West Casino

2171 HWY 50 EAST
ADDRESS:

CARSON CITY, NV
CITY:

ADAM KEEFER / MARK STEVENS
ACCOUNT EXECUTIVE:

| DESIGNER | DATE |
|------------|--------|
| JIM GRANDE | 3/9/17 |

APPROVAL

| CUSTOMER | DATE |
|------------|------|
| | |
| DESIGN | DATE |
| | |
| SALES | DATE |
| | |
| ESTIMATING | DATE |
| | |
| SURVEY | DATE |
| | |

DESIGN NUMBER
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ARCHIVE NUMBER

SHEET
1.2

1000' SOUTHBOUND **OPTION-4**