



STAFF REPORT

Report To: Redevelopment Authority **Meeting Date:** December 19, 2019

Staff Contact: Lee Plemel, AICP, Director

Agenda Title: For Possible Action: Discussion and possible action regarding a recommendation to the Board of Supervisors concerning the expenditure of \$11,800 from the FY 2020 Redevelopment Revolving Fund for a new message sign at the Children's Museum, located at 813 N. Carson Street. (Lee Plemel, lplemel@carson.org)

Staff Summary: The approved FY 2020 Redevelopment budget included \$50,000 for outside plaza improvements to the Children's Museum, \$38,200 of which was previously authorized by the Redevelopment Authority for surface improvements and amenities. Details for the proposed sign were not available at that time. The proposed sign would consolidate and replace existing signage located at the front of the building. The building is a public building owned by Carson City and leased by the Children's Museum.

Agenda Action: Formal Action / Motion **Time Requested:** 10 Minutes

Proposed Motion

I move to recommend to the Board of Supervisors approval of the expenditure of \$11,800 for the Children's Museum improvements.

Board's Strategic Goal

Economic Development

Previous Action

December 2, 2019: The Redevelopment Authority Citizens Committee recommended approval of the requested funding by a vote of 5-0 (2 absent), subject to the project being completed by June 30, 2020.

Background/Issues & Analysis

Refer to the attached staff report to the Redevelopment Authority Citizens Committee, dated December 2, 2019, as well as the attached application and supporting materials for more discussion and information regarding the proposed project.

Applicable Statute, Code, Policy, Rule or Regulation

NRS Chapter 279 (Redevelopment Authority Policies and Procedures)

Financial Information

Is there a fiscal impact? Yes

If yes, account name/number: 603 Redevelopment Revolving Fund, Construction Grants 6037510-507751

Is it currently budgeted? Yes

Explanation of Fiscal Impact: \$50,000 was approved in the FY 2020 Redevelopment budget for the proposed improvements, \$38,200 of which was previously authorized for expenditure, leaving \$11,800 for the proposed sign.

Alternatives

1. Modify the recommended funding.
2. Do not approve the funding for the sign.

Attachments:

[1.RDA Children's Museum Sign Attachments 12.19.19.pdf](#)

Board Action Taken:

Motion: _____	1) _____	Aye/Nay
	2) _____	_____

(Vote Recorded By)



108 E. Proctor Street
Carson City, Nevada 89701
(775) 887-2180
Hearing Impaired: 711

Staff Report To: Redevelopment Authority Citizens Committee

Meeting Date: December 2, 2019

Item 4.A

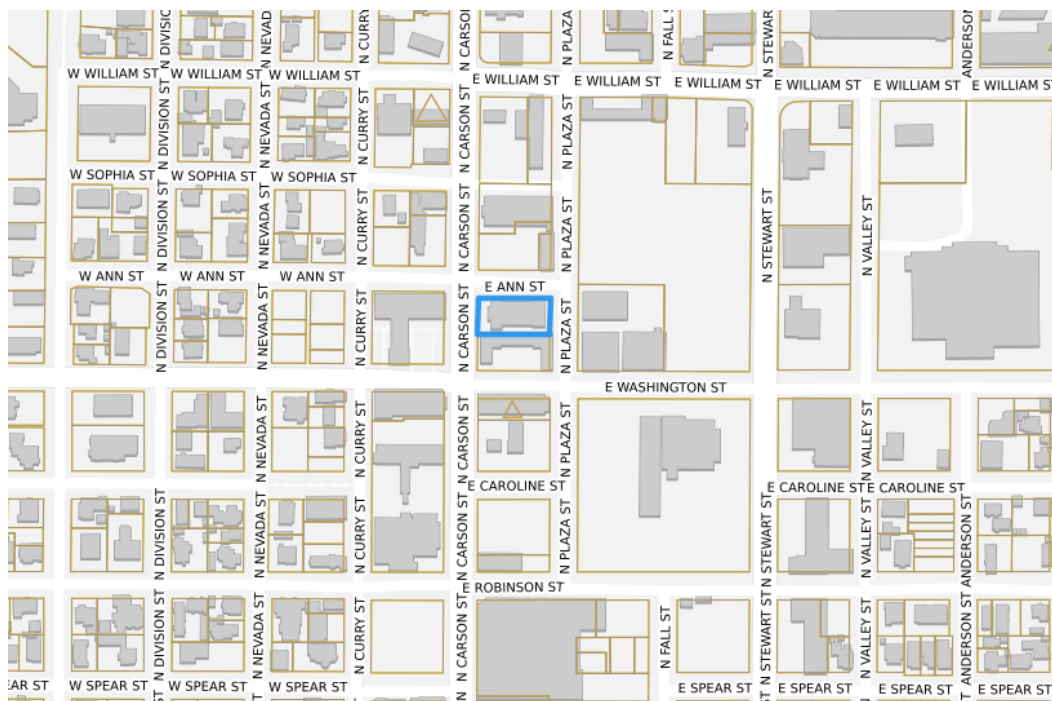
Staff Contact: Lee Plemel, Director (lpemel@carson.org; 283-7075)

Agenda Title: For Possible Action: Discussion and possible action to make a recommendation to the Redevelopment Authority regarding the expenditure of up to \$11,800 for a new message sign at the Children's Museum, located at 813 N. Carson Street.

Staff Summary: The approved FY 2020 Redevelopment budget allocations included \$50,000 for outside plaza improvements to the Children's Museum, \$38,200 of which was previously authorized by the RACC and Redevelopment Authority for surface improvements and amenities. Details for the proposed sign were not available at that time. The proposed sign would consolidate and replace existing signage located at the front of the building. The building is a public building owned by Carson City and leased by the Children's Museum.

Proposed Motion: I move to recommend to the Redevelopment Authority approval of the expenditure of up to \$11,800 for the Children's Museum replacement sign, subject to completion of the sign installation by June 30, 2020.

PROPERTY LOCATION:



DISCUSSION:

As noted in the above summary, \$50,000 was allocated in the FY 2020 Redevelopment budget to complete improvements at the front of the Children's Museum under the Redevelopment capital improvements program. The RACC and Redevelopment Authority have previously approved plans for front plaza improvements, which are currently under construction. The Children's Museum also proposed a new freestanding message center sign to replace the existing signage at the front of the building, but details of the sign and required approvals from the State Historic Preservation Office (SHPO) and Historic Resources Commission (HRC) were not ready at that time. It was noted to the RACC and Redevelopment during the prior approval that the application for the sign would be coming back for approval.

The Children's Museum, with approval of the City's property manager (Public Works Department), has received approval of the proposed sign from the HRC and SHPO. On July 11, 2019, SHPO issued a notice of approval for the proposed sign, subject to removing the existing, non-historic signs in the front of the building including the freestanding sign and the signs on the railings. The HRC approved the proposed sign on September 12, 2019, subject to the same condition required by SHPO. The proposed action on this agenda is required to authorize the expenditure of the budgeted Redevelopment funds for the proposed sign.

The requested funding is proposed to cover the cost of the sign including installation (\$10,900), as well as the cost of the required Special Use Permit application for approval of the sign (\$2,450), if necessary. (The applicant and Redevelopment staff will work with Carson City Facilities Division to see if the City will be the SUP application and, therefore, no SUP fee will be required.)

EXISTING CONDITIONS:



City Planning Division staff, the Historic Resources Commission, and the State Historic Preservation Office have all concluded that the removal of the existing signage at the front of the building and consolidation of signage onto one freestanding sign will improve the appearance of the building.

If you have any questions regarding this item, please contact Lee Plemel at 283-7075 or lplemel@carson.org.

Attachments:

- 1) Application with site plan
- 2) Project plans and bids
- 3) SHPO approval letter
- 4) HRC approval letter
- 5) Approved FY 2020 Redevelopment Allocation Plan

**Carson City Redevelopment
Community Development Department**

108 East Proctor Street
Carson City, NV 89701
(775) 887-2180; planning@carson.org



Capital Improvement Funding Request Form

PROJECT TITLE:

Children's Museum Signage Replacement Project

PROJECT LOCATION:

813 N. Carson St.

REQUESTING ORGANIZATION/DEPARTMENT:

Children's Museum/Carson City Public Works

ORGANIZATION/DEPARTMENT

Casey Gilles (Museum)/Owner: Carson City

NAME OF PROJECT APPLICANT/LEAD

775-721-9933

caseygilles@gmail.com

PHONE #

EMAIL

\$ 11,800

REDEVELOPMENT FUNDING REQUESTED

\$ 11,800

TOTAL ESTIMATED PROJECT COST

Project Area (check one):

Redevelopment Area #1

Redevelopment Area #2

PROJECT DESCRIPTION:

Replacement of existing signage at the front of the Children's Museum with a new electronic message sign.

EXPECTED PROJECT START DATE:

January 2020

EXPECTED PROJECT COMPLETION DATE:

June 2020

PROPOSED BUDGET:

FUNDING SOURCE	FISCAL YEAR	\$ AMOUNT
603 Redevelopment Revolving Fund	FY 2020	\$ 11,800
	FY	\$
	FY	\$
	FY	\$
	FY	\$
	FY	\$

TOTAL: \$ 11,800

Explain why redevelopment funds are needed to complete this project:

The Children's Museum is a non-profit organization. The property and building are owned by Carson City. The proposed improvements, including the sign, will remain as City property.

Costs:

\$ 5,920 - LED Sign

\$ 4,980 - Sign cabinet and installation

\$ 2,450 - Special Use Permit application fee (if required)

\$13,350 - Total sign project cost

Describe how the project will advance at least one of the following factors pursuant to the Redevelopment Authority Policies and Procedures (check each that apply and describe below):

- Encourages the creation of new business or other appropriate development.
- Creates jobs or other business opportunities for nearby residents.
- Increases local revenues from desirable sources.
- Increases levels of human activity in the redevelopment area or the immediate neighborhood in which the redevelopment area is located.
- Possesses attributes that are unique, either as to type of use or level of quality and design.

Description of how project will advance the above factors:

The proposed sign will promote events and activities at the Children's Museum, attracting more activity within the downtown area and the Redevelopment District. The message center sign will be able to display rotating messages and allow for the removal of the existing banner signs and freestanding sign at the front of the building. The existing signs are somewhat obscured by trees and do not catch the eye of those traveling on Carson Street. We have many visitors to Carson City staying downtown with young children who are looking for activities for these children. We also have many visitors from surrounding communities who are looking for the Children's Museum. The proposed sign will also allow us to publicly thank our donors. The current signs for donors need to be removed from the front of the building due to ruling from SHPO.

As a small non-profit 501c organization, our income is dependent on admissions, event fees and donations. We are on a very tight budget and cannot afford this type of purchasing without community help. With the help of RACC funding we are doing all we can to up-grade the front of the Museum property to do our part to keep Carson Street fresh and welcoming.

COMPLIANCE WITH APPLICABLE REDEVELOPMENT PLAN:

Explain how the project complies with and advances the objectives of the Redevelopment Plan for the Plan Area in which the project is located (check each that apply and describe below; refer to the applicable Redevelopment Area Plan for a complete list of objectives):



REDEVELOPMENT AREA PLAN #1 (DOWNTOWN):



Strengthen the local economy by attracting new and expanded private investments in the Area, create new employment opportunities, increase the City's tax base, and expand public revenue to be used to improve the quality of life for the people of Carson City.



Repair, construct, install, or replace new publicly-owned utility systems such as water, storm drains, and sanitary sewers where existing systems are nonexistent, inadequate, undersized or substandard.



Improve the street, highway, bicycle and pedestrian circulation system to assure safe, convenient and aesthetically pleasing access to and throughout the Area.



Develop appropriately designed street lighting, street signage and street furniture systems.



Provide information and directional kiosks in convenient pedestrian locations.



Improve the appearance of commercial areas through street beautification programs.



Encourage more intensive landscaping on Downtown properties and parking lots.



Encourage and assist in providing "people oriented areas" in the Downtown for daytime and evening special events and promotional activity.



Underground present overhead utility systems where feasible.



Establish the highest possible level of recreational opportunity for the residents and visitors of all age levels.

Description of how project meets the above objectives:

The proposed sign will promote events and activities at the Children's Museum, attracting more activity within the downtown area and the Redevelopment District. CMNN is open seven days a week from 10:00 to 4:30. We have preschool Story Time twice a week, art activities on the weekends, on-going seasonal events such as Free Halloween event, Washoe Heritage Day, Chinese New Year etc., Lego Days, Family Friday nights, summer science and art camps. We host standards-based field trips for all public and private elementary schools, home-schooled students, preschools and community groups such as Parks and Recreations departments and Boys and Girls Clubs. We also provide low-cost birthday party arrangements. We can accommodate groups such as Adoption Association for their events.

REDEVELOPMENT AREA PLAN #2 (SOUTH CARSON STREET):

Assist auto dealers with site acquisition.

Assist auto dealers with relocation from other parts of the region to South Carson Street.

Assist in the expansion of the number of new car franchises.

Assist with the development of the former Nevada National Guard armory site.

Improve traffic circulation, landscaping and streetscape.

Assist with re-use of vacant retail buildings.

Extend public infrastructure to serve new development on commercial properties.

Description of how project meets the above objectives:

Not applicable.

APPLICATION SUBMITTAL CHECKLIST:

Submit one PDF copy of the following:

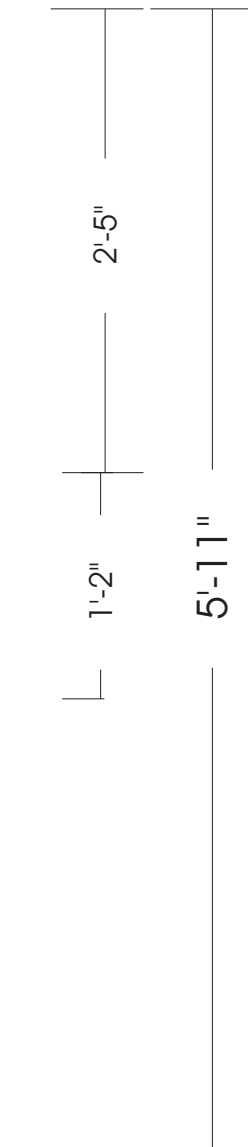
Completed Capital Improvement Funding Request form.

A vicinity map showing the location of the project.

A set of conceptual plans for the proposed improvements including a site plan, floor plans and building elevations, as applicable, reduced to be legible on a printed sheet no larger than 11"x17" in size.

Application Procedures:

1. Applications are due to the Community Development Department by January 15 each year in order to be considered by the RACC and Redevelopment Authority in the first round of funding for the following fiscal-year budget (i.e. beginning July 1 of that year).
2. The RACC will review Capital Improvement Funding Request applications at its February meeting and make a recommendation to the Redevelopment Authority regarding all requests.
3. The Redevelopment Authority will review the applications at its second meeting in March to allocate available Undesignated Redevelopment funds to approved capital improvement projects. Finance will prepare the following fiscal-year tentative budget in accordance with the approved budget allocations.
4. Applications submitted after January 15 each year may be considered by the RACC and Redevelopment Authority on a case-by-case basis subject to the availability of Undesignated Redevelopment funds after the initial round of projects are included in the tentative budget for the applicable fiscal year.



CHILDREN'S MUSEUM OF NORTHERN NEVADA LED SIGN DEPICTION

Compiled Estimate

- 1. LED sign panels, 2x, with warranty: \$5920.00
- 2. Installation by Signcrafters: \$4980.00 max.
(Estimate enclosed)

Total: \$10,900.00

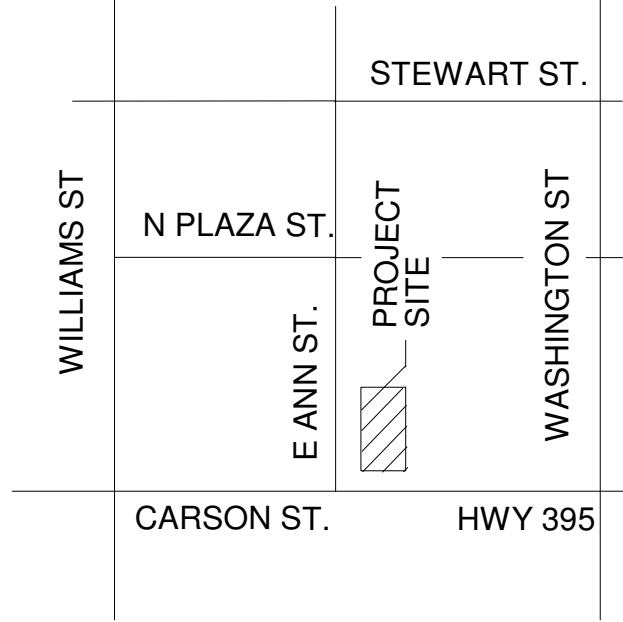
Double-faced LED sign display
 Computerized program & connections
 Internally illuminated lighted name display
 "Boxed" monument cover for posts.

SCALE RENDITION BY SIGNPRO OF CARSON CITY
 FOR DISCUSSION ONLY / NOT FOR PRODUCTION.
 NOVEMBER 20, 2019

No.	Description	Date

Project number	6-20-19
Date	JPC
Drawn by	Checker
Checked by	

Scale	As indicated
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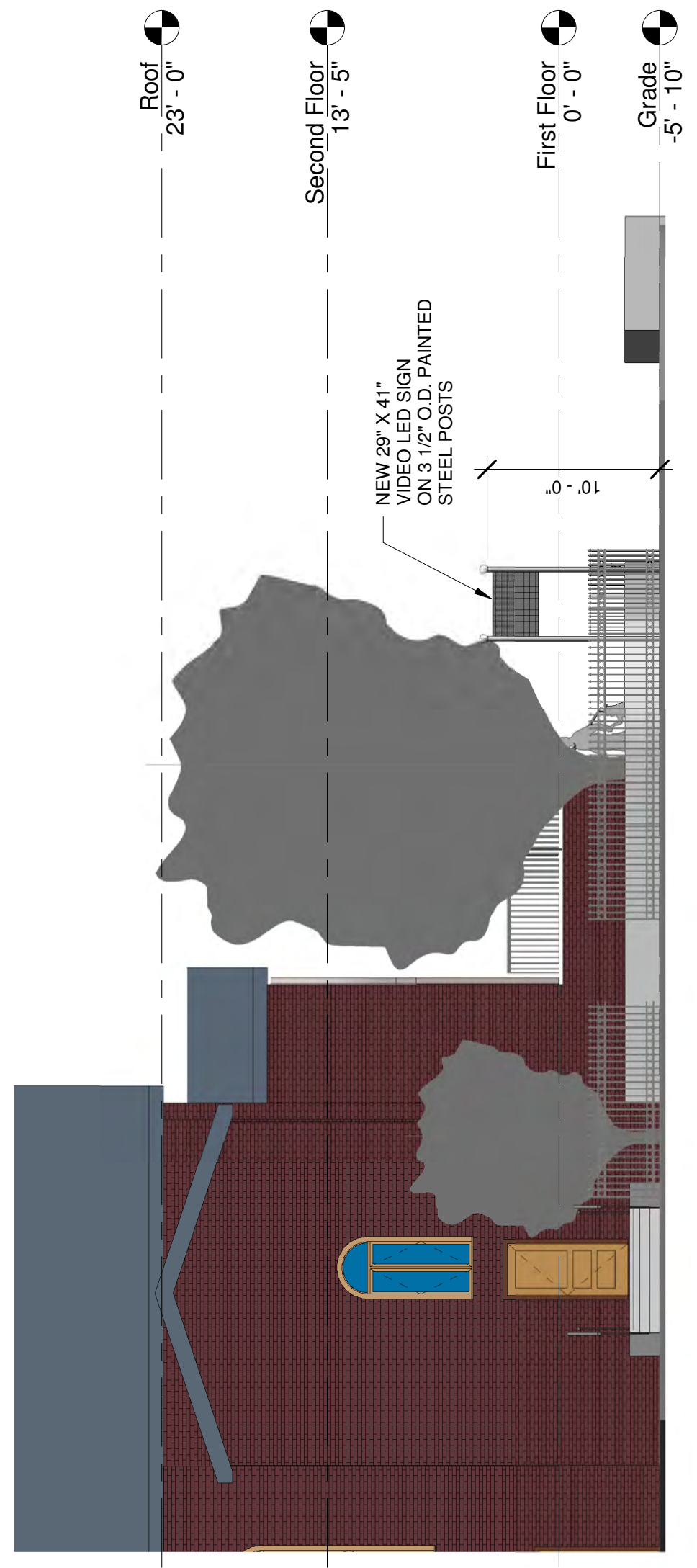


APN 002-164-01
813 N Carson St.
CARSON CITY, NEVADA

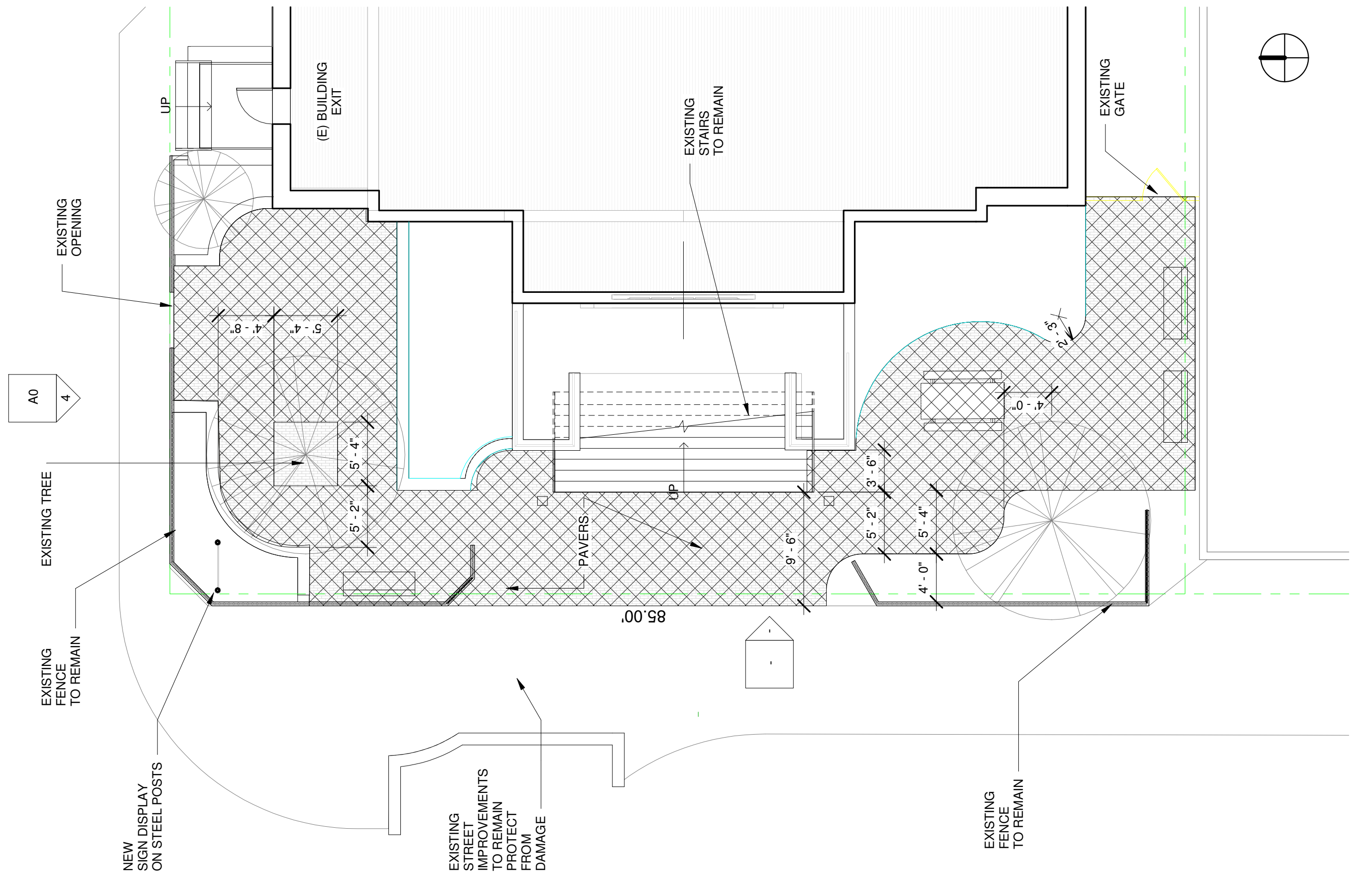
LOCATION MAP

NO SCALE

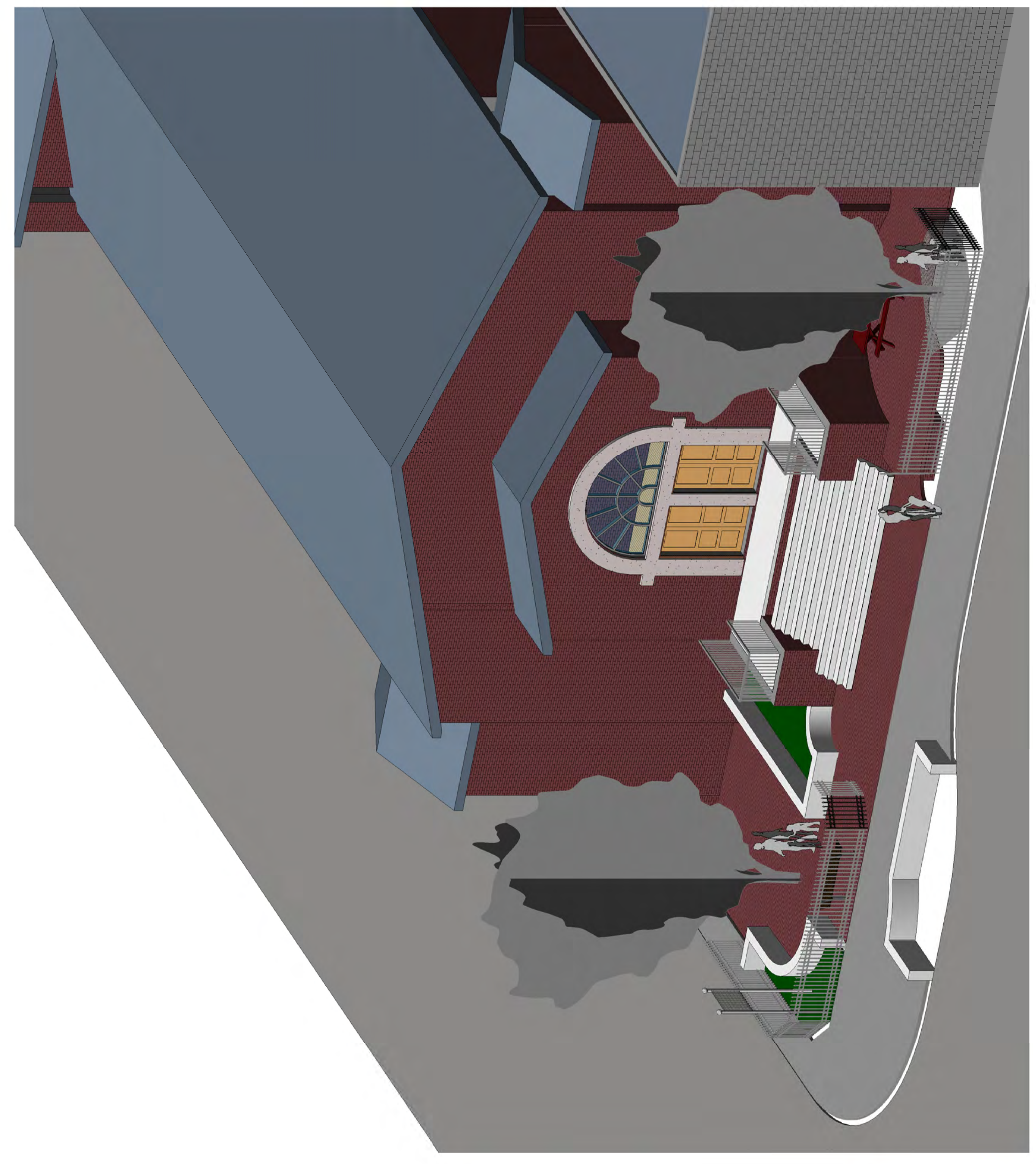
② Location Map
3/32" = 1'-0"



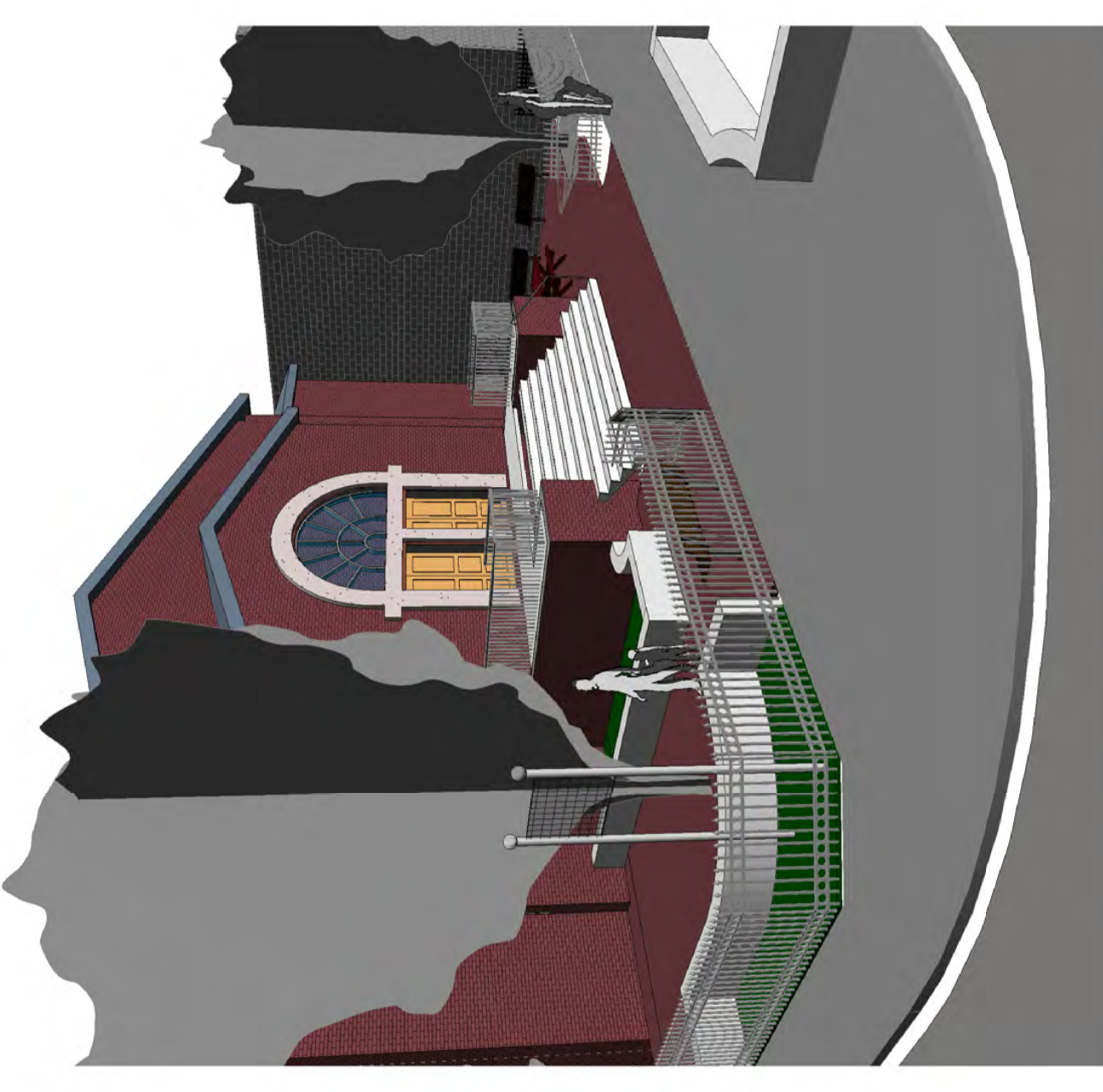
④ Partial North
1/8" = 1'-0"



⑤ Sign Plan
1/8" = 1'-0"



① Copy of [3D]



③ 3D View 2

TV Liquidator

U.S. Distributor of LED Signs

QUOTE

Dimitry Kormochi

Sales Executive

5801 W. Jefferson Blvd. Los Angeles, CA 90016

Phone 888-885-7740 Ext.101

Fax 424-298-8490

info@TVLiquidator.com

FULL-COLOR 10mm SMD Sign

QTY.	ITEM #	DESCRIPTION	UNIT PRICE	LINE TOTAL
2	41" x 28"	Full-Color 10mm SMD Sign (M/S Configuration)	\$2,685.00	\$5,370.00
1	Upgrade	Ext. Rng. Wi-Fi *** (Optional)	\$550.00	\$550.00
		1,2,3,4,5,6,7 & 8 Rows of Text		
		Full Color Picture and Video File Type Content		
		FREE LIFETIME TELEPHONE TECH SUPPORT, FREE 3 YEAR WARRANTY		
		FREE SHIPPING		\$0.00
		SUB TOTAL		\$0.00
		SALES TAX		\$0.00
		TOTAL		\$5,920.00

high resolution -
light

4 Brackets
for mounters

Simple Software Power PC

Specifications Per Sign Face

on + off times -

Cabinet Width	Cabinet Height	Cabinet Depth	Pixels	LEDs
40.45"	27.68"	2.75"	6144	18432
Weight	Watts	Amps	Colors	Brightness
30 lbs.	510	4.3	281 Trillion Colors	6,500 NITS
Voltage	Warranty	Programming Type	Character Height 1 Line	Character Height 2 Line
110 V	3 Years	TVL Software	25"	16.5"

TV Liquidator is the Best LED Sign Supplier

Lowest Prices

- We sell thousands of signs direct to the public. We're also a major supplier to hundreds of sign stores and Internet resellers across the USA and Canada. Thanks to our massive sales volume, we're able to offer the lowest prices on top quality LED signs. Sign stores and other Internet sites sell our signs for almost double our prices. So you save big money when you order a sign directly from us and have your handyman install it. We do not charge sales tax for customers outside of California. So the low prices that are shown on this page are the total prices.

Free Shipping

- We are a proud American company. Our signs are built in Los Angeles and we ship for free to anywhere in the United States and Canada. They are all in stock. We pack and ship your order within 1 to 2 business days. We ship large signs in crates. It only takes 2 minutes to place your order over the phone with us. Just call 1-888-885-7740.

Knowledgeable Staff

- We ship LED signs to businesses in every industry and all types of government locations. No other company can match our experience and expertise. Our team of experts take all orders over the phone so we can make sure our customers are very satisfied and get exactly what they need.

Best Customer Service

- Call us at 1-888-885-7740 or email us at info@tvliquidator.com. Our experts can answer your questions and help you with anything you need. We have free lifetime telephone technical support. We can even show you how to program your sign with your wireless remote keyboard. We want to help you improve your business. We take care of our customers.



955 S. McCarran Blvd. #103
 Sparks, NV 89431
 (775)746-1614
 www.signcraftersquality.com

Estimate

Date	Estimate #
11/20/2019	5212

Name / Address
Children's Museum

Project

P.O. No. / Project Name	Due Date
	11/20/2019

Description	Qty	Cost	Total
Children's Museum Monument Sign Structure: Manufacture and install 1 extruded aluminum sign cabinet approximately 6' wide by 6' overall height. Sign structure to be mounted to steel poles set in concrete footings. Structure will be fabricated to accept customer supplied LED digital display and Sign Crafters supplied lexan faces with Children's Museum logo. Price includes installation of LED display in sign structure, Carson City sign permit and labor to complete drawings and filing of permit.	1	4,980.00	4,980.00

NV Contractors License Class C-6 # 0073317
 Job Limit \$95,000

Visa, Mastercard, Discover, AMEX accepted with 3.0% convenience fee.

Subtotal	\$4,980.00
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Sign Crafters Corp Approval _____

Customer Signature _____

Sales Tax (8.265%)	\$0.00
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Total	\$4,980.00
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To
Stephanie Hicks
July 11, 2019

From SHPO

Digital Sign Installation

The Museum and City propose to install a 41" x 29" video sign at the northwest corner of the property near the fenceline. The SHPO acknowledges that the sign will be partially screened from the building by a large tree. Other non-historic signs near the front of the building will be removed. The SHPO gives the Museum and City permission to proceed with the sign installation.

Thank you for your commitment to this important cultural and architectural resource. If you have any questions or the scope of work changes, please contact me at (775) 684-3439 or by email at knbrown@shpo.nv.gov.

Sincerely,



Kristen Brown
Review & Compliance Architectural Historian



Carson City Planning Division
108 E Proctor St
Carson City, Nevada 89701
(775) 887-2180
www.carson.org
www.carson.org/planning

★ CLERK ★
FILED

Time 10:26 am

SEP 27 2019

By Lena E. Beseck
Deputy
Carson City, Nevada

HISTORIC RESOURCES COMMISSION

September 12, 2019

NOTICE OF DECISION

An application was received regarding a request for a sign on property zoned Public Community located at 813 North Carson Street, APN 002-164-01.

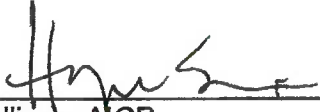
The Historic Resources Commission conducted a public hearing on September 12, 2019, in conformance with City and State open meeting requirements and the Historic Resources Commission moved to approve HRC-19-110 finding that the proposal is in conformance with the Secretary of the Interior Guidelines and Standards for Rehabilitation, Carson City Historic District Guidelines, and the Historic Resources Commission policies. The decision is subject to the following conditions of approval.

CONDITIONS OF APPROVAL

1. All development shall be substantially in accordance with the attached site development plan.
2. All on and off-site improvements shall conform to City standards and requirements.
3. The use for which this permit is approved shall commence within 12 months of the date of final approval. An extension of time must be requested in writing to the Planning Division 30 days prior to the one year expiration date. Should this request not be initiated within one year and no extension granted, the request shall become null and void.
4. The applicant must sign and return the Notice of Decision 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 Historic Resources Commission meeting for further consideration.
5. The tree located between the building and the sign must be retained to create a visual separation between the two.
6. All other external signs and their supports in front of the building on Carson Street must be removed in advance of activation of the proposed sign.
7. The support system for the sign will be a square shaped design and not a tube, subject to review and approval by the Chairman.
8. The applicant must obtain a Special Use Permit for the sign from the Planning Commission prior to installation.

9. HRC approval is based upon the project complying with the Standards and Guidelines for Rehabilitation, Carson City Historic District Guidelines, the Historic Resources Commission Policies and that the plans as submitted are in general conformance with the Secretary of the Interior's Standards.

The decision was made on a vote of 5 ayes, 0 nays, 2 absent, 0 recusal.



Hope Sullivan, AICP
Planning Manager

HS/lr

Emailed By: LReseck

Date emailed: 09/27/2019

PLEASE SIGN AND RETURN THIS NOTICE OF DECISION WITHIN 10 DAYS OF RECEIPT.

This is to acknowledge that I have read and will comply with the Conditions of Approval as approved by the Historic Resources Commission.



SIGNATURE OF OWNER/APPLICANT *Board President* 9/29/19
DATE

Kathleen Gilles - CMNN Board President
PRINTED NAME OF OWNER/APPLICANT

RETURN VIA:

Email to: lreseck@carson.org
Fax to: (775) 887-2278
Mail to: Carson City Planning Division
108 E. Proctor St.
Carson City, NV 89701

FY 2020 Redevelopment Discretionary Funds Tentative Budget Allocations

Objective/Project/Program	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY20-24 5-year Total
Special Event equipment/ infrastructure	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 25,000
Special event support, street closures	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 125,000
Façade Improvement Program	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 250,000
Special Event funding (RACC)	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ 10,000
Arts & Culture Commission/Events	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 125,000
Utility extension assistance	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 100,000
Assist with William Street corridor project	\$ -	\$ 85,000	\$ 300,000			\$ 385,000
Downtown Sidewalk Improvements	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 1,000,000
South Carson Street Complete Streets	\$ 200,000					\$ 200,000
Downtown Gateway Feature	\$ 25,000					\$ 25,000
Bob Boldrick Theater project	\$ 137,794					\$ 137,794
Children's Museum outdoor remodel ¹	\$ 50,000					\$ 50,000
3rd Street parking lot rehabilitation	\$ 190,000					\$ 190,000
Aquatic facility pool deck resurfacing	\$ 52,000					\$ 52,000
Underground downtown power lines	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 500,000
Curry Street gas lamp replacement	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 425,000
S. Carson Street Area Traffic Study	\$ 80,000					\$ 80,000
Mills Park signs	\$ 12,000					\$ 12,000
Marv Teixeira Pavilion sign	\$ 30,000					\$ 30,000
Fuji Park Master Plan	\$ 20,000					\$ 20,000
Fuji Park signs	\$ 10,000					\$ 10,000
Fuji Park grandstands		\$ 200,000				\$ 200,000
Roll Forward:	\$ -	\$ -	\$ -	\$ -	\$ -	
Total Expenditures (excluding Roll Forward):	\$ (1,326,794)	\$ (795,000)	\$ (810,000)	\$ (510,000)	\$ (510,000)	\$ (3,951,794)
Undesignated ² :	\$ 518,589	\$ 452,297	\$ 793,288	\$ 1,171,338	\$ 1,252,462	\$ 4,187,974

Updated October 30, 2019

Highlighted = Expenditure has been authorized by the Board of Supervisors

Footnotes:

1. Expenditure authorized for \$38,200; \$11,800 remaining for proposed sign replacement.
2. Un-audited estimate.