



## STAFF REPORT

**Report To:** Redevelopment Authority      **Meeting Date:** November 18, 2021

**Staff Contact:** Hope Sullivan

**Agenda Title:** For Possible Action: Discussion and possible action regarding a recommendation to the Board of Supervisors for the expenditure of a not to exceed amount of \$30,000 from the fiscal year ("FY") 2022 Redevelopment Revolving Fund Park Signs for a new sign at the Marv Teixeira Pavilion located at Mills Park, with an option of 36-inch or 48-inch letter sizes, as an expense incidental to the carrying out of the Redevelopment Plan. (Hope Sullivan, hsullivan@carson.org)

Staff Summary: NRS 279.628 permits the expenditure of money from the Redevelopment Revolving Fund for the purpose of any expenses necessary or incidental to the carrying out of the Redevelopment Plans by the adoption of a resolution by a two-thirds majority vote of the Board of Supervisors upon recommendation by the Redevelopment Authority. The proposed expenditure was recommended for approval by the Redevelopment Authority Citizens Committee ("RACC") on October 4, 2021. RACC discussed the size of the lettering, 36 inches or 48 inches, as well as font and color. The Signage Master Plan specifies "SanSerif" as the font. The Signage Master Plan is silent on color for signs placed on buildings, and the applicant's proposal is to use black letters that will read white at night. The applicant has provided renderings with 36-inch and 48-inch letter sizes for consideration by the Redevelopment Authority.

**Agenda Action:** Formal Action / Motion      **Time Requested:** 5 minutes

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### **Proposed Motion**

I move to recommend to the Board of Supervisors approval of the Marv Teixeira Pavilion sign with a (36-inch -or- 48-inch) letter size.

### **Board's Strategic Goal**

Economic Development

### **Previous Action**

October 4, 2021: RACC voted 4-0, 3 absent to recommend approval of the expenditure of up to \$30,000 for a new sign at the Marv Teixeira Pavilion with potential renderings of a 36 inch option as well as color variant option to be provided to the Board of Supervisors and Redevelopment Authority for consideration when they move forward on the project.

### **Background/Issues & Analysis**

Expenditures from the Redevelopment Revolving Fund require a recommendation for approval from the Redevelopment Authority and approval by the Board of Supervisors. This item is for the Redevelopment Authority to make the required recommendation to the Board of Supervisors regarding the proposed expenditures from the FY 2022 budget.

In FY 2021, the Redevelopment Authority allocated \$30,000 to replace the existing freestanding sign at the Marv Teixeira Pavilion with signage on the pavilion building. The pavilion is located in Mills Park, within the boundaries of Redevelopment Area 1.

RACC reviewed the request at its meeting of October 4, 2021. RACC discussed the size of the lettering as well as consistency with the Master Plan for Mills Park Signage relative to font and color. The Signage Master Plan specifies "SanSerif" as the font. The proposed rendering seeks to utilize that font to the extent it can. The Signage Master Plan is silent on color for signs placed on buildings. The applicant proposes black letters that will read white at night. The applicant has provided a rendering that utilizes a 36-inch letter size and a rendering that utilizes a 48-inch letter size for consideration by the Redevelopment Authority.

More information can be found on the attached Redevelopment Funding Request form, the sign renderings, and the October 4, 2021 Draft Minutes of the Redevelopment Authority Citizens Committee meeting.

**Applicable Statute, Code, Policy, Rule or Regulation**

NRS Chapter 279 (Redevelopment of Communities); Redevelopment Area Plans

**Financial Information**

**Is there a fiscal impact?** Yes

**If yes, account name/number:** 603 Redevelopment Revolving Fund, 6037510-501428: Park Signs

**Is it currently budgeted?** Yes

**Explanation of Fiscal Impact:** The Park Signs line item has a balance of \$46,555.25 that is being carried over from the FY 2021 budget to the FY 2022 budget. If the requested expenditure is approved, this line item will continue to have a balance.

**Alternatives**

Modify or do not recommend approval of the proposed expenditure.

Recommend approval of the expenditure with a different letter size.

**Attachments:**

[Redevelopment Improvement Application\\_MTP SIGNAGE 2021.pdf](#)

[East Elevation36.jpg](#)

[East Elevation48.jpg](#)

[10-04-2021 Minutes \(RACC\).pdf](#)

**Board Action Taken:**

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

\_\_\_\_\_  
(Vote Recorded By)

**Carson City Redevelopment  
Community Development Department**

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



**Redevelopment Funding Request Form**

**PROJECT TITLE: Marv Teixeira Pavilion Signage**

**PROJECT LOCATION: Marv Teixeira Pavilion (Mills Park)**

**REQUESTING ORGANIZATION/DEPARTMENT:**

Carson City, through its Parks, Recreation, & Open Space  
Department (Department)  
ORGANIZATION/DEPARTMENT

Nick Wentworth, Parks Project Manager  
NAME OF PROJECT APPLICANT/LEAD

775-887-2262  
PHONE #

nwentworth@carson.org  
EMAIL

\$30,000.00

REDEVELOPMENT FUNDING REQUESTED

\$30,000.00

TOTAL ESTIMATED PROJECT COST

Project Area (check one):

Redevelopment Area #1

Redevelopment Area #2

**PROJECT DESCRIPTION:**

Design, fabrication, and installation of LED signage and supporting electrical needs for the Marv Teixeira Pavilion (MTP). Wording would be permanently affixed to the north side of the structure and would be lit at night using low energy LED lighting, which is consistent with dark sky standards.

Please see attached conceptual design; quotes for design, fabrication and installation. The quotes do not include electrical and the remaining budget, if approved, would be allocated toward supporting electrical needs. Verbal quotes for electrical needs have been conducted by Department staff.

The Carson City Planning Commission approved the SUP for this project on 4.28.2021.

**EXPECTED PROJECT START DATE:**

**Upon approval**

**EXPECTED PROJECT COMPLETION DATE:**

**3-6 months after approval, depending on availability of materials**

**PROPOSED BUDGET:**

<b>FUNDING SOURCE</b>	<b>FISCAL YEAR</b>	<b>\$ AMOUNT</b>
603 Redevelopment Revolving Fund	FY22	\$30000
	FY	\$

**TOTAL: \$30,000**

**Explain why redevelopment funds are needed to complete this project:**

This project was originally requested by a member of RACC, as they were concerned about the previous free-standing sign that was damaged by wind, no longer operable, a potential safety concern and an eye sore at Mills Park. The previous sign has since been removed and the utilities capped, all from City in house labor.

Previously, this project was included as part of the Redevelopment budget for \$30,000 in FY20 and identified as a priority by RACC. This is a unique project and would not be eligible for Residential Construction Tax or Quality of Life funds, which are the Department's two primary sources for funding park projects. The project lies within Redevelopment District #1.

**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:**

This project will be in Mills Park, which has hundreds of thousands of locals and visitors visit on an annual basis. This new signage would help orient visitors to the appropriate location in the park, especially during community special events, while honoring the City's former Mayor. Mills Park is a tremendous venue but can often be difficult to navigate, especially for new visitors to Carson City, due to its size and multiple access points. The MTP is home to numerous activities and special events such as the Nevada State Fair, CrossFit competitions, Western Nevada College Graduation, Sierra Inline Hockey, car shows, Camp Carson youth program, Carson City Sheriff's Office Motorcycle Challenge, various craft and farmers market fairs, among many other events, including those endorsed by the Culture and Tourism Authority. This project has been considered and approved by the Teixeira family.

**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 design is lit internally and will not direct any amount of light in any direction. The black vinyl wrap will have pin holes that allow light out at night, creating a soft white glow. The letters will appear black during the day, come on at dusk and appear off-white at night.

New signage will not only advertise the location of the pavilion but help orient locals and visitors to the appropriate venue within Mills Park. It will not only improve the aesthetics from the previous inoperable sign but engender a sense of community pride by honoring a former Carson City Mayor. The signage will be visible from Highway 50 to the north of the park, but will not negatively impact the surrounding neighborhood.

**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:

N/A

**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.

1 sets of CUSTOM Remote BLACK Channel Letters, WHITE Poly faces with BLACK trim cap and BLACK Daylight 3M vinyl decoration with .2" of white poly exposed. White LED's throughout.

**MARV TEIXEIRA PAVILION**



522"



THIS IS A PREVIEW OF THE FINAL PRODUCT. PLEASE CONTACT US FOR THE FINAL PRODUCT.

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Client: CCPR  
Project: NEW Pavilion Signs  
Please Check All Information, Spelling, Spots & Colors.  
All Prints Must Have Signed or Emailed Approval Before Production.

**PROOF**

1 sets of CUSTOM Remote BLACK Channel Letters, WHITE Poly faces with BLACK trim cap and BLACK Day/Night 3M vinyl decoration with .5" of white poly exposed. White LED's throughout.

**MARV TEIXEIRA PAVILION**



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**DRAFT MINUTES**  
**Regular Meeting**  
**Carson City Redevelopment Authority Citizens Committee (RACC)**  
**Monday, October 4, 2021 ● 5:30 PM**  
**Community Center Robert “Bob” Crowell Boardroom**  
**851 East William Street, Carson City, Nevada**

**Commission Members**

<b>Chair – Court Cardinal</b>	<b>Vice Chair – Ronni Hannaman</b>
<b>Member – Katie Bawden</b>	<b>Member – Angela Bullentini-Wolf</b>
<b>Member – Holly "Andi" Fant</b>	<b>Member – Gina Lopez</b>
<b>Member – Lisa Schuette</b>	

**Staff**

Hope Sullivan, Planning Manager  
Dan Yu, Assistant District Attorney  
Tamar Warren, Senior Deputy Clerk

**NOTE:** A recording of these proceedings, the board’s agenda materials, and any written comments or documentation provided to the recording secretary during the meeting are public record. These materials are on file in the Clerk-Recorder’s Office, and are available for review during regular business hours.

The approved minutes of this meeting and of all other meetings are available on [www.Carson.org/minutes](http://www.Carson.org/minutes).

**1. ROLL CALL AND DETERMINATION OF QUORUM**

(5:30:46) – Chairperson Cardinal called the meeting to order at 5:30 p.m. Roll was called and a quorum was present.

<b>Attendee Name</b>	<b>Status</b>	<b>Arrived</b>
Chairperson Court Cardinal	Present	
Vice Chair Ronni Hannaman	Present	
Member Katie Bawden	Absent	
Member Angela Bullentini-Wolf	Present	
Member Holly "Andi" Fant	Absent	
Member Gina Lopez	Absent	
Member Lisa Schuette	Present	

**2. PUBLIC COMMENTS**

(5:31:13) – Chairperson Cardinal entertained public comments; however, none were forthcoming.

**3. FOR POSSIBLE ACTION: APPROVAL OF MINUTES – SEPTEMBER 7, 2021**

(5:31:31) – Chairperson Cardinal introduced the item and entertained corrections, changes, and/or a motion.

(5:31:38) – Vice Chair Hannaman moved to approve the September 7, 2021 RACC meeting minutes as presented. The motion was seconded by Member Bullentini-Wolf.

<b>RESULT:</b>	<b>APPROVED (4-0-0)</b>
<b>MOVER:</b>	Hannaman
<b>SECONDER:</b>	Bullentini-Wolf
<b>AYES:</b>	Cardinal, Hannaman, Bullentini-Wolf, Schuette
<b>NAYS:</b>	None
<b>ABSTENTIONS:</b>	None
<b>ABSENT:</b>	Bawden, Fant, Lopez

(5:31:56) – Chairperson Cardinal noted that he had received requests from members of the public to have RACC members identify themselves prior to speaking, as more of them were now viewing the meetings online.

**4. MEETING ITEMS:**

**4.A RDA-2021-0133 FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION REGARDING A PROPOSED RECOMMENDATION TO THE REDEVELOPMENT AUTHORITY REGARDING THE EXPENDITURE OF UP TO \$30,000 FROM THE FISCAL YEAR (“FY”) 2022 REDEVELOPMENT REVOLVING FUND FOR A NEW SIGN AT THE MARV TEIXEIRA PAVILION LOCATED AT MILLS PARK, 851 EAST WILLIAM STREET WITHIN REDEVELOPMENT AREA NO. 1.**

(5:32:28) – Chairperson Cardinal introduced the item. Ms. Sullivan provided background and reviewed the Staff Report, incorporated into the record. She also stated that based on the bids received, the Parks, Recreation, and Open Space Department had requested the RACC’s recommendation to the Redevelopment Authority to spend the entire budgeted amount of \$30,000.

(5:34:04) – Member Schuette referenced the graphics, incorporated into the agenda materials, and believed utilizing smaller lettering (36 inches) would look less distracting. Applicant and Parks Project Manager Nick Wentworth explained that the font size was recommended by both bidders based on visibility and legibility at certain levels of vehicle speed allowed in the area. Discussion ensued regarding offsetting the letters to the right as well and Chair Cardinal was in favor of keeping the name centered and was comfortable with the proposed font size to accommodate out of town visitors who may not know the location of the pavilion.

(5:41:26) – Member Bullentini-Wolf inquired whether the font and color were consistent with the current Parks signage in the City, noting it would be more aesthetically pleasing. Mr. Wentworth clarified that the Signage Master Plan contained approved signage fonts; however, utilizing simple block letters would be cost-effective in this case and would accommodate internal LED lights. However, he offered, to consult with the signage vendor.

(5:43:45) – Chairperson Cardinal received confirmation that the letters would be black during the day and a soft white at night. Mr. Wentworth noted that should the Signage Master Plan be followed, the sign would be either forest green or chocolate brown; however, the black signage was simpler. Recreation Superintendent Dan Earp clarified that the concrete monument park signs were blue. Member Bullentini-wolf noted that was advocating for consistency and Mr. Wentworth offered to look into it. Discussion ensued regarding the materials and Mr. Wentworth explained that the material costs had increased by 15-25 percent and that \$500 - \$1,000 would be used for the electrical work and wiring.

(5:54:04) – Chairperson Cardinal informed Member Bullentini-Wolf that the unused funds would be returned to the RACC. Vice Chair Hannaman clarified that Ms. Sullivan would be providing updates on expenditures moving forward. Chairperson Cardinal recommended not delaying the project any longer due to the rising costs of material. Discussion ensued regarding the concerns raised by the members. Ms. Sullivan stated that the motion to allocate the up to \$30,000 could stand with the added condition: “with the understanding that the applicant will provide renderings of alternative sizes of the sign with 36-inch maximum, as well as report back on the font and the color consistent with the Parks [Signage] Master Plan.” Chairperson Cardinal entertained a motion.

**(5:58:50) – Member Schuette moved to recommend to the Redevelopment Authority approval of the expenditure of up to \$30,000 for a new sign at the Marv Teixeira Pavilion with the understanding that the applicant will provide renderings of alternative sizes of the sign with 36-inch maximum, as well as report back on the font and the color consistent with the Parks [Signage] Master Plan.”**

(6:00:30) – Discussion ensued regarding the possible additional cost of changing the font size and the color. Mr. Yu expressed concern that the motion above added an extra step which would be taken prior to recommending the expenditure to the Redevelopment Authority. He suggested delaying the recommendation to the Redevelopment Authority, directing Staff to make the recommended changes and returning to the RACC for review. Vice Chair Hannaman expressed concern that the added step may cause additional supply chain delays and costs. Mr. Yu noted that another option would be to leave the final discretion to the Redevelopment Authority/Board of Supervisors.

*(6:06:42) – The motion on the floor was withdrawn and Chairperson Cardinal entertained a new motion based on the discussion above.*

**(6:06:52) – Chairperson Cardinal moved to recommend to the Redevelopment Authority approval of the expenditure of up to \$30,000 for a new sign at the Marv Teixeira Pavilion, with the potential rendering of a 36-inch [lettering] option as well as color options to be provided to the Redevelopment Authority/Board of Supervisors for consideration as they move forward with the project. The motion was seconded by Vice Chair Hannaman.**

<b>RESULT:</b>	<b>APPROVED (4-0-0)</b>
<b>MOVER:</b>	Cardinal
<b>SECONDER:</b>	Hannaman
<b>AYES:</b>	Cardinal, Hannaman, Bullentini-Wolf, Schuette
<b>NAYS:</b>	None
<b>ABSTENTIONS:</b>	None
<b>ABSENT:</b>	Bawden, Fant, Lopez

**4.B FOR DISCUSSION ONLY: DISCUSSION AND PRESENTATION REGARDING IMPROVEMENTS TO THE BOB BOLDRICK THEATER, THE CITY’S POOL DECK, AND THE FUJI PARK SOUND SYSTEM LOCATED AT 851 E WILLIAM STREET, 841 N ROOP STREET, AND 601 OLD CLEAR CREEK ROAD RESPECTIVELY.**

(6:07:39) – Chairperson Cardinal introduced the item. Ms. Sullivan gave background and noted that this agenda item was a review of projects that had been completed using Redevelopment funds.

(6:08:27) – Mr. Earp presented three Parks and Recreation projects that had utilized the Redevelopment funds and responded to clarifying questions:

- Replacement of the Community Center Pool Decks in Redevelopment Area 1 utilizing \$8,879.90 of the allocated \$52,000, as the work was being done in-house and in sections to ensure the pool did not close completely. He also noted that the work was still being performed, and had challenges such as staffing shortages.
- Bob Boldrick Theater replacement of the theater seats, new carpeting, painting, and replacement of the acoustic panes, utilizing Redevelopment Area 1 Redevelopment funds of \$252,996.
- Replacement of the current sound system at the Fairgrounds at Fuji Park using Redevelopment Area 2 Redevelopment funds of \$44,754.

This item was not agendized for action.

**5. DISCUSSION ONLY:**

- a. **STAFF REPORTS AND UPDATES ON MATTERS RELATING TO THE RACC.**  
**FUTURE AGENDA ITEMS FOR THE NEXT RACC MEETING.**

(6:17:30) – Ms. Sullivan noted that she planned on inviting the Public Works Department at a future meeting to update the RACC on their Redevelopment projects.

**RACC MEMBER REPORTS AND COMMENTS.**

(6:18:15) – Chairperson Cardinal entertained RACC member comments. Vice Chair Hannaman recommended completing the installation of the V&T Arches prior to the upcoming July 1-4, 2022 train show coming to Carson City that would attract around 5,000 visitors. Ms. Sullivan noted that the Board of Supervisors would vote on the design of the Arches at the Board’s October 21, 2021 meeting.

(6:19:34) – Member Schuette noted her appreciation of the dialogue in this meeting to ensure “the final product is something we can all be really proud of, and it’s the right decision.” Chairperson Cardinal called the dialogue “healthy.”

(6:20:14) – Vice Chair Hannaman announced that she had met with the Carson City School District and that the Silver and Snowflakes Festival of Lights (a RACC project) would take place this year on December 3, 2021, at 5:30 p.m.

**6. PUBLIC COMMENTS**

(6:22:00) – Chairperson Cardinal entertained final public comments; however, none were forthcoming.

**7. FOR POSSIBLE ACTION: ADJOURNMENT.**

**(6:22:23) – Chairperson Cardinal adjourned the meeting at 6:22 p.m.**

The Minutes of the October 4, 2021 Carson City Redevelopment Authority Citizens Committee are so approved this 3<sup>rd</sup> day of January, 2022.