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**City Council Comment received from Aimee Asamura**

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**From** Mikki Huntsman <HuntsmanM@reno.gov>

**Date** Thu 4/24/2025 1:56 PM

**To** Public Comment - CC <PublicComment@reno.gov>

**Contact Info:**Name:

Aimee Asamura

Commenting on behalf of:

The City of Reno citizens

Ward #:

Unsure/Other

Email Address:

aimee\_asamura@mail.tmcc.edu

Phone Number:

7753131603

Address:

2720 Pajaro Place Reno, NV 89502

A new comment has been submitted for the Reno City Council Meeting held on: 2025-05-21.

**Section:**

General Opening Session Comment (unassociated to an agenda item)

**Item:**

Unsure .

**Position:**

No position stated - Concerned or Neutral

**Are they speaking in person?**

No, I am submitting a written comment only.

**If no, enter comments below:**

Reno's cost of living/surging rental prices

**ACKNOWLEDGEMENTS:**

*By checking the "Yes" below, you agree that all the information above is true and accurate. For additional information, please refer to the agenda for today's meeting.*

Yes

*By checking the "Yes" below, you understand, acknowledge, and expressly agree that: (1) all information submitted by you will be entered into the public*

*record, made available for public inspection, and freely disseminated without restriction; and, (2) any contact, personal, financial, or medical information intentionally or inadvertently submitted by you will not be maintained in a confidential manner, or subsequently exempted from public inspection.*

**Yes**

*Do you wish to sign-up for Reno Connect e-newsletters?*

*Reno Connect is the best way to stay informed about the latest news and updates from the City of Reno. We'll never share your email address with third-party persons, companies or organizations. Visit [www.Reno.Gov/RenoConnect](http://www.Reno.Gov/RenoConnect) to view all newsletter topic lists.*

**No**



Outlook

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## The Blight of Unregistered/Uninsured Vehicles in the City and County

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**From** Brian Erbis Consulting LLC <brian.erbis@brianerbis.nyc>

**Date** Mon 5/5/2025 3:11 PM

**To** RudyPamintuan@ltgov.nv.gov <RudyPamintuan@ltgov.nv.gov>; michaeldayton@ltgov.nv.gov <michaeldayton@ltgov.nv.gov>; NHP-PointofContact@dps.state.nv.us <NHP-PointofContact@dps.state.nv.us>; jdecker@dmv.nv.gov <jdecker@dmv.nv.gov>; Reno Direct <RenoDirect@reno.gov>; Public Comment - CC <PublicComment@reno.gov>; tlaney@dmv.nv.gov <tlaney@dmv.nv.gov>; Ask RPD <AskRPD@reno.gov>; citycouncil@reno.gov <citycouncil@reno.gov>; Jackie Bryant <BryantJ@reno.gov>; Hillary Schieve <SchieveH@reno.gov>; Brandi Anderson <AndersonB@reno.gov>; Devon Reese <reeseD@reno.gov>; Kathleen Taylor <TaylorK@reno.gov>; Meghan Ebert <EbertM@reno.gov>; martinezm@reno.gov <martinezm@reno.gov>; Naomi Duerr <DuerrN@reno.gov>; Kathryn Nance <NanceK@Reno.Gov>; Public Comment - CC <PublicComment@reno.gov>; Reno Direct <RenoDirect@reno.gov>

To the Members of the Reno City Council and the Washoe County Commission, Reno Police Chief Kathryn Vance, Sheriff Darin Balaam, Sparks Police Chief Chris Crawforth, Nevada DMV Director Tonya Laney, Nevada DMV Compliance Enforcement Chief JD Decker, and Other State and Local Officials:

In my daily travels through the City of Reno, I continue to observe an inordinate number of motor vehicles operating on public roads without visible license plates or with expired or fraudulently displayed temporary placards. These violations are not anecdotal—they are a daily, well-documented occurrence and reflect a pattern of disregard for Nevada's registration and insurance laws. Many of the vehicles appear to be older models that likely cannot pass emissions testing and may be uninsured. Other seem to be too lazy to make an appointment with DMV to register their vehicles, The cumulative effect of this behavior is a persistent erosion of public safety, elevated insurance premiums for law-abiding drivers, a breakdown in confidence in regulatory enforcement, an adverse environmental impact due to unchecked smog emissions and most of all—loss of much needed revenue for the state.

As part of my ongoing documentation efforts, I am submitting photographic and geolocation evidence of several vehicles recorded between April 15 and April 28, 2025. These images were captured using metadata-enabled photography that verifies time, date, location, elevation, speed, and direction of travel.

### **Vehicles Operating Without Visible License Plates:**

#### **1. White Toyota Sienna LE**



- No license plate; rear-end damage visible
- Date/Time: April 19, 2025, at 7:49 AM
- Location: 2890 S. Virginia Street, Reno, NV 89502
- GPS: N 39° 29' 50.156", W 119° 47' 56.394"

## 2. Silver Volkswagen Jetta VR6



- Rear plate mount empty
- Date/Time: April 21, 2025, at 3:47 PM
- Location: 5301 Longley Lane, Reno, NV 89511
- GPS: N 39° 28' 19.894", W 119° 45' 58.903"

## 3. White Ford Econoline Passenger Van (Handicap placard on rear) Perhaps commercially transporting the disabled??



- o No visible license plate
- o Date/Time: April 23, 2025, at 1:53 PM
- o Location: I-580 Northbound near Exit 33 (Plumb Ln / Villanova Dr), Reno, NV
- o GPS: N 39° 29' 49.174", W 119° 47' 2.103"

#### 4. Silver Tesla Model Y



- o Rear plate mount empty
- o Date/Time: April 26, 2025, at 7:17 PM
- o Location: 55 Damonte Ranch Pkwy, Reno, NV 89521
- o GPS: N 39° 25' 9.217", W 119° 45' 21.553"

#### 5. Gray Jeep Renegade



- o Rear plate mount empty
- o Date/Time: April 28, 2025, at 1:34 PM
- o Location: South Meadows Parkway, Reno, NV 89521
- o GPS: N 39° 26' 21.651", W 119° 45' 59.124"

**Vehicles Displaying Expired or Questionable Temporary Tags:**

**6. White Ford Transit 350 Van**



- o Temporary tag: (Nevada) NY-415-688 - Expired April 11, 2025
- o Date/Time: April 25, 2025, at 3:09 PM
- o Location: Longley Lane, Reno, NV

**7. White Honda Civic**



- Nevada Wolf Pack novelty plate in place of license plate
- Date/Time: April 26, 2025, at 7:11 PM
- Location: 123 E. Grove Street, Reno, NV 89502

Despite the return to normal DMV operations following pandemic-era disruptions, this pattern of flagrant noncompliance persists. These are not technical lapses or rare oversights. They are repeated violations of Nevada Revised Statutes concerning vehicle registration and financial responsibility.

Today, May 5, 2025, marks the official launch of the *Joining Forces* Click It or Ticket campaign by the Washoe County Sheriff's Office and participating agencies. While the focus on seatbelt usage and driver safety is vital, this initiative represents a prime opportunity to address another high-impact public safety issue—unregistered, uninsured, and untraceable vehicles. Unfortunately, enforcement against expired or fraudulent placards remains absent from current messaging or operations, despite its comparable risk. The Sparks Police Department recently advertised a focused enforcement effort to combat unregistered vehicles. If the Sparks Police Department can do it, so can the Reno Police Department, the Washoe County Sheriff's Office and the Nevada Highway Patrol. Enforcement of unregistered vehicle laws must be continuous and a concerted effort involving Nevada DMV Compliance Enforcement to effectively combat the problem.

**I respectfully urge the following:**

- **Targeted Enforcement:** Proactively include unregistered and uninsured vehicle enforcement in current *Joining Forces* patrols.
- **Public Awareness:** Launch a parallel public information campaign warning of penalties for expired or fraudulent placards.
- **Interagency Coordination:** Collaborate with DMV Compliance Enforcement and vehicle dealerships to crack down on unregistered vehicles, improper use of temporary tags and in transit permits.

I will continue to document and report this issue. I remain available for further consultation.

Thank you for your time and attention.

Sincerely,

Brian Erbis, M.A., CFE  
NV Private Investigator  
Owner and Qualifying Agent  
Brian Erbis Consulting LLC  
[www.brianerbis.nyc](http://www.brianerbis.nyc)  
<https://www.linkedin.com/in/brian-erbis-consultant/>  
646-801-2115  
NV PILB lic#4253



[https://www.credly.com/badges/1b42b374-cd7a-444d-b276-97f701d958f3/public\\_url](https://www.credly.com/badges/1b42b374-cd7a-444d-b276-97f701d958f3/public_url)

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BRIAN ERBIS CONSULTING LLC

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Schedule a virtual consultation/meeting:  
<https://calendly.com/brian-erbis-consulting>

Find me on Google:  
<https://g.co/kgs/Rnbe8or>



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**Fw: I am writing to you as a concerned citizen and advocate for the welfare of our community.**

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Fri 4/25/2025 12:26 PM

**To** Public Comment - CC <PublicComment@reno.gov>

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

[MorrisL@Reno.Gov](mailto:MorrisL@Reno.Gov)

1 E. First St., Reno, NV 89501

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**From:** art@everyactioncustom.com <art@everyactioncustom.com> on behalf of Carol Foldvary-Anderson <art@everyactioncustom.com>

**Sent:** Friday, April 25, 2025 10:37 AM

**To:** City Clerk <CityClerk@reno.gov>

**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear City Clerk Mikki Huntsman,

The city staff is moving forward with proposed changes to Reno's sign code to allow all public and private schools to replace their signs with digital versions.

Multiple digital signs rotating messages every eight seconds until 10 p.m., 365 days a year shouldn't be allowed in our neighborhoods.

City staff intends to submit a set of digital sign regulations for approval to the Reno Planning Commission on May 8. While the staff's final draft won't be released until at least April 25, the current draft shows regulations, that if approved, I believe would forever change the character of our residential neighborhoods.

Multiple digital signs rotating messages every eight seconds until 10 p.m., 365 days a year shouldn't be allowed in ou

The most egregious includes rotating messages every eight seconds and operating digital signs until 10 p.m., long after schools close for the day; 365 days a year whether schools are in session or not.

I urge you to consider implementing Scenic Nevada's suggestions below instead to protect the quality of life for neighborhood residents, like me.

1. The city is proposing an eight-second sign rotation. Scenic Nevada opposes this and supports a fifteen-minute sign rotation.
2. The city is proposing operating hours from 6 a.m. to 10 p.m., 365 days a year. Scenic Nevada opposes this and supports operating hours from 6 a.m. to 6 p.m., or until the last school event ends; active only during school sessions (sign inactive on weekends, holidays, and school breaks)
3. The city is proposing that schools with two street frontages can have two digital signs in some areas. Scenic Nevada opposes this and suggests one digital sign per school.
4. The city is proposing height, sign style, and square footage based on zoning district; digital portion limited to 32 square feet. Scenic Nevada opposes this and suggests monument style signs only, 6-foot maximum height, 32 square feet total sign area.

The reasons I object to digital signs are:

Commercialization of Our Residential Neighborhoods – Our tax-supported public schools are not convenience stores needing a constant street presence to compete for consumer dollars. School signs only need to serve as reminders about school events when school is in session, as the static signs do today.

Disruption of Peace and Quiet - These lights can be highly distracting, making it difficult for individuals to relax, unwind, and enjoy their evenings. Bright lights from digital signs can disrupt sleep patterns negatively affecting overall health and well-being.

Public Safety – Constantly flipping messages on digital signs are a source of distraction. Parents should concentrate on driving, parking and watching for children, not checking messages on a sign, especially during drop-off and pick-up of young children who could dart out unexpectedly.

Visual Pollution - Digital signs with bright, blinking lights detract from the aesthetic appeal of residential neighborhoods. Residents take pride in the beauty and tranquility of their surroundings, and intrusive signage diminishes this experience.

Energy Consumption - Operating digital signs until late at night consumes a significant amount of energy, leading to unnecessary electricity usage and increased utility costs for schools.

In light of these concerns, I strongly advocate for the approval of restrictive regulations governing digital signs at public and private schools such as those requested by Scenic Nevada, which would safeguard the quality of life for residents, promote environmental sustainability, respect the tranquility of our neighborhoods, and still allow school personnel to change the messages electronically on a frequent basis.

Thank you for considering this critical issue. I hope that you will take the necessary steps to protect our

community and ensure that school digital signs do not become a source of disturbance, diminishing the enjoyment and pride in our neighborhoods, not to mention our property values.

Sincerely,  
Miss Carol Foldvary-Anderson  
600 Sutcliffe Dr Spc 14 Reno, NV 89510-8901  
art@varycarol.com



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## Opposition to Lakeridge Tennis Club Apartment Expansion

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**From** Chris Ferrari <chris@ferrarireeder.com>

**Date** Wed 4/23/2025 10:47 PM

**To** Public Comment - CC <PublicComment@reno.gov>

For the reasons I'm sure many of my neighbors have stated.

There are no existing 4 & 5 story residential structures in the area.

Traffic at Mccarran and Plumas is already dangerous and congested.

This is poor planning and will create further problems.

Please consider reducing the building height and density.

Thank you.



**Chris Ferrari**

CEO

702.574.8781 | [ferrarireeder.com](http://ferrarireeder.com)

Ferrari Reeder Public Affairs

CONFIDENTIALITY NOTICE: This message is confidential, intended for the named recipient(s) and may contain information that is (i) proprietary to the sender, and/or, (ii) privileged, confidential, and/or otherwise exempt from disclosure under applicable state and federal law. If you are not the intended recipient, or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this transmission in error, please (i) notify us immediately by reply e-mail (ii) remove it from your system, and (iii) destroy the original transmission and its attachments without reading or saving them. Thank you.



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**I am writing to you as a concerned citizen and advocate for the welfare of our community.**

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**From** Dana Palka <beezel2216@everyactioncustom.com>

**Date** Thu 4/24/2025 10:46 PM

**To** Public Comment - CC <PublicComment@reno.gov>

Dear City Council,

The city staff is moving forward with proposed changes to Reno's sign code to allow all public and private schools to replace their signs with digital versions.

City staff intends to submit a set of digital sign regulations for approval to the Reno Planning Commission on May 8. While the staff's final draft won't be released until at least April 25, the current draft shows regulations, that if approved, I believe would forever change the character of our residential neighborhoods.

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Sincerely,

Ms. Dana Palka

1040 N Maddux Dr Apt C Reno, NV 89512-1846

beezel2216@gmail.com



---

**Fw: I am writing to you as a concerned citizen and advocate for the welfare of our community.**

---

**From** Lauren Morris <MorrisL@reno.gov>  
**Date** Fri 4/25/2025 12:26 PM  
**To** Public Comment - CC <PublicComment@reno.gov>  
**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*  
City Clerk's Office  
775-334-2030 (o) or 775-772-5745 (c)  
[MorrisL@Reno.Gov](mailto:MorrisL@Reno.Gov)  
1 E. First St., Reno, NV 89501

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**From:** beezel2216@everyactioncustom.com <beezel2216@everyactioncustom.com> on behalf of Dana Palka <beezel2216@everyactioncustom.com>  
**Sent:** Thursday, April 24, 2025 10:46 PM  
**To:** City Clerk <CityClerk@reno.gov>  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear City Clerk Mikki Huntsman,

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Sincerely,  
Ms. Dana Palka

1040 N Maddux Dr Apt C Reno, NV 89512-1846  
beezel2216@gmail.com



---

**Fw: I am writing to you as a concerned citizen and advocate for the welfare of our community.**

---

**From** Lauren Morris <MorrisL@reno.gov>  
**Date** Mon 5/5/2025 8:44 AM  
**To** Public Comment - CC <PublicComment@reno.gov>  
**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*  
City Clerk's Office  
775-334-2030 (o) or 775-772-5745 (c)  
[MorrisL@Reno.Gov](mailto:MorrisL@Reno.Gov)  
1 E. First St., Reno, NV 89501

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**From:** dgendvil@everyactioncustom.com <dgendvil@everyactioncustom.com> on behalf of Derek Gendvil <dgendvil@everyactioncustom.com>  
**Sent:** Saturday, May 3, 2025 7:42 PM  
**To:** City Clerk <CityClerk@reno.gov>  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear City Clerk Mikki Huntsman,

The city staff is moving forward with proposed changes to Reno's sign code to allow all public and private schools to replace their signs with digital versions.

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Sincerely,  
Mr. Derek Gendvil

5/5/25, 8:52 AM

Mail - Public Comment - CC - Outlook

9030 W Sahara Ave # 360 Las Vegas, NV 89117-5744  
dgendvil@gmail.com



---

**Fw: Objection to the Special Assessment Levy for the Downtown Reno Business Improvement District**

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Mon 4/28/2025 7:52 AM

**To** Public Comment - CC <PublicComment@reno.gov>

**Cc** City Clerk <CityClerk@reno.gov>

**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

[MorrisL@Reno.Gov](mailto:MorrisL@Reno.Gov)

1 E. First St., Reno, NV 89501

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**From:** fstadler1@charter.net <fstadler1@charter.net>

**Sent:** Sunday, April 27, 2025 2:51 PM

**To:** City Clerk <CityClerk@reno.gov>; Marcia (gmail address) <stadlerlu@earthlink.net>

**Subject:** Objection to the Special Assessment Levy for the Downtown Reno Business Improvement District

Dear Mayor Schieve and Members of the City Council,

We are writing to formally object to the proposed special assessment levy for properties within the Downtown Reno Improvement District (BID), specially as it applies to our property at 255 N. Sierra, Unit 401.

The assessment is being justified on the basis of "special benefits" provided by the BID including trash removal, graffiti removal, shopping cart removal, and power washing. BID also focuses on a safer downtown area and special marketing effort to promote the downtown area. However, all these services are not "special" - they are basic municipal services that should be included in the standard scope of what our property taxes already cover. Placing the extra financial responsibility for these core services on a select group of property owners though a special assessment is both inequitable and unjustified.

Furthermore, the assertion that these services provide a unique or enhanced benefit to my property is unsubstantiated. In my experience there has been no demonstrable improvement in the cleanliness, safety, or value of my property as a result of the BID's involvement. This assessment creates an undue burden without providing measurable return or benefit.

We respectfully request that the City Council reconsider the funding structure of the BID, and ensure that essential, core public services remain the responsibility of the City through the general fund, not through additional levies on the downtown property owners.

Thank you for your time and attention to this matter.

Sincerely,

Frank Stadler, MD  
Marcia Lu, MD

255 N Sierra  
Unit #401  
Reno, NV 89501



Outlook

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**ADU**

---

**From** Janet Amesbury <janetamesbury@sbcglobal.net>

**Date** Thu 5/1/2025 7:45 AM

**To** Public Comment - CC <PublicComment@reno.gov>

Do not allow this to pass. ADUs do not belong in residential neighborhoods. There will be strain on parking, sewer and quality of life in general. Some may become air b and bs creating further problems for residents.

Janet Amesbury  
Brookfield Dr. Reno 89503

[Sent from AT&T Yahoo Mail on Android](#)



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**City Council Comment received from Jon Carpenter**

---

**From** Mikki Huntsman <HuntsmanM@reno.gov>

**Date** Sat 5/3/2025 10:02 AM

**To** Public Comment - CC <PublicComment@reno.gov>

**Contact Info:**

Name:

Jon Carpenter

Commenting on behalf of:

Ward #:

Ward 2

Email Address:

jollcarp@gmail.com

Phone Number:

775 737-3581

Address:

670 Cricket Avenue

A new comment has been submitted for the Reno City Council Meeting held on: 2025-05-05.

**Section:**

General Opening Session Comment (unassociated to an agenda item)

**Item:**

A.3.1.

**Position:**

In Favor

**Are they speaking in person?**

No, I am submitting a written comment only.

**If no, enter comments below:**

I just attended the City of Reno waste disposal event at Reno High School. This is a great service for the community especially for the disposal of hazardous, and electric waste products. In light of current budget issues I hope that this event is not eliminated but prioritized. The cost of improper/illegal disposal and environmental damage is way higher than the cost of conducting events like the Biggest Little Spring Cleaning.

**ACKNOWLEDGEMENTS:**

*By checking the "Yes" below, you agree that all the information above is true and accurate. For additional information, please refer to the agenda for today's*

meeting.

Yes

*By checking the "Yes" below, you understand, acknowledge, and expressly agree that: (1) all information submitted by you will be entered into the public record, made available for public inspection, and freely disseminated without restriction; and, (2) any contact, personal, financial, or medical information intentionally or inadvertently submitted by you will not be maintained in a confidential manner, or subsequently exempted from public inspection.*

Yes

*Do you wish to sign-up for Reno Connect e-newsletters?*

*Reno Connect is the best way to stay informed about the latest news and updates from the City of Reno. We'll never share your email address with third-party persons, companies or organizations. Visit [www.Reno.Gov/RenoConnect](http://www.Reno.Gov/RenoConnect) to view all newsletter topic lists.*

Yes



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**I am writing to you as a concerned citizen and advocate for the welfare of our community.**

---

**From** Joyce Thompson <jreno1968@everyactioncustom.com>

**Date** Thu 4/24/2025 7:43 PM

**To** Public Comment - CC <PublicComment@reno.gov>

Dear City Council,

The city staff is moving forward with proposed changes to Reno's sign code to allow all public and private schools to replace their signs with digital versions.

City staff intends to submit a set of digital sign regulations for approval to the Reno Planning Commission on May 8. While the staff's final draft won't be released until at least April 25, the current draft shows regulations, that if approved, I believe would forever change the character of our residential neighborhoods.

The most egregious includes rotating messages every eight seconds and operating digital signs until 10 p.m., long after schools close for the day; 365 days a year whether schools are in session or not.

I urge you to consider implementing Scenic Nevada's suggestions below instead to protect the quality of life for neighborhood residents, like me.

1. The city is proposing an eight-second sign rotation. Scenic Nevada opposes this and supports a fifteen-minute sign rotation.
2. The city is proposing operating hours from 6 a.m. to 10 p.m., 365 days a year. Scenic Nevada opposes this and supports operating hours from 6 a.m. to 6 p.m., or until the last school event ends; active only during school sessions (sign inactive on weekends, holidays, and school breaks)
3. The city is proposing that schools with two street frontages can have two digital signs in some areas. Scenic Nevada opposes this and suggests one digital sign per school.
4. The city is proposing height, sign style, and square footage based on zoning district; digital portion limited to 32 square feet. Scenic Nevada opposes this and suggests monument style signs only, 6-foot maximum height, 32 square feet total sign area.

The reasons I object to digital signs are:

Commercialization of Our Residential Neighborhoods – Our tax-supported public schools are not convenience stores needing a constant street presence to compete for consumer dollars. School signs only need to serve as reminders about school events when school is in session, as the static signs do today.

Disruption of Peace and Quiet - These lights can be highly distracting, making it difficult for individuals

to relax, unwind, and enjoy their evenings. Bright lights from digital signs can disrupt sleep patterns negatively affecting overall health and well-being.

Public Safety – Constantly flipping messages on digital signs are a source of distraction. Parents should concentrate on driving, parking and watching for children, not checking messages on a sign, especially during drop-off and pick-up of young children who could dart out unexpectedly.

Visual Pollution - Digital signs with bright, blinking lights detract from the aesthetic appeal of residential neighborhoods. Residents take pride in the beauty and tranquility of their surroundings, and intrusive signage diminishes this experience.

Energy Consumption - Operating digital signs until late at night consumes a significant amount of energy, leading to unnecessary electricity usage and increased utility costs for schools.

In light of these concerns, I strongly advocate for the approval of restrictive regulations governing digital signs at public and private schools such as those requested by Scenic Nevada, which would safeguard the quality of life for residents, promote environmental sustainability, respect the tranquility of our neighborhoods, and still allow school personnel to change the messages electronically on a frequent basis.

Thank you for considering this critical issue. I hope that you will take the necessary steps to protect our community and ensure that school digital signs do not become a source of disturbance, diminishing the enjoyment and pride in our neighborhoods, not to mention our property values.

Sincerely,

Ms. Joyce Thompson

1875 Caughlin Creek Rd Reno, NV 89519-0672

jreno1968@gmail.com



---

**Fw: I am writing to you as a concerned citizen and advocate for the welfare of our community.**

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Fri 4/25/2025 11:37 AM

**To** Public Comment - CC <PublicComment@reno.gov>

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

[MorrisL@Reno.Gov](mailto:MorrisL@Reno.Gov)

1 E. First St., Reno, NV 89501

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**From:** jreno1968@everyactioncustom.com <jreno1968@everyactioncustom.com> on behalf of Joyce Thompson <jreno1968@everyactioncustom.com>

**Sent:** Thursday, April 24, 2025 7:43 PM

**To:** City Clerk <CityClerk@reno.gov>

**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear City Clerk Mikki Huntsman,

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Thank you for considering this critical issue. I hope that you will take the necessary steps to protect our community and ensure that school digital signs do not become a source of disturbance, diminishing the enjoyment and pride in our neighborhoods, not to mention our property values.

Sincerely,  
Ms. Joyce Thompson

4/25/25, 3:45 PM

Mail - Public Comment - CC - Outlook

1875 Caughlin Creek Rd Reno, NV 89519-0672  
jreno1968@gmail.com



---

**I am writing to you as a concerned citizen and advocate for the welfare of our community.**

---

**From** Marilyn Naylor <naylorhome@everyactioncustom.com>

**Date** Thu 4/24/2025 7:35 PM

**To** Public Comment - CC <PublicComment@reno.gov>

Dear City Council,

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Sincerely,  
Mrs. Marilyn Naylor  
1005 Dunbar Dr Washoe Valley, NV 89704-9201  
naylorhome@charter.net



---

**Fw: I am writing to you as a concerned citizen and advocate for the welfare of our community.**

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Fri 4/25/2025 11:37 AM

**To** Public Comment - CC <PublicComment@reno.gov>

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

[MorrisL@Reno.Gov](mailto:MorrisL@Reno.Gov)

1 E. First St., Reno, NV 89501

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**From:** naylorhome@everyactioncustom.com <naylorhome@everyactioncustom.com> on behalf of Marilyn Naylor <naylorhome@everyactioncustom.com>

**Sent:** Thursday, April 24, 2025 7:35 PM

**To:** City Clerk <CityClerk@reno.gov>

**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

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Sincerely,  
Mrs. Marilyn Naylor

1005 Dunbar Dr Washoe Valley, NV 89704-9201  
naylorhome@charter.net



Outlook

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**I am writing to you as a concerned citizen and advocate for the welfare of our community.**

---

**From** Mark Wray <mwrap@everyactioncustom.com>

**Date** Thu 4/24/2025 10:39 AM

**To** Public Comment - CC <PublicComment@reno.gov>

Dear City Council,

I would not want a digital billboard near my house shining messages at me and my family from early morning until late at night. It would be very annoying and it would adversely effect property values in my neighborhood. No buyer is going to spend a lot of money buying a house across the street from a digital sign flashing ads every 8 seconds.

Our public schools are already selling ads. We see the ads on banners tied to schoolyard fences facing public streets around town. How long will it be before the principals of schools take the next step of posting their current advertising on on their new digital signs and selling ad space. Once the digital sign is allowed in our neighborhood, I don't see how the City can legally stop the public schools from selling ad space.

The City residents voted to adopt a city ordinance in 2000 by a ballot initiative to stop billboards. We don't allow digital billboards, either. On-premise digital signs are for businesses in commercial zones. If you allow public schools to have digital signs in residential neighborhoods, there will be legal and political pressure to allow private schools, churches, ordinary businesses and even other homeowners to have their own digital signs in residential neighborhoods.

Allowing digital signs in residential neighborhoods where most schools are located is a bad idea even if it is limited to public schools, but I respectfully suggest the precedent it sets is even worse. Many property owners trying to make a buck just like the public schools will claim the right to have a digital sign in their residential neighborhood if the nearby public school can have one. I hope the City puts a stop to this attempt to turn our neighborhood into just another place to assault us with unwanted advertising night and day.

Mark Wray  
2802 Outlook Drive  
Reno, NV 89509  
(775) 848-8877

Sincerely,  
Mr. Mark Wray  
2802 Outlook Dr Reno, NV 89509-3951  
mwrap@markwraylaw.com



---

**Fw: I am writing to you as a concerned citizen and advocate for the welfare of our community.**

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Thu 4/24/2025 10:40 AM

**To** Public Comment - CC <PublicComment@reno.gov>

**Cc** City Clerk <CityClerk@reno.gov>

**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

[MorrisL@Reno.Gov](mailto:MorrisL@Reno.Gov)

1 E. First St., Reno, NV 89501

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---

**From:** mwrap@everyactioncustom.com <mwrap@everyactioncustom.com> on behalf of Mark Wray <mwrap@everyactioncustom.com>

**Sent:** Thursday, April 24, 2025 10:39 AM

**To:** City Clerk <CityClerk@reno.gov>

**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

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Mark Wray  
2802 Outlook Drive  
Reno, NV 89509  
(775) 848-8877

Sincerely,  
Mr. Mark Wray  
2802 Outlook Dr Reno, NV 89509-3951  
mwrap@markwraylaw.com



---

**NO! Terrible use of that space.**

---

**From** Patricia Moratti <pmoratti86@icloud.com>

**Date** Thu 4/24/2025 11:53 AM

**To** Public Comment - CC <PublicComment@reno.gov>

Sent from my iPhone



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## Compliments to City Staff/ Trash Collection Problem

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From RON BLAKEMORE <1941reb80@gmail.com>

Date Wed 4/30/2025 6:52 AM

To Public Comment - CC <PublicComment@reno.gov>

I had a problem with trash collection (non-collection) this week. I contacted Waste Management regarding the missed pickup and received a completely absurd response:

1. They couldn't help since there was no one available.
2. They didn't have a driver assigned to that route until our regular pickup day (Next week).
3. They would deliver bags for our use until next week.
4. They would credit us for one week of service.

I politely told the WM representative we needed the trash picked up. The above answers were repeated over several times. I told her several times that was unacceptable and with the exorbitant fees we pay every month, we paid for and expected adequate service. After several minutes, I got nowhere and received nothing but excuses.

The bottom line: I called the Reno Direct and spoke with Marissa. She was most understanding and helpful. No excuses and a strong willingness to assist. Shortly thereafter, my trash container was emptied. This is the kind of employee that the City needs. Please extend my sincere thanks and appreciation to Marissa and those other unnamed individuals who solved my issue.

NOW!! I don't just complain and not offer a solution. Therefore, I am formally requesting that the City address this issue in the next contract negotiation with Waste Management (WM). I suggest the City REQUIRE WM to provide services needed to resolve missed trash pickup such as I, and one of my neighbors who is also handicapped, experienced (I believe for the third time). I suggest WM needs to provide a vehicle and a driver on a stand-by basis to handle this type of situation instead of sandbagging customers with baloney excuses. I also suggest that failure to pickup within 24 hours after being notified of a missed pickup, should result in a STIFF monetary penalty to **compensate the WM customer** for giving them the bird instead of picking up the trash.

Thank you for your attention to this matter.

Ron and Nancy Blakemore  
383 West Arroyo Street  
Reno, NV 89509



Virus-free. [www.avg.com](http://www.avg.com)



---

## Please Stop Using Roundup at our Public Parks

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From Shea Ryan <sryan6@gmail.com>

Date Mon 4/28/2025 6:05 AM

To Public Comment - CC <PublicComment@reno.gov>

Good Morning,

I recently saw a post on nextdoor in which a city worker is using roundup all over the sports complex field on Robb Drive. This chemical is toxic and I dont want it used where my kids play. Please investigate and find alternatives.

Here is a link to the post for reference.

[https://nextdoor.com/p/r6Tczrx9H-wd?post=396438092&utm\\_source=email&section=post\\_0&mar=true&ct=65keti5XhOZrT -Acrb6GWtZ2CNfnjC2MKEtK-xWi0uk5\\_dZgyGllBsqioakA6Hu&ec=OWKiQRDj9vEHAYwTV6YMARldwuFdgGkeefhwfGYAE0s%3D&mobile\\_deeplink\\_data=eyJhY3Rpb24iOiAidmllld19wb3N0liwglInBvc3QiOiAzOTY0MzgwOTJ9&link\\_source\\_u ser\\_id=85623643](https://nextdoor.com/p/r6Tczrx9H-wd?post=396438092&utm_source=email&section=post_0&mar=true&ct=65keti5XhOZrT-Acrb6GWtZ2CNfnjC2MKEtK-xWi0uk5_dZgyGllBsqioakA6Hu&ec=OWKiQRDj9vEHAYwTV6YMARldwuFdgGkeefhwfGYAE0s%3D&mobile_deeplink_data=eyJhY3Rpb24iOiAidmllld19wb3N0liwglInBvc3QiOiAzOTY0MzgwOTJ9&link_source_u ser_id=85623643)

Thank you,

Shea Ryan

7655 Basin Run Ct, Reno, NV 89523



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**McCarran/Plumas/Lakeside apartment complex**

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**From** Shirley Walsh <swalshreno@gmail.com>

**Date** Fri 4/25/2025 1:30 PM

**To** Public Comment - CC <PublicComment@reno.gov>

How absolutely discouraging to put any faith in our city government to protect neighborhoods from the likes of the apartment complex that was approved for this site. Every negative concern has been presented and seemed to be totally ignored. Do you need more tax dollars? Reno is losing its appeal because of citizens not been heard. What more negative comments would you need to hear? So disappointing !!!!  
Shirley and Walter Walsh, Carriage House Residents



---

**I am writing to you as a concerned citizen and advocate for the welfare of our community.**

---

**From** Tom Clark <tclark742@everyactioncustom.com>

**Date** Thu 4/24/2025 7:57 AM

**To** Public Comment - CC <PublicComment@reno.gov>

Dear City Council,

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Sincerely,  
Mr. Tom Clark  
3145 Penfield Cir Reno, NV 89502-9639  
tclark742@gmail.com



---

**Fw: I am writing to you as a concerned citizen and advocate for the welfare of our community.**

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Thu 4/24/2025 8:12 AM

**To** Public Comment - CC <PublicComment@reno.gov>

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

[MorrisL@Reno.Gov](mailto:MorrisL@Reno.Gov)

1 E. First St., Reno, NV 89501

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---

**From:** tclark742@everyactioncustom.com <tclark742@everyactioncustom.com> on behalf of Tom Clark <tclark742@everyactioncustom.com>

**Sent:** Thursday, April 24, 2025 7:57 AM

**To:** City Clerk <CityClerk@reno.gov>

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Dear City Clerk Mikki Huntsman,

The city staff is moving forward with proposed changes to Reno's sign code to allow all public and private schools to replace their signs with digital versions.

City staff intends to submit a set of digital sign regulations for approval to the Reno Planning Commission on May 8. While the staff's final draft won't be released until at least April 25, the current draft shows regulations, that if approved, I believe would forever change the character of our residential neighborhoods.

The most egregious includes rotating messages every eight seconds and operating digital signs until 10 p.m., long after schools close for the day; 365 days a year whether schools are in session or not.

I urge you to consider implementing Scenic Nevada's suggestions below instead to protect the quality of life for neighborhood residents, like me.

1. The city is proposing an eight-second sign rotation. Scenic Nevada opposes this and supports a fifteen-minute sign rotation.
2. The city is proposing operating hours from 6 a.m. to 10 p.m., 365 days a year. Scenic Nevada opposes this and supports operating hours from 6 a.m. to 6 p.m., or until the last school event ends; active only during school sessions (sign inactive on weekends, holidays, and school breaks)
3. The city is proposing that schools with two street frontages can have two digital signs in some areas. Scenic Nevada opposes this and suggests one digital sign per school.
4. The city is proposing height, sign style, and square footage based on zoning district; digital portion limited to 32 square feet. Scenic Nevada opposes this and suggests monument style signs only, 6-foot maximum height, 32 square feet total sign area.

The reasons I object to digital signs are:

**Commercialization of Our Residential Neighborhoods** – Our tax-supported public schools are not convenience stores needing a constant street presence to compete for consumer dollars. School signs only need to serve as reminders about school events when school is in session, as the static signs do today.

**Disruption of Peace and Quiet** - These lights can be highly distracting, making it difficult for individuals to relax, unwind, and enjoy their evenings. Bright lights from digital signs can disrupt sleep patterns negatively affecting overall health and well-being.

**Public Safety** – Constantly flipping messages on digital signs are a source of distraction. Parents should concentrate on driving, parking and watching for children, not checking messages on a sign, especially during drop-off and pick-up of young children who could dart out unexpectedly.

**Visual Pollution** - Digital signs with bright, blinking lights detract from the aesthetic appeal of residential neighborhoods. Residents take pride in the beauty and tranquility of their surroundings, and intrusive signage diminishes this experience.

**Energy Consumption** - Operating digital signs until late at night consumes a significant amount of energy, leading to unnecessary electricity usage and increased utility costs for schools.

In light of these concerns, I strongly advocate for the approval of restrictive regulations governing digital signs at public and private schools such as those requested by Scenic Nevada, which would safeguard the quality of life for residents, promote environmental sustainability, respect the tranquility of our neighborhoods, and still allow school personnel to change the messages electronically on a frequent basis.

Thank you for considering this critical issue. I hope that you will take the necessary steps to protect our community and ensure that school digital signs do not become a source of disturbance, diminishing the enjoyment and pride in our neighborhoods, not to mention our property values.

Sincerely,  
Mr. Tom Clark

4/25/25, 3:57 PM

Mail - Public Comment - CC - Outlook

3145 Penfield Cir Reno, NV 89502-9639  
tclark742@gmail.com



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**I am writing to you as a concerned citizen and advocate for the welfare of our community.**

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**From** Valerie Andersen <mtnval@everyactioncustom.com>

**Date** Thu 4/24/2025 11:22 AM

**To** Public Comment - CC <PublicComment@reno.gov>

Dear City Council,

Reno is not Las Vegas and we need to reduce the amount of signage on our streets and the hours of operation when it comes to digital signs. Not only are digital signs distracting to people, but they also disturb our resident and migrating birds. I'm concerned about Reno's new proposed school sign codes which would allow all public and private to replace their signs with digital versions.

City staff intends to submit a set of digital sign regulations for approval to the Reno Planning Commission on May 8. While the staff's final draft won't be released until at least April 25, the current draft shows regulations, that if approved, I believe would forever change the character of our residential neighborhoods.

The most egregious includes rotating messages every eight seconds and operating digital signs until 10 p.m., long after schools close for the day; 365 days a year whether schools are in session or not.

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Thank you for considering this critical issue. I hope that you will take the necessary steps to protect our community and ensure that school digital signs do not become a source of disturbance, diminishing the enjoyment and pride in our neighborhoods, not to mention our property values.

Sincerely,  
Ms. Valerie Andersen  
1681 Dutch Ravine Ct Reno, NV 89521-5160  
mtnval@gmail.com



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**Fw: I am writing to you as a concerned citizen and advocate for the welfare of our community.**

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**From** Lauren Morris <MorrisL@reno.gov>

**Date** Thu 4/24/2025 11:23 AM

**To** Public Comment - CC <PublicComment@reno.gov>

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

[MorrisL@Reno.Gov](mailto:MorrisL@Reno.Gov)

1 E. First St., Reno, NV 89501

[Reno.Gov](http://Reno.Gov) | Connect with us:     

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**From:** mtnval@everyactioncustom.com <mtnval@everyactioncustom.com> on behalf of Valerie Andersen <mtnval@everyactioncustom.com>

**Sent:** Thursday, April 24, 2025 11:22 AM

**To:** City Clerk <CityClerk@reno.gov>

**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear City Clerk Mikki Huntsman,

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