

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]



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

From Shaun Carrig <shaunsx5@everyactioncustom.com>

Date Fri 5/16/2025 1:16 PM

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

Dear City Council City Council,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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 Shaun Carrig
426 River Flow Ct Reno, NV 89523-8936
shaunsx5@gmail.com



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

From Derek Gendvil <dgendvil@everyactioncustom.com>

Date Fri 5/16/2025 12:57 PM

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

Dear City Council City Council,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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. Derek Gendvil
9030 W Sahara Ave # 360 Las Vegas, NV 89117-5744
dgendvil@gmail.com



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

From Eu Gers <latent2@everyactioncustom.com>

Date Fri 5/16/2025 6:50 PM

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

Dear City Council City Council,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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. Eu Gers
9320 Hidden Park Dr Reno, NV 89523-4884
latent2@yahoo.com




Reno City Council Wednesday, May 21, 2025 Agenda Item D. 3. - Case No. TXT23-00002 (Title 18 - Signs)

From James Carpentier <James.Carpentier@signs.org>

Date Fri 5/16/2025 12:47 PM

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

Cc David Hickey <David.Hickey@signs.org>; Lauren Knox <KnoxL@Reno.Gov>; kmunson@yesco.com <kmunson@yesco.com>

 2 attachments (4 MB)

Digital-Signage-Traffic-Safety-Executive-Summary R.pdf; NSA ISA letter to Reno Council 5.16.25 A.pdf;

Dear Honorable Mayor Schieve and the Reno City Council:

I am contacting you on behalf of the Nevada Sign Association and the International Sign Association. Both associations work with jurisdictions throughout the state and beyond to assist in the creation of beneficial and enforceable on-premise sign regulations.

Please see the attached letter for our comments and recommendation. Do not hesitate to contact me with any questions.

Thanks

James Carpentier, AICP

Director, State & Local Government Affairs

International Sign Association

480.773.3756 / james.carpentier@signs.org

[www.signs.org]Signs.org / SignExpo.org



May 16, 2025

sent via email

Honorable Mayor Schieve and the Reno City Council

Re: Proposed amendments to TXT23-00002 (Title 18 – Signs)

Dear Honorable Mayor Schieve and Members of the Reno City Council:

I am contacting you on behalf of the Nevada Sign Association and the International Sign Association. Both associations work with jurisdictions throughout the state and beyond to assist in the creation of beneficial and enforceable on-premise sign regulations.

We commend staff and are very supportive of the time and efforts to simplify and provide clarification to the sign code. This code will be easier to administer and understand for the staff and applicants. We understand that the Planning Commission had several issues that dealt with the standards for electronic message centers (EMCs) for schools. The Planning Commission concerns included the following: public safety and locational aspects, the 8 second hold time, operation of EMCs when schools are not in session, and exceptions for emergency messaging.

Public Safety/ Eight Second Hold Time for Messages

Public Safety

I have attached the executive summary of *Digital Signage and Traffic Safety: A Statistical Analysis*, (Sign Research Foundation, 2012) the only study that we are aware of that addresses traffic safety and on-premise electronic message centers. The study was performed by H. Gene Hawkins, Jr., Ph.D., P.E., associate professor and research engineer, Zachry Department of Engineering Texas A & M. The safety analysis included 135 sign locations in 5 states. The study analyzed the comparison of crash frequencies before and after sign installation. *"The results of this study provide scientifically based data that indicate that the installation of digital on-premise signs does not lead to a statistically significant increase in crashes on major roads."* The message hold times for the 135 jurisdictions varied from animation to no minimum hold time and to hold times that were greater than 1 minute.

8 Second Hold Time

The Planning Commission expressed concerns over the proposed 8 second hold time. Scenic Nevada Recommended a 15-minute hold time. The State of Nevada has adopted (NAC 410.350) a 6-second hold time for counties that are over 700,000 in population and 8-seconds for counties that are under 700,000 in population. Forty-one state DOTs allow *off-premise* EMCs (i.e. digital billboards) with similar hold times. The following jurisdictions in Nevada have also adopted an 8-second hold time: Washoe County, Elko County, Lyon County and Carson City. The proposed 8-second hold time is in alignment with NDOT standards and has been adopted by several jurisdictions throughout the state and country.

Locational Aspects – Crosswalks and Adjacent Residential Uses

Crosswalks

The Planning Commission expressed concern about the location of an EMC in proximity to a school crossing. We are not aware of a jurisdiction that requires an offset from a crosswalk for an EMC. It is important to note that Nevada does not have state statutes detailing specific locational requirements for the placement of crosswalks at schools. Instead, local jurisdictions follow the federal Manual on Uniform Traffic Control Devices (MUTCD) for the placement and marking of all crosswalks and signs (in the right-of-way) at or near schools.

Adjacent Residential Uses

The Commission also had concerns regarding the location of EMCs in relation to adjacent residential uses. The proposed draft requires that the sign turn off at 10:00 pm, which will mitigate most of the potential impact on adjacent residential uses. In addition, the proposed nighttime illumination level at 150 NITS as recommended by Scenic Nevada, is about one half of the standard illumination level for EMCs, which will also mitigate any potential impact of an EMC on adjacent residential uses. The state of Nevada has adopted brightness standards (NAC 410.350) of 350 NITS for counties over 700,000 and 250 NITS for jurisdictions under 700,000 in population. Brightness is one of the most important regulatory aspects for EMCs, as this issue is the number one complaint that we see throughout the country. The proposed brightness standard of 150 NITS will ensure that EMCs that are located at school sites will not be too bright.

Curfew and Exception for Emergency Messaging

The draft code proposes an illumination curfew from 10:00 pm to 6:00 am. The Planning Commission suggested an exception to the illumination curfew for the Integrated Public Alert & Warning System (IPAWS). The Integrated Public Alert & Warning System (IPAWS) is FEMA's national system for local alerting that provides authenticated emergency and life-saving information such as Amber or weather alerts. We encourage WCSD to incorporate IPAWS into EMCs due to the potential life-saving benefit to the community. Since EMCs are proposed to be turned off from 10:00 pm to 6:00 am the City could allow EMCs to not have any programmed content run between the hours of 10:00 pm and 6:00 am except IPAWS emergency notifications. This allows the community to benefit from IPAWS while not having the EMCs running content between those hours, effectively darkening the displays except for emergency notifications, which would play until the emergency ended.

Therefore, we respectfully request that the Council approve the Planning Commission recommended EMC regulations with the following addition:

- Maintain the illumination curfew from 10:00 pm to 6:00 am with the exception of IPAWS emergency notifications.



Do not hesitate to contact me at 480-773-3756 or james.carpentier@signs.org with any questions or additional information.

Sincerely,

A handwritten signature in black ink that reads 'James Carpentier'.

James Carpentier AICP
Director State & Local Government Affairs

SIGN RESEARCH FOUNDATION EXECUTIVE SUMMARY

DIGITAL SIGNAGE AND TRAFFIC SAFETY: A STATISTICAL ANALYSIS



When it comes to studying the impact of digital signage on traffic safety, a simple measure of crash frequencies before and after sign installation doesn't provide a complete picture. That's why a group of researchers from Texas A&M University incorporated the Empirical Bayes (EB) statistical analysis method, allowing for better control of external factors. Their work is believed to be the first comprehensive and scientifically based research on the issue.

The safety analysis included 135 sign locations based on the following criteria:

- The signs were located in Washington, North Carolina, Ohio or California.
- The signs were installed in 2006 or 2007 in order to have adequate time in both the before and after analysis periods to compare crash histories.
- The signs were located on major roads, as the Highway Safety Information System (HSIS) crash dataset usually does not include crashes that are located on minor roads or private driveways.

As the use of digital on-premise signs continues to increase, so, too, have efforts to regulate the way digital messages are displayed. Jurisdictions often cite traffic safety impact as justification for local sign codes and ordinances. This research, however, provides a scientifically based, national analysis to help all involved better understand the true impact of on-premise digital signage on safety.

The 2012 study was performed by H. Gene Hawkins, Jr., Ph.D., P.E., associate professor and research engineer, Zachry Department of Engineering, Texas A&M University; Pei-Fen Kuo, graduate research assistant, Texas A&M Transportation Institute; and Dominique Lord, Ph.D., associate professor and research engineer, Zachry Department of Engineering, Texas A&M University. It was funded by a grant from the Sign Research Foundation.

BEST PRACTICES

This executive summary highlights three key takeaways from the report.

THE STUDY USES ADVANCED STATISTICAL METHODS ALONG WITH A LARGE SAMPLE SIZE OF DATA.

- The 135 sites—narrowed down from an original pool of 3,000 possible locations—came from four states. Sites had to meet all study criteria of location and date of installation to be included.
- The size and specificity of the study allowed for more robust and accurate results than previous research.
- Crash data was acquired from the Federal Highway Administration's Highway Safety Information System. The data also included roadway characteristics such as number of lanes, speed limits and other factors. The research team gathered information about the location of on-premise digital signs from two sign manufacturing companies. The datasets were then carefully merged through a lengthy validation process.
- A basic comparison of crash frequencies before and after sign installation would be known as a naïve before-after analysis. The Empirical Bayes method used for the study, however, is the recommended procedure for evaluating the impact of safety treatments. Safety impacts are represented by the safety index, a ratio of safety before and after an event, in this case, the installation of digital signs.

THE DATA REVEALED THAT THERE IS NO STATISTICALLY SIGNIFICANT INCREASE IN CRASH FREQUENCY AFTER INSTALLING AN ON-PREMISE DIGITAL SIGN.

- The research involved a review of previous studies, including hypotheses that on-premise business signs distract drivers, leading to higher crash rates, and that on-premise business signs might mask the visibility of regulatory and warning road signs, also increasing crash risk.
- Previous research has been inconsistent, and some studies have had important weaknesses and study limitations.
- Hawkins, Kuo and Lord took every avenue to deliver as accurate and valid a study as possible; the analysis even separated crashes into single- and multi-use incidents. No statistically significant differences were found overall.
- The safety index for all four states was 1.0 with a 95 percent confidence interval that ranged from 0.93 to 1.07, meaning the use of on-premise digital signs does not increase the risk of crashes.

FIVE DISTINGUISHING FACTORS

USING THE ANALYSIS OF VARIANCE (ANOVA), THE TEAM ALSO EXPLORED THE IMPACT OF ON-PREMISE DIGITAL SIGN COLOR, DIMENSION AND BUSINESS TYPE ON SAFETY.

- ANOVA is a collection of statistical models used for comparing several groups or variables for statistical significance.
- Hawkins, Kuo and Lord compared single color and multi-color signs as part of the study; 89 were single and 37, multi-colored. They found no significant difference in the mean of safety index among signs having single or multiple colors.
- The study considered small, medium and large signs. In the final dataset, 36 signs had a sign area of less than 10 ft²; 56 had a sign area from 10-15 ft²; and 34 had a sign area greater than 15 ft². Sign size was delineated based on the area of the electronic display, not the overall size of the complete sign. Here, too, the researchers found no statistically significant difference among the categories in terms of safety.
- The researchers looked at business type, such as restaurants (seven); pharmacies and retail stores (18); hotels (three); gas stations (three); auto shops (seven); and others (84). Once again, there was no statistically significant difference among the population means.

Thorough literature review on safety aspects of digital signage and previous statistical analyses

1

Evaluation and gap analysis of past studies

2

Data collection of sign installation dates & crash data over four states (largest sample size of any study to date)

3

Use of the Empirical Bayes (EB) statistical analysis method - recommended by the Highway Safety Manual, the "authoritative document for analyzing the safety impacts of various transportation improvements or treatments."

4

Key study findings, conclusions, and recommendations

5

Read the Full Report Statistical Analysis of the Relationship between On-Premise Digital Signage and Traffic Safety (2012):

www.signresearch.org/trafficsafety

**DID YOU FIND THIS SUMMARY USEFUL?
SUPPORT MORE RESEARCH LIKE THIS WITH A DONATION.**

GIVETOSRF.ORG



FOLLOW US @SIGNRESEARCH

PUBLISHED BY:



WWW.SIGNRESEARCH.ORG

This report remains the property of the Sign Research Foundation.
None of the information contained within can be used,
republished or reprinted without express permission from the Sign Research Foundation.



Outlook

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

From Janice Flanagan <janflanagan@everyactioncustom.com>

Date Sat 5/17/2025 10:39 AM

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

Dear City Council City Council,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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,
Mrs. Janice Flanagan
3201 Plumas St Apt 248 Reno, NV 89509-4797
janflanagan@aol.com



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

From Janine Davenport-Adams <janined508@everyactioncustom.com>

Date Sat 5/17/2025 9:31 AM

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

Dear City Council City Council,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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 Janine Davenport-Adams
2379 PATIDAR Dr Reno, NV 89509
janined508@gmail.com



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

From John Hara <harafox@everyactioncustom.com>

Date Mon 5/19/2025 3:45 PM

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

Dear City Council City Council,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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. John Hara

18124 Wedge Pkwy # 980 Reno, NV 89511-8134

harafox@sbcglobal.net



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

From Julie U'Ren <julieuann@everyactioncustom.com>

Date Fri 5/16/2025 12:46 PM

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

Dear City Council City Council,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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. Julie U'Ren
1623 Watt St Reno, NV 89509-3755
julieuann@sbcglobal.net



FW: May 21 Agenda Item D.3, Sign Code Text Amendment - School Digital Signs

From Lori Wray <lwrap@markwraylaw.com>

Date Mon 5/19/2025 8:05 AM

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

 1 attachment (681 KB)

25-05-18 SN Letter to RCC - digital school signs.pdf;

From: Lori Wray

Sent: Sunday, May 18, 2025 10:21 PM

To: Hillary Schieve <schieveh@reno.gov>; Naomi Duerr <duerrn@reno.gov>; Kathleen Taylor <taylork@reno.gov>; martinezm@reno.gov; reesed@reno.gov; ebertm@reno.gov; Brandi Anderson <andersonb@reno.gov>

Cc: publiccomment@reno.gov; Mikki Huntsman <HuntsmanM@reno.gov>; Lauren Knox <KnoxL@Reno.Gov>

Subject: May 21 Agenda Item D.3, Sign Code Text Amendment - School Digital Signs

Dear Mayor, Reno City Council Members and City Clerk,

Please see the attached letter on behalf of Scenic Nevada regarding the proposed regulations for school digital signs for your information and the public record.

Regards,

Lori

Lori Wray, Director
Scenic Nevada
608 Lander Street
Reno, NV 89509
775 848-8288



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

From Lynne Cuttone <lcuttone.lc@everyactioncustom.com>

Date Sat 5/17/2025 8:27 AM

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

Dear City Council City Council,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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. Lynne Cuttone
10635 Birch Point Ct Reno, NV 89521-6267
lcuttone.lc@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 5/16/2025 12:50 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

1 E. First St., Reno, NV 89501

[Reno.Gov](https://reno.gov) | Connect with us:     

From: merylpinque@everyactioncustom.com <merylpinque@everyactioncustom.com> on behalf of Meryl Pinque <merylpinque@everyactioncustom.com>

Sent: Friday, May 16, 2025 12:46 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,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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. Meryl Pinque
615 Odlin Rd Bangor, ME 04401-6732
merylpinque@gmail.com



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

From Sandi Beckett <skbeckett53@everyactioncustom.com>

Date Fri 5/16/2025 11:30 PM

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

Dear City Council City Council,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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. Sandi Beckett
5485 Fenno Way Reno, NV 89519-2195
skbeckett53@gmail.com



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

From Shelley Beckett <shelbeck1168@everyactioncustom.com>

Date Mon 5/19/2025 11:28 AM

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

Dear City Council City Council,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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. Shelley Beckett
5415 Fenno Way Reno, NV 89519-2195
shelbeck1168@yahoo.com



Outlook

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

From Thelma Matlin <thelmatmatlin@everyactioncustom.com>

Date Fri 5/16/2025 9:40 PM

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

Dear City Council City Council,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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,
Mrs. Thelma Matlin
4755 Bradford Ln Reno, NV 89519-0936
thelmamatlin@gmail.com



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

From Vicki Rosen <vrosen100@everyactioncustom.com>

Date Sat 5/17/2025 10:59 AM

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

Dear City Council City Council,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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. Vicki Rosen
4205 Pinto Dr Reno, NV 89519-2940
vrosen100@yahoo.com



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

From Victoria Shih <dolphin_idol2@everyactioncustom.com>

Date Fri 5/16/2025 12:34 PM

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

Dear City Council City Council,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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. Victoria Shih
7617 Brodick Way Plano TX75025 Plano, TX 75025-3743
dolphin_idol2@yahoo.com