

04/23/2025- Reno City Council Meeting - Item J.1 Public Comment

Written or Voicemail	Name	On Behalf Of	Ward	Email Address	Phone Number	Address	Support	Oppose	Concerned	Total	Date
							7	29	24	60	
Written	Joanne Miller			Joanne.d.miller6@gmail.com	775-225-0092	1150 Dartmouth Dr		1			April 22, 2025 at 4:11 PM
Written	Vicki and Jack Barneson			vlbarneson@yahoo.com		4971 Lakeridge Terrace West			1		April 22, 2025 at 4:13 PM
Written	Kay Capurro			nvkaci1@gmail.com	775-284-1298	1120 Broadway Ct., Reno NV, 89521		1			April 22, 2025 at 4:22 PM
Written	Terri Parsley		Ward 2	tparsley@sbcglobal.net	775-828-3550	Greensboro and Manzanita		1			April 22, 2025 at 4:26 PM
Written	Ms. Lori Wray			lwray@markwraylaw.com		2802 Outlook Dr Reno, NV 89509-3951			1		April 22, 2025 at 4:39 PM
Written	Ms. Helaine Greenberg			hgsunshine@aol.com		5031 Fyvie Ct Reno, NV 89519-0913			1		April 22, 2025 at 4:45 PM
Written	Mr. Eu Gers			latenten2@everyactioncustom.com		9320 Hidden Park Dr Reno, NV 89523-4884			1		April 22, 2025 at 4:47 PM
Written	Mr. Reed Williams			reedwilliams@everyactioncustom.com		19645 Paddlewheel Ln Reno, NV 89521-7850			1		April 22, 2025 at 4:48 PM
Written	Erica Carroll			detailzmtr@gmail.com				1			April 22, 2025 at 4:48 PM
Written	Mike and Virginia Vaughan			ginger_vaughan43@yahoo.com	775-287-4340	1829 Shadow Creek Court Reno Nevada			1		April 22, 2025 at 4:52 PM
Written	Mrs. Thelma Matlin			thelmamatlin@gmail.com		4755 Bradford Ln Reno, NV 89519-0936			1		April 22, 2025 at 5:00 PM
Written	Erik Schumick			schumick@sbcglobal.net		4695 Lakewood Court		1			April 22, 2025 at 5:12 PM
Written	Lester Ho		Ward 2					1			April 22, 2025 at 5:27 PM
Written	Ms. Sharon Berman			sharberm@gmail.com		1000 Blue Spruce Rd Reno, NV 89511-8760			1		April 22, 2025 at 5:43 PM
Written	Ms. Christy Fermiole			csoleil52@yahoo.com		4602 Canyon Ridge Ln Reno, NV 89523-9418			1		April 22, 2025 at 5:53 PM
Written	Ingrid Lubbers			ingridandreed@gmail.com				1			April 22, 2025 at 6:33 PM
Written	Elizabeth Willmer		Ward 5	willmerfive@hotmail.com	775-530-6128	10305 Mountain Dew Cir		1			April 22, 2025 at 6:42 PM
Written	Mrs. Karen Critor			karenandchris@everyactioncustom.com		445 Puma Dr Washoe Valley, NV 89704-9741			1		April 22, 2025 at 7:27 PM
Written	Ken Hubbard			hubbarken8@gmail.com				1			April 22, 2025 at 7:37 PM
Written	Beverly Shea		Ward 2	bbshea@hotmail.com	775-232-2973	4895 Turning Leaf Way		1			April 22, 2025 at 7:49 PM
Written	Camron Younie		Ward 2					1			April 22, 2025 at 7:49 PM
Written	Stacy Burton			sburton17@gmail.com		3000 Dunes Circle		1			April 22, 2025 at 8:07 PM
Written	Karen Williams		Ward 5	music4karen@gmail.com	775-843-5896	2580 Everett adrive		1			April 22, 2025 at 8:08 PM
Written	Jessica Kielhorn			jkielhorn@yahoo.com		4695 Lakewood Ct		1			April 22, 2025 at 8:17 PM
Written	Eric Mastic							1			April 22, 2025 at 8:20 PM
Written	Maxine Jamieson			maxiam57@yahoo.com				1			April 22, 2025 at 8:35 PM
Written	Dr. Michael Little			mittle554@gmail.com		1912 Red Loam Rd Sparks, NV 89436-9484			1		April 22, 2025 at 9:02 PM
Written	Ms. Melanie Scott			mel.scott2030@gmail.com		2030 Ives Ave Reno, NV 89503-1428			1		April 22, 2025 at 9:07 PM
Written	Lt Col Steve Flanagan			nutrias.festoon_01@icloud.com		2045 Lakeridge Dr Reno, NV 89509-5711			1		April 22, 2025 at 9:57 PM
Written	Jayne Scalise			jaynescalise@icloud.com				1			April 22, 2025 at 11:00 PM
Written	Mary Cimadon		Ward 4	Sprout32@att.net	775-544-8292	8260 Opal Station Dr. Reno Nv. 89506		1			April 23, 2025 at 6:45 AM
Written	Barbara Lee			blcpa@everyactioncustom.com		PO Box 519 Spicewood, TX 78669-0519			1		April 23, 2025 at 6:52 AM
Written	Ms. Charlotte Voitoff			cvoitoff@gmail.com		3310 Sunnyvale Ave Reno, NV 89509-5057			1		April 23, 2025 at 7:35 AM
Written	Mr. Paul Malikowski			paul@nvlaw.com		4755 Cedarhill Ln Reno, NV 89519-0939			1		April 23, 2025 at 7:53 AM
Written	Mr. Jim Boone			jiboone@aol.com		3112 Ivory Coast Dr Las Vegas, NV 89117-2346			1		April 23, 2025 at 7:54 AM
Written	Mr. Fred nadelman			fredericksnafu@gmail.com		3115 Salemtnove Dr Winston Salem, NC 27106-3491			1		April 23, 2025 at 7:54 AM
Written	Michael Gawthrop-Hutchins			mgawthrop1@gmail.com					1		April 23, 2025 at 8:32 AM
Written	Garrett Gordon			Garrett.Gordon@wbd-us.com		One East Liberty Street	1				April 22, 2025 at 5:01 AM
Written	Ryan Johnson			ryan@johnsongroup.net		1320 MANZANITA LANE RENO NV		1			April 23, 2025 at 8:45 AM
Written	Mr. John Hervey			jhervey63@gmail.com		2030 Ives Ave Reno, NV 89503-1428					April 23, 2025 at 8:47 AM
Written	Ms. Jennifer Mentgen			jmentgen@yahoo.com		2301 Westfield Ave Reno, NV 89509-1853			1		April 23, 2025 at 8:54 AM
Written	Mrs. Margaret Victors			margievictors@sbcglobal.net		5425 Moulin Rouge Ct Reno, NV 89511-4512			1		April 23, 2025 at 9:47 AM
Written	Norma and Tom Seltz			nseltz943@gmail.com		4675 Lakewood Ct		1			April 23, 2025 at 10:08 AM
Written	Kate Katseanes			katekatseanes@yahoo.com				1			April 23, 2025 at 10:29 AM
Written	Edward MacBeth		Ward 2	edmacbeth@gmail.com	408-384-2537	2209 Smokewood Ct, Reno, NV 89509		1			April 23, 2025 at 10:46 AM
Written	Cindy Dickman			info@brosyfamilydentistry.com				1			April 23, 2025 at 11:02 AM
Written	Jeffrey Lawrence			jlawrence4@aol.com		1938 Villa Way S Reno, NV 89509	1				April 23, 2025 at 11:37 AM
Written	Stacy Barry		Ward 5	smb2bpb@yahoo.com				1			April 23, 2025 at 12:02 PM
Written	Stacy Barry		Ward 5					1			April 23, 2025 at 12:03 PM
Written	Carol Coppola			tahrno@aol.com			1				April 23, 2025 at 1:38 PM
Written	Carolyn Bernard				7758264896		1				April 23, 2025 at 2:08 PM
Written	Gregory Wilson			gtw51sierra@gmail.com		2550 Spinnaker Drive Reno, NV	1				April 23, 2025 at 2:10 PM
Written	Anna Yankova		Ward 2	yankova.anna@icloud.com			1				April 23, 2025 at 2:17 PM
Written	Ms. Sue Smith			sue@argentevada.com		575 Creighton Way Reno, NV 89503-1635	1				April 23, 2025 at 2:17 PM
Written	Anna Yankova			yankova.anna@icloud.com			0				April 23, 2025 at 2:28 PM
Written	Janice Lester		Ward 5	rlasher926@gmail.com	7753480620	580 W Riverview Circle		1			April 23, 2025 at 2:43 PM
Written	Jeffrey Keenan		Ward 1	jenabel@proton.me		255 N Sierra St. Reno, NV		1			April 23, 2025 at 3:10 PM
Written	Arthur Mennick			artmennick@yahoo.com		4920 PLUMAS ST., RENO			1		April 23, 2025 at 3:37 PM
Written	R Sobsey			laron7@charter.net					1		April 23, 2025 at 3:57 PM
Written	Lisa Hauserman			lisahaus@sbcglobal.net				1			April 23, 2025 at 5:45 PM
Written	Dee Menicucci		Ward 2	menicucci@sbcglobal.net	775772-5103	915 Tamarack Dr		1			April 23, 2025 at 6:08 PM
Written	Corrina Stasik			cmariestasik@gmail.com					1		April 23, 2025 at 7:03 PM



Case No. LDC25-00016, Plumas Redevelopment

From Stacy Burton <sburton17@gmail.com>

Date Tue 4/22/2025 8:07 PM

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

I write regarding Case No. LDC25-00016, Plumas Redevelopment, as a neighbor living within a mile of the proposed project. The Planning Commission erred in approving a proposal for 273 apartments in buildings four to five stories in height on this property of approximately 9.48 acres. Please reverse their ill-considered recommendation.

This property is obviously well-located for condominiums, townhouses, or apartments similar in character and height to the Lakeridge Living apartments located immediately to the south. However, the proposed structures are significantly taller than nearby housing and the proposed population density exceeds what can reasonably be handled on existing streets and sidewalks. In addition, the proposed project lacks adequate parking for the number of residents likely to occupy these apartments, and Lakeridge and Plumas lack sufficient on-street parking to make up for this.

Neighborhood residents who regularly drive on McCarran, Plumas, and Lakeside in the area know that traffic backs up between these intersections during the day. It is manageable now. But with the 300-600+ more cars per day this project would bring, it would not be. This is a car-dependent area. It is unrealistic to suppose, as the Planning Commission does, that the traffic this project would have a negligible impact. It would increase congestion at Lakeside and McCarran considerably. And it would introduce new congestion at Plumas and McCarran, particularly with cars seeing to make a left turn into the apartment complex just south of the intersection.

Reno can do better than this bad project! Please turn this down and advise the property owners to plan something actually suited to the space, such as condos or townhouses.

Thank you.

Stacy Burton
3000 Dunes Circle
Reno, NV 89509



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

From Barbara Lee <bjlcpa@everyactioncustom.com>

Date Wed 4/23/2025 6:52 AM

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. Barbara Lee
PO Box 519 Spicewood, TX 78669-0519
bjlcpa@aol.com



Outlook

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 Wed 4/23/2025 7:27 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

1 E. First St., Reno, NV 89501

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

From: bjlcpa@everyactioncustom.com <bjlcpa@everyactioncustom.com> on behalf of Barbara Lee <bjlcpa@everyactioncustom.com>

Sent: Wednesday, April 23, 2025 6:52 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.

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. Barbara Lee

4/23/25, 9:54 AM

Mail - Public Comment - CC - Outlook

PO Box 519 Spicewood, TX 78669-0519
bjlcpa@aol.com



City Council Comment received from Beverly Shea

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Tue 4/22/2025 7:49 PM

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

Contact Info:

Name:

Beverly Shea

Commenting on behalf of:

Ward #:

Ward 2

Email Address:

bbshea@hotmail.com

Phone Number:

7752322973

Address:

4895 Turning Leaf Way

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-23.

Section:

I Items - Public Hearing Items

Item:

I.1.

Position:

In Favor

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:

We don't need any more huge ugly apartments in Reno. These structures detract from the natural beauty of our community. To construct them next to the existing Lakeridge Apts (which fit into their surroundings) would be an abomination. Add to that, the terrible congestion it would create at the Lakeside/McCarran intersection and you'll have a recipe for disaster, including multiple accidents and possible fatalities. Think before you act!

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 to view all newsletter topic lists.

No



City Council Comment received from Camron Younie

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Tue 4/22/2025 7:49 PM

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

Contact Info:

Name:

Camron Younie

Commenting on behalf of:

Ward #:

Ward 2

Email Address:

Phone Number:

Address:

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

Section:

C Items - Public Hearing Items

Item:

24-00016.

Position:

In opposition

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:**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 to view all newsletter topic lists.

No



6000 Plumas Redevelopment project (LDC21-00036).

From Cindy at Brosy Family Dentistry <info@brosyfamilydentistry.com>

Date Wed 4/23/2025 11:02 AM

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

Hello,

Appeal (Vote YES) I vote yes!

I am a resident at Lakeridge Terrace East, I am unable to attend the meeting tonight but would like to address the traffic issue. I walk every day and although there is a stoplight and crosswalk at Plumas and McCarran drivers do not lookout for pedestrians. McCarran has become a race way for motorcycles speeding all day and through the night. I oppose the new construction project of McCarran and Plumas due to congestion and noise and the building plan, build something that matches the current community that surrounds us. A place to call home and be proud of. Something like the homes built on the corner of Moana and Plumas a quaint community. Please don't let this happen to our neighborhood.

Thanks for your time,

Cindy Dickman



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

From Michael Little <mjlittle554@everyactioncustom.com>

Date Tue 4/22/2025 9:02 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.

There is absolutly no need to deface our streets and have bizzare flashing lights in our down town or residential areas.

PLEASE STOP THIS BLIGHT ON OUR COMMUNITY! No one in the entertainment community would be so stupid as to insist on this gross plan

Sincerely,
Dr. Michael Little
1912 Red Loam Rd Sparks, NV 89436-9484
mjlittle554@gmail.com



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

From Michael Little <mjlittle554@everyactioncustom.com>

Date Wed 4/23/2025 1:16 AM

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,
Dr. Michael Little
1912 Red Loam Rd Sparks, NV 89436-9484
mjlittle554@gmail.com



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

From Michael Little <mjlittle554@everyactioncustom.com>

Date Wed 4/23/2025 1:27 AM

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,
Dr. Michael Little
1912 Red Loam Rd Sparks, NV 89436-9484
mjlittle554@gmail.com



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

From Michael Little <mjlittle554@everyactioncustom.com>

Date Wed 4/23/2025 1:32 AM

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,
Dr. Michael Little
1912 Red Loam Rd Sparks, NV 89436-9484
mjlittle554@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 Wed 4/23/2025 7:27 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: mjlittle554@everyactioncustom.com <mjlittle554@everyactioncustom.com> on behalf of Michael Little <mjlittle554@everyactioncustom.com>

Sent: Wednesday, April 23, 2025 1:31 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.

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,
Dr. Michael Little

4/23/25, 9:55 AM

Mail - Public Comment - CC - Outlook

1912 Red Loam Rd Sparks, NV 89436-9484
mjlittle554@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 Wed 4/23/2025 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: mjlittle554@everyactioncustom.com <mjlittle554@everyactioncustom.com> on behalf of Michael Little <mjlittle554@everyactioncustom.com>

Sent: Wednesday, April 23, 2025 1:27 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.

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,
Dr. Michael Little

4/23/25, 10:36 AM

Mail - Public Comment - CC - Outlook

1912 Red Loam Rd Sparks, NV 89436-9484
mjlittle554@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 Wed 4/23/2025 8:13 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: mjlittle554@everyactioncustom.com <mjlittle554@everyactioncustom.com> on behalf of Michael Little <mjlittle554@everyactioncustom.com>

Sent: Wednesday, April 23, 2025 1:16 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.

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,
Dr. Michael Little

4/23/25, 10:37 AM

Mail - Public Comment - CC - Outlook

1912 Red Loam Rd Sparks, NV 89436-9484
mjlittle554@gmail.com



Outlook

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 Wed 4/23/2025 8:13 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

1 E. First St., Reno, NV 89501

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

From: mjlittle554@everyactioncustom.com <mjlittle554@everyactioncustom.com> on behalf of Michael Little <mjlittle554@everyactioncustom.com>

Sent: Tuesday, April 22, 2025 9:01 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.

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.

There is absolutely no need to deface our streets and have bizarre flashing lights in our down town or residential areas.

PLEASE STOP THIS BLIGHT ON OUR COMMUNITY! No one in the entertainment community would be so stupid as to insist on this gross plan

Sincerely,
Dr. Michael Little
1912 Red Loam Rd Sparks, NV 89436-9484
mjlittle554@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 Wed 4/23/2025 8:13 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: mjlittle554@everyactioncustom.com <mjlittle554@everyactioncustom.com> on behalf of Michael Little <mjlittle554@everyactioncustom.com>

Sent: Tuesday, April 22, 2025 9:01 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.

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.

There is absolutely no need to deface our streets and have bizarre flashing lights in our down town or residential areas.

PLEASE STOP THIS BLIGHT ON OUR COMMUNITY! No one in the entertainment community would be so stupid as to insist on this gross plan

Sincerely,
Dr. Michael Little
1912 Red Loam Rd Sparks, NV 89436-9484
mjlittle554@gmail.com



Outlook

City Council Comment received from Edward MacBeth

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Wed 4/23/2025 10:46 AM

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

Contact Info:

Name:

Edward MacBeth

Commenting on behalf of:

Ward #:

Ward 2

Email Address:

edmacbeth@gmail.com

Phone Number:

(408) 384-2537

Address:

2209 Smokewood Ct, Reno, NV 89509

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-23.

Section:

I Items - Public Hearing Items

Item:

LDC 24-00016.

Position:

In opposition

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:

I request to reduce the density of the proposed construction to reduce the traffic in the Lakeridge area. The traffic on McCarran is already horrendous and the number of accidents is increasing. Parking in the area is already limited. While I do not oppose development, I suggest a lower density plan such as single family homes or townhouses.

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 to view all newsletter topic lists.

Yes



City Council Comment received from Elizabeth Willmer

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Tue 4/22/2025 6:42 PM

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

Contact Info:

Name:

Elizabeth Willmer

Commenting on behalf of:

Ward #:

Ward 5

Email Address:

willmerfive@hotmail.com

Phone Number:

7755306128

Address:

10305 Mountain Dew Cir

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-23.

Section:

C Items - Public Hearing Items

Item:

C.1 ADUs.

Position:

In opposition

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:

I am in opposition to agenda item C.1 ADUs. This is not the answer to the lack of housing in the Reno Sparks area. Most Homeowners bought their homes as single family dwellings not as multi living properties. We deserve to have our neighborhoods kept as they were designed when our homes were purchased. The increase in traffic in areas not designed for that will greatly reduce home value and just because homeowners bought in an area without HOAs or other regulating governing bodies that prevents this type of dramatic change to the codes of the neighborhood they deserve the same respect. If you want to set this type of neighborhood then design new neighborhoods that will allow ADUs so that the homebuyer is fully aware of what type of zoning laws pertain to the new homes area.

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 to view all newsletter topic lists.

No



City Council Comment received from Eric Mastic

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Tue 4/22/2025 8:20 PM

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

Contact Info:

Name:

Eric Mastic

Commenting on behalf of:

Ward #:

Unsure/Other

Email Address:

Phone Number:

Address:

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

Section:

C Items - Public Hearing Items

Item:

LDC 24-00016 Plumas Redevelopment .

Position:

In opposition

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:

With the city as packed as it is, building yet another apartment complex within the city limits will only further the burden our valley. I am in firm opposition to the building of any more high-density housing in the foreseeable future. There's nothing wrong with adding single family homes, but cramming in another apartment complex, right next to two other apartment complexes, is pushing it.

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 to view all newsletter topic lists.

No



Outlook

6000 Plumas Redevelopment Appeal

From Erica Carroll <detailzmtr@gmail.com>

Date Tue 4/22/2025 4:48 PM

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

We vote YES on the appeal!! At Wednesdays meeting.
Going forward with the current plan will be a disaster for that location!!

Sent from my iPhone



6000 Plumas Redevelopment project (LDC21-00036)

From Erik Schumick <schumick@sbcglobal.net>

Date Tue 4/22/2025 5:12 PM

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

April 22, 2025

Re: 6000 Plumas Redevelopment project (LDC21-00036)

Dear City Council:

The Lakeridge Tennis Club redevelopment project has been a long-delayed, bait-and-switch scam from the start. Recall that local residents and the original developer agreed on plans acceptable to both parties. Then the switch occurred. That agreement was voided by the new developer, the development sat for years as an eyesore, and now Thompson Thrift says that the number of units, parking, and building height are "non negotiable."

Thompson Thrift's recalcitrant attitude and plans are unacceptable. The density is too high, traffic congestion too great, and the 4 & 5 story skyline out of character for this established neighborhood.

Vote **"YES"** on this appeal!

Sincerely,
Erik Schumick
4695 Lakewood Court
Reno, NV 89509-5800



April 23, 2025

Dear Reno City Council,

We are writing this letter in support of the current agenda item regarding Accessory Dwelling Units (ADUs) in the City of Reno. Sierra Nevada REALTORS® stands in favor of the development and utilization of ADUs within the city limits. We believe in aiding homeowners by opening opportunities for ADUs will not only expand the housing inventory it will also increase a homeowner's ability to build equity and wealth over time through sustained homeownership. Studies from across the US indicate that ADUs typically increase a property's value by around 30%.

SNR views the increase in expanding ADU options as a much-needed positive step toward alleviating housing pressures faced by our Reno residents. We know we need alternatives for our workforce and these changes offer affordable alternatives to conventional single-family residences or apartments.

Further, this change also works in favor of so many scenarios we are seeing across the country which is, parents renting back to their kids who are still struggling to find a career and adult children moving back in to take care of parents. The ability to provide as much of an independent lifestyle as possible in both scenarios are how amazing communities continue to thrive.

Thank you for your consideration of our position on this issue.

Sincerely,

April LaBrie, Chief Executive Officer
On behalf of
2025 Sierra Nevada REALTORS Government Affairs Committee



Outlook

Incompatibility of 6000 Plumas Redevelopment project (LDC21-00036)

From Ingrid Lubbers <ingridandreed@gmail.com>

Date Tue 4/22/2025 6:33 PM

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

Dear Council Members,

I would simply like to register my opinion that a 4-5 story tall apartment building is incompatible with the surrounding environment at Plumas and McCarran Blvd. The traffic is quite heavy already with just the vacant lot as it currently stands. If building apartments here, they should be no more than two stories, or at most THREE stories tall. The neighboring Lakeridge Apartments are two stories tall and look appropriate. More density creates more traffic. People are NOT going to resort to impractical mass transit EVER in this town, no matter how miserable a traffic situation you might foist on the residents.

This area is spread out. You are dreaming if you think that causing misery will force that change. It will simply cause irritability and pollution, especially during the winter inversion as we wait at the lengthy red lights already in that area. Bicycling is not practical and the bike path forced onto Plumb Lane was an abysmal failure for cyclists and residents alike. Putting one onto McCarran would be a recipe for fatalities. You are left with the result of increased density and its associated aggravations which are gradually turning this area into the places people are moving here to flee.

DO NOT CONTINUE THE EFFORTS TO TURN OUR LOVELY NORTHERN NEVADA INTO AN URBAN HIVE OF MISERY.

Listen to the constituents, not the dollars.

Thank you.

Ingrid Lubbers



Lakeside Tennis Club property

From Jayne Scalise <jaynescalise@icloud.com>

Date Tue 4/22/2025 11:00 PM

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

I support the appeal

As a resident of Lakeridge Villas bordering McCarran Blvd and Lakeside Dr who has already experienced increased traffic and accidents I am against the TT building project

Sincerely

Jayne Scalise

Sent from my iPad



Vote YES on the 6000 Plumas ST appeal

From Jessica Kielhorn <jlkielhorn@yahoo.com>

Date Tue 4/22/2025 8:17 PM

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

22 April 2025

Re: 6000 Plumas Redevelopment project (LDC21-00036)

Dear City Council Members:

I oppose the building project on 6000 Plumas St (LDC21-00036) as currently planned. This project would drastically alter the aesthetic of the established Lakeridge community with this massive, monolithic, 4 to 5 story high-density apartment buildings. This proposed development would increase the population density, noise pollution, put additional strain on the current traffic congestion, and strain our public services. In addition, what is the percentage of vacant apartments in the Truckee Meadows? Why do we need more? I urge you to **VOTE YES** on this appeal!

Thank you,

Jessica Kielhorn
4695 Lakewood Ct
Reno, NV 89509-5800

Sent from my iPad



Outlook

City Council Comment received from Joanne Miller

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Tue 4/22/2025 4:11 PM

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

Contact Info:

Name:

Joanne Miller

Commenting on behalf of:

Ward #:

Unsure/Other

Email Address:

Joanne.d.miller6@gmail.com

Phone Number:

7752250092

Address:

1150 Dartmouth Dr

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-22.

Section:

C Items - Public Hearing Items

Item:

C-1 ADU.

Position:

In opposition

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:

I am a 40 yr resident of Reno. I strongly oppose additional ADU without strict usage guidelines!! I would prefer no ADU at all!! Stop rezoning our neighborhoods, you are destroying our property values and ruining our once safe streets!

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 to view all newsletter topic lists.

Yes



City Council Comment received from Karen Williams

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Tue 4/22/2025 8:08 PM

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

Contact Info:

Name:

Karen Williams

Commenting on behalf of:

Ward #:

Ward 5

Email Address:

music4karen@gmail.com

Phone Number:

7758435896

Address:

2580 Everett adrive

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-23.

Section:

C Items - Public Hearing Items

Item:

ADU.

Position:

In opposition

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:

I am worried about them becoming air BnB's.

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

Yes

No



Plumas & McCarran building

From Kate Katseanes <katekatseanes@yahoo.com>

Date Wed 4/23/2025 10:29 AM

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

My name is Kate Katseanes, I have resided at Lakeridge Terrace for the last eleven years, commuting to work and now retired.

I am against the apartment building for a number of reasons first foremost we were listed last year for possible fire evacuation, the traffic already is backing up with regular traffic flow, with an emergency there is no way of getting everyone out. Second, people are consistently racing up McCarran, added people on the road higher rate of accidents. Just a couple months ago, when raining there was a five car pile up on the corner of Plumas & McCarran, if we had 400 plus more cars think of what could have happened.

Since retiring I tend to run about during non commute times and still run into traffic, adding more traffic will back up leading to longer commute, higher chance of accidents, people racing to get where they are going. The other issue there have been condos built in our area have they sold yet? What will apartment building do to the value of homes in the area?

With all being said, I am against the building apartment development and anything else that will add more people to our area without an infrastructure in place.

Sincerely,

Kate Katseanes

Sent from my iPhone

Planning Commission Public Comment

The public comment form has a new entry from the public.

Planning Commission Meeting Date	2025-04-23
Agenda Item or Case Number	C.1 ADU
Position	In Opposition
Comments	I vehemently oppose this proposal which would detrimentally alter residential areas. It's not right to retroactively change the character of neighborhoods into which citizens have purchased, harming their home values and enjoyment.
Email Address	nvkaci1@gmail.com
Name of Commentor	Kay Capurro
Address	1120 Broadview Ct., Reno, NV 89521
Phone Number	775-284-1298

Submitted: 4/22/2025 10:49:03 PM

These comments were submitted on behalf of: (self if blank)



LDC 24-00016 Plumas Redevelopment

From Ken Hubbart <hubbartken8@gmail.com>

Date Tue 4/22/2025 7:37 PM

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

Dear Council Members:

My wife and I are owners at 4940 Plumas St Reno and we are vehemently opposed to the 273 unit apartment complex proposed at the corner of Plumas St and McCarran. In addition to being architecturally incompatible with the existing environment the building of these apartments will create safety issues for residents in the area.

The developer has cited that 90% of the proposed vehicle traffic will use a shared drive with existing homeowners exiting onto Plumas St, a residential artery. There is already a build up of traffic at peak hours at the corner of McCarran and Plumas and with the addition of 390 vehicles this would exacerbate the existing problem. Increased traffic crossing McCarran on Plumas St encounters three drives belonging to two HOA s with existing traffic of their own within the first 75 yards of the corner. This of course is a huge safety issue. In addition there presently exists a fire evacuation issue that has not been adequately addressed for this densely populated area.

The Planning Board and the City Council have already approved a glut of apartments for the city, many of which have been built and offering special move-in incentives. Many of these apartment complexes are south of Plumb St, such as RED with 1300 units, INOVA (581 units), Halcyon (330 units), The Gateway at Galena (361 units) Palomino (400+) apartments. The number of units for just these complexes are close to 3000 let alone the monstrosity being built on South Virginia next to Moana Nursery. How much is enough and is our infrastructure sufficient to support this growth.? Are you trying to make Tahoe look like Lake Mead? Keep it up and you will.

With that said, have a great day and please make the best decision for your existing community. Vote down LDC 25-00016. Thank for giving this matter your attention.

Sincerely,

Ken Hubbart



City Council Comment received from Lester Ho

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Tue 4/22/2025 5:27 PM

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

Contact Info:

Name:

Lester Ho

Commenting on behalf of:

Ward #:

Ward 2

Email Address:

Phone Number:

Address:

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-23.

Section:

C Items - Public Hearing Items

Item:

LDC 24-00016 Plumas Redevelopment-1.1.

Position:

In Favor

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:**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

Yes

No



City Council Comment received from Lester Ho

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Tue 4/22/2025 5:23 PM

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

Contact Info:

Name:

Lester Ho

Commenting on behalf of:

Ward #:

Ward 2

Email Address:

Phone Number:

Address:

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-23.

Section:

C Items - Public Hearing Items

Item:

LDC 24-00016 Plumas Redevelopment - 1.1.

Position:

In opposition

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:**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 to view all newsletter topic lists.

No



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

From Steve Flanagan <nutrias.festoon_01@everyactioncustom.com>

Date Tue 4/22/2025 9:57 PM

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

Dear City Council,

Thank you for being concerned enough to read this. Im sure there are manybpressingvmatters.

As an avid aviator and matter astronomer I strongly oppose digital signage. Creating a darker sky will increase tourism and the jobs they bring.

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,
Lt Col Steve Flanagan
2045 Lakeridge Dr Reno, NV 89509-5711
nutrias.festoon_01@icloud.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 Wed 4/23/2025 7:28 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: nutrias.festoon_01@everyactioncustom.com <nutrias.festoon_01@everyactioncustom.com> on behalf of Steve Flanagan <nutrias.festoon_01@everyactioncustom.com>

Sent: Tuesday, April 22, 2025 9:57 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,

Thank you for being concerned enough to read this. Im sure there are manybpressingvmatters.

As an avid aviator and matter astronomer I strongly oppose digital signage. Creating a darker sky will increase tourism and the jobs they bring.

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,

Lt Col Steve Flanagan

2045 Lakeridge Dr Reno, NV 89509-5711

nutrias.festoon_01@icloud.com



City Council Comment received from Mary Cimadon

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Wed 4/23/2025 6:45 AM

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

Contact Info:

Name:

Mary Cimadon

Commenting on behalf of:

Ward #:

Ward 4

Email Address:

Sprout32@att.net

Phone Number:

7755448292

Address:

8260 Opal Station Dr. Reno Nv. 89506

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-23.

Section:

C Items - Public Hearing Items

Item:

C.1ADU .

Position:

In opposition

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:

If it was like Douglas County where it could be family only

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 to view all newsletter topic lists.

Yes



My YES vote

From Yahoo <maxjam57@yahoo.com>

Date Tue 4/22/2025 8:35 PM

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

For appeal of....6000 Plumas Redevelopment Project. LDC21-00036. The traffic is already bad not to mention two dangerous intersections on Lakeside and Plumas. Adding that many units is ridiculous for the current road infrastructure. Trying to get out during an emergency would be a huge problem. Also this area shouldn't have buildings this tall. Please consider those that currently live here. We already have to sit in traffic. We moved here for the quiet neighborhoods Appeal-YES! Thank you. Maxine Jamieson

Sent from my iPhone



Fw: Public comment for the April 24th Reno Youth City Council meeting

From Lauren Morris <MorrisL@reno.gov>

Date Wed 4/23/2025 8:32 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

1 E. First St., Reno, NV 89501

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

From: Michael Gawthrop-Hutchins <mgawthrop1@gmail.com>

Sent: Wednesday, April 23, 2025 8:23 AM

To: City Clerk <CityClerk@reno.gov>

Subject: Public comment for the April 24th Reno Youth City Council meeting

Good morning, I would like to provide public comment for agenda item B2. I am absolutely in support of PBS Reno's request for sponsorship funding for the Be My Neighbor Day event. PBS Reno provides valuable services to our community year round and their events have always been both fun and educational for our local youth. Such a valuable organization should be supported every chance that we get to support them. I say this as both a lifelong viewer of and regular donor to PBS Reno.

Michael Gawthrop-Hutchins

Ward 1 resident



Fw: Public comment for the April 24th Reno Youth City Council meeting

From Lauren Morris <MorrisL@reno.gov>

Date Wed 4/23/2025 8:32 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

1 E. First St., Reno, NV 89501

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

From: Michael Gawthrop-Hutchins <mgawthrop1@gmail.com>

Sent: Wednesday, April 23, 2025 8:23 AM

To: City Clerk <CityClerk@reno.gov>

Subject: Public comment for the April 24th Reno Youth City Council meeting

Good morning, I would like to provide public comment for agenda item B2. I am absolutely in support of PBS Reno's request for sponsorship funding for the Be My Neighbor Day event. PBS Reno provides valuable services to our community year round and their events have always been both fun and educational for our local youth. Such a valuable organization should be supported every chance that we get to support them. I say this as both a lifelong viewer of and regular donor to PBS Reno.

Michael Gawthrop-Hutchins

Ward 1 resident

Planning Commission Public Comment

The public comment form has a new entry from the public.

Planning Commission Meeting Date	2025-04-23
Agenda Item or Case Number	project (LDC21-00036)
Position	In Opposition
Comments	<p>Please we do not need more housing on this property. It is too crowded in that area already. Traffic is horrific and dangerous. There are plenty of new housing in that area already Elysium and Halcyon. There is also the apartments that are located where Park lane mall use to be. It also looks like apartments going in just past the freeway entrance on Moana. And if water isn't a concern then do away with restricted watering day's I'm tired of my lawn going brown on the hottest days in summer because we can only water on certain days.This development is Not wanted in this area a small park area is a much better idea.</p>
Email Address	ginger_vaughan43@yahoo.com
Name of Commentor	Mike and Virginia Vaughan
Address	1829 Shadow Creek Court Reno Nevada

Phone Number	775-287-4340
---------------------	--------------

Submitted: 4/22/2025 11:40:51 PM

These comments were submitted on behalf of: (self if blank)



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

From Eu Gers <latent2@everyactioncustom.com>

Date Tue 4/22/2025 4:47 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,

Mr. Eu Gers

9320 Hidden Park Dr Reno, NV 89523-4884

latent2@yahoo.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 Wed 4/23/2025 7:32 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: latenten2@everyactioncustom.com <latenten2@everyactioncustom.com> on behalf of Eu Gers <latenten2@everyactioncustom.com>

Sent: Tuesday, April 22, 2025 4:47 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.

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. Eu Gers

4/23/25, 10:20 AM

Mail - Public Comment - CC - Outlook

9320 Hidden Park Dr Reno, NV 89523-4884
latent2@yahoo.com



Outlook

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 Wed 4/23/2025 7:54 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: fredericksnafu@everyactioncustom.com <fredericksnafu@everyactioncustom.com> on behalf of Fred nadelman <fredericksnafu@everyactioncustom.com>

Sent: Wednesday, April 23, 2025 6:29 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.

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. Fred nadelman

4/23/25, 10:35 AM

Mail - Public Comment - CC - Outlook

3115 Salemtowne Dr Winston Salem, NC 27106-3491
fredericksnafu@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 Wed 4/23/2025 7:54 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: jlboone@everyactioncustom.com <jlboone@everyactioncustom.com> on behalf of Jim Boone <jlboone@everyactioncustom.com>

Sent: Tuesday, April 22, 2025 4:52 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 know I don't live in your city, but from my experience down here in Las Vegas, you want to be very careful with digital signs and nighttime light pollution. Some of ours are so bright that they are driving hazards as night, and when they flash in your bedroom windows at night, it is really annoying.

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.

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. Jim Boone
3112 Ivory Coast Dr Las Vegas, NV 89117-2346
jlboone@aol.com



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

From John Hervey <jhervey63@everyactioncustom.com>

Date Wed 4/23/2025 8:47 AM

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,
Mr. John Hervey
2030 Ives Ave Reno, NV 89503-1428
jhervey63@gmail.com



Outlook

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 Wed 4/23/2025 9:00 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

1 E. First St., Reno, NV 89501

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

From: jhervey63@everyactioncustom.com <jhervey63@everyactioncustom.com> on behalf of John Hervey <jhervey63@everyactioncustom.com>

Sent: Wednesday, April 23, 2025 8:47 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.

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. John Hervey

4/23/25, 10:56 AM

Mail - Public Comment - CC - Outlook

2030 Ives Ave Reno, NV 89503-1428
jhervey63@gmail.com



Outlook

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 Wed 4/23/2025 7:53 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: paul@everyactioncustom.com <paul@everyactioncustom.com> on behalf of Paul Malikowski <paul@everyactioncustom.com>

Sent: Tuesday, April 22, 2025 4:42 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.

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. Paul Malikowski

4/23/25, 10:31 AM

Mail - Public Comment - CC - Outlook

4755 Cedarhill Ln Reno, NV 89519-0939
paul@nvlaw.com



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

From Reed Williams <reedwilliams@everyactioncustom.com>

Date Tue 4/22/2025 4:48 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,

Mr. Reed Williams

19645 Paddlewheel Ln Reno, NV 89521-7850

reedwilliams@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 Wed 4/23/2025 7:32 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: reedwilliams@everyactioncustom.com <reedwilliams@everyactioncustom.com> on behalf of Reed Williams <reedwilliams@everyactioncustom.com>

Sent: Tuesday, April 22, 2025 4:48 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.

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. Reed Williams

4/23/25, 10:05 AM

Mail - Public Comment - CC - Outlook

19645 Paddlewheel Ln Reno, NV 89521-7850
reedwilliams@charter.net



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

From Karen Citor <karenandchris@everyactioncustom.com>

Date Tue 4/22/2025 7:27 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,

Mrs. Karen Critor

445 Puma Dr Washoe Valley, NV 89704-9741

karenandchris@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 Wed 4/23/2025 7:29 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: karenandchris@everyactioncustom.com <karenandchris@everyactioncustom.com> on behalf of Karen Critor <karenandchris@everyactioncustom.com>

Sent: Tuesday, April 22, 2025 7:27 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.

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,
Mrs. Karen Critor

4/23/25, 10:00 AM

Mail - Public Comment - CC - Outlook

445 Puma Dr Washoe Valley, NV 89704-9741
karenandchris@charter.net



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

From Margaret Victors <margievictors@everyactioncustom.com>

Date Wed 4/23/2025 9:47 AM

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.

Digital signs are very bright and distracting in the dark. They will make our neighborhoods all look like the casino district. There is absolutely NO reason that schools need digital signs.

Reno used to have stars. All the bright lights the city and county are installing have turned our town into just another urban area. How can we advertise ourselves as the doorway to the Sierras when we are busy turning ourselves into a dense, treeless urban area. The changes the city council and county commissioners are

The most egregious includes rotating messages every eight seconds and operating digital signs until

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. Margaret Victors
5425 Moulin Rouge Ct Reno, NV 89511-4512
margie victors@sbcglobal.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 Wed 4/23/2025 10:07 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: margievictors@everyactioncustom.com <margievictors@everyactioncustom.com> on behalf of Margaret Victors <margievictors@everyactioncustom.com>

Sent: Wednesday, April 23, 2025 9:47 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.

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.

Digital signs are very bright and distracting in the dark. They will make our neighborhoods all look like the casino district. There is absolutely NO reason that schools need digital signs.

Reno used to have stars. All the bright lights the city and county are installing have turned our town into just another urban area. How can we advertise ourselves as the doorway to the Sierras when we are busy

turning ourselves into a dense, treeless urban area. The changes the city council and county commissioners are

The most egregious includes rotating messages every eight seconds and operating digital signs until

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. Margaret Victors
5425 Moulin Rouge Ct Reno, NV 89511-4512
margievictors@sbcglobal.net



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

From Thelma Matlin <thelmatlin@everyactioncustom.com>

Date Tue 4/22/2025 5:00 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. This is not acceptable. Signs should not be as fast and for shorter hours.

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



School signs

From Thelma Matlin <thelmamatlin@gmail.com>

Date Tue 4/22/2025 7:51 PM

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

First the brightness must be decreased. Second the changing the timing should be increased (who can read that fast). Third the hour should be no later than eight. Except for school functions.

My first choice would be no changing signs it is distracting to drivers. And then there is light pollution. Don't we have enough already.

Sad what is happening to our city.

Thelma Matlin

4755. Bradford lane

Reno 89519

Sent from my iPad



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 Wed 4/23/2025 7:31 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: thelmamatlin@everyactioncustom.com <thelmamatlin@everyactioncustom.com> on behalf of Thelma Matlin <thelmamatlin@everyactioncustom.com>

Sent: Tuesday, April 22, 2025 4:56 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.

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. This is not acceptable. Signs should not be as fast and for shorter hours.

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 Charlotte Voitoff <cvoitoff@everyactioncustom.com>

Date Wed 4/23/2025 7:33 AM

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. Charlotte Voitoff
3310 Sunnyvale Ave Reno, NV 89509-5057
cvoitoff@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 Wed 4/23/2025 7:35 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: cvoitoff@everyactioncustom.com <cvoitoff@everyactioncustom.com> on behalf of Charlotte Voitoff <cvoitoff@everyactioncustom.com>

Sent: Wednesday, April 23, 2025 7:33 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.

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. Charlotte Voitoff

4/23/25, 10:28 AM

Mail - Public Comment - CC - Outlook

3310 Sunnyvale Ave Reno, NV 89509-5057
cvoitoff@gmail.com



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

From Christy Fermoile <csoleil52@everyactioncustom.com>

Date Tue 4/22/2025 5:53 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. Christy Fermoile
4602 Canyon Ridge Ln Reno, NV 89523-9418
csoleil52@yahoo.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 Wed 4/23/2025 7:29 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: csoleil52@everyactioncustom.com <csoleil52@everyactioncustom.com> on behalf of Christy Fermoile <csoleil52@everyactioncustom.com>

Sent: Tuesday, April 22, 2025 5:53 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.

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. Christy Fermoile

4/23/25, 10:01 AM

Mail - Public Comment - CC - Outlook

4602 Canyon Ridge Ln Reno, NV 89523-9418
csoleil52@yahoo.com



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

From Helaine Greenberg <hgsunshine@everyactioncustom.com>

Date Tue 4/22/2025 4:45 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. Helaine Greenberg
5031 Fyvie Ct Reno, NV 89519-0913
hgsunshine@aol.com



Outlook

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 Wed 4/23/2025 7:32 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

1 E. First St., Reno, NV 89501

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

From: hgsunshine@everyactioncustom.com <hgsunshine@everyactioncustom.com> on behalf of Helaine Greenberg <hgsunshine@everyactioncustom.com>

Sent: Tuesday, April 22, 2025 4:45 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.

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. Helaine Greenberg

4/23/25, 10:06 AM

Mail - Public Comment - CC - Outlook

5031 Fyvie Ct Reno, NV 89519-0913
hgsunshine@aol.com



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

From Jennifer Mentgen <jmentgen@everyactioncustom.com>

Date Wed 4/23/2025 8:58 AM

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. Jennifer Mentgen
2301 Westfield Ave Reno, NV 89509-1853
jmentgen@yahoo.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 Wed 4/23/2025 8:59 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: jmentgen@everyactioncustom.com <jmentgen@everyactioncustom.com> on behalf of Jennifer Mentgen <jmentgen@everyactioncustom.com>

Sent: Wednesday, April 23, 2025 8:58 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.

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. Jennifer Mentgen

4/23/25, 10:55 AM

Mail - Public Comment - CC - Outlook

2301 Westfield Ave Reno, NV 89509-1853
jmentgen@yahoo.com



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

From Lori Wray <lwray@everyactioncustom.com>

Date Tue 4/22/2025 4:39 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. Lori Wray
2802 Outlook Dr Reno, NV 89509-3951
lwrap@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 Wed 4/23/2025 7:31 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: lwray@everyactioncustom.com <lwray@everyactioncustom.com> on behalf of Lori Wray
<lwray@everyactioncustom.com>

Sent: Tuesday, April 22, 2025 4:39 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.

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. Lori Wray

4/23/25, 10:17 AM

Mail - Public Comment - CC - Outlook

2802 Outlook Dr Reno, NV 89509-3951
lwwray@markwwraylaw.com



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

From Melanie Scott <mel.scott2030@everyactioncustom.com>

Date Tue 4/22/2025 9:07 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. Melanie Scott
2030 Ives Ave Reno, NV 89503-1428
mel.scott2030@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 Wed 4/23/2025 7:28 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: mel.scott2030@everyactioncustom.com <mel.scott2030@everyactioncustom.com> on behalf of Melanie Scott <mel.scott2030@everyactioncustom.com>

Sent: Tuesday, April 22, 2025 9:06 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.

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. Melanie Scott

4/23/25, 9:58 AM

Mail - Public Comment - CC - Outlook

2030 Ives Ave Reno, NV 89503-1428
mel.scott2030@gmail.com



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

From Sharon Berman <sharberm@everyactioncustom.com>

Date Tue 4/22/2025 5:43 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. Sharon Berman
1000 Blue Spruce Rd Reno, NV 89511-8760
sharberm@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 Wed 4/23/2025 7:30 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

1 E. First St., Reno, NV 89501

Reno.Gov | Connect with us:     

From: sharberm@everyactioncustom.com <sharberm@everyactioncustom.com> on behalf of Sharon Berman <sharberm@everyactioncustom.com>

Sent: Tuesday, April 22, 2025 5:43 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,

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. Sharon Berman

4/23/25, 10:03 AM

Mail - Public Comment - CC - Outlook

1000 Blue Spruce Rd Reno, NV 89511-8760
sharberm@gmail.com



Support for appeal of LDC21-00036

From Norma Seltz <nseltz943@gmail.com>

Date Wed 4/23/2025 10:08 AM

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

We are writing in support of the appeal to the 6000 Plumas Redevelopment project (LDC21-00036).

We own a home in the neighborhood that would be negatively impacted by this huge apartment complex, its large car parking lots and the traffic from this project that would increase traffic on Plumas and S McCarren, intersections which are not designed to accommodate this load of increased vehicle traffic. There are not sufficient roads in this area to allow a safe exit from our property in the case of an emergency. The height and scale of the proposal is not consistent with the surrounding residential neighborhood.

We strongly support the appeal of the 6000 Plumas Redevelopment project (LDC21-00036)

Norma and Tom Seltz
4675 Lakewood Ct
Reno, NV



Outlook

City Council Comment received from Terri Parshley

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Tue 4/22/2025 4:26 PM

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

Contact Info:

Name:

Terri Parshley

Commenting on behalf of:

Ward #:

Ward 2

Email Address:

tparshley@sbcglobal.net

Phone Number:

775-828-3550

Address:

Greensboro and Manzanita

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-23.

Section:

C Items - Public Hearing Items

Item:

C.1 ADUs.

Position:

In opposition

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:

I was appalled at the blanket showing pretty much the entire city of Reno will be subjected to ADU's with little or no restrictions. Meaning lots of airbnb's . It will not help the housing shortage. A few blocks away someone constructed a 2 story garage with an apartment on the 2nd level. It is up practically against fence and blocks the neighbors view of the the city and Eastern foothill range. So inconsiderate! This is a nice neighborhood in west Reno, off of Moana! We need Council persons and city planners that make reasonable decisions . Not bowing to every developer that walks in. Resident of Reno for 37 years, developers run and ruin our city! Over and over!

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 to view all newsletter topic lists.

Yes



LDC 24-00016 Plumas Redevelopment - I.1

From Vicki Barneson <vlbarneson@yahoo.com>

Date Tue 4/22/2025 4:13 PM

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

I and my husband wish the Reno City Council to please, please, please vote in favor of the appeal. Let the Lakeridge area become the example for the rest of Reno as the current construction of residential properties resembles third world countries in its design, increase traffic, safe egress concerns, fire safety and unsightly compatibility. We don't want to see our neighborhood deteriorate like some other properties have. Take a look at our neighborhood. Do you not see the style and design of the existing homes and professional properties? This is what the residents of the Lakeridge area want to see in the inevitable reconstruction of existing properties. Please no more than 2 or 3 stories and some pleasing landscaping to make home the place you want to be. For the sake of Reno, let's show the developers we don't want to see the cracker box style that is being foisted upon us. Let's make Reno the best place to live, work and enjoy life!

Thank you Council for taking to heart the people you represent and not the developer who builds junk, sells it and moves on.

Vicki and Jack Barneson
4971 Lakeridge Terrace West

Sent from my iPad

REJECT LDC 24-00016 Plumas Redevelopment

From Anna Yankova <yankova.anna@icloud.com>

Date Wed 4/23/2025 2:28 PM

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

The proposed project for a 273-unit multi-level housing development at the intersection of Plumas Street and South McCarran Boulevard would create havoc for the neighborhood, traffic, and Reno residents. The intersection of Plumas Street and South McCarran is already riddled with traffic and accidents. Adding a 273 unit housing development would add strain and congestion beyond repair. This is a completely unnecessary project and adds zero value to the community. It is detrimental. Please do not approve this project. Reno is still the biggest little city, show some compassion and care about the community by listening to the residents.

City Council Comment received from Anna Yankova

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Wed 4/23/2025 2:17 PM

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

Contact Info:

Name:

Anna Yankova

Commenting on behalf of:

Ward #:

Ward 2

Email Address:

yankova.anna@icloud.com

Phone Number:

Address:

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-23.

Section:

I Items - Public Hearing Items

Item:

LDC 24-00016 Plumas Redevelopment.

Position:

In opposition

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:

The proposed project for a 273-unit multi-level housing development at the intersection of Plumas Street and South McCarran Boulevard would create havoc for the neighborhood, traffic, and Reno residents. The intersection of Plumas Street and South McCarran is already riddled with traffic and accidents. Adding a 273 unit housing development would add strain and congestion beyond repair. This is a completely unnecessary project and adds zero value to the community. It is detrimental. Please do not approve this project.

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 to view all newsletter topic lists.

Yes

LDC 24-00016 PLUMAS REDEVELOPMENT-1.1

From Art Mennick <artmennick@yahoo.com>

Date Wed 4/23/2025 3:37 PM

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

Cc Ken Hubbard <hubbartken8@gmail.com>

TO:
RENO CITY COUNCIL.

MY WIFE AND I LIVE 200 YARDS UP PLUMAS FROM McCARREN DR. WE HAVE SEEN PICTURES AND HAVE HEARD ARGUMENTS FOR THE CONSTRUCTION. OUR COMMON SENSE TELLS US THAT EVERYONE HAS A RIGHT TO DEVELOP THEIR PROPERTY, BUT NOT TO THE DETRIMENT OF OTHERS.
OR, TO THE COMMUNITY.

OUR AREA IS BEAUTIFUL BECAUSE IT IS ARCHITECTURALLY CONFORMING, IT HAS WIDE STREETS, AND IS ONE OF THE MOST ACCESSIBLE SHOPPING AND SERVICE AREAS WE HAVE FOUND.

NOW YOU ARE GIVING ALL THIS UP FOR PROFIT AND VOTES. WE RECOMMEND THAT YOU CHANGE THE EXTERIORS TO CONFORM TO THE EXISTING AREA, AND LOWER THE AMOUNT OF UNITS. ADD LANES AND TURNOUTS, WE HAVE TROUBLE CROSSING PLUMAS ST. NOW. IMPROVE THE ROADS FIRST, BEFORE CONSTRUCTION.

PLEASE SAVE OUR COMMUNITY,

ARTHUR MENNICK AND KAREN MENNICK
4920 PLUMAS ST., RENO

Vote YES on the Appeal re the Lakeridge Tennis Site, Plus and McCarran

From RALPH COPPOLA <tahrno@aol.com>

Date Wed 4/23/2025 1:38 PM

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

This project and many of the apartment projects filling in within Reno remind me of the many government buildings I saw in Russia. How gross . This once beautiful city is being invaded by these ugly 4-5 story buildings.

My family moved to Lakeridge - a Planned Community expecting it would not be "Redeveloped." This planned development is not right with the surrounding neighborhood.

Despite what the survey says, there are many times when I am driving on McCarran and think there must be an accident ahead because the traffic has come to a near stop.

Please vote YES TO APPEAL.

Thank you.

Carol Coppola

FW: 21243::Voice Message From: Cisco Unity Connection Messaging System (917758264896)

From RDirect VM <RDirectVM@reno.gov>

Date Wed 4/23/2025 2:08 PM

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

 1 attachment (440 KB)

VoiceMessage.wav;

From: Donoma Unity <DonomaUnity@reno.gov>

Sent: Wednesday, April 23, 2025 1:55 PM

To: RDirect VM <RDirectVM@reno.gov>

Subject: 21243::Voice Message From: Cisco Unity Connection Messaging System (917758264896)

Voice Message delivered by Donoma OneVoice

From: 917758264896

Click to Call [917758264896](tel:917758264896)

Yes, this is Carolyn Bernard. And I'm calling on the council meeting tonight. And I would like to vote. Yes. On the appeal. This has to do with the Lake Ridge, tenants. Tennis site. Absolutely ridiculous. That this should go in that area. I live there. We are overflowing with people and cars right now. And therefore, once again, I am voting. Yes. On the appeal. For the meeting tonight. Relating to the Lake Ridge, tennis site. Thank you very much.

(Transcription with high confidence)

The information contained in this e-mail and any attachments is privileged and confidential information intended only for the use of the individual or entity named above. If you have received this communication in error, please notify the sender immediately by telephone or e-mail, and then please destroy all content contained within this communication from your files. Thank you.

We do NOT want the City Council to approve the 273 apartments and 438 car parking lot proposed for the Lakeridge Tennis Site

From Gregory Wilson <gfw51sierra@gmail.com>

Date Wed 4/23/2025 2:10 PM

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

Cc Gregory Wilson <gfw51sierra@gmail.com>

We strongly urge the Reno City Council to vote YES on support of the appeal so as to prevent approval of the 273 apartments and 438 car parking lot at the Lakeridge Tennis Site. Construction of the proposed four and five story towers will result in vastly more traffic congestion, more dangerous car accidents at Lakeside Drive and Plumas Street intersections, destruction of trees when McCarren Blvd is "widened" for the benefit of the project's owners (and not shown on the owners' proposed site plan) and block the view of mountains now enjoyed by the nearby neighbors.

The appeal is against approving the Lakeridge Tennis Site. VOTE YES ON THE APPEAL.

Thank you for your time and attention.

Gregory F. Wilson
2550 Spinnaker Drive
Reno, NV

City Council Comment received from Janice Lester

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Wed 4/23/2025 2:43 PM

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

Contact Info:

Name:

Janice Lester

Commenting on behalf of:

Ward #:

Ward 5

Email Address:

rlasher926@gmail.com

Phone Number:

7753480620

Address:

580 W Riverview Circle

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-23.

Section:

C Items - Public Hearing Items

Item:

C.1..

Position:

In opposition

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:

ADUs should not be allowed

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 to view all newsletter topic lists.

No

City Council Comment received from Jeffrey Keenan

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Wed 4/23/2025 3:10 PM

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

Contact Info:

Name:

Jeffrey Keenan

Commenting on behalf of:

Ward #:

Ward 1

Email Address:

jenabel@proton.me

Phone Number:

Address:

255 N Sierra St. Reno, NV

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-23.

Section:

C Items - Public Hearing Items

Item:

C.1 ADU's .

Position:

In opposition

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:

Rezoning efforts ARE important but allowing endless ADU's to pop up to fill your housing DEMAND corrupts free market forces, when at the same time CITY Council can be better focusing on allowing natural SUPPLY through traditional homebuilding. Also a Duplex stretches the definition of ADU beyond common knowledge so is a misrepresentation in my opinion to just say ADU's as most people won't hear the sizing limits. This seems like a drastic and either incompetence or politically motivated, especially if you realize the implications of upzoning without proper consideration and the opposite effects on everyone's home value in Green and those outside the Green. Especially the class divide aspect as ones with HOA exemptions favor the elite and wealthy and those in government who don't

have to live with the downsides of endless ADU's being allowed.

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 to view all newsletter topic lists.

Yes

6000 Plumas Redevelopment project (LDC21-00036)

From jlawrence4@aol.com <jlawrence4@aol.com>

Date Wed 4/23/2025 11:37 AM

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

Please vote in favor of the appeal on this project. The project doesn't fit in with the existing housing as well as will create traffic congestion in any area that already has traffic issues. I'm in favor of doing something with this long vacant property but just not in its current form. The developer must work with the community in good faith to come up with a compromise.

Sincerely yours

Jeffrey C Lawrence

1938 Villa Way S

Reno, NV 89509

[Sent from the all new AOL app for iOS](#)

(No subject)

From Robert <larson7@charter.net>

Date Wed 4/23/2025 3:57 PM

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

What the hell is the city of Reno using Roundup to control weeds! Toxic poison for animals & people

R Sobsey

City Council Comment received from Stacy Barry

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Wed 4/23/2025 12:03 PM

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

Contact Info:

Name:

Stacy Barry

Commenting on behalf of:

Ward #:

Ward 5

Email Address:

Phone Number:

Address:

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-23.

Section:

D Items - Department Items

Item:

D.2.

Position:

In opposition

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:

This area CANNOT support the amount of people or traffic.

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 to view all newsletter topic lists.

No

City Council Comment received from Stacy Barry

From Mikki Huntsman <HuntsmanM@reno.gov>

Date Wed 4/23/2025 12:02 PM

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

Contact Info:

Name:

Stacy Barry

Commenting on behalf of:

Ward #:

Ward 5

Email Address:

smb2bpb@yahoo.com

Phone Number:

Address:

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-23.

Section:

C Items - Public Hearing Items

Item:

C.1 ADU's.

Position:

In opposition

Are they speaking in person?

No, I am submitting a written comment only.

If no, enter comments below:

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 to view all newsletter topic lists.

No

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 Wed 4/23/2025 2:17 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 | Connect with us:     

From: sue@everyactioncustom.com <sue@everyactioncustom.com> on behalf of Sue Smirh
<sue@everyactioncustom.com>

Sent: Wednesday, April 23, 2025 1:21 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.

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 Sue Smirh

575 Creighton Way Reno, NV 89503-1635
sue@argentnevada.com

RENO CITY COUNCIL PUBLIC COMMENT CARD

Thank you for participating. We know your time is valuable and we look forward to hearing your comments, ideas and questions. The Mayor and City Council request that all comments are expressed in a courteous manner. Public comment is limited to three minutes each. Comments should be addressed to the council as a whole, not an individual member.

NAME: Cynthia Nielsen
ADDRESS: 1555 Ridgeway Dr. #140
CONTACT PHONE: (775) 686-3053
E-MAIL: _____

If you are representing someone, other than yourself, please indicate whom:

☐ WARD 1 ☒ WARD 2 ☐ WARD 3 ☐ WARD 4 ☐ WARD 5
☐ OTHER _____

DO YOU WISH TO SPEAK? YES ☒ NO ☐

AGENDA ITEM _____

☐ IN FAVOR ☒ IN OPPOSITION ☐ NO POSITION STATED - CONCERNED

COMMENTS: Renters & Homeowners care
about Lakeridge planning.

☐ PLEASE SIGN ME UP TO RECEIVE IMPORTANT NEWS AND INFORMATION ABOUT THE CITY OF RENO BY E-MAIL.

WHEN COMPLETED, PLEASE RETURN TO THE CITY OF RENO CITY CLERK

THANK YOU FOR YOUR COOPERATION AND PARTICIPATION



RENO CITY COUNCIL PUBLIC COMMENT CARD

Thank you for participating. We know your time is valuable and we look forward to hearing your comments, ideas and questions. The Mayor and City Council request that all comments are expressed in a courteous manner. Public comment is limited to three minutes each. Comments should be addressed to the council as a whole, not an individual member.

NAME: LINDA A. CROSS
ADDRESS: 6133 GREENBROOK DR
CONTACT PHONE: 775-848-8434
E-MAIL: _____

If you are representing someone, other than yourself, please indicate whom: _____

☐ WARD 1 ☒ WARD 2 ☐ WARD 3 ☐ WARD 4 ☐ WARD 5
☐ OTHER _____

DO YOU WISH TO SPEAK? YES ☐ NO ☐

AGENDA ITEM _____

☐ IN FAVOR ☐ IN OPPOSITION ☐ NO POSITION STATED - CONCERNED

COMMENTS: I WOULD LIKE THE COUNCIL
TO PASS A MOTION TO UPGRADE
THE P.A. SYSTEM SO THAT THE
COUNCIL'S VOICES & THE VOICES
OF SPEAKERS AND OTHERS,

I THINK FIRE IS AN ISSUE AS
THE FIRE ENGINES HAD TO PARK ON
LAKE SIDE WHEN THEY WERE FIGHTING THE
FIRE FROM THE HILLS ABOVE & TO WEST

☐ PLEASE SIGN ME UP TO RECEIVE IMPORTANT NEWS AND INFORMATION ABOUT THE CITY OF RENO BY E-MAIL.

WHEN COMPLETED, PLEASE RETURN TO THE CITY OF RENO CITY CLERK

THANK YOU FOR YOUR COOPERATION AND PARTICIPATION



RENO CITY COUNCIL PUBLIC COMMENT CARD

Thank you for participating. We know your time is valuable and we look forward to hearing your comments, ideas and questions. The Mayor and City Council request that all comments are expressed in a courteous manner. Public comment is limited to three minutes each. Comments should be addressed to the council as a whole, not an individual member.

NAME: Liz Knott
ADDRESS: 2620 Everett Drive
CONTACT PHONE: 98
E-MAIL: erKnott@gmail.com

If you are representing someone, other than yourself, please indicate whom:

☐ WARD 1 ☐ WARD 2 ☐ WARD 3 ☐ WARD 4 ☒ WARD 5
☐ OTHER _____

DO YOU WISH TO SPEAK? YES ☒ NO ☐

AGENDA ITEM _____

☐ IN FAVOR ☐ IN OPPOSITION ☐ NO POSITION STATED - CONCERNED

COMMENTS: After final public comments and
RCC votes, Mayor Schieve mentioned your
determining fire evacuations for all
Renoites. I counted at least 973.

Last speaker!

☐ PLEASE SIGN ME UP TO RECEIVE IMPORTANT NEWS AND INFORMATION
ABOUT THE CITY OF RENO BY E-MAIL.

WHEN COMPLETED, PLEASE RETURN TO THE CITY OF RENO CITY CLERK

THANK YOU FOR YOUR COOPERATION AND PARTICIPATION

