

## Lauren Knox

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**From:** donna@everyactioncustom.com on behalf of Donna Holland  
<donna@everyactioncustom.com>  
**Sent:** Friday, April 25, 2025 6:34 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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. Donna Holland

14290 E Windriver Ln Reno, NV 89511-6704 donna@donnaholland.com

## Lauren Knox

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**From:** art@everyactioncustom.com on behalf of Carol Foldvary-Anderson  
<art@everyactioncustom.com>  
**Sent:** Friday, April 25, 2025 10:38 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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

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

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

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

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

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

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

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

Sincerely,  
Miss Carol Foldvary-Anderson  
600 Sutcliffe Dr Spc 14 Reno, NV 89510-8901 [art@varycarol.com](mailto:art@varycarol.com)



## Lauren Knox

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

Dear Lauren Knox,

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

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

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Sincerely,

Ms. Dana Palka

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

## Lauren Knox

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**From:** jreno1968@everyactioncustom.com on behalf of Joyce Thompson <jreno1968@everyactioncustom.com>  
**Sent:** Thursday, April 24, 2025 7:44 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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Sincerely,

Ms. Joyce Thompson

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

## Lauren Knox

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**From:** naylorhome@everyactioncustom.com on behalf of Marilyn Naylor  
<naylorhome@everyactioncustom.com>  
**Sent:** Thursday, April 24, 2025 7:35 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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Sincerely,

Mrs. Marilyn Naylor

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

## Lauren Knox

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**From:** mtnval@everyactioncustom.com on behalf of Valerie Andersen  
<mtnval@everyactioncustom.com>  
**Sent:** Thursday, April 24, 2025 11:23 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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

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Sincerely,

Ms. Valerie Andersen

1681 Dutch Ravine Ct Reno, NV 89521-5160 mtnval@gmail.com



## Lauren Knox

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**From:** mwrap@everyactioncustom.com on behalf of Mark Wray  
<mwrap@everyactioncustom.com>  
**Sent:** Thursday, April 24, 2025 10:40 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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

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

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

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

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

## Lauren Knox

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**From:** tclark742@everyactioncustom.com on behalf of Tom Clark <tclark742@everyactioncustom.com>  
**Sent:** Thursday, April 24, 2025 7:57 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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

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

## Lauren Knox

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**From:** sue@everyactioncustom.com on behalf of Sue Smirh <sue@everyactioncustom.com>  
**Sent:** Wednesday, April 23, 2025 1:22 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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Sincerely,  
MS Sue Smirh  
575 Creighton Way Reno, NV 89503-1635  
sue@argentnevada.com

## Lauren Knox

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**From:** margievictors@everyactioncustom.com on behalf of Margaret Victors  
<margievictors@everyactioncustom.com>  
**Sent:** Wednesday, April 23, 2025 9:47 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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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

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**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

## Lauren Knox

---

**From:** jmentgen@everyactioncustom.com on behalf of Jennifer Mentgen  
<jmentgen@everyactioncustom.com>  
**Sent:** Wednesday, April 23, 2025 8:59 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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.

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

Sincerely,  
Ms. Jennifer Mentgen  
2301 Westfield Ave Reno, NV 89509-1853  
jmentgen@yahoo.com

## Lauren Knox

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**From:** jhervey63@everyactioncustom.com on behalf of John Hervey <jhervey63@everyactioncustom.com>  
**Sent:** Wednesday, April 23, 2025 8:47 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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

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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

## Lauren Knox

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**From:** cvoitoff@everyactioncustom.com on behalf of Charlotte Voitoff  
<cvoitoff@everyactioncustom.com>  
**Sent:** Wednesday, April 23, 2025 7:34 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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

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Sincerely,  
Ms. Charlotte Voitoff  
3310 Sunnyvale Ave Reno, NV 89509-5057  
cvoitoff@gmail.com

## Lauren Knox

---

**From:** bjlcpa@everyactioncustom.com on behalf of Barbara Lee  
<bjlcpa@everyactioncustom.com>  
**Sent:** Wednesday, April 23, 2025 6:53 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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

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

## Lauren Knox

---

**From:** fredericksnafu@everyactioncustom.com on behalf of Fred nadelman  
<fredericksnafu@everyactioncustom.com>  
**Sent:** Wednesday, April 23, 2025 6:29 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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

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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

3115 Salemtowne Dr Winston Salem, NC 27106-3491 fredericksnafu@gmail.com

## Lauren Knox

---

**From:** mjlittle554@everyactioncustom.com on behalf of Michael Little <mjlittle554@everyactioncustom.com>  
**Sent:** Wednesday, April 23, 2025 1:32 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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

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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

## Lauren Knox

---

**From:** mjlittle554@everyactioncustom.com on behalf of Michael Little <mjlittle554@everyactioncustom.com>  
**Sent:** Wednesday, April 23, 2025 1:27 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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

## Lauren Knox

---

**From:** mjlittle554@everyactioncustom.com on behalf of Michael Little <mjlittle554@everyactioncustom.com>  
**Sent:** Wednesday, April 23, 2025 1:16 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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





## Lauren Knox

---

**From:** jlboone@everyactioncustom.com on behalf of Jim Boone  
<jlboone@everyactioncustom.com>  
**Sent:** Tuesday, April 22, 2025 4:53 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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 at 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.

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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

**From:** [Joe Lawrence](#)  
**To:** [Lauren Knox](#)  
**Subject:** sign code changes  
**Date:** Tuesday, February 11, 2025 3:51:27 PM

---

Hello Lauren

It doesn't look like I will be able to attend the stakeholder meetings but I do have a comment for you.

During the last code changes the City grouped together all the temporary signs into one group. The 95 calendar day limit on temporary signs doesn't work for real estate and development signs. Both residential and commercial real estate listings are typically 6 months minimum with commercial often 1 year plus.

The real estate industry and our sign industry would request that real estate and development signs be separated from the rest of the general temporary signs.

*Thank you!*

*Joe Lawrence*

*SilverBlu Signs & Media*

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**(775)324-7446** [www.signsreno.com](http://www.signsreno.com)

1860 Mill Street Reno, NV 89502

NV Contractor's Lic. #

**From:** [Lori Wray](#)  
**To:** [Lauren Knox](#)  
**Cc:** [John Hara](#); [leah.sanders14@gmail.com](#); [Joyce Thompson](#); [naylorhome@charter.net](#); [Mark Wray](#); [Max Duchaine](#)  
**Subject:** school digital sign regulations  
**Date:** Tuesday, February 25, 2025 4:15:28 PM  
**Attachments:** [Reno Sparks Washoe County School District Map.pdf](#)

---

Hi Lauren,

On behalf of the Board of Scenic Nevada, thanks to you and staff for providing the stakeholder meetings and setting up a meeting for us and the school district representative. In addition to the issues we've discussed at those meetings, we have further concerns that we hope you take into consideration before you and staff complete an internal review on the school sign draft regulations.

Digital signs now are prohibited in all residentially zoned neighborhoods and in neighborhood commercial zones and therefore schools rely on static message boards that aren't usually even lit at night. In fact, today, no business within 750 feet of a residentially zoned property can have a digital sign without a public hearing and a conditional use permit. The proposed regulations represent a sudden, radical and transformative change to residential neighborhoods, where most schools are located.

The proposed regulations we object to include hours of operation, which now are set at 6 a.m. to 10 p.m., whether anyone is there or not, messages constantly flipping every eight-seconds until 10 at night, 365 days a year. The proposed regulations would allow up to two digital signs per school and both would be operating when the school is not in session and there are no events (holidays, weekends, school breaks).

Scenic Nevada's suggestions would limit digital sign operations to 6 a.m. to 6 p.m., unless there is an event, and then the sign must be turned off 30 minutes after the event ends. We want to limit message changes to once every hour but are willing to accept every 15 minutes. The digital sign should be static (no flipping) or turned off during school breaks, holidays, weekends or whenever schools are closed. And we are requesting only one digital sign be allowed per school no matter how many street frontages there are. Typically, each school has only one static message sign that can't be viewed at night because they aren't lit. Allowing not one but two digital signs to operate until 10 p.m. is a sea change that would be detrimental to the neighborhoods.

Another concern is the constant, unrelenting advertising going on at schools all over Washoe County and probably the state. Schools allow large plastic banners advertising local businesses which are attached to the chain link fences fronting the streets (see photos attached). Mt. Rose Elementary School has 21 of these banners and only one is a Washoe County School District sign. How soon after the schools start putting up digital signs, will the principals allow businesses to advertise for a fee. Schools are doing it now with the banners.

These electronic signs could become mini digital billboards on our residential streets. We see an eight-second flip time as a temptation to alternate school messages with

advertising. Something, homeowners would have to live with once a permit is granted because of first amendment rights issues. And, of course, the requirement for a public hearing and a conditional use permit is being removed under the new regulations so residents can't even object to this nuisance. If schools were required to limit the flip time to every hour or even 15 minutes, perhaps, that temptation would evaporate. The sign would be used for its stated purpose to allow schools to communicate its messages not earn advertising fees.

Under the weak regulations proposed, the danger becomes the larger issue of private and public schools serving as a beachhead for sign companies to open the doors to digital signage for professional offices and businesses inside residential neighborhoods leading to an onslaught of digital signs in places where they never were allowed before. This issue is not just about digital signs helping public schools communicate with their school community, it's about how this allowance based on digital billboard standards normalizes the commercialization of residential neighborhoods.

The draft that is eventually approved will affect many neighborhoods. According to the Washoe County School District map (attached) there are 117 schools collectively in Reno, Sparks and unincorporated Washoe County. That represents a lot of digital signs, especially if some schools are allowed two. We need to consider the neighborhoods and draft reasonable regulations that protect residential property values and preserve neighborhood streets from the negative impacts of digital signs.

Sincerely,

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

**From:** [lfagaly731@everyactioncustom.com](mailto:lfagaly731@everyactioncustom.com) on behalf of [Lisa Fagaly](#)  
**To:** [Lauren Knox](#)  
**Subject:** I am writing to you today regarding a very important issue  
**Date:** Saturday, March 1, 2025 5:56:54 AM

---

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Lisa Fagaly  
331 W 7th St Paris, KY 40361-1438  
[lfagaly731@gmail.com](mailto:lfagaly731@gmail.com)

**From:** [Lori Wray](#)  
**To:** [Lauren Knox](#); [Angela Fuss](#); [kyle.chisholm@washoeschools.net](mailto:kyle.chisholm@washoeschools.net)  
**Cc:** [John Hara](#); [Joyce Thompson](#); [leah.sanders14@gmail.com](mailto:leah.sanders14@gmail.com); [Mark Wray](#); [Max Duchaine](#)  
**Subject:** School digital signs  
**Date:** Sunday, February 9, 2025 2:27:35 PM

---

Hi Lauren,

The Scenic Nevada Board has some suggestions for school digital sign regulations, and I hope we can discuss these during next week's stakeholder meetings. Some of the following suggestions are incorporated in the current draft but some are not. This is what we are hoping for:

- No animated sign shall exceed 3,000 nits between sunrise and sunset – The messages can be viewed at 3,000 nits; 5,000 daytime nits are a waste of energy compared to static signs which use no energy at all.
- Signs shall automatically adjust/dim due to changes in ambient light, such as inclement weather.
- The display brightness does not exceed 150 nits between sunset and closing.
- Displays do not appear to be in motion, flashing, or have video.
- Messages change no more than once an hour, unless there's an emergency, and must be instantaneous – Each sign can display several messages at once just like static signs do; more than once an hour is a visual nuisance; this is a very big change, property owners in residential neighborhoods have never been subjected to digital signs on their streets before. It may cause less concern and be more compatible to limit the flip times to once an hour.
- Sign size is 32 square feet.
- Maximum sign height is six feet – digital signs are more intrusive, especially after dark, six feet is tall enough to be viewed from the street.
- Monument style signs only – they are more attractive than pole signs which are more common on commercial streets and would be more compatible with a residential neighborhood.
- One Digital sign facing the street per campus – There should be a limit on number to limit the possible nuisance to neighbors.
- Sign operates from 6 a.m. to 6 p.m., unless there is an evening event and must be turned off 30 minutes after the event ends; even neighborhood commercial businesses are not allowed digital signs; unless the operation of school signs are kept to a minimum to closely resemble or emulate a static sign, other businesses may ask for them too; schools are not a commercial business that keeps commercial business hours; having a sign operate until 10 p.m. doesn't fit in with a residential neighborhood.
- Signs should be turned off or at least remain static when school is not in session or there are no evening events - Operating the sign 365 days a year until 10 p.m. doesn't fit in with a residential neighborhood and is unnecessary when there are no children or parents coming to the school.
- All digital signs should follow ADA guidelines

We think the school district should be allowed to take advantage of the computer technology to change the messages on their reader boards, instead of doing it manually every day. But we don't think the draft regulations presented so far strike a balance between the school district's desire for digital signs and protecting residential

neighborhoods from the visual distraction and nuisance that these digital signs create. We hope you will consider our suggestions.

Thanks,

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



**From:** [Robert Kennerson](#)  
**To:** [Lauren Knox](#)  
**Subject:** Re: Sign Code Title 18 Amendment Update  
**Date:** Thursday, February 6, 2025 3:40:52 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)

---

Hi Lauren,

I have been thinking about the banked receipts program for a while now. As it is written the program has failed, as evidenced by the fact nearly all banked receipts have expired unused. The program has also entrenched the very small number of players, predominantly publicly traded mega-corporations, who hold those receipts as nearly the only players in Reno's outdoor advertising landscape, excluding all others who might potentially be interested to develop and operate the displays allowable under the program, and thereby stifling competition. Finally, the program has failed to meet its prima facie goal of seeing a specifically limited number of new off-premises signs constructed, subject to the strict criteria outlined in the City's other off-premises sign regulations.

Stakeholders who are negatively impacted by the failure of the banked receipts program include:

All outdoor advertising companies who do not hold banked receipts;

Businesses who would like to employ outdoor advertising but either can't find displays on which to advertise due to the lack of new construction, or can't afford the existing displays due to the competition-protected position enjoyed by current outdoor advertising operators, and the insufficient supply of off-premises signs the current banked receipts framework perpetuates;

Consumers, who are less able to be informed of useful information than they would be in the presence of a more balanced program, whether such useful information is of a business advertisement nature, a public service announcement nature, a community event nature, a charity/non-profit messaging nature, an emergency nature, or otherwise;

The City of Reno, who 1) would earn more tax revenue as a result of increased sales generated by businesses located within the City who would utilize off-premises advertising if better afforded the opportunity, and 2) could potentially enjoy a platform for the communication of city-centric and/or emergency messages to city residents via off-premises displays.

I propose an amendment to the code with regard to banked receipts. Namely, to allow a one year period during which, for each expired banked receipt any qualified applicant may apply to the City for an off-premises sign permit, subject to the City's off-premises sign regulations. After said one year period, the open window would close.

Such an amendment would allow for a very limited number of already authorized off-premises signs to potentially be constructed, as was the vision at the outset of the banked receipts program. In addition, the amendment would help fulfill the City's duty to provide a robust

environment within which its businesses are provided the best possible opportunity to succeed.

The City's population has grown and continues to grow quickly since the banked receipts program was implemented. Off-premises advertising opportunities have not kept pace with the city's growth, and this change to better fulfill the program's vision of a limited number of new off-premises signs is one way in which the City can support its business community and its residents.

The anti-competitive environment inadvertently perpetuated by the current banked receipts program is unaligned with the core values and principles of the City of Reno, the State of Nevada, and the United States of America. At this juncture, while Title 18 is being rewritten, the time is opportune to rectify the program's inadequacy in this regard, as well as its overall failure to achieve its vision.

Best,  
Robert Kennerson  
Arena Outdoor, Inc  
(775) 835-3825  
[rk@arenaaa.com](mailto:rk@arenaaa.com)

On 1/31/2025 3:39 PM, Lauren Knox wrote:

#### Sign Code Amendment Stakeholders:

The public is invited to attend virtual community meetings to learn about the proposed changes to the sign regulations located in the Title 18 Zoning Code. During the virtual meetings, City staff will present the proposed draft changes and is looking for community feedback. The proposed amendments incorporate months of feedback received from previous stakeholder engagement meetings. Attached to this email is the **second public draft of the redline proposed changes** which includes annotations describing the change and intent, a **"clean" version of changes**, and a **summary document of changes** that are being proposed.

Three separate meeting dates/times have been scheduled to provide options that accommodate various schedules. **The same information will be presented at all three meetings.** Feedback received from the public engagement process help to shape the draft ordinance that will be brought to the Planning Commission and the City Council in the Spring 2025 timeframe.

Below is a list of meeting options for interested stakeholders to attend. Feel free to sign up for one or all three to review the changes and provide your feedback. You can also provide your written comments at any time.

Please email Lauren Knox at [knoxl@reno.gov](mailto:knoxl@reno.gov) with any comments or feedback.

#### Virtual Stakeholder Meeting Links:

##### Sign Stakeholder Meeting #1

**Date:** February 10th from 9 a.m. - 10 a.m.

Register here: <https://links.reno.gov/SignText1>

Meeting link: <https://us06web.zoom.us/j/86743300308>

**Sign Stakeholder Meeting #2**

**Date:** February 10th from 5:30 p.m. – 6:30 p.m.

**Register here:** <https://links.reno.gov/SignText2>

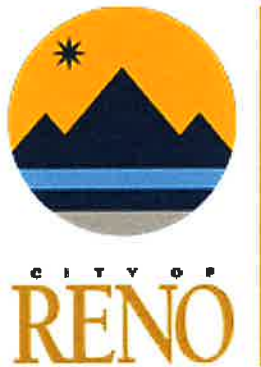
**Meeting link:** <https://us06web.zoom.us/j/84221782651>

**Sign Stakeholder Meeting #3**

**Date:** February 13th from Noon – 1 p.m.

**Register here:** <https://links.reno.gov/SignText3>

**Meeting link:** <https://us06web.zoom.us/j/84302703367>



**Lauren Knox, AICP**

*Senior Planner*

Development Services

775-334-2372 (o) or 775-433-8971 (c)

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

1 E. First St., Reno, NV 89501

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**From:** [John Hester](#)  
**To:** [Lauren Knox](#)  
**Subject:** RE: Sign Code Title 18 Amendment Update  
**Date:** Saturday, February 1, 2025 10:48:14 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)

---

Lauren:

I have registered for the Monday evening February 10<sup>th</sup> meeting but may not make it as I work at TRPA on the south shore of Lake Tahoe and may not be home (Reno) in time. In case I don't make it, my input is that when a business stops operating, especially when the building is demolished, the sign should be removed or modified to meet current standards. We have empty sign frames that have been in place for years (e.g., old market behind stores on northeast corner of Moana and Lakeside).

Thanks.

John Hester, AICP

---

**From:** Lauren Knox <KnoxL@Reno.Gov>  
**Sent:** Friday, January 31, 2025 3:39 PM  
**To:** Lauren Knox <KnoxL@Reno.Gov>  
**Subject:** Sign Code Title 18 Amendment Update

Sign Code Amendment Stakeholders:

The public is invited to attend virtual community meetings to learn about the proposed changes to the sign regulations located in the Title 18 Zoning Code. During the virtual meetings, City staff will present the proposed draft changes and is looking for community feedback. The proposed amendments incorporate months of feedback received from previous stakeholder engagement meetings. Attached to this email is the **second public draft of the redline proposed changes** which includes annotations describing the change and intent, a **"clean" version of changes**, and a **summary document of changes** that are being proposed.

Three separate meeting dates/times have been scheduled to provide options that accommodate various schedules. **The same information will be presented at all three meetings.** Feedback received from the public engagement process help to shape the draft ordinance that will be brought to the Planning Commission and the City Council in the Spring 2025 timeframe.

Below is a list of meeting options for interested stakeholders to attend. Feel free to sign up for one or all three to review the changes and provide your feedback. You can also provide your written comments at any time.

Please email Lauren Knox at [knoxl@reno.gov](mailto:knoxl@reno.gov) with any comments or feedback.

### Virtual Stakeholder Meeting Links:

#### Sign Stakeholder Meeting #1

**Date:** February 10th from 9 a.m. - 10 a.m.

Register here: <https://links.reno.gov/SignText1>

Meeting link: <https://us06web.zoom.us/j/86743300308>

#### Sign Stakeholder Meeting #2

**Date:** February 10th from 5:30 p.m. – 6:30 p.m.

Register here: <https://links.reno.gov/SignText2>

Meeting link: <https://us06web.zoom.us/j/84221782651>

#### Sign Stakeholder Meeting #3

**Date:** February 13th from Noon – 1 p.m.

Register here: <https://links.reno.gov/SignText3>

Meeting link: <https://us06web.zoom.us/j/84302703367>



**Lauren Knox, AICP**

*Senior Planner*

Development Services

775-334-2372 (o) or 775-433-8971 (c)

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**From:** [kswan775@gmail.com](mailto:kswan775@gmail.com)  
**To:** [Lauren Knox](#)  
**Subject:** Sign at schools  
**Date:** Wednesday, February 5, 2025 10:59:33 AM

---

I'm strongly against any didgetal signs at schools. No more sign blight in our county.  
Ken Swanson. Kswan775@gmail.com 775-530-4665

## Lauren Knox

---

**From:** Lauren Knox <no-reply@zoom.us>  
**Sent:** Monday, February 10, 2025 11:01 AM  
**To:** Lauren Knox  
**Subject:** Webinar Registration City of Reno - Sign Text Amendment Stakeholder Meeting - 2-10-25 PM



Hi Lauren Knox,

James Carpentier (james.carpentier@signs.org) has registered for "City of Reno - Sign Text Amendment Stakeholder Meeting - 2-10-25 PM" on: Feb 10, 2025 05:30 PM Pacific Time (US and Canada)

First Name: James

Last Name: Carpentier

Email: james.carpentier@signs.org

Address: 3626 N Desert Oais

City: Mesa

Zip/Postal Code: 85207

State/Province: AZ

Phone: 4807733756

Organization: International Sign Association/Utah Sign Association

Job Title: Director State & Local Government Affairs

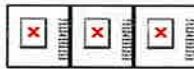
Questions & Comments: I would like to testify in support of the proposed sign code amendments

Do you wish to provide written Public Comment at this meeting? (If yes, please enter the Public Comment, general or on a specific agenda item, in the Question & Comments box at the bottom of this

form.): Yes

Webinar Detail Link: <https://us06web.zoom.us/webinar/84221782651>

Thank you!



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San Jose, CA 95113





## Lauren Knox

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**From:** Lauren Knox <no-reply@zoom.us>  
**Sent:** Tuesday, February 4, 2025 2:25 AM  
**To:** Lauren Knox  
**Subject:** Webinar Registration City of Reno - Sign Text Amendment Stakeholder Meeting - 2-10-25 PM



Hi Lauren Knox,

Glee Willis (gleewillis@yahoo.com) has registered for "City of Reno - Sign Text Amendment Stakeholder Meeting - 2-10-25 PM" on: Feb 10, 2025 05:30 PM Pacific Time (US and Canada)

First Name: Glee

Last Name: Willis

Email: gleewillis@yahoo.com

Address: 706 Diogenes Dr.

City: Reno

Zip/Postal Code: 89512

State/Province: NV

Phone: 775-750-0568

Questions & Comments: Blight: to spoil, damage or have a severely detrimental effect. Massive, extremely bright digital signs are a shameful and intrusive blight being forced upon our community. When lit NO ONE should be able to view ANY of them from 5 miles away -- yet we do.

Do you wish to provide written Public Comment at this meeting? (If yes, please enter the Public Comment, general or on a specific agenda item, in the Question & Comments box at the bottom of this

form.): Yes

Webinar Detail Link: <https://us06web.zoom.us/webinar/84221782651>

Thank you!



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## Lauren Knox

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**From:** Lauren Knox <no-reply@zoom.us>  
**Sent:** Sunday, February 9, 2025 10:35 PM  
**To:** Lauren Knox  
**Subject:** Webinar Registration City of Reno - Sign Text Amendment Stakeholder Meeting - 2-10-25 AM



Hi Lauren Knox,

John Hara (harafox@sbcglobal.net) has registered for "City of Reno - Sign Text Amendment Stakeholder Meeting - 2-10-25 AM" on: Feb 10, 2025 09:00 AM Pacific Time (US and Canada)

First Name: John

Last Name: Hara

Email: harafox@sbcglobal.net

Address: 18124 Wedge Parkway, 990

City: Reno

Zip/Postal Code: 89511

State/Province: NV

Phone: 7758300751

Organization: Scenic Nevada

Questions & Comments: WCSD should adopt digital signs using guidelines that meet residents' needs. Emulate accepted standards of static signs in neighborhoods rather than giant screen TVs. Preserve the quality of life in communities vs commercializing public spaces.

Do you wish to provide written Public Comment at this meeting? (If yes, please enter the Public

Comment, general or on a specific agenda item, in the Question & Comments box at the bottom of this form.): Yes

Webinar Detail Link: <https://us06web.zoom.us/webinar/86743300308>

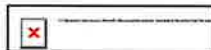
Thank you!



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## Lauren Knox

---

**From:** nutrias.festoon\_01@everyactioncustom.com on behalf of Steve Flanagan  
<nutrias.festoon\_01@everyactioncustom.com>  
**Sent:** Tuesday, April 22, 2025 9:57 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

## Lauren Knox

---

**From:** mel.scott2030@everyactioncustom.com on behalf of Melanie Scott <mel.scott2030@everyactioncustom.com>  
**Sent:** Tuesday, April 22, 2025 9:07 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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



## Lauren Knox

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**From:** mjlittle554@everyactioncustom.com on behalf of Michael Little <mjlittle554@everyactioncustom.com>  
**Sent:** Tuesday, April 22, 2025 9:02 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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)
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The reasons I object to digital signs are:

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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

## Lauren Knox

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**From:** karenandchris@everyactioncustom.com on behalf of Karen Critor  
<karenandchris@everyactioncustom.com>  
**Sent:** Tuesday, April 22, 2025 7:28 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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

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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)
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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

## Lauren Knox

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**From:** csoleil52@everyactioncustom.com on behalf of Christy Fermoile <csoleil52@everyactioncustom.com>  
**Sent:** Tuesday, April 22, 2025 5:54 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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)
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The reasons I object to digital signs are:

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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

## Lauren Knox

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**From:** sharberm@everyactioncustom.com on behalf of Sharon Berman  
<sharberm@everyactioncustom.com>  
**Sent:** Tuesday, April 22, 2025 5:43 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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)
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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:

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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



## Lauren Knox

---

**From:** thelmamatlin@everyactioncustom.com on behalf of Thelma Matlin  
<thelmamatlin@everyactioncustom.com>  
**Sent:** Tuesday, April 22, 2025 4:57 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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)
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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

## Lauren Knox

---

**From:** reedwilliams@everyactioncustom.com on behalf of Reed Williams  
<reedwilliams@everyactioncustom.com>  
**Sent:** Tuesday, April 22, 2025 4:48 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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.

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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)
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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

## Lauren Knox

---

**From:** latenten2@everyactioncustom.com on behalf of Eu Gers <latenten2@everyactioncustom.com>  
**Sent:** Tuesday, April 22, 2025 4:47 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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

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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

## Lauren Knox

---

**From:** hgsunshine@everyactioncustom.com on behalf of Helaine Greenberg  
<hgsunshine@everyactioncustom.com>  
**Sent:** Tuesday, April 22, 2025 4:46 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

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

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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



## Lauren Knox

---

**From:** paul@everyactioncustom.com on behalf of Paul Malikowski  
<paul@everyactioncustom.com>  
**Sent:** Tuesday, April 22, 2025 4:42 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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

## Lauren Knox

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**From:** lwray@everyactioncustom.com on behalf of Lori Wray  
<lwray@everyactioncustom.com>  
**Sent:** Tuesday, April 22, 2025 4:40 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you as a concerned citizen and advocate for the welfare of our community.

Dear Lauren Knox,

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  
lwray@markwraylaw.com

## Planning Commission Public Comment

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

<b>Planning Commission Meeting Date</b>	2024-12-11
<b>Agenda Item or Case Number</b>	Could not find it
<b>Position</b>	No Position Stated - Concerned or Neutral
<b>Comments</b>	We know that businesses along Virginia Street are struggling if they do not have a sign about them on Virginia Street. For example the businesses at 6775 Sierra Center Parkway have no sign on Virginia to advertise them and we as landlord have been turned down to add another sign for them beside Target sign.
<b>Email Address</b>	dormccor@gmail.com
<b>Name of Commentor</b>	Dorothy McCorkindale
<b>Address</b>	2570 Greensboro Drive, Reno NV 89509
<b>Phone Number</b>	4155153604

Submitted: 12/6/2024 6:19:54 AM

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

## Lauren Knox

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**From:** mountaingate22@everyactioncustom.com on behalf of Lloyd Rogets <mountaingate22@everyactioncustom.com>  
**Sent:** Friday, December 6, 2024 7:21 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mr. Lloyd Rogets

4345 Mountaingate Dr Reno, NV 89519-7916 mountaingate22@charter.net

## Lauren Knox

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**From:** archascsa@everyactioncustom.com on behalf of Amanda Rose Chascsa  
<archascsa@everyactioncustom.com>  
**Sent:** Tuesday, December 3, 2024 9:04 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

It is one thing to allow casino signage on Virginia St./The Row which first attracts people to the downtown Reno scene. However, with the expansion of the J Resort, and increased signage (and brightness) of the GSR and Atlantis (and Nugget in Sparks), our city continues to blast people with florescent lighting that is distracting while driving, gaudy-looking, takes away any chance of seeing the night sky, affects people's access to sleep and sleeping patterns and even hurts birds, bats and insects that are active at night.

This is intolerable, and I'm sure you know it. The majority of the Reno City Council lives in darker, more secluded neighborhoods away from the brightness of downtown. So you must find it unacceptable for your own home life, why should it be acceptable for others'?

Please do not allow additional signage/ unlimited signage in the downtown Reno area (and J Resort should have to reduce the brightness of its signs as well...) for the sake of people's and animal's health.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Amanda Rose Chascsa  
649 I St Sparks, NV 89431-3713  
archascsa@gmail.com

## Lauren Knox

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**From:** stephenrichmo@everyactioncustom.com on behalf of stephen richmond  
<stephenrichmo@everyactioncustom.com>  
**Sent:** Wednesday, December 4, 2024 12:48 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mr. stephen richmond  
649 I St Sparks, NV 89431-3713  
stephenrichmo@gmail.com



## Lauren Knox

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**From:** k9cam907@everyactioncustom.com on behalf of Cam Gordinier <k9cam907@everyactioncustom.com>  
**Sent:** Tuesday, December 3, 2024 6:22 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Cam Gordinier  
14235 Bandler Ct Reno, NV 89511-6613  
k9cam907@gmail.com

## Lauren Knox

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**From:** sustings@everyactioncustom.com on behalf of Susan Hastings  
<sustings@everyactioncustom.com>  
**Sent:** Tuesday, December 3, 2024 3:54 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Susan Hastings  
1070 Novelly Dr Reno, NV 89503-3558  
sustings@gmail.com

## Lauren Knox

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**From:** sarman.lockwood@everyactioncustom.com on behalf of Judith Lockwood  
<sarman.lockwood@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 4:51 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mrs. Judith Lockwood  
3810 N Westpoint Dr Reno, NV 89509-6874 sarman.lockwood@gmail.com

## Lauren Knox

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**From:** mtnval@everyactioncustom.com on behalf of Valerie Andersen  
<mtnval@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 4:17 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

Reno isn't Las Vegas and we don't want it to be. With our focus on scenic beauty enhanced by the Truckee river running through town, I think we need to focus on the natural beauty and surroundings in our area. Allowing unlimited signs in such a dense area will make it look cheap - focusing on commercials rather than content. With streaming media, restaurants and stores don't need splashy signs to advertise their worth. There's yelp and reviews that spreads the word. Reno voted down a billboard ordinance many years ago and we need to stick with that philosophy! We don't want a downtown littered with light. And there have also been studies where large signs and lights disorient migrating birds and cause window crashes.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

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

## Lauren Knox

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**From:** sue@everyactioncustom.com on behalf of Sue Smirh <sue@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 3:10 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

There is no code enforcement available to monitor signs. The more signs that are allowed to go forward without enforcement the worse the problem is regarding the display, the brightness etc.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Sue Smirh  
575 Creighton Way Reno, NV 89503-1635  
sue@argentnevada.com

## Lauren Knox

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**From:** tclark742@everyactioncustom.com on behalf of Tom Clark <tclark742@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 2:56 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

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

## Lauren Knox

---

**From:** ginniek@everyactioncustom.com on behalf of Virginia Kersey  
<ginniek@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 2:41 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mrs. Virginia Kersey  
145 Edgewater Pkwy Reno, NV 89519-2171  
ginniek@unr.edu

## Lauren Knox

---

**From:** JSMulcare52@everyactioncustom.com on behalf of James Mulcare <JSMulcare52@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 2:36 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mr. James Mulcare  
1110 Benjamin St Clarkston, WA 99403-2576 JSMulcare52@gmail.com



## Lauren Knox

---

**From:** janined508@everyactioncustom.com on behalf of Janine Davenport <janined508@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 1:42 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms Janine Davenport  
2370 Patidar Dr Reno, NV 89509-5092  
janined508@gmail.com

## Lauren Knox

---

**From:** gaiabrown@everyactioncustom.com on behalf of Gaia Brown  
<gaiabrown@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 1:39 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

I live in Reno because I love its natural beauty. I assure my friends back east that Reno is mountain beauty, nothing like Vegas. It's bad enough that the City Council is letting Jacobs destroy the western half of the city.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mrs Gaia Brown  
4345 Mountaingate Dr Reno, NV 89519-7916 gaiabrown@me.com

## Lauren Knox

---

**From:** symdvm@everyactioncustom.com on behalf of Sarah Mahler  
<symdvm@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 1:30 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

I hope you all understand what's at stake in this decision. Reno needs to be a place where families thrive and where we feel our voice matters

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Dr. Sarah Mahler  
3380 Southampton Dr Reno, NV 89509-6837 symdvm@gmail.com

## Lauren Knox

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**From:** katiepackham@everyactioncustom.com on behalf of KATIE PACKHAM  
<katiepackham@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 1:39 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

Please do not change the code to allow for more large scale digital signage. We bought our home over ten years ago specifically for the south view of the valley. The twinkling lights of downtown were nice, but when the J Resort put up that obnoxious sign it created such a eyesore...and we are over two miles away. I can't imagine what people who live closer have to contend with. Reno has come such a long way with distancing itself from the image of being Las Vegas's smaller sibling. We are not Las Vegas, nor do we want to be!

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. KATIE PACKHAM  
410 Moraine Way Reno, NV 89503-1226  
katiepackham@gmail.com

## Lauren Knox

---

**From:** julieuann@everyactioncustom.com on behalf of Julie U'Ren  
<julieuann@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 1:20 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Julie U'Ren  
1623 Watt St Reno, NV 89509-3755  
julieuann@sbcglobal.net

## Lauren Knox

---

**From:** thelmamatlin@everyactioncustom.com on behalf of Thelma Matlin  
<thelmamatlin@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 1:19 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Once again this staff is going against the sign ordinance that was voted in. There is nothing good that can come from this proposed change. The light pollution alone should stop it. The ugliness should stop it. We are not Las Vegas. Seems like the staff does not have the best interest of our city at heart. My heart is breaking for our city. If I were younger I would come there and fight for Reno but at 91 there is little I can do. Why aren't people picketing? It is because they don't know? Please don't change the sign ordinance

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mrs. Thelma Matlin  
4755 Bradford Ln Reno, NV 89519-0936  
thelmamatlin@gmail.com

## Lauren Knox

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**From:** jacquendawson@everyactioncustom.com on behalf of Jacquie Dawson  
<jacquendawson@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 1:00 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mrs. Jacquie Dawson  
535 Marsh Ave Reno, NV 89509-1416  
jacquendawson@gmail.com

## Lauren Knox

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**From:** linslaf@everyactioncustom.com on behalf of Linsie Lafayette  
<linslaf@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 1:02 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

I already can't believe that the large tv screens on the sides of casinos are allowed. At night they blind and distract me while driving. We live in a beautiful environment, let's not hide it with more signage.

Thanks,  
Linsie

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Linsie Lafayette  
2965 Shady Creek Ct Reno, NV 89523-2228 linslaf@hotmail.com



## Lauren Knox

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**From:** reedwilliams@everyactioncustom.com on behalf of Reed Williams  
<reedwilliams@everyactioncustom.com>  
**Sent:** Monday, December 2, 2024 12:55 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mr. Reed Williams  
19645 Paddlewheel Ln Reno, NV 89521-7850 reedwilliams@charter.net

## Lauren Knox

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**From:** husarj@everyactioncustom.com on behalf of Joanne Husar  
<husarj@everyactioncustom.com>  
**Sent:** Saturday, November 30, 2024 10:03 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Joanne Husar  
1622 W 25th St Apt 4 Los Angeles, CA 90007-1530 husarj@gmail.com

## Lauren Knox

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**From:** cvoitoff@everyactioncustom.com on behalf of Charlotte Voitoff  
<cvoitoff@everyactioncustom.com>  
**Sent:** Tuesday, December 3, 2024 9:02 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

My home, although distant from downtown, overlooks it and the GSR sign is so powerful that it turns my walls the colors it transmits. Please do not allow more of these signs.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Charlotte Voitoff  
3310 Sunnyvale Ave Reno, NV 89509-5057  
cvoitoff@gmail.com

## Lauren Knox

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**From:** Gary Cecil <garycecil621@msn.com>  
**Sent:** Monday, November 18, 2024 1:07 PM  
**To:** Lauren Knox  
**Subject:** Signage Comments

Good afternoon, Lauren:

In the spirit of giving a fair hearing to all Downtown stakeholders, I attended the Zoom meeting at noon on November 18. I was truly interested to hear comments from the business community, so I am disappointed none of them spoke.

My comments are informed by recent comments presented to the Council on November 13 by the City Revitalization Manager, Bryan McCardle, in the Monthly Downtown Report. I will highlight some excerpts of his written and oral presentations relating to Downtown Residents' important role in what he calls "Strengthening Economic Conditions". In short, my case is that the current signage code that allows by right excessively large and bright signs for all non-gaming businesses is outdated and contrary to Bryan's comments regarding the current and planned growth of Downtown residency.

Under the heading of "Strengthening Economic Conditions", Bryan emphasized several actions and desired outcomes related directly to the importance of increasing the number of Downtown residents, as well as some relevant current data. For example:

- The City is actively creating initiatives aimed at increasing Downtown housing.
- The City wishes to increase Downtown residential density. Also, historically, CM Duerr expressed an opinion that there is no more "easy" land to develop; CM Reese also expressed the goal that housing be built "up" rather than "out". I therefore interpret Bryan's statement to mean that the City wants new housing Downtown to be both infill and in multiple-storied buildings. Increasing density means that, per square mile, there is a much higher number of residents that will live in very close adjacency to casinos and businesses.
- In September 2024 alone, 574 residential units were completed Downtown.
- At this time, there are 2,528 residential units in the pipeline Downtown.
- In the last month, the residential unit growth rate Downtown was double that of the last 10 years.

The Montage has 387 units; the Riverwalk approximately 200 units; the Palladio approximately 80 units; Arlington Towers approximately 300 units; the Belvedere approximately 150 units; plus, Park Tower, the 3rd Street Flats, the Mod 1, the Mod 2, Eden Tower, etc. Adding Bryan's numbers to these existing residences, I would estimate that this equates to 5,000 units and at least 7,000 residents.

This growing and significant number of Downtown residents are absolutely critical to Bryan's statement that the City must "increase street level activity by attracting thriving businesses". Rather than depend upon seasonal tourists or special events patronage alone, 7,000 permanent Downtown residents are essentially a semi-captive day-to-day customer base with a high-income level. One might say: "Catnip to new businesses"! Our purchasing power is what will drive economic growth Downtown.

All this said, I therefore contend that the wide-open signage code for our MD-ED zone, which allows all non-casino businesses to erect excessively large and bright signs equivalent to those allowed for casinos is in need of change. The protections offered to mixed use district residents outside of Downtown from excessively large and bright signs (and, incidentally, from excessive noise) should also be offered to Downtown residents in the MD-ED district.

The casinos are still a significant stakeholder in Downtown, as are the existing businesses. However, this is a new era when residents deserve more consideration from the City to make life livable Downtown. I respectfully propose that Downtown's mixed use district should be treated the same as all other mixed use districts in Reno, where residents are protected from the negative effects of excessive signage (and noise).

**Kind Regards,  
Gary Cecil  
255 N Sierra St  
Reno**

## Lauren Knox

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**From:** magalirivera11@everyactioncustom.com on behalf of Magali Rivera <magalirivera11@everyactioncustom.com>  
**Sent:** Monday, November 18, 2024 9:40 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

The signage from the GSR lights up my kitchen with a strobe effect even though it is almost two miles away. It is not just a matter of intrusive lights from signage but of the type of light displays that are allowed. Downtown's reputation will improve as we get more residents to move here but if you make it intolerable for stable tenants and owners, downtown will stagnant.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
MS Magali Rivera  
255 N Sierra St Unit 2304 Reno, NV 89501-1352 magalirivera11@gmail.com

## Lauren Knox

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**From:** art@everyactioncustom.com on behalf of Carol Foldvary-Anderson  
<art@everyactioncustom.com>  
**Sent:** Sunday, November 17, 2024 9:09 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

You have got to be kidding!  
Unlimited signs! Electronic, too!

No way!

We already have too much signage! It will make the area look more like the slums than it does already!

I am not interested in that area of Reno. Sure! Slum it out! Bright lights! Lack of landscaping. Sidewalks, cement everywhere. Cracking and shifting due to the change in weather. Upkeep unlimited!

What the heck it's a dead zone already!

Let's do it right folks! More open space. Green areas! Make it something special and delightful to enjoy!

Is that so hard to think of!

I want my kids growing up in that type of environment. Fresh clean, respectful.

I want to walk down streets and enjoy the view! Not see signage about the next new drug for pain, sign up for mental healthcare, make it rich at our casino!

What are you thinking!

Who are these people in charge making such unthought out decisions!

Any one making the vote to go forward with unlimited signs, should not even be living here!  
They don't get what Reno is about and has the possibility of becoming!

No way.....,City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms. Carol Foldvary-Anderson

600 Sutcliffe Dr Reno NV Reno, NV 89510-8907 art@varycarol.com



## Lauren Knox

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**From:** csoleil52@everyactioncustom.com on behalf of Christy Fermoile <csoleil52@everyactioncustom.com>  
**Sent:** Monday, November 18, 2024 6:41 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Christy Fermoile  
4602 Canyon Ridge Ln Reno, NV 89523-9418 csoleil52@yahoo.com

## Lauren Knox

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**From:** cvoitoff@everyactioncustom.com on behalf of Charlotte Voitoff  
<cvoitoff@everyactioncustom.com>  
**Sent:** Saturday, November 16, 2024 9:37 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Charlotte Voitoff  
3310 Sunnyvale Ave Reno, NV 89509-5057  
cvoitoff@gmail.com

## Lauren Knox

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**From:** janflangan@everyactioncustom.com on behalf of Janice Flanagan  
<janflangan@everyactioncustom.com>  
**Sent:** Saturday, November 16, 2024 9:30 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

Our goal should be to upgrade our downtown, not, degrade it. This proposed regulation would be so unsightly. Is that really what we want? To win a "Tacky" competition?? Please maintain the 2021 regulations and don't listen to the developers!! City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mrs. Janice Flanagan  
3201 Plumas St Reno, NV 89509-4785  
janflangan@aol.com



**Washoe County School District**

425 East Ninth Street \* P.O. Box 30425 \* Reno, NV 89520-3425  
Phone (775) 348-0200 \* Fax (775) 348-0304 \* [www.washoeschools.net](http://www.washoeschools.net)

Board of Trustees: Beth Smith, President \* Adam Mayberry, Vice President \* Joe Rodriguez, Clerk  
Jeff Church \* Diane Nicolet \* Colleen Westlake \* Alex Woodley \* Joe Ernst, Superintendent

Kyle Chisholm, School Property Planning Manager  
14101 Old Virginia Rd.  
Reno, NV 89521-8912  
(775) 789-3810  
[Kyle.Chisholm@WashoeSchools.Net](mailto:Kyle.Chisholm@WashoeSchools.Net)

City of Reno  
c/o Angela Fuss, AICP  
Assistant Director, Development Services  
1 E. First Street  
Reno, NV 89501

November 15, 2024

Dear Ms. Fuss,

Thank you for your time meeting with WCSD staff regarding the potential Sign Code Update anticipated to go to the Planning Commission and City Council for feedback in November and December of 2024, respectively. We appreciate the opportunity to provide input on the matter.

As you well know, many WCSD school Administrators are desiring to have animated (digital) freestanding signs installed in order to help effectively communicate with the communities, neighborhoods, parents, and students. Most schools in Reno currently have freestanding signs that require manual labor in order to change the content and messaging of these signs. Being that these signs function as a type of official government sign that communicate important public messaging to our communities, we feel that including changes to the sign code in order to allow animated signs for schools should be considered. Also, animated signs are the way of the future as they are easier to read, provide enhanced engagement, and can be easily modified to provide real-time updates. Perhaps most importantly, animated signs would allow for schools to convey important safety and security messages to the community in a more timely, effective, and efficient manner. Safety of our schools and student must be a priority and these signs would help with any such communication.

Currently many or all WCSD schools are located in zoning districts that do not allow animated signage at all (they are prohibited). This is not consistent with other local jurisdictions and is not consistent with certain State laws that require zoning consistency for schools.

We understand that animated signs may be concerning for certain members of the public and that perceptions of these signs differ. However, we also understand that many of these concerns may also be mitigated with thoughtful and collaborative code updates and processes. We look forward to continuing this collaboration and believe that there are solutions available that will best serve the City, the community, and our schools.

Sincerely,

Kyle Chisholm

## Lauren Knox

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**From:** cheriamartin99@everyactioncustom.com on behalf of Cheri Martin <cheriamartin99@everyactioncustom.com>  
**Sent:** Friday, November 15, 2024 4:02 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

This is my second letter to you decision makers. Please, the area is already so blighted and this would only make things worse. Reno uses so much electricity and wasteful energy when we have the ability (constant sun) to rectify this why not use that advantage. We are an urban desert, without trees, scorching in summer. Plant trees not signs.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mrs Cheri Martin  
4289 Cutting Horse Cir Reno, NV 89519-2998 cheriamartin99@gmail.com

## Lauren Knox

---

**From:** janeg@everyactioncustom.com on behalf of Jane Grossman  
<janeg@everyactioncustom.com>  
**Sent:** Friday, November 15, 2024 2:05 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

Reno's downtown is an embarrassment. I forget how awful it is until I bring out of town guests to town. Let's not become Broadway in NY or Vegas and let's beautify our downtown - let's not add more huge tacky signs that will add more light pollution to our region.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Jane Grossman  
1665 Green Ash Rd Reno, NV 89511-2701  
janeg@asustainableway.com

## Lauren Knox

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**From:** fbrendle@everyactioncustom.com on behalf of Linda Brown  
<fbrendle@everyactioncustom.com>  
**Sent:** Friday, November 15, 2024 1:34 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mrs. Linda Brown  
990 Mirror Lake Ct Reno, NV 89511-8516  
fbrendle@aol.com

## Lauren Knox

---

**From:** eweyman@everyactioncustom.com on behalf of Elizabeth Weyman  
<eweyman@everyactioncustom.com>  
**Sent:** Friday, November 15, 2024 1:06 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mrs. Elizabeth Weyman  
15140 Redmond Loop Reno, NV 89511-4579  
eweyman@gmail.com



## Lauren Knox

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**From:** arangel@everyactioncustom.com on behalf of Arthur Rangel  
<arangel@everyactioncustom.com>  
**Sent:** Saturday, October 19, 2024 3:23 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

As a Certified City Planner having written various sign ordinances, we had the following saying " If everyone shouts, no one can be heard" How can any sign be effective with so much sign clutter? In addition, if the City wants quality businesses in downtown, who would open such a business within a tacky area?

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mr. Arthur Rangel  
255 N Sierra St Unit 2301 Reno, NV 89501-1352 arangel@rangelm.net

## Lauren Knox

---

**From:** husarj@everyactioncustom.com on behalf of Joanne Husar  
<husarj@everyactioncustom.com>  
**Sent:** Saturday, October 19, 2024 1:40 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Joanne Husar  
1622 W 25th St Apt 4 Los Angeles, CA 90007-1530 husarj@gmail.com

# RENO CITY PLANNING COMMISSION

## REQUEST TO SPEAK/PUBLIC COMMENT FORM

THE FORM MUST BE FILLED OUT COMPLETELY

DATE: 10/16/24

CASE NO. LDC Item 5.1

Please Print:

NAME: Greg Ferraro

ADDRESS: 165 W. Liberty St. Suite 210, Reno NV 89501

I REPRESENT: Nevada Resort Association

I DO NOT WISH TO MAKE A STATEMENT BUT I AM:

☐ IN FAVOR

☒ IN OPPOSITION

 I WISH TO MAKE A STATEMENT.

☐ IN FAVOR

☒ IN OPPOSITION

COMMENTS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

SIGNATURE:  \_\_\_\_\_

## Lauren Knox

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**From:** dkbohall@everyactioncustom.com on behalf of Kathleen Bohall  
<dkbohall@everyactioncustom.com>  
**Sent:** Wednesday, October 16, 2024 6:57 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Kathleen Bohall  
14300 N Whisperwood Dr Reno, NV 89521-5220 dkbohall@charter.net

## Lauren Knox

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**From:** ewlerude@everyactioncustom.com on behalf of Eric Lerude  
<ewlerude@everyactioncustom.com>  
**Sent:** Tuesday, October 15, 2024 11:48 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

My wife Stephanie and I, along with thousands of others, live in downtown Reno. There will be many more living in downtown Reno with all of the additional condos and apartments being built.

Downtown Reno is not just an entertainment district, the downtown Reno of prior generations. Rather, it now is a neighborhood with mixed uses and interests.

This is the vision that so many downtown Reno residents have of downtown Reno. You too must have this vision, given that you have agreed to changes adding more residents to downtown Reno.

So it only seems fair that downtown Reno residents' needs and interests should be taken into account.

If the proposed changes to the sign code do not provide for reasonable restrictions on the location, dimensions and number of signs, then I am opposed to the changes.

In addition, if the proposed changes to the sign code do not provide the opportunity for downtown Reno residents and others to give their input and raise objections about a particular sign, then I am opposed to the changes.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mr. Eric Lerude  
255 N Sierra St Unit 1718 Reno, NV 89501-1359 ewlerude@gmail.com

## Lauren Knox

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**From:** katiepackham@everyactioncustom.com on behalf of Kathleen Packham  
<katiepackham@everyactioncustom.com>  
**Sent:** Monday, October 14, 2024 7:24 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

The biggest draw of buying our home was the gorgeous views of the valley looking south from our home above the university and Rancho San Rafael. This view included the bright lights of downtown which are fine but the huge digital signs on the GSR and now J resorts are sure a huge eyesore. I can't imagine having to look at more of these obnoxious signs in the future. Reno is NOT a mini Vegas and I wish developers would quit trying to make it into that.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms Kathleen Packham  
410 Moraine Way Reno, NV 89503-1226  
katiepackham@gmail.com

## Lauren Knox

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**From:** brewskiman1@everyactioncustom.com on behalf of Tim Wiener <brewskiman1@everyactioncustom.com>  
**Sent:** Sunday, October 13, 2024 8:03 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mr. Tim Wiener  
3265 N Ranch Vista Ct Reno, NV 89509-6892 brewskiman1@yahoo.com

## Lauren Knox

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**From:** dlee@everyactioncustom.com on behalf of Debby Lee Keller  
<dlee@everyactioncustom.com>  
**Sent:** Sunday, October 13, 2024 12:57 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Debby Lee Keller  
455 Cortono Dr Reno, NV 89521-4296  
dlee@hollins.edu



## Lauren Knox

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**From:** kathlinray@everyactioncustom.com on behalf of Kathy Ray  
<kathlinray@everyactioncustom.com>  
**Sent:** Saturday, October 12, 2024 2:58 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

I understand that City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. Those are already an eyesore. PLEASE do not allow this to happen!

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Kathy Ray  
3365 Southamptn Dr Reno, NV 89509-6826 kathlinray@gmail.com

## Lauren Knox

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**From:** julieuann@everyactioncustom.com on behalf of Julie U'Ren  
<julieuann@everyactioncustom.com>  
**Sent:** Saturday, October 12, 2024 1:06 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Julie U'Ren  
1623 Watt St Reno, NV 89509-3755  
julieuann@sbcglobal.net

## Lauren Knox

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**From:** mahannahkatherine@everyactioncustom.com on behalf of Katherine Mahannah  
<mahannahkatherine@everyactioncustom.com>  
**Sent:** Saturday, October 12, 2024 12:09 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mrs. Katherine Mahannah  
566 Ridge St Reno, NV 89501-1720  
mahannahkatherine@gmail.com

## Lauren Knox

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**From:** pcn@everyactioncustom.com on behalf of Peter Chase Neumann  
<pcn@everyactioncustom.com>  
**Sent:** Saturday, October 12, 2024 11:07 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

The taxpaying citizens of Reno voted 25 years ago against allowing ANY NEW BILLBOARDS. The billboard lawyers and city of Reno attorney appealed the voters' decision to the Nevada Supreme Court, which affirmed the vote which was substantially opposed to new billboards.

Now the City planning staff is trying once again to overturn the will of the voters, the Supreme Court decision, and the stipulated settlement that Scenic Nevada and the City of Reno signed years ago. This is a clear act of bad faith on the part of the city planning department.

Reno is NOT Las Vegas. People here do NOT want more billboards !!

Thank you,  
Peter C. Neumann

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mr. Peter Chase Neumann  
1 Elm Ct Reno, NV 89501-1712  
pcn@att.net

## Lauren Knox

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**From:** margievictors@everyactioncustom.com on behalf of Margaret Victors  
<margievictors@everyactioncustom.com>  
**Sent:** Friday, October 11, 2024 1:52 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Reno is trying to promote itself as an outdoor recreation area. However, everything the city and county are permitting contributes to Reno looking like Detroit at its worst. The digital billboards are ugly. They are distracting to drivers. They do not contribute at all to the personality of a city.

A better solution would be to remove all flashing and bright signs and to begin to promote a dark sky image. Not only would that be attractive to tourists and visitors, but it would help the light pollution problem.

Please start thinking about the city and its inhabitants, not just about businesses and getting more money. A "Doorway to Nature" approach would be so much better than "Another run-down casino town".

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

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

## Lauren Knox

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**From:** swainia@everyactioncustom.com on behalf of Swainia Cochran  
<swainia@everyactioncustom.com>  
**Sent:** Friday, October 11, 2024 1:01 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

The city should be looking for ways to cleanup sidewalks, get landlords to clean up and improve buildings, and not try to cover up the greasy look by adding obnoxious flashing signage.

Go for a clean wholesome look for downtown City of Reno!!!

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mrs. Swainia Cochran  
2525 Solari Dr Reno, NV 89509-5123  
swainia@charter.net

## Lauren Knox

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**From:** brianneyoung83@everyactioncustom.com on behalf of Brianne Young  
<brianneyoung83@everyactioncustom.com>  
**Sent:** Thursday, October 10, 2024 9:33 AM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Ms. Brianne Young  
20885 Eaton Rd Reno, NV 89521-9778  
brianneyoung83@gmail.com

## Lauren Knox

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**From:** janined508@everyactioncustom.com on behalf of Janine Davenport <janined508@everyactioncustom.com>  
**Sent:** Wednesday, October 9, 2024 3:55 PM  
**To:** Lauren Knox  
**Subject:** I am writing to you today regarding a very important issue

Dear Lauren Knox,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Bullboards Janine Davenport  
2370 Patidar Dr Reno, NV 89509-5092  
janined508@gmail.com



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**I am writing to you today regarding a very important issue**

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From Martin Fineman <dogcatdocreno@everyactioncustom.com>

Date Wed 10/9/2024 10:39 AM

To Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Dr. Martin Fineman

9900 Wilbur May Pkwy Apt 2802 Reno, NV 89521-4028

dogcatdocreno@gmail.com

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**I am writing to you today regarding a very important issue**

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**From** Gina Hames <ginahames@everyactioncustom.com>

**Date** Wed 10/9/2024 8:50 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms. Gina Hames

160 Ryland St Apt 1A Reno, NV 89501-2292

ginahames@gmail.com

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**I am writing to you today regarding a very important issue**

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**From** Nancy Radford <nancyradford@everyactioncustom.com>

**Date** Wed 10/9/2024 9:00 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

No thank you, please.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs. Nancy Radford

7623 Jimson Dr Reno, NV 89511-1365

nancyradford@charter.net



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**I am writing to you today regarding a very important issue**

---

**From** Pat Wallace <reno1334@everyactioncustom.com>

**Date** Wed 10/9/2024 7:30 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

First was to water down the Building Zoning Laws, now the beauty, and what could become beautiful they want to reverse a common signage ordinance? As one individual that had to work with the city in the 1970 & 1980s to get signage and Billboards approved for the Old Harrah's including preparing simple colors renderings of the signs for approval, to go to something that sounds like anything goes would be a shame and I'd be embarrassed to bring our guests downtown, so it would drive locals away from downtown.

As one would say "Don't"

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mr. Pat Wallace

13340 Fieldcreek Ln Reno, NV 89511-6603

reno1334@gmail.com

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**I am writing to you today regarding a very important issue**

---

**From** Carol Fiechtl Steiger <business4carol@everyactioncustom.com>

**Date** Tue 10/8/2024 1:38 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs Carol Fiechtl Steiger

3122 Vincinato Dr Sparks, NV 89434-7317

business4carol@yahoo.com

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**I am writing to you today regarding a very important issue**

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**From** Sharon Young <the\_myrrhh@everyactioncustom.com>

**Date** Tue 10/8/2024 4:08 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms. Sharon Young

2300 Dickerson Rd Reno, NV 89503-4946

the\_myrrhh@yahoo.com



---

**I am writing to you today regarding a very important issue**

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**From** Thomas Beard <tebeard02@everyactioncustom.com>

**Date** Tue 10/8/2024 2:59 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

City has gone down hill for the last 20 years. Get the damn Republicans out of city hall and county government. We have almost no quality of life left in Reno.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mr. Thomas Beard

13332 Travertine Ln Reno, NV 89511-5946

tebeard02@gmail.com

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**I am writing to you today regarding a very important issue**

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**From** Colleen Dane <colleendane@everyactioncustom.com>

**Date** Tue 10/8/2024 12:21 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs. Colleen Dane

4155 Flintlock Cir Reno, NV 89519-2968

colleendane@gmail.com



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**I am writing to you today regarding a very important issue**

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**From** Teresa Schriewer <schriewert@everyactioncustom.com>

**Date** Tue 10/8/2024 12:21 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs. Teresa Schriewer

1990 Geiger Grade Rd Reno, NV 89521-8447

schriewert@yahoo.com

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**I am writing to you today regarding a very important issue**

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**From** Bradley Schriewer <schriewerb@everyactioncustom.com>

**Date** Tue 10/8/2024 12:21 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mr Bradley Schriewer

1990 Geiger Grade Rd Reno, NV 89521-8447

schriewerb@yahoo.com

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**I am writing to you today regarding a very important issue**

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**From** Erin Albright <erin@everyactioncustom.com>

**Date** Tue 10/8/2024 10:14 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown Reno is already an eyesore with the torn down buildings (mainly by Jacob's Entertainment and Seigel), failure of Jacob's Entertainment to bring its vision to fruition in a timely manner, homeless people everywhere, and the lack of any businesses/restaurants/experiences to draw locals and visitors. The addition of these signs will make Reno look even more low rent than it already. As a local who was born and raised in Reno, its a travesty to see what this city council has allowed to happen to downtown (and, not too mention, South Meadows/Damonte Ranch).

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms. Erin Albright

10663 Fire Poppy Cir Reno, NV 89521-6272

erin@renotahoelife.com



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**I am writing to you today regarding a very important issue**

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From Renee Lauderback <chickeata@everyactioncustom.com>

Date Tue 10/8/2024 10:35 AM

To Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

!!!!!! WHAT THE HECK ARE YOU PEOPLE THINKING????!!!!!!

If you truly do love Reno, which in your position you better, or leave,,,, You WOULD PUT AN IMMEDIATE STOP TO THE DISGUSTING NOTION OF OBNOXIOUS, OFFENSIVE and DISTASTEFUL Neon and large signage in our already suffering downtown area!!!!!! How WRONG of you!!! WAKE UP !!!

Downtown Reno used to be beautiful,,,Look what you've done to the entire downtown area! The character has been obliterated block by block. IS MONEY THE ONLY THING YOU CARE ABOUT?! Ugly mega apartment buildings looming everywhere right at the sidewalks!!! Zero conscientious foresight, zero class, zero consideration on your part leaves us true Renoites wondering what is wrong with our City officials brains!

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too. PLEASE WAKE UP.... Maybe someone should put a neon sign up by your bedroom window.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,  
Mrs. Renee Lauderback  
2021 Watt St Reno, NV 89509-3763  
chickeata@yahoo.com

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**I am writing to you today regarding a very important issue**

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

**Date** Tue 10/8/2024 8:18 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms. Lynne Cuttone

10635 Birch Point Ct Reno, NV 89521-6267

lcuttone.lc@gmail.com

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**I am writing to you today regarding a very important issue**

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**From** Gaia Brown <gaiabrown@everyactioncustom.com>

**Date** Tue 10/8/2024 8:38 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

We are the Biggest Little City -- not a poor person's Las Vegas. Growth is inevitable, but trashy glitz doesn't have to be. The flashes of sun off the Truckee and the snow on the mountains give us the kind of vibe we should be promoting. And downtown should be at least as much for the locals as for tourists. And you know, we might attract more tourists if we emphasize our natural beauty.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs. Gaia Brown

4345 Mountaingate Dr Reno, NV 89519-7916

gaiabrown@me.com



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**I am writing to you today regarding a very important issue**

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**From** Charlotte Voitoff <cvoitoff@everyactioncustom.com>

**Date** Tue 10/8/2024 8:40 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms. Charlotte Voitoff

3310 Sunnyvale Ave Reno, NV 89509-5057

cvoitoff@gmail.com

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**I am writing to you today regarding a very important issue**

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**From** Mike Barnes <mblouisphotography@everyactioncustom.com>

**Date** Mon 10/7/2024 11:13 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mr. Mike Barnes

455 E 2nd St Reno, NV 89502-1020

mblouisphotography@gmail.com



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**I am writing to you today regarding a very important issue**

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**From** Susan Stephens <s.stephens.ret.un@everyactioncustom.com>

**Date** Mon 10/7/2024 7:23 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

Before I start, allow me to reiterate that we Americans are the ultimate energy hogs. Even in these times of climate emergency. Profit appears to be the blanket just.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too. Bad taste?

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms Susan Stephens

245 McClellan Dr Washoe Valley, NV 89704-9728

s.stephens.ret.un@gmail.com

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**I am writing to you today regarding a very important issue**

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**From** Sara Lafrance <saralafrance1@everyactioncustom.com>

**Date** Mon 10/7/2024 6:10 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

It is frustrating to see the city consider discarding existing sign regulations, which are meant to regulate the proliferation of digital and other signs. We see this as an invitation to downtown property owners to clutter their businesses with multiple signs "by right" – no public input, no public hearings.

Allowing more signs won't improve the aesthetics of downtown, which has a somewhat tacky and outdated vibe. Over time, it could lead to sign wars with businesses competing for attention like carnival barkers with megaphones. We see no reason to allow more garish digital signs and sign clutter to make it worse.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs. Sara Lafrance

6005 Lake Geneva Dr Reno, NV 89511-5050

saralafrance1@gmail.com

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**I am writing to you today regarding a very important issue**

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**From** Elizabeth Weyman <eweyman@everyactioncustom.com>

**Date** Mon 10/7/2024 9:48 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs. Elizabeth Weyman

15140 Redmond Loop Reno, NV 89511-4579

eweyman@gmail.com



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**I am writing to you today regarding a very important issue**

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

**Date** Mon 10/7/2024 9:43 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

Hillary ShieveCity staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mr Tom Clark

3145 Penfield Cir Reno, NV 89502-9639

tclark742@gmail.com

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**I am writing to you today regarding a very important issue**

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**From** David Horne <kinfolk-09.infirm@everyactioncustom.com>

**Date** Mon 10/7/2024 4:02 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

You will lose the "Biggest Little City " reputation and increase the light pollution so that no stars will be visible!

Come on who is passing money under the table?

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mr David Horne

6158 Sunrise Meadows Loop Reno, NV 89519-7382

kinfolk-09.infirm@icloud.com

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**I am writing to you today regarding a very important issue**

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**From** Susan Lewis <notsosuttle1@everyactioncustom.com>

**Date** Mon 10/7/2024 8:56 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs. Susan Lewis

3805 Aspen Holw Reno, NV 89511-3288

notsosuttle1@hotmail.com



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**I am writing to you today regarding a very important issue**

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**From** Jacqueline Dawson <jacquendawson@everyactioncustom.com>

**Date** Mon 10/7/2024 8:37 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs. Jacqueline Dawson

535 Marsh Ave Reno, NV 89509-1416

[jacquendawson@gmail.com](mailto:jacquendawson@gmail.com)

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**I am writing to you today regarding a very important issue**

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From Mark Wray <mwrap@everyactioncustom.com>

Date Sun 10/6/2024 9:25 PM

To Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

The City staff is pushing for unlimited signage in the "entertainment" district. If you allow that, are you going to then allow other businesses in the city to do the same thing? If the staff gets its way and signs 100 feet tall sprout up all over downtown, might as well throw out all of Reno's sign ordinances and call ourselves "Las Vegas North". I don't particularly care for what I see in Las Vegas, and a large part of that is the seeming unlimited signage everywhere. We can be better than Las Vegas. We ARE better than Las Vegas. Don't turn our town into a junkbox of big, flashing, ugly signs. The people of this town voted in 2000 to be rid of billboards. While the signs that staff are proposing would be on-premise signs, if the people were allowed to vote, they would be opposed to unlimited on-premise signs just like they are opposed to billboards. Why staff would want to push this on our citizens is anyone's guess, but it makes no sense and it is not only poor planning, it is the opposite of planning at all.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mr. Mark Wray

2802 Outlook Dr Reno, NV 89509-3951

mwrap@markwraylaw.com



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**I am writing to you today regarding a very important issue**

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**From** Cheri Martin <cheriamartin99@everyactioncustom.com>

**Date** Sun 10/6/2024 7:57 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Really I can't believe you are serious with this. The light pollution alone is astonishing here in Reno. Casinos and downtown don't have to look like this. If they get to put up a digital sign they should have to plant 100 trees in this paved desert. Show some foresight.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms Cheri Martin

4289 Cutting Horse Cir Reno, NV 89519-2998

cheriamartin99@gmail.com

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**I am writing to you today regarding a very important issue**

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**From** Linda Mezieres <mitchmez@everyactioncustom.com>

**Date** Sun 10/6/2024 6:56 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs. Linda Mezieres

1333 W Mulberry Dr Phoenix, AZ 85013-4028

mitchmez@hotmail.com

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**I am writing to you today regarding a very important issue**

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**From** Jean Sprague <jeansprague26@everyactioncustom.com>

**Date** Sun 10/6/2024 4:33 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms. Jean Sprague

173 Hanby Ave Bishop, CA 93514-2820

jeansprague26@gmail.com



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**I am writing to you today regarding a very important issue**

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

**Date** Sun 10/6/2024 3:43 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

Please do not allow changes to the sign code that would allow any business in the downtown district to have practically unlimited signage regulations.

The public has been led to believe that Reno's new brand is as a hub for the tech industry and as a home to many great new innovative businesses. The University of Nevada, very near downtown, is a key part of that identity and will contribute to that vision as a "leader in research and creativity". A myriad of signs in Reno's city center will not characterize that new brand. UNR students and potential permanent residents will definitely not be attracted to live in the downtown area as brightly lit signs create light pollution that negatively impacts mental health and human behavior.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs. Marilyn Naylor

1005 Dunbar Dr Washoe Valley, NV 89704-9201

naylorhome@charter.net

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**I am writing to you today regarding a very important issue**

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**From** John Linden <nyyankeejohn@everyactioncustom.com>

**Date** Sun 10/6/2024 2:33 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mr. John Linden

9955 Bandana Way Reno, NV 89521-6163

nyyankeejohn@gmail.com

---

**I am writing to you today regarding a very important issue**

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**From** Shelley Beckett <shelbeck1168@everyactioncustom.com>

**Date** Sun 10/6/2024 9:27 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

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Sincerely,

Ms. Shelley Beckett

5415 Fenno Way Reno, NV 89519-2195

shelbeck1168@gmail.com



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**I am writing to you today regarding a very important issue**

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**From** Robert Tschida <bobtschida1@everyactioncustom.com>

**Date** Sun 10/6/2024 9:21 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

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Sincerely,

Mr. Robert Tschida

3022 Sydney Cir Washoe Valley, NV 89704-9770

bobtschida1@gmail.com

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I am writing to you today regarding a very important issue

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From S Belk <tastodo@everyactioncustom.com>

Date Sun 10/6/2024 7:12 AM

To Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

What is the purpose of allowing the signage to become tacky? Are you purposely trying to chase people (and their money) away? I already have no problem seeing the casino signs from south Reno.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs. S Belk

2414 Iron Square Dr Reno, NV 89521-8658

tastodo@aol.com





Outlook

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**I am writing to you today regarding a very important issue**

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**From** Barbara Lee <bjlcpa@everyactioncustom.com>

**Date** Sun 10/6/2024 5:34 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms. Barbara Lee

PO Box 519 Spicewood, TX 78669-0519

bjlcpa@aol.com

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**I am writing to you today regarding a very important issue**

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**From** Joan Love <joannecatlover@everyactioncustom.com>

**Date** Sat 10/5/2024 9:26 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

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Sincerely,

Mrs. Joan Love

2245 Peavine Valley Rd Reno, NV 89523-3825

joannecatlover@gmail.com

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**I am writing to you today regarding a very important issue**

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From mary sande <marysande@everyactioncustom.com>

Date Sat 10/5/2024 6:17 PM

To Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

Dear Council Members,

Our community has the right to ban unlimited signage, large billboards and especially digital ones; (Note Austin vs Reagan 2022) for the sake of aesthetic, safety and environmental concerns. Too many details for this message but---

Reno's current metro population is 538,000 and growing and do you see them flocking to the downtown area?--NO. Will I bring my visitors from out of town downtown?--NO

I like casinos and what they offer but I don't like the vibe on the streets and this Unlimited Signage is just another damaging effect on an already trashy area.

I can see this type of advertising on billboards along highways but next to the property is hard to justify and wonder if it works anyway. Flooding a street with multiple signs is not effective.

Signage should not be unlimited. If a business wants a new sign then the old ones have to be taken down.

I am strongly against this proposal and request that you do not change the City's sign code

Thank You,

Mary Sande

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms. mary sande

4284 Ross Dr Reno, NV 89519-2943

marysande@gmail.com



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**I am writing to you today regarding a very important issue**

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**From** Jesse Ruppert <nikomagirl@everyactioncustom.com>

**Date** Sat 10/5/2024 5:57 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

Nevada is such a beautiful state. Northern Nevada is distinctly different from Las Vegas, we should strive to not only maintain, but also increase this difference. Rather than more lights, how about less? In the far north we are blessed with a dark sky sanctuary. Our little city has grown so much that even on the outskirts one can barely see the Milky Way. Have you considered instead a shift to dark sky-friendly lighting for the entire city? This would be much better for our citizens, not to mention the environment and cost to the city and patrons for lights. Please do not allow further light pollution to our city.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs. Jesse Ruppert

5895 Sunset Ridge Ct Reno, NV 89511-4363

nikomagirl@hotmail.com

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**I am writing to you today regarding a very important issue**

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**From** Mary Sande <marysande@everyactioncustom.com>

**Date** Sat 10/5/2024 5:38 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

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Sincerely,

Ms. Mary Sande

4284 Ross Dr Reno, NV 89519-2943

marysande@gmail.com

---

**I am writing to you today regarding a very important issue**

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**From** Kathy Newman <newmankelly@everyactioncustom.com>

**Date** Sat 10/5/2024 5:02 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

We already have too much light pollution. And one of the wonderful things about Reno is that it is not Vegas.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms Kathy Newman

4490 Reno, NV 89509

newmankelly@comcast.net



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**I am writing to you today regarding a very important issue**

---

**From** George Woodside <grwsystems@everyactioncustom.com>

**Date** Sat 10/5/2024 4:57 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

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Sincerely,

Mr George Woodside

2370 Lincoln Meadows Dr Reno, NV 89521-5229

grwsystems@gmail.com

---

**I am writing to you today regarding a very important issue**

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**From** Cynthia Kimball <cindykimball25@everyactioncustom.com>

**Date** Sat 10/5/2024 4:40 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

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Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms. Cynthia Kimball

5565 Wedgewood Cir Sparks, NV 89436-3716

cindykimball25@hotmail.com



---

**I am writing to you today regarding a very important issue**

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**From** Lisa Daines <daineslisa@everyactioncustom.com>

**Date** Sat 10/5/2024 12:25 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

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Sincerely,

Mrs Lisa Daines

235 Falling Water Ct Reno, NV 89519-2167

daineslisa@charter.net

---

**I am writing to you today regarding a very important issue**

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**From** John Gray <john.f.gry@everyactioncustom.com>

**Date** Sat 10/5/2024 12:09 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

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Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Dr. John Gray

4284 Muirwood Cir Reno, NV 89509-7002

john.f.gry@gmail.com

---

**I am writing to you today regarding a very important issue**

---

**From** Mike Lewandowski <baplew.michael@everyactioncustom.com>

**Date** Sat 10/5/2024 10:35 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

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Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Dr. Mike Lewandowski

3370 Southamptn Dr Reno, NV 89509-6837

baplew.michael@gmail.com



---

**I am writing to you today regarding a very important issue**

---

From Michael Johnson <m.johnson8993@everyactioncustom.com>

Date Sat 10/5/2024 9:46 AM

To Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

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Sincerely,

Mr Michael Johnson

5485 Fenno Way Reno, NV 89519-2195

m.johnson8993@gmail.com

---

**I am writing to you today regarding a very important issue**

---

**From** Sandi Beckett <skbeckett53@everyactioncustom.com>

**Date** Sat 10/5/2024 9:26 AM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

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Sincerely,

Ms. Sandi Beckett

5485 Fenno Way Reno, NV 89519-2195

skbeckett53@gmail.com

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**Comments on new proposed signage language in the RMC**

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**From** Gary Cecil <garycecil621@msn.com>

**Date** Sat 10/5/2024 9:25 AM

**To** Angela Fuss <FussA@reno.gov>; Lauren Knox <KnoxL@Reno.Gov>

Good morning,

While I accept that our Downtown casinos have valid reasons for wanting large signs to advertise their business, I am opposed to broadening the RMC to all any and all businesses to have the right to up to 100 foot high signage in Downtown Reno.

As a long time Downtown resident, my vision for Downtown is a true mixed use where Residents' interests are equally balanced with those of businesses. For me, this means that the appearance of Downtown is equally balanced such that Residents are not bombarded with large signs in their neighborhood.

In my opinion, the current, suggested signage revisions are heavily slanted to the benefit of business interests and are not compatible to Residential uses, especially when the City of Reno wants to attract more infill for residential growth.

Kind Regards,  
Gary Cecil  
255 N Sierra St  
Reno



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**I am writing to you today regarding a very important issue**

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**From** Carol Raphel <c.raphel@everyactioncustom.com>

**Date** Fri 10/4/2024 8:54 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Additionally, it will add to the growing light pollution that is destroying what is left of any dark skies over the Truckee Meadows. The flashing digital signs already installed on casinos are a night-time nuisance to anyone living outside the downtown core, especially the GSR signage.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms. Carol Raphel

3240 Markridge Dr Reno, NV 89509-8906

c.raphel@att.net

---

**I am writing to you today regarding a very important issue**

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**From** Ashleigh Henry <hen.ash.dev@everyactioncustom.com>

**Date** Fri 10/4/2024 8:27 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

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Sincerely,

Mrs. Ashleigh Henry

1310 Lander St Reno, NV 89509-2654

hen.ash.dev@gmail.com



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**I am writing to you today regarding a very important issue**

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**From** Tracy Girdwood <tracygirdwood@everyactioncustom.com>

**Date** Fri 10/4/2024 6:37 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms. Tracy Girdwood

1170 Wyoming Ave Reno, NV 89503-3321

tracygirdwood@att.net

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**I am writing to you today regarding a very important issue**

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**From** Paula Scholer <bodhidiva@everyactioncustom.com>

**Date** Fri 10/4/2024 5:18 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

We are not and do not want to be Las Vegas!

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms Paula Scholer

15155 Western Springs Dr Reno, NV 89521-8487

bodhidiva@yahoo.com

---

**I am writing to you today regarding a very important issue**

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**From** Joanne Husar <husarj@everyactioncustom.com>

**Date** Fri 10/4/2024 3:57 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms. Joanne Husar

1622 W 25th St Apt 4 Los Angeles, CA 90007-1530

husarj@gmail.com



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**I am writing to you today regarding a very important issue**

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**From** Lori Wray <lwrap@everyactioncustom.com>

**Date** Fri 10/4/2024 3:14 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

I don't understand why staff is reaching back to a previous version of code to justify allowing the biggest signs possible for the non-casino businesses in the downtown entertainment district. Reno citizens have shown their opposition to big, bright signs over and over again. Reno voters overwhelmingly voted to ban new billboards. I know these signs aren't billboards, but they could be even bigger, taller and definitely brighter (because digital billboards are banned, too) than any that we have in town. Downtown looks outdated and cluttered now. Adding more sign clutter will just make it worse. Forward thinking cities have strong sign controls to protect the aesthetics for everyone. Certainly, they don't reach into the past. This proposal isn't in line with what's been accomplished so far to limit signs and provide a better aesthetic.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting. That means big, bright digital displays, running videos, or flashing changing messages day and night - by right - no public hearings, no public input.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Ms. Lori Wray

2802 Outlook Dr Reno, NV 89509-3951

lwrap@markwraylaw.com

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**I am writing to you today regarding a very important issue**

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**From** Judith Lockwood <sarman.lockwood@everyactioncustom.com>

**Date** Fri 10/4/2024 3:07 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs. Judith Lockwood

3810 N Westpoint Dr Reno, NV 89509-6874

sarman.lockwood@gmail.com

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**I am writing to you today regarding a very important issue**

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**From** Thelma Matlin <thelmamatlin@everyactioncustom.com>

**Date** Fri 10/4/2024 2:40 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Light pollution is not good for birds. The distraction to drives is dangerous. There is no redeeming value to these signs.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mrs. Thelma Matlin

4755 Bradford Ln Reno, NV 89519-0936

thelmamatlin@gmail.com



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**I am writing to you today regarding a very important issue**

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**From** Paul Malikowski <paul@everyactioncustom.com>

**Date** Fri 10/4/2024 2:35 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mr. Paul Malikowski

4755 Cedarhill Ln Reno, NV 89519-0939

paul@nvlaw.com

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**I am writing to you today regarding a very important issue**

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**From** Max Duchaine <max.duchaine@everyactioncustom.com>

**Date** Fri 10/4/2024 2:02 PM

**To** Angela Fuss <FussA@reno.gov>

Dear Angela Fuss,

I am opposed to allowing all businesses in the downtown Mixed-Use – Entertainment District (MD-ED) the same, almost unlimited, signage as casinos.

City staff has prepared changes to the sign code to allow any business – from pawn shops to liquor stores – in the downtown district in addition to casinos to have 100-foot-tall signs with no limit on number, size or types of lighting.

This is an invitation for more digital displays as big as those put up by casinos. It's also a license to expand sign clutter and further degrade the aesthetics of our city. And having unlimited signage in the "entertainment district" will encourage applications for zone changes by nearby businesses who happen to be outside the entertainment district, so that they can have unlimited signs flashing day and night, too.

Downtown has a reputation as a tired looking honky-tonk of a place. There is no reason to allow more tacky digital signs and unnecessary sign clutter to make it worse. Please protect our downtown from further degradation by scrapping this proposal to allow non-casino businesses practically unlimited signage regulations that have always been reserved for casinos.

Sincerely,

Mr. Max Duchaine

1012 14th St NW Washington, DC 20005-3403

max.duchaine@scenic.org



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**RE: Draft sign code changes**

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**From** Lauren Knox <KnoxL@Reno.Gov>

**Date** Wed 10/2/2024 5:42 PM

**To** lwwray@markwraylaw.com <lwwray@markwraylaw.com>; Angela Fuss <FussA@reno.gov>

**Cc** John Hara <countertourist@gmail.com>; Joyce Thompson <jreno1968@gmail.com>;  
leah.sanders14@gmail.com <leah.sanders14@gmail.com>; Mark Wray <mwwray@markwraylaw.com>

Hi Lori,

At this time, we are not planning to make any changes to the redline draft that was presented last week. We anticipate bringing the same draft to the Planning Commission and City Council so that everyone is reviewing the same proposed edits. We will provide both the Planning Commission and City Council with a summary of the feedback received, as well as the written public feedback provided.

Following review and input at the Planning Commission and City Council meetings, we will develop a new proposed draft document based on the feedback and direction received.

Thank you,  
Lauren



**Lauren Knox, AICP**

*Senior Planner*  
Development Services  
775-334-2372 (o) or 775-433-8971 (c)  
[KnoxL@Reno.Gov](mailto:KnoxL@Reno.Gov)  
1 E. First St., Reno, NV 89501

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

**From:** Lori Wray <lwwray@markwraylaw.com>

**Sent:** Wednesday, October 2, 2024 1:27 PM

**To:** Angela Fuss <FussA@reno.gov>; Lauren Knox <KnoxL@Reno.Gov>

**Cc:** John Hara <countertourist@gmail.com>; Joyce Thompson <jreno1968@gmail.com>;  
leah.sanders14@gmail.com; Mark Wray <mwwray@markwraylaw.com>

**Subject:** Draft sign code changes

Hi Angela and Lauren,

I was wondering if there will be any changes to the draft presented last week since the stakeholder and community meetings have concluded. You had mentioned in a previous email that the proposed changes could be withdrawn if there were "disagreements from the stakeholders and broader community." I'm in

**From:** [David Porter](#)  
**To:** [Lauren Knox](#)  
**Subject:** Signing regulations: alternatives to consider  
**Date:** Tuesday, September 24, 2024 12:09:23 PM

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Large signs. Only allow large signs if you can eliminate 2 or more billboards for each new sign. Otherwise, please do not allow any more new large signs. We should eliminate the large sign exception for casinos. Why should they get a special break for taking peoples money? I support not adding more sign pollution in Reno or Washoe County!

**From:** [Gennie Alderson](#)  
**To:** [Lauren Knox](#)  
**Subject:** Expanding Use of Casino Sign Regulations to other Downtown Businesses  
**Date:** Tuesday, September 24, 2024 6:11:16 PM

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Hello -

I am very much OPPOSED to the City of Reno expanding casino sign regulations to other downtown businesses. Our downtown area has gotten junkier & junkier in the last five years or more due in part to Mr. "J" coming in, getting special privileges/incentives and tearing down multiple motels along West Fourth Street (which at least were temporary shelter for housing insecure people who now roam the streets throughout Reno). His large, flashing sign on the side of the J. Resort building, the music piped out into the wider neighborhood, and the tacky looking "Neon District" fabric signs (in shreds at times) which are attached to chain link fencing around vacant lots are all repugnant in my view. I feel like the city council (and/or planning department) have sold us all down the river (no pun or racial slur intended).

What we needed in the West Fourth Street corridor was more affordable housing units, not another "entertainment" district! And what we really don't need are more gigantic flashing signs – we already have enough light pollution! Thank you.

Gennie Alderson  
Reno Resident and Homeowner

**From:** [kswan775@gmail.com](mailto:kswan775@gmail.com)  
**To:** [Lauren Knox](#)  
**Subject:** Casino signage  
**Date:** Monday, September 23, 2024 3:21:34 PM

---

I oppose allowing casino sign size ordinances to apply to any other signage for non casino businesses in Reno.  
Don't need additional sign blight. Thank you  
Ken Swanson. [kswan775@gmail.com](mailto:kswan775@gmail.com) 775-530-4665



**From:** [Peter Neumann](#)  
**To:** [Lauren Knox](#)  
**Cc:** [Karl Hall](#)  
**Subject:** Casino sign Regulation proposal for expansion of use  
**Date:** Friday, September 20, 2024 4:50:43 PM

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September 20, 2024

To: Ms. Lauren Knox  
Reno City Hall  
One East First Street  
Reno, Nevada 89501

Re: Reno Municipal Code "cleanup" amendment proposal relative to downtown Reno outdoor signs

Dear Ms. Knox:

I am Peter Chase Neumann, residing at 1 Elm Court, Reno, Nevada which is adjacent the south bank of the Truckee River and 250 west of the Promenade Center for Independent Living near the west end of Court Street. My home was built by Senator Frances Newlands, in the year 1890, the same year he built his residence, which is 200 feet west of my home.

I respectfully oppose the proposal to expand the city code (as it applies to casino sign regulations) to allow any other downtown Reno business owners or operators to construct, permit, or display additional billboards or signs on their owned or leased properties in the downtown Reno district.

I believe that to do so would be in violation of existing law, and the court-approved stipulation that was entered into and ratified by the Reno City Council and Scenic Nevada organization, in settlement of the long-standing litigation between those two parties.

I also believe that to expand the venerable negotiated settlement giving additional businesses such as bars, pawn shops, tattoo parlors, or any other business properties the right to construct large billboard sized outdoor "signs" would have an additional adverse effect upon Reno's downtown area, which is already affected by many adversities.

Only this week the downtown district of Reno was described only by the London Daily Mail as decidedly "tacky." [Murdoch children arrive for trial over dad Rupert's News Corp empire](#)





Murdoch children arrive for trial over dad  
Rupert's News Corp empire

Meriam-Webster dictionary defines "tacky" as:

**"Gaudy"; "Dowdy"; "Loud"; "Tawdry"; or "Trashy."**

I have made Reno my home for 55 years. Sadly, I cannot disagree with the characterization of it in internationally distributed news publications like the London Daily Mail in describing to its international readers, the appearance and character of downtown Reno, Nevada USA.

Downtown Reno definitely is "tacky." In fact, it is an embarrassing eyesore that many Renoites that I know, are ashamed to display to visiting friends or relatives. I certainly am ashamed of it. When old friends visit me, I make a point of NOT taking them downtown. It is depressing. It is loud. It is ugly. It is **tacky**.

And if the City of Reno amends its code to allow even more billboards on downtown properties, this will only add to the "tackiness," and further discourage the development of attractive, inviting, eco-friendly and hospitable businesses. It will also constitute, in my opinion, a breach of the *implied covenant of good faith and fair dealing* which the City of Reno is obligated by the Rule of Law to afford to the Scenic Nevada organization and the people it represents. In other words, it will precipitate more litigation in the courts.

Please do NOT allow any more outdoor signs and billboards to be displayed in downtown Reno. Reno desperately needs less, not more, billboards.

Sincerely,

Peter Chase Neumann  
1 Elm Court, Reno, NV 89501  
775-742-3066

**From:** [Dennis Ghiglieri](#)  
**To:** [Lauren Knox](#)  
**Subject:** Reject allowing non-casino 100ft signs  
**Date:** Friday, September 20, 2024 2:15:27 PM

---

To: Lauren Knox

I am opposed to expanding the use of casino sign regulations to other businesses downtown. I live near the 4th Street casino area and find that large signs are damaging to the sense of community.

Sincerely,

Dennis Ghiglieri  
Reno, NV



**From:** [donna@donnaholland.com](mailto:donna@donnaholland.com)  
**To:** [Lauren Knox](#)  
**Subject:** Business Signs  
**Date:** Friday, September 20, 2024 12:58:26 PM

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I am opposed to allowing other businesses to have the large signs historically reserved for casinos by expanding the use of casino sign regulations to other businesses downtown. . Let's preserve some of the beauty this valley offers and not make it into another Las Vegas.

Donna Holland  
14290 E Windriver Ln  
Reno, NV 89511

**From:** [adrienne.fisher](#)  
**To:** [Lauren Knox](#)  
**Subject:** Sign codes  
**Date:** Friday, September 20, 2024 10:55:14 AM

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Hello Ms. Knox, I'd like to express my concern that the City is changing the rules for 100 foot signs to include businesses that are not casinos. We live in a beautiful place, and I hate to think we would litter it with more signs (and billboards) than we already have. I am completely opposed to this change and would even be in support of moving the opposite direction where we don't allow ANY signage of 100 feet. Thanks for reading and sharing my thoughts with the appropriate people.

Adrienne Fisher  
30+ year Reno resident

**From:** [julie uren](#)  
**To:** [Lauren Knox](#)  
**Subject:** Signs  
**Date:** Friday, September 20, 2024 12:19:53 PM

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Hello,  
Please note I am adamantly opposed to more signage especially large digital signs in the Reno area.  
Thank you,  
Julie U'Ren

[Sent from AT&T Yahoo Mail for iPad](#)

**From:** [babyjean@protonmail.com](mailto:babyjean@protonmail.com)  
**To:** [Lauren Knox](#)  
**Subject:** Ugly huge signs  
**Date:** Friday, September 20, 2024 11:00:32 AM

---

Dear Lauren Knox,

We are opposed to the expansion of casino signs to other businesses. These signs are ugly and should be limited not expanded!

Sincerely,  
Mr. Joseph Tiner  
Mrs. Ronnie Tiner

the process of sending out an alert to our membership and I'd like to include the most current information that will go to the planning commission this month.

Thanks,

Lori

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

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**Re: Update on the City of Reno Title 18 - Sign Code**

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**From** Leah Sanders <leah.sanders14@gmail.com>

**Date** Sun 9/22/2024 7:13 PM

**To** lwray@markwraylaw.com <lwray@markwraylaw.com>

**Cc** Angela Fuss <FussA@reno.gov>; Lauren Knox <KnoxL@Reno.Gov>; Mark Wray <mwray@markwraylaw.com>; John Hara <countertourist@gmail.com>; Joyce Thompson <jreno1968@gmail.com>; Alicia Barber <aliciambarber@gmail.com>; dkeats@sbcglobal.net <dkeats@sbcglobal.net>; toniharsh@charter.net <toniharsh@charter.net>; Peter Neumann <pcn@att.net>

Thank you Lori for stating clearly what has been on my mind as well. There is a phrase for what is going on, but it requires colorful inappropriate language. I'm not sure what the city's obligation is presently to developers who may want a big sign. This was not the intent as Title 18 was unveiled. It is not going to help Reno look great and be a city that benefits all. Yes, Reno is tacky...downtown is no longer a place I would want to go. I drive farther to my destinations just to avoid the tackiness.

I'll be on the webinar.

leah sanders

On Sep 22, 2024, at 5:23 PM, Lori Wray <lwray@markwraylaw.com> wrote:

Hi Angela,

Thanks very much for your email. My questions were what are the boundaries of the downtown entertainment district and how many parcels would get the casino signs, under your proposed draft. The map of the "Entertainment District" below, which is about as big as my thumbnail, doesn't really help. But looking at your second red-lined draft version (attached), the Gaming Overlay District on the sign chart was replaced with the MD-ED (Mixed-Use Downtown Entertainment District). The attached map of the MD-ED is from the GIS maps on the city's website. My understanding from your email is that every parcel in the MD-ED will be able to have 100-foot-tall signs by right that can be gigantic digital jumbotrons, because there are no limits on number, size and lighting.

I don't understand your reference to Section 18.08.405. As far as I can tell, it does not exist today in municipal code. I tried to find it in the Zoning Code on the city's website. It jumps from 18.08.403 to 18.18.501. The same is true for 18.16.207 and the table at 18.16-1. It doesn't exist in current code as far as I can tell.

What I think you may be trying to explain is that in an old code somewhere there was a reference to allowing the old DRRC designation to have large signs. That designation was removed and replaced with Gaming Overlay. You say, "When the new zoning code was adopted in 2021, the DRRC designation was deleted, and the new signage language was changed to reference the "Gaming Overlay District".

And, apparently, when that happened someone "inadvertently" forgot to append Footnote 11 to the Gaming Overlay section of the chart. I'm attaching the first red-lined version you presented



to the planning commission in March and April. You told the commissioners that the change was meant to **correct errors** in 18.05.113, the sign chart. Footnote 11 limiting large signage to casinos was already appended to mixed-use districts, which includes MD-ED, but not to the Gaming Overlay district and you wanted to fix that and did. Look at your first red-lined version of Gaming Overlays in the chart. **My point is that the MD-ED district is not allowed the use of casino signs today.** And the sign code chart says so. Removing the Gaming Overlay designation from the sign code chart and replacing it with MD-ED with casino large sign regulations is not reducing signage as you claim but increasing them in the MD-ED.

The Gaming Overlay Districts may be 1,971 acres but adding Footnote 11 on the sign chart corrected the error you discussed with the planning commission. Giving unlimited signage in the Gaming Overlay to that many properties is ludicrous and was never intended, as you know. Look at your footnote 28 (attached) in 18.02 explaining your reasoning for changing this part of the code to match the sign code chart. It says, "28. This was unintentionally left out. Should only apply to gaming facilities within gaming overlays."

Referring to 18.02, you told commissioners, "The intent was just for the casinos, the licensed casinos to be able to have the bigger signs so we added a clarification. We knew what the intent was. We just missed it in specifying within this specific section of code." You append Footnote 2, the same language as Footnote 11, to the gaming overlay section to correct the error.

Reaching back into past code iterations to justify the proposed change now allowing more signage in the MD-ED makes no sense and will have a detrimental impact, adding more tacky signs to a tired looking downtown. Calling your proposal a reduction in signage is disingenuous at best when you know that large signs in the Gaming Overlay were never, ever intended in the first place. Have any tall signs been approved on non-casino properties in recent years in any of the Gaming Overlay districts you show on your map? I can think of two really awful signs, the green Dollar sign (photo attached) and the old Motel 6 sign, both on South Virginia. I don't know if they are in a Gaming Overlay or not. But both look to be at least 60 feet tall and are two examples of how awful these signs are. Imagine many of these in the MD-ED.

A billboard can only be 35 feet tall. The community voted over 20 years ago to ban these tall signs. The city council also enacted a ban on digital billboards at the urging of Scenic Nevada and the community. Your proposal would open the door to more tall signs with huge digital panels, bigger than a digital billboard, the kind this community has largely rejected as eyesores that ruin property values and the chance of ever improving the aesthetics of downtown. Please reconsider and update the sign code chart to limit the largest signs to casino properties only.

Lori

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

**From:** Angela Fuss <[FussA@reno.gov](mailto:FussA@reno.gov)>

**Sent:** Friday, September 20, 2024 1:37 PM

**To:** Lori Wray <[lwray@markwraylaw.com](mailto:lwray@markwraylaw.com)>; Lauren Knox <[KnoxL@Reno.Gov](mailto:KnoxL@Reno.Gov)>

**Cc:** Mark Wray <[mwray@markwraylaw.com](mailto:mwray@markwraylaw.com)>; John Hara <[countertourist@gmail.com](mailto:countertourist@gmail.com)>; Joyce Thompson <[jreno1968@gmail.com](mailto:jreno1968@gmail.com)>; [leah.sanders14@gmail.com](mailto:leah.sanders14@gmail.com); Alicia Barber <[aliciambarber@gmail.com](mailto:aliciambarber@gmail.com)>; [dkeats@sbcglobal.net](mailto:dkeats@sbcglobal.net); [toniharsh@charter.net](mailto:toniharsh@charter.net); Peter C. Neumann ([pcn@att.net](mailto:pcn@att.net))



<pcn@att.net>

**Subject:** Re: Update on the City of Reno Title 18 - Sign Code

Hi Lori,

Below is a breakdown of answers to your questions on allowed signage:

**Where did the old zoning Code (prior to 2021) allow signage for 100-foot-tall signs with no limit on area, lighting or animation?**

Since 2005, the Reno Zoning Code has allowed all property (regardless of it being a casino) within the Downtown Reno Regional Center Entertainment District and Hotel Casino (HC) zoning district to have 100-foot-tall signs with no limit on area, lighting or animation. This accounts for approximately 146 acres of property.

**Excerpt from 2021 Zoning Code related to Signs and the DRRC Entertainment District:**

<image002.png>

Map of the DRRC Entertainment District and Hotel Casino Zoning District that allowed for signs to have 100-foot-tall signs with no limit on area, lighting or animation

<image003.png>

**Where does the current zoning code allow for signage for 100-foot-tall signs with no limit on area, lighting or animation?**

The existing zoning code allows for signage for 100-foot-tall signs with no limit on area, lighting or animation for all parcels located within the Gaming Overlay Boundary. This includes approximately 1,971 acres. When the new zoning code was adopted in 2021, the DRRC designation was deleted, and the new signage language was changed to reference the "Gaming Overlay District".

Here is a map of where all business are allowed to have signage for 100-foot-tall signs with no limit on area, lighting or animation.

<image004.png>

**Staff's recommendation with the Sign Code Text Amendment Language:**

Staff's recommendation is to remove the allowance for all business in the Gaming Overlay District to have signage for 100-foot-tall signs with no limit on area, lighting or animation. Staff recommends that the Code revert back to the language that had been similar to code since 2005 that allowed signage for 100-foot-tall signs with no limit on area, lighting or animation for all businesses within the Entertainment District AND for all legally established nonrestricted gaming facilities. This area is closer to 136 acres.

**This proposed change to the sign code would actually remove signage allowances from the Gaming Overlay Boundary and revert back to just the Entertainment District and Nonrestricted Gaming locations. This has been part of the zoning code for close to 20 years. The Entertainment District is approximately 136 acres, as opposed to the much bigger Gaming Overlay Boundary, which is closer to 1,971 acres. Staffs language proposes to reduce signage requirements in approximately 1,835 acres. Please note that we are seeking community and business input on this change and want to make sure that all parties are aware of the changes.**

Angela

**Angela Fuss, AICP**

*Assistant Director*

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**From:** Lori Wray <[lwrap@markwraylaw.com](mailto:lwrap@markwraylaw.com)>

**Sent:** Tuesday, September 17, 2024 5:32 PM

**To:** Angela Fuss <[FussA@reno.gov](mailto:FussA@reno.gov)>; Lauren Knox <[KnoxL@Reno.Gov](mailto:KnoxL@Reno.Gov)>

**Cc:** Mark Wray <[mwrap@markwraylaw.com](mailto:mwrap@markwraylaw.com)>; John Hara <[countertourist@gmail.com](mailto:countertourist@gmail.com)>; Joyce Thompson <[jreno1968@gmail.com](mailto:jreno1968@gmail.com)>; Leah Sanders <[leah.sanders14@gmail.com](mailto:leah.sanders14@gmail.com)>; Alicia Barber <[aliciambarber@gmail.com](mailto:aliciambarber@gmail.com)>; Dkeats <[dkeats@sbcglobal.net](mailto:dkeats@sbcglobal.net)>; Toni Harsh <[toniharsh@charter.net](mailto:toniharsh@charter.net)>; Peter C. Neumann <[pcn@att.net](mailto:pcn@att.net)>

**Subject:** RE: Update on the City of Reno Title 18 - Sign Code

Angela,

The sign code was never interpreted by you or anyone else at the city to allow just any business within the Gaming Overlay District to erect 100-foot-tall signs as you suggest below. And you said as much during presentations to the Reno Planning Commission last spring. Attached is the earlier, red-lined version circulated to the community and presented to the planning commission this year. See the footnote 11 proposed changes. It was meant to be changed to, "[11] This section only applies to parcels with legally established Nonrestricted Gaming establishments and does not apply to the broader Gaming Overlay District."

Here's your full comment concerning this change to the planning commission on April 17, 2024: "We added verbiage to the gaming related sign regulations to clarify that they only apply to legally established gaming establishments in the overlay."

You also added, "What we inadvertently did in our - gaming overlay also includes some different buildings that are not casinos and so we don't want the average pawn shop owner or Burger King to have a 10-foot-tall sign. So again inadvertently, we didn't mean to do that, so we just



provided some clarification that if you are in the gaming overlay and you want to use those sign allowances you also have to be a legally established gaming facility. Pretty simple."

At an earlier presentation to the Planning Commission on March 20, you said basically the same thing referring to a change of Title 18.02 having to do with overlay districts.

You said: "The intent was just for the casinos, the licensed casinos, to be able to have the bigger signs so we added a clarification. Again, we knew what the intent was, we just missed it in specifying within this specific section of code. So again, just a clean-up to make more sense and frankly match what was in our sign code. So, a quick cleanup relating to gaming overlay."

Contrary to your statements above and in the email below, you are expanding gaming overlay regulations to others who want to use the gaming overlay regulations and do not have a casino property. Apparently, now you are allowing this flexibility for casino's **"and for parcels zoned within Downtown Entertainment zoning district."**

Can you clarify whether the new redlined version to be discussed next week is just part of code clean up or is this new red-lined version and round of stakeholder meetings the actual sign code update that is supposed to take place?

In my opinion, this is a major change and intensification of the sign code to allow anyone within the MD-ED 100-foot-tall signs with no limit on area, lighting or animation. As you know animated signs can play videos, flash lights, flip, pop and scroll without any restrictions. Imagine a series of signs like the Glow Plaza sign on west Fourth Street. Do you know how many parcels are affected by this proposed change? And can you send me a map showing the boundaries of the MD-ED zoning district?

For the record, Scenic Nevada is opposed to expanding the use of gaming overlay sign regulations to other businesses which are not licensed casinos.

Sincerely,

Lori

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

**From:** Angela Fuss <[FussA@reno.gov](mailto:FussA@reno.gov)>

**Sent:** Tuesday, September 17, 2024 10:15 AM

**To:** Lori Wray <[lwray@markwraylaw.com](mailto:lwray@markwraylaw.com)>; Lauren Knox <[KnoxL@Reno.Gov](mailto:KnoxL@Reno.Gov)>

**Subject:** Re: Update on the City of Reno Title 18 - Sign Code

Hi Lori,

The current Code already allows any business located in the Gaming Overlay District to erect a 100-foot sign with no limits on area and lighting. We are proposing to reduce the allowed signage by only allowing this flexibility for casino's and for parcels zoned within Downtown Entertainment zoning district.

Below is a map that shows the Gaming Overlay District. The current Code allows any business to erect a 100-foot sign with no limits on area and lighting within the areas in "red".

<image005.png>

**Angela Fuss, AICP**

*Assistant Director*

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**From:** Lori Wray <[lwray@markwraylaw.com](mailto:lwray@markwraylaw.com)>

**Sent:** Tuesday, September 17, 2024 10:02 AM

**To:** Angela Fuss <[FussA@reno.gov](mailto:FussA@reno.gov)>; Lauren Knox <[KnoxL@Reno.Gov](mailto:KnoxL@Reno.Gov)>

**Subject:** RE: Update on the City of Reno Title 18 - Sign Code

Hello Angela,

The on-premises sign code chart is completely different than the chart circulated earlier in the process. I was told originally there were only going to be minor text changes for clarification. Nevertheless, my concern is that it looks like the biggest signs reserved for casinos in the current code will be extended to all property owners in the downtown area. My question is can any non-casino business downtown erect a 100 foot sign with no limits on area and lighting?

Thanks,

Lori

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



**From:** Angela Fuss <[FussA@reno.gov](mailto:FussA@reno.gov)>

**Sent:** Thursday, September 12, 2024 5:20 PM

**To:** Angela Fuss <[FussA@reno.gov](mailto:FussA@reno.gov)>; Lauren Knox <[KnoxL@Reno.Gov](mailto:KnoxL@Reno.Gov)>

**Subject:** Update on the City of Reno Title 18 - Sign Code

Sign Stakeholders,

The City of Reno Planning Department is working on updates to the Title 18 Zoning Code. As part of that work, we are looking to clean up the Sign Code. We will be holding two stakeholder meetings that are intended for members of the sign industry and then three additional stakeholder meetings for the broader general public. **The same information will be presented at all the meetings.** Please plan to attend one of the virtual meetings listed below to learn about the draft changes and provide your input. A copy of the proposed redline changes is attached for your review. Also attached is a "clean version" with annotations of the changes.

Options for Meeting Dates/Times:

**Sign Technical Advisory Committee Meeting #1**

**Date:** Monday, September 23rd from Noon – 1 p.m.

[https://us06web.zoom.us/webinar/register/WN\\_X6B6ERpKRNimoqdMzmYAsQ](https://us06web.zoom.us/webinar/register/WN_X6B6ERpKRNimoqdMzmYAsQ)

**Sign Technical Advisory Committee Meeting #2**

**Date:** Tuesday, September 24th from 9 a.m. - 10 a.m.

[https://us06web.zoom.us/webinar/register/WN\\_59Y-HdaSTKiu3BXC7mdU7A](https://us06web.zoom.us/webinar/register/WN_59Y-HdaSTKiu3BXC7mdU7A)

**General Public Stakeholder Meeting #1**

**Date:** Tuesday, September 24th from 6 p.m. - 7 p.m.

[https://us06web.zoom.us/webinar/register/WN\\_Ay73jL0HRnO8hYUe94TYfw](https://us06web.zoom.us/webinar/register/WN_Ay73jL0HRnO8hYUe94TYfw)

**General Public Stakeholder Meeting #2**

**Date:** Friday, September 27th from 9 a.m. - 10 a.m.

[https://us06web.zoom.us/webinar/register/WN\\_umHCFvgSTmaWKK8hS3j\\_w](https://us06web.zoom.us/webinar/register/WN_umHCFvgSTmaWKK8hS3j_w)

**General Public Stakeholder Meeting #3**

**Date:** Friday, September 27th from Noon – 1 p.m.

[https://us06web.zoom.us/webinar/register/WN\\_IJ7KqD39ScGyFq9xiZ9czA](https://us06web.zoom.us/webinar/register/WN_IJ7KqD39ScGyFq9xiZ9czA)

A summary of the draft changes is below:

- Updated triggers for entitlement review related to signs to be consistent across the code. If an entitlement is triggered, the process is for a Major Site Plan Review, which requires Planning Commission approval is required.
- Add a statement on "content neutrality" to address federal laws relating to freedom of speech.
- Modified/added sign definitions for monument sign, pole sign and freestanding sign.
- Moved references to signs with the Gaming Overlay to the Sign section of code.
- Clarified what size and type of signs are allowed within the Downtown Entertainment District.
- Added sign requirements for several zoning districts that had been inadvertently left out of the code.
- Cleaned up the *Table on Sign Regulations by Zoning District* to provide consistency across zoning districts.

- **No changes have been made to code related to billboards (off-premise signs), nits on animated signs, or gas station sign regulations.**

Please e-mail Lauren Knox at [knoxL@reno.gov](mailto:knoxL@reno.gov) with any comments.

Thank you  
Angela

**Angela Fuss, AICP**

*Assistant Director*

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<24-09-12 Second Red-lined Draft.pdf> <24-09-20 Mixed Use Downtown - Entertainment District Map.pdf> <23-10-17 First Draft of red-lined chart.pdf> <23-10-17 Footnote 28.pdf> <Dollar Sign.jpg>