

Exhibit D - Public Comments

Which Category Describes You Public Agency or Entity

Case Number LDC23-00032

Do you wish to opt-in to receive Reno Connect Development Project email newsletters? Yes

Agency Review Comment Form

Name of Entity or Agency Scenic Nevada

Contact Name Lori Wray

Contact Email lwray@markwraylaw.com

Contact Phone Number 7758488288

Leave comments on this case here. January 8, 2023
Scenic Nevada's objections to the Glow Plaza amendment:
1. The Glow Plaza application would circumvent Reno city codes to get sign regulations they aren't entitled to as a property in a mixed use zone.
2. The Glow Plaza is entitled to a 35-foot-tall digital sign, but that apparently is not enough.
3. They want the unlimited sign regulations only casinos can have. Except for gaming, no other business in mixed use zones can receive this unfair benefit.
4. There is already a built-in double standard for casino signs. No other property owners can have a 100 foot tall sign by right except for casinos. Also, there are no limits on the number of free-standing signs, or area size on casino walls within the property. There are no limits on lighting or flashing and animation, which means flipping, scrolling and video 24/7. These regulations are known as "Gaming Overlay Sign Requirements."
5. If this application is granted will the Glow Plaza start adding more and more free standing signs and wall signs to its property beyond what's allowed already.
6. Only casinos get this benefit now. If approved, the city is extending this benefit to one property to the exclusion of all others by circumventing the codes put in place to protect the residents.
7. The Sands will put up the mega digital sign because of our lax sign code for casinos but it should not be given the right to advertise other businesses on its sign.
8. As an on-premises sign, the Sands sign would be limited to advertising events, goods and services available on its property only.

9. By definition, signs that advertise goods and services not located on its property are billboards. And digital billboards, are banned in Reno.

10. This application is meant to get around the ban on digital billboards in the code. The city has just recently cited, fined and ordered a billboard owner in town to turn off it's illegal digital billboard and apply to the city to convert the sign back to a standard billboard.

11. Adding the Sands property to the Glow Plaza property boundaries does not cure violations of the sign code which would occur if this permit application were approved.

12. Changing the boundaries doesn't change the use of the property. The Glow Plaza permit is for use as festival grounds not a gaming facility.

13. The Glow Plaza would be advertising on a sign that only casinos are entitled to have. The code says only "legally established nonrestricted gaming operation land uses may use Gaming Overlay sign requirements."

14. This application would not cure the violation of digital billboards either because the Sands would be advertising the Glow Plaza events which would not be held on the Sands premises.

15. Nationwide communities have regulated signs for decades. Sign owners have challenged these regulations over and over. And the courts have upheld our right to regulate signs to protect community aesthetics and public safety.

16. In a recent court case, a conservative judge from the 7th Circuit, in her ruling against a billboard company, said "Billboards by their very nature can be perceived as an esthetic harm. Likewise, the connection between billboards and traffic safety is too obvious to require empirical proof. It does not take a double-blind empirical study, or a linear regression analysis, to know that the presence of overhead signs and banners is bound to cause some drivers to slow down in order to read the sign before passing it."

17. Imagine having a billboard as large as or larger than the GSR LED board, but this one on 4th St. facing north toward St. Mary's and the university neighborhood (and of course attracting the attention of everyone on I-80). When will there ever be enough in-your-face self-promotion to satisfy Mr. Jacobs.

18. Finally, has the Gaming Control Board been notified about the Glow Plaza becoming a gaming use? If the applicant says the use is not changing, then the Glow Plaza is not entitled to gaming use signs and the Sands cannot legally advertise the Glow Plaza on its sign.

The mission of Scenic Nevada, a non-profit, non-partisan all volunteer organization, is to preserve, protect and enhance the scenic beauty and community character of Nevada.

The Scenic Nevada Board of Directors believes this is another blatant attempt by the Sands/Neon Line developers to trample and exploit the city's codes to promote their own interests at the expense of the rest of the community. For the sake of aesthetics and public safety recommend denial of this excessive and unnecessary permit application to the Reno Planning Commission.

Regards,

Lori Wray, Director
Scenic Nevada

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Which Category Describes You Citizen

Case Number LDC23-00032

Do you wish to opt-in to receive Reno Connect Development Project email newsletters? Yes

Citizen General Public Comment Form

Full Name Rick Vawter

Contact Email Hotvawt@yahoo.com

Contact Phone Number 7753133386

Position Neutral/No Position

Leave comments on this case here. Does Jacobs already on this property? If not who does?

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Which Category Describes You Citizen

Case Number LDC23-00032

Do you wish to opt-in to receive Reno Connect Development Project email newsletters? Yes

Citizen General Public Comment Form

Full Name John W. Hara

Contact Email harafx@sbcglobal.net

Contact Phone Number 17758300751

Position In Opposition

Leave comments on this case here.

I am writing regarding item B.5.1 LDC23-00032 Jacobs Glow Plaza and Festival Area Amendment. I am strongly opposed to this amendment to allow Jacobs Entertainment to undercut the intent of existing sign laws to protect the community interests above those of single private entities.

Although billed as an event venue that will benefit the community, the Glow Plazza and Festival Grounds are simply a thin cover for increasing commercial opportunities for Jacobs business ventures on Fourth St.

This amendment is designed to allow the Sands Casino and Resort to become a giant 9-10 story digital sign overwhelming the landscape in this area in the same way the digital GSR screen has dominated Reno's view scapes on the other side of town.

With this application for an amendment, Jacobs is making a very public move to anchor one end of the 4th St. corridor as a commercial gaming strip benefitting its businesses above the greater public interest.

If the city approves this, Reno is surrendering years of public input, ballot measures, and master plans that align around a community focused on a robust diversified economy to a single self-serving business entity with an outdated 60s concept of a mini Las Vegas strip.

This sign is an overreach and should be a concern to surrounding businesses and residents alike for the opening it provides for other like-minded corporations to move Reno towards installing giant video screens commercializing our public spaces. Thanks for listening.

Respectfully,
John Hara

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Which Category Describes You Citizen

Case Number ?

Do you wish to opt-in to receive Reno Connect Development Project email newsletters? Yes

Citizen General Public Comment Form

Full Name anne norton

Contact Email annenorton@me.com

Contact Phone Number 9073153985

Position In Opposition

Leave comments on this case here.

Im not a fan of the proposed huge signs to go on the Sands - I own 2 west facing units in the Belvedere. The new Sands looks much better, but huge lighted signs to be seen on 395? Tooo much. I am not in favor of this. Reno is NOT Las Vegas, and I hope we won't pretend to be. Downtown has too many 'styles' from cool horse from burning man to tacky plastic tree looking thing in front of the sands, to armor man.. we need a theme in my opinion. Thank you .
Anne Norton

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