

TXT23-00002 (Title 18 – Signs)

May 21, 2025

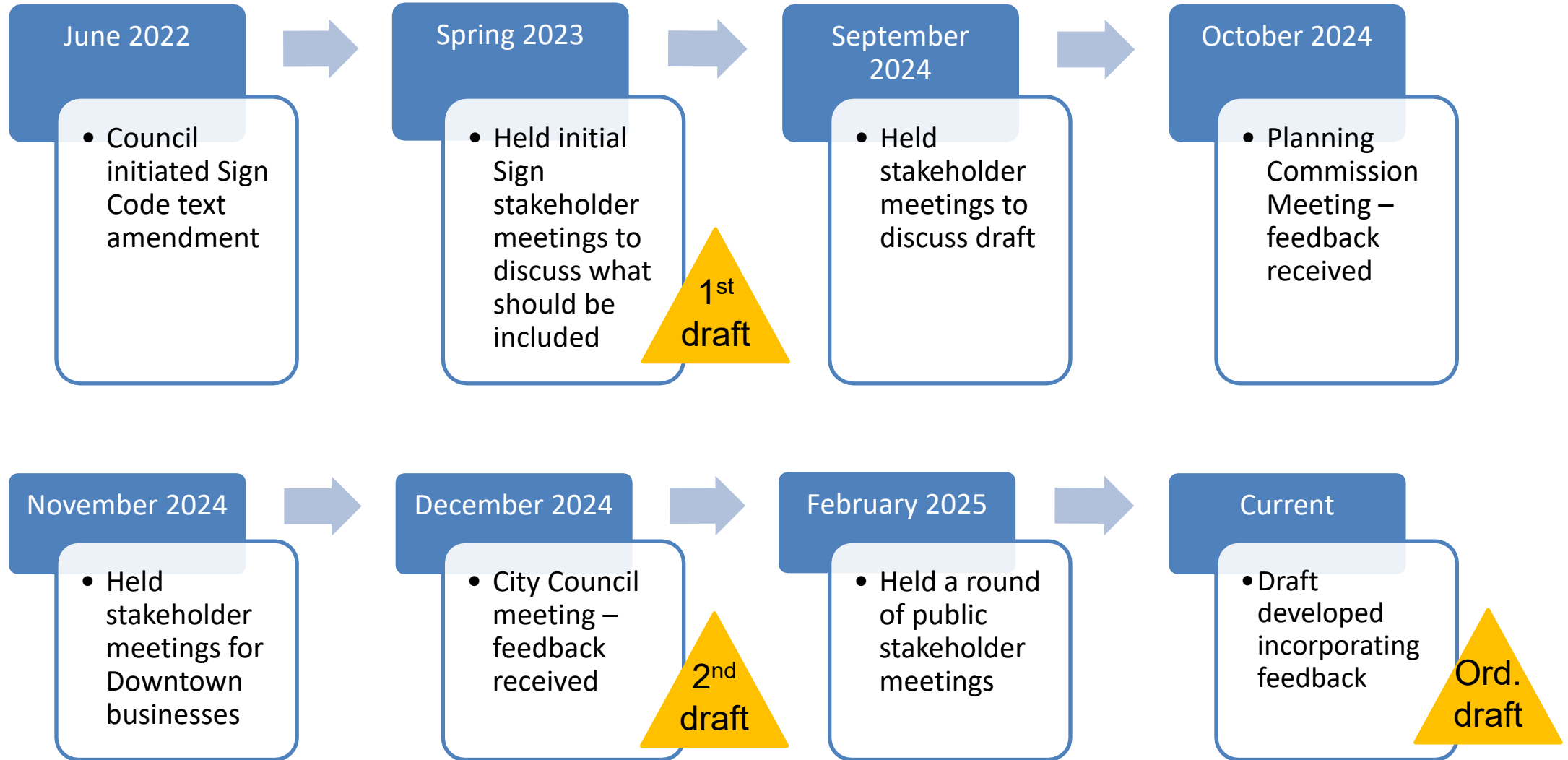


C I T Y O F
RENO

Alignment with Strategic Plan



Sign Ordinance – Public Review Process



Overall Proposed Changes

- General clarifying language
- Amended unlimited signage to be for nonrestricted gaming facilities only
- Exemption for certain on-premises signs
- Triggers for entitlement review made consistent
- Allowance for schools to have digital signs
- Addressed the need to move signage for public projects
- Statement on "content neutrality"
- Modified/added sign related definitions
- Table 5-1: Permanent On-Premises Sign Regulations by Zoning District



Key Issue – Unlimited Signage

- Removed allowance for unlimited signage for every parcel in the Gaming Overlay
- Maintained allowance for unlimited signage for Casinos



Key Issue – Digital Signs for Schools

- Worked with **Washoe County School District** and **Scenic Nevada** to create standards for digital signs
- Included requirements to mitigate impacts
- Tried to balance school's needs with public concerns



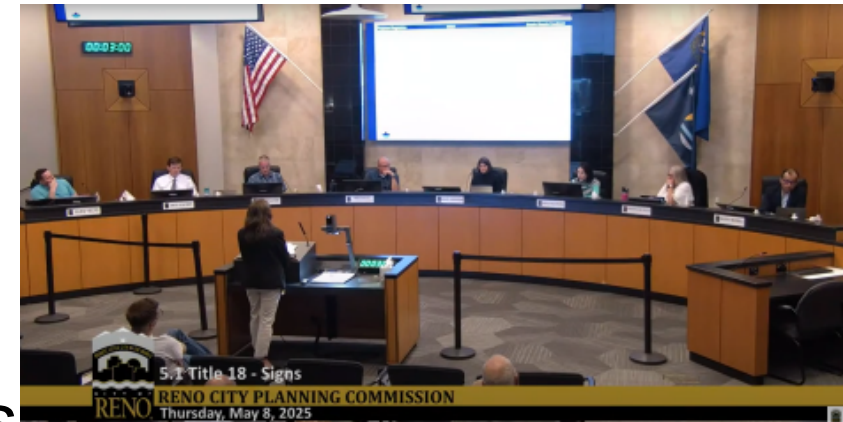
Key Issue – Digital Signs for Schools

- Specific requirements included to mitigate impacts:
 - Hours limited to 6am – 10pm
 - Limit nits to 150 between sunset and sunrise
 - Animated portion limited to 32 sq. ft.
 - Content must remain for at least 8 seconds
 - No video, flashing, or blinking





Planning Commission Recommendations

- Memo provided outlining recommendations
- Potential for distracted driving and attention going to signage
 - Limit the number of digital signs
 - Require a distance from crosswalks
 - Review the content hold time
 - Exception language for emergencies
- Limit the operating hours and only on when school is in session



Summary

- Process
 - Iterative, multiple drafts, many points of feedback
- Overall changes
 - Generally supported during feedback 
- Key issues
 - Unlimited signage in Gaming Overlay
 - Concerns resolved 
 - Digital signage for schools

Recommended Motion

- I move to refer Bill No. _____ for a second reading and adoption.

Alternative Motion

- I move to refer Bill No. _____ for a second reading and adoption, *with the following changes:*
Insert specific changes



Proposed Regulation		Scenic Nevada Feedback	PC Recommendation
<i>Sign operating hours</i>	6am-10pm	Supports 6 a.m. to 6 p.m., active only when school is in session	Consider furthering limiting the operating timeframes.
<i>Sign brightness</i>	150 nits between sunset and sunrise, standard allowance of 5,000 nits otherwise		
<i>Sign size, style, and number limitations</i>	32 sq. ft. for animated sign. Height, style, number of signs subject to zoning district.	Supports monument style only, 6' height maximum, 32 sq.ft. maximum, 1 per campus	Consider limiting the number of signs per school, per street, and/or incorporate a minimum spacing requirement.
<i>Content display</i>	Content display to remain for no less than 8 seconds. No video display, flashing, or blinking is allowed.	Supports content changes every 15 minutes	Review the content hold time.

Table 5-1 Changes – More Detail

- Provided clearer regulations
- Created simplified and consistent standards
- Certain zoning district standards were made consistent if they were similar in terms of intensity
- Added standards for MA, PGOS, and UT districts

Table 5-1 Sign Regulations by Zoning District					
District	Height, freestanding (max.)	Area, freestanding (max.)	Area, Wall (max.)	Illumination	Flashing/ Animation
Residential					
All	6' monument only	50 sq. ft. per access up to 150 sq. ft. max w/site plan review	20 sq. ft. [1][2]	Indirect [8]	Not allowed
Mixed-Use					
All districts not listed below [6] [11]	8' maximum OR, if the parcel is ≥ one acre, freestanding sign maximum height is 25' (35' if parcel fronts street posted at 35 mph or greater)	125 sq. ft. maximum [5][7]	1 sq. ft. of sign area per lineal foot of business frontage Sign length shall not exceed 75% of business frontage All wall sign area shall not exceed 400 sq. ft. per parcel 5' maximum letter height Notwithstanding above, each business shall be allowed a minimum 40 sq. ft.	All types	Not allowed [12]

Table 5-1 Changes - More Detail

- Incorporated footnotes
- Included clear verbiage that allows for gaming facilities to have unlimited signage
- Memorialized process of freestanding signs allowance based on parcel or commercial center
- Amended illumination standards for Residential and UT zoning districts

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