

11-15-2023 - Reno City Council Meeting - Item # d.2 Presentation Neon Line District Development Agreement

[illegible]



Please put this email in the opposition letters re: the Neon District

1 message

spirit <spirit@telis.net>

Fri, Nov 10, 2023 at 9:04 AM

To: Diane Young McCormack <spirit@telis.org>, publiccomment@reno.gov

Cc: Peter Newman <pcn@att.net>, info@scenicnevada.org

Dear Reno Mayor and Town Council Members.

When I was on the board for Scenic Nevada, I frequented your chambers often.

After the hectic days when we fought the huge billboard industry...and won for the citizens of Reno...I assumed you would keep the people's desires in your deliberations and subsequent votes on any new projects.

I was wrong to assume!

A "neighborhood group" interfaced on emails about the project on Riverside Drive. I drove by there yesterday. How in the world could you allow this monstrosity cement building to be built in the middle of this quiet and historic neighborhood???? Greed. And what did you have to do to give in to the developer of this project?

Now I read about the controversy regarding the Neon project.

When will you start thinking about the wishes of the folks who call Reno home AND NOT THE WISHES OF DEVELOPERS?

What has happened to our "biggest little city in the world"? It is being taken over by the developers...more and more houses, ugly apartments, neon signs...and not slowly but on a fast track.

Shame on you for your greed.

Diane Young McCormack
700 California Avenue
Reno, NV 89509
spirit@telis.org



Public Comment <publiccomment@reno.gov>

Signs in so called Neon District

1 message

Judith Lockwood <saarman22@icloud.com>

Fri, Nov 10, 2023 at 8:55 AM

To: Publiccomment@reno.gov

Please be advised that I am totally opposed to these huge signs that are illegal, unsightly and serve no purpose other than advertising for Jacobs Development entities. It is high time that members of the Reno City Council work on behalf of the citizens they are supposed to represent. Judith Lockwood and family

Sent from my iPad



Public Comment <publiccomment@reno.gov>

Neon light district.

1 message

Mike Steedman <mikesteadman@charter.net>
To: Publiccomment@reno.gov

Mon, Nov 13, 2023 at 12:54 PM

I think it is wonderful! And adds heritage and art to a blighted area. And does not interfere the the skylight or seeing the your mountains
Thank you Mike Steedman
Sent from my iPhone



Neon line/corporate capture

1 message

babyjean@protonmail.com <babyjean@protonmail.com>
To: Publiccomment@reno.gov

Fri, Nov 10, 2023 at 9:08 AM

I am opposed to the government working with corporations to advance a corporate agenda. The job of the city is to protect the public (for who the city is suppose to represent) any partnership with businesses or corporate entities is a sellout of the public trust. The city should be working for the betterment of the public, like protecting us against horrible corporate signs like these. I believe in a beautiful America free from depressing ugliness that Jacobs is trying to impose on All. Everybody is going to have to see this eyesore. No one has the right to make our country hideous. Please send strong and do what is right and reject this plan.

Thank you
Ronnie Perry

Sent from Proton Mail mobile



Neon lines signs

1 message

Thelma Matlin <thelmamatlin@gmail.com>

Fri, Nov 10, 2023 at 9:11 AM

To: Publiccomment@reno.gov

It concerns me that the signs are not even on property owned by Jacobs. The signs are out of character with the location.

I don't see ugly or any other large signs that announce the Mid Town area or any other area.

I do not feel this is a reasoned decision. What does Jacobs have that other developer don't have.

I am so disappointed with the city council.

Thelma Matlin

4755 Bradford Lane

Reno, NV 89519

Sent from my iPad



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Woodburn and Wedge

Reno City Council
1 East First Street
Reno, NV 89501

November 13, 2023

Re: Neon Line Development Agreement Review; Item D.2

Dear Mayor Schieve and City Council Members,

The Scenic Nevada Board is aware that at Wednesday's meeting on November 15, staff will provide a report on the progress of the Neon Line District development.

Although we can't attend Wednesday's meeting, the board wants to reiterate our opposition to the signs included in the Development Agreement when it was approved by the council in October 2021.

At that time, Council Member Duerr referring to the sign renderings asked the Assistant City Attorney if the council was agreeing "to those pictures designed that way." It's on the video tape from that meeting.

And these were her words, "It still has to come in for a building permit so that engineering can look at it and make sure that it's structurally sound," Ms. Mehta said. "But in terms of generally, the height, width, what it says and whether it complies with an area identification sign, yes I do think that is what you are agreeing to."

As Council Member Reese pointed out at that meeting, "If Scenic Nevada does not like the sign that is to be crunched out of the building permit process, they can administratively challenge that, correct?" Ms. Mehta agreed.

That's easier said than done because there is no public notice on building permits. Someone would have to check the city's online website and do a search every day to find out if a sign permit was granted to the Jacobs' entities to appeal to the city council. The agreement was approved two years ago.

We said it then and we are asking again, please, remove the signs from the contract and provide sign standards for the Neon Line District that mirror code. We would not object to signs that comply with Reno's current sign regulations. They are meant to prevent signs in the right of way and to protect the community



from developer overreach, like the archway sign that blocks a scenic mountain view and locating another 25-foot-tall sign along a freeway like a billboard.

Disneyland in Southern California is a world-class family entertainment district that has had no trouble attracting visitors for the last 60 plus years. Yet there is no 25-foot-tall replica of Mickey Mouse near the freeway exit, just a small sign that says Disneyland next exit.

Area Identification Signs should be located in the area they are identifying and as such should be regulated as on-premises signs. I'm attaching photos of three signs we think meet the definition of an area identification sign. We hope common sense prevails and that you can negotiate a different sign package with the developer that mirrors code requirements and upholds the 2017 billboard Settlement Agreement and Reno's sign codes.

Thanks for your attention to this matter.

Sincerely,

Lori Wray, Director
Scenic Nevada



Public Comment <publiccomment@reno.gov>

Nov. 15 RCC Agenda; Item D.2

Lori Wray <lwrap@markwraylaw.com>

Mon, Nov 13, 2023 at 2:44 PM

To: "Publiccomment@reno.gov" <Publiccomment@reno.gov>

Cc: "mayor@reno.gov" <mayor@reno.gov>, Jenny Brekhus <brekhusj@reno.gov>, "martinezmi@reno.gov"

<martinezmi@reno.gov>, "ebertm@reno.gov" <ebertm@reno.gov>, Naomi Duerr <duerrn@reno.gov>, "reesed@reno.gov"

<reesed@reno.gov>, "taylork@reno.gov" <taylork@reno.gov>

Dear City Clerk and Council Members,

Attached is Scenic Nevada's letter regarding Item D.2 on Wednesday's city council agenda. I'm also including three photographs which I hope can be included with my letter as part of the public record.

Thanks very much,

Lori

Lori Wray, Director

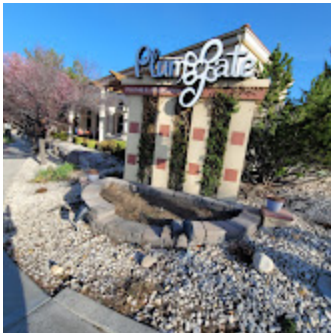
Scenic Nevada

608 Lander Street

Reno, NV 89509

775 848-8288

4 attachments



PlumbGate Sign.jpg
1829K



Lakeridge sign .jpg
2157K



21-10-13 City of Reno Public Art Wells St Gateway sign.jpg
870K



23-11-13 SN Letter to RCC.pdf
649K



Plum Gate

PLUMB & ARLINGTON

Plum Gate

LAKERIDGE

A 900 ACRE PLANNED COMMUNITY
18 HOLE ROBERT TRENT JONES GOLF COURSE



WELLS
AVENUE