



[illegible]



Outlook

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

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**From** Diane Rockafellow <woofs9@everyactioncustom.com>

**Date** Wed 4/30/2025 1:02 PM

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

Dear City Council,

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

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

The most egregious includes rotating messages every eight seconds and operating digital signs until 10 p.m., long after schools close for the day; 365 days a year whether schools are in session or not.

I urge you to consider implementing Scenic Nevada's suggestions below instead to protect the quality of life for neighborhood residents, like me.

1. The city is proposing an eight-second sign rotation. Scenic Nevada opposes this and supports a fifteen-minute sign rotation.
2. The city is proposing operating hours from 6 a.m. to 10 p.m., 365 days a year. Scenic Nevada opposes this and supports operating hours from 6 a.m. to 6 p.m., or until the last school event ends; active only during school sessions (sign inactive on weekends, holidays, and school breaks)
3. The city is proposing that schools with two street frontages can have two digital signs in some areas. Scenic Nevada opposes this and suggests one digital sign per school.
4. The city is proposing height, sign style, and square footage based on zoning district; digital portion limited to 32 square feet. Scenic Nevada opposes this and suggests monument style signs only, 6-foot maximum height, 32 square feet total sign area.

The reasons I object to digital signs are:

Commercialization of Our Residential Neighborhoods – Our tax-supported public schools are not convenience stores needing a constant street presence to compete for consumer dollars. School signs only need to serve as reminders about school events when school is in session, as the static signs do today.

Disruption of Peace and Quiet - These lights can be highly distracting, making it difficult for individuals

to relax, unwind, and enjoy their evenings. Bright lights from digital signs can disrupt sleep patterns negatively affecting overall health and well-being.

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

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

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

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

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

Sincerely,

Ms. Diane Rockafellow

PO Box 1434 Port Orford, OR 97465-1434

woofs9@hotmail.com





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

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**From** Lauren Morris <MorrisL@reno.gov>

**Date** Mon 4/28/2025 7:54 AM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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**From:** donna@everyactioncustom.com <donna@everyactioncustom.com> on behalf of Donna Holland <donna@everyactioncustom.com>

**Sent:** Friday, April 25, 2025 6:33 PM

**To:** City Clerk <CityClerk@reno.gov>

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

Dear City Clerk Mikki Huntsman,

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

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Sincerely,  
Mrs. Donna Holland

5/2/25, 11:32 AM

Mail - Public Comment - CC - Outlook

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



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**City Council Comment received from Emma Doty**

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**From** Mikki Huntsman <HuntsmanM@reno.gov>

**Date** Tue 5/6/2025 3:41 PM

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

**Contact Info:**

Name:

Emma Doty

Commenting on behalf of:

Ward #:

Ward 1

Email Address:

Xshickon@gmail.com

Phone Number:

7753157243

Address:

1014 N. Virginia St. Reno, NV 89503

A new comment has been submitted for the Reno City Council Meeting held on: 2025-05-07.

**Section:**

General Opening Session Comment (unassociated to an agenda item)

**Item:**

General public comment but somewhat in regards to B.1 on the Redevelopment Agency Board agenda.

**Position:**

No position stated - Concerned or Neutral

**Are they speaking in person?**

Yes, I will check-in with the City Clerk upon arrival.

**If no, enter comments below:****ACKNOWLEDGEMENTS:**

*By checking the "Yes" below, you agree that all the information above is true and accurate. For additional information, please refer to the agenda for today's meeting.*

Yes

*By checking the "Yes" below, you understand, acknowledge, and expressly agree that: (1) all information submitted by you will be entered into the public record, made available for public inspection, and freely disseminated without restriction; and, (2) any contact, personal, financial, or medical information intentionally or inadvertently submitted by you will not be maintained in a confidential manner, or subsequently exempted from public inspection.*

**Yes**

*Do you wish to sign-up for Reno Connect e-newsletters?*

*Reno Connect is the best way to stay informed about the latest news and updates from the City of Reno. We'll never share your email address with third-party persons, companies or organizations. Visit [www.Reno.Gov/RenoConnect](http://www.Reno.Gov/RenoConnect) to view all newsletter topic lists.*

**No**



Outlook

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

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**From** Howard Cohen <howard@everyactioncustom.com>

**Date** Wed 4/30/2025 1:07 PM

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

Dear City Council,

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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.

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Sincerely,  
Dr. Howard Cohen  
3272 Cowper St Palo Alto, CA 94306-3004  
howard@cohensw.com



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

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**From** Lauren Morris <MorrisL@reno.gov>

**Date** Thu 5/1/2025 10:58 AM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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**From:** howard@everyactioncustom.com <howard@everyactioncustom.com> on behalf of Howard Cohen <howard@everyactioncustom.com>

**Sent:** Wednesday, April 30, 2025 1:06 PM

**To:** City Clerk <CityClerk@reno.gov>

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

Dear City Clerk Mikki Huntsman,

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Sincerely,  
Dr. Howard Cohen

5/2/25, 1:29 PM

Mail - Public Comment - CC - Outlook

3272 Cowper St Palo Alto, CA 94306-3004  
howard@cohensw.com



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

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Tue 5/6/2025 12:35 PM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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**From:** janflanagan@everyactioncustom.com <janflanagan@everyactioncustom.com> on behalf of Janice Flanagan <janflanagan@everyactioncustom.com>

**Sent:** Tuesday, May 6, 2025 12:35 PM

**To:** City Clerk <CityClerk@reno.gov>

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

Dear City Clerk Mikki Huntsman,

Are you crazy to even propose these signs? With all due respect, the residents of Reno are against any more signs at all, much less one or two signs per public or private school! All residential areas should be free of this visual pollution. Where is the need? What is the purpose? The end result will be horrendous. I oppose all new signs!! I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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.

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Sincerely,  
Mrs. Janice Flanagan  
3201 Plumas St Apt 248 Reno, NV 89509-4797

5/6/25, 2:37 PM

Mail - Public Comment - CC - Outlook

janflanagan@aol.com



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

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**From** Janice Flanagan <janflanagan@everyactioncustom.com>

**Date** Tue 5/6/2025 12:38 PM

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

Dear City Council,

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**From** Justin Truong <justintruong56@everyactioncustom.com>

**Date** Wed 4/30/2025 11:44 PM

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

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Sincerely,  
Mr. Justin Truong  
33 Junior Ter San Francisco, CA 94112-3245  
justintruong56@gmail.com



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**From** Lauren Morris <MorrisL@reno.gov>

**Date** Thu 5/1/2025 10:56 AM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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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. Justin Truong

5/2/25, 1:27 PM

Mail - Public Comment - CC - Outlook

33 Junior Ter San Francisco, CA 94112-3245  
justintruong56@gmail.com



Outlook

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

---

**From** Kathryn Lemoine <truth58@everyactioncustom.com>

**Date** Wed 4/30/2025 6:13 PM

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

Dear City Council,

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

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

The most egregious includes rotating messages every eight seconds and operating digital signs until 10 p.m., long after schools close for the day; 365 days a year whether schools are in session or not.

I urge you to consider implementing Scenic Nevada's suggestions below instead to protect the quality of life for neighborhood residents, like me.

1. The city is proposing an eight-second sign rotation. Scenic Nevada opposes this and supports a fifteen-minute sign rotation.
2. The city is proposing operating hours from 6 a.m. to 10 p.m., 365 days a year. Scenic Nevada opposes this and supports operating hours from 6 a.m. to 6 p.m., or until the last school event ends; active only during school sessions (sign inactive on weekends, holidays, and school breaks)
3. The city is proposing that schools with two street frontages can have two digital signs in some areas. Scenic Nevada opposes this and suggests one digital sign per school.
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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,

Mrs. Kathryn Lemoine

106 Parkwest Dr Apt 3C West Monroe, LA 71291-5373

truth58@outlook.com



---

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

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Thu 5/1/2025 10:58 AM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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

---

**From:** truth58@everyactioncustom.com <truth58@everyactioncustom.com> on behalf of Kathryn Lemoine <truth58@everyactioncustom.com>

**Sent:** Wednesday, April 30, 2025 6:13 PM

**To:** City Clerk <CityClerk@reno.gov>

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

Dear City Clerk Mikki Huntsman,

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

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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,  
Mrs. Kathryn Lemoine



5/2/25, 1:46 PM

Mail - Public Comment - CC - Outlook

106 Parkwest Dr Apt 3C West Monroe, LA 71291-5373  
truth58@outlook.com



Outlook

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

---

**From** Kelly Jesch <kellyjesch@everyactioncustom.com>

**Date** Wed 4/30/2025 1:42 PM

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

Dear City Council,

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

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

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Sincerely,  
Mrs. Kelly Jesch  
1639 Watt St Reno, NV 89509-3755  
kellyjesch@gmail.com



---

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

---

**From** Linda Kram <lindakram@everyactioncustom.com>

**Date** Wed 4/30/2025 5:32 PM

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

Dear City Council,

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Sincerely,  
Ms. Linda Kram  
1114 Midiron Ave Saint Louis, MO 63132-3826  
lindakram@charter.net



---

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

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Thu 5/1/2025 10:58 AM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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**From:** lindakram@everyactioncustom.com <lindakram@everyactioncustom.com> on behalf of Linda Kram <lindakram@everyactioncustom.com>

**Sent:** Wednesday, April 30, 2025 5:32 PM

**To:** City Clerk <CityClerk@reno.gov>

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

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Sincerely,  
Ms. Linda Kram

5/2/25, 1:45 PM

Mail - Public Comment - CC - Outlook

1114 Midiron Ave Saint Louis, MO 63132-3826

lindakram@charter.net





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

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Tue 5/6/2025 4:10 PM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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

---

**From:** lfagaly731@everyactioncustom.com <lfagaly731@everyactioncustom.com> on behalf of Lisa Fagaly <lfagaly731@everyactioncustom.com>

**Sent:** Tuesday, May 6, 2025 3:56 PM

**To:** City Clerk <CityClerk@reno.gov>

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

Dear City Clerk Mikki Huntsman,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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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Sincerely,  
Ms. Lisa Fagaly  
331 W 7th St Paris, KY 40361-1438  
lfagaly731@gmail.com



## Outlook

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

From Lauren Morris <MorrisL@reno.gov>

Date Tue 5/6/2025 7:24 AM

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

Cc City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

MorrisL@Reno.Gov

1 E. First St., Reno, NV 89501

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

**From:** Loretastuff@everyactioncustom.com <Loretastuff@everyactioncustom.com> on behalf of Loretta Low <Loretastuff@everyactioncustom.com>

**Sent:** Monday, May 5, 2025 11:02 PM

**To:** City Clerk <CityClerk@reno.gov>

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

Dear City Clerk Mikki Huntsman,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our neighborhoods.

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Sincerely,

Ms. Loretta Low

12 Lightning W Ranch Rd Washoe Valley, NV 89704-9400

Lorettastuff@yahoo.com

May 3, 2025

Jenica Finegan, Council Relations Manager  
City Manager's Office  
1 E. First St., Reno, NV 89501

RE: Review of the City of Reno's Community Engagement Process

I have several ideas for consideration during the City of Reno's hiatus from public meetings which are not required by statute. Please share my thoughts in the public record regarding your work to review the City's community engagement process due to staffing limitations and overall budget shortfalls.

Eliminate or reduce meetings to quarterly which is the schedule I believe was followed prior to the Covid hiatus. The time and effort involved in monthly NAB meetings from your customer service staff is extensive and could be reduced significantly by a less frequent schedule. This would free up a great deal of time to focus on assisting staff and the Council with other projects, presentations, and public outreach efforts.

Many presentations currently included on each of the agendas of the NABs are of City-wide interest and these topics could be better addressed with greater public attendance by hosting a single meeting covering the topic of interest after doing the usual outreach through newsletters, social media, etc. Depending on the topic, an ad hoc committee could be appointed as necessary without the restrictions of a regularly appointed committee. Using the topic as the "headline" and purpose of the meeting would likely increase transparency and community engagement.

Development project presentations for proposed development adjacent to residential or mixed zoning should also be topic focused ad-hoc meetings led by the project planner. An alternative option would be to develop a requirement for the developer to hold a community meeting explaining the project to interested members of the public. I understand Washoe County has this requirement currently. For these meetings, I would recommend that a member of the development services department be in attendance to respond to and document questions and concerns from the public.

The overarching benefit of the NABs has been the cultivation of an engaged panel who each have their own expertise and familiarity with their surrounding neighborhoods. I have enjoyed working with staff to transcribe many of the NAB meetings and appreciate their professionalism and the work being accomplished by the City Manager's Office and the City Council.

Marianne Potts



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

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Mon 5/5/2025 3:01 PM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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

---

**From:** merylpinque@everyactioncustom.com <merylpinque@everyactioncustom.com> on behalf of Meryl Pinque <merylpinque@everyactioncustom.com>

**Sent:** Monday, May 5, 2025 12:29 PM

**To:** City Clerk <CityClerk@reno.gov>

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

Dear City Clerk Mikki Huntsman,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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. Meryl Pinque  
615 Odlin Rd Bangor, ME 04401-6732  
merylpingue@gmail.com



---

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

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Tue 5/6/2025 7:28 AM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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---

**From:** pswan775@everyactioncustom.com <pswan775@everyactioncustom.com> on behalf of Pat Swanson <pswan775@everyactioncustom.com>

**Sent:** Monday, May 5, 2025 4:16 PM

**To:** City Clerk <CityClerk@reno.gov>

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

Dear City Clerk Mikki Huntsman,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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.

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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,  
Mrs. Pat Swanson  
4270 Wild Eagle Ter Reno, NV 89511-6721  
pswan775@att.net



---

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

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Tue 5/6/2025 7:28 AM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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**From:** pswan775@everyactioncustom.com <pswan775@everyactioncustom.com> on behalf of Pat Swanson <pswan775@everyactioncustom.com>

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Sincerely,  
Mrs. Pat Swanson  
4270 Wild Eagle Ter Reno, NV 89511-6721  
pswan775@att.net



Outlook

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

---

**From** PAUL TERLEMEZIAN <paulterlemezian@everyactioncustom.com>

**Date** Thu 5/1/2025 8:46 AM

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

Dear City Council,

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

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

The most egregious includes rotating messages every eight seconds and operating digital signs until 10 p.m., long after schools close for the day; 365 days a year whether schools are in session or not.

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Sincerely,

Mr. PAUL TERLEMEZIAN

345 Ridge Climb Trl Greer, SC 29651-5462

paulterlemezian@gmail.com



---

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

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Thu 5/1/2025 10:55 AM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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**From:** paulterlemezian@everyactioncustom.com <paulterlemezian@everyactioncustom.com> on behalf of PAUL TERLEMEZIAN <paulterlemezian@everyactioncustom.com>

**Sent:** Thursday, May 1, 2025 8:46 AM

**To:** City Clerk <CityClerk@reno.gov>

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

Dear City Clerk Mikki Huntsman,

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Sincerely,  
Mr. PAUL TERLEMEZIAN

5/2/25, 1:26 PM

Mail - Public Comment - CC - Outlook

345 Ridge Climb Trl Greer, SC 29651-5462  
paulterlemezian@gmail.com





---

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

---

**From** Reed Williams <reedwilliams@everyactioncustom.com>

**Date** Mon 5/5/2025 11:59 AM

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

Dear City Council,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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.

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



---

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

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Mon 5/5/2025 2:48 PM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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---

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

**Sent:** Monday, May 5, 2025 11:59 AM

**To:** City Clerk <CityClerk@reno.gov>

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

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19645 Paddlewheel Ln Reno, NV 89521-7850

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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---

**From:** scharkles@everyactioncustom.com <scharkles@everyactioncustom.com> on behalf of scott and patty charles <scharkles@everyactioncustom.com>

**Sent:** Monday, May 5, 2025 1:13 PM

**To:** City Clerk <CityClerk@reno.gov>

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

Dear City Clerk Mikki Huntsman,

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Sincerely,

Mr. scott and patty charles

650 Sapphire Cir Reno, NV 89509-5343

scharles@gmail.com



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

---

**From** scott and patty charles <scharcles@everyactioncustom.com>

**Date** Mon 5/5/2025 1:13 PM

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

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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:

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. scott and patty charles  
650 Sapphire Cir Reno, NV 89509-5343  
scharkles@gmail.com





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

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**From** Sherida Rapp <sherap6@everyactioncustom.com>

**Date** Mon 5/5/2025 12:15 PM

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

Dear City Council,

I am writing in opposition to any type or form of digital signs in front of schools. Why do they need to be flashing that today is 'May 5, 2025' so don't be late. Also sporting events need not be flashing their announcement, I believe that everyone that wants to attend a school sport is already well informed about where, when and who is playing. This is just another assault on the peace and solitude of any neighborhood. I pity the homeowners across the street from these signs flashing in their windows night and day. This is a stupid idea and should not be passed. I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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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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. Sherida Rapp  
13845 Chamy Dr Reno, NV 89521-7358  
sherap6@yahoo.com



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

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Thu 5/1/2025 10:58 AM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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---

**From:** gingervista@everyactioncustom.com <gingervista@everyactioncustom.com> on behalf of Sue Resnik <gingervista@everyactioncustom.com>

**Sent:** Wednesday, April 30, 2025 1:08 PM

**To:** City Clerk <CityClerk@reno.gov>

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

Dear City Clerk Mikki Huntsman,

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

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

The most egregious includes rotating messages every eight seconds and operating digital signs until 10 p.m., long after schools close for the day; 365 days a year whether schools are in session or not.

I urge you to consider implementing Scenic Nevada's suggestions below instead to protect the quality of life for neighborhood residents, like me.

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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. Sue Resnik

Mail - Public Comment - CC - Outlook

<https://outlook.office365.com/mail/PublicComment@reno.gov/inbox/id/AAQkADgwOTFhZjkwLTJiODAtNGM5OS1hNjI3LWU4YzUwY2QzMjMwYQAQ...> 3/3



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

---

**From** Susan Trombley <susantrombley1313@everyactioncustom.com>

**Date** Thu 5/1/2025 9:33 AM

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

Dear City Council,

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

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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,

Mrs. Susan Trombley

91 -1036 Kaiau Ave Apt D Kapolei, HI 96707-1993

susantrombley1313@gmail.com



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

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Thu 5/1/2025 10:55 AM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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**From:** susantrombley1313@everyactioncustom.com <susantrombley1313@everyactioncustom.com> on behalf of Susan Trombley <susantrombley1313@everyactioncustom.com>

**Sent:** Thursday, May 1, 2025 9:32 AM

**To:** City Clerk <CityClerk@reno.gov>

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

Dear City Clerk Mikki Huntsman,

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

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

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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,  
Mrs. Susan Trombley

5/2/25, 1:24 PM

Mail - Public Comment - CC - Outlook

91 -1036 Kaiu Ave Apt D Kapolei, HI 96707-1993  
susantrombley1313@gmail.com



Outlook

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

---

**From** Valerie Williams <wvalerie76@everyactioncustom.com>

**Date** Wed 4/30/2025 4:38 PM

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

Dear City Council,

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

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

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Sincerely,  
Dr. Valerie Williams  
3010 Lyon Ln Washoe Valley, NV 89704-9182  
wvalerie76@gmail.com



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

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Thu 5/1/2025 10:56 AM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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**From:** wvalerie76@everyactioncustom.com <wvalerie76@everyactioncustom.com> on behalf of Valerie Williams <wvalerie76@everyactioncustom.com>

**Sent:** Wednesday, April 30, 2025 4:38 PM

**To:** City Clerk <CityClerk@reno.gov>

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

Dear City Clerk Mikki Huntsman,

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

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Sincerely,  
Dr. Valerie Williams

5/2/25, 1:28 PM

Mail - Public Comment - CC - Outlook

3010 Lyon Ln Washoe Valley, NV 89704-9182  
wvalerie76@gmail.com



Outlook

---

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

---

**From** Victoria Shih <dolphin\_idol2@everyactioncustom.com>

**Date** Thu 5/1/2025 12:33 PM

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

Dear City Council,

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

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Sincerely,

Ms. Victoria Shih

7617 Brodick Way Plano TX75025 Plano, TX 75025-3743

dolphin\_idol2@yahoo.com



---

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

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Thu 5/1/2025 12:38 PM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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

---

**From:** dolphin\_idol2@everyactioncustom.com <dolphin\_idol2@everyactioncustom.com> on behalf of Victoria Shih <dolphin\_idol2@everyactioncustom.com>

**Sent:** Thursday, May 1, 2025 12:33 PM

**To:** City Clerk <CityClerk@reno.gov>

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

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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. Victoria Shih

5/2/25, 1:49 PM

Mail - Public Comment - CC - Outlook

7617 Brodick Way Plano TX75025 Plano, TX 75025-3743  
dolphin\_idol2@yahoo.com



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

---

**From** Lauren Morris <MorrisL@reno.gov>

**Date** Mon 5/5/2025 2:42 PM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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**From:** dolphin\_idol2@everyactioncustom.com <dolphin\_idol2@everyactioncustom.com> on behalf of Victoria Shih <dolphin\_idol2@everyactioncustom.com>

**Sent:** Monday, May 5, 2025 12:34 PM

**To:** City Clerk <CityClerk@reno.gov>

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

Dear City Clerk Mikki Huntsman,

I am writing to oppose the draft regulations to the city's sign code which would allow digital school signs in our 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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Sincerely,  
Ms. Victoria Shih  
7617 Brodick Way Plano TX75025 Plano, TX 75025-3743  
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**Date** Mon 5/5/2025 2:42 PM

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

**Cc** City Clerk <CityClerk@reno.gov>



**Lauren Morris**

*Chief Deputy City Clerk*

City Clerk's Office

775-334-2030 (o) or 775-772-5745 (c)

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

1 E. First St., Reno, NV 89501

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