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FW: Feedback for City of Reno

From Chad Waters <WatersC@reno.gov>

Date Tue 5/20/2025 8:21 AM

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

This feedback came through our website.

From: City of Reno <reno@enotify.visioninternet.com>

Sent: Monday, May 19, 2025 9:02 PM

To: Webmaster <Webmaster@reno.gov>

Subject: Feedback for City of Reno

You have received this feedback from Hoen Andy <andyhoen@gmail.com> for the following page:

<https://www.reno.gov/government/city-council>

Subject: Support for Scenic Nevada's Position on Digital Signage Dear Mayor and City Council Members, I support Scenic Nevada's position against the proposed digital signage regulations for schools. The concerns about visual pollution and the negative impact on our residential neighborhoods are valid and deserve attention. Allowing digital signs with frequent message changes creates distractions for drivers and diminishes the charm of our communities. I urge the council to adopt more restrictive regulations that prioritize the safety and well-being of residents. Limiting the number of signs, extending message change intervals, and reducing operational hours are essential steps to protect our neighborhoods from the nuisances associated with digital signage. Thank you for considering the voices of concerned community members in this important decision. Sincerely, A. Hoen



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

From Shaun Carrig <shaunsx5@everyactioncustom.com>

Date Fri 5/16/2025 1:16 PM

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

Dear City Council 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.

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 Shaun Carrig
426 River Flow Ct Reno, NV 89523-8936
shaunsx5@gmail.com



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

From Derek Gendvil <dgendvil@everyactioncustom.com>

Date Fri 5/16/2025 12:57 PM

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

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Sincerely,
Mr. Derek Gendvil
9030 W Sahara Ave # 360 Las Vegas, NV 89117-5744
dgendvil@gmail.com



Outlook

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

From Eu Gers <latent2@everyactioncustom.com>

Date Fri 5/16/2025 6:50 PM

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

Dear City Council City Council,

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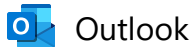
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Sincerely,
Mr. Eu Gers
9320 Hidden Park Dr Reno, NV 89523-4884
latent2@yahoo.com




Reno City Council Wednesday, May 21, 2025 Agenda Item D. 3. - Case No. TXT23-00002 (Title 18 - Signs)

From James Carpentier <James.Carpentier@signs.org>

Date Fri 5/16/2025 12:47 PM

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

Cc David Hickey <David.Hickey@signs.org>; Lauren Knox <KnoxL@Reno.Gov>; kmunson@yesco.com <kmunson@yesco.com>

 2 attachments (4 MB)

Digital-Signage-Traffic-Safety-Executive-Summary R.pdf; NSA ISA letter to Reno Council 5.16.25 A.pdf;

Dear Honorable Mayor Schieve and the Reno City Council:

I am contacting you on behalf of the Nevada Sign Association and the International Sign Association. Both associations work with jurisdictions throughout the state and beyond to assist in the creation of beneficial and enforceable on-premise sign regulations.

Please see the attached letter for our comments and recommendation. Do not hesitate to contact me with any questions.

Thanks

James Carpentier, AICP

Director, State & Local Government Affairs

International Sign Association

480.773.3756 / james.carpentier@signs.org

[www.signs.org]Signs.org / SignExpo.org



May 16, 2025

sent via email

Honorable Mayor Schieve and the Reno City Council

Re: Proposed amendments to TXT23-00002 (Title 18 – Signs)

Dear Honorable Mayor Schieve and Members of the Reno City Council:

I am contacting you on behalf of the Nevada Sign Association and the International Sign Association. Both associations work with jurisdictions throughout the state and beyond to assist in the creation of beneficial and enforceable on-premise sign regulations.

We commend staff and are very supportive of the time and efforts to simplify and provide clarification to the sign code. This code will be easier to administer and understand for the staff and applicants. We understand that the Planning Commission had several issues that dealt with the standards for electronic message centers (EMCs) for schools. The Planning Commission concerns included the following: public safety and locational aspects, the 8 second hold time, operation of EMCs when schools are not in session, and exceptions for emergency messaging.

Public Safety/ Eight Second Hold Time for Messages

Public Safety

I have attached the executive summary of *Digital Signage and Traffic Safety: A Statistical Analysis*, (Sign Research Foundation, 2012) the only study that we are aware of that addresses traffic safety and on-premise electronic message centers. The study was performed by H. Gene Hawkins, Jr., Ph.D., P.E., associate professor and research engineer, Zachry Department of Engineering Texas A & M. The safety analysis included 135 sign locations in 5 states. The study analyzed the comparison of crash frequencies before and after sign installation. *"The results of this study provide scientifically based data that indicate that the installation of digital on-premise signs does not lead to a statistically significant increase in crashes on major roads."* The message hold times for the 135 jurisdictions varied from animation to no minimum hold time and to hold times that were greater than 1 minute.

8 Second Hold Time

The Planning Commission expressed concerns over the proposed 8 second hold time. Scenic Nevada Recommended a 15-minute hold time. The State of Nevada has adopted (NAC 410.350) a 6-second hold time for counties that are over 700,000 in population and 8-seconds for counties that are under 700,000 in population. Forty-one state DOTs allow *off-premise* EMCs (i.e. digital billboards) with similar hold times. The following jurisdictions in Nevada have also adopted an 8-second hold time: Washoe County, Elko County, Lyon County and Carson City. The proposed 8-second hold time is in alignment with NDOT standards and has been adopted by several jurisdictions throughout the state and country.

Locational Aspects – Crosswalks and Adjacent Residential Uses

Crosswalks

The Planning Commission expressed concern about the location of an EMC in proximity to a school crossing. We are not aware of a jurisdiction that requires an offset from a crosswalk for an EMC. It is important to note that Nevada does not have state statutes detailing specific locational requirements for the placement of crosswalks at schools. Instead, local jurisdictions follow the federal Manual on Uniform Traffic Control Devices (MUTCD) for the placement and marking of all crosswalks and signs (in the right-of-way) at or near schools.

Adjacent Residential Uses

The Commission also had concerns regarding the location of EMCs in relation to adjacent residential uses. The proposed draft requires that the sign turn off at 10:00 pm, which will mitigate most of the potential impact on adjacent residential uses. In addition, the proposed nighttime illumination level at 150 NITS as recommended by Scenic Nevada, is about one half of the standard illumination level for EMCs, which will also mitigate any potential impact of an EMC on adjacent residential uses. The state of Nevada has adopted brightness standards (NAC 410.350) of 350 NITS for counties over 700,000 and 250 NITS for jurisdictions under 700,000 in population. Brightness is one of the most important regulatory aspects for EMCs, as this issue is the number one complaint that we see throughout the country. The proposed brightness standard of 150 NITS will ensure that EMCs that are located at school sites will not be too bright.

Curfew and Exception for Emergency Messaging

The draft code proposes an illumination curfew from 10:00 pm to 6:00 am. The Planning Commission suggested an exception to the illumination curfew for the Integrated Public Alert & Warning System (IPAWS). The Integrated Public Alert & Warning System (IPAWS) is FEMA's national system for local alerting that provides authenticated emergency and life-saving information such as Amber or weather alerts. We encourage WCSD to incorporate IPAWS into EMCs due to the potential life-saving benefit to the community. Since EMCs are proposed to be turned off from 10:00 pm to 6:00 am the City could allow EMCs to not have any programmed content run between the hours of 10:00 pm and 6:00 am except IPAWS emergency notifications. This allows the community to benefit from IPAWS while not having the EMCs running content between those hours, effectively darkening the displays except for emergency notifications, which would play until the emergency ended.

Therefore, we respectfully request that the Council approve the Planning Commission recommended EMC regulations with the following addition:

- Maintain the illumination curfew from 10:00 pm to 6:00 am with the exception of IPAWS emergency notifications.



Do not hesitate to contact me at 480-773-3756 or james.carpentier@signs.org with any questions or additional information.

Sincerely,

A handwritten signature in black ink that reads 'James Carpentier'.

James Carpentier AICP
Director State & Local Government Affairs

SIGN RESEARCH FOUNDATION EXECUTIVE SUMMARY

DIGITAL SIGNAGE AND TRAFFIC SAFETY: A STATISTICAL ANALYSIS



When it comes to studying the impact of digital signage on traffic safety, a simple measure of crash frequencies before and after sign installation doesn't provide a complete picture. That's why a group of researchers from Texas A&M University incorporated the Empirical Bayes (EB) statistical analysis method, allowing for better control of external factors. Their work is believed to be the first comprehensive and scientifically based research on the issue.

The safety analysis included 135 sign locations based on the following criteria:

- The signs were located in Washington, North Carolina, Ohio or California.
- The signs were installed in 2006 or 2007 in order to have adequate time in both the before and after analysis periods to compare crash histories.
- The signs were located on major roads, as the Highway Safety Information System (HSIS) crash dataset usually does not include crashes that are located on minor roads or private driveways.

As the use of digital on-premise signs continues to increase, so, too, have efforts to regulate the way digital messages are displayed. Jurisdictions often cite traffic safety impact as justification for local sign codes and ordinances. This research, however, provides a scientifically based, national analysis to help all involved better understand the true impact of on-premise digital signage on safety.

The 2012 study was performed by H. Gene Hawkins, Jr., Ph.D., P.E., associate professor and research engineer, Zachry Department of Engineering, Texas A&M University; Pei-Fen Kuo, graduate research assistant, Texas A&M Transportation Institute; and Dominique Lord, Ph.D., associate professor and research engineer, Zachry Department of Engineering, Texas A&M University. It was funded by a grant from the Sign Research Foundation.

BEST PRACTICES

This executive summary highlights three key takeaways from the report.

THE STUDY USES ADVANCED STATISTICAL METHODS ALONG WITH A LARGE SAMPLE SIZE OF DATA.

- The 135 sites—narrowed down from an original pool of 3,000 possible locations—came from four states. Sites had to meet all study criteria of location and date of installation to be included.
- The size and specificity of the study allowed for more robust and accurate results than previous research.
- Crash data was acquired from the Federal Highway Administration's Highway Safety Information System. The data also included roadway characteristics such as number of lanes, speed limits and other factors. The research team gathered information about the location of on-premise digital signs from two sign manufacturing companies. The datasets were then carefully merged through a lengthy validation process.
- A basic comparison of crash frequencies before and after sign installation would be known as a naïve before-after analysis. The Empirical Bayes method used for the study, however, is the recommended procedure for evaluating the impact of safety treatments. Safety impacts are represented by the safety index, a ratio of safety before and after an event, in this case, the installation of digital signs.

THE DATA REVEALED THAT THERE IS NO STATISTICALLY SIGNIFICANT INCREASE IN CRASH FREQUENCY AFTER INSTALLING AN ON-PREMISE DIGITAL SIGN.

- The research involved a review of previous studies, including hypotheses that on-premise business signs distract drivers, leading to higher crash rates, and that on-premise business signs might mask the visibility of regulatory and warning road signs, also increasing crash risk.
- Previous research has been inconsistent, and some studies have had important weaknesses and study limitations.
- Hawkins, Kuo and Lord took every avenue to deliver as accurate and valid a study as possible; the analysis even separated crashes into single- and multi-use incidents. No statistically significant differences were found overall.
- The safety index for all four states was 1.0 with a 95 percent confidence interval that ranged from 0.93 to 1.07, meaning the use of on-premise digital signs does not increase the risk of crashes.

FIVE DISTINGUISHING FACTORS

USING THE ANALYSIS OF VARIANCE (ANOVA), THE TEAM ALSO EXPLORED THE IMPACT OF ON-PREMISE DIGITAL SIGN COLOR, DIMENSION AND BUSINESS TYPE ON SAFETY.

- ANOVA is a collection of statistical models used for comparing several groups or variables for statistical significance.
- Hawkins, Kuo and Lord compared single color and multi-color signs as part of the study; 89 were single and 37, multi-colored. They found no significant difference in the mean of safety index among signs having single or multiple colors.
- The study considered small, medium and large signs. In the final dataset, 36 signs had a sign area of less than 10 ft²; 56 had a sign area from 10-15 ft²; and 34 had a sign area greater than 15 ft². Sign size was delineated based on the area of the electronic display, not the overall size of the complete sign. Here, too, the researchers found no statistically significant difference among the categories in terms of safety.
- The researchers looked at business type, such as restaurants (seven); pharmacies and retail stores (18); hotels (three); gas stations (three); auto shops (seven); and others (84). Once again, there was no statistically significant difference among the population means.

Thorough literature review on safety aspects of digital signage and previous statistical analyses

1

Evaluation and gap analysis of past studies

2

Data collection of sign installation dates & crash data over four states (largest sample size of any study to date)

3

Use of the Empirical Bayes (EB) statistical analysis method - recommended by the Highway Safety Manual, the "authoritative document for analyzing the safety impacts of various transportation improvements or treatments."

4

Key study findings, conclusions, and recommendations

5

Read the Full Report Statistical Analysis of the Relationship between On-Premise Digital Signage and Traffic Safety (2012):

www.signresearch.org/trafficsafety

**DID YOU FIND THIS SUMMARY USEFUL?
SUPPORT MORE RESEARCH LIKE THIS WITH A DONATION.**

GIVETOSRF.ORG



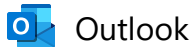
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I am writing to you as a concerned citizen and advocate for the welfare of our community.

From Janice Flanagan <janflanagan@everyactioncustom.com>

Date Sat 5/17/2025 10:39 AM

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

Dear City Council 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.

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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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. Janice Flanagan
3201 Plumas St Apt 248 Reno, NV 89509-4797
janflanagan@aol.com



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

From Janine Davenport-Adams <janined508@everyactioncustom.com>

Date Sat 5/17/2025 9:31 AM

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

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Sincerely,
Ms Janine Davenport-Adams
2379 PATIDAR Dr Reno, NV 89509
janined508@gmail.com



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

From John Hara <harafox@everyactioncustom.com>

Date Mon 5/19/2025 3:45 PM

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

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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. John Hara

18124 Wedge Pkwy # 980 Reno, NV 89511-8134

harafox@sbcglobal.net



Agenda Item D3 May 21 2025

From John Hara <harafox@sbcglobal.net>

Date Tue 5/20/2025 1:50 PM

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

Dear Madam Mayor and Fellow Council Members,

I support the overall amendment in item D3, but oppose the proposed allowance of digital signs for public and private schools in Reno without adding meaningful restrictions to ensure they do not become a safety and quality of life issue, and a foot in the door for commercializing residential areas.

Here's an important point to consider. What measurable need is Reno addressing by introducing digital signage into residential areas? According to the Reno Planning Staff, outside of WCSD, no private schools or residents have requested digital signs for schools. WCSD's initial rationale for having digital signs is to reduce the effort required to change existing static signs. WCSD says it cannot speak to any of the digital signs' purpose because the school district leaves content up to each school. So what are we fixing at what cost?

Washoe County School District has been advocating for a change to the Reno code that provides the ability to erect multiple digital signs at every school in Reno without public hearings. This makes things easier for the school district, but residents might wish they could weigh in when the impacts overtake their neighborhoods.

As proposed, 76 public schools and 33 private schools can erect 2 signs per site. According to Reno Planning, "...a sign can have two faces and could have the 32 sq ft allowance on each face. This is consistent with how freestanding square footage allowances at shopping centers are calculated currently".

See the problem? Reno Planning's and WCSD's baseline for Reno's first digital sign law in residential areas is shopping centers, and commercial digital sign standards for attracting business. Now do the math, 109 schools (and growing) x 2 signs per site x 4 sign faces per site adds up to 872 digital signs in residential areas that currently have no/zero/zilch digital signs.

I encourage the Reno City Council to consider data-backed recommendations from experts on electronic messaging and public safety, such as the Veridian Group in Berkeley, CA; experts on nighttime lighting from the International Dark Skies Association; and experts on local and national sign laws, such as Scenic Nevada and Scenic America.

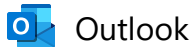
In most cases, digital sign technology is safest and most effective, emulating time-proven static signs in public spaces as opposed to giant TVs running ads that distract and visually pollute the surrounding environment.

Respectfully,

John Hara

18124 Wedge Parkway 980
Reno, NV 89511

(775) 830-0751



Outlook

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

From Julie U'Ren <julieuann@everyactioncustom.com>

Date Fri 5/16/2025 12:46 PM

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

Dear City Council 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.

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

Dear Mayor Schieve, City Council Members, and Involved City Staff

Re: School Sign Ordinance

May 19, 2025

I am a member of Scenic Nevada and currently serve on the board. I concur with the letter Lori Wray, Director wrote and sent you all. I cannot state the case better for reasonable requirements for school signs in Reno. I have added the table you already received just in case you need to review it.

Digital signs are easier to use, but they are an aid in communication not an added billboard for a school.

I did some questioning of parents whose children attend WCSD schools and parents who live elsewhere. Here's what I learned (anecdotal research here):

- Many parents like the reminders signs provide when they have children at different schools.**
- None liked the idea of flipping or signs lit outside of school time.**
- Some questioned the need for signs...And pointed out that many do not keep current. Please note the photo added below that I took on May 14 of the Mt. Rose Sign that starts with a February announcement and ends with Spring Break. That's 3 months out of date.
Perhaps the electronics would help.**
- Some communities like Truckee do not have digital signs or any formal structured signs even though schools face a major roadway.**

So...

- If the signs are for school information, they should be restricted to being active during school hours and unlit or moving when school is not in session**
- Schools should have a fast 8 second flipping time for emergencies, otherwise a 15-minute rotation**
- Not used for advertising donations by businesses.**
- A school needs only one sign.**
- Schools exist to be part of a neighborhood, not an exceptional stand-out annoyance or traffic hazard.**
- Schools should be a model for little pollution and responsible energy consumption.**
- No one would propose putting a neon pink school in a neighborhood, why are bright signs OK?**

And...

- Reasonable regulations are possible.**
- Number of signs and placement should be limited (See Scenic Nevada proposal)**
- Negotiation started and then was rejected by the school district representative.**
- Needs better rationale.**

I refer you to the May 18 letter submitted by Lori Wray, Director of Scenic Nevada.

Attached: Scenic Nevada Table of reasonable sign regulations for all

The problem is the draft regulations will not protect our neighborhoods from the negative impacts of digital signs, including:

- Commercialization of Our Residential Neighborhoods
- Disruption of Peace and Quiet
- Public Safety
- Visual and Nighttime Light Pollution
- Energy Consumption

See the comparison chart below for staff's proposed regulations and Scenic Nevada's requests.

Proposed Digital Regulation Comparison Chart

City's Current Draft	Scenic Nevada's Position	Scenic Nevada's Request
Eight-second rotation	Opposed	15-minute rotation
Hours of operation are from 6 a.m. to 10 p.m., 365 days a year	Opposed	Hours should be 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)
Schools with two street frontages can have two digital signs in some areas	Opposed	One digital sign per school
Height, sign style, square footage based on zoning	Opposed	Monument style only, 6-foot maximum height, 32 square feet total sign area.

district; digital portion limited to 32 square feet		
No video display, flashing or blinking	In favor	We would add no scrolling, pops of color, and require instantaneous changes between messages.
Nighttime brightness level is limited to 150	In favor	Agreed, nighttime nits should be limited to 150. Nits measure the brightness level. The higher the nits the brighter the sign.

Thank you,

Leah Sanders
Reno Resident
Member of Scenic Nevada



FW: May 21 Agenda Item D.3, Sign Code Text Amendment - School Digital Signs

From Lori Wray <lwrap@markwraylaw.com>

Date Mon 5/19/2025 8:05 AM

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

 1 attachment (681 KB)

25-05-18 SN Letter to RCC - digital school signs.pdf;

From: Lori Wray

Sent: Sunday, May 18, 2025 10:21 PM

To: Hillary Schieve <schieveh@reno.gov>; Naomi Duerr <duerrn@reno.gov>; Kathleen Taylor <taylork@reno.gov>; martinezm@reno.gov; reesed@reno.gov; ebertm@reno.gov; Brandi Anderson <andersonb@reno.gov>

Cc: publiccomment@reno.gov; Mikki Huntsman <HuntsmanM@reno.gov>; Lauren Knox <KnoxL@Reno.Gov>

Subject: May 21 Agenda Item D.3, Sign Code Text Amendment - School Digital Signs

Dear Mayor, Reno City Council Members and City Clerk,

Please see the attached letter on behalf of Scenic Nevada regarding the proposed regulations for school digital signs for your information and the public record.

Regards,

Lori

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



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

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

Date Sat 5/17/2025 8:27 AM

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

Dear City Council 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.

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.

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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.

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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. Lynne Cuttone
10635 Birch Point Ct Reno, NV 89521-6267
lcuttone.lc@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 Fri 5/16/2025 12:50 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

1 E. First St., Reno, NV 89501

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

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

Sent: Friday, May 16, 2025 12:46 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.

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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. Meryl Pinque
615 Odlin Rd Bangor, ME 04401-6732
merylpingue@gmail.com



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

From Sandi Beckett <skbeckett53@everyactioncustom.com>

Date Fri 5/16/2025 11:30 PM

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

Dear City Council 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.

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Sincerely,
Ms. Sandi Beckett
5485 Fenno Way Reno, NV 89519-2195
skbeckett53@gmail.com



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

From Shelley Beckett <shelbeck1168@everyactioncustom.com>

Date Mon 5/19/2025 11:28 AM

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

Dear City Council 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.

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Sincerely,
Ms. Shelley Beckett
5415 Fenno Way Reno, NV 89519-2195
shelbeck1168@yahoo.com



Item D3

From Sue Smith <sue@argentnevada.com>

Date Tue 5/20/2025 7:29 AM

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

I am requesting that you do not allow schools to have bright light up digital signs. Please regulate them to provide information but don't allow them to be a visual eyesore.
Pretend you live across the street.

Sue Smith

NV Real Estate License # B028370

Argent Commercial Real Estate

775-323-5000

Sent via mobile-



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

From Thelma Matlin <thelmatlin@everyactioncustom.com>

Date Fri 5/16/2025 9:40 PM

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

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



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

From Vicki Rosen <vrosen100@everyactioncustom.com>

Date Sat 5/17/2025 10:59 AM

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

Dear City Council 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.

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Sincerely,
Ms. Vicki Rosen
4205 Pinto Dr Reno, NV 89519-2940
vrosen100@yahoo.com



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 Fri 5/16/2025 12:34 PM

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

Dear City Council 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.

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)
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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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.

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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,
Ms. Victoria Shih
7617 Brodick Way Plano TX75025 Plano, TX 75025-3743
dolphin_idol2@yahoo.com



FW: Feedback for City of Reno

From Chad Waters <WatersC@reno.gov>

Date Tue 5/20/2025 8:21 AM

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

This feedback came through our website.

From: City of Reno <reno@enotify.visioninternet.com>

Sent: Monday, May 19, 2025 9:02 PM

To: Webmaster <Webmaster@reno.gov>

Subject: Feedback for City of Reno

You have received this feedback from Hoen Andy <andyhoen@gmail.com> for the following page:

<https://www.reno.gov/government/city-council>

Subject: Support for Scenic Nevada's Position on Digital Signage Dear Mayor and City Council Members, I support Scenic Nevada's position against the proposed digital signage regulations for schools. The concerns about visual pollution and the negative impact on our residential neighborhoods are valid and deserve attention. Allowing digital signs with frequent message changes creates distractions for drivers and diminishes the charm of our communities. I urge the council to adopt more restrictive regulations that prioritize the safety and well-being of residents. Limiting the number of signs, extending message change intervals, and reducing operational hours are essential steps to protect our neighborhoods from the nuisances associated with digital signage. Thank you for considering the voices of concerned community members in this important decision. Sincerely, A. Hoen



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

From Shaun Carrig <shaunsx5@everyactioncustom.com>

Date Fri 5/16/2025 1:16 PM

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

Dear City Council 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.

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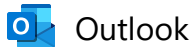
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Sincerely,
Mr Shaun Carrig
426 River Flow Ct Reno, NV 89523-8936
shaunsx5@gmail.com



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

From Derek Gendvil <dgendvil@everyactioncustom.com>

Date Fri 5/16/2025 12:57 PM

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

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Sincerely,
Mr. Derek Gendvil
9030 W Sahara Ave # 360 Las Vegas, NV 89117-5744
dgendvil@gmail.com



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

From Eu Gers <latent2@everyactioncustom.com>

Date Fri 5/16/2025 6:50 PM

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

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Sincerely,
Mr. Eu Gers
9320 Hidden Park Dr Reno, NV 89523-4884
latent2@yahoo.com



Reno City Council Wednesday, May 21, 2025 Agenda Item D. 3. - Case No. TXT23-00002 (Title 18 - Signs)

From James Carpentier <James.Carpentier@signs.org>

Date Fri 5/16/2025 12:47 PM

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

Cc David Hickey <David.Hickey@signs.org>; Lauren Knox <KnoxL@Reno.Gov>; kmunson@yesco.com <kmunson@yesco.com>

 2 attachments (4 MB)

Digital-Signage-Traffic-Safety-Executive-Summary R.pdf; NSA ISA letter to Reno Council 5.16.25 A.pdf;

Dear Honorable Mayor Schieve and the Reno City Council:

I am contacting you on behalf of the Nevada Sign Association and the International Sign Association. Both associations work with jurisdictions throughout the state and beyond to assist in the creation of beneficial and enforceable on-premise sign regulations.

Please see the attached letter for our comments and recommendation. Do not hesitate to contact me with any questions.

Thanks

James Carpentier, AICP

Director, State & Local Government Affairs

International Sign Association

480.773.3756 / james.carpentier@signs.org

[www.signs.org]Signs.org / SignExpo.org



May 16, 2025

sent via email

Honorable Mayor Schieve and the Reno City Council

Re: Proposed amendments to TXT23-00002 (Title 18 – Signs)

Dear Honorable Mayor Schieve and Members of the Reno City Council:

I am contacting you on behalf of the Nevada Sign Association and the International Sign Association. Both associations work with jurisdictions throughout the state and beyond to assist in the creation of beneficial and enforceable on-premise sign regulations.

We commend staff and are very supportive of the time and efforts to simplify and provide clarification to the sign code. This code will be easier to administer and understand for the staff and applicants. We understand that the Planning Commission had several issues that dealt with the standards for electronic message centers (EMCs) for schools. The Planning Commission concerns included the following: public safety and locational aspects, the 8 second hold time, operation of EMCs when schools are not in session, and exceptions for emergency messaging.

Public Safety/ Eight Second Hold Time for Messages

Public Safety

I have attached the executive summary of *Digital Signage and Traffic Safety: A Statistical Analysis*, (Sign Research Foundation, 2012) the only study that we are aware of that addresses traffic safety and on-premise electronic message centers. The study was performed by H. Gene Hawkins, Jr., Ph.D., P.E., associate professor and research engineer, Zachry Department of Engineering Texas A & M. The safety analysis included 135 sign locations in 5 states. The study analyzed the comparison of crash frequencies before and after sign installation. *"The results of this study provide scientifically based data that indicate that the installation of digital on-premise signs does not lead to a statistically significant increase in crashes on major roads."* The message hold times for the 135 jurisdictions varied from animation to no minimum hold time and to hold times that were greater than 1 minute.

8 Second Hold Time

The Planning Commission expressed concerns over the proposed 8 second hold time. Scenic Nevada Recommended a 15-minute hold time. The State of Nevada has adopted (NAC 410.350) a 6-second hold time for counties that are over 700,000 in population and 8-seconds for counties that are under 700,000 in population. Forty-one state DOTs allow *off-premise* EMCs (i.e. digital billboards) with similar hold times. The following jurisdictions in Nevada have also adopted an 8-second hold time: Washoe County, Elko County, Lyon County and Carson City. The proposed 8-second hold time is in alignment with NDOT standards and has been adopted by several jurisdictions throughout the state and country.

Locational Aspects – Crosswalks and Adjacent Residential Uses

Crosswalks

The Planning Commission expressed concern about the location of an EMC in proximity to a school crossing. We are not aware of a jurisdiction that requires an offset from a crosswalk for an EMC. It is important to note that Nevada does not have state statutes detailing specific locational requirements for the placement of crosswalks at schools. Instead, local jurisdictions follow the federal Manual on Uniform Traffic Control Devices (MUTCD) for the placement and marking of all crosswalks and signs (in the right-of-way) at or near schools.

Adjacent Residential Uses

The Commission also had concerns regarding the location of EMCs in relation to adjacent residential uses. The proposed draft requires that the sign turn off at 10:00 pm, which will mitigate most of the potential impact on adjacent residential uses. In addition, the proposed nighttime illumination level at 150 NITS as recommended by Scenic Nevada, is about one half of the standard illumination level for EMCs, which will also mitigate any potential impact of an EMC on adjacent residential uses. The state of Nevada has adopted brightness standards (NAC 410.350) of 350 NITs for counties over 700,000 and 250 NITs for jurisdictions under 700,000 in population. Brightness is one of the most important regulatory aspects for EMCs, as this issue is the number one complaint that we see throughout the country. The proposed brightness standard of 150 NITs will ensure that EMCs that are located at school sites will not be too bright.

Curfew and Exception for Emergency Messaging

The draft code proposes an illumination curfew from 10:00 pm to 6:00 am. The Planning Commission suggested an exception to the illumination curfew for the Integrated Public Alert & Warning System (IPAWS). The Integrated Public Alert & Warning System (IPAWS) is FEMA's national system for local alerting that provides authenticated emergency and life-saving information such as Amber or weather alerts. We encourage WCSD to incorporate IPAWS into EMCs due to the potential life-saving benefit to the community. Since EMCs are proposed to be turned off from 10:00 pm to 6:00 am the City could allow EMCs to not have any programmed content run between the hours of 10:00 pm and 6:00 am except IPAWS emergency notifications. This allows the community to benefit from IPAWS while not having the EMCs running content between those hours, effectively darkening the displays except for emergency notifications, which would play until the emergency ended.

Therefore, we respectfully request that the Council approve the Planning Commission recommended EMC regulations with the following addition:

- Maintain the illumination curfew from 10:00 pm to 6:00 am with the exception of IPAWS emergency notifications.



Do not hesitate to contact me at 480-773-3756 or james.carpentier@signs.org with any questions or additional information.

Sincerely,

A handwritten signature in black ink that reads 'James Carpentier'.

James Carpentier AICP
Director State & Local Government Affairs

SIGN RESEARCH FOUNDATION EXECUTIVE SUMMARY

DIGITAL SIGNAGE AND TRAFFIC SAFETY: A STATISTICAL ANALYSIS



When it comes to studying the impact of digital signage on traffic safety, a simple measure of crash frequencies before and after sign installation doesn't provide a complete picture. That's why a group of researchers from Texas A&M University incorporated the Empirical Bayes (EB) statistical analysis method, allowing for better control of external factors. Their work is believed to be the first comprehensive and scientifically based research on the issue.

The safety analysis included 135 sign locations based on the following criteria:

- The signs were located in Washington, North Carolina, Ohio or California.
- The signs were installed in 2006 or 2007 in order to have adequate time in both the before and after analysis periods to compare crash histories.
- The signs were located on major roads, as the Highway Safety Information System (HSIS) crash dataset usually does not include crashes that are located on minor roads or private driveways.

As the use of digital on-premise signs continues to increase, so, too, have efforts to regulate the way digital messages are displayed. Jurisdictions often cite traffic safety impact as justification for local sign codes and ordinances. This research, however, provides a scientifically based, national analysis to help all involved better understand the true impact of on-premise digital signage on safety.

The 2012 study was performed by H. Gene Hawkins, Jr., Ph.D., P.E., associate professor and research engineer, Zachry Department of Engineering, Texas A&M University; Pei-Fen Kuo, graduate research assistant, Texas A&M Transportation Institute; and Dominique Lord, Ph.D., associate professor and research engineer, Zachry Department of Engineering, Texas A&M University. It was funded by a grant from the Sign Research Foundation.

BEST PRACTICES

This executive summary highlights three key takeaways from the report.

THE STUDY USES ADVANCED STATISTICAL METHODS ALONG WITH A LARGE SAMPLE SIZE OF DATA.

- The 135 sites—narrowed down from an original pool of 3,000 possible locations—came from four states. Sites had to meet all study criteria of location and date of installation to be included.
- The size and specificity of the study allowed for more robust and accurate results than previous research.
- Crash data was acquired from the Federal Highway Administration's Highway Safety Information System. The data also included roadway characteristics such as number of lanes, speed limits and other factors. The research team gathered information about the location of on-premise digital signs from two sign manufacturing companies. The datasets were then carefully merged through a lengthy validation process.
- A basic comparison of crash frequencies before and after sign installation would be known as a naïve before-after analysis. The Empirical Bayes method used for the study, however, is the recommended procedure for evaluating the impact of safety treatments. Safety impacts are represented by the safety index, a ratio of safety before and after an event, in this case, the installation of digital signs.

THE DATA REVEALED THAT THERE IS NO STATISTICALLY SIGNIFICANT INCREASE IN CRASH FREQUENCY AFTER INSTALLING AN ON-PREMISE DIGITAL SIGN.

- The research involved a review of previous studies, including hypotheses that on-premise business signs distract drivers, leading to higher crash rates, and that on-premise business signs might mask the visibility of regulatory and warning road signs, also increasing crash risk.
- Previous research has been inconsistent, and some studies have had important weaknesses and study limitations.
- Hawkins, Kuo and Lord took every avenue to deliver as accurate and valid a study as possible; the analysis even separated crashes into single- and multi-use incidents. No statistically significant differences were found overall.
- The safety index for all four states was 1.0 with a 95 percent confidence interval that ranged from 0.93 to 1.07, meaning the use of on-premise digital signs does not increase the risk of crashes.

FIVE DISTINGUISHING FACTORS

USING THE ANALYSIS OF VARIANCE (ANOVA), THE TEAM ALSO EXPLORED THE IMPACT OF ON-PREMISE DIGITAL SIGN COLOR, DIMENSION AND BUSINESS TYPE ON SAFETY.

- ANOVA is a collection of statistical models used for comparing several groups or variables for statistical significance.
- Hawkins, Kuo and Lord compared single color and multi-color signs as part of the study; 89 were single and 37, multi-colored. They found no significant difference in the mean of safety index among signs having single or multiple colors.
- The study considered small, medium and large signs. In the final dataset, 36 signs had a sign area of less than 10 ft²; 56 had a sign area from 10-15 ft²; and 34 had a sign area greater than 15 ft². Sign size was delineated based on the area of the electronic display, not the overall size of the complete sign. Here, too, the researchers found no statistically significant difference among the categories in terms of safety.
- The researchers looked at business type, such as restaurants (seven); pharmacies and retail stores (18); hotels (three); gas stations (three); auto shops (seven); and others (84). Once again, there was no statistically significant difference among the population means.

Thorough literature review on safety aspects of digital signage and previous statistical analyses

1

Evaluation and gap analysis of past studies

2

Data collection of sign installation dates & crash data over four states (largest sample size of any study to date)

3

Use of the Empirical Bayes (EB) statistical analysis method - recommended by the Highway Safety Manual, the "authoritative document for analyzing the safety impacts of various transportation improvements or treatments."

4

Key study findings, conclusions, and recommendations

5

Read the Full Report Statistical Analysis of the Relationship between On-Premise Digital Signage and Traffic Safety (2012):

www.signresearch.org/trafficsafety

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SUPPORT MORE RESEARCH LIKE THIS WITH A DONATION.**

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WWW.SIGNRESEARCH.ORG

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republished or reprinted without express permission from the Sign Research Foundation.



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

From Janice Flanagan <janflanagan@everyactioncustom.com>

Date Sat 5/17/2025 10:39 AM

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

Dear City Council City Council,

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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. Janice Flanagan
3201 Plumas St Apt 248 Reno, NV 89509-4797
janflanagan@aol.com



Outlook

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

From Janine Davenport-Adams <janined508@everyactioncustom.com>

Date Sat 5/17/2025 9:31 AM

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

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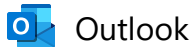
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Sincerely,
Ms Janine Davenport-Adams
2379 PATIDAR Dr Reno, NV 89509
janined508@gmail.com



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

From John Hara <harafox@everyactioncustom.com>

Date Mon 5/19/2025 3:45 PM

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

Dear City Council 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.

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. John Hara

18124 Wedge Pkwy # 980 Reno, NV 89511-8134

harafox@sbcglobal.net



Agenda Item D3 May 21 2025

From John Hara <harafox@sbcglobal.net>

Date Tue 5/20/2025 1:50 PM

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

Dear Madam Mayor and Fellow Council Members,

I support the overall amendment in item D3, but oppose the proposed allowance of digital signs for public and private schools in Reno without adding meaningful restrictions to ensure they do not become a safety and quality of life issue, and a foot in the door for commercializing residential areas.

Here's an important point to consider. What measurable need is Reno addressing by introducing digital signage into residential areas? According to the Reno Planning Staff, outside of WCSD, no private schools or residents have requested digital signs for schools. WCSD's initial rationale for having digital signs is to reduce the effort required to change existing static signs. WCSD says it cannot speak to any of the digital signs' purpose because the school district leaves content up to each school. So what are we fixing at what cost?

Washoe County School District has been advocating for a change to the Reno code that provides the ability to erect multiple digital signs at every school in Reno without public hearings. This makes things easier for the school district, but residents might wish they could weigh in when the impacts overtake their neighborhoods.

As proposed, 76 public schools and 33 private schools can erect 2 signs per site. According to Reno Planning, "...a sign can have two faces and could have the 32 sq ft allowance on each face. This is consistent with how freestanding square footage allowances at shopping centers are calculated currently".

See the problem? Reno Planning's and WCSD's baseline for Reno's first digital sign law in residential areas is shopping centers, and commercial digital sign standards for attracting business. Now do the math, 109 schools (and growing) x 2 signs per site x 4 sign faces per site adds up to 872 digital signs in residential areas that currently have no/zero/zilch digital signs.

I encourage the Reno City Council to consider data-backed recommendations from experts on electronic messaging and public safety, such as the Veridian Group in Berkeley, CA; experts on nighttime lighting from the International Dark Skies Association; and experts on local and national sign laws, such as Scenic Nevada and Scenic America.

In most cases, digital sign technology is safest and most effective, emulating time-proven static signs in public spaces as opposed to giant TVs running ads that distract and visually pollute the surrounding environment.

Respectfully,

John Hara

18124 Wedge Parkway 980
Reno, NV 89511

(775) 830-0751



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

From Julie U'Ren <julieuann@everyactioncustom.com>

Date Fri 5/16/2025 12:46 PM

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

Dear City Council 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.

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

Dear Mayor Schieve, City Council Members, and Involved City Staff

Re: School Sign Ordinance

May 19, 2025

I am a member of Scenic Nevada and currently serve on the board. I concur with the letter Lori Wray, Director wrote and sent you all. I cannot state the case better for reasonable requirements for school signs in Reno. I have added the table you already received just in case you need to review it.

Digital signs are easier to use, but they are an aid in communication not an added billboard for a school.

I did some questioning of parents whose children attend WCSD schools and parents who live elsewhere. Here's what I learned (anecdotal research here):

- **Many parents like the reminders signs provide when they have children at different schools.**
- **None liked the idea of flipping or signs lit outside of school time.**
- **Some questioned the need for signs...And pointed out that many do not keep current. Please note the photo added below that I took on May 14 of the Mt. Rose Sign that starts with a February announcement and ends with Spring Break. That's 3 months out of date.
Perhaps the electronics would help.**
- **Some communities like Truckee do not have digital signs or any formal structured signs even though schools face a major roadway.**

So...

- **If the signs are for school information, they should be restricted to being active during school hours and unlit or moving when school is not in session**
- **Schools should have a fast 8 second flipping time for emergencies, otherwise a 15-minute rotation**
- **Not used for advertising donations by businesses.**
- **A school needs only one sign.**
- **Schools exist to be part of a neighborhood, not an exceptional stand-out annoyance or traffic hazard.**
- **Schools should be a model for little pollution and responsible energy consumption.**
- **No one would propose putting a neon pink school in a neighborhood, why are bright signs OK?**

And...

- **Reasonable regulations are possible.**
- **Number of signs and placement should be limited (See Scenic Nevada proposal)**
- **Negotiation started and then was rejected by the school district representative.**
- **Needs better rationale.**

I refer you to the May 18 letter submitted by Lori Wray, Director of Scenic Nevada.

Attached: Scenic Nevada Table of reasonable sign regulations for all

The problem is the draft regulations will not protect our neighborhoods from the negative impacts of digital signs, including:

- Commercialization of Our Residential Neighborhoods
- Disruption of Peace and Quiet
- Public Safety
- Visual and Nighttime Light Pollution
- Energy Consumption

See the comparison chart below for staff's proposed regulations and Scenic Nevada's requests.

Proposed Digital Regulation Comparison Chart

City's Current Draft	Scenic Nevada's Position	Scenic Nevada's Request
Eight-second rotation	Opposed	15-minute rotation
Hours of operation are from 6 a.m. to 10 p.m., 365 days a year	Opposed	Hours should be 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)
Schools with two street frontages can have two digital signs in some areas	Opposed	One digital sign per school
Height, sign style, square footage based on zoning	Opposed	Monument style only, 6-foot maximum height, 32 square feet total sign area.

district; digital portion limited to 32 square feet		
No video display, flashing or blinking	In favor	We would add no scrolling, pops of color, and require instantaneous changes between messages.
Nighttime brightness level is limited to 150	In favor	Agreed, nighttime nits should be limited to 150. Nits measure the brightness level. The higher the nits the brighter the sign.

Thank you,

Leah Sanders
Reno Resident
Member of Scenic Nevada



FW: May 21 Agenda Item D.3, Sign Code Text Amendment - School Digital Signs

From Lori Wray <lwrays@markwraylaw.com>

Date Mon 5/19/2025 8:05 AM

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

 1 attachment (681 KB)

25-05-18 SN Letter to RCC - digital school signs.pdf;

From: Lori Wray

Sent: Sunday, May 18, 2025 10:21 PM

To: Hillary Schieve <schieveh@reno.gov>; Naomi Duerr <duerrn@reno.gov>; Kathleen Taylor <taylork@reno.gov>; martinezm@reno.gov; reesed@reno.gov; ebertm@reno.gov; Brandi Anderson <andersonb@reno.gov>

Cc: publiccomment@reno.gov; Mikki Huntsman <HuntsmanM@reno.gov>; Lauren Knox <KnoxL@Reno.Gov>

Subject: May 21 Agenda Item D.3, Sign Code Text Amendment - School Digital Signs

Dear Mayor, Reno City Council Members and City Clerk,

Please see the attached letter on behalf of Scenic Nevada regarding the proposed regulations for school digital signs for your information and the public record.

Regards,

Lori

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



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

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

Date Sat 5/17/2025 8:27 AM

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

Dear City Council 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.

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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during drop-off and pick-up of young children who could dart out unexpectedly.

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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,
Ms. Lynne Cuttone
10635 Birch Point Ct Reno, NV 89521-6267
lcuttone.lc@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 Fri 5/16/2025 12:50 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

1 E. First St., Reno, NV 89501

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

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

Sent: Friday, May 16, 2025 12:46 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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2. The city is proposing operating hours from 6 a.m. to 10 p.m., 365 days a year. Scenic Nevada opposes

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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. Meryl Pinque
615 Odlin Rd Bangor, ME 04401-6732
merylpingue@gmail.com



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

From Sandi Beckett <skbeckett53@everyactioncustom.com>

Date Fri 5/16/2025 11:30 PM

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

Dear City Council City Council,

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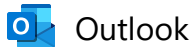
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Sincerely,
Ms. Sandi Beckett
5485 Fenno Way Reno, NV 89519-2195
skbeckett53@gmail.com



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

From Shelley Beckett <shelbeck1168@everyactioncustom.com>

Date Mon 5/19/2025 11:28 AM

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

Dear City Council 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.

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Sincerely,
Ms. Shelley Beckett
5415 Fenno Way Reno, NV 89519-2195
shelbeck1168@yahoo.com



Item D3

From Sue Smith <sue@argentnevada.com>
Date Tue 5/20/2025 7:29 AM
To Public Comment - CC <PublicComment@reno.gov>

I am requesting that you do not allow schools to have bright light up digital signs. Please regulate them to provide information but don't allow them to be a visual eyesore.
Pretend you live across the street.

Sue Smith
NV Real Estate License # B028370
Argent Commercial Real Estate
775-323-5000
Sent via mobile-



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

From Thelma Matlin <thelmatlin@everyactioncustom.com>

Date Fri 5/16/2025 9:40 PM

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

Dear City Council City Council,

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



Outlook

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

From Vicki Rosen <vrosen100@everyactioncustom.com>

Date Sat 5/17/2025 10:59 AM

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

Dear City Council 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.

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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. Vicki Rosen
4205 Pinto Dr Reno, NV 89519-2940
vrosen100@yahoo.com



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 Fri 5/16/2025 12:34 PM

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

Dear City Council 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.

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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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. Victoria Shih
7617 Brodick Way Plano TX75025 Plano, TX 75025-3743
dolphin_idol2@yahoo.com

RENO CITY COUNCIL PUBLIC COMMENT CARD

Thank you for participating. We know your time is valuable and we look forward to hearing your comments, ideas and questions. The Mayor and City Council request that all comments are expressed in a courteous manner. Public comment is limited to three minutes each. Comments should be addressed to the council as a whole, not an individual member.

NAME: MARK WRAY
ADDRESS: 2802 Outlook Drive Reno 89509
CONTACT PHONE: (775) 848-8877
E-MAIL: mwray@markwraylaw.com

If you are representing someone, other than yourself, please indicate whom:

Scent Nevada

☒ WARD 1 ☐ WARD 2 ☐ WARD 3 ☐ WARD 4 ☐ WARD 5
☐ OTHER _____

DO YOU WISH TO SPEAK? YES ☒ NO ☐

AGENDA ITEM D3

☐ IN FAVOR ☒ IN OPPOSITION ☐ NO POSITION STATED - CONCERNED

COMMENTS: _____

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THANK YOU FOR YOUR COOPERATION AND PARTICIPATION



RMC 18.05.114(b)

(6) Notwithstanding Subsection (b)(5), above, only that portion of sign copy regulated by NRS Sections 590.160 – 590.330, *Advertisement of Motor Vehicle Fuel and Petroleum Products*, may be animated provided that:

- a. The display brightness does not exceed 150 nits between sunset and sunrise;
- b. Displays do not appear to be in motion, flashing, or have video;
- c. Displays change no more than 24 times per day; and
- d. All other sign regulations in this Title that are not specified in these NRS regulations (including zoning limitations, and limitations on number and size of signs) remain in effect.

18.05.113 Nonconforming On-Premises Signs

"nonconforming on-premise sign" is a sign that was lawfully erected prior to the adoption of the regulations codified in this chapter, or subsequent amendments thereto, which would not be permitted under the current provisions of such regulations. "Nonconforming signs" include signs that were erected without a conditional use permit and which would require a site plan review under the current provisions of this chapter or of Section 18.08.602, *Site Plan Review*.

18.05.114 Right to Maintain and Continue the Use of a Nonconforming On-Premises Sign

A nonconforming on-premises sign may be maintained and continued in use, provided that:

-) It is not altered structurally, enlarged, or relocated without proper permits; and
-) It is maintained in a good and working condition.

18.05.115 Termination of Right to Nonconforming On-Premises Sign

-) Any nonconforming on-premises sign that is declared a hazard by the Administrator shall be removed or repaired within ten days of notice to the owner of the sign.
-) Any nonconforming sign that requires repairs costing more than 50 percent of its replacement value shall be removed or made to comply with the provisions of this chapter and Title.

18.05.116 Alteration, Enlargement, or Relocation of On-Premises Sign

Notwithstanding Section 18.05.114(b)(4), above, no permit shall be issued for the alteration, enlargement, or relocation of a nonconforming sign unless any changes decrease the amount of any nonconforming sign by a minimum of 25 percent and any nonconforming height by a minimum of 25 percent. Methods of lighting shall not be changed until all other elements of the sign are brought into full conformance.

18.05.117 Time Limitations on Review of Applications for On-Premises Signs

-) The Administrator shall review and make a decision or recommendation regarding an application for on-premises signs which are not a part of or accompanied by an application for

Mark Wray DB

RMC 18.05.114(b)

- (2) Any animated sign constructed prior to December 2, 2015, shall be brought into conformance with the nit standards listed in Subsection 18.05.114(b)(1), above, by December 2, 2017.
- (3) Animated signs shall only be allowed within 750 feet of residentially zoned property with the approval of a conditional use permit. The 750 feet shall be measured from the base of the sign to the property line of the residentially zoned parcel.
- (4) No animated signs shall be allowed within 300 feet of the outer boundary of the outer travel lane/white line of:
 - a. State Route 431 (Mount Rose Highway);
 - b. Interstate 80 west of Robb Drive, to the western most city limit;
 - c. U.S. 395 north of North McCarran Boulevard; and
 - d. Interstate 580 south of South McCarran Boulevard.
- (5) Any animated signs located within these areas which were in existence prior to December 2, 2015, may only be enlarged or relocated with the approval of a conditional use permit.

- c. Specific areas depicted as "Permitted Location 1c" on the Off-Premise Advertising Map, when located within 100 feet of the edge of the right-of-way line of a major or minor arterial road or freeway unless otherwise prohibited by this section. These areas include properties identified by historic zoning districts (AC, CC, IC, IB or I) prior to being rezoned to MU prior to adoption of this Title. This is a fixed boundary.

Prohibited Locations

- (1) No permanent off-premises advertising display shall be erected closer to a street than the right-of-way line. No portion of any permanent off-premises advertising display may be placed on or extend over the right-of-way line of any street.
- (2) No permanent off-premises advertising display, or part thereof, shall be located on any property without the consent of the owner, holder, lessee, agent, or trustee.
- (3) No permanent off-premises advertising display shall be located within specific areas depicted as "Prohibited Location 3" on the Off-Premise Advertising Map. This area includes property within 300 feet of the centerline of the Truckee River or within 300 feet of the outer boundary of any areas designated in this Title as the Truckee River Corridor or its successor.
- (4) No permanent off-premises advertising display shall be erected within 300 lineal feet of a residentially zoned parcel on the same side of the street. ✓
- (5) The number of permanent off-premises advertising displays located within 300 feet of the centerline or within the boundaries of the following areas shall not exceed the number of legally existing permanent off-premises advertising displays in that location on July 1, 2012:
 - a. Interstate 80 right-of-way from Robb Drive to the most western city limit.
 - b. U.S. 395 right-of-way from Panther Drive to the most northern city limit.
 - c. Specific areas depicted as Restricted Locations 5c.1 through 5c.7, inclusive on the Off-Premise Advertising Map. These areas reflect certain zoning districts that were in place prior to adoption of this Title, including: the Downtown Reno Regional Center Plan (5c.1), the East 4th Street TOD Corridor (5c.2), Mill Street TOD Corridor (5c.2), the Medical Regional Center (5c.2), the Wells Avenue Neighborhood Plan (5c.2), the



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Southwest Reno

Warren Ronsheimer
Southwest Reno

W. Chris Wicker, Esq.
Woodburn and Wedge

May 18, 2025

Dear Madam Mayor and City Council Members,

Scenic Nevada is not opposed to digital signs for schools. But we are opposed to almost all the staff's recommendations for digital school signs because they will allow too many signs in residential neighborhoods with messages flipping every eight seconds, until 10 at night, 365 days a year whether school is in session or not.

Not just Scenic Nevada but members of the Reno Planning Commission and the community in more than 60 letters are requesting more restrictive regulations that would protect the residential neighborhoods from the nuisance and safety hazards of digital signs near homes and schools.

Please consider our suggestions to limit digital signs to one per school site, the flip time to every 15 minutes (unless there is an emergency) with an instantaneous change, the height to six feet, the hours of operation to 6 a.m. to 6 p.m., unless there is an event and only while schools are in session and maintain the proposed size of 32 square feet with a 150-nit nighttime brightness level.

At the Planning Commission May 8, commissioners noted that a public and private school can be located on the same street and also that digital signs might be located too near school crosswalks. **Therefore, we are also asking for a separation of 200 feet between digital signs and a distance of 200 feet from school crosswalks.**

To begin with, schools are not commercial businesses seeking to maximize revenue from flip times. Eight-second flip times are for places that allow commercial signs and billboards, not for our residential neighborhoods. An eight-second flip time is also consistent with digital billboards, which are unlawful in Reno and the unincorporated county areas.

Staff justifies the eight second flip time because both Sparks and the unincorporated Washoe County digital regulations allow it. Unlike Reno, both Sparks and the County have included minimum parcel size and distance regulations, in addition to eight-second flip times, to blunt the impact of digital signs on neighboring homes.



Reno's proposed regulations do not have these protections, which would make digital school signs in Reno: (1) more numerous than in Sparks or the County, (2) more of a nuisance than in either Sparks or the county and therefore (3) inconsistent between the jurisdictions. Please see the following chart:

Comparison Chart Digital Sign Requirements for Schools

Regulation	Proposed in Reno	Sparks	Washoe County
Zone/Use Type	All	PF (Public Facility)	Civic/PSP (Public/Semi Public)
Parcel Size	No requirement	10-acre minimum	10-acre minimum
Public Hearing	Not Required	Not Required	Required
Monument style height and size	Depends on Zone, 32 square feet digital portion	6 ft tall, 32 sq ft	6 ft tall, 40 sq ft digital portion (50% of allowed 80 sq. feet in Civic Zone)
Free Standing (Pole) height and size	Depends on Zone, 32 square feet digital portion	16 ft tall, max 200 sq ft (depends on frontage)	Not allowed
Distance from a residentially zoned property	No requirement	300 radial feet	200 feet
Number Allowed	Depends on Zone	Monument sign - 1 per site; Pole sign - 1 per frontage, 2 per site	1 per site
Content Display	8 seconds, no video	8 seconds on signs over 32 sq ft; no video	8 seconds, no video
Brightness	150 nits	Equal to 350 nits	Equal to 350 nits
Hours of Operation	6 a.m. to 10 p.m.	None	None
Transition Time	None	1 second	Instantaneous

Schools in both the county and Sparks are zoned Public Facility. Neither Sparks nor Washoe County allows digital signs on parcels zoned PF that are under 10 acres. Therefore, digital signs are prohibited at public elementary schools like Pleasant Valley Elementary (5.6 acres) in the county and Florence Drake School (4.82 acres) in Sparks. As an extra precaution, digital signs are not allowed within 300 radial feet of a residentially zoned property in Sparks and 200 lineal feet in the county.

Schools in Reno are located in a variety of districts and that's part of the problem. Under the proposed regulations in Reno the allowances for the number, height, sign style (monument or poles) plus the total square footage **are all dependent on the zoning district where the school is located** (except the digital portion of the sign would be limited to 32 square feet).

For example, Jessie Beck and Hunter Lake in Reno are elementary schools on five acres and are zoned residential. Under the proposed regulations, those schools would be allowed **two six-foot-tall monument signs each** because residential zones allow one sign per street frontage and both schools have two street frontages. If the same two schools were located in the county or in Sparks, digital signs would be prohibited.

Another example is Mount Rose Elementary. It is a 3.3 acre site in Reno with 300 feet of frontage on Arlington Avenue and is zoned PF. In Sparks and the county, a digital sign would be prohibited. In Reno



Mt. Rose Elementary would be entitled to a 12-foot-tall monument sign – **double the height** that would be allowed for Jesse Beck or Hunter Lake - because PF zoned parcels in Reno get 12 foot signs with frontages over 100 feet.

Mount Rose Elementary is surrounded on all four sides by single and multi-family homes and its current sign faces Arlington Avenue. If replaced with a digital sign here, it would be rotating messages every eight seconds until 10 p.m. under Reno's draft regulations. **There are no other digital signs on Arlington until it transitions into downtown at the J Resort Casino.** The proposed regulations would diminish the charm of this quiet residential and family-oriented neighborhood forever.

There may be many more examples of inconsistencies and unintended consequences caused by allowing the proposed regulations to take effect given that there are 76 public schools and 33 private schools in Reno. How many of these private and public schools are located right next to each other and how many have two street frontages? Will this effect property values? City staff has not discussed these details in their staff report.

Typically, schools have one traditional message board that is not even lit at night. It's not intrusive or annoying and not a safety or traffic hazard and therefore acceptable in a residential neighborhood. Most people, on the other hand, object to digital signs because messages flip constantly day and night, creating a distraction to drivers and a nuisance to homeowners.

We did not object to digital school signs outright because we were hoping for a digital solution that would allow schools to change messages electronically but also closely emulate the traditional school message boards that exist today. We were taken by surprise when the city staff proposed eight-second flip times, more than one sign per school and the long and unnecessary operating hours.

School days end in the afternoon, yet the signs would shine on into the night and during school breaks, holidays and weekends. It makes no sense to leave these signs on rotating messages long after anyone in the school community will be looking at them – especially because these signs will be in addition to all the texts and emails the school district already sends to parents.

Scenic Nevada had hoped the Washoe County School district would agree to reasonable regulations. Instead, their representative has objected to our requests saying Scenic Nevada "goes too far" and our suggested regulations "will limit our ability to operate these signs."

Our response is these signs are not toys or digital billboards for schools to advertise local businesses as they do now on the plastic banners lining the chain link school fences. The signs should be limited to posting school events and schedules. There is no need for more than one per school, or to shine on into the night and when schools are closed, or to change messages every eight seconds like a convenience store in a commercial zone.

Please consider the neighborhoods and reject staff's digital school sign regulations.

Sincerely,
Lori Wray, Director
Scenic Nevada



DEAN HELLER
Secretary of State

101 North Carson Street, Suite 3
Carson City, Nevada 89701-4786
(775) 684 5708



FILED # 224442001

MAY 14 2001

IN THE OFFICE OF
Dean Heller
DEAN HELLER SECRETARY OF STATE

Important: Read attached instructions before completing form.

1. <u>Name of Corporation:</u>	SCENIC NEVADA, INC.			
2. <u>Resident Agent Name and Street Address:</u> <small>(must be a Nevada address where process may be served)</small>	FRANK R. CARROLL Name 1525 SUNRISE CIR BOULDER CITY, 1 NEVADA 89005 Street Address City State Zip Code			
3. <u>Names, Addresses, Number of Board of Directors/Trustees:</u>	The First Board of Directors/Trustees shall consist of <u>2</u> members whose names and addresses are as follows: 1. FRANK R CARROLL Name 1525 SUNRISE CIR BOULDER CITY NV 89005 Street Address City State Zip Code 2. DOUG SMITH Name 2845 Idlewild Dr. #111 Reno NV 89509 Street Address City State Zip Code 3. Name Street Address City State Zip Code 4. Name Street Address City State Zip Code			
4. <u>Purpose:</u>	The purpose of this Corporation shall be: TO PROMOTE AND CARRYOUT PROGRAMS WHICH HELP PROTECT, PRESERVE, AND ENHANCE THE NATURAL BEAUTY OF NEVADA			
5. <u>Other Matters:</u> <small>(see instructions)</small>	Number of additional pages attached: <u>1</u>			
6. <u>Names, Addresses and Signatures of Incorporators:</u> <small>attach additional pages if there are more than 2 Incorporators.</small>	FRANK R. CARROLL Name 1525 SUNRISE CIR BOULDER CITY NV 89005 Address City State Zip Code Signature DOUG SMITH Name 2845 Idlewild Dr. #111 Reno NV 89509 Address City State Zip Code Signature			
7. <u>Certificate of Acceptance of Appointment of Resident Agent:</u>	1. FRANK R. CARROLL hereby accept appointment as Resident Agent for the above named corporation. Signature of R.A. or On Behalf of R.A. Company Date 4/30/2001			

This form must be accompanied by appropriate fees. See attached fee schedule.

Nevada Secretary of State Form NONPROFIT1999.01
Revised on 02/03/01

85-0718001-88-137-88-25-1704-888-71207

RENO CITY COUNCIL PUBLIC COMMENT CARD

Thank you for participating. We know your time is valuable and we look forward to hearing your comments, ideas and questions. The Mayor and City Council request that all comments are expressed in a courteous manner. Public comment is limited to three minutes each. Comments should be addressed to the council as a whole, not an individual member.

NAME: LORI WRAY
ADDRESS: 608 LANDER ST
CONTACT PHONE: 775 848-8288
E-MAIL: LWRAY@MARKWRAYLAW.COM

If you are representing someone, other than yourself, please indicate whom:

Senic Nevada

☐ WARD 1 ☐ WARD 2 ☐ WARD 3 ☐ WARD 4 ☐ WARD 5
☐ OTHER _____

DO YOU WISH TO SPEAK? YES ☒ NO ☐

AGENDA ITEM D.3

☐ IN FAVOR ☒ IN OPPOSITION ☐ NO POSITION STATED - CONCERNED

COMMENTS: _____

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THANK YOU FOR YOUR COOPERATION AND PARTICIPATION



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NAME: Leah Sanders
ADDRESS: 1880 Coleman Dr
CONTACT PHONE: 775 750 7047
E-MAIL: leah.sanders14@gmail.com

If you are representing someone, other than yourself, please indicate whom:

☐ WARD 1 ☐ WARD 2 ☐ WARD 3 ☐ WARD 4 ☒ WARD 5
☐ OTHER _____

DO YOU WISH TO SPEAK? YES ☒ NO ☐

AGENDA ITEM D3

☐ IN FAVOR ☐ IN OPPOSITION ☒ NO POSITION STATED - CONCERNED

COMMENTS: _____

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THANK YOU FOR YOUR COOPERATION AND PARTICIPATION



Greetings Mayor Schieve, Honorable Council Members, and Involved City Staff

I'm Leah Sanders Reno Resident and Member of Scenic Nevada

Re: School Sign Ordinance Item D.3

I concur with the May 18 letter Lori Wray, Director of Scenic Nevada wrote to the council.

Yes, Digital signs may be easier to use for communication to parents, but are not needed as billboard for a school.

Research? I questioned parents whose children attend WCSD schools and parents who live elsewhere. Here's what I learned from my small sample:

- **Many parents like the reminders signs provide when they have children at different schools.**
- **None liked the idea of fast flipping or signs lit outside of school hours.**
- **Some questioned the need for signs...Cost...And pointed out that presently many schools do not post current notices (using email, phone, text). Please note the photo I took on May 14 starts with the February announcement and ends with Spring Break. That's 3 months out of date.**
- **Some communities like Truckee do not have digital signs or any formal structured signs even though the elementary school faces a major roadway.**

So...

- **If the signs are for school information, they should be restricted to being active during school hours and unlit and static when school is not in session**
- **A 15-minute rotation allows time for the message to be read. And is driving safe. Schools should have a special sign for emergencies.**
- **A thank you for donations by businesses should not become advertisements.**
- **A school needs only one modest sign.**
- **Schools exist to be part of a neighborhood, not an exceptional stand-out annoyance or traffic hazard.**
- **Schools should be a model for little pollution and responsible energy consumption.**
- **No one would propose putting a neon pink school in a Reno neighborhood to call attention to the school; why are bright signs OK?**

And...

- **Reasonable regulations are possible.**
- **Number of signs and placement should be limited (See Scenic Nevada proposal)**
- **Negotiation started and then was rejected by the school district representative.**
- **Present proposal regarding signs needs better rationale/research.**

I refer you to the May 18 letter submitted by Lori Wray, Director of Scenic Nevada.

Thank you for listening.

Leah Sanders 03

MOUNT ROSE ELEMENTARY SCHOOL

2/18 MULTICULTURAL
NIGHT 5:30
2/27 BINGO NIGHT 5:30
3/17-3/22 SPRING BREAK



RENO CITY COUNCIL PUBLIC COMMENT CARD

Thank you for participating. We know your time is valuable and we look forward to hearing your comments, ideas and questions. The Mayor and City Council request that all comments are expressed in a courteous manner. Public comment is limited to three minutes each. Comments should be addressed to the council as a whole, not an individual member.

NAME: Karen Munson
ADDRESS: 405 Carlene D. Spks 89436
CONTACT PHONE: 775-284-8127
E-MAIL: Kmunson@yesco.com

If you are representing someone, other than yourself, please indicate whom:

☐ WARD 1 ☐ WARD 2 ☐ WARD 3 ☐ WARD 4 ☐ WARD 5
☐ OTHER _____

DO YOU WISH TO SPEAK? YES ☒ NO ☐

AGENDA ITEM D.3

☒ IN FAVOR ☐ IN OPPOSITION ☐ NO POSITION STATED - CONCERNED

COMMENTS: _____

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THANK YOU FOR YOUR COOPERATION AND PARTICIPATION



RENO CITY COUNCIL PUBLIC COMMENT CARD

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NAME: Kyle Chisholm
ADDRESS: 14101 Old Virginia Rd Reno, NV 89521
CONTACT PHONE: (775) 789-3810
E-MAIL: Kyle.chisholm@WashoeSchools.net

If you are representing someone, other than yourself, please indicate whom:

Washoe County School District

☐ WARD 1 ☐ WARD 2 ☐ WARD 3 ☐ WARD 4 ☐ WARD 5

☒ OTHER ALL WARDS

DO YOU WISH TO SPEAK? YES ☒ NO ☐

AGENDA ITEM D. 3

☒ IN FAVOR ☐ IN OPPOSITION ☐ NO POSITION STATED - CONCERNED

COMMENTS: General support for Digital
Signs for schools

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THANK YOU FOR YOUR COOPERATION AND PARTICIPATION



RENO CITY COUNCIL PUBLIC COMMENT CARD

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NAME: James Carpenter
ADDRESS: 1001 N Fairfax Alexandria VA
CONTACT PHONE: 480 773 3756
E-MAIL: james.carpentier

If you are representing someone, other than yourself, please indicate whom:

☐ WARD 1 ☐ WARD 2 ☐ WARD 3 ☐ WARD 4 ☐ WARD 5

☐ OTHER W/A

DO YOU WISH TO SPEAK? YES ☒ NO ☒

AGENDA ITEM D.3 Title 18 signs

☒ IN FAVOR ☐ IN OPPOSITION ☐ NO POSITION STATED - CONCERNED

COMMENTS: _____

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THANK YOU FOR YOUR COOPERATION AND PARTICIPATION

