

# **LDC23-00032**

## **(Jacobs Glow Plaza & Festival Area Amendment)**

*Reno Planning Commission*  
*February 1, 2023*



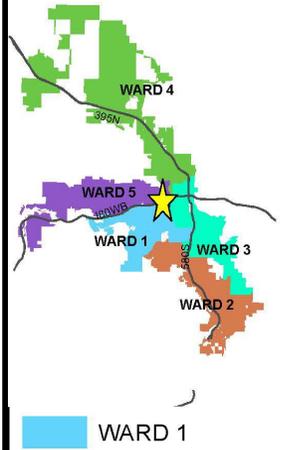


### AREA MAP

LDC23-00032

(Jacobs Glow Plaza and Festival Area Amendment)

Subject Site ► 



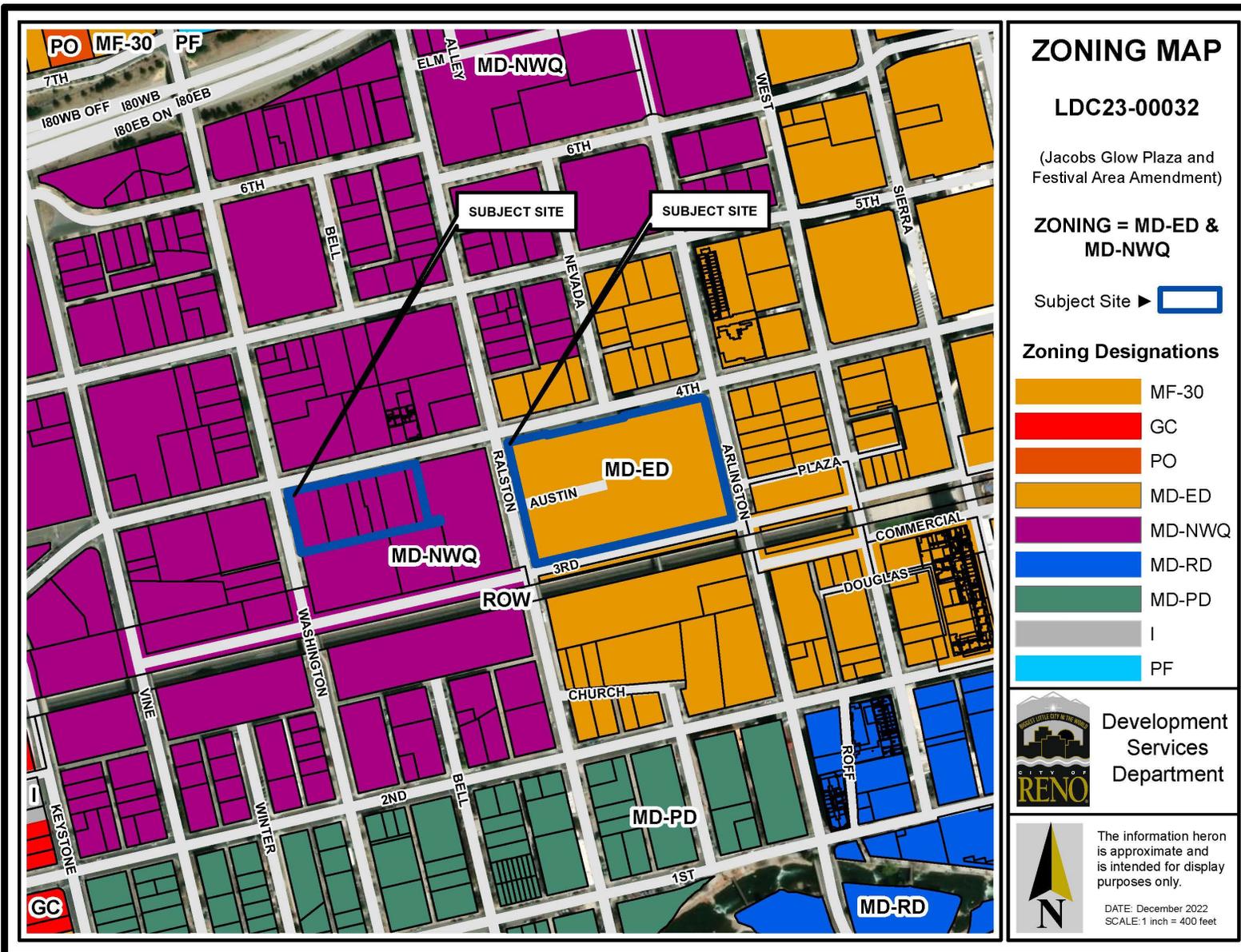
The information heron is approximate and is intended for display purposes only.  
 Date: December 2022  
 Scale: 1 inch = 750 feet

### Site:

- ±8.373 acre site

### Request:

An amendment to conditional use permit LDC22-00038 to expand the permit boundary to include an additional parcel for the purpose of promoting Glow Plaza on the additional parcel.



## Zoning Districts:

- Existing CUP - Mixed-Use Downtown – Northwest Quadrant (MD-NWQ)
- Proposed CUP - Mixed-Use Downtown Entertainment District (MD-ED) & Gaming Overlay

## Background:

- Approved by Planning Commission - March 2022
- Appealed
- Approved by City Council - May 11, 2022

## Key Issue:

- General Code Compliance

# Signage

## **Gaming Overlay district vs. MU-NWQ table**

**Table 5-1 Sign Regulations by Zoning District**

District	Height, freestanding (max.)	Area, freestanding (max.)	Area, Wall (max.)	Illumination	Flashing/ Animation
<b>Overlay</b>					
Gaming	100'  Conditional use permit required to exceed 100'	No limit	No limit	All types	No limit
<b>Mixed-Use</b>					
All districts not listed below [6] [11]	8' maximum  OR, if the parcel is ≥ one acre, freestanding sign maximum height is 25' (35' if parcel fronts street posted at 35 mph or greater)	125 sq. ft. maximum [5][7]	1 sq. ft. of sign area per lineal foot of business frontage  Sign length shall not exceed 75% of business frontage  All wall sign area shall not exceed 400 sq. ft. per parcel  5' maximum letter height  Notwithstanding above, each business shall be allowed a minimum 40 sq. ft.	All types	Not allowed [12]  [12] Permitted on parcels fronting North Virginia Street, South Virginia Street, West 4th Street, East 4th Street, and Mill Street and shall not exceed 125 sq. ft. Any other street shall require a site plan review for flashing/animated signs.

## APPROVED



- **Signage to be installed at the Sands**
- **Building Permits have been issued**



# Definitions

## **Site - RMC 18.09.204(a)(6)**

- *All of the lots, parcels, and land area proposed for annexation or development according to the provisions of this Title, and which is in a single ownership or has multiple owners, all of whom join in an application for annexation or development. The term "site" does not include portions of a parcel not included in an annexation or development request.*
- *The definition does not require the parcels to be adjacent.*

## **On-Premises Sign - RMC 18.09.307**

- *Any arrangement of material, words, symbols or any other display erected, constructed, carved, painted, shaped or otherwise created for the purpose of advertising or promoting the commercial interests of any person, persons, firm, corporation or other entity, located in view of the general public, which is principally sold, available or otherwise provided on the premises on which the display is located.*

## **Added Conditions of Approval**

24. The extension of this conditional use permit on parcel 007-542-15 is solely to allow for the inclusion of the Sands Regency Casino Hotel parcel within the Glow Plaza Festival site area for the purpose of allowing on-premises Glow Plaza Festival signage on the Sand Regency Casino Hotel parcel.

25. All nonrestricted gaming uses are strictly limited to the Sands Regency Casino Hotel property. Approval of this conditional use permit amendment does not extend the Glow Plaza “Amusement or Recreation, Outside” and “Live Entertainment” land uses to the Sands Regency Casino Hotel parcel (APN 007-542-15).

## Conditional Use Permit Findings

CUP Findings	Staff Review and Analysis
Consistent with <b>RMC</b>	✓ Yes
<b>Land use is Compatible</b> with surrounding development	✓ Yes
<b>Consistent</b> with development standards	✓ Yes
<b>Public services and utilities</b> are available	✓ Yes
<b>Characteristics</b> are compatible	✓ Yes
Will <b>not</b> be detrimental to <b>public health, safety, or welfare</b>	✓ Yes

## Recommended Motion

**Based upon compliance with the applicable findings, I move to approve the conditional use permit amendment subject to the conditions listed in the staff report.**