



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



Agenda Item D3 May 21 2025

From John Hara <harafx@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

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



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-