



BOARD OF DIRECTORS

May 18, 2025

John W. Hira
President
West Reno

Dear Madam Mayor and City Council Members,

Mark Way, Esq.
Vice President
Southwest Reno

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.

Lori Way
Treasurer
Southwest Reno

Joyce Thompson
Secretary
Southwest Reno

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.

Leah Sanders
Northeast Reno

ADVISORS

Nate Daniel
Seattle, WA

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.

Brian Dean
South Reno

Rosemary Garpide
South Reno

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.

Berry Hall
Southwest Reno

Toni Harsh
Southwest Reno

Helene Sasser
Southeast Reno

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

Diane McCormick
Southwest Reno

Warren Rensheimer
Southeast Reno