



# WASHOE COUNTY

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CM/ACM CS  
Finance DN  
DA ✓  
Risk Mgt. N/A  
HR N/A  
Other N/A

## STAFF REPORT

BOARD MEETING DATE: April 28, 2015

**DATE:** April 7, 2015  
**TO:** Board of County Commissioners  
**FROM:** Trevor Lloyd, Senior Planner, Planning and Development Division  
Community Services Department 328-3620, [tlloyd@washoecounty.us](mailto:tlloyd@washoecounty.us)  
**THROUGH:** William H. Whitney, Division Director, Planning and Development  
Community Services Department, 328-3617, [bwhitney@washoecounty.us](mailto:bwhitney@washoecounty.us)  
**SUBJECT:** Discussion of pending draft amendments to Washoe County Development Code, chapter 110, Article 500, and related provisions dealing with certain potentially larger and/or illuminated signs that would be known under the proposed amendments as Regional Recreation Travel and Tourism (RRTT) signs, and possible direction to staff on whether to take additional steps regarding RRTT signs, including whether staff should recommend removal of or changes to the provisions for that category of sign in the proposed amendments. (All Commission Districts.)

### SUMMARY

Staff brought an informational item to the Board of County Commissioners (Board) on August 26, 2014 regarding the potential amendment to Washoe County Development Code (Chapter 110), Article 500, Signs. Staff is nearing completion of the update and is seeking direction from the Board in regard to signs for Regional Recreation Travel and Tourism (RRTT) uses.

Washoe County Strategic Objective supported by this item: Economic development and diversification.

### PREVIOUS ACTION

On August 26, 2014, staff of the Planning and Development Division brought an informational item to the Board regarding the possible amendment of Article 500, Signs, of the Washoe County Development Code (Chapter 110). At that meeting, the Commission expressed concern that there was not specific language allowing certain kinds of business to have signs that could be larger and commensurate with the sizes allowed in adjoining jurisdictions, such as the City of Sparks. The Commission further directed that approval of such a sign as well as the height and size should be the purview of the County Commission on a case-by-case basis. (Refer to Exhibit A for the excerpt of this discussion from the August 26, 2014 meeting). Planning and Development staff has made significant progress towards a final draft of a new sign code. Staff has hosted a total of 16 meetings with the sign code working group (comprised of representatives from the sign industry, the real estate industry, the planning profession, Scenic Nevada, the Citizen

AGENDA ITEM # 10

Advisory Boards and the Planning Commission), and has presented the draft to CABs for their comments and have attempted to implement the direction of the Board of County Commissioners, as understood by staff, by proposing to create standards for a new principal use type, Regional Recreation Travel and Tourism [RRTT]. The proposed definition and provisions for signage for that principal use are as follows:

**Table 505.1 Permanent Sign Regulations by Principal Use Type of Sites**

Principal Use Type of Sites <sup>(1)</sup>	Freestanding Signs				Building Signs	
	Max Number per Site	Max Height	Max Size per Sign	Max Sign Area per Site	Max Number per Site or Business Frontage	Max Sign Area per Business Frontage
Regional Recreation, Travel and Tourism	1 per site frontage	20 feet or Up to 45 feet with SUP <sup>(3)</sup>	120 sf or up to 300 sf with AP or larger than 300 sf with SUP <sup>(3)</sup>	1 sf for each foot of LSF or as approved by SUP	2 per BF up to 4 for any single business or occupant.	5 sf for each foot of BF

*GFA = Gross Floor Area; LSF = Linear Site Frontage; BF = Business Frontage; s.f. = square feet. AP = Administrative Permit; SUP = Special Use Permit; <sup>(1)</sup>The principal use types are defined in Section 110.505.20; <sup>(2)</sup>Administrative Permit required pursuant to Section 110.505.40. <sup>(3)</sup>Regional Recreation, Travel and Tourism uses may apply for a Special Use Permit for a freestanding sign that exceed the size limits of this table following the provisions of Section 110.505.40*

**Section 110.505.20 Principal Use Types of Sites. These principal use types only apply to Article 505:**

- (f) **Regional Recreation, Travel and Tourism:** “Regional Recreation, Travel and Tourism” refers to large-scale lodging or large-scale entertainment uses that attract large numbers of visitors from both inside and outside of the immediate region of Washoe County. Such use types may include: Unlimited Gaming, large Destination Resorts, and large Outdoor Entertainment venues.

**Section 110.505.40 Permits and Enforcement.**

- (c) **Special Use Permit for Regional Recreation, Travel and Tourism Signs.** A Special Use Permit pursuant to Article 810, Special Use Permits, of this Code may be granted by the Board of County Commissioners to increase the size and height, as is otherwise allowed in Table 505.1, for one freestanding sign, for each “Regional Recreation, Travel and Tourism” development. Before granting a special use permit, the Board of County Commissioners shall make all the findings required by Article 810 and all of the following findings:
  - (1) The freestanding sign is located immediately adjacent to an interstate highway having at least four travel lanes.
  - (2) The freestanding sign is located within ¼ mile of an exit providing access to the Regional Recreation, Travel and Tourism or Unlimited Gaming development from the interstate highway.
  - (3) There is only one freestanding sign exceeding 300 square feet within ¼ mile of any exit providing access to a “Regional Recreation, Travel and Tourism” development, from the interstate highway.

- (4) The freestanding sign is located on the same parcel of land or a parcel of land directly adjacent to the "Regional Recreation, Travel and Tourism" development.
- (5) That the parcel upon which the freestanding sign is located has a regulatory zone of Industrial, General Commercial or Tourist Commercial.
- (6) That all other applicable sections of the Development Code and this Article are met.
- (7) The special use permit has been conditioned to require removal of the freestanding sign upon discontinuance of the "Regional Recreation, Travel and Tourism" principal use type.
- (8) That approval of the special use permit for the enlarged sign will benefit the general welfare of citizens of Washoe County.
- (9) The freestanding sign shall not be located within 500 feet from any residential regulatory zone.

Staff has also attempted to follow the direction of the Board in ensuring, to the greatest practical extent, that the proposed code is content neutral. Signs are protected under the First Amendment "Free Speech" of the United States Constitution. Regulations which are based on content have consistently been reviewed by state and federal courts under the "strict scrutiny" judicial standard. Strict scrutiny means that the Code must further a compelling governmental interest and must be narrowly tailored to achieve that interest. Many sign codes throughout the Country that require reading of the sign to determine the applicable standards to be applied, have been found to be unconstitutional under that standard. One way to avoid constitutional challenge is to regulate all signs in the same manner regardless of the message on the sign. For this reason, there are many standards and findings to be made in regards to a Regional Recreation Travel and Tourism [RRTT] sign under the proposed code, but no mention of the message that such a sign might display.

#### **BACKGROUND**

Staff has been asked to bring an informational item in regard to signs for Regional Recreation Travel and Tourism [RRTT] uses to the Board for discussion and possible direction.

#### **FISCAL IMPACT**

No fiscal impact.

#### **RECOMMENDATION**

It is recommended that the Board of County Commissioners hold a discussion of pending draft amendments to Washoe County Development Code, chapter 110, Article 500, and related provisions dealing with certain potentially larger and/or illuminated signs that would be known under the proposed amendments as Regional Recreation Travel and Tourism (RRTT) signs, and possible direction to staff on whether to take additional steps regarding RRTT signs, including whether staff should recommend removal of or changes to the provisions for that category of sign in the proposed amendments.

**POSSIBLE MOTION**

Should the Board agree with staff's recommendation, a possible motion would be:  
"Move to hold discussion of pending draft amendments to Washoe County Development Code, chapter 110, Article 500, and related provisions dealing with certain potentially larger and/or illuminated signs that would be known under the proposed amendments as Regional Recreation Travel and Tourism (RRTT) signs, and possible direction to staff on whether to take additional steps regarding RRTT signs, including whether staff should recommend removal of or changes to the provisions for that category of sign in the proposed amendments."

Attachments: Exhibit A – Excerpts of the August 26, 2014 BCC meeting

BOARD OF COUNTY COMMISSIONERS  
WASHOE COUNTY, NEVADA

EXHIBIT A

TUESDAY

10:00 A.M.

AUGUST 26, 2014

PRESENT:

David Humke, Chairman  
Bonnie Weber, Vice Chairperson\*  
Marsha Berkbigler, Commissioner  
Kitty Jung, Commissioner  
Vaughn Hartung, Commissioner

Nancy Parent, County Clerk  
John Slaughter, County Manager  
Paul Lipparelli, Legal Counsel

The Washoe County Board of Commissioners convened at 10:03 a.m. in regular session in the Commission Chambers of the Washoe County Administration Complex, 1001 East Ninth Street, Reno, Nevada. Following the Pledge of Allegiance to the flag of our Country, the Clerk called the roll and the Board conducted the following business:

**14-0762      AGENDA ITEM 19 – COMMUNITY SERVICES**

**Agenda Subject: “Recommendation to acknowledge receipt of an update on the status of the Washoe County’s sign code amendment process (Washoe County Code Chapter 110, Article 502, Billboard Regulations and Article 504, Sign Regulations)–Community Services. (All Commission Districts.)”**

Trevor Lloyd, Senior Planner, said the Board gave staff direction to move forward with amending the Code regarding signs, but required the Code amendment to be content neutral, to allow for signs on vacant properties only under limited situations, to regulate electronic-message displays under discretionary review, to allow for special treatment for election-period signs, and to not allow new billboards. He stated there had been seven meetings since then of the Sign Code Working Group, which was made up of representatives from the real estate industry, the Citizen Advisory Boards (CABs), a Planning Commissioner, the development community, Scenic Nevada, and County staff. He said there had been many revisions to the draft as a result of those meetings, but it was finally ready to be put out to the Working Group and was close to being taken to the community. He said a meeting with the Planning Commission was scheduled to initiate the amendment and, after holding several community workshops, the goal was to have the amendment adopted by end of the year. He said the draft Code was written in plain English, because there had been comments about the current Code being confusing. He stated the draft code was a fraction of the size of the current document and, besides being friendly to the public, it was also friendly from the enforcement standpoint.

Commissioner Hartung said his concern was there was not specific language allowing certain kinds of businesses to have signs that could be larger and commensurate with the adjoining jurisdictions, such as the City of Sparks. He said he wanted to make sure the sign had to be on the applicant’s property. He stated there was the potential for a casino to be built in Wadsworth, and allowing the casino to have an 8.5 by 11 foot sign on I-80 would not make sense with the 70 mph speed limit that was posted in that area. He stated the Wild West Motor Sports Park could not have signs on I-80 to help people get in and out of the Park, which made it very difficult to find. He stated that was a great venue, and he thought the County was missing the mark. He said it was not about littering the highways with signs, but was about economic activity. He stated he wanted to make sure there was specific language in the Code to address those types of instances.

Commissioner Jung said she remembered staff being given that direction by Commissioner Hartung, and she agreed with his comments about the lack of signs directing people to the Wild West Motor Sports Park. She felt it was very dangerous getting out of the Park at night. She said the Park provided a tremendous economic impact to the area and it needed big signs. She felt signs belonged in some places, but not in others. She said as a child coming into town from the west, the most exciting part for her was the big signs. She stated she did not want the area to look like Las Vegas, which had too many signs. She said a tremendous amount of economic activity was occurring on the east side of the County and the County needed to accommodate that economic development, which had been the Commission's number one mission and priority since 2008. She felt there had to be a way to preserve the beautiful open space, while also acknowledging there was some real density there.

Mr. Lloyd said the Board was clear in November that no new billboards would be allowed. He stated when there was discussion about the size of a type of sign, Commissioner Hartung talked about mirroring the size of a billboard. Commissioner Hartung said it needed to be remembered what the speed on I-80 was and, if a sign was small, someone going 65 or 70 mph would not be able to see it. He stated when a sign would be connected to a business that was there, he felt it would be appropriate to have a large sign. He suggested that might require a Special Use Permit (SUP) or some mechanism in the Code to look at those items individually. He said the decision might have to rise to the level of the Board of County Commissioners (BCC) rather than being decided at the Board of Adjustment level.

Commissioner Hartung said the Sign Code for the City of Sparks was completely different than the County's, which meant it would be a disadvantage for a business located in the County if the County did not allow a particular size sign and that might cause the business to move to the City of Sparks. He felt there should be some consistency with respect to the areas adjacent to the Cities of Sparks and Reno.

In response to the call for public comment, Garth Elliot said staff had been in touch with the Citizen Advisory Boards (CABs), but Sun Valley did not have a CAB; and he did not believe there had been an attempt to come before the Sun Valley General Improvement District (SVGID). He said he became aware of the update because of wanting to replace the rusty sign at the pool, which was put up by the County. He stated he was told the County was going to revise the Sign Code, which would require the sign to be shorter. He said the problem with that was the sign suffered a lot of damage from rocks because it was easily reached, and making it smaller would increase the amount of vandalism occurring. He thought things like that needed to be incorporated into the Sign Code. He stated if the sign was moved one mile to the south, it could be put up much higher; but he thought moving it would compromise the effectiveness of the sign. He agreed the Sign Code needed to be updated, but he felt there should have been an opportunity for the Sun Valley community to comment regarding the amendment through their GID.

On motion by Commissioner Hartung, seconded by Commissioner Berkbigler, which motion duly carried, it was ordered that Agenda Item 19 be acknowledged.

The attached document was submitted to the **Washoe County Board of Commissioners** during the meeting held on April 28, 2015 by Manager's Office for Agenda Item No. 10 and included here pursuant to NRS 241.020(7) as amended by AB65 of the 2013 Legislative Session.

Comments for the Washoe County Commissioners – Regarding Sign Code  
Board of County Commission Meeting: 4/28/2015 Item #10  
Submitted through our online citizen response management system (request tracker)  
Total Comments Submitted via RT 4/26 – 4/28 = 28

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**Ticket # 3747:**

I support Scenic Nevada's stand on billboards in Washoe County.---- *Elizabeth Buchler*

**Ticket # 3746:**

Hello County Commissioners, As you may know, I am sympathetic to Scenic Nevada's concerns about the county's draft sign code that you are scheduled to discuss on April 28. My concerns include the following: Incentivizing all types of property owners to display or contract to display signs for off-site businesses by eliminating the distinction between on-site and off-site advertising. Any provisions that will allow new billboards in the unincorporated areas of Washoe County. I don't think our economic well-being will be enhanced by allowing all the major entrances to the Truckee Meadows to resemble the current unattractive, distracting experience of eastbound I-80 (from California). Creating special treatment for what amounts to one or, at most, two property owners. And if that special treatment fails to stand up to a legal challenge, throwing open our non-urban areas to an onslaught of large new signs. Please reconsider these matters so as to not turn the portals in our beautiful unincorporated areas into a Las Vegas wanna be. We are not Las Vegas or Clark County, thank goodness! Thanks!---- *Cliff Low*

**Ticket # 3745:**

I am opposed to the changes in laws regulating billboards and digital display signs in Washoe County. We are known as an area attractive to outdoor enthusiasts and for our magnificent views. Any economic gain from billboards would be offset by our area being stereotyped as sleazy, rundown, and ugly. Let's keep our views open, our neighborhoods for their residents, and our tourists!---- *Suzanne M Williams, 19645 Paddlewheel Lane,*

**Ticket #3766:**

Respectfully, billboards are a relic from when we had a smaller population primarily traveling on lesser highways in cars. I was there. Electronic or not, they were and are a distraction, and tacky. They diminish the appearance of any landscape or cityscape. They add nothing to information we can find elsewhere. Appropriate and appropriately sized signs on a business are sufficient.----*Marilyn King, 1380 Westfield Ave*

**Ticket #3764:**

Please let the beauty of our Washoe Country remain open without bill boards and distractions. The expanse from the mountains across to other mountains and what lies between is important. please do not break up the open view with advertisements and bill boards. Thank you.----*anonymous*

**Ticket #3763:**

COMMISSIONERS, Please, no more bill boards in Washoe county. Peewee Henson Reno, Nv and by the way; your decision to collect only the future taxes on the aces ball park property was a bargain for the owner. you practically walked away from any amount of delinquency tax that could have been collected.---- *Peewee Henson, 3929 Butte Ct. Reno, Nv*

- BCC 4-28-15 #10  
Manager's Office



**Ticket #3761:**

No new off-site billboards. No digital, illuminated or larger size signs, please. Temporary directional signs for special events are ok. Thank you.---- *Carol and Jack, Washoe Valley, NV*

**Ticket #3749:**

We are inundated with commercials, telephone solicitors, door to door salespeople. Please consider the destruction of our only remaining asset, our natural beauty, in this valley. We know where the stores and casinos are, we don't need or want billboards. While you're at it, take the existing ones down. Or, at the very least, consider the content of those messages.----*Kathleen Bohall, Reno, NV 89521*

**Ticket #3758:**

Hi Commissioner, I oppose any more bill boards in the Washoe area. Please consider our natural Nevada landscapes. Thank you,---- *James M. Benthin, 1515 Big Smokey Dr., Reno, Nv. 89521*

**Ticket #3757:**

Dear Commissioner, Please, no more billboards in Washoe County. We have a cluttered enough landscape as it is now. I don't want any more. If it ain't broke, don't fix it. And the number of signs we have now is fine, so please don't mess with that number or the kind of sign (no flashing or lit up signs). Thank you.---- *Carole Fineberg*

**Ticket #3756:**

Commissioners, Tomorrow, April 28, you will be hearing staff input on the subject of revising the WC sign regulations in the WC Development Code. I have read the 4/7/2015 staff report and have this comment. On page 2-3 are listed several findings the Board must make in order to grant a SUP. To me, #4 on page 3 is the key one: "The freestanding sign is located on the same parcel of land or a parcel of land directly adjacent to the Regional Recreation, Travel and Tourism development." This seems to effectively preclude billboards cropping up willy-nilly within the county, which I understand are currently prohibited. I ask that you please make sure the this language stays with whatever changes are finally approved because I want our county to remain billboard-free. We enjoy wonderful scenery throughout WC and I do not wish to see billboards marring those views.---- *David VonSeggern2585 Sunline Dr., Reno NV 89523*

**Ticket #3756:**

SIGN ORDINANCE----THE PEOPLE OF WASHOE COUNTY DO NOT WANT OR NEED MORE BILLBOARDS. I strongly urge you not to pass the proposed sign ordinance nor any future version of that ordinance that will allow what are effectively new billboards in the unincorporated county. THE PROPOSED ORDINANCE WILL ALLOW SIGNAGE (ON OUR OFF BUILDINGS) ON WHICH THE OWNERS CAN PLACE PAID ADVERTISING OF ANY KIND. That IS the very definition of a billboard. Calling this signage something else is does not change this fact. We are better off with the present ordinance that differentiates between on-premise and off-premise signs and that does NOT allow paid advertising on on-premise signs. No more billboards please. Tis is the age of the internet. No more in-your-face distractions. If location information is needed then use highway directional signs.----*Jim Galloway former Commissioner for District 1.*

**Ticket #3751:**

Out of respect for a citizens initiative with was passed by the voters, and our efforts to keep Truckee meadows beautiful please do not approve any change in code which would allow new billboards of any kind including, particularly the digital billboards. These billboards can be a danger by distracting drivers and will contribute to blight of our county.---- *Helene Sasser*

**Ticket #3752:**

I urge all of you to vote against any loop hole which would allow Norm Dianda's Wild West Motorsports Park to apply for a digital sign. Why? Two Reasons:

1: The Nature Conservatory recently rehabbed the McCarren Ranch property putting the Truckee River back to it's natural state. Wildlife is coming back. I have brought groups there to hike the paths and watch the birds from red tail hawks to ducks and stilts to a bald eagle. It is an amazing place in the fall when the leaves change. This race track is by the McCarren Ranch and a 24 hour digital lit billboard destroy the habitat The Nature Conservatory worked so hard to create.

2: I also commute from South Reno to USA Parkway five days a week at 5:30 in the morning. At that hour, driving i-80 comparable to the Indianapolis 500 with all the traffic and people rallying for position. Currently this part of i-80 has reached it's limit in the amount of traffic it carries in the morning. From October to January because of the increased traffic from all the holiday jobs at the distribution centers there is a pile up almost every week before the USA Parkway exit. Personally, the drive to work terrifies me because of the accidents I have witnessed and is a large stressor in my life. This stretch of road way does not need a driving distraction of a large digital sign adding to complexity of situation. It would be a safety hazard.

Again, I urge all of you to vote against any loop hole which would allow Norm Dianda's Wild West Motorsports Park to apply for a digital sign. Thank you.---- *C-L Gaudio, 1641 Ashworth Court Reno 89521*

**Ticket # 3754:**

Please keep Nevada Scenic, no new billboards.----*No Name Submitted*

**Ticket: #3753:**

Please, no new billboards or digital billboards in Washoe County. Thank you! ----*Bill Naylor*

**Ticket #3744:**

Hello Commissioners, Please, no new billboards or digital billboards in Washoe County. Thanks!----*Lori Wray*

**Ticket #3743:**

No New Billboards Please. Thank you so much for everything you do for our state. Please vote for No New Billboards. Again, thank you.---- *No Name Provided*

**Ticket #3742:**

Please deny the proposal to bring additional billboards to Washoe County. They are a blight on our beautiful landscape and destroy our view of the night sky with light pollution. Learn from the City of Reno and the voters there, who voted NO NEW BILLBOARDS, yet the billboard companies and their attorneys continue to bend, twist and craft the law to their favor, pushing and pushing to move billboards from now-blighted areas (a condition billboards contribute to), into new areas. Billboards are virtually impossible to get rid of, once they are installed. Look at any City or County Code -- even our own -- and there is much talk about 'livability' and 'planned communities'!...There is NOT ONE MENTION OF BILLBOARDS being a part of the equation of what makes a community livable. JUST SAY NO! Thank you.---- *Barbara Rainey*

**Ticket #3741:**

Please, no more billboards or brilliantly lit digital signs sprawling out into unincorporated Washoe County.---- *Florence M Frandsen*

**Ticket #3737:**

Please stop the growth of billboards. They are ugly and dangerous. Two good reasons for you to protect our community. Billboards abandoned for 30 days should be removed at the owners expense, by law. Please enact that requirement.----  
*Submitted anonymously*

**Ticket #3730:**

In this age of social media marketing a BILLBOARD has little value especially to a traveler on a freeway going point to point. Join those of us thinking of the future to help preserve the beauty of Nevada and not pander to the past.----  
*Submitted anonymously*

**Ticket #3729:**

in this age of social media marketing a BILLBOARD----*Submitted anonymously*

**Ticket #3728:**

The voters voiced their opinion that there should be no more billboards, Please respect this vote and do not be swayed by the constant pressure of the billboard industry. Also, please, please no billboards on the Southeast Connector!----*Tom Clark*

**Ticket #3727:**

Possible changes to billboards. I understand the need for businesses to advertise and the possible issue of First Admendment when it comes to billboards. My first objection it to digital billboards. The one located on Southbound 580 by Damonte Ranch Parkway is almost a waste. The signs change so often you never can read what is on it. Second, I love Reno for the beauty and the fact it's the "Biggest Little City", let's keep it that way. I don't want a bunch of billboards everywhere, they get vandalized with graffitti and really make cities look urban, dirty and unfriendly. Reno is a community and I love it for just that, clean, friendly and beautiful! Thank you,----*Julie Tullgren, Virginia Foothills*

**Ticket #3726:**

Effective marketing our area to tourists and corporations includes the beauty of our scenery where we have snow capped mountains, sagebrush and pinion pines in the valleys. Distorting the views of this scenery with commercial billboards is like putting a large "for sale" sign on the Mona Lisa in the Louvre in Paris. I urge our elected officials to not allow billboards to diminish what we have, a view of nature and its beauty, Thank you. ----*John Busse, 42 years resident Virginia Foothills, Washoe County, NV*

**Ticket #3725:**

I am very happy not having many billboards in the unincorporated areas. I hope you will reject any new regulations to allow more billboards whether they are digital or not. We need to preserve our open, uncluttered beautiful spaces of Washoe County. Thank you very much.----*Barbara Scott, Washoe Valley*

**Ticket #3723:**

Please do not approve more billboards and/or lighting in any areas! There are so many ways that businesses can advertise without harming our nighttime environment. Please go to [www.ida.org](http://www.ida.org) for more information on light pollution and the harmful effects of lit billboards. Seriously, do we really need more advertising? Thank you for your consideration of this serious matter.---- *Maggie Tracey, OMD*

The attached document was submitted to the  
**Washoe County Board of Commissioners** during  
the meeting held on April 28, 2015.  
by Trevor Lloyd  
for Agenda Item No. 10  
and included here pursuant to NRS 241.020(7) as  
amended by AB65 of the 2013 Legislative Session.

*...our conversation today...*

# Sign Code Amendment – Regional Recreation Travel and Tourism (RRTT) Signs



# Previous Direction

On August 26 of last year Staff was given direction by the Board to provide for certain large signs in the proposed sign code, subject to approval of a Special Use Permit by the Board. Staff has crafted the “RRTT” principal use and associated signage standards in an attempt to accomplish this.

*Have we been successful?*



# Definition

Regional Recreation, Travel and Tourism: “Regional Recreation, Travel and Tourism” refers to large-scale lodging or large-scale entertainment uses that attract large numbers of visitors from both inside and outside of the immediate region of Washoe County. Such use types may include: Unlimited Gaming, large Destination Resorts, and large Outdoor Entertainment venues.

Principal Use Type of Sites <sup>(1)</sup>	Freestanding Signs				Building Signs	
	Max Number per Site	Max Height	Max Size per Sign	Max Sign Area per Site	Max Number per Site or Business Frontage	Max Sign Area per Business Frontage
Regional Recreation, Travel and Tourism	1 per site frontage	20 feet or Up to 45 feet with SUP <sup>(2)</sup>	120 sf or up to 300 sf with AP or larger than 300 sf with SUP <sup>(3)</sup>	1 sf for each foot of LSF or as approved by SUP	2 per BF up to 4 for any single business or occupant.	5 sf for each foot of BF

*GFA = Gross Floor Area; LSF = Linear Site Frontage; BF = Business Frontage s.f. = square feet. AP = Administrative Permit; SUP = Special Use Permit; <sup>(1)</sup>The principal use types are defined in Section 110.505.20; <sup>(2)</sup>Administrative Permit required pursuant to Section 110.505.40. <sup>(3)</sup>Regional Recreation, Travel and Tourism uses may apply for a Special Use Permit for a freestanding sign that exceed the size limits of this table following the provisions of Section 110.505.40*



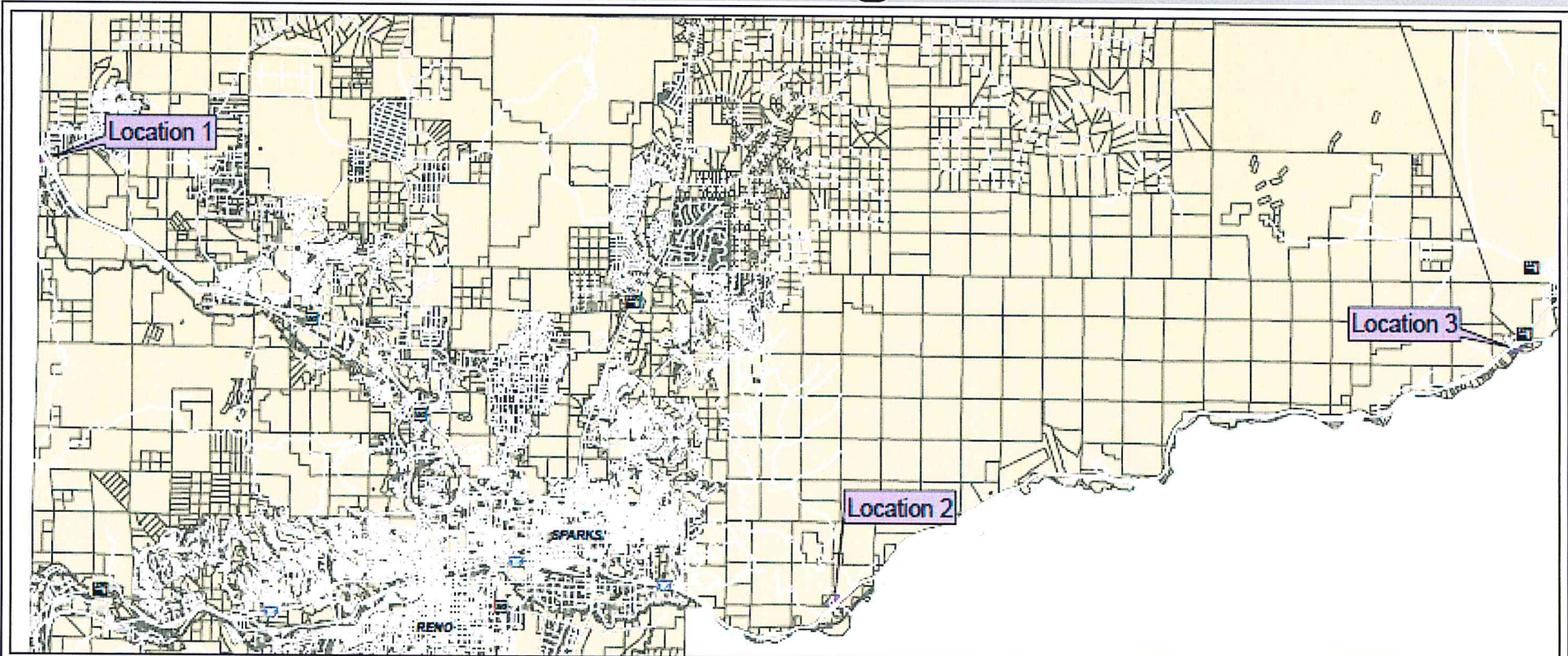
# RRTT – Findings for Approval of SUP

- Immediately adjacent to an interstate highway (freeway).
- Within ¼ mile of an exit providing access to the RRTT use.
- Only one RRTT sign within ¼ mile of any exit providing access to a RRTT Use.
- Located on the same parcel or a parcel directly adjacent to the RRTT Use
- Zoned Industrial, General Commercial or Tourist Commercial.
- The freestanding sign shall not be located within 500 feet from any residential regulatory zone.





# Potential RRTT Sign Locations

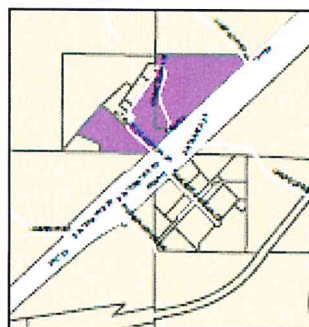


## Potential Regional Recreational, Travel and Tourism Sign Locations

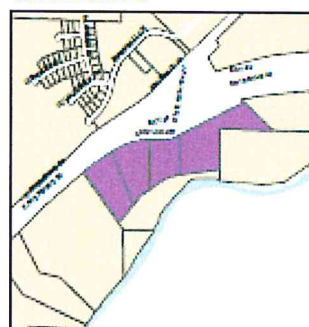
Location 1



Location 2



Location 3



1 Inch = 800 feet

NOTE: THE SCALE AND COORDINATION OF ALL INFORMATION SHOWN HEREIN ARE APPROXIMATE ONLY AND NOT INTENDED AS A GUIDE FOR DESIGN OR SURVEY WORK. REPRODUCTION IS NOT PERMITTED WITHOUT PRIOR WRITTEN PERMISSION FROM THE WASHOE COUNTY COMMUNITY SERVICES DEPARTMENT.



1 inch = 6,000 feet

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**Community Services  
Department**

**WASHOE COUNTY  
NEVADA**

Post Office Box 11120  
Reno, Nevada 89520

April 2015

(775) 326-3000

# Concerns

- Is Washoe County establishing an exception for one property owner only?
  - No, at least three possible locations have been identified at this time.



# Concerns

- Is Washoe County establishing an exception for RRTT signs?
  - No, approval of SUP and findings are required.
- Will RRTT signs be used as billboards?
  - No, billboards are defined, in the proposed code, as being those advertising structures listed in the most current inventory (currently about 33 in the County).



# Concerns

- Will RRTT signs expose Washoe County to risk of legal challenge?

- We have no way of seeing the future, any law can be challenged, but RRTT signs are consistent with the regulatory framework of the remainder of the proposed sign code.



# Possible Options

1. Support the RRTT provisions as currently proposed.
2. Remove all RRTT provisions from proposed Code.
3. Allow for RRTT signs, but limit the allowable size and height of the sign, and provide size and height to Staff for inclusion in the proposed Code.
4. Allow RRTT signs on a temporary basis only.
5. Provide other direction to Staff.



# Possible Motion

“Move to direct staff to continue to proceed with the sign code amendments with the policy directions as provided during this meeting.”

