



# WASHOE COUNTY

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Comptroller \_\_\_\_\_

## STAFF REPORT

**BOARD MEETING DATE: September 22, 2015**

**DATE:** August 27, 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:** Introduction and first reading of an ordinance amending Chapter 110, by changing Article 500 - Signs: Title and Contents; to remove Article 502 - Billboard Regulations and Article 504 - Sign Regulations and to adopt a new Article 505 (Sign Regulations); and if supported, set the public hearing for second reading and possible adoption of the ordinance on October 13, 2015 at 6:00 p.m. (All Commission Districts.)

### SUMMARY

The Washoe County Commission will introduce and hold the first reading of an ordinance amending Washoe County Code (WCC) Chapter 110 (Development Code) at Article 500 – Signs: Title and Contents; and to remove Article 502 – Billboard Regulations and Article 504 – Sign Regulations. These amendments will repeal Articles 502 and 504 and replace them with Article 505 (Signs) which will involve a wholesale change to the sign provision of Washoe County.

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

### PREVIOUS ACTION

On July 7, 2015 the Planning Commission reviewed the draft sign code and recommended approval of the proposed draft by a vote of 4 in favor and 1 opposed. The Planning Commission recommended a change to the draft as presented by staff that the allowable height for Electronic Message Display (digital) signs be increased from 6 feet to 12 feet in height.

On June 9, 2015 The Board of County Commissioners (Board) directed staff to limit the size of Regional Recreation, Travel and Tourism (RRTT) signs to a maximum of 450 square feet and to define billboards as any sign larger than 450 square feet. The Board also directed staff to provide better definition of large scale entertainment uses as 1,000 people per event.

AGENDA ITEM # 20

On April 28, 2015, the Board was asked to provide direction to staff with regard to the RRTT signs. The Board asked staff to prepare better definitions for “large scale projects” and “billboards” and return to the Board for further direction.

On August 26, 2014, the Board acknowledged 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).

## **BACKGROUND**

### **Content Neutrality**

Staff has attempted to follow the direction of the Board in ensuring, to the greatest practical extent, that the proposed code is content neutral, meaning signs are regulated without regard to the content of their message. Signs are protected under the First Amendment “Free Speech” clause of the United States Constitution. So-called “content-based” regulations have generally 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 in order to regulate the content of signage. Many sign codes throughout the Country that have been determined to be “content-based” have been found to be unconstitutional under that standard. Thus although there is case law in this jurisdiction that has upheld ordinances against First Amendment challenge even though they distinguish between on-premise and off-premise commercial signs, a more conservative content neutral approach is proposed in the hopes of reducing the risk of a successful constitutional challenge.

### **Code Simplicity**

A fundamental objective pursued by staff when drafting the proposed Sign Code regulations was to create a code that is easy to read and understand both for the citizens of Washoe County as well as for staff. Staff is pleased with the simplicity of the final (draft) product. In stark contrast with the current code, the proposed draft is written in plain English and is constructed in a format that is easy to follow. The existing code requires the reader to flip between multiple sections of the Article in order to determine the required sign regulations. Due to the complex nature of signage, the draft code will still require some cross-referencing but is far simpler to use than the current code. In fact, nearly all applicable standards for signage for most uses are found in a single table in the proposed code (Table 505.1).

### **Billboards**

Staff is proposing to combine existing Article 502, Billboard Regulations, with existing Article 504, Sign Regulations, into the new Article 505, Sign Regulations, and reduce the billboard specific regulations to one paragraph (as previously directed by the Board of County Commissioners) that states the following:

*(Section 110.505.70, Definitions)*

*“Billboard” means any sign larger than 450 square feet and/or identified in the most current billboard inventory list as maintained by the Washoe County Community Services Department. The total number of permitted billboards is determined by the most current billboard inventory adopted by resolution by the*

*Board of County Commissioners and maintained by the Washoe County  
Community Services Department.*

The existing code language (Article 502, Billboard Regulations) contains 14 pages of regulations for billboards which is misleading and confusing as it contains regulations for allowed locations, size, height, and other criteria but also contains language that prohibits all new billboards. Section 110.505.35, Prohibited Signs, and Section 110.505.65, Billboards, of the proposed code will result in the same billboard restrictions without the misleading and confusing code language. The proposed Code does not allow for construction of any new billboards.

Exhibit C of this staff report is a recently completed draft inventory of all existing billboards in unincorporated Washoe County. According to this draft inventory, Washoe County has experienced a steady and consistent reduction in the number of billboards in recent years. According to the latest draft inventory, there are 30 billboards in the unincorporated portion of Washoe County and staff expects this trend of billboard reduction to continue with the adoption of this proposed Sign Code.

Staff spent many hours diligently photographing and locating billboards in unincorporated Washoe County to update the Billboard Inventory adopted by the County Commission on December 10, 2002. The Billboard Inventory is maintained by the Planning and Development Division. The inventory was updated, as much as possible, to remove billboards no longer located in the unincorporated County, to remove signs classified as "off premise" in the current Code which will no longer be considered as a billboard in the proposed Code, and to correct parcel information, property owners, and sign company contacts for each individual billboard. This update process has been ongoing since November 2013 and was completed in order to accompany the Sign Code amendment update. Billboards found to no longer be within the unincorporated County include several along Interstate 80 East located on the parcels recently transferred to Storey County; billboards removed as the result of new development, damaged by natural occurrences, or removed by a property owner; and, billboards on property now located within the City of Reno or the City of Sparks. Staff will ask the County Commission to adopt the draft Billboard Inventory by resolution concurrent with the action to review and adopt the proposed Sign Code.

**Regulation of Signs Based on the Use of the Property Rather than on Regulatory Zone**

Article 505 proposes to regulate signage based on the use of the property rather than the regulatory zone of the property. The current code regulates signage based on a property's adopted regulatory zone and this method has resulted in a number of complications and problems. Specifically, this current method provides a "one size fits all" approach that leads to incompatible signage as well as difficulty in establishing appropriate signage where necessary. One such example of this problem results whenever a civic use such as a school, church, community center, etc. is established in a residential zone; these civic uses require more signage flexibility than the current sign code regulations for a residential zone allows. The proposed code resolves this problem by tailoring the allowable signage to the established use of the property. In order to accomplish this method, staff has carefully considered each of the allowable uses in table 110.302.05.1 of

the Development Code and has assigned each of these to one of the nine “principal use types” defined in Section 505.20 of the proposed Sign Code regulations.

### **Tables 505.1 and 505.2**

Article 505 includes two regulatory tables that provide the sign regulations for the allowable sign size, height, and quantity for each property based on the established principal use type on the property. The intent of the proposed sign regulations is to direct users of the code to these tables as the first place to look when determining appropriate sign standards. Each table fits on a single page that facilitates ease of use and reduces confusion by establishing a single source (section) for regulations rather than searching multiple sections within the Article when determining the sign standards for most types of signs. An additional benefit of these tables is that they condense multiple pages of complicated text into one and a half pages of easy to understand tables. Table 505.1 regulates permanent signs whether free-standing or attached to a building. Table 505.1 also establishes which signs may require an administrative permit or a special use permit and which signs may be permitted by right. Similarly, Table 505.2 serves the same function for temporary signs.

Counsel has recommended that an additional accommodation be incorporated into the table in order to allow at least some signage on properties that have no established principal use. One idea would be to allow those properties to have the same amount of signage as a single family residential property. This would avoid a general prohibition on signage on those properties.

### **Election Period Signs**

The importance of free speech is particularly significant during election periods. Under existing code election period signs are regulated as “temporary signs” which are allowed up to 128 square feet in size on any privately owned property with some restrictions. These signs are allowed for only 100 consecutive days, or until the event occurs, in the existing code. Article 505, as proposed, provides considerable allowances for election period signs and specifies the timeframe that these signs can be erected beginning on the first day of filing for, and ends 10 days after, an election. No building permits are proposed to be required for election period signs. Proposed new regulations for election period signs will include no lighting/illumination and restricting signs in specific locations, generally those locations where the signs may create a hazard to the public.

### **Temporary and Real Estate Signs**

The temporary sign regulations within the existing Sign Code (Article 504) are confusing and contradictory. For example, it is unclear whether the maximum size for a residential real estate sign is four square feet or 128 square feet, depending on how the code is interpreted. Thus, the allowable square footage for a residential real estate sign is either too restrictive or too lenient. It is also unclear whether a real estate sign can be erected for a maximum of 100 days or indefinitely. This lack of clarity has resulted in differences in interpretation and has made consistency of enforcement difficult.

Similar to the existing regulations for permanent signs, the existing regulations for temporary signs utilize a “one size fits all” approach regardless of the use of the land. It is necessary, under the current regulatory approach, to read the message on the sign to

determine what standards might apply for a particular sign. Again, this subjects the County to the “strict scrutiny” standard of judicial review.

Conversely, proposed Article 505 offers clarity and simplicity and more importantly, it provides temporary sign regulations that are both flexible and appropriate for the use of the property on which the sign will be located. Proposed Article 505 also provides specific standards for signage during the time period in which a property is advertised for sale or lease. Table 505.2, of the proposed code, provides clear regulations regarding size and height for temporary signs, regardless of the message that may be presented. The proposed standards have been well received by representatives of the real estate industry and interested county residents.

### **Consistency**

Staff has received clear direction from the County Commission to provide sign standards and regulations that are consistent with the sign standards of the neighboring jurisdictions to the best practical extent. It is understood that the nature and character of Washoe County is different from the cities and therefore the signage needs of the three jurisdictions will differ as Washoe County is primarily rural and suburban in nature while the cities are primarily urban in nature. Also, staff has gone to great lengths to ensure that the proposed sign regulations do not differ greatly from the existing regulations, in those cases in which clear standards are found in the existing code. It is important that Washoe County does not create a flood of nonconforming signs upon adoption of new sign regulations. For these reasons Washoe County’s Sign Code regulations should not mirror those of Reno and Sparks; however, the proposed code will provide a good deal of consistency in several areas including, among other things, the method of determining the brightness of electronic signs, sign area computations, and allowable window area signage. The consistency among local jurisdictions will benefit the sign industry and those who must deal with the sign codes on a regular basis.

### **Sign Area Computation**

Not all signs are placed within a clearly defined frame or square/rectangular cabinet. This can create some difficulties trying to calculate the allowable sign display area. The existing code language asks for an average height times the average width of a sign that is not within a clearly defined frame or cabinet. Unfortunately, this method does not provide much direction and leads to differences in interpretation and therefore differences in calculations. The new method proposed in the draft code allows for the utilization of different geometric shapes (circles, rectangles and right triangles). This method provides for the simple calculation of signage and staff has provided a series of graphics [at section 505.15(c)] within Article 505 to help illustrate this calculation method.

### **Electronic Message Displays (Digital Signs)**

An electronic message display (EMD) sign is defined in the proposed draft code as “a sign that is capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means”. These signs are currently allowed under the existing code with very few restrictions on height, size, placement or brightness. In fact, the existing code allows for large/bright electronic signs that also permit video or animation. The proposed code will allow EMD signs, but will

greatly restrict the size, manner and place of this style of sign. Some of the proposed restrictions within the draft Sign Code regulations that are not in the existing code include restricting the height of EMD signs to a maximum of 12 feet (as recommended by the Planning Commission), limiting EMD's to commercial centers and civic use type, imposing lighting/illumination standards, restricting EMD's to properties that abut a four lane travel way, imposing buffers from residential zones and from other EMD's, and prohibiting EMD's from locating along scenic corridors. Some of these restrictions do not apply for signage within the proposed Regional, Recreational, Travel and Tourism [RRTT] use type (see discussion on this use type below).

### Sign Lighting Standards

The existing Sign Code allows Electronic Message Display (EMD) signs, but there currently are no restrictions or limitations to the allowable brightness of these signs. The proposed Sign Code regulations propose to use a standard that is the preferred method by the sign industry and is commonly used by neighboring jurisdictions. Additionally, this proposed method of brightness measurement is consistent with the recently adopted City of Sparks Sign Code which was supported by Scenic Nevada.

Article 505 proposes to regulate EMD sign illumination through an illumination measurement method utilizing a light meter and by measuring the illumination of the sign from a distance that is calculated by taking the square root of the area of the sign times 100. This method of measuring light is utilized by many jurisdictions throughout the country and is consistent with the illumination measurement methods used by the City of Reno for billboards and the City of Sparks for both signs and billboards. Staff and the sign code working group have spent a good deal of time discussing this measurement method and have come to a general consensus that this is the appropriate method to recommend.

The proposed measurement method is found in section 110.505.30(k) as provided below:

*“EMDs shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot-candle meter at a pre-set distance. The pre-set distances to measure the foot-candles is calculated using the following formula: Measurement Distance =*

$$\sqrt{\text{Area of Sign} \times 100}”.$$

Representatives from the Scenic Nevada organization, on the other hand, prefer an alternative method of measuring luminance with the use of a “nit gun” (sometimes called a “photometer”), which is defined as an instrument that measures light intensity in terms of luminance.

Representatives from Scenic Nevada have been very active participants in the drafting of the proposed sign code and have been very vocal in their preference for Washoe County to adopt a measurement standard that utilizes luminance (lumens) rather than illuminance (foot candles) as proposed by staff. On February 24, 2015, staff met with representatives of Scenic Nevada to discuss the two potential measurement standards and as a result of that meeting staff agreed to include the standards provided by Scenic Nevada as a possible option within the staff report and provide information and supporting materials

for both measurement methods when the proposed sign code appears before the Planning Commission and County Commissioners.

The lighting measurement method proposed in the draft sign code as well as the method proposed by Scenic Nevada (see Exhibit D) both appear to have their benefits and their drawbacks. In keeping with the direction from the County Commissioners to maintain consistency with the neighboring jurisdictions, staff is recommending the adoption of the generally accepted standard of illuminance (foot candles) used by the industry as well as the cities of Reno and Sparks, which are the regulations within the draft Sign Code regulations.

### **Regional, Recreation, Travel and Tourism (RRTT) Use Type and Associated Signage**

A principal theme of the proposed Sign Code regulations is the importance of regulating signage based on what is existing on the property (principal use type) rather than what could potentially be established on the property (regulatory zoning). The nature of certain uses will require more signage than other uses. For this reason, commercial use types are granted more and larger signs than residential use types. Similarly, use types that attract significant numbers of the public from within the region and from outside the region also have a need for more and larger signage. Staff has identified a limited number of uses that fit this category of use type in which larger signs may be necessary. This category of principal use type is identified in the draft code as a “Regional, Recreational, Travel and Tourism” (RRTT) use type and it is defined at section 505.20(f) of the proposed Sign Code regulations as follows:

*“Regional Recreation, Travel and Tourism” refers to large-scale entertainment uses intended to attract crowds of 1,000 people or more per event and also include unlimited gaming facilities that attract visitors from both inside and outside of the immediate region of Washoe County. Such use types may include: Casinos with Unlimited Gaming and Outdoor Entertainment venues.*

The number of uses that fit the RRTT use type definition above is very limited in Washoe County. There are only a small number of these uses in the unincorporated Washoe County that staff is aware of at this time that meet this definition. Also, there are a number of findings (criteria) provided in section 505.40(c) of the draft code that would further limit the number of RRTT signs that could be established. Some of these criteria include locational requirements such as being located immediately adjacent to an interstate highway having at least four travel lanes; regulatory zoning requirements that limit the placement of RRTT signs to properties with a regulatory zone of Industrial, General Commercial, or Tourist Commercial; and a distancing requirement of at least 500 linear feet of such signs from a residential regulatory zone. Any request for an RRTT sign that exceeds the allowable sign size as provided in Table 505.1 of the proposed Sign Code would require a special use permit to be heard directly by the County Commissioners.

### **Sign Code Working Group and Public Involvement**

Signage, by its nature, is a polarizing topic with many different positions and points of view. In drafting the proposed sign code, staff has striven to balance many competing

interests from diverse groups having very different points of view. For this reason, the County Commissioners directed staff to form a working group to work through these issues with staff and to help create the proposed sign code as drafted. The Sign Code Working Group was comprised of representatives from the sign industry, the real estate industry, the planning profession, Scenic Nevada, the Citizen Advisory Boards, and the Planning Commission. Staff has hosted a total of 16 meetings with the Sign Code Working Group.

As is always the case in these processes, differences of opinion abound. In addition to alternative approaches to the lighting measurement method discussed above, opponents of the proposed code also disagree with the elimination of distinctions between on-premise and off-premise signage (content neutrality) in the proposed code. Some argue that this will result in the proliferation of new signage, including new commercial signage that Washoe County could have to pay compensation for, pursuant to NRS 278.0215, if any future code changes were to require their removal. If the proposed Code is adopted, the distinction between billboards and signs (non-billboards) will be made clearer and the allowable size and number of signs for future commercial uses will be reduced. Further, the proposed Code has been drafted to ensure that most existing signs will remain conforming, as was the direction of the County Commission.

Unfortunately, it was not possible to completely satisfy all participants' specific interests and opinions at the conclusion of the working group's efforts. However, the draft sign code has received general consensus from most of the individuals who have participated in this process including the Sign Code Working Group, the attendees of the community workshops, and the Citizen Advisory Boards.

In addition to the Sign Code Working Group, staff hosted two community workshops and has attended several Citizen Advisory Board meetings including meeting twice with the South Truckee Meadows/Washoe Valley Citizen Advisory Board and once with Spanish Springs Citizen Advisory Board. These events were well attended and in the opinion of staff, the responses from the community to the proposed draft code have been well received. The notes from many of these events as well as correspondence from the public are available on the Planning and Development website at:

[https://www.washoecounty.us/csd/planning\\_and\\_development/board\\_commission/planning\\_commission/2015/files/DCA14-009%20Correspondence.pdf](https://www.washoecounty.us/csd/planning_and_development/board_commission/planning_commission/2015/files/DCA14-009%20Correspondence.pdf)

WCC Section 110.818.15(e) requires the Board of County Commissioners to affirm, modify or reject the findings of fact made by the Planning Commission during the Board's final action of any Development Code Amendment. The Board may also add any other findings of fact that they deem to be relevant as part of their final action. The four findings of fact made at the Planning Commission during their recommendation for approval of DCA14-009 are included with Resolution 15-7 (Attachment B). Those findings of fact, and staff's comments on those findings as contained in the Planning Commission staff report for the July 7, 2015 meeting are included below:

1. Consistency with Master Plan. The proposed Development Code amendment is in substantial compliance with the policies and action programs of the Washoe County Master Plan.



*Staff comment: The proposed sign code is consistent with the policies and action programs found in the Washoe County Master Plan.*

2. **Promotes the Purpose of the Development Code.** The proposed Development Code amendment will not adversely impact the public health, safety or welfare, and will promote the original purposes for the Development Code as expressed in Article 918, Adoption of Development Code.

*Staff comment: The proposed code will not adversely impact the public health, safety and welfare and will promote the original purposes of Article 918.*

3. **Response to Changed Conditions.** The proposed Development Code amendment responds to changed conditions or further studies that have occurred since the Development Code was adopted by the Board of County Commissioners and the requested amendment allow for a more desirable utilization of land within the regulatory zones.

*Staff comment: The proposed code responds to changes in sign technology, specifically with digitally signage, etc. and provides appropriate language to address such changes.*

4. **No Adverse Affects.** The proposed Development Code amendment will not adversely affect the implementation of the policies and action programs of the Conservation Element or the Population Element of the Washoe County Master Plan.

*Staff comment: The proposed code will not have any adverse impacts to the implementation of the policies and action programs of the Conservation Element or the Population Element of the Washoe County Master Plan.*

### **FISCAL IMPACT**

No fiscal impact.

### **RECOMMENDATION**

It is recommended that the Board of County Commissioners introduce and conduct a first reading of an ordinance amending Chapter 110, by changing Article 500 - Signs: Title and Contents; to remove Article 502 - Billboard Regulations and Article 504 - Sign Regulations and to adopt a new Article 505 (Sign Regulations); and if supported, set the public hearing for second reading and possible adoption of the ordinance on October 13, 2015 at 6:00 p.m.

### **POSSIBLE MOTION**

Should the Board approve, a possible motion would be: "Move to introduce and conduct a first reading of an ordinance amending Chapter 110, by changing Article 500 - Signs: Title and Contents; to remove Article 502 - Billboard Regulations and Article 504 - Sign Regulations and to adopt a new Article 505 (Sign Regulations); and if supported, set the public hearing for second reading and possible adoption of the ordinance on October 13, 2015 at 6:00 p.m."

Attachments: Exhibit A – Planning Commission Staff Report  
 Exhibit B – Planning Commission Resolution 15-7  
 Exhibit C – DCA14-009 (WCC Chapter 110 Amendments)  
 Exhibit D – Alternative Lighting Measurement provided by Scenic NV



# Planning Commission Staff Report

**Meeting Date: July 7, 2015**

**Subject: Development Code Amendment Case Number DCA14-009 – Sign Regulations**

**Applicant: Planning and Development Division**

**Agenda Item Number: 8B**

**Summary:** Consideration and possible action to recommend to the Washoe County Board of County Commissioners to amend Washoe County Code, Chapter 110, by changing Article 500 - Signs: Title and Contents; to remove Article 502 - Billboard Regulations and Article 504 - Sign Regulations and to adopt a new Article 505 (Sign Regulations); and to possibly authorize the Chair to sign a resolution effecting these changes. The purpose of the amendments is to combine the regulations relating to billboards and signs into one Article and to rewrite the sign provisions relating to signage in Washoe County.

**Recommendation: Recommend approval and authorize the Chair to sign the attached resolution**

**Prepared by:** Trevor Lloyd - Senior Planner  
Planning and Development Division  
Washoe County Community Services Department

**Phone:** 775.328.3620

**E-Mail:** [tlloyd@washoecounty.us](mailto:tlloyd@washoecounty.us)

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## **Amendment Description**

**Development Code Amendment Case Number DCA14-009 – To amend Washoe County Code Chapter 110 (Development Code) to amend Article 500 - Signs: Title and Contents; to remove Article 502 - Billboard Regulations and Article 504 - Sign Regulations; and to adopt a new Article 505 (Sign Regulations).**

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Draft Billboard Inventory..... Exhibit B

Benefits and Drawbacks for Measurement Methods for Sign Brightness..... Exhibit C

Sign Lighting Standards Proposed by Scenic Nevada..... Exhibit D

Measurement Table for Electronic Message Display Signs..... Exhibit E

**Development Code Amendments**

The Washoe County Development Code is Chapter 110 of the Washoe County Code (WCC). The Development Code broadly regulates allowable and permitted land uses, subdivision of land, planning permit requirements and procedures, signage, infrastructure availability, land use development standards, and other related matters. Because the Development Code covers so many varying aspects of land use and development standards, it is expected that from time to time it may be necessary to change or amend one or more portions of the Development Code to keep it up to date with the most current and desirable trends in planning and development.

The Development Code amendment process provides a method of review and analysis for such proposed changes. Development Code amendments may be initiated by the Washoe County Commission, the Washoe County Planning Commission, or an owner of real property. Development Code amendments are initiated by resolution of the Washoe County Commission or the Planning Commission. Real property owners may submit an application to initiate a Development Code amendment.

After initiation, the Planning Commission considers the proposed amendment in a public hearing. The Planning Commission may recommend approval, approval with modifications or denial of the proposed amendment. The Planning Commission records its recommendation by resolution.

The Washoe County Commission hears all amendments recommended for approval, and amendments recommended for denial upon appeal. The County Commission will hold a first reading and introduction of the ordinance (proposed amendment), followed by a second reading and possible ordinance adoption in a public hearing at a second meeting at least two weeks after the first reading. Unless otherwise specified, ordinances are effective 10 days after adoption.

## **Background on Proposed Amendments**

### **Content Neutrality**

Staff has attempted to follow the direction of the County Commission in ensuring, to the greatest practical extent, that the proposed code is content neutral, meaning signs are regulated without regard to the content of their message. Signs are protected under the First Amendment "Free Speech" clause of the United States Constitution. So-called "content-based" regulations have generally 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 in order to regulate the content of signage. Many sign codes throughout the Country that have been determined to be "content-based" have been found to be unconstitutional under that standard. Thus although there is case law in this jurisdiction that has upheld ordinances against First Amendment challenge even though they distinguish between on-premise and off-premise commercial signs, a more conservative content neutral approach is proposed in the hopes of reducing the risk of a successful constitutional challenge.

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*(Section 110.505.70, Definitions)*

*"Billboard" means any sign larger than 450 square feet and/or identified in the most current billboard inventory list as maintained by the Washoe County Community Services Department. The total number of permitted billboards is determined by the most current billboard inventory adopted by resolution by the Board of County Commissioners and maintained by the Washoe County Community Services Department.*

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### **Regulation of Signs Based on the Use of the Property Rather than on Regulatory Zone**

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tables as the first place to look when determining appropriate sign standards. Each table fits on a single page that facilitates ease of use and reduces confusion by establishing a single source (section) for regulations rather than searching multiple sections within the Article when determining the sign standards for most types of signs. An additional benefit of these tables is that they condense multiple pages of complicated text into one and a half pages of easy to understand tables. Table 505.1 regulates permanent signs whether free-standing or attached to a building. Table 505.1 also establishes which signs may require an administrative permit or a special use permit and which signs may be permitted by right. Similarly, Table 505.2 serves the same function for temporary signs.

### **Election Period Signs**

The importance of free speech is particularly significant during election periods. Under existing code election period signs are regulated as “temporary signs” which are allowed up to 128 square feet in size on any privately owned property with some restrictions. These signs are allowed for only 100 consecutive days, or until the event occurs, in the existing code. Article 505, as proposed, provides considerable allowances for election period signs and specifies the timeframe that these signs can be erected beginning on the first day of filing for, and ends 10 days after, an election. No building permits are proposed to be required for election period signs. Proposed new regulations for election period signs will include no lighting/illumination and restricting signs in specific locations, generally those locations where the signs may create a hazard to the public.

### **Temporary and Real Estate Signs**

The temporary sign regulations within the existing Sign Code (Article 504) are confusing and contradictory. For example, it is unclear whether the maximum size for a residential real estate sign is four square feet or 128 square feet, depending on how the code is interpreted. Thus, the allowable square footage for a residential real estate sign is either too restrictive or too lenient. It is also unclear whether a real estate sign can be erected for a maximum of 100 days or indefinitely. This lack of clarity has resulted in differences in interpretation and has made consistency of enforcement difficult.

Similar to the existing regulations for permanent signs, the existing regulations for temporary signs utilize a “one size fits all” approach regardless of the use of the land. It is necessary, under the current regulatory approach, to read the message on the sign to determine what standards might apply for a particular sign. Again, this subjects the County to the “strict scrutiny” standard of judicial review.

Conversely, proposed Article 505 offers clarity and simplicity and more importantly, it provides temporary sign regulations that are both flexible and appropriate for the use of the property on which the sign will be located. Proposed Article 505 also provides specific standards for signage during the time period in which a property is advertised for sale or lease. Table 505.2, of the proposed code, provides clear regulations regarding size and height for temporary signs, regardless of the message that may be presented. The proposed standards have been well received by representatives of the real estate industry and interested county residents.

### **Consistency**

Staff has received clear direction from the County Commission to provide sign standards and regulations that are consistent with the sign standards of the neighboring jurisdictions to the

best practical extent. It is understood that the nature and character of Washoe County is different from the cities and therefore the signage needs of the three jurisdictions will differ as Washoe County is primarily rural and suburban in nature while the cities are primarily urban in nature. Also, staff has gone to great lengths to ensure that the proposed sign regulations do not differ greatly from the existing regulations, in those cases in which clear standards are found in the existing code. It is important that Washoe County does not create a flood of nonconforming signs upon adoption of new sign regulations. For these reasons Washoe County's Sign Code regulations should not mirror those of Reno and Sparks; however, the proposed code will provide a good deal of consistency in several areas including, among other things, the method of determining the brightness of electronic signs, sign area computations, and allowable window area signage. The consistency among local jurisdictions will benefit the sign industry and those who must deal with the sign codes on a regular basis.

### **Sign Area Computation**

Not all signs are placed within a clearly defined frame or square/rectangular cabinet. This can create some difficulties trying to calculate the allowable sign display area. The existing code language asks for an average height times the average width of a sign that is not within a clearly defined frame or cabinet. Unfortunately, this method does not provide much direction and leads to differences in interpretation and therefore differences in calculations. The new method proposed in the draft code allows for the utilization of different geometric shapes (circles, rectangles and right triangles). This method provides for the simple calculation of signage and staff has provided a series of graphics [at section 505.15(c)] within Article 505 to help illustrate this calculation method.

### **Electronic Message Displays (Digital Signs)**

An electronic message display (EMD) sign is defined in the proposed draft code as "a sign that is capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means". These signs are currently allowed under the existing code with very few restrictions on height, size, placement or brightness. In fact, the existing code allows for large/bright electronic signs that also permit video or animation. The proposed code will allow EMD signs, but will greatly restrict the size, manner and place of this style of sign. Some of the proposed restrictions within the draft Sign Code regulations that are not in the existing code include restricting the height of EMD signs to a maximum of 6 feet, limiting EMD's to commercial centers and civic use type, imposing lighting/illumination standards, restricting EMD's to properties that abut a four lane travel way, imposing buffers from residential zones and from other EMD's, and prohibiting EMD's from locating along scenic corridors. Some of these restrictions do not apply for signage within the proposed Regional, Recreational, Travel and Tourism [RRTT] use type (see discussion on this use type below).

### **Sign Lighting Standards**

The existing Sign Code allows Electronic Message Display (EMD) signs, but there currently are no restrictions or limitations to the allowable brightness of these signs. The proposed Sign Code regulations propose to use a standard that is the preferred method by the sign industry and is commonly used by neighboring jurisdictions. Additionally, this proposed method of brightness measurement is consistent with the recently adopted City of Sparks Sign Code which was supported by Scenic Nevada.

Article 505 proposes to regulate EMD signs illumination through an illumination measurement method utilizing a light meter and by measuring the illumination of the sign from a distance that

is calculated by taking the square root of the area of the sign times 100. Exhibit D (Electronic Message Display – Table) is intended for informational purposes that provide the necessary distances to meet this calculation. This method of measuring light is utilized by many jurisdictions throughout the country and is consistent with the illumination measurement methods used by the City of Reno for billboards and the City of Sparks for both signs and billboards. Staff and the sign code working group have spent a good deal of time discussing this measurement method and have come to a general consensus that this is the appropriate method to recommend.

The proposed measurement method is found in section 110.505.30(k) as provided below:

*“EMDs shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot-candle meter at a pre-set distance. The pre-set distances to measure the foot-candles is calculated using the following formula:  
Measurement Distance =*

$$\sqrt{\text{Area of Sign} \times 100}.$$

Representatives from the Scenic Nevada organization, on the other hand, prefer an alternative method of measuring luminance with the use of a “nit gun” (sometimes called a “photometer”), which is defined as an instrument that measures light intensity in terms of luminance.

Representatives from Scenic Nevada have been very active participants in the drafting of the proposed sign code and have been very vocal in their preference for Washoe County to adopt a measurement standard that utilizes luminance (lumens) rather than illuminance (foot candles) as proposed by staff. On February 24, 2015, staff met with representatives of Scenic Nevada to discuss the two potential measurement standards and as a result of that meeting staff agreed to include the standards provided by Scenic Nevada as a possible option within the staff report and provide information and supporting materials for both measurement methods when the proposed sign code appears before the Planning Commission and County Commissioners.

The lighting measurement method proposed in the draft sign code as well as the method proposed by Scenic Nevada (see Exhibit D) both appear to have their benefits and their drawbacks. In keeping with the direction from the County Commissioners to maintain consistency with the neighboring jurisdictions, staff is recommending the adoption of the generally accepted standard of illuminance (foot candles) used by the industry as well as the cities of Reno and Sparks, which are the regulations within the draft Sign Code regulations.

### **Regional, Recreation, Travel and Tourism (RRTT) Use Type and Associated Signage**

A principal theme of the proposed Sign Code regulations is the importance of regulating signage based on what is existing on the property (principal use type) rather than what could potentially be established on the property (regulatory zoning). The nature of certain uses will require more signage than other uses. For this reason, commercial use types are granted more and larger signs than residential use types. Similarly, use types that attract significant numbers of the public from within the region and from outside the regional also have a need for more and larger signage. Staff has identified a limited number of uses that fit this category of use type in which larger signs may be necessary. This category of principal use type is identified in the draft code as a “Regional, Recreational, Travel and Tourism” (RRTT) use type and it is defined at section 505.20(f) of the proposed Sign Code regulations as follows:



*“Regional Recreation, Travel and Tourism” refers to large-scale entertainment uses intended to attract crowds of 1,000 people or more per event and also include unlimited gaming facilities that attract visitors from both inside and outside of the immediate region of Washoe County. Such use types may include: Casinos with Unlimited Gaming and Outdoor Entertainment venues.*

The number of uses that fit the RRTT use type definition above is very limited in Washoe County. There are only a small number of these uses in the unincorporated Washoe County that staff is aware of at this time that meet this definition. Also, there are a number of findings (criteria) provided in section 505.40(c) of the draft code that would further limit the number of RRTT signs that could be established. Some of these criteria include locational requirements such as being located immediately adjacent to an interstate highway having at least four travel lanes; regulatory zoning requirements that limit the placement of RRTT signs to properties with a regulatory zone of Industrial, General Commercial, or Tourist Commercial; and a distancing requirement of at least 500 linear feet of such signs from a residential regulatory zone. Any request for an RRTT sign that exceeds the allowable sign size as provided in Table 505.1 of the proposed Sign Code would require a special use permit to be heard directly by the County Commissioners.

### **Sign Code Working Group and Public Involvement**

Signage, by its nature, is a polarizing topic with many different positions and points of view. In drafting the proposed sign code, staff has striven to balance many competing interests from diverse groups having very different points of view. For this reason, the County Commissioners directed staff to form a working group to work through these issues with staff and to help create the proposed sign code as drafted. The Sign Code Working Group was comprised of representatives from the sign industry, the real estate industry, the planning profession, Scenic Nevada, the Citizen Advisory Boards, and the Planning Commission. Staff has hosted a total of 16 meetings with the Sign Code Working Group.

As is always the case in these processes, differences of opinion abound. In addition to alternative approaches to the lighting measurement method discussed above, opponents of the proposed code also disagree with the elimination of distinctions between on-premise and off-premise signage (content neutrality) in the proposed code. Some argue that this will result in the proliferation of new signage, including new commercial signage that Washoe County could have to pay compensation for, pursuant to NRS 278.0215, if any future code changes were to require their removal. If the proposed Code is adopted, the distinction between billboards and signs (non-billboards) will be made clearer and the allowable size and number of signs for future commercial uses will be reduced. Further, the proposed Code has been drafted to ensure that most existing signs will remain conforming, as was the direction of the County Commission.

Unfortunately, it was not possible to completely satisfy all participant's specific interests and opinions at the conclusion of the working group's efforts. However, the draft sign code has received general consensus from most of the individuals who have participated in this process including the Sign Code Working Group, the attendees of the community workshops, and the Citizen Advisory Boards.

In addition to the Sign Code Working Group, staff hosted two community workshops and has attended several Citizen Advisory Board meetings including meeting twice with the South Truckee Meadows/Washoe Valley Citizen Advisory Board and once with Spanish Springs Citizen Advisory Board. These events were well attended and in the opinion of staff, the

responses from the community to the proposed draft code have been well received. The notes from many of these events as well as correspondence from the public are available on the Planning and Development website.

### **Findings**

Washoe County Code Section 110.818.15(e) requires the Planning Commission to make at least one of the following findings of fact. Staff provides the following evaluation for each of the findings of fact and recommends that the Planning Commission make all four findings in support of the proposed Development Code amendment.

1. **Consistency with Master Plan.** The proposed Development Code amendment is in substantial compliance with the policies and action programs of the Washoe County Master Plan.

*Staff comment: The proposed sign code is consistent with the policies and action programs found in the Washoe County Master Plan.*

2. **Promotes the Purpose of the Development Code.** The proposed Development Code amendment will not adversely impact the public health, safety or welfare, and will promote the original purposes for the Development Code as expressed in Article 918, Adoption of Development Code.

*Staff comment: The proposed code will not adversely impact the public health, safety and welfare and will promote the original purposes of Article 918.*

3. **Response to Changed Conditions.** The proposed Development Code amendment responds to changed conditions or further studies that have occurred since the Development Code was adopted by the Board of County Commissioners and the requested amendment allow for a more desirable utilization of land within the regulatory zones.

*Staff comment: The proposed code responds to changes in sign technology, specifically with digitally signage, etc. and provides appropriate language to address such changes.*

4. **No Adverse Affects.** The proposed Development Code amendment will not adversely affect the implementation of the policies and action programs of the Conservation Element or the Population Element of the Washoe County Master Plan.

*Staff comment: The proposed code will not have any adverse impacts to the implementation of the policies and action programs of the Conservation Element or the Population Element of the Washoe County Master Plan.*

### **Public Notice**

Pursuant to Washoe County Code Section 110.818.20, public notification includes publishing a legal notice in the newspaper and notification to every chairperson and member of each Citizen Advisory Board in Washoe County 10 days prior to the Planning Commission's public hearing. Such notification was accomplished and staff can provide verification of notification if requested.

### **Specific Amendments (See Exhibit A)**

In order to respond effectively to the areas for change identified above, a complete removal of Articles 502 and 504 is necessary. The proposed amendment will simply remove Articles 502 and 504 and replace them with a new Article 505. Therefore, the best way to see the changes

to each section is to review the new code in full, in a working ("strikeout/bold") format. A complete copy of the proposed code changes (DCA 14-009) is contained in Exhibit A.

### **Recommendation**

It is recommended that the Washoe County Planning Commission recommend approval of DCA14-009 to amend Washoe County Code Chapter 110, Development Code, to amend Article 500 - Signs: Title and Contents; to remove Article 502 - Billboard Regulations and Article 504 - Sign Regulations; and to adopt new Article 505 (Sign Regulations). The purpose of the amendments is to combine the regulations relating to billboards and signs into one Article and to rewrite the sign provisions relating to signage in Washoe County. The following motion is provided for your consideration:

### **Motion**

I move that, after giving reasoned consideration to the information contained in the staff report and information received during the public hearing, the Washoe County Planning Commission recommend approval of DCA14-009 as set forth in Exhibit A to the Washoe County Commission to amend Washoe County Code, Chapter 110, Development Code to amend Article 500 - Signs: Title and Contents; to remove Article 502 - Billboard Regulations and Article 504 - Sign Regulations; and to adopt a new Article 505 (Sign Regulations), as contained in Exhibit A. I further move to authorize the Chair to sign the Resolution contained at Exhibit A on behalf of the Washoe County Planning Commission and direct staff to present a report of this Commission's recommendation to the Washoe County Commissioners within 60 days of today's date. This recommendation for approval is based on the following findings in accordance with Washoe County Code Section 110.818.15(e):

1. **Consistency with Master Plan.** The proposed Development Code amendment is in substantial compliance with the policies and action programs of the Washoe County Master Plan.
2. **Promotes the Purpose of the Development Code.** The proposed Development Code amendment will not adversely impact the public health, safety or welfare, and will promote the original purposes for the Development Code as expressed in Article 918, Adoption of Development Code.
3. **Response to Changed Conditions.** The proposed Development Code amendments respond to changed conditions or further studies that have occurred since the Development Code was adopted by the Board of County Commissioners and the requested amendment allow for a more desirable utilization of land within the Regulatory Zones.
4. **No Adverse Affects.** The proposed Development Code amendment will not adversely affect the implementation of the policies and action programs of the Conservation Element or the Population Element of the Washoe County Master Plan.

### **Appeal Process**

An appeal of the Planning Commission's denial of a Development Code amendment may be made to the Washoe County Board of County Commissioners within 10 days after the date of

the decision, pursuant to Washoe County Code Section 110.912.20. If the end of the appeal period falls on a non-business day, the appeal period shall be extended to include the next business day.



**RESOLUTION OF THE WASHOE COUNTY PLANNING COMMISSION**

**RECOMMENDING APPROVAL OF AMENDMENTS (DCA 14-009) TO THE WASHOE COUNTY CODE AT CHAPTER 110, DEVELOPMENT CODE, AT ARTICLE 500 TO REMOVE ARTICLES 502 (BILLBOARDS) AND 504 (SIGNS) AND TO ADOPT A NEW ARTICLE 505 (SIGNS).**

Resolution Number 15-07

**WHEREAS**

- A. Development Code Amendment Case Number DCA14-009, came before the Washoe County Planning Commission for a duly noticed public hearing on July 7, 2015; and
- B. The Washoe County Planning Commission heard public comment and input from both staff and the public regarding the proposed Development Code amendment; and
- C. The Washoe County Planning Commission gave reasoned consideration to the information it received regarding the proposed Development Code Amendment; and
- D. Pursuant to Washoe County Code Section 110.818.15(e), the Washoe County Planning Commission made the following findings necessary to support its recommendation for adoption of the proposed Development Code amendment, Case Number DCA14-009:
  1. Consistency with Master Plan. The proposed amendment is in substantial compliance with the policies and action programs of the Washoe County Master Plan;
  2. Promotes the Purpose of the Development Code. The proposed Development Code amendment will not adversely impact the public health, safety or welfare, and will promote the original purposes for the Development Code as expressed in Article 918, Adoption of Development Code;
  3. Response to Changed Conditions. The proposed Development Code amendment responds to changed conditions or further studies that have occurred since the Development Code was adopted by the Board of County Commissioners, and the requested amendment allow for a more desirable utilization of land within the regulatory zones; and,
  4. No Adverse Affects. The proposed Development Code amendment will not adversely affect the implementation of the policies and action programs of the Conservation Element or the Population Element of the Washoe County Master Plan.

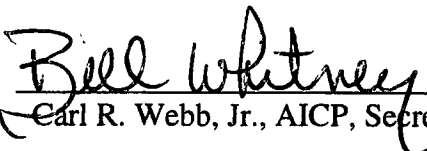
**NOW, THEREFORE, BE IT RESOLVED** that pursuant to Washoe County Code Section 110.818.15(d) and (g):

1. The Washoe County Planning Commission does hereby recommend APPROVAL of DCA 14-009, an amendment to the Washoe County Code at Chapter 110, Development Code, Article 500 as set forth in Exhibit A; and,
2. A report describing this amendment, discussion at this public hearing, this recommendation, and the vote on the recommendation be forwarded to the Washoe County Board of County Commissioners within 60 days of this resolution's adoption date.

ADOPTED on July 7, 2015.

WASHOE COUNTY PLANNING COMMISSION

ATTEST:

  
for Carl R. Webb, Jr., AICP, Secretary

  
Roger M. Edwards, Chair

Exhibit C

WORKING COPY  
INFORMATION ONLY

REGULAR TEXT: NO CHANGE IN LANGUAGE

~~STRIKEOUT TEXT: DELETE LANGUAGE~~

**BOLD TEXT: NEW LANGUAGE**

\*\*\*\*\*

Notice: Per NRS 239B.030, this document does not contain personal information as defined in NRS 603A.040

**SUMMARY: An ordinance amending Washoe County Code, Chapter 110, Development Code to amend Article 500 - Signs: Title and Contents; to remove Article 502 - Billboard Regulations and Article 504 - Sign Regulations; and to adopt new Article 505 (Sign Regulations).**

BILL NO. \_\_\_\_\_

ORDINANCE NO. \_\_\_\_\_

An ordinance amending the Washoe County Code at Chapter 110 (Development Code) to amend Article 500 - Signs: Title and Contents; to remove Article 502 - Billboard Regulations and Article 504 - Sign Regulations; and to adopt new Article 505 (Sign Regulations)

WHEREAS:

A. Changes to Division 5 (Signs) of the Washoe County Development Code (Chapter 110) are desired to combine billboard and sign regulations into one article and simplify the regulations and impose content neutrality to sign regulations.

B. As authorized by Washoe County Code Section 110.818.05, the Washoe County Planning Commission initiated amendments to the Development Code for Division Five by Resolution on February 3, 2015. The Planning Commission held a duly noticed public Hearing for DCA14-009 on April 7, 2015, and adopted a resolution recommending adoption of this ordinance.

C. This Commission has determined that this ordinance is being adopted pursuant to requirements set forth in Chapter 278 of NRS, therefore is not a "rule" as defined in NRS 237.060 requiring a business impact statement.

THE BOARD OF COUNTY COMMISSIONERS OF THE COUNTY OF WASHOE DOES ORDAIN:

SECTION 1. Division Five - Signs, of the Washoe County Code and Article 500, Signs: Title and Contents, of the Washoe County Code, are hereby amended to read as follows.

**Division Five - Signs**

CONTENTS

	Page
Signs: Title and Contents .....	500-1
<del>Billboard Regulations .....</del>	<del>502-1</del>
<del>Sign Regulations .....</del>	<del>504-1</del>
<b>Sign Regulations .....</b>	<b>505-1</b>

**Article 500**

SIGNS: TITLE AND CONTENTS

**Sections:**

<b>110.500.00</b>	<b>Title</b>
<b>110.500.05</b>	<b>Contents</b>

**Section 110.500.00 Title.** Division Five of Chapter 110, Development Code, is entitled Signs.

**Section 110.500.05 Contents.** Division Five consists of the following articles:

- (a) ARTICLE 500 SIGNS: TITLE AND CONTENTS
- ~~(b) ARTICLE 502 BILLBOARD REGULATIONS~~
- ~~(c) ARTICLE 504 SIGN REGULATIONS~~
- (b) ARTICLE 505 SIGN REGULATIONS**



SECTION 2. Article 502, Billboard Regulations, of the Washoe County Code, as previously adopted and proposed for replacement in its entirety by the text provided in Section 4 of this Ordinance.

**Article 502**

**BILLBOARD REGULATIONS**

**Sections:**

<del>110.502.00</del>	<del>Purpose</del>
<del>110.502.05</del>	<del>Definitions</del>
<del>110.502.10</del>	<del>General Standards</del>
<del>110.502.15</del>	<del>Permits: General Requirements</del>
<del>110.502.20</del>	<del>Permit Issuance and Standards for New Signs</del>
<del>110.502.23</del>	<del>Bus Shelters</del>
<del>110.502.25</del>	<del>Bringing a Nonconforming Sign into Conformance</del>
<del>110.502.30</del>	<del>Continued Use of Nonconforming Signs</del>
<del>110.502.35</del>	<del>Termination of Right to Use Nonconforming Sign</del>
<del>110.502.40</del>	<del>Total Number of Off-Premise Signs Permitted in Unincorporated Portion of Washoe County</del>
<del>110.502.45</del>	<del>Community Development Director's and County Building Official's Powers; Right of Entry</del>
<del>110.502.50</del>	<del>Building Permit Issuance and Conditions</del>
<del>110.502.55</del>	<del>Sign Inspection and Responsibilities</del>
<del>110.502.60</del>	<del>Violations</del>
<del>110.502.65</del>	<del>Substitution Clause</del>
<del>110.502.70</del>	<del>Discontinued Billboard</del>

**Section 110.502.00 Purpose.** ~~The purpose of this article, Article 502, Billboard Regulations, is to establish a comprehensive system for the regulation of the commercial use of billboards. It is intended that these regulations:~~

- ~~(a) Impose reasonable standards on the number, size, height and location of billboards and facilitate the removal or replacement of nonconforming signs in order to:
  - ~~(1) Prevent and relieve needless distraction and clutter resulting from excessive and confusing sign displays;~~
  - ~~(2) Safeguard and enhance property values; and~~
  - ~~(3) Promote the public safety and general welfare.~~~~
- ~~(b) Promote the location of billboards in appropriate locations for the purposes of advertising the region's economy to visitors to the area and providing useful public service messages to residents of the County.~~
- ~~(c) Provide one of the tools essential to the preservation and enhancement of the environment, thereby protecting an important aspect of the economy of the County which is instrumental in attracting those who come to live, visit, vacation and trade while~~

providing appropriate opportunities to local and national advertisers and public service organizations to present their message.

~~(d) Eliminate hazards to pedestrians and motorists brought about by distracting signs.~~

~~(e) Improve, enhance and preserve the appearance and other aesthetic qualities of the County while providing the opportunity to businesses and public service organizations to provide their message to visitors and residents.~~

~~[Amended by Ord. 1019, provisions eff. 6/5/98; Ord. 1152, provisions eff. 3/22/02; Ord.1288, provisions eff.3/24/06.]~~

~~**Section 110.502.05 Definitions.** As used in Sections 110.502.00 through 110.502.75, unless the context otherwise requires, the words and terms defined in this article have the meanings ascribed to them in each section.~~

~~**Abandoned Sign.** "Abandoned sign" means a sign which does not display a currently valid advertising message or has not been maintained in accordance with the provisions of this article for a period in excess of ninety (90) days following legal notice to the owner of the property and the owner of the advertising display. This definition shall also include any sign structure which no longer supports the sign for which it was designed.~~

~~**Advertising Display.** "Advertising display" means any arrangement of material or symbols erected, constructed, carved, painted, shaped or otherwise created for the purpose of advertising or promoting the interests of any person or other entity, located in view of the general public and visible from a public street. Advertising display includes signs, billboards, posters, graphic advertising messages, advertising copy, accessory signs and similar displays, the purpose of which is to sell entertainment, goods or services.~~

~~**Area of a Sign.** "Area of a sign" means the sum total of the geometric areas of the display surfaces which make up the total sign or advertising display. Necessary supports or uprights are excluded.~~

~~**Building Official.** "Building official" means the County building official of Washoe County and his/her duly authorized deputies.~~

~~**Bus Shelter.** "Bus shelter" means a structure that may be enclosed and may have one or more bus benches and that provides protection from the weather for riders of a public transportation system and which is installed and maintained by a public transportation operator.~~

~~**Community Development Director.** "Community Development Director" means the person appointed as the chief executive officer of the Washoe County Community Development Department and his/her duly authorized agents.~~

~~**Copy.** "Copy" means that portion of a sign or advertising display that is made up of language, letters, numbers or symbols that state a message.~~

~~**Cut-out.** "Cut-out" means that portion of a sign that is attached to a sign, but which is outside the rectangular or square frame of the sign.~~

~~**Display Surface.** "Display surface" means the area made available by the sign structure for the purpose of displaying the advertising message or display.~~

~~Elevated Roadway Structure. “Elevated roadway structure” means a traffic-carrying structure elevated over other streets, structures, railroad tracks or a natural physical feature.~~

~~Erect. “Erect” means to arrange, build, construct, attach, hang, paint, place, suspend, affix or otherwise establish an advertising display.~~

~~Height of Sign. “Height of sign” means the vertical distance measured from the adjacent street grade or upper surface of the nearest curb of a street or highway other than an elevated roadway, to the highest point of a sign or advertising display.~~

~~Illuminated Advertising Display. “Illuminated advertising display” means display illumination derived entirely from an external artificial source arranged so that no direct rays of light project into residences or streets.~~

~~Nonconforming Outdoor Advertising (Billboard) Structure. “Nonconforming outdoor advertising structure” means an outdoor advertising structure (billboard) which is constructed or erected in conformance with all applicable local ordinances or codes in effect on the date a building permit is issued for the outdoor advertising structure and which does not conform subsequently because of a change to the local ordinances or codes. The term does not include an outdoor advertising structure that is authorized by a special use permit, conditional use permit, variance, waiver, condition of zoning or other approval for the use of land if, when the special use permit, conditional use permit, variance, waiver, condition of zoning or other approval for the use of land was first approved, the special use permit, conditional use permit, variance, waiver, condition of zoning or other approval for the use of land was limited by a specific condition which allowed or required the governing body of the city or County to conduct a review of the structure.~~

~~Off-Premise Sign or Outdoor Advertising Structure (Billboard). “Off-premise sign or outdoor advertising structure” means any sign, display, billboard or other device that is designed, intended or used to advertise or inform readers about services or goods produced or sold on property other than the property upon which the sign, display, billboard or other device is erected.~~

~~Permanent Sign. “Permanent sign” means any sign, permanently affixed at the site, which, from the nature and effect of its proposed composition, construction, message to be carried or its proposed placement, is intended for continuous display for a period of time greater than sixty (60) calendar days.~~

~~Premises. “Premises” means a parcel of property.~~

~~Public Transportation Operator. “Public transportation operator” means an operator of a bus system with fixed routes that is enabled by state statute to operate a public bus system.~~

~~Reconstruction. “Reconstruction” means the replacement of frame and support material of an existing sign with different material (e.g. replacement of wood material with metal material) and/or the changing of the support structure of an existing sign from one type of support system to a different support system (e.g. replacement of a lattice support with a monopole).~~

~~Repair. “Repair” means the replacement of frame and support material of an existing sign with the same material with no change in the support system of the existing sign.~~

~~Routine Maintenance. “Routine maintenance” means normal repair and upkeep of the structural integrity and appearance of a nonconforming outdoor advertising structure. The term does not include an increase in the size or height of the structure or any addition or enhancement to the~~

structure that increases the visual effect of the structure or increases the impact of the use of the land in the area around the structure.

~~Sign. "Sign" means any arrangement of material or symbols erected, constructed, carved, painted, shaped or otherwise created for the purpose of advertising or promoting the interests of any person, persons, firm, corporation or other entity by conveying an advertising message or attracting the attention of the public and which is located in view of the general public and visible from a traveled way. Sign includes advertising displays, billboards, posters, graphic advertising messages, advertising copy and similar displays, all parts of such device, including its structure and supports and also includes balloons, banners, pennants, flags, lights, reflectors, reflected lights, streamers or other devices which are used to attract the attention of the public, whether or not they convey a specific advertising message.~~

~~[Section 110.502.05 entitled "Applicability" deleted and Section 110.502.05 entitled "Definitions" added by Ord. 1019, provisions eff. 6/5/98. Amended by Ord. 1152, provisions eff. 3/22/02; Ord. 1186, provisions eff. 12/20/02; Ord. 1288, provisions eff. 3/24/06.]~~

### **Section 110.502.10 General Standards.**

- ~~(a) Display Surface. Where an advertising display consists of individual letters, symbols or other such components, and where such components are without an integrated background definition or are not within a single circumscribed frame area, it shall be deemed circumscribed by a line frame and shall not exceed the square foot limitation imposed by this article or by a retention permit or a special use permit issued pursuant to this article.~~
  
- ~~(b) Maintenance, Repair and Appearance. All advertising displays and advertising structures shall be maintained in a proper state of repair and preservation. Structures shall consist of minimum guy wire and iron or other structural elements necessary to conform to code. Display surfaces shall be neatly painted or posted.~~

~~[Amended by Ord. 889, provisions eff. 11/29/93. Section 110.502.10 entitled "Chapter 105" deleted and Section 110.502.10 entitled "General Standards" added by Ord. 1019, provisions eff. 6/5/98. Amended by Ord. 1152, provisions eff. 3/22/02.]~~

### **Section 110.502.15 Permits: General Requirements.**

- ~~(a) Building Permit Required. Except as otherwise provided in Section 110.502.20, it is unlawful for any person to erect, enlarge, alter (except for normal maintenance or repair) or relocate within the County any advertising display or advertising structure without having obtained a building permit from the building official, except as provided in Section 110.502.23.~~
  
- ~~(b) Additional Information Required. An application for a building permit shall include in addition to any information required for the building permit application:
  - ~~(1) Name, address and telephone number of the owner of the property, and a statement signed by the owner or authorized representative permitting the advertising display or advertising structure;~~
  
  - ~~(2) Name, address and telephone number of the applicant (owner of the advertising display or structure);~~~~

- ~~(3) Name, address, telephone number and license number of the licensed contractor;~~
- ~~(4) A plot plan indicating the location of the building, structure, lot or parcel of property to which or upon which the advertising display is to be erected, including data showing building and property frontages; and~~
- ~~(5) Two (2) copies of a plan showing:
 
  - ~~(i) The position of the advertising display or structure in relation to adjacent structures or buildings;~~
  - ~~(ii) The design size and type of materials to be used;~~
  - ~~(iii) The size and location of all on-premise signs within fifty (50) feet of either side of the proposed off-premise sign; and~~
  - ~~(iv) The location of stakes identifying boundaries of the proposed sign.~~~~
- ~~(c) Structural Engineering. The Building and Safety Department may require structural engineering plans to ensure compliance with the Washoe County Building Code.~~
- ~~(d) Business License. Owners or applicants who are in the business of constructing advertising structures or leasing such structures for advertising purposes shall provide evidence that they have a valid business license from the licensing authority of the County.~~

*[Added by Ord. 1019, provisions eff. 6/5/98. Amended by Ord. 1152, provisions eff. 3/22/02; Ord. 1186, provisions eff. 12/20/02.]*

**Section 110.502.20 Permit Issuance and Standards for New Signs.** Each of the following standards must be complied with as part of the approved plans for an approved building permit:

- ~~(a) Size and Height of Billboard; Number of Faces. A billboard shall not exceed the following height and size requirements, or the number of faces:
 
  - ~~(1) A billboard shall not exceed thirty five (35) feet in height above the grade of the road to which it is oriented and may not exceed fifty (50) feet in height above the foundation grade of the sign.~~
  - ~~(2) A billboard shall not exceed six hundred seventy two (672) square feet in size, except as provided in this section.~~
  - ~~(3) Each face of a billboard may have a cut-out attached to the face of the sign, the size of the cut-out may not exceed ten (10) percent of the rectangular or square face of the sign to which it is attached.~~
  - ~~(4) A billboard may not contain more than two (2) sides on which a message is attached and one (1) side may not be angled from the other side by more than twenty (20) degrees as measured from the back of the structure supporting the side.~~
  - ~~(5) A billboard may not be stacked upon another off-premise or on-premise sign.~~~~

~~(b) Spacing Requirements. A billboard shall conform to the following spacing standards:~~

~~(1) Spacing Between Billboards. The distance between billboards shall conform to the following:~~

~~(i) A billboard shall not be closer than one thousand (1,000) feet to another conforming or nonconforming billboard located on the same side of the road, street or highway.~~

~~(ii) A billboard shall not be closer than one thousand (1,000) feet to another conforming or nonconforming billboard located on an intersecting street and when the signs are on the same side of the street where the intersection of the two (2) streets occurs.~~

~~(iii) For the purposes of measuring the distance between billboards, the measurement shall be parallel to the streets on which the signs are located.~~

~~(iv) No more than two (2) billboards may exist at the intersection of streets and the signs shall be located diagonally opposite each other at the intersection of streets.~~

~~(2) Spacing Between Billboards and On-Premise Signs. A billboard shall not be closer than fifty (50) feet to an existing free-standing sign regulated by Sections 110.504.40 through 110.504.70.~~

~~(3) Spacing from Residential Regulatory Zones. A billboard shall not be closer than five hundred (500) feet to an established residential regulatory zone that is Rural, Suburban, Urban or the General Rural Agricultural (GRA) or General Rural (GR) Regulatory Zones.~~

~~(4) Spacing from Streams and Drainages; Truckee River. A billboard shall conform to the following spacing requirements from streams, drainages and the Truckee River:~~

~~(i) A billboard shall not be located within any stream or drainage channel where the sign or advertising display might be deluged and swept under any structure or against any supports of any road, street or highway structure.~~

~~(ii) A billboard shall not be located within three hundred (300) feet of the centerline of the Truckee River or within three hundred (300) feet of the outer boundary of any area designated as Truckee River Greenbelt or open space adjacent to the Truckee River.~~

~~(5) Spacing from Public, Semi-Public Buildings and Spaces. A billboard shall not be located at any location which fronts on any street within two hundred (200) feet of any property which is used for a public park, public school, church, courthouse, building used for County services, or public museum which fronts on the same street.~~

~~(c) Location Requirements. A billboard shall conform to the following location requirements:~~

~~(1) Permitted Roadway Segments. A billboard shall only be located adjacent to and be visible from the following roads and portions of roads:~~

- ~~(i) Gerlach-Nixon Highway (SR 447);~~
- ~~(ii) Longley Lane;~~
- ~~(iii) McCarran Boulevard, except for the segment between Interstate 80 west of Reno and South Virginia Street;~~
- ~~(iv) Sullivan Lane;~~
- ~~(v) That portion of West Fourth Street (SR 647) east of the intersection with Intersection 80;~~
- ~~(vi) That portion of U.S. 395 and Interstate 580 located south of the intersection with Red Rock Road and north of the northern most intersection of U.S. 395/Interstate 580 and South Virginia Street located at Nevada Department of Transportation structure I1799 at mile post IR 580-WA 21.64;~~
- ~~(vii) That portion of North Virginia Street located south of the intersection with Stead Boulevard and that portion of South Virginia Street north of the intersection with the Mt. Rose Highway (SR 434);~~
- ~~(viii) That portion of Interstate 80 from mile post IR 080-WA 1.9E to IR 080-WA 2.6W; and~~
- ~~(ix) That portion of Interstate 80 from the intersection with Mae Anne Drive to the Lyon County line.~~

~~(2) Permitted Regulatory Zones. A billboard shall only be located in the following regulatory zones: General Commercial (GC), Tourist Commercial (TC) and Industrial (I) as established pursuant to this article.~~

~~(d) Aesthetic Requirements. A billboard shall conform to the following aesthetic standards:~~

- ~~(1) Lighting of the sign shall be low-level and indirect, no strobe lighting or lighting that would impair the vision of a driver shall be permitted;~~
- ~~(2) Earth-tone colors shall be used to paint the support(s) of the structure and the frame around the sign;~~
- ~~(3) The minimum number of supports shall be used to provide support of the sign frame;~~
- ~~(4) No signs made of canvas shall be permitted;~~
- ~~(5) No sign may have streamers, balloons, pennants, banners, or wind-driven devices as part of the sign or attached to the sign;~~
- ~~(6) No sign may emit a noise via an artificial device;~~
- ~~(7) No sign may emit smoke, fire or odor;~~

- (8) ~~No sign or portion of a sign may simulate the appearance of an official sign; and~~
- (9) ~~No sign may emit blinking lights that simulate a warning or stop light.~~
- (e) ~~No Variances to Standards. Except as permitted in Section 110.502.45, no variance application shall be accepted to alter the standards of this article.~~
- (f) ~~Prohibition on the Erection of New Signs. Until all nonconforming billboards are removed, no new billboard may be erected pursuant to this section.~~

~~[Added by Ord. 1019, provisions eff. 6/5/98. Amended by Ord. 1152, provisions eff. 3/22/02, Ord. 1288, provisions eff. 3/24/06; Ord. 1475, provisions eff. 1/12/12.]~~

**Section 110.502.23 Bus Shelters.**

- (a) ~~Off-Premise Advertising Display Permitted. Off-premise advertising copy may be permitted on any bus shelter that is installed and maintained by a public transportation operator. No building permit shall be required for the installation of a bus shelter installed by a public transportation operator.~~
- (b) ~~Limitation on Permitted Advertising Display. The following shall apply to the area that may be used for off-premise advertising display:~~
  - (1) ~~Advertising copy shall only be permitted on bus shelters installed by a public transportation operator.~~
  - (2) ~~Advertising copy shall not obstruct the ability of a bus operator to view riders who wish to board a bus, nor shall advertising copy obstruct riders from safely exiting a bus.~~
  - (3) ~~Advertising copy may not exceed a total of sixty-four (64) square feet at each bus shelter location.~~
  - (4) ~~Advertising copy on a bus shelter may not exceed the size of the panel on which it is affixed and no one panel may have advertising copy that exceeds thirty-two (32) square feet in size.~~
- (c) ~~Limitation of Off-Premise Signs. The number of bus shelters installed by a public transportation operator that may have advertising copy shall not count toward the number of off-premise signs permitted by Section 110.502.40(a).~~
- (d) ~~Installation of Bus Shelters. The installation of bus shelters by a public transportation operator that may contain advertising shall not be prohibited pursuant to Section 110.502.20(f).~~

~~[Added by Ord. 1186, provisions eff. 12/20/02.]~~

**Section 110.502.25 Bringing a Nonconforming Billboard into Conformance.** ~~To bring a nonconforming billboard into conformance with the provisions of this article, the sign owner shall satisfy the permit issuance and standards for new billboards as enumerated in Section 110.502.20.~~

~~[Added by Ord. 1019, provisions eff. 6/5/98; Ord. 1288, provisions eff. 3/24/06.]~~



**Section 110.502.30 Continued Use of Nonconforming Billboards.** An advertising display which becomes nonconforming as the result of the adoption of this article may be continued, repaired or reconstructed pursuant to the following requirements:

- (a) ~~Alteration of Nonconforming Sign.~~ A nonconforming sign shall not be altered in its location, size or height, except as provided in paragraph (b) through (e) of this section.
- (b) ~~Damage of Nonconforming Sign by Natural Causes.~~ A nonconforming sign damaged by wind or other natural causes to an extent less than fifty-one (51) percent of its replacement value, as determined by a member of the American Institute of Real Estate Appraisers selected by the building official, may be repaired or reconstructed. If the building official determines that an appraisal is necessary to satisfy the requirements of this section, he/she shall notify the owner of the sign who shall give him/her written authorization to hire an appraiser and acknowledge owner's responsibility to pay all fees incurred as a result thereof. No permit for repair or reconstruction of the damaged sign shall be issued until the building official is presented with satisfactory evidence that the appraisal fees have been paid.
- (c) ~~Damage of Nonconforming Sign by Vandalism.~~ A nonconforming display which is damaged or destroyed as a result of vandalism or other malicious act may be repaired or reconstructed. Upon request of the building official, the owner of the sign shall provide evidence that a report to the Sheriff was made regarding the alleged vandalism.
- (d) ~~Routine Maintenance of Nonconforming Sign.~~ Routine maintenance of a nonconforming sign may occur only after notification of the Building and Safety Department that said repairs are being undertaken and that said maintenance meets the definition of routine maintenance as defined in this article.
- (e) ~~Reconstruction of Nonconforming Sign.~~ A nonconforming sign may be reconstructed providing the following occurs:
  - (1) ~~Prior to any reconstruction work, the sign owner provides to the building official a complete set of as-built plans detailing the size, height, location of the current nonconforming sign and materials of which the current off-premise sign is constructed; type of material to be used in the reconstruction of the sign; and the anticipated dates of reconstruction.~~
  - (2) ~~No change in the location of the sign, no change in the height of the sign (except to reduce its height) and no change in the size of the sign (except to reduce its size).~~
  - (3) ~~A notarized statement from the sign owner that no increase in value of the sign will be claimed in any future proceedings due to the reconstruction of the sign.~~
  - (4) ~~A notarized statement from the sign owner acknowledging that reconstruction of the sign does not affect the termination of the right to use the nonconforming sign as enumerated in Section 110.502.35.~~
- (f) ~~Building Permit Required for Reconstruction, Notification Required for Repair or Routine Maintenance.~~ A building permit shall be applied for and issued prior to any reconstruction of a nonconforming sign. No building permit shall be required for repair or routine maintenance of a nonconforming sign, but prior to any repair work or routine maintenance occurring, the sign owner shall notify the building official of his intent to

repair or perform routine maintenance on the nonconforming sign and shall advise the building official of the extent of the repairs or maintenance.

*[Added by Ord. 1019, provisions eff. 6/5/98. Amended by Ord. 1152, provisions eff. 3/22/02; Ord. 1288, provisions eff. 3/24/06.]*

**Section 110.502.35 Termination of Right to Use Nonconforming Billboard.**

- ~~(a) **Cessation of Right to Maintain Abandoned Sign.** The right of a person to maintain an abandoned, nonconforming sign shall terminate following his/her receipt of notification that the Building and Safety Department or succeeding agency has deemed the sign abandoned.~~
- ~~(b) **Damage of Nonconforming Sign by Natural Causes.** A nonconforming sign damaged by wind or other natural causes to an extent greater than fifty (50) percent of its replacement value, as determined by a member of the American Institute of Real Estate Appraisers selected by the building official, shall not be reestablished. If the building official determines that an appraisal is necessary to satisfy the requirements of this section, he/she shall notify the owner of the sign who shall give him/her written authorization to hire an appraiser and acknowledge owner's responsibility to pay all fees incurred as a result thereof. No permit for reconstruction of the damaged sign shall be issued until the building official is presented with satisfactory evidence that the appraisal fees have been paid.~~
- ~~(c) **Removal Due to Approval of Development Application.** A nonconforming sign may be ordered removed if the parcel on which the sign is located is the subject of a building permit application and after a public hearing is conducted.~~
- ~~(d) **Public Hearing Required.** A public hearing before the Planning Commission shall be noticed and conducted pursuant to the provisions for a public hearing for a special use permit (Refer to Article 810, Special Use Permits) before a nonconforming sign may be ordered removed pursuant to subsection (c) above. When determining that a nonconforming sign must be removed, the Planning Commission shall find that the continuation of the location of the nonconforming sign is not compatible with the proposed development for the property as submitted under an application enumerated in subsection (c) above.~~
- ~~(e) **Responsibility for Removal.** Responsibility for removal of an abandoned, nonconforming sign rests with the owner of the sign or the owner of the property upon which the sign is constructed.~~

*[Added by Ord. 1019, provisions eff. 6/5/98. Amended by Ord. 1152, provisions eff. 3/22/02; Ord. 1288, provisions eff. 3/24/06.]*

**Section 110.502.40 Total Number of Billboards Permitted in Unincorporated Portion of Washoe County.**

- ~~(a) **Limitation to Number of Permitted Signs.** Notwithstanding the total number of conforming locations that may be permitted for new signs as provided in Section 110.502.20, Permit Issuance and Standards for New Signs, the total number of billboards existing in the unincorporated portion of Washoe County shall not exceed one hundred nine (109) at any one time.~~

- ~~(b) Limitation Based on Inventory of Existing Signs. The total number of permitted billboards enumerated in paragraph (a) of this section is determined by an inventory completed on January 31, 2002 of all existing conforming and nonconforming signs located in the unincorporated portion of Washoe County and confirmed by the Board of County Commissioners on December 10, 2002, the date of an amendment to this article.~~
- ~~(c) Adjustment of Limitation. The total number of permitted billboards enumerated in paragraph (a) of this section shall be reduced each time by the number of off-premise signs and permitted billboard locations that are incorporated within the corporate boundaries of the City of Reno or City of Sparks.~~
- ~~(d) No Entitlement. Notwithstanding the total number of permitted signs enumerated in paragraph (a) of this section, no entitlement to the maximum number of signs enumerated in this section is extended to any current or future owner of an off-premise sign through the provisions of this section. The retention of the location of current nonconforming signs and the provision of locations for new, permitted signs is strictly governed by the location standards enumerated in this article.~~

~~[Added by Ord. 1019, provisions eff. 6/5/98. Amended by Ord. 1152, provisions eff. 3/22/02; Ord. 1186, provisions eff. 12/20/02; Ord. 1288, provisions eff. 3/24/06.]~~

**Section 110.502.45 Community Development Director's and County Building Official's Powers; Right of Entry.**

- ~~(a) Authority. The building official and the Director of Community Development and his/her agents are authorized and directed to enforce all the provisions of this article. The Director of Community Development may, in his/her sole discretion, permit variations in spacing and height requirements if undue hardship is shown. No variation shall exceed ten (10) percent of spacing and height limitations imposed by this article.~~
- ~~(b) Right of Entry. Whenever necessary to make an inspection to enforce any of the provisions of this article, or whenever the building official or Director of Community Development or his/her agents have reasonable cause to believe that there exists a condition which makes a sign unsafe, he/she may enter the premises upon which such sign is located at all reasonable times to inspect the sign or to perform any duty imposed by this article, provided that:
 
  - ~~(1) If the premises upon which the sign is located are occupied, he/she shall first present proper credentials and demand entry; and~~
  - ~~(2) If the premises are unoccupied, he/she shall first make a reasonable effort to locate the owner or other persons having charge or control of the premises and demand entry.~~

~~\_\_\_\_\_ If such entry is refused, the building official or Director of Community Development or his/her agents may pursue every remedy provided by law to secure entry.~~~~
- ~~(c) Failure to Permit Entry. Any owner or occupant or any other person having charge, care or control of any building or premises who fails or neglects, after proper demand is made as provided by this article, promptly to permit entry therein by the building official or Director of Community Development or his/her agents for the purpose of inspection and examination pursuant to this section shall have violated this article.~~

~~[Added by Ord. 1019, provisions eff. 6/5/98. Amended by Ord. 1152, provisions eff. 3/22/02.]~~

**Section 110.502.50 Building Permit Issuance and Conditions.**

- (a) ~~Permit Issuance.~~ The application, plans and specifications, and other data filed by an applicant for a building permit shall be reviewed by the Department of Community Development. Such plans may be reviewed by other departments of this jurisdiction to verify compliance with any applicable laws under their jurisdiction. If the Department of Community Development finds that the work described in an application for a building permit and the plans, specifications and other data filed therewith conform to the requirements of this article and that the fees specified in this section have been paid, a building permit shall be issued to the applicant within twenty (20) days of receipt of the building permit application. An applicant shall be advised in writing within twenty (20) days of receipt of the building permit application of any deficiencies of information submitted with the application and what would be required to cure those deficiencies. The applicant may then resubmit the application and will receive a decision within twenty (20) days. An applicant shall have six (6) months from the date of issuance of the building permit to commence work pursuant to the building permit, or all approvals are null and void. Once a building permit has been issued and exercised, all work shall be done in accordance with the approved plans unless the building official and the Community Development Director have given authorization for any changes or alterations.
- (b) ~~Plan Check Fee.~~ Every person who applies for a building permit under the provisions of this article shall submit to the Building and Safety Department with his/her application a plan check fee established by the Board of County Commissioners.
- (c) ~~Permit Number, Address, Owner.~~ On granting a permit for a billboard, the building official shall assign a permit number and address which shall be painted on every sign erected pursuant to the permit. The sign shall also identify the owner of the sign.
- (d) ~~Validity of Permit.~~ The issuance or granting of a permit or approval of plans and specifications shall not be construed to be a permit for, or an approval of, any violation of any of the provisions of this article or any other law or ordinance. A permit presuming to give authority to violate or cancel the provisions of this article or any other law shall not be valid except to the extent the work of use which it authorizes is lawful.
- (e) ~~Suspension or Revocation.~~ The building official may, upon service of a written notice, suspend or revoke a permit issued pursuant to the provisions of this article wherever the permit is issued:
  - (1) ~~On the basis of incorrect information supplied by the applicant; or~~
  - (2) ~~In violation of any state statute, any provision of this article or any other ordinance or regulation.~~
- (f) ~~Stop Work Order.~~ Whenever any advertising display or structure is being erected or maintained contrary to the provisions of this article, the building official may order the work stopped by serving the permittee or owner of the property or by posting a notice on the work being done. The owner or person responsible for the performance of such work shall promptly cease performing any work on the advertising display or structure until the building official gives him authority to proceed.

*[Added by Ord. 1019, provisions eff. 6/5/98. Amended by Ord. 1152, provisions eff. 3/22/02; Ord. 1288, provisions eff. 3/24/06.]*

**Section 110.502.55 Sign Inspection and Responsibilities.**

- (a) ~~Inspection.~~ Every advertising display or advertising structure erected in the County is subject to inspection by the building official or Community Development Director to assure compliance with the provisions of this article.
- (b) ~~Responsibility.~~ The owner of the advertising display or advertising structure is responsible for its proper construction, maintenance, repair and compliance with the provisions of this article.

*[Added by Ord. 1019, provisions eff. 6/5/98. Amended by Ord. 1152, provisions eff. 3/22/02.]*

**Section 110.502.60 Violations.**

- (a) ~~Procedure for Violations.~~ Any advertising display or structure erected or maintained, or any use of property contrary to the provisions of this article, is unlawful and a public nuisance. The following procedure applies to enforcement of the provisions of this article:
  - (1) ~~In the event of a violation of this article, the building official or Director of Community Development shall deliver to the person or persons in violation of this article a "Notice of Violation (Order to Comply and Abatement Order)" ordering the persons to comply with the provisions of this article within ten (10) days of receipt of the notice.~~
  - (2) ~~Upon failure of the persons in violation to comply, the building official or Director of Community Development may issue to the persons in violation a citation to appear before any justice's court within the County and may refer a copy of the citation to the District Attorney for commencement of an action or actions for the abatement, removal and enjoinder of such violation as a public nuisance pursuant to Chapter 125 of the Washoe County Code, and the institution of a criminal action in the manner provided by law.~~
- (b) ~~Remedies.~~ All remedies provided for in this article are cumulative and not exclusive. The conviction and punishment of any person under this article do not relieve such person from the responsibilities of correcting conditions or removing prohibited sign displays and structures that are in violation of this article.
- (c) ~~Penalties.~~ Any person violating any of the provisions of this article or any applicable provisions of the Uniform Building Code is guilty of a separate offense for each day or a portion thereof during which a violation of any of the provisions of this article is committed, continued or permitted, and upon conviction for any such violation shall be punished by a fine of not more than one thousand dollars (\$1,000), or by imprisonment for not more than six (6) months, or by both fine and imprisonment.

*[Added by Ord. 1019, provisions eff. 6/5/98. Amended by Ord. 1152, provisions eff. 3/22/02.]*

**Section 110.502.65 Substitution Clause.** Notwithstanding any other provision of this article to the contrary, any noncommercial message may be substituted for a commercial message on any billboard permitted by this article, and any other commercial message may be substituted for any noncommercial message on any billboard permitted by this article.

*[Added by Ord. 1152, provisions eff. 3/22/02; Ord. 1288, provisions eff. 3/24/06.]*

**Section 110.502.70 Discontinued Billboards.**

- (a) ~~Removal of Discontinued Billboards.~~ Any billboard or billboard structure which has been discontinued for a period of six (6) months shall be removed or restored to use within thirty (30) days after a notice that the billboard has been discontinued is issued to the owner of the sign. Notice shall be given by the Director of Community Development using certified mail. The Director of Community Development may allow a discontinued billboard or billboard structure to remain in place; provided that the billboard or billboard structure is maintained in good condition, and that there is a reasonable possibility that the billboard can be restored to use within a one (1) year period.
- (b) ~~Criteria for Establishing That a Billboard Has Been Discontinued.~~ A billboard or billboard structure shall be considered discontinued when any of the following occurs:
  - (1) ~~Any copy thereon is out of date.~~
  - (2) ~~The structure no longer supports a billboard or the billboard no longer contains an advertising display.~~
  - (3) ~~The billboard structure or advertising display is visibly damaged or partially missing.~~

*[Added by Ord. 1288, provisions eff. 3/24/06.]*

*[Section 110.502.30 entitled "Exempt Advertising Displays", Section 110.502.35 entitled "Prohibited Signs" and Section 110.502.60 entitled "Appeals Procedure" added by Ord. 1019, provisions eff. 6/5/98 and repealed by Ord. 1152, provisions eff. 3/22/02.]*

SECTION 3. Article 504, Sign Regulations, of the Washoe County Code, as previously adopted and proposed for replacement in its entirety by the text provided in Section 4 of this Ordinance.

**Article 504**

SIGN REGULATIONS

**Sections:**

- 110.504.00** ~~\_\_\_\_\_~~ **Title; Effect; Construction**
- 110.504.05** ~~\_\_\_\_\_~~ **Purpose**
- 110.504.10** ~~\_\_\_\_\_~~ **Definitions**
- 110.504.15** ~~\_\_\_\_\_~~ **General Standards**
- 110.504.20** ~~\_\_\_\_\_~~ **Permits and Enforcement**
- 110.504.25** ~~\_\_\_\_\_~~ **Regulated Signs; Variance**
- 110.504.30** ~~\_\_\_\_\_~~ **Exempted Signs**
- 110.504.35** ~~\_\_\_\_\_~~ **Prohibited Signs**
- 110.504.40** ~~\_\_\_\_\_~~ **Signs Requiring a Special Use Permit**
- 110.504.45** ~~\_\_\_\_\_~~ **Special Standards by Type of Sign**
- 110.504.50** ~~\_\_\_\_\_~~ **Special Standards by Zone**
- 110.504.55** ~~\_\_\_\_\_~~ **On-Premise Sign Credits; Types; Computation**
- 110.504.60** ~~\_\_\_\_\_~~ **Nonconforming Signs**

~~110.504.65~~ ~~Abandoned Signs~~  
~~110.504.70~~ ~~Signs on Public and Utility Property~~

~~**Section 110.504.00 Title; Effect; Construction.** This article supplements other articles of this division and supersedes any conflicting articles or sections. These sections shall be liberally construed to effect the purpose of reducing the number and size of signs, and to effect the purpose of advancing the declaration of Section 110.504.05, Purpose. These sections may not be construed or applied in such a way that would give a preference or greater degree of protection to a sign conveying a commercial message than is given to a sign similarly situated and constructed conveying a noncommercial message. These sections must be construed to apply to all signs irrespective of the commercial or noncommercial character of the content, except that specific types of commercial signs are to be regulated more strictly. Any ambiguity or question shall be resolved by allowing a noncommercial sign the same benefits, exemptions and other preferences that may be given to a commercial sign similarly constructed and situated, or by imposing on such commercial sign the same restriction imposed on the noncommercial sign similarly constructed and situated. These sections apply to existing signs and to proposed signs. Proposed signs for which construction has not lawfully begun, but for which an application has been made or for which a permit has been issued, must conform to these sections.~~

~~[Added by Ord. 1035, provisions eff. 8/28/98.]~~

~~**Section 110.504.05 Purpose.**~~

- ~~(a) The purpose of this article, Article 504, Sign Regulations, is to establish a comprehensive control of the erection and relocation of signs, except for those signs regulated pursuant to Article 502, Billboards. It is intended that these regulations:~~
- ~~(1) Impose standards on the number, size, height and location of signs other than billboards and facilitate the removal or replacement of nonessential or nonconforming signs in order to:
    - ~~(i) Prevent and relieve needless distraction and clutter resulting from excessive and confusing sign displays;~~
    - ~~(ii) Safeguard and enhance property values; and~~
    - ~~(iii) Promote the public safety and general welfare.~~~~
  - ~~(2) Provide one of the tools essential to the preservation and enhancement of the environment, thereby protecting an important aspect of the economy of the County which is instrumental in attracting those who come to live, visit, vacation and trade.~~
  - ~~(3) Eliminate hazards to pedestrians and motorists brought about by distracting signs.~~
  - ~~(4) Improve, enhance and preserve the appearance and other aesthetic qualities of the County.~~

(b) ~~The types of signs for which a special use permit is required have a potential substantially greater than other types of signs for creating needless distraction and clutter, confusion and hazards, and for impairing and destroying property values and the appearance and aesthetic qualities of the area, and for adversely affecting the environment.~~

*[Added by Ord. 1035, provisions eff. 8/28/98. Amended by Ord. 1288, provisions eff. 3/24/06.]*

**Section 110.504.10 Definitions.** ~~As used in Sections 110.504.00 through 110.504.70, unless the context otherwise requires, the words and terms defined in this article have the meanings ascribed to them in each section.~~

**Abandoned Sign.** ~~“Abandoned sign” means a sign which does not display a currently valid advertising message or which has not been maintained in good repair. This definition shall also include any sign structure which no longer supports the sign for which it was designed.~~

**Administrator.** ~~“Administrator” means the Director of Community Development of Washoe County or his authorized representative.~~

**Advertising Display.** ~~“Advertising display” means the copy, symbols, logotype or graphics on a sign which convey the advertising message.~~

**Advertising Message.** ~~“Advertising message” means any copy, symbol, logotype or graphics which identify, promote or advertise any product, service, business, institution or interest of any person.~~

**Allowable Sign Area.** ~~“Allowable sign area” means the total sign area permitted under this article for any site or business.~~

**Amortization.** ~~“Amortization” means the elimination of nonconforming signs over a period of time intended to allow the owner to realize the value of his investment in the sign.~~

**Animated Sign.** ~~“Animated sign” means a sign which uses lights or mechanical devices to simulate or create the effect of motion in the advertising display.~~

**Architectural Graphic.** ~~“Architectural graphic” means a painted design, mural, relief, mosaic or similar feature which is incorporated into the architectural design of a building and conveys no advertising message.~~

**Area Identification Sign.** ~~“Area identification sign” means a permanent, decorative sign used to identify a neighborhood, subdivision, commercial or office complex, industrial district or similar distinct area of the community.~~

**Building Frontage.** ~~“Building frontage” means the length of the face or wall of a completely enclosed building which fronts directly on a public street or other public area.~~

**Business Frontage.** ~~“Business frontage” means the length of building frontage occupied by an individual building occupant. An occupant may have more than one (1) business frontage if it occupies building frontage facing on two (2) or more streets or public areas.~~

**Civic Display.** ~~“Civic display” means a temporary display of banners, balloons, flags, lights or similar decorations erected on a public street or other public property in connection with a holiday, civic event or celebration.~~



~~**Commercial Sign.** “Commercial sign” means, when describing the content of a sign, a sign advertising, identifying, directing attention to, or otherwise relating to commerce and to property, goods or services for sale, lease, exchange or any other transaction where value is given or received by any party to the transaction. Noncommercial sign means, when describing the content of a sign, a sign not conforming to the definition of a commercial sign.~~

~~**Community Director Sign.** “Community director sign” means a sign, or a group of signs designed as a single display, which gives information about local churches or civic organizations.~~

~~**Directional Sign.** “Directional sign” means a permanent sign which directs the flow of traffic or pedestrians on private property and which contains no advertising message.~~

~~**Directory Sign.** “Directory sign” means a sign, or a group of signs designed as a single display, which gives information about the location of businesses, buildings or addresses within a residential, office, commercial or industrial complex.~~

~~**Flashing Sign.** “Flashing sign” means a sign which uses blinking, flashing or intermittent illumination or light reflectors, either direct, indirect or internal.~~

~~**Frontage.** See “building frontage”, “business frontage” and “site frontage”.~~

~~**Freestanding Sign.** “Freestanding sign” means a sign which is supported by its own structure apart from a building, but which is not regulated as a billboard.~~

~~**Fuel Price Sign.** “Fuel price sign” means a sign which displays prices of various types of gasoline or diesel fuel available at a service station. A fuel price sign may include a brand name if it does not occupy more than one third (1/3) of the area of the advertising display.~~

~~**Gaming.** “Gaming” means that the occupant of the premises holds and exercises a valid nonrestricted gaming license issued by the State of Nevada, that the occupant actually conducts all gaming activities allowed by the license, and that the occupant holds a valid gaming license and business license issued by the County.~~

~~**Height.** “Height” means the vertical distance from the topmost part of a sign to the grade of the nearest building or street other than an elevated street.~~

~~**Holiday Decoration.** “Holiday decoration” means any display commonly associated with a local, state, national or religious holiday, and which is not left in place for more than forty five (45) days during any single observance.~~

~~**Indirect Illumination.** “Indirect illumination” means illumination which is cast on a sign from a source outside the sign with the source of the light shielded from direct view.~~

~~**Indoor Poster.** “Indoor poster” means a temporary sign or poster displayed inside a window for a period not to exceed thirty (30) days to provide information about a specific product, price, event or activity.~~

~~**Inflatable Sign.** “Inflatable sign” means any device which is supported by air pressure or inflated with air or gas which is used to attract the attention of the public, whether or not it displays any specific advertising message.~~

~~**Internal Illumination.** “Internal illumination” means illumination produced by a light source contained within a sign and not directly visible from outside.~~

~~Kiosk. "Kiosk" means a structure not exceeding six (6) feet in any horizontal dimension or twelve (12) feet in vertical dimension which is used to provide surfaces for the posting of notices.~~

~~Logo. "Logo" means a graphic symbol representing an activity, use or business, or supporter of a non-profit organization or educational institution. Permitted logo types shall be symbols commonly used, including registered trademarks, and may include lettering in addition to graphic designs.~~

~~Mobile Sign. "Mobile sign" means a sign supported by a sign structure that is mounted on wheels, skids or other device designed to make the structure conveniently movable or portable. Mobile signs include vehicles, trailers and frameworks not structurally attached to the ground or a building.~~

~~Moving Sign. "Moving sign" means any sign which includes visible moving or rotating parts or beam of light.~~

~~Neighborhood Bulletin Board. "Neighborhood bulletin board" means any surface outside a building provided specifically to allow the posting of notices.~~

~~Nonconforming Sign. "Nonconforming sign" means any sign which was lawfully erected prior to the adoption of this article, or amendments thereto, which would not be permitted under the current provisions of this article. This definition shall include signs which were erected without a special use permit and which would require a special use permit under the current provisions of this article.~~

~~Official Sign. "Official sign" means any sign erected by or at the direction of a governmental agency.~~

~~Off-Premise Directional Sign. "Off-premise directional sign" means any sign which directs the public to a building, business, institution or activity not located on the same site as the sign. This definition does not include any sign which displays an advertising message other than the name, phone number and address of the building, business, institution or activity.~~

~~Off-Premise Sign (Billboard). "Off-premise sign" (billboard) means any sign which identifies, advertises or directs attention to a business, activity, product, service or interest of any person not located on the premises where the sign is located and that is regulated by Article 502, Billboards.~~

~~On-Premise Sign. "On-premise sign" means any sign which identifies, advertises or directs attention to a business, activity, product, service or interest of any person located on the premises where the sign is located.~~

~~Permanent Sign. "Permanent sign" means any sign which is designed, constructed and affixed at the site in such a manner that it cannot be conveniently moved from place to place.~~

~~Person. "Person" means a natural person or any organization, association or entity having an existence recognized by law.~~

~~Portable Sign. "Portable sign" means any sign which is designed and constructed in such a manner that it can conveniently be moved from place to place. This definition shall include cardboard, paper, fabric, canvas and plastic banners and flags.~~

~~Premises. "Premises" means a single parcel of land.~~

~~Projecting Sign. “Projecting sign” means a sign which is supported by a decorative bracket or hanger and extends at right angles from the face of a building. This definition shall also include any sign which, because of its shape or thickness, extends more than twelve (12) inches from the face of a building when mounted flat against the face of the building, but shall not include a marquee which is designed as an integral part of a building.~~

~~Project Sale Sign. “Project sale sign” means a sign which is erected for the purpose of promoting the sale or lease of property in a residential, office, commercial or industrial project on the site where the sign is located, and which is under construction or has been substantially complete for less than one (1) year.~~

~~Real Estate Sign. “Real estate sign” means a sign offering for sale, rent or lease the real property on which it is located.~~

~~Roof. “Roof” means a horizontal or sloping surface of a building which serves as a cover for the building or its entry, portico or other appurtenances. This definition includes any part of a building which resembles a roof in form or function.~~

~~Roof Sign. “Roof sign” means a sign painted on, supported by or attached to the roof or roof structure of a building. This definition does not include a sign attached flat against the wall of a penthouse, or other integral part of a building, which projects above the main roof.~~

~~Sign. “Sign” means a design or device displayed to the public for the purpose of identifying, advertising or promoting the interests of any person, persons, firm, corporation or other entity by conveying an advertising message or attracting the attention of the public. This definition includes all parts of such device, including its structure and supports and also includes balloons, banners, pennants, flags, lights, reflectors, reflected lights, streamers or other devices which are used to attract the attention of the public, whether or not they convey a specific advertising message.~~

~~Sign Structure. “Sign structure” means those parts of a sign designed to support it in place.~~

~~Site. “Site” means a lot or parcel, or contiguous lots or parcels of land on which a building or complex of buildings is located.~~

~~Site Frontage. “Site frontage” means the linear dimension of a site abutting on a public or private street right-of-way.~~

~~Supporter. “Supporter” means an individual, institution, company or organization that provides assistance to a non-profit organization or educational institution in the furtherance of that organization’s/institution’s primary mission. Assistance may be, but not limited to, funding, equipment and/or volunteer staff.~~

~~Suspended Sign. “Suspended sign” means a sign supported from, located below, and completely covered by a building soffit or permanent canopy.~~

~~Temporary Sign. “Temporary sign” means a sign made of paper, cardboard, cloth, plastic or similar material having limited durability if exposed to the elements; a sign, irrespective of its durability, intended for display for less than one hundred (100) days or only until the scheduled event it advertises or relates to has happened. Temporary signs do not include signs carried by a natural person, or changing copy on permanent signs lawfully erected and maintained.~~

~~**Time and Temperature Sign.** "Time and temperature sign" means a sign which displays only the current time, temperature, and/or news of current events and carries no advertising message. A time and temperature sign shall not be considered a flashing or animated sign.~~

~~**Wall Sign.** "Wall sign" means a sign which is painted on, supported by or attached to a wall or other vertical surface of a building.~~

~~**Wind Sign.** "Wind sign" means any sign, part of a sign or series of signs, designed or erected in such a manner as to move when subjected to wind pressure. Wind sign does not include "suspended signs".~~

~~{Added by Ord. 1035, provisions eff. 8/28/98. Amended by Ord. 1213, provisions eff. 9/19/03; Ord.1288, provisions eff. 3/24/06.}~~

~~**Section 110.504.15 General Standards.**~~

- ~~(a) **Allowable Sign Area.** Where the allowable sign area is a function of business frontage, no more than two (2) business frontages may be counted in calculating the allowable area for any building occupant.~~
  
- ~~(b) **Sign Area Computation.**~~
  - ~~(1) Except for signs covered by Sections 110.504.25 through 110.504.40, the allowable sign area shall apply to the maximum geometric area of all sign faces visible from any one (1) point at eye level. Where an on-premise sign consists of individual letters, numbers or symbols, painted on or attached directly to a building, which are without an integrated background and are not enclosed in a frame or cabinet, the area of the display shall be the average height of the display times the average width. If such a display consists of more than one (1) line of component, the area of each line or component may be calculated separately. Where a display is enclosed in a frame or cabinet, or has an integrated background, the entire area within the frame, cabinet or background must be included.~~
  
  - ~~(2) Where both on-premise signs and billboards are located on the same site, the allowable on-premise sign area shall not be reduced by the amount of billboard sign area.~~
  
- ~~(c) **Number of Signs.** The number of signs located on any business frontage shall not exceed two (2), exclusive of freestanding signs and suspended signs. Except in the Tourist Commercial (TC) Regulatory Zone and General Commercial (GC) Regulatory Zone that has gaming, the number of signs visible from any one (1) point at eye level shall not exceed four (4), exclusive of freestanding signs and suspended signs, for any single business or building occupant. In the Tourist Commercial (TC) Regulatory Zone and General Commercial (GC) Regulatory Zone that has gaming, the number of signs visible from any one (1) point at eye level shall not exceed six (6). Any advertising display contained within a single frame, cabinet or integrated background shall count as one (1) sign. If a display is not so contained, a single message or business name shall be counted as one (1) sign. A business name combined with a brief slogan may be counted as one (1) sign if the elements are visually integrated. Multiple signs on a single freestanding structure are allowed if the other requirements of paragraph (b) and this paragraph are satisfied; provided, that all signs supported by a single structure are visually compatible with one another.~~

~~(d) — Freestanding Signs.~~

~~(1) — A special use permit shall be required for any freestanding sign structure greater than six (6) feet in height on a site less than one (1) acre in size, and for any freestanding sign structure in excess of one (1) for each nine (9) acres of site area or fraction thereof. A special use permit is required for any freestanding sign, irrespective of the size of the premises, if the sign is greater than twenty (20) feet in height.~~

~~(2) — The number and height of on-premises freestanding signs may be increased by sign credits without a special use permit, even if a special use permit, if applied for, is denied, provided that the height may not exceed ten (10) percent of the maximum heights for the applicable zone.~~

~~(e) — Maintenance, Repair and Appearance. All signs shall be maintained in good repair and shall be neat in appearance. Any sign which is determined by the administrator to be unsafe or unsightly because of bent, broken or missing parts or poor maintenance generally may be declared a public nuisance.~~

~~(f) — Location of Signs. Signs located on private property shall not extend across property lines into adjacent property or public rights-of-way. Signs may be located within, or project into, setbacks, except that no sign may be located in a manner that would create a hazard for traffic or pedestrians. A freestanding sign may not be located less than fifty (50) feet from another freestanding sign, whether on or off the premises, except that a new on-premise sign may be located within fifty (50) feet of an existing billboard if the billboard is subject to removal under the terms of a scenic easement recorded in accordance with Section 110.504.55, Sign Credits; Types; Computation.~~

~~(g) — Wall Signs. Wall signs may not extend above or beyond the wall or surface to which they are attached and may not project more than one (1) foot from the wall.~~

~~(h) — Roof Signs. Roof signs may not exceed four (4) feet in vertical dimension, may not be mounted on roofs having a pitch of less than 3 in 12, may not extend above the upper edge of the roof, below the lower edge of the roof, or beyond any other terminating edge of the roof. Roof signs must be constructed separately from the roof surface, must be mounted perpendicular to level grade and parallel to the nearest horizontal roof line, and must have all supports enclosed or otherwise made not visible from a public street or other public area.~~

~~(i) — Projecting Signs. Projecting signs are allowed subject to the following conditions:~~

~~(1) — The sign may not extend above the wall or other surface to which it is attached.~~

~~(2) — The sign may not be attached to or located above a roof and must be attached perpendicular to a vertical surface.~~

~~(j) — Freestanding Off-Premise Signs. A freestanding sign shall be permitted and regulated as an on-premise sign if the premises being advertised abuts and is under the same ownership as the premises where the sign is located and if the premises where the sign is located and all connection premises are legal parcels on which a structure other than a sign can be built or occupied.~~

~~[Added by Ord. 1035, provisions eff. 8/28/98. Amended by Ord. 1288, provisions eff. 3/24/06.]~~

**Section 110.504.20 Permits and Enforcement.**

- (a) ~~Permit Required.~~ Except as otherwise provided in this article, it is unlawful for any person to erect, enlarge, alter or relocate any sign without first having obtained a sign permit and paying the permit fees.
- (b) ~~Application for Permit.~~ Application for a sign permit shall be made on forms provided by the County and shall include, or be accomplished by, the following:
  - (1) ~~Name, address, telephone number and signature of the property owner.~~
  - (2) ~~Name, address and telephone number of the applicant (owner of the sign).~~
  - (3) ~~Name, address and telephone number of the contractor.~~
  - (4) ~~A plot plan showing the boundaries of the parcel on which the sign(s) is to be located, as well as the location of the sign(s) and all structures on the site. Parking, landscaping and other site features shall also be indicated.~~
  - (5) ~~Drawings of the proposed sign(s) showing the design, dimensions, mounting height, materials of construction and structural details.~~
  - (6) ~~Drawings of all existing signs on the site showing their sizes and locations and the total area of all existing signs.~~
  - (7) ~~Any other information deemed necessary by the administrator or his representative.~~
- (c) ~~Issuance of Permits.~~ When all requirements of this article and the Washoe County Code have been satisfied and all fees paid, a sign permit shall be issued by the administrator or his representative.
- (d) ~~Fees.~~ Fees for sign permits shall be based upon valuations and penalties contained in Chapter 100 of this code.
- (e) ~~Inspection.~~ Any sign which is subject to this article shall be inspected by County inspectors to insure compliance with this article and Chapter 100.
- (f) ~~Suspension and Revocation.~~ Any permit issued in error, or in reliance on a falsified application, may be revoked by the administrator. Any sign erected or partially erected under a permit issued pursuant to a falsified application may be ordered removed at the owner's expense.
- (g) ~~Enforcement.~~ Any sign which is erected, altered, enlarged or relocated without a valid sign permit is a violation of this article and is subject to the penalties and abatement procedures contained in the Washoe County Code.

*[Added by Ord. 1035, provisions eff. 8/28/98.]*

**Section 110.504.25 Regulated Signs; Variance.**

- (a) ~~All signs regulated by this article that are erected or located in the County, which are not exempted by Section 110.504.30, Exempted Signs, are subject to the provisions of this article as to their location, size, height, type and function. Engineering and construction~~

of signs are subject to Chapter 100. Types of signs which are not specifically mentioned are permitted subject to the regulations contained in this article.

- (b) — The Director of Community Development may, in his sole discretion, permit variations not exceeding ten (10) percent of spacing and height requirements if undue hardship is shown in the manner required by Section 110.804.25, Findings, of this code.

*[Added by Ord. 1035, provisions eff. 8/28/98. Amended by Ord. 1288, provisions eff. 3/24/06.]*

**Section 110.504.30 Exempted Signs.** Except to the extent they are subject to special standards, the following types of signs and displays are not subject to the provisions of this article and need not be included in any aggregate area computations:

- (a) — Official traffic control or regulatory signs, signals or devices, street name signs or other signs required by law.
- (b) — Changes in copy or advertising display on an existing sign which do not alter the structure, size or configuration of the sign. Not exempted is the change of an off-premise sign to an on-premise sign or the change of an on-premise sign to an off-premise sign.
- (c) — Holiday decorations.
- (d) — Safety or caution signs, legal notices, public utility signs.
- (e) — Memorial tablets, plaques or markers of bronze, stone or concrete.
- (f) — "Open", "Closed", "No Trespassing", "Warning" and similar signs not exceeding two (2) square feet.
- (g) — Address numbers or plates and residential nameplates.
- (h) — Civic displays.
- (i) — Flags, emblems or insignia of any nation, state or political subdivision, provided that they do not number more than three (3), that the individual surface area is not greater than sixty (60) square feet, and that the supporting structures are not greater than the larger of twenty (20) feet high or ten (10) feet more than the permitted height for a freestanding sign. Such signs not exempted are counted and regulated in accordance with this article.
- (j) — Indoor posters.
- (k) — Architectural graphics.
- (l) — Signs which are located within a structure and not visible from a public street, sidewalk or alley or other public area.
- (m) — Directional signs.
- (n) — Time and temperature signs.
- (o) — Stationary lights which illuminate a building or adjacent grounds and do not directly illuminate another sign; and lights which outline building features and are not part of the integrated background or outline of a sign.

*[Added by Ord. 1035, provisions eff. 8/28/98.]*

**Section 110.504.35 Prohibited Signs.** ~~The following types of signs and displays are prohibited:~~

- ~~(a) Signs which constitute a hazard to traffic or pedestrians.~~
- ~~(b) Signs located within any stream or drainage channel.~~
- ~~(c) Mobile signs or portable signs unless carried by a natural person or by a motor vehicle as provided in Section 110.504.45, Special Standards by Type of Sign.~~
- ~~(d) Three dimensional figures of humans or animals.~~
- ~~(e) Signs which produce odor, sound, smoke, flame or other emissions.~~
- ~~(f) Signs which imitate or simulate official signs, or which use yellow or red blinking or intermittent lights resembling danger or warning signs.~~
- ~~(g) Strobe lights or individual light bulbs exceeding 75 watts, if rays of light project directly from the source into residences or streets, or any moving beam of light.~~
- ~~(h) Signs on public property or rights of way; signs attached to utility poles, street light standards, trees or fences.~~
- ~~(i) Wind signs, other than those exempted.~~
- ~~(j) Moving signs.~~

*[Added by Ord. 1035, provisions eff. 8/28/98.]*

**Section 110.504.40 Signs Requiring a Special Use Permit.** ~~The following types of signs are allowed only when approved by special use permit reviewed by the Board of Adjustment:~~

- ~~(a) Freestanding signs as provided in Section 110.504.15, General Standards.~~
- ~~(b) Signs which are integrated into the architectural design of a building and which would be prohibited by a strict application of this article.~~
- ~~(c) Kiosks or neighborhood bulletin boards.~~
- ~~(d) Electrically animated and flashing signs and electronic variable message signs.~~

*[Added by Ord. 1035, provisions eff. 8/28/98, amended by Ord. 1378, provisions eff. 8/1/08.]*

**Section 110.504.45 Special Standards by Type of Sign.**

- ~~(a) Mobile and portable signs are permitted under the following conditions:
  - ~~(1) The sign must be painted or otherwise directly attached flat against the exterior surface of the body of the vehicle or trailer or, if on a cargo type body, the sign must be attached flat against the stake racks or other standard vehicle accessories used to confine cargo loads on the bed of the vehicle or trailer.~~~~



- ~~(2) — The vehicle or trailer must be currently licensed and registered by the Nevada Department of Motor Vehicles and Public Safety and must be legally operable and capable of being operated on the public roads.~~
- ~~(3) — The vehicle or trailer is required for and is used to transport people or goods in connection with the business or other activity or interest being advertised.~~
- ~~(4) — The sign may not be illuminated and may not contain letters or symbols which are manually replaceable in order that the copy can be easily changed from time to time.~~
  
- ~~(b) — Directory signs shall be permitted at major entrances to residential, commercial, industrial or office complexes to identify occupants, addresses or building numbers for the convenience of visitors and to facilitate emergency services. Directory signs shall not exceed six (6) feet in height. No more than three (3) square feet shall be devoted to any single occupant. Directory signs shall not be included in allowable sign-area limit computations or when calculating the number of signs on a site. A permit is required.~~
- ~~(c) — Community directory signs shall be permitted at major entrances to an identifiable community in the County.~~
- ~~(d) — Directional signs not exceeding twelve (12) square feet in area shall not be included in allowable sign area computations or when calculating the number of signs on a site. A permit is required.~~
- ~~(e) — Two (2) fuel price signs not exceeding sixteen (16) square feet per face shall not be included in allowable sign area computations or when calculating the number of signs on a site. A permit is required.~~
- ~~(f) — Area identification signs shall be permitted at major entrances to neighborhoods, subdivisions, residential complexes, shopping centers, and office or industrial complexes. Area identification signs shall not exceed six (6) feet in height, or one hundred twenty-eight (128) square feet in area and shall not be included in allowable sign area computations or when calculating the number of signs on the site. A permit is required.~~
- ~~(g) — Unless specifically required in this section, a permit is not required for temporary signs. A person may erect a temporary sign without a permit if:
  - ~~(1) — The sign area is not more than one hundred twenty-eight (128) square feet.~~
  - ~~(2) — The height of the sign is not more than eight (8) feet.~~
  - ~~(3) — The aggregate sign area of all temporary signs on the premises is not more than one hundred twenty-eight (128) square feet.~~
  - ~~(4) — The sign, if it is a commercial sign, complies with the requirements of paragraphs (h) through (j) of this section.~~
  - ~~(5) — The location is at a distance not less than fifteen (15) feet from any public road from which the sign is visible by passing motorists, unless a building is so located on the premises as to preclude erecting the sign anywhere on the premises, in which case the sign may be attached to or mounted against the building.~~~~

- ~~(h) — In addition to the location requirements of paragraph (g) of this section, no person may erect a temporary commercial sign on private property unless:~~
- ~~(1) — The sign is not more than four (4) square feet.~~
  - ~~(2) — The height of the sign is not more than five (5) feet.~~
  - ~~(3) — The aggregate sign area of all temporary commercial signs on the premises is not more than eight (8) square feet.~~
  - ~~(4) — The sign is firmly attached to a structure.~~
- ~~(i) — Notwithstanding the area and height limitations of paragraph (h) of this section, temporary project sales signs shall be allowed during the period when a developer or builder is actively engaged in the sale of lots or houses, or the sale or lease of space in a commercial, industrial or office development, provided they are maintained in good condition. One (1) sign is allowed for each of no more than two (2) major public entrances to the project area. Individual signs may not exceed one hundred twenty-eight (128) square feet or eight (8) feet in height. A permit is required.~~
- ~~(j) — Additional restrictions on temporary real estate signs are as follows:~~
- ~~(1) — One (1) sign conforming to the height and area limitations in paragraph (h) of this section is allowed on residential property and on any property less than one (1) acre in size. On commercial, industrial or office properties over one (1) acre, one (1) sign not to exceed thirty-two (32) square feet in size shall be allowed for each street frontage.~~
  - ~~(2) — Two (2) signs with or without a supporting structure, each no larger than four (4) square feet, carrying the words "open house", "open for inspection" or words of similar import are allowed while the building being shown is in fact open to the public.~~
- ~~(k) — Additional restrictions on temporary residential real estate signs in areas within the jurisdiction of the Tahoe Regional Planning Agency are as follows:~~
- ~~(1) — One (1) sign is allowed if the sign:
    - ~~(i) — Does not exceed one (1) square foot in area.~~
    - ~~(ii) — Is placed inside a window, or if no window is visible from a public street, is attached to a building. If no building is on the premises, the sign must be attached to a freestanding structure at least three and one-half (3.5) inches in cross-section. If freestanding, the sign must be parallel to the street to which it is oriented.~~~~
  - ~~(2) — Two (2) signs conforming to paragraph (j)(2) of this section are allowed.~~
- ~~(l) — A logo or a series of logos may be permanently affixed to one (1) sign erected on the site of a non-profit organization or educational institution with the following restrictions:~~
- ~~(1) — The area of the sign on which the logo(s) are affixed may not exceed fifteen (15) percent of the total sign area.~~

- ~~(2) — Animated signs shall not display a logo as an animated message.~~
- ~~(3) — The logos shall only identify supporters of the organization or institution.
 
  - ~~(i) — If the sign on which a logo or logos are to be affixed was erected prior to the effective date of the ordinance adding this section (September 19, 2003), the non-profit organization or educational institution shall identify to the Director of Community Development the supporters that the organization/institution wishes to recognize and the proposed location of the logos on the sign prior to the affixing of any logos to an existing sign.~~
  - ~~(ii) — If a sign on which a logo or logos are to be affixed is to be erected after the effective date of the ordinance adding this section (September 19, 2003), the supporters that the organization/institution wishes to recognize and the proposed location of the logos shall be identified at the time of application for a permit to erect the sign.~~~~
- ~~(4) — Should the organization/institution physically relocate from, or physically cease to exist on, the site on which the sign that has supporters' logos affixed, the aforementioned sign shall be altered to remove the logo(s) within thirty (30) days of cessation of operations or relocation of the organization/institute.~~
- ~~(m) — The perimeter wall of an athletic field used primarily by teams sponsored by non-profit organizations or educational institutions may have advertising located on the inside of the perimeter wall/fence (facing the playing field), and scoreboards associated with an aforementioned athletic field and erected behind or in front of a perimeter wall/fence of the athletic field may have advertising located on the scoreboard insofar that the advertising faces the playing field. Advertising may be located with the following restrictions:
 
  - ~~(1) — For advertising located on the perimeter wall/fence of the athletic field, the advertising display shall not extend above the height of the perimeter wall.~~
  - ~~(2) — For advertising located on a scoreboard, the advertising area shall be an integral part of the scoreboard and not an addition to the perimeter of the scoreboard structure.~~
  - ~~(3) — The advertising shall only identify supporters of the organization/institution and the organization's/institution's associated teams that primarily use the athletic field.~~~~

~~[Added by Ord. 1035, provisions eff. 8/28/98. Amended by Ord. 1213, provisions eff. 9/19/03.]~~

~~**Section 110.504.50 — Special Standards by Regulatory Zone.** — The following special standards, by regulatory zone, shall apply:~~

- ~~(a) — Rural, Suburban and Urban Residential Regulatory Zones; General Rural Agricultural (GRA) and General Rural (GR) Regulatory Zones; except as provided in paragraphs (b) and (c) of this section:
 
  - ~~(1) — Maximum height of freestanding signs is the larger of six (6) feet or height permitted in Section 110.504.45, Special Standards by Type of Sign.~~~~

- (2) ~~Allowable sign area shall be as provided in Section 110.504.45, Special Standards by Type of Sign. Other permanent signs may not exceed sixteen (16) square feet.~~
  - (3) ~~Illumination shall be indirect only.~~
  - (4) ~~Moving, animated or flashing signs are not allowed.~~
  - (5) ~~Projecting signs are not allowed.~~
- (b) ~~Office uses permitted in Residential Regulatory Zones:~~
- (1) ~~Maximum height of freestanding sign is the larger of six (6) feet or height permitted in Section 110.504.45, Special Standards by Type of Sign.~~
  - (2) ~~Allowable sign area may not exceed three quarter (.75) square feet per one hundred (100) square feet of gross floor area.~~
  - (3) ~~Illumination shall be indirect only.~~
  - (4) ~~Moving, animated or flashing signs are not allowed.~~
  - (5) ~~Projecting signs not exceeding four (4) square feet per sign are allowed.~~
- (c) ~~Commercial uses permitted in Residential Regulatory Zones and Neighborhood Commercial/Office (NC) Regulatory Zones:~~
- (1) ~~Maximum height of freestanding sign is twenty five (25) feet.~~
  - (2) ~~Allowable sign area shall be the larger of two (2) square feet per linear foot of allowable business frontage or one (1) square foot per lineal foot of site frontage.~~
  - (3) ~~All types of illumination are allowed.~~
  - (4) ~~Flashing, animated or moving signs are not allowed.~~
  - (5) ~~Projecting signs not exceeding six (6) square feet per sign are allowed.~~
- (d) ~~Uses permitted in General Commercial (GC), Office Commercial (OC) and Tourist Commercial (TC) Regulatory Zones:~~
- (1) ~~Maximum height of freestanding sign is thirty (30) feet.~~
  - (2) ~~Allowable sign area shall be the larger of two and one half (2.5) square feet per linear foot of allowable business frontage or one (1) square foot per linear foot of site frontage.~~
  - (3) ~~All types of illumination are allowed.~~
  - (4) ~~Flashing, animated or moving signs are not allowed.~~
  - (5) ~~Projecting signs not exceeding six (6) square feet are allowed.~~

~~(e) Unlimited gaming uses in General Commercial (GC) and Tourist Commercial (TC) Regulatory Zones:~~

- ~~(1) Maximum height of freestanding sign is forty (40) feet.~~
- ~~(2) Allowable sign area shall be the larger of five (5) square feet per linear foot of allowable business frontage or one (1) square foot per linear foot of site frontage.~~
- ~~(3) All types of illumination are allowed.~~
- ~~(4) Mechanically animated signs and moving signs are not allowed. Animated signs which use lights to simulate or create the effect of motion and flashing signs are allowed, subject to the condition that the area of the sign which contains or is illuminated by an electronic variable message shall be multiplied by two (2) when computing allowable sign area.~~
- ~~(5) Projecting signs are allowed.~~

~~(f) Uses permitted in Industrial (I) Regulatory Zones:~~

- ~~(1) Maximum height of freestanding sign is twenty-five (25) feet.~~
- ~~(2) Allowable sign area shall be the larger of one (1) square foot per one hundred (100) square feet of gross floor area or one (1) square foot per linear foot of site frontage not to exceed one hundred twenty-eight (128) square feet per occupant.~~
- ~~(3) All types of illumination are allowed.~~
- ~~(4) Flashing, animated or moving signs are not allowed.~~
- ~~(5) Projecting signs not exceeding six (6) square feet are allowed.~~

*[Added by Ord. 1035, provisions eff. 8/28/98. Amended by Ord. 1475, provisions eff. 1/12/12.]*

**Section 110.504.55 Sign Credits; Types; Computation.**

~~(a) Signs Qualifying for Credits:~~

- ~~(1) Support Structure. In addition to the requirements of paragraphs (2) and (3), the sign must be supported by a steel structure having a capability of supporting the sign for at least fifty (50) years.~~
- ~~(2) Structure Credit. If a billboard to be removed is more than two hundred (200) square feet in sign area and is more than twenty-five (25) feet in height, twenty (20) structure credits are allowed. Each credit equals one (1) lineal foot of height that may be added to height limitations on the signs to which the credits are applied as follows: As provided in Section 110.504.15(d), up to twenty (20) feet may be added, without a special use permit, to the height otherwise allowed without a special use permit (20 feet). Twenty (20) credits may be used for an additional freestanding sign.~~
- ~~(3) Sign Area Credit. If a billboard to be removed is more than twenty-five (25) feet in height and is more than two hundred (200) square feet in sign area, sign area credits are allowed equal to the lawfully existing off-premise sign area. No more~~

~~than one-half (.5) of the sign area credits may be applied to any one (1) freestanding on-premise sign. The remaining credits may be applied to wall signs, projecting signs and roof signs or may be converted as follows: two hundred (200) sign area credits may be converted to a single freestanding sign twenty (20) feet in height and fifty (50) square feet in sign area.~~

~~(b) Procedure for Obtaining and Using Sign Credits; Scenic Easement.~~

~~(1) In General Commercial (GC), Office Commercial (OC), Tourist Commercial (TC) and Industrial (I) Regulatory Zones, the owner or occupant of the premises may obtain sign credits by the removal of lawfully existing billboards and structures if:~~

~~(i) A perpetual restrictive covenant, scenic easement and agreement satisfactory to the County prohibiting off-premise signs is recorded with the County Recorder; and~~

~~(ii) All billboards and supporting structures are removed in accordance with the terms of the agreement.~~

~~(2) With respect to credits attributable to a single billboard, one-half (.5) of the sign area credits may be used immediately upon recording of the documents. One-half (.5) of the sign area may not be used until the billboard and structure are completely removed, unless the structure credits are waived, in which case all sign area credits may be used immediately (for wall signs, projecting signs and roof signs) upon recording of the documents.~~

~~(3) In a General Commercial (GC) and Tourist Commercial (TC) Regulatory Zone where unlimited gaming exists or is permitted, sign area credits are allowed as follows:~~

~~(i) One and one-half (1.5) square feet per lineal foot of allowable business frontage if fifty (50) to one hundred (100) hotel or motel rooms are located on or proposed for the premises; or~~

~~(ii) Three (3) square feet per lineal foot of allowable business frontage if more than one hundred (100) hotel or motel rooms are located on or proposed for the premises.~~

~~(4) In all regulatory zones, the maximum height of a freestanding sign may be increased by ten (10) percent, without a special use permit, if the sign is installed in a planter landscaped with drought resistant evergreen plants and having an area two (2) times the area of the sign.~~

~~(c) Exemption from Requirements. To the extent a sign is based on credits, it shall be allowed without a special use permit in excess of otherwise applicable limits on area, number and height.~~

~~(d) Transfer of Credits. Credits are appurtenant to, and may not be transferred from, the premises from which the credits were derived, except that credits may be used on abutting premises under the same ownership.~~

*[Added by Ord. 1035, provisions eff. 8/28/98. Amended by Ord. 1288, provisions eff. 3/24/06.]*

**Section 110.504.60 Nonconforming Signs.**

- (a) ~~Right to Maintain and Continue the Use of a Nonconforming Sign.~~ A nonconforming sign subject to the provisions of this article may be maintained and continued in use, provided that:
- (1) ~~It is not altered, enlarged or relocated without a sign permit.~~
  - (2) ~~It is maintained in good repair and does not become unsightly or hazardous.~~
- (b) ~~Termination of Right to Nonconforming Sign:~~
- (1) ~~Any nonconforming sign which is declared a hazard by the administrator shall be removed or repaired within ten (10) days of notice to the owner of the sign.~~
  - (2) ~~Any nonconforming sign which requires repairs costing in excess of fifty (50) percent of its replacement value shall be removed or made to comply with the provisions of this article.~~
- (c) ~~Alteration, Enlargement or Relocation.~~ No permit shall be issued for the alteration, enlargement or relocation of a nonconforming sign unless the changes will bring the sign into conformance with the provisions of this article.
- (d) ~~Reporting.~~ Applicants for new business licenses or for renewals of existing business licenses shall submit, with the application, information showing the size and location of existing signs and buildings on the premises where the business will be conducted.

*[Added by Ord. 1035, provisions eff. 8/28/98. Amended by Ord. 1288, provisions eff. 3/24/06.]*

**Section 110.504.65 Discontinued Signs.**

- (a) ~~Removal of Discontinued Signs.~~ Any sign or sign structure which has been discontinued for a period of six (6) months shall be removed or restored to use within thirty (30) days after a notice that the sign has been discontinued is issued to the owner of the sign. Notice shall be given by the Director of Community Development using certified mail. The Director of Community Development may allow a discontinued sign or sign structure to remain in place; provided that the sign or sign structure is maintained in good condition, and that there is a reasonable possibility that the sign can be restored to use within a one (1) year period.
- (b) ~~Criteria for Establishing That a Sign Has Been Discontinued.~~ A sign or sign structure shall be considered discontinued when any of the following occurs:
- (1) ~~Copy on the sign is out of date.~~
  - (2) ~~Any business advertised on the sign is no longer located on the premises.~~
  - (3) ~~Any product or service advertised on the sign is no longer offered on the premises.~~
  - (4) ~~The structure no longer supports a sign or the sign no longer contains an advertising display.~~
  - (5) ~~A sign structure or advertising display is visibly damaged or partially missing.~~

*[Added by Ord. 1035, provisions eff. 8/28/98. Amended by Ord. 1288, provisions eff. 3/24/06.]*

**Section 110.504.70 Signs on Public and Utility Property.**

- ~~(a) **Signs Prohibited.** No person may erect a sign on or over real or personal property, easements or rights of way owned by a public agency or by a privately owned public utility.~~
- ~~(b) **Exemptions.** Signs exempted from the prohibition in paragraph (a) are:
 
  - ~~(1) Signs approved by the public agency or public utility.~~
  - ~~(2) Signs which are erected for the safety of motorists and pedestrians in connection with hazardous activities being conducted on the property, easement or right of way or on adjacent private property.~~
  - ~~(3) Official signs and signs required by law.~~
  - ~~(4) Signs for which an encroachment permit has been issued.~~
  - ~~(5) House numbers painted on curbs.~~
  - ~~(6) Signs carried by natural persons.~~~~
- ~~(c) **Removal.** Any sign found erected contrary to the provisions of this section shall be removed by the Sheriff's Office or the Department of Public Works. Advance notice of removal need not be given. The removed signs must be stored for thirty (30) days. During that period, the sign must be made available to the owner and must be returned upon payment of the cost incurred in the removal.~~

*[Added by Ord. 1035, provisions eff. 8/28/98.]*

SECTION 4. Article 505, Sign Regulations, of the Washoe County Code, is hereby included in its entirety to read as follows:

**Article 505**

SIGN REGULATIONS

**Sections:**

<b>110.505.00</b>	<b>Purpose</b>
<b>110.505.05</b>	<b>Applicability, Exemptions, Interpretation, Severability and Variance</b>
<b>110.505.10</b>	<b>Mobile, Temporary and Exempted Signs</b>
<b>110.505.15</b>	<b>General Standards</b>
<b>110.505.20</b>	<b>Principal Use Types</b>
<b>110.505.25</b>	<b>Specialty Signs</b>
<b>110.505.30</b>	<b>Electronic Message Display (EMD) Signs</b>
<b>110.505.35</b>	<b>Prohibited Signs</b>
<b>110.505.40</b>	<b>Permits and Enforcement</b>
<b>110.505.45</b>	<b>Use and Maintenance of Nonconforming Outdoor Advertising Displays and Framework</b>
<b>110.505.50</b>	<b>Continued Use and Maintenance of Nonconforming Signs, Sign Permit Required for Non-Routine Maintenance</b>



<b>110.505.55</b>	<b>Termination of Nonconforming Use/Maintenance Rights</b>
<b>110.505.60</b>	<b>Signs on County Property</b>
<b>110.505.65</b>	<b>Billboards</b>
<b>110.505.70</b>	<b>Definitions</b>

**Section 110.505.00 Purpose.** The purpose of this Article is to create the legal framework for a comprehensive system of the regulation of the time, place and manner of displaying signs in the unincorporated Washoe County that is content neutral, complies with applicable law and balances the following goals:

- (a) To respect the right of free speech and expression;
- (b) To promote the use of signs which are aesthetically pleasing, and appropriately related in size, shape, materials, lettering, color, illumination and character of the building or premises on which they will be displayed and are compatible with existing adjacent activities and land uses and scenic views;
- (c) To preserve and enhance the environment, including skylines and dark skies, thereby protecting an image that attracts those who come to live, visit, vacation and trade in the County;
- (d) To promote traffic safety, the free flow of traffic and prevent injury and property damage that may be fully or partially attributable to cluttered and distracting signage;
- (e) To promote commerce, economic development and reduce confusion and traffic disruption by providing for adequate and aesthetically integrated site, event and business location information;
- (f) To prevent property damage and injury which may be caused by signs which are improperly constructed or poorly maintained;
- (g) To protect property values, the local economy, and the quality of life, and the image of Washoe County;
- (h) To regulate the size, brightness, flashing, and message transition, of electronic message displays to reduce roadway distraction and offensiveness to surrounding neighborhoods;
- (i) To limit signage on County property only for locational, directional, traffic control and public safety, health and welfare purposes and allowing the expression of ideas in traditional public forums;
- (j) To provide standards and a system of sign permitting and enforcement of this Article that respects due process rights.

**Section 110.505.05 Applicability, Exemptions, Interpretation, Severability and Variance.**

- (a) **Applicability.** This Article applies to all signs located in the unincorporated Washoe County, unless superseded by a legally adopted Master Plan. Unless otherwise required by law, all signs not specifically permitted or exempted by this Article are prohibited.

- (b) **Exemptions.** Except to the extent they are prohibited by Section 110.505.35, Prohibited Signs, or subject to special standards, the following types of signs and displays are not subject to the provisions of this article and need not be included in any aggregate sign computations. In the event that a sign fails to meet any criteria, condition or qualification established for exemption in this section, the sign shall be subject to and governed by all other applicable requirements of this Article.
- (1) Signs owned and/or maintained by a governmental agency for the purposes set out in subparagraphs (d) and (i) of Section 110.505.00.
  - (2) Changes in copy on an existing sign which does not alter the display area or framework, size, lighting, location or configuration of the sign.
  - (3) Plaques or markers under 4 square feet in size that cannot be read from a public roadway.
  - (4) Tombstones and grave markers.
  - (5) Signs posted to warn against trespassing, security or dangerous conditions on the property not exceeding 2 square feet in size.
  - (6) Address numbers or plates and nameplates. Residential nameplates shall not exceed 2 square feet in size and non-residential nameplates shall not exceed 4 square feet in size.
  - (7) Flags, emblems or insignia of any nation, state or political subdivision, provided that they do not number more than 3, that the individual surface area is not greater than 60 square feet, and that the supporting framework are not greater than the larger of 20 feet high or 10 feet more than the permitted height for a freestanding sign at that location.
  - (8) Signs which are not visible from an adjacent public roadway.
  - (9) Signs carried or worn by a natural person including symbols and messages on clothing.
  - (10) Any sign required by County, State or Federal statute.
  - (11) Signs or copy permanently embroidered, screened, dyed, stenciled or painted into the fabric of umbrellas.
  - (12) Signs painted on and integral to vending machines and fuel dispensing pumps and legally required inspection stickers.
  - (13) Holiday decorations. However, such decorations must comply with nuisance and other provisions in the Development Code.
  - (14) Signs on benches or shelters for passengers of public mass transportation when permitted by state law.
  - (15) **Election Period Signs.** An election period begins the first day of filing for, and ends ten days after the general election conducted under federal, state, county, or city laws or ordinances in which residents of Washoe County

are entitled to vote, including elections or votes regarding selection or recall of any federal, state, county or city officials, any ballot questions, referendum or advisory vote. Additional election period signs may be displayed on any site during an election period, subject to the following limitations, standards and requirements.

- (i) **Number and Size.** There is no limitation on the number of signs or the maximum allowable sign display area per site for election period signs, and election period signs which otherwise comply with this subsection do not count against the number of signs or the allowable sign display area for a site as set out in Table 505.1. However, individual signs shall not exceed a sign display area of 128 square feet per sign.
- (ii) **No Sign Permit Required.** A sign permit is not required for any election period sign which otherwise complies with this section.
- (iii) **Standards, requirements and limitations.** Each election period sign need not meet the standards and limitations for all signs set out in this Article with the exception that they shall not be illuminated (to include electronic message displays) and they shall not be placed in a prohibited sign area as identified in Section 110.505.35, Prohibited Signs.

(c) **Interpretation.**

- (1) This Article is to be liberally construed to effectuate the purpose set forth herein, irrespective of the commercial or noncommercial content or the viewpoint of the message. Any sign allowed herein may contain any lawful message, so long as said sign complies with the size, location, height, area and other requirements of this Article.
- (2) Where a particular type of sign is proposed that is neither expressly allowed nor prohibited by this Article, or where the sign is proposed on a structure that is not a building as defined in the Development Code, the Director of the Planning and Development Division, Community Services Department or his designee shall have the discretion to approve or disapprove the proposed sign based on whether it is more similar to a type of sign that is expressly allowed or to one that is expressly prohibited.

(d) **Severability.** If a decision of any court of competent jurisdiction holds any section, sentence, clause, phrase, word, portion or provision of this Article is invalid or unconstitutional, such decision shall not affect, impair, or invalidate any other section, sentence, clause, phrase, word, portion or provision of this Article which can be given effect without the invalid provision. The invalidation of any section, sentence, clause, phrase, word, portion or provision of this Article as applied to a particular property or structure, or any particular properties or structures, by any court of competent jurisdiction shall not affect the application of such section, sentence, phrase, word, portion or provision to any other property or structure not specifically included in said invalidation.

(e) **Variance.** Variances to the provisions of this Article can be made only by the Planning Commission or the Board of County Commissioners and only upon a finding supported by written legal opinion of the District Attorney that the variance

is required to comply with the constitution, laws or judicial decisions of the United States or State of Nevada.

**Section 110.505.10 Mobile and Temporary Signs.**

- (a) **Mobile signs are permitted under the following conditions.**
- (1) The mobile sign must be painted or otherwise directly attached flat against the exterior surface of the body of a vehicle or trailer or, if on a cargo-type body, the sign must be attached flat against the stake racks or other standard vehicle accessories used to confine cargo loads on the bed of the vehicle or trailer.
  - (2) The vehicle or trailer must be currently licensed and registered and must be legally operable and capable of being operated on public roads.
  - (3) The mobile sign shall not be illuminated and shall not contain letters or symbols which are manually replaceable in order that the copy can be easily changed from time to time.
  - (4) Any mobile sign greater than 9 square feet shall not be parked in one location visible from a public roadway for more than 3 consecutive days.
  - (5) The mobile sign shall not be an electronic message display (EMD) sign.
  - (6) The mobile sign shall not count against the maximum allowable sign display area or maximum number of signs per site as set out in Table 505.1.
- (b) **Temporary Sign Standards.**
- (1) Temporary signs shall not be placed in a prohibited sign area pursuant to per Section 110.505.35, Prohibited Signs.
  - (2) Temporary signs need not be affixed to the ground or building.
  - (3) Temporary signs shall not be illuminated nor be an electronic message display (EMD).
  - (4) The location requirements in Section 110.505.15(f), Location of Signs, shall not apply to temporary signs.
  - (5) Temporary signs do not count against the maximum allowable sign display area or maximum number of signs per site as set forth in Table 505.1, but individual signs may not exceed the limitations (sign height, maximum sign display area for individual signs) as set forth in Table 505.2.
  - (6) Except as provided under subsections (7) and (8) below, no temporary sign shall be placed on any site for more than 10 consecutive days. At least 90 days must elapse between any display of a temporary sign on any site.
  - (7) If a property is currently advertised for sale or lease, a temporary sign shall be allowed until 5 days after the recordation of the sale or execution of the lease agreement. The sign is limited to the size as set forth in Table 505.2.

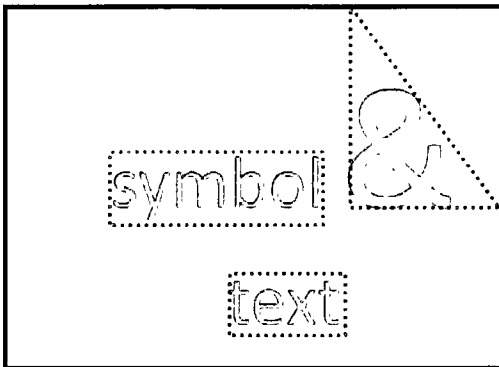
Freestanding signs shall meet a minimum setback of five (5) feet from all property lines.

- (8) If construction is occurring on a site, a temporary sign shall be allowed until 5 days after issuance of a final inspection or a certificate of occupancy. A valid building permit for the construction is required. The sign may be up to sixteen square feet in size and shall be setback a minimum of 5 feet from all property lines.

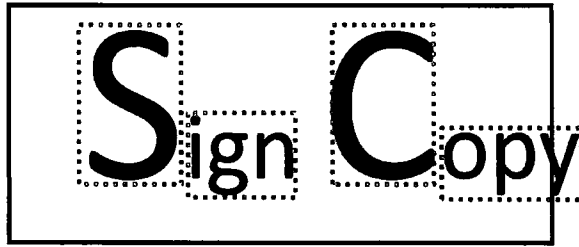
**Section 110.505.15 General Standards.**

- (a) **Allowable Sign Display Area.** Where the allowable sign display area is a function of business frontage, no more than 2 business frontages may be counted in calculating the allowable area for any building occupant. The two business frontages shall be determined by the sign permit applicant.
- (b) **Visible from a Public Roadway.** Unless otherwise provided in this Article (such as exempt signs and temporary or mobile signs) any sign that is visible from a public roadway shall count towards the total number of signs allowed and allowable sign display area per site as set forth in Table 505.1 and shall comply with all applicable standards in this Article.
- (c) **Sign Display Area Computation.**
- (1) Where a sign consists of copy, painted on or attached directly to a building, which are without an integrated background and are not enclosed in a frame or cabinet, the area of the display shall be measured as the total area of the smallest height and width of a geometric shape (or combination of geometric shapes not to exceed 5 geometric shapes) that encompass the entire copy of the sign. Such geometric shapes shall only include rectangles, circles and right triangles, as generally shown with dotted lines in examples 1 through 3, below:

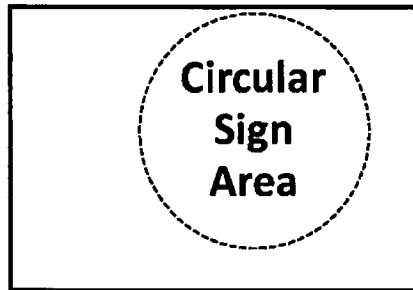
**Example 1:**



**Example 2:**



Example 3:



- (2) Where a display is enclosed in a frame or cabinet, or has an integrated background, the entire area within and including the outer edge of framework, cabinet or background must be included in the sign display area computation.
- (3) Where both signs and billboards are located on the same site, the allowable sign display area shall not be reduced by the amount of billboard's display area.
- (d) **Number of Signs.** Any display(s) contained within a single frame, framework, cabinet or integrated background shall be counted as one (1) sign. Multiple sign displays on a single freestanding framework are counted as one sign and are allowed if all other requirements of this section are satisfied.
- (e) **Maintenance, Repair and Appearance.** All signs shall be maintained in good repair and appearance. No sign, flag or banner, whether temporary or permanent, shall be torn, ripped, tattered, or in disrepair.
- (f) **Location of Signs.** Signs located on private property:
  - (1) Shall not extend across property lines into adjacent property or public rights-of-way or easements;
  - (2) Shall be setback a minimum of 5 feet from any property line;
  - (3) Shall not be located in a manner that would create a hazard for traffic or pedestrians;
  - (4) Shall not, for a freestanding sign, be located within 75 feet from any other freestanding sign or billboard, whether on or off the site; and,

- (5) Shall be prohibited within any special flood hazard area as defined by any adopted flood control plan and within 300 feet of the centerline of the Truckee River.
- (g) **Wall Signs.** Wall signs shall not extend above the wall or surface of the building frontage to which they are attached and shall not project more than 1 foot from the wall.
- (h) **Roof Signs.** Roof signs shall meet all of the following criteria:
- (1) Shall not exceed 4 feet in vertical dimension;
  - (2) Shall not extend above the upper edge of the roof, below the lower edge of the roof, or beyond any other terminating edge of the roof;
  - (3) Shall be constructed separately from the roof surface;
  - (4) Shall be mounted perpendicular to level grade and parallel to the nearest horizontal roof line; and,
  - (5) Shall have all supports enclosed or otherwise made not visible from a public roadway.
- (i) **Projecting Signs.** Projecting signs are permissible subject to the following criteria:
- (1) The sign shall not extend above the wall or other surface to which it is attached.
  - (2) The sign shall not be attached to or located above a roof and must be attached perpendicular to a vertical surface.
- (j) **Maximum Height of Freestanding Sign.** A freestanding sign shall be measured from the finish grade except if a freestanding sign is located adjacent to a public roadway and the edge of the roadway is above the grade where the sign is located, then the freestanding sign will be measured from the grade of the road at the edge of pavement. If a sign is subject to NRS 278.0213 (outdoor advertising structures obstructed by noise abatement improvements), the Director may authorize an adjustment of the height or relocation of the sign as provided in Table 505.1 and only to the extent consistent with the provisions of that statute. Decisions of the Director may be appealed to the Board of Adjustment, per Article 912 of the Washoe County Development Code.
- (k) **Established Principal Use Type Required.** Except for signs regulated under Section 110.505.10, Mobile and Temporary Signs, no sign shall be erected or located on a property unless the property has an established principal use type pursuant to Section 110.505.20.
- (l) **Illumination standards for signs that do not include electronic message displays.** Signs which include electronic message displays are governed by Section 110.505.30. For all other signs, (including freestanding and building signs) the following illumination standards apply:
- (1) No sign may use beacons, search lights, strobe lights, exposed light bulbs which are not shielded toward the sign face, blinking or flashing lights, or

**any form of lighting that would impair the vision of a driver on any roadway. No sign may use any form of illumination that would impair the effectiveness of any Official Sign.**

- (2) Signs that face and are within 100 feet of any properties which have a residential regulatory zone or are actually used for residential purposes must use only indirect lighting cast upon the sign from an external light source that is shielded from direct view and shall comply with all light and glare standards as set forth in Section 110.414.21, Light and Glare, of this Code.**



**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
<b>Residential – Single Family</b>	1 per residential dwelling unit	4 feet	4 sf	4 sf	1 per residential dwelling unit	4 sf
<b>Residential – Multifamily &amp; Man. Home Parks</b>	1 per residential dwelling unit	4 feet	2 sf	2 sf	1 per residential dwelling unit	2 sf
<b>Limited Commercial</b>	1	6 feet	16 sf	16 sf	1 per parcel or BF	16 sf
<b>Commercial and Retail</b>	1 per site frontage	20 feet or Up to 30 feet with AP <sup>(2)</sup>	120 sf or Up to 200 sf with AP <sup>(3)</sup>	1 sf for each 1 foot of LSF	2 per BF up to 4 for any business or occupant.	2.5 sf for each 1 foot of BF
<b>Recreation and Travel</b>	1 per site frontage	20 feet or Up to 30 feet with AP <sup>(2)</sup>	120 sf or Up to 200 sf with AP <sup>(2)</sup>	1 sf for each 1 foot of LSF	2 per BF up to 4 for any single business or occupant.	2.5 sf for each 1 foot of BF
<b>Regional Recreation, Travel and Tourism</b>	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 over 300 sf up to 450 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
<b>Manufacturing Warehousing and Industry</b>	1 per site frontage	20 feet or Up to 25 feet with AP <sup>(2)</sup>	120 sf or Up to 200 sf with AP <sup>(2)</sup>	1 sf for each foot of LSF	2 per BF up to 4 for any single business or occupant.	1 sf for each 100 sf of GFA

<b>Agricultural</b>	<b>1</b>	<b>6 feet</b>	<b>16 sf</b>	<b>16 sf</b>	<b>1 per building</b>	<b>16 sf</b>
<b>Civic</b>	<b>4 per site unless otherwise determined by approved AP<sup>(2)</sup></b>	<b>6 feet</b>	<b>80 sf for one sign; 40 sf for all other signs</b>	<b>120 sf; Over 120 sf requires AP<sup>(2)</sup></b>	<b>2 per BF up to 4 for any single occupant for all non-residential uses.</b>	<b>120 sf; Over 120 sf requires AP<sup>(2)</sup></b>

**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**

**Table 505.2 Temporary Sign Regulations by Principal Use Type**

<b>Principal Use Type of Sites<sup>(1)</sup></b>	<b>Temporary Signs</b>			<b>Front Yard Setback<sup>(4)</sup></b>
	<b>Max Size</b>	<b>Max Number</b>	<b>Max Height<sup>(3)</sup></b>	
<b>Residential – Single Family – Less than 2 acres</b>	<b>6 sf per unit</b>	<b>1 per residential lot</b>	<b>6 feet</b>	<b>5 feet</b>
<b>Residential – Single Family – Between 2 acres and less than 10 acres</b>	<b>16 sf</b>	<b>1 per residential lot</b>	<b>6 feet</b>	<b>10 feet</b>
<b>Residential – Single Family – 10 acres or greater</b>	<b>32 sf</b>	<b>1 per residential lot</b>	<b>6 feet</b>	<b>15 feet</b>
<b>Residential – Multifamily &amp; Man. Home Parks</b>	<b>2 sf per unit</b>	<b>1 per residential lot</b>	<b>6 feet</b>	<b>5 feet</b>
<b>Limited Commercial</b>	<b>16 sf</b>	<b>1 per parcel or bf</b>	<b>6 feet</b>	<b>10 feet</b>
<b>Commercial and Retail</b>	<b>32 sf</b>	<b>1 per parcel or bf</b>	<b>6 feet</b>	<b>10 feet</b>
<b>Recreation and Travel</b>	<b>32 sf</b>	<b>1 per parcel or bf</b>	<b>6 feet</b>	<b>10 feet</b>
<b>Regional Recreation, Travel and Tourism</b>	<b>32 sf</b>	<b>1 per parcel or bf</b>	<b>6 feet</b>	<b>10 feet</b>
<b>Manufacturing, Warehousing and Industry<sup>(2)</sup></b>	<b>32 sf</b>	<b>1 per parcel or bf</b>	<b>6 feet</b>	<b>10 feet</b>
<b>Agricultural</b>	<b>32 sf</b>	<b>1 per parcel</b>	<b>6 feet</b>	<b>10 feet</b>
<b>Civic</b>	<b>32 sf</b>	<b>1 per parcel or bf.</b>	<b>6 feet</b>	<b>10 feet</b>

**bf = Business Frontage; sf = square feet; <sup>(1)</sup> The principal use types are defined below in**

<p><b>Section 110.505.20;</b> <sup>(2)</sup> One additional temporary sign up to 100 sf may be mounted to the side of a building if the building is 25,000 sf or larger in size. <sup>(3)</sup>The maximum height applies to freestanding signs only. <sup>(4)</sup>If the sign does not exceed six square feet than the front yard setback shall be 5 feet off the property line.</p>	
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**Section 110.505.20 Principal Use Types of Sites. These principal use types only apply to Article 505:**

- (a) **Residential – Single Family:** “Residential – Single Family” refers to properties containing single family uses on individual residential sites. This use type also refers to properties that allow single family uses but are currently vacant for the purpose of erecting a temporary sign.
- (b) **Residential – Multi Family and Manufactured Home Parks:** “Residential – Multifamily & Manufactured Home Parks” refers to individual units within a multi-family complex.
- (c) **Limited Commercial:** “Limited Commercial” refers to uses that generate minimal traffic require limited sign visibility and are typically located within residential districts. These use types include, but are not limited to: Family Daycare, Large Family Daycare, Group Care, Dog Training Services, custom manufacturing and Bed and Breakfast Inns.
- (d) **Commercial and Retail:** “Commercial and Retail” refers to all uses identified in Table 110.302.05.3, Commercial Use Types, of this Code that have not been specifically identified within another defined principal use type within this section. This principal use type also includes Hospital uses.
- (e) **Recreation and Travel:** “Recreation and Travel” refers to lodging and entertainment uses. Such use types include , but are not limited to Commercial Campground Facilities/RV Parks, Destination Resorts, Indoor Entertainment, Indoor Sports and Recreation, Outdoor Sports and Recreation, Outdoor Entertainment, Hotels and Motels, Condominium Hotel, Hostels and Vacation Time Shares.
- (f) **Regional Recreation, Travel and Tourism:** “Regional Recreation, Travel and Tourism” refers to large-scale entertainment uses intended to attract crowds of 1,000 people or more per event and also include unlimited gaming facilities that attract visitors from both inside and outside of the immediate region of Washoe County. Such use types may include: Casinos with Unlimited Gaming and Outdoor Entertainment venues.
- (g) **Manufacturing, Warehousing and Industry:** “Manufacturing, Warehousing and Industry” refers to all use types identified in Table 110.302.05.4, Industrial Use Types, of this Code, with the exception of custom manufacturing use types, that have not been specifically identified within another defined principal use type within this section.
- (h) **Agricultural:** “Agricultural” refers to uses that primarily involve agricultural activities. This category includes all uses identified in Table 110.302.05.5, Agricultural, of this Code, as well as Commercial Stables, Veterinary Services – Agricultural and Wholesale Nursery Sales.

- (i) **Civic:** “Civic” refers to all uses types identified in table 110.302.05.2, Civic Use Types, of this Code, with the exception of family daycare and large family daycare use types, that have not been specifically identified within another defined principal use type within this section.

**Section 110.505.25 Specialty Signs.** In addition to the signs permissible in Table 505.1, one directory and one area identification sign shall be allowed per entrance as described below:

- (a) **Directory Signs.** Directory signs are permanent signs and shall be permitted at major entrances to residential, commercial, industrial or office complexes to identify occupants, addresses or building numbers for the convenience of visitors and to facilitate emergency services. Directory signs shall not exceed 6 feet in height. No more than 3 square feet shall be devoted to any single occupant. Directory signs shall be included in allowable sign-area limit computations and when calculating the number of signs on a site.
- (b) **Area Identification Signs.** Area identification signs are permanent signs and shall be permitted at major entrances to neighborhoods, subdivisions, residential complexes, shopping centers, and office or industrial complexes. Area identification signs shall not exceed 6 feet in height, nor 64 square feet in area and shall not be included in allowable sign-area computations or when calculating the number of signs on the site.
- (c) **Window Signs.** Window signs are not subject to the sign area or number limitations of this Article. The total area of all window signs in a business frontage shall not exceed 25 percent of the total area of all windows of that business frontage. Permits are not required for any window signs. The maximum size for any illuminated window sign shall be three (3) square feet. Window signs are prohibited on the exterior of a window.

**Section 110.505.30 Electronic Message Display Signs.** All electronic message display (EMD) signs shall require the approval of an administrative permit by the Board of Adjustment; or a special use permit by the Board of County Commissioners if the EMD is a Regional Recreation, Travel and Tourism sign over 300 square feet in size. An EMD shall meet the following criteria unless otherwise approved by the Board of County Commissioners by means of a special use permit:

- (a) EMDs shall contain static copy only.
- (b) Static copy on the EMD must be displayed for a minimum of 20 seconds with instantaneous transition from one message to the next.
- (c) Each EMD shall meet the standard building setback requirements of Article 406, Building Placement Standards, of this Code for the regulatory zone in which the sign is proposed to be located.
- (d) An EMD shall only be placed along public roadways that have a minimum of four travel lanes.
- (e) An EMD shall not be placed within 200 feet from any residential regulatory zone property line.
- (f) An EMD shall not be placed within 200 feet from any other EMD.

- (g) **An EMD shall only be located on properties with regulatory zones of General Commercial (GC), Tourist Commercial (TC), Neighborhood Commercial (NC), and Industrial (I) on parcels one acre in size or larger or on properties with regulatory zones of Public/Semi-Public Facilities (PSP) and Parks and Recreation (PR) that are ten acres or larger in size. Only one EMD shall be allowed per site.**
- (h) **A freestanding EMD sign structure shall not exceed 12 feet in height and shall be a monument sign as defined at Section 110.505.70, Definitions, unless the EMD is placed on a property with a Regional, Recreation, Travel and Tourism use type.**
- (i) **Within the General Commercial (GC), Neighborhood Commercial (NC) and Industrial (I) regulatory zones, an EMD shall only be allowed within a Commercial Center as defined at Section 110.304.25(f) of this Code.**
- (j) **An EMD shall not exceed 50% of the allowable sign display area of signs allowed on any site per this Article and an EMD shall not exceed a maximum of 120 square feet in size.**
- (k) **EMDs shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot-candle meter at a pre-set distance. The pre-set distances to measure the foot-candles is calculated using the following formula: Measurement Distance =**

$$\sqrt{\text{Area of Sign} \times 100}$$

The measurement distance can be rounded to the nearest whole number.

- (l) **All permitted EMDs shall be equipped with a sensor or other device that automatically determines the ambient illumination and shall be either programmed to automatically dim according to ambient light conditions, or manually adjusted to comply with subsection (k) above.**
- (m) **All special use permit or administrative permit applications for EMDs shall include a statement by a licensed engineer certifying that the lighting will comply with the lighting standards of this Article Code.**
- (n) **EMDs shall not be allowed within any designated scenic corridor or scenic byway as identified in either state statute, or in Washoe County Code or Master Plan.**
- (o) **Illumination Measurement Criteria:**
  - (1) **The illuminance of an EMD shall be measured with a light meter set to measure footcandles accurate to at least two decimals.**
  - (2) **Illuminance shall be measured with the EMD off, and again with the EMD displaying a solid white image for a full color capable EMD, or a solid message for a single-color EMD. Measurements shall be taken one hour after sunset.**
  - (3) **All measurements shall be taken facing the sign structure with the light meter pointed at the center of the EMD and measured from the edge of the travelway of the nearest public roadway or at the property line of any residential regulatory zone.**

**Section 110.505.35 Prohibited Signs.** The following types of signs and displays are prohibited:

- (a) Signs which constitute a hazard to traffic, motorists or pedestrians.
- (b) Signs that block visibility from any intersection or driveway, as identified in Article 110.412.30, Public Safety, of this Code.
- (b) Signs which produce odor, sound, smoke, flame or other emissions.
- (c) Signs which imitate or simulate official signs, or which use blinking or intermittent lights resembling danger or warning signs.
- (d) Strobe lights or any moving beam of light.
- (e) Signs on public property or rights-of-way; signs attached to utility poles, street-light standards, trees or fences, except as provided for at Section 110.505.10 (Mobile and Temporary Signs) and Section 110.505.60 (Signs on Public and Utility Property) of this Article.
- (f) Moving signs, including wind signs and signs moved by forced air.
- (g) Vertical sail signs.
- (h) Signs prohibited by any other Washoe County Code provision.
- (i) Any billboard that is not identified on the most current billboard inventory list as adopted by resolution by the Board of County Commissioners.

**Section 110.505.40 Permits and Enforcement.**

- (a) A permit is required to be issued by Washoe County Building and Safety Division for the construction of any new permanent sign over 4 square feet in size and for the repair of existing signs other than routine maintenance. Sign permits shall be issued within 60 days from the date of submission of an application meeting all applicable provisions of the Washoe County Code.
  - (1) It is unlawful to erect or keep a permanent non-exempt sign whose sign display area exceeds four square feet without first obtaining a sign permit from the Washoe County Building and Safety Division. A sign permit is required after an Administrative Permit or Special Use Permit is approved by Washoe County as provided below.
  - (2) An application for a sign permit must be on forms provided and describe the location, sign display area and dimensions of the sign, and the physical characteristics of the sign (including illumination), and must include a listing of the location and display area of all other signs on the site. If the sign structure requires a building permit under the Washoe County Building Code, plans and specifications of the structure must be included. The fee established by resolution of the Board of County Commissioners must accompany the application.
  - (3) A sign permit shall be issued if the proposed sign complies with this Article, and the sign structure complies with all applicable building codes.

- (4) If a decision on an application for a sign permit is not made and communicated to the applicant within 60 days from receipt of complete application (meeting all applicable provision of this Code) and fees, the sign permit is deemed approved, unless otherwise agreed between the applicant and the approving authority.
- (b) **Administrative Permit.** Except for exempt signs or signs governed by 110.505.40(c), an administrative permit pursuant to Article 808 of this Code, Administrative Permits, approved by the Board of Adjustment shall be required pursuant to the provisions of Table 505.1 for any permanent sign. In addition to the findings required by Article 808, Administrative Permits, the Board of Adjustment must find that the proposed sign complies with all the requirements of this Article.
- (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.

- (d) **Enforcement.** The Director may commence any enforcement proceeding authorized under Article 910, Enforcement, of this Code regarding any sign which is not consistent with any of the provisions of this Article.

**Section 110.505.45 Continued Use and Maintenance of Nonconforming Outdoor Advertising Displays and Framework.** If a sign is a “nonconforming outdoor advertising structure” as defined by, and within the meaning of, NRS 278.0215, the provisions of Sections 110.505.50 and 110.505.55 shall apply to the sign in the same manner as those sections would apply to any other non-conforming sign under this Article except:

- (a) If removed, the displays and framework may not be relocated to another site; and,
- (b) To the extent that any provision in this Code conflicts with state statute, Nonconforming Outdoor Advertising structures are subject to the requirement that compensation must be paid if the sign is ordered removed or routine maintenance is not authorized as provided in that statute.

**Section 110.505.50 Continued Use and Maintenance of Nonconforming Signs.**

- (a) **Use and routine maintenance authorized.** A non-conforming sign or a nonconforming outdoor advertising display and framework may be used and maintained in accordance with this section until the right is terminated as provided in section 110.505.55.
- (b) **No changes.** A nonconforming sign shall not be changed to an EMD and there must be no change in the size, height, location or materials, and no enhancement to the nonconforming sign.
- (c) **Conformance with applicable law.** The nonconforming sign must have complied with and must continue to comply with all requirements that were in effect at the time the sign was erected including any requirements in any special use permit, variance, or other approval for the sign or the use of land.
- (d) **Maintenance required.** Maintenance can and must be regularly performed on all nonconforming signs so that they are kept in good and nonhazardous condition in accordance with standards set out in this Article. A building permit may be required before repairs or maintenance are performed.

**Section 110.505.55 Termination of Nonconforming Use/Maintenance Rights.** A nonconforming sign shall be removed or brought into conformity with this Article when any of the following events or circumstances occurs.

- (a) **Destruction.** Destruction or damage of a nonconforming sign in excess of 50 per cent of its material structural value as a result of :
- (1) A natural disaster, including, without limitation, a fire, flood, earthquake, windstorm, rainstorm, and snowstorm; or,
- (2) An event that is within the control of the owner of the sign.

A nonconforming sign damaged by an act of third party vandalism or other cause beyond the control of the owner of the sign may be repaired. Proof of vandalism in the form of a Washoe County Sheriff's report must be submitted to Washoe County.



- (b) **Termination of lease or right to use land.** A nonconforming sign shall be removed or brought into conformance upon the expiration or termination of any land lease, license, or other right to use the land on which a nonconforming sign is located.
- (c) **Abandoned Sign.** A sign shall be determined to be abandoned when there has been no copy displayed for 12 months. A notice shall be sent to the property owner stating that the sign is apparently abandoned and that they have 30 days to remedy the problem, by coming into conformance with the Development Code. After that time period, removal of the sign will be enforced as provided in Article 910, Enforcement, of this Code.
- (d) **Development or redevelopment of land.** If property is being developed or redeveloped with a new or a changed use(s), a public hearing is required before a sign may be ordered to be removed.
- (e) **Discretionary Approval(s).** If an existing sign is not in compliance with the provisions of a discretionary action such as a special use permit, variance, etc., the Director may order the sign removed or brought into compliance. Orders of the Director are subject to appeal pursuant to Section 110.912.10 of this Code.
- (f) **Hazard.** As determined by the Director, after consultation with a licensed professional engineer, that a nonconforming sign has become a public safety hazard, the Director may order repairs or removal as follows. Orders of the Director are subject to appeal pursuant to Section 110.912.10 of this Code.
  - (1) **Repairs.** The Director may order repairs to the nonconforming sign if in the reasonable judgment of the Director, the cost of the repairs would be less than 50 per cent of the sign's material structural value. To the extent necessary to remove the hazardous condition, the Director may order a change in the size, height, location or materials used in the nonconforming sign, but shall not order any enhancement to the nonconforming sign that increases illumination and/or the visual effect of the sign.
  - (2) **Removal.** The Director may order removal of the sign if, in the reasonable judgment of the Director, the cost of repairs would exceed 50 per cent of the sign's material structural value, or if repairs are ordered and the order is not complied with.

**Section 110.505.60 Signs on County Property.**

- (a) **Signs Prohibited.** No person may erect a sign on or over real or personal property, easements or rights-of-way owned by Washoe County unless exempted pursuant to Section 110.505.05(b), Exemptions.
- (b) **Removal.** Any sign found erected contrary to the provisions of this section shall be removed by Washoe County. Advance notice of removal need not be given. The removed signs must be stored for thirty (30) days. During that period, the sign must be made available to the owner and must be returned upon payment of the cost incurred in the removal.

(c) **Additional Regulations for Signs on County Property.** Unless otherwise prohibited by law, any person may carry any flag, any hand held sign and any sign worn on clothing:

- (1) Anywhere in the Washoe County administration complex;
- (2) In any Washoe County building, parking lot or area adjacent to any Washoe County owned or occupied building;
- (3) In any Washoe County park; or,
- (4) In any other part of a Washoe County property that is considered a “traditional public forum” as defined by controlling law.

Otherwise, only Washoe County may place a sign on any property, right of way or easement owned or occupied by Washoe County. The Washoe County Manager or any person or persons designated by the County Manager may authorize a County sign to be placed on Washoe County property for locational, directional, traffic control or public safety, health and welfare purposes. Any other sign must be authorized by the Board of County Commissioners.

**Section 110.505.65 Billboards.** Billboards are signs larger than 450 square feet in size and/or are identified on the most current billboard inventory as adopted by resolution by the Board of County Commissioners and maintained by the Community Services Department, Planning and Development Division. Signs on the billboard inventory are legal nonconforming billboards as these billboards do not comply with the standards established in table 505.1 of this Article. Additionally, all such billboards shall comply with Sections 110.505.45, 110.505.50 and 110.505.55 of this Article. The Director of the Planning and Development Division shall maintain and modify the approved billboard inventory to reflect changes in jurisdictions (i.e. annexations, rollback of sphere of influences, etc.) and removed billboards.

**Section 110.505.70 Definitions.**

**Area Identification Sign.** “Area identification sign” means a permanent sign used to identify a neighborhood, subdivision, commercial or office complex, industrial district or similar distinct area of the community.

**Billboard.** “Billboard” means any sign larger than 450 square feet and/or identified in the most current billboard inventory list as maintained by the Washoe County Community Services Department. The total number of permitted billboards is determined by the most current billboard inventory adopted by resolution by the Board of County Commissioners and maintained by the Washoe County Community Services Department.

**Building Frontage.** “Building frontage” means the length of the face or wall of a completely enclosed building which fronts directly on a public roadway.

**Building Sign.** Refer to “wall sign”.

**Business Frontage.** “Business frontage” means the length of the ground floor building frontage occupied by an individual building occupant. An occupant may have more than one (1) business frontage if it occupies building frontage facing on two (2) or more public roadways.

**Copy.** “Copy” means letters, numbers, language, symbols or pictures.

**Directional Sign.** “Directional sign” means a permanent sign which directs the flow of traffic or pedestrians.

**Director.** “Director” means the Director of the Planning and Development Division of the Community Services Department of Washoe County or his/her designee.

**Directory Sign.** “Directory sign” means a sign, or a group of signs designed as a single display, which gives information about the location of businesses, buildings or addresses within a residential, office, commercial or industrial complex.

**Electronic Message Display (EMD).** “Electronic message display” means a sign that is capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.

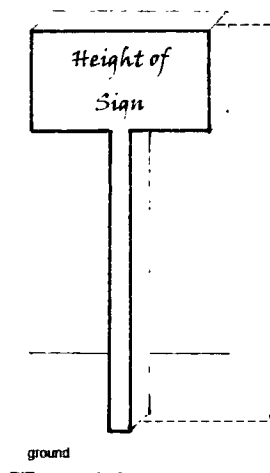
**Erect.** “Erect” means to arrange, build, construct, attach, hang, paint, place, suspend, affix or otherwise establish a sign.

**Flashing Sign.** “Flashing sign” means a sign which uses blinking, flashing or intermittent illumination or light reflectors, either direct, indirect or internal.

**Freestanding Sign.** “Freestanding sign” means a sign which is supported by its own framework apart from a building and which is not regulated as a billboard.

**Gross Floor Area.** “Gross floor area” means the total horizontal areas of all enclosed floors of a building, including cellars, basements, mezzanines, penthouses, corridors, and lobbies from the exterior face of exterior walls, or from the centerline of a common wall separating two building, but excluding any space with a floor-to-ceiling height of less than 6 feet 6 inches.

**Height of Sign.** “Height of sign” means the vertical distance from the topmost part of a sign to the finish grade at the base of the sign.



**Holiday Decoration.** “Holiday decoration” means any display commonly associated with a local, state, national or religious holiday, and which is not left in place for more than forty-five (45) consecutive days during any single observance.

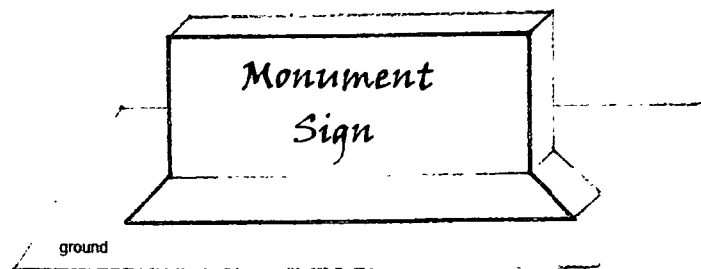
**Linear Site Frontage.** “Linear site frontage” means the linear dimension of a site abutting on a public roadway.

**Material Structural Value.** “Material structural value” means the cost of labor and material necessary to erect a sign. The terms does not include any revenue or expenses related to the lease of real property upon which the sign is located.

**Maximum Sign Display Area.** “Maximum sign display area” means the total sign display area permitted per Table 505.1.

**Mobile Sign.** “Mobile sign” means a sign supported by a sign framework that is mounted on wheels, skids or other device designed to make the framework conveniently movable or portable. Mobile signs include vehicles, trailers and frameworks not structurally attached to the ground or a building.

**Monument Sign.** “Monument sign” means a freestanding sign generally having a low profile with little or no open space between the ground and the sign copy.



**Moving Sign.** “Moving sign” means any sign which includes visible moving or rotating parts or beam of light.

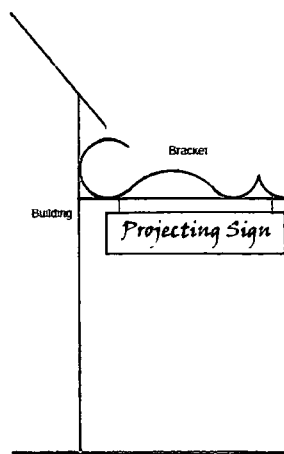
**Nonconforming Outdoor Advertising Display and Framework.** “Nonconforming outdoor advertising display and framework” as defined in NRS 278.0215(7).

**Nonconforming Sign.** “Nonconforming sign” means a sign which was constructed or erected in conformance with all applicable county ordinances and codes in effect on the date the sign was first displayed but which does not conform subsequently because of a change to the County codes or ordinance.

**Official Sign.** “Official sign” means any sign erected by or at the direction of a governmental agency.

**Permanent Sign.** “Permanent sign” means any sign which is designed, constructed and affixed at the site in such a manner that it cannot be conveniently moved from place to place.

**Projecting Sign.** “Projecting sign” means a sign which is supported by a decorative bracket or hanger and extends at right angles from the face of a building. This definition shall also include any sign which, because of its shape or thickness, extends more than 12 inches from the face of a building when mounted flat against the face of the building.

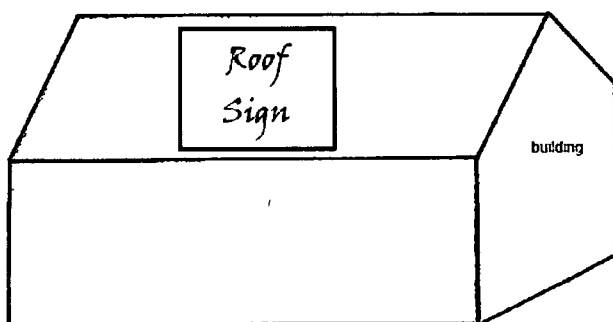


**Public Roadways.** “Public roadways” means a street or highway that is improved, designed or ordinarily used by the public for vehicular travel and which is shown upon any plat, subdivision, addition, parcel map or record of survey of any county, city, town or portion thereof duly recorded or filed in the office of the county recorder, and which is not specifically designated as a private road or a nonpublic road.

**Repair of a Sign.** “Repair of a sign” means the replacement of framework and support material of an existing sign with the same material with no change in the support system of the existing sign.

**Residential Lot.** “Residential lot” means any parcel of land or building used exclusively for residential purposes. Residential lots may also include any accessory buildings, uses and exterior space that are ancillary to the residential use.

**Roof Sign.** “Roof sign” means a sign painted on, supported by or attached to the roof or roof structure of a building. This definition does not include a sign attached flat against the wall of a penthouse, or other integral part of a building, which projects above the main roof.



**Routine Maintenance.** “Routine maintenance” means normal repair and upkeep of the structural integrity and appearance of a sign or outdoor advertising display framework. The term does not include any increase in the size or height of the sign or sign framework or any addition or enhancement to the the sign or sign framework that increases the visual effect of the display and/or framework or increases the impact on the use of the land in that area around the display and/or framework. Such improvements are classified as non-routine maintenance.

**Sign.** “Sign” means (i) a device, including but not limited to a pennant, flag, vertical sail, wind sign, forced air tube, sound speaker, or light whether or not it contains copy, displayed for the purpose of attracting attention, or (ii) a visual display of copy designed to identify, announce,

entertain, direct, advertise, or communicate information. If the device or display is part of a sign structure, the term “sign” includes the framework.

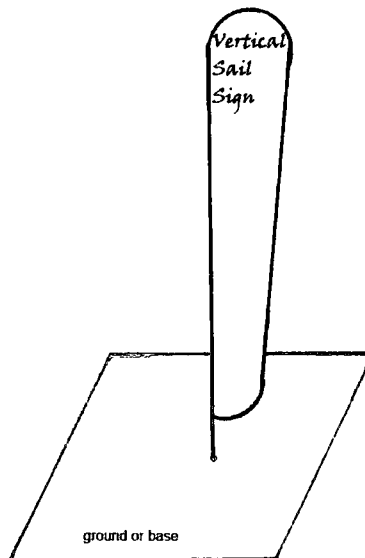
**Sign Display Area.** “Sign display area” means the part or parts of the sign which contains copy.

**Sign Framework.** “Sign framework” means those parts of a sign designed to support it in place but does not include the area of the sign display.

**Site.** “Site” means any parcel of land which includes any unit or contiguous units of land in the possession of or recorded as the property of one person.

**Temporary Sign.** “Temporary sign” means any non-illuminated sign not designed to be permanently attached to a building or structure, or anchored to the ground, and intended to be displayed for a limited amount of time and then removed.

**Vertical Sail Signs.** “Vertical sail signs” means signs of varying shapes and sizes, single or double sided, that are usually attached to a single pole, but may have a two pole design, that are staked into the ground or weighted on hard surfaces, and that move in the wind. Commonly referred to as flying banners, wind sail signs, feather flags, vertical flags, flutter flags or vertical sail signs. Most are of fabric type material and can be used indoors but are primarily used outdoors to promote retail establishments, grand openings or attract visitors from the roadway.



**Wall Sign.** “Wall sign” means a sign which is painted on, supported by or attached to a wall or other vertical surface of a building.

**Wind Sign.** “Wind sign” means any sign, part of a sign or series of signs, designed or erected in such a manner as to move when subjected to wind pressure or forced air.

**Window Sign.** “Window sign” means any sign that is placed inside a window and is visible from the exterior of the window.

SECTION 5. General Terms.

1. All actions, proceedings, matters and things heretofore taken, had and done by the County and its officers not inconsistent with the provisions of this Ordinance are ratified and approved.
2. The Chairman of the Board and the officers of the County are authorized and directed to take all action necessary or appropriate to effectuate the provisions of this ordinance. The District Attorney is authorized to make non-substantive edits and corrections to this Ordinance.
3. All ordinances, resolutions, bylaws and orders, or parts thereof, in conflict with the provisions of this ordinance are hereby repealed to the extent only of such inconsistency. This repealer shall not be construed to revive any ordinance, resolution, bylaw or order, or part thereof, heretofore repealed.
4. Each term and provision of this ordinance shall be valid and shall be enforced to the extent permitted by law. If any term or provision of this ordinance or the application thereof shall be deemed by a court of competent jurisdiction to be in violation of law or public policy, then it shall be deemed modified, ipso facto, to bring it within the limits of validity or enforceability, but if it cannot be so modified, then it shall be excised from this ordinance. In any event, the remainder of this ordinance, or the application of such term or provision to circumstances other than those to which it is invalid or unenforceable, shall not be affected.

Passage and Effective Date

This ordinance was proposed on \_\_\_\_\_ by Commissioner  
\_\_\_\_\_.

This ordinance was passed on \_\_\_\_\_.

Those voting "aye" were \_\_\_\_\_.

Those voting "nay" were \_\_\_\_\_.

Those absent were \_\_\_\_\_.

Those abstaining were \_\_\_\_\_.

This ordinance shall be published and shall be in force and effect immediately upon the date of the second publication as set forth in NRS 244.100.

\_\_\_\_\_  
Marsha Berkbigler, Chair  
Washoe County Commission

ATTEST:

\_\_\_\_\_  
Nancy Parent, County Clerk



## **Exhibit D – Scenic Nevada’s Proposed Lighting Standards**

### **Proposed Billboard Brightness Standards and Application for Washoe County**

Based on considerable research, field measurements, and human factors studies spanning decades, the following language is proposed for a Washoe County ordinance to address “brightness” limits for digital billboards and on-premise signs.

Below, we have relied upon Article 502, *Billboard Regulations*, and 504, *Sign Regulations*, of the Washoe County Development Code, dated November 8, 2011, for the basic terminology currently in use, and for our proposed additions or modifications to this terminology.

#### **SECTION 502**

##### ***Billboard Regulations***

###### **Section 110.502.00 Purpose.**

(a) Impose reasonable standards on the number, size, height, luminance and location...

(1) Prevent and relieve needless distraction, glare and clutter resulting from excessive, unnecessarily bright and confusing sign displays;

(d) Eliminate hazards to pedestrians, cyclists and motorists brought about by distracting and excessively bright signs.

#### **SECTION 504**

##### ***SIGN REGULATIONS***

###### **Section 110.504.05 Purpose.**

(a) (No change).

(1) Impose standards on the number, size, height, luminance and location...

(i) Prevent and relieve needless distraction, glare and clutter resulting from excessive, unnecessarily bright and confusing sign displays;

(2) (No change)

(3) Eliminate hazards to pedestrians, cyclists and motorists brought about by distracting and excessively bright signs.

(b) ... For creating needless distraction, glare and clutter...

**Section 110.504.10 Definitions.** (Add or amend the following):

**Bright, brightness.** “Brightness” means the subjective attribute of visual perception in which a source appears to be emitting or reflecting light. It is the perception elicited by the luminance of a visual target. For purposes of this Section, brightness means luminance.

**Candela Per Meter Square (cd/m<sup>2</sup>).** “Candela Per Meter Square (cd/m<sup>2</sup>)” is the standard used for measurement of luminance of a source or target. It is the equivalent of “nit.”

**Civil Twilight.** “Civil Twilight” means that time that begins in the morning, and ends in the evening, when the center of the Sun is geometrically 6 degrees below the horizon. This is the limit at which twilight illumination is sufficient, under good weather conditions, for terrestrial objects to be clearly distinguished; at the beginning of morning civil twilight, or end of evening civil twilight, the horizon is clearly defined and the brightest stars are visible under good atmospheric conditions in the absence of moonlight or other illumination. In the morning before the beginning of civil twilight and in the evening after the end of civil twilight, artificial illumination is normally required to carry on ordinary outdoor activities.

**Disability Glare.** “Disability Glare” means the temporarily impaired vision of objects in the visual scene, with or without associated discomfort, caused by intense light sources in the field of view.

**Discomfort Glare.** “Discomfort Glare” means the sensation of annoyance or pain induced by overly bright light sources in the field of view.

**Glare.** “Glare” means a visual condition in which there is excessive contrast or an inappropriate distribution of light sources that disturbs the observer or limits the ability to distinguish details and objects. Glare can be generally described as either Discomfort Glare or Disability Glare. Glare reduces visibility due to: (a) reduction in brightness of the scene due to constriction of the pupils in response to the glare source; (b) reduction in contrast of the scene due to the scattering of light from the glare source within the eye; (c) reduction in contrast of the scene due to the scattering of light in particles in the air during precipitation; (d) reduction in contrast of the scene by veiling luminance from the glare source shining onto the windshield.

**Internal Illumination.** “Internal illumination” means illumination produced by a light source contained within a sign and which may or may not be directly visible from outside.

**Luminance.** “Luminance” means a photometric measure of the luminous intensity per unit area of light travelling in a given direction. It describes the amount of light that passes through or is emitted from a particular source, and falls within a given solid angle. The unit of measurement of luminance is “candela per meter square (cd/m<sup>2</sup>)” or “nit.”

Nit, nits. "Nit" or "nits" means candela per meter square (cd/m<sup>2</sup>). The two terms are equivalent.

Nit Gun. "Nit Gun" means an instrument that measures light intensity in terms of luminance. A Nit Gun is equivalent to a Photometer.

Photometer. "Photometer" means an instrument that measures light intensity in terms of luminance. A Photometer is equivalent to a Nit Gun.

**Section 110.504.xx Nighttime Luminance Limits for Signs.**

- (a) Applicability. This Section applies to all signs, including On-Premise, Off-Premise, Electrically animated and flashing signs and electronic variable message signs.
- (b) Maximum Luminance – Urban Areas. No sign covered by this Section shall present a display or any part of a display that exceeds 150 nits between the end of civil twilight in the evening and the beginning of civil twilight in the morning.
- (c) Maximum Luminance – Suburban and Rural Areas. No sign covered by this Section shall present a display or any part of a display that exceeds 100 nits between the end of civil twilight in the evening and the beginning of civil twilight in the morning.
- (d) Measurement and Recording of Maximum Luminance.
  - (1) Luminance shall be measured using a calibrated, certified photometer.
  - (2) Luminance measurements shall be taken during the hours between the end of evening civil twilight and the beginning of morning civil twilight.
  - (3) Luminance measurements shall be taken from a position as close to the sign being measured as reasonably possible.
  - (4) The photometer shall be positioned for measurements such that the sign being measured fills the central circle of the viewfinder (the "measurement area"). If the sign being measured contains multiple colors, the photometer shall be positioned such that an area of the sign displaying all white fills the measurement area. If the area being measured does not fill the measurement area, it will be necessary to move the photometer closer to the sign until this takes place.
  - (5) At least five (5) measurements shall be made for each sign or sign areas, and the readings recorded.

(6) The recorded measurements, including the date and time made and the permit number for the sign(s) in question shall be provided to (TBD) within thirty (30) days.

**Section 110.504.xx Daytime Luminance Limits for Signs.**

(a) Applicability. This Section applies to all signs, including On-Premise, Off-Premise, Electrically animated and flashing signs and electronic variable message signs.

(b) Maximum Luminance. No sign covered by this Section shall present a display or any part of a display that exceeds 3000 nits between the end of civil twilight in the morning and the beginning of civil twilight in the evening.

(c) Measurement and Recording of Maximum Luminance.

(1) Luminance shall be measured using a calibrated, certified photometer.

(2) Luminance measurements shall be taken during the hours beginning two hours after the end of morning civil twilight and two hours prior to the beginning of evening civil twilight.

(3) Luminance measurements shall be taken from a position as close to the sign being measured as reasonably possible.

(4) The photometer shall be located for measurements such that the sign being measured fills the central circle of the viewfinder (the "measurement area"). If the sign being measured contains multiple colors, the photometer shall be positioned such that an area of the sign displaying all white fills the measurement area. If the area being measured does not fill the measurement area, it will be necessary to move the photometer closer to the sign until this takes place.

(5) At least five (5) measurements shall be made for each sign or sign areas, and the readings recorded.

(6) The recorded measurements, including the date and time made and the permit number for the sign(s) in question shall be provided to (TBD) within thirty (30) days.

**Section 110.504.yy Dimming Capability for Signs.**

(a) Applicability. All signs that have the capability for automatic or remote luminance adjustment shall be equipped with technology that automatically adjusts the sign's luminance in direct correlation with ambient light conditions. In no case shall such capability permit the sign to operate at luminance levels greater than those set forth herein.

**Section 110.504.yy Component or System Failure.**

(a) Applicability. In the event that any component of the sign, including, but not limited to, its display, control, communication, design, or other operational component causes any portion of the display to fail or malfunction, the sign owner or operator shall take immediate action to turn the display off, or reduce the entire display to its minimum possible luminance level. The display shall remain in this condition until the problem has been resolved.

August 24, 2015

Dear Honorable Washoe County Commissioners,

Please do not approve the proposed draft sign code for the county.

Previous generations appreciated the beauty of the Truckee Meadows enough to protect most of it. And today, through no work of our own, we inherited scenic vistas that define our unique sense of place. We are the beneficiaries and stewards of this legacy. Out of respect to past and future generations, our responsibility is large but simple, leave the place better than we found it.



Tragically, this responsibility is lost on some county commissioners whom, according to county staff, are directing them to rewrite county code to allow digital billboards. According to Commissioner Hartung this is to repay a debt that county citizens owe to one influential citizen who wants a digital billboard because he helped the county during economically trying times while others did not open their wallets. What favor did he do for the county that is worth abandoning the good work of previous generations, undermining the sign code working group, rewriting our sign code in a nonsensical way that opens the door for billboards throughout the county and allowing digital billboards where none existed before? Apparently, all of this pretense is to repay one person for opening a seasonal business. This is nothing less than unwarranted governmental assistance in its worst form.

Digital billboards are one of the most controversial forms of unavoidable advertising invading America right now. They are objectionable to the public. They are aggressively consuming viewsheds and commercializing public spaces at an alarming rate. They are highly profitable for a few at expense to community aesthetics, driver safety, property values, and energy consumption. More requests for these mega advertisements will follow if the county reverses itself on 13 years of trying to protect our scenic heritage in order to repay this unjustifiable debt.

Washoe county staff shamelessly supports the false claim that the county doesn't allow billboards. This is disingenuous and misdirection. Washoe County Commissioners need to understand, staff has taken the code in a radical and unconventional direction. Contrary to decades of standard practice where businesses are identified by on-premise signs and advertising (billboards) are defined as off-premise signs, staff has, contrary to almost every jurisdiction in the country, made up a new definition for a billboard that defies logic. Rather than defining it by it's function, they are defining advertising signs by size. This unorthodox interpretation violates legal precedence already established nationally, in Nevada State Statute and in every community surrounding the county.

This goof-ball interpretation is designed to allow one citizen to obtain a digital billboard, but the negative unintended consequences are two-fold:

First, every sign allowed in the county can now advertise products and services not on the premise where the sign is located. And second, the majority of billboards we see around the Truckee Meadows which are not super-sized (over 450 sq ft) are no longer called billboards. It's an absurd concept and will become unmanageable in practice.



*Washoe County = not a billboard. Rest of country and common sense = billboard.*

The pressure to change the code to meet the needs of a constituent illustrates the problem when community planning is driven by ad hoc wishes of businesses, developers, sign companies, and the outdoor advertising industry instead of measured planning. It results in unfair situations where some businesses profit at the expense of others and the community.



*Lavender Ridge is a local wedding venue. This billboard has cut into their business and shines into the homes on the ridge. Which business is helping the community? Which hurting?*

Desirable communities around the country understand the concept of scenic heritage and are balancing the pressure of development and commercialization through smart community planning and development codes. They subscribe to a fundamental practice. Their desirability, quality of life and economic vitality are directly dependent upon preserving and marketing their location and natural assets.





*Gig Harbor, Washington's Point Fosdick shopping center is a new hub of economic prosperity with 30 stores and sensitive design with strong sign codes. It's an upscale feeling place with no digitals, no billboards, and small monument signs.*



*Mid-Town, Reno. A work in progress. Another community trying to reinvent itself but how much of a role does billboard advertising have in helping or hurting this economic transition?*

Truckee Meadows has an unprecedented opportunity to improve our brand. Our reputation around the country is undergoing a needed transformation as visionary industries and arts like Tesla and Burning Man adopt and gift us with a chance to piggy-back on their success building a renewable energy future and an internationally coveted meld of culture, arts and technology.

But, rather than step-up and direct our economy towards geotourism, sustainability and state-of-the-art industry, we are arguing on behalf of lowest common denominator ways to make a buck off of Tesla commuters and Burning Man participants. There are many other alternatives for our influential citizen to profit from a billboard that are not on the backs of Washoe County taxpayers. And consider the businesses that will seek equal and fair treatment because they are excluded from a bogus RRTT category that was truly only invented to meet a specific citizen's need.

Understand that strong sign code promotes a fair playing field for every business and creates a community where citizens are proud because it isn't an environment of tacky display advertising shouting for attention around every corner. It's time we respect the work of those who came before us and protect the future for those to come. Please set a higher bar for Washoe County.

Sincerely,

*John Hara*

65 Woodchuck Ct.  
Reno, NV



# THE CHAMBER

Reno·Sparks·Northern Nevada

August 25, 2015

To: Washoe County Board of County Commissioners  
From: Tray Abney, Director of Government Relations  
Re: Agenda Item # 15

Dear Board of County Commissioners:

On behalf of The Chamber of Reno, Sparks, and Northern Nevada, we want to commend you for taking up this issue and working to update your sign ordinances. As the sign industry modernizes, we think it is important that your development codes keep up as well.

To be clear, The Chamber supports a sign code that includes reasonable restrictions on digital signage, ensuring that our small businesses and other job creators are able to communicate with people in our community, while at the same time ensuring that our residents have the quality of life that they have come to expect in our region.

In regard to digital signage, we believe that restrictions are appropriate in the areas of: brightness, size, flip times between images, transition method, and transition duration. While we cannot speak for the sign industry, we know that they are willing to work with the county on all of these issues.

The proposed language that you have before you tonight is a good first start, but we still have concerns about the 20-second hold time for static images (the national standard is eight seconds), the size limitations in commercial zones that already allow larger non-digital signs, and the limitation on digital signs on roads that have fewer than four lanes.

The Chamber is urging this Commission to take another look at these areas specifically and strive to work with your counterparts in the cities of Reno and Sparks to ensure that your commercial area sign codes are as similar as possible.

We know from the experience of other communities that, when installed in a responsible manner, digital signs can increase the value of a commercial property, bring more customers through the doors of a small business, enhance job creation, and create more tax revenue for our local governments.

Sign technology has changed. We can allow these important tools to be utilized in our community in a responsible manner that will enhance our business climate and our quality of life.

Thank you for your service and please do not hesitate to contact me on this or any other matters.

Sincerely

Tray Abney  
Director of Government Relations

**From:** Lori Wray [<mailto:lwrap@markwraylaw.com>]

**Sent:** Friday, August 21, 2015 3:55 PM

**To:** Berkbigler, Marsha; Jung, Kitty; Lucey, Robert (Bob) L; Hartung, Vaughn; Herman, Jeanne

**Cc:** Parent, Nancy; Smith, Catherine; Slaughter, John

**Subject:** Aug. 25, Public Hearing Item 15 - Draft Sign Code

Hello Commissioners and County Staff,

I'm attaching for the record a copy of petition signatures and comments concerning the Washoe County draft sign code. Here is a link if you care to view the petition online:

[http://org.salsalabs.com/o/2436/p/dia/action3/common/public/?action\\_KEY=18207](http://org.salsalabs.com/o/2436/p/dia/action3/common/public/?action_KEY=18207)

We are able to pull the comments and arrange the results in alphabetical order, and listing the addresses of those who signed. At the hearing on Tuesday we will submit another set with the additional signatures that may come in over the weekend.

I'm also attaching for the record a copy of our PowerPoint presentation. As we are only permitted three minutes, we will not have enough time to present this at the hearing. I would appreciate it, if this is made part of the commissioner's packet and/or the public record. This is the same presentation we emailed to commissioners on Wednesday for their information.

Thanks very much,

Lori Wray

Lori Wray, Director  
Scenic Nevada  
150 Ridge Street  
Reno, NV 89501  
775 348-8877



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## Speak up to stop new digital billboards in Washoe County

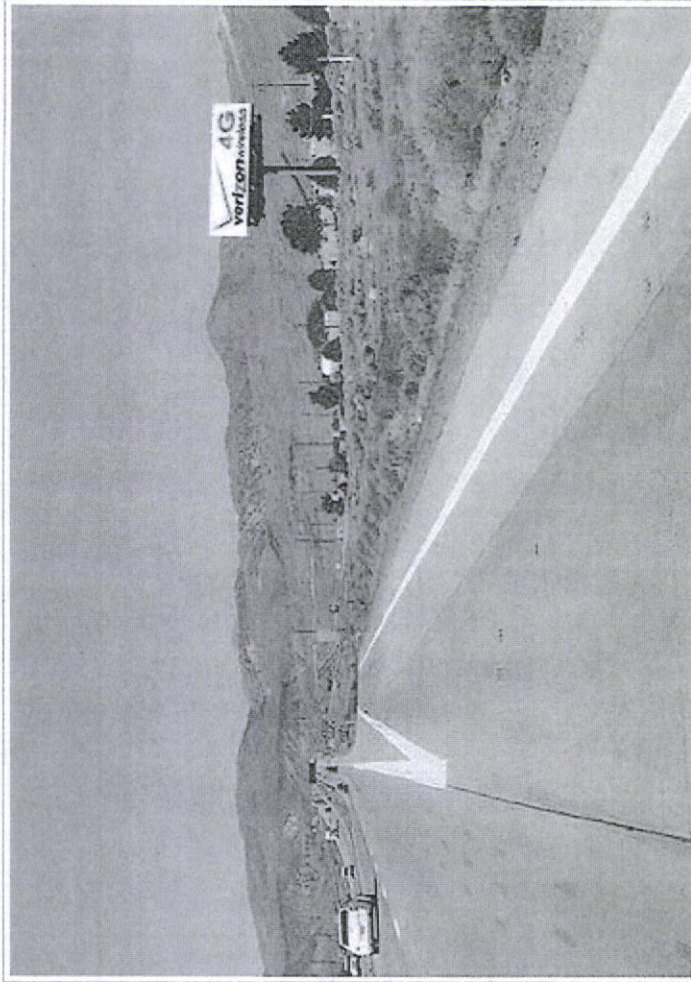
Washoe County is on the verge of approving a sign code that would allow new billboards in unincorporated county areas for the first time in 13 years.

The county's original goal to update and simplify the sign code has gone haywire. To the detriment of taxpayers and aesthetics and despite community concern, county officials have slipped in a set of sign regulations that will allow digital billboards of up to 450-square-foot and 45-foot-tall. The Mustang Exit 23 on Interstate 80 in East Truckee Canyon could be the first site for a digital billboard in county territory. New traditional billboards of up to 200-square-foot and 30-foot-tall could be allowed, too.

This monumental shift in policy to allow new billboards is unnecessary and was directed by the Washoe County Commission partly for the benefit of a local businessman, who wants a digital billboard in East Truckee Canyon. It's bad public policy that displays favoritism, may violate a state ethics law, and could open the door to more traditional and digital billboards.

County Commissioners need to know that our scenic heritage matters and the community is opposed to rolling back the sign regulations that keep Washoe County scenic. Let the commission know you are opposed to new billboards and especially digital billboards.

**TAKE ACTION: Sign the petition below, leave a comment and spread the word to help stop billboards in Washoe County.**



*Mustang Exit 23, Interstate 80, East Truckee Canyon, Reno, Nevada. Scenic America mockup of what a digital billboard could look like at this location.*

We the undersigned oppose the Washoe County draft sign code which, if approved, would allow billboards and digital billboards in the unincorporated county areas.

First Name\*

Last Name\*

Street

Street 2

City

State/Province\*

Zip/Postal Code\*

Email\*

Comment:

Display in list as Anonymous

Submit

1-25 of 263 signatures

Number	Date	Name	Location	Comment:
263	54	Joanna seconds ago	Reno, NV	Billboard blight is a problem that we should be fixing in the Truckee Meadows, not exacerbating. Respect and promote the natural beauty of our area and stop enabling an absolutely outdated and ineffective marketing eyesore!
262	18	Jared Smith minutes ago	Reno, NV	Billboards are outdated ways to advertise and have a more negative impact than positive.

Kathleen	Allegretti	sydney8945@yahoo.com	Our beautiful area will look like southern California soon.	5705 Cedarbrook Dr.	reno	NV	89502
Emma	Aurimedia-McKay	emmaaurimedia@msn.com	Why do we keep having to advise you to vote no on ANY TYPE of ADDITIONAL Billboards????!!!! NO MORE!!!!	6015-E South Virginia Street	RENO	NV	89502
Dave	Baker	bakereno@sbcglobal.net	The citizens of Reno and Washoe County have made it clear we don't want new billboards, freestanding signs, or whatever they are called. We also don't need a new 'Regional Recreation, Travel and Tourism' designation.	3465 Jenna Way	Reno	NV	89511

Aline	Barber	aline6@nvbell.net	Reno was our home for 14 years. The voters made their voices heard regarding new billboards. Does the interest of one business or developer count more than the citizens? If so then there is something terribly wrong here. Reno and surrounding area is worth protecting. View sheds, dark sky, open space matter and in the end make good business sense. Here in Hawaii there are no billboards at all...and what a joy that is. Do not set this terrible precedence. The billboard on Mt. Rose the gateway to the Sierras and Lake Tahoe was stopped. Now you should stop the billboards in these unincorporated county areas. You are answerable to your constituents. Protect the scenic beauty. Be smart.. Visionary thinking is what the community needs in it's leaders..it's not just about the now..it's for the future. Thankyou.	61-703 Papailoa Rd.	Halei wa	HI	96712
Thomas	Bassett	Tom@thomasbassett.com				CA	94596
Katey	Baumann	Kateys2002@hotmail.com				NV	89439
Carron	Baxter	Carronb9@gmail.com		4912 cedar lawn	Las vegas	NV	89130
Tres	Benzley	Tresbenzley@gmail.com		318 State Street	Reno	NV	89501



Meera	Beser	mbeser@sbcglobal.net	I live at Lake Tahoe and have for 40 years. These billboards are horrible no matter where they are but they certainly do not belong anywhere near the basin. They create terrible light pollution and near impossible driving conditions, making roads very dangerous.	P.O. Box 178	Kings Beach CA	96143
kathy	Bohall	dkbohall@charter.net	Every tv ad regarding the Reno Tahoe area promotes our scenic beauty, just visualize those lovely pictures of Tahoe with TRASHY BILLBOARDS flashing.	14300 n whispered dr	reno NV	89521
Jim	Boone	Jlboone@aol.com		3112 Ivory Coast	Las Vegas NV	89117
Lynn	Bowering	kiwilynnj@yahoo.com		370 Morningside Drive	Reno NV	89509
Ann	Brant	msbrant3@gmail.com			NV	89509
Laura	Brigham	laurabrigham@charter.net	These billboards hide what we're trying to promote in Northern Nevada "the beauty. It's not fair to make all of us who love seeing the landscape be forced to look at more of the same marketing just so one company/store can profit. To block my view of the landscape is not OK. It's shortsighted and selfish.	176 Greenridge Drive	Reno NV	89509
Sally Sue	Broilli	ssbroilli@yahoo.com	Just another distraction for drivers.	2375 Solari Dr.	Reno NV	89509

Laura	Brown	eljaybee51@yahoo.com	Please, no more billboards. They are distracting, especially the digital ones, and they are ugly and block our beautiful views.	215 Lemming Drive	Reno	NV	89523
Trudy Sal and Frank	Brussard	trudybrussard@gmail.com	Is it true that the county just removed this type of issue from the CABs for consideration? Bad move if so.	1400 Granite	Reno	NV	89509
	Bulkley	frankandsal@gmail.com	We don't need more blight!	1150 Freddie Ct	Reno	NV	89503
Mark	Butler	markbuter03@gmail.com	Protect what Nevada is recognized for thought the world: our open and beautiful scenic vistas.			NV	89704
Laura	Carman	llmsc@charter.net		5815 lone horse drive	Reno	NV	89502
Madeline Hefner	Carpenter	mhcarpenter@sbglobal.net	Digital billboards are such a distraction to drivers and should not be allowed. Please vote no on allowing new billboards of any kind in Washoe County.	14237 Quail Springs Court	Reno	NV	89511
Jessica	Carpenter	Sillygr1925@gmail.com				NV	89145
Crystal	Carter	Crystal.ann.carter@gmail.com		490 W. Riverview Circle	Reno	NV	89509
Steven	Casci	Steve@srtnv.com		13535 Fieldcreek lane	Reno	NV	89511
Andrea	Catacora	Dreacat1@yahoo.com				NV	89503
Nancy	Cencula	ncencula@yahoo.com		9145 Cordoba Blvd.	Sparks	NV	89441
David	Cencula	davcen@yahoo.com		9145. CÃ³rdoba. Blvd	Sparks	NV	89441

Kathryn	Chellman	chellmans@charter.net		1235 Austrian Pine Road	Reno NV	89511
Jack and Carol	Christensen	follynv1@ix.netcom.com	There is no good reason to ruin a good thing. No more billboards (no matter what you call them).	Lakeshore Drive	Washoe Valley NV	89704
Nathanie	Clancy	Nathclancy@gmail.com	As a resident of Washoe county I oppose digital signs and billboards in our scenic washoe valley.	11315 Verazae dr	Reno NV	89521
Tom	Clark	tclark742@gmail.com	13 years ago the voters said 'NO'. If you want to change this put it up for a vote again. Do not reverse this vote based upon political persuasion.	3145 Penfield circle	Reno NV	89502
SUSAN	CLIFF	EQUIESPRIT@TOAST.NET		1265 COLUMBIA HILL RD	RENO NV	89508
Pat	Crane	violapc@juno.com	Please don't detract from the most valuable asset of this area - the amazing natural scenery!		Reno NV	89511
Karen	Critor	karenandchris@charter.net	I am opposed to the Washoe County draft sign code.	445 Puma Dr	Washoe Valley NV	89704
Karen	Critor	karenandchris@charter.net	As a member of the public I definitely to not approve of Washoe County's goal of allowing new billboards in the unincorporated county areas. We especially to not need digital billboards to pollute our scenic views and night skies.	445 Puma Dr	Washoe Valley NV	89704
Kevin	Danaher	kevin_danaher@hotmail.com			Reno NV	89511

Cher	Daniels	hairbiz4@yahoo.com			2663 Arrow Smith Dr	Sparks NV	89436
Ellyn	Darrah	elbryah1@yahoo.com	I oppose any new digital Billboards and I do not want any more billboards of any kind in my County. Billboards are not beautiful, they are a distraction to drivers.		673 Silver Falls Ct.	Reno NV	89521
Mercedes	De la garza	Mercedes@delagarzastudio.net			575ridge st	Reno NV	89501
Elena	De La Pena	matizverde@yahoo.com	Digital billboards are a hazard to night time driving.		5694 Hunting Creek Way	Sparks NV	89436
Brian	Dean	tahosailor@aol.com	Reno is a beautiful city at the foot of the Sierras. We can't tolerate unsightly billboards to scar our natural beauty.		3459 Skyline View Dr	Reno NV	89509
Anne	DeAngelis	annedeangelis@gmail.com			7720 Basin River Ct	Reno NV	89523
Emma	Dickinson	Dickinson@sbcglobal.net			2435 Crooked Canyon Court	Reno NV	89521
Craig	Downer	crgdown@gmail.com	What an isore these billboard would be!		PO Box 456	Minde n NV	89423
steve	drapeau	stevedrapeau@yahoo.com			7655 aspen creek	washo e NV	89704
Dana	Drinkwater	danadeal@msn.co			1560 Sutterbrook way	Reno NV	88521
Pamela griff and kathleen	duPre	pam.dupre@sbcglobal.net	No more billboards! The people have spoken. Why mar our beautiful landscape? A billboard will NOT make or break a business. Period.		6620 Claymont Ct.	Reno NV	89523
	durham	renogriff@aol.com			271 thoma ST	RENO NV	89502

Larry	Dwyer	kdwyer31@charter.net	Pleas stop any new billboards!	Reno	NV	89509
Barbara	Easterbrook	beasterb@earthlink.net		San Pedro	CA	90732
Robert	Egbert	bobegbert@prodigy.net	Our highways do not need the blight of billboard distractions	Reno	NV	89511
Robert	Egbert	bobegbert@prodigy.net	The beauty of the landscape will be marred by billboards. Please do not allow any billboards.	Reno	NV	89511
Becca	Erngh	Bengh@me.com		Reno	NV	08952
Susan	Englesby	gidduymom53@yahoo.com	I am opposed to any electronic billboards in Southwest and rural areas of Reno that can pollute our night skies.	Reno	NV	89511
Kathleen	Ethofer	Ethofer@aol.com		Reno	NV	89521
Thomas	Farley	Thomasfarley@yahoo.com	Visual pollution of the electronic kind. Static billboards are bad enough.	West Sacramento	CA	95691
Ruth	Faulstich	Mikeandfoof@hotmail.com	The electric signs are more of a distraction than a cell phone!	Reno	NV	89503
Isabelle	Favre	favreisabelle9@gmail.com		3345 Sparks	NV	89434
Christy	Fermoile	csoleil52@yahoo.com	We are already bombarded with advertisements 24/7. These signs distract drivers and are an eyesore in our beautiful landscapes. Uphold the citizens' existing mandate.	4602 Canyon Ridge Ln. Reno	NV	89523

Jan	Flanagan	janflangan@aol.com	For heavens sake, listen to us ordinary citizens! We do not want any more billboards or digital signs or regional tourist designations or whatever the heck you want to call them! Stop it! Do you hear us?? Put the information on the exit signs. That's enough along with our cell phones! Don't despoil our views! Please listen to the people and not just the businesses. Thanks!	1460 Bermuda Circle	Reno NV	89509
Rachael	Fleet	pyfleet@att.net	The natural beauty of Washoe County is the best possible advertisement for The region itself & ALL it's businesses & people. Let's not allow it to be disfigured by unsightly & misbegotten signage.	4790 Caughlin Pkwy.#128	Reno NV	89519
Jeanne	Foss	jfoss@sbcglobal.net		12235 Brentfield Dr.	Reno NV	89511
Florence (Marge)	Frandsen	Mfrandsen@pyramid.net	There is so much beauty in the Truckee Meadows. Why do you want to destroy it. Makes no sense	7805 N Southmoor Circle	Reno NV	89502
Florence (Marge)	Frandsen	Mfrandsen@pyramid.net		7805 N Southmoor Circle	Reno NV	89502
Gregory	Franklin	ogk885@yahoo.com		885 G street	Fernle NV	89408
Rosemary	French	desertrosef44@yahoo.com	Billboards are not attractive (other than to the parties who can afford one), distract drivers and make our landscape junky and unattractive. NO MORE BILLBOARDS, PLEASE>	11420 Torino Ct.	Reno NV	89521

Pamela	Galloway	p.galloway@sbcglobal.net	Let us not kill our golden goose - our scenic views. What has been allowed to happen within Reno city limits in terms of signage has resulted in numerous eyesores, These signs are not allowed in numerous communities throughout the U.S. Please do not allow this unsightly signage to ruin our unincorporated county pristine views. Thank you.	14450 Rancheros Drive	Reno NV	89521
Carol-Lynn	gaudio	boring_1@hotmail.com	You need to drive this road during morning high traffic time which is about 5:45 AM. Then think about how distracting a digital sign would be at that location.	16 4 1 Ashworth Court	Reno NV	89521
Cynthia	Geyer-Newberg	cgeyer.newberg@sbcglobal.net	How can anyone in their right mind think that this horrible blight in our community is helping the overall appearance of this area? No wonder Reno is having trouble attracting business. The scenic beauty of the mountains could be a selling point.	1700 Comanche Moon Ct.	Reno NV	89521
Dennis	Ghiglieri	dghiglieri@netscape.net			Reno NV	89503
Rita	Glover	rita@naturedoc.com	Please vote this down. We don't need digital billboards in our county. Please reconsider your support for billboards in unincorporated areas of Washoe County. There are other, less invasive, ways to advertise.	45 Middlefield Place	Washoe Valley NV	89704
Carol	Glynn	cglynn47@gmail.com		14180 Riata Circle	Reno NV	89521

Robert	Goodman	pandion36@aol.com			7900 N Virginia #193	Reno	NV	89506
Helaine	Greenberg	HGSunshine@aol.com			5031 Fyvie Ct.	Reno	NV	89519
Marilyn	Gross	merrygross@gmail.com			5995 Pebble Beach Dr.	Reno	NV	89502
Evelyn	Grupe	edgrupe@gmail.com			675 Hunter Place	Reno	NV	89519
Rosemary	Gurpide	gurpidem@att.net		Why mar the natural beauty of Nevada with this visual blight? Wouldn't it be good if we could follow the example of places much more progressive instead of adding to the already over cluttered areas around around the state?	1000 Whites Creek Lane	Reno	NV	89511
Roberta	Hall	rbhberry@yahoo.com		Why does Reno want to take ten steps backwards? Enlightened cities are banning new billboards and removing the old ones. Beautiful cities don't have billboards. The citizens of Reno do not want more billboard blight!	1990 Ives Avenue	Reno	NV	89503
Jody	Hall	Jhall89509@aol.com			3850 Nature Trail	Reno	NY	89511
Patricia	Hampton	P.c.hampton@att.net			260 Caliente	Reno	NV	89509
Susan	Hancock	thehadnots@sbcglobal.net			209 Urban Rd	Reno	NV	89509
PAULA	HANSEN	ronpaulaverdi@sbcglobal.net			POB 731	VERDI	NV	89439
Rob	Hansen	Landwizard@mac.com		Please, no more billboards. Kindly leave the beautiful natural portraits to nature.	416 Circle Dr	Reno	NV	89509



John	Hara	harafx@sbcglobal.net	<p>Look at the tapes, attend the hearings and you'll know. They're not listening, only going through the motions. Commissioner Hartung who is pressuring to pass this flawed code to benefit one citizen claims we owe it to him. In response, the entire county machine is grinding towards making this happen. Against public protests, against legal precedence, against standard practices around the country, against all reason, this elimination of defining signs as on and off premise and tossing billboard regulations, is playing out as dictated. It's politics, not policy. One guy gets profits; the community gets more digital blight.</p>	65 Woodchuck Ct.	Reno NV	89519
Michael & Vickie	Harper	harperqrs@aol.com	<p>Current regulations have served unincorporated Washoe County for over 30 years.</p>	3040 Oreana Dr.	Reno NV	89509
David	Harrison	daveharrisonb@gmail.com	<p>I think that the claims that there is 'broad community support' for billboards are bunk. The citizens of Washoe County have repeatedly said no to billboards.</p>		Washoe Valley NV	89704
Toni	Harsh	toniharsh@charter.net		Marsh Ave.	Reno NV	89509
Cheryl	Haverty	chavedogs@gmail.com	<p>NO MORE!!</p>	1001 S Meadows Pkwy #611	Reno NV	89521

jack	hawkins	jack@hawkinsarchitecture.com	<p>The staff has done a good job regarding the new signage ordinances. However, there are some new loopholes that could essentially allow billboards throughout the County. This is not what most of the Citizens want - especially digital ones. Signage and Billboards are a canceler that can never be taken back once they are in place without a lot of money or an act of Congress. The advertising industry and sign manufacturing companies have ravaged areas like Reno for years and made a lot of money doing it. No more ugly billboards and signage.</p>	1400 south virginia street	reno	NV	89502
Lyn	Hawkins	lekittyh@sbcglobal.net	<p>Let's focus on the natural beauty of our area. Billboards = visual pollution!</p>	529 Cheney Street	Reno	NV	89502
Anna	Hayes	ahawkinsrhs6@yahoo.com	<p>Although I grew up in Reno and my permanent address is still in Reno, I am currently living along the 1-15 corridor in Utah. Despite the beautiful mountain scenery, it is the ugliest highway in America because of the billboards. Utah has bowed to private interests and industry. Please don't let this happen in my beloved home town!</p>	529 Cheney St	Reno	NV	89502
Jenna	Hendricks	Jdragonfire7@gmail.com	<p>The light pollution from a digital billboard would be terrible for miles! I love being able to see the stars at night!</p>			NV	89704
Janis	Herd	Herd_j@yahoo.com	<p>Really bad idea! Ugly and distracting to drivers.</p>			NV	89503

Andy	Hoen	andy.hoen@gmail.com		5705 Lausanne Dr	Reno NV	89511
Gary	Houk	patriotplumbing@sbcglobal.net	In my opinion all billboards are an eyesore, combine that with the fact that I can be fined by the state up to \$500.00 dollars for reading anything (including maps) while driving, is disgusting. Just read the definition of distracted driving in the taxpayer funded NDOT Zero Fatalities program @ zerofatalitiesnv.com and you can see how hypocritical this proposed sign ordinance is.	1345 E. Guffey Dr.	Washoe Valley NV	89704
Gary	Houk	patriotplumbing@sbcglobal.net	Millions of dollars are being spent by private, state and federal entities to combat distracted driving, this code change is hypocritical to that effort and defies what the voters have already approved	1345 E. Guffey Dr.	Washoe Valley NV	89704
Phil	Hurd	nicekappa1@gmail.com			NV	89523
Amy	Hyne-Sutherland	amyhyne@gmail.com		1614 Broadmoor Drive	Austin TX	89439
V. J.	Isert	visert@aol.com			Reno NV	89511
Samantha	Izquierdo	samanthaizquierdo@sbcglobal.net	I would rather look at the beautiful natural scenery that Washoe County has to offer than these ridiculous flashing signs (we get enough of that in town). Also, I consider them a distraction to driving.	1670 Elmcrest Drive	Reno NV	89503

nancy	Jackson	njwriting@aol.com		P.O Box 54	Verdi NV	89439
james	jacobs	swabee1970@yahoo.com		1315 clagett	las Vegas NV	89110
Joseph	Johnson	jj935@juno.com		935 SHERWOOD DR	RENO NV	89509
Mechele	Johnson	mickeybourbon@yahoo.com	We have a beautiful area, do not turn it into advertising blight !!	Cortez Lane	Gardnerville NV	89410
Mary	Jones	mkjones1@sbcglobal.net		530 E. Patriot Blvd., #282	Reno NV	89511
Jake	Kastner	jkastner88@gmail.com		450 Tracy Lane	Reno NV	89509
Anne	Katona	Tyrellakbt@aol.com	Please vote no on allowing new billboards and please NO digital billboards in Washoe County.	Sky Horse Trl	Reno NV	89511
Terry	Katzer	terrykatzer@sbcglobal.net	Bill Boards are driver distractions and I am against them without exception. Please don't muck up the highways with them.	12975 Broilli Drive	Reno NV	89511
Jennifer	Kaufman	jenn.kaufman@yahoo.com		5574 Tappan Drive	Reno NV	89523
Michelle	Kaufman	kanani1421@hotmail.com	My husband and I where Washoe county residents. One of the best parts of living there was that it stayed country. Washoe county has it's own charm. Keep it that way!!	2700 Ridgeline dr #207	Corona CA	92882
Gary	Kaufman	gk1157@sbcglobal.net	Billboards are a total eyesore!	3202 Banestone	Reno NV	89436

Leah	Kaufman	leah.lkplanning@sbcglobal.net	I am largely opposed to any new "billboards" and digital signs, as they are just plain ugly and distracting. Please don't approve this for the interests of few over the opposition of many!	5182 Canyon Run	Sparks NV	89436
Margo	Kaufman	borka@gmail.com		4120 Winding Creek Rd	Sacramento CA	95864
Linda	Kelly	lindajea@gmail.com	Digital billboards are light pollution, and the citizens and visitors do not need to experience our county in this manner. Do we really want to become little Las Vegas. Remember the bad reputation of Reno 911.	17000 wedge Parkway#1422	Reno NV	89511
vivian	kettering	vivreno@sbcglobal.net	I'm against any changes to the sign code, which would allow billboards and digital billboards in the unincorporated county areas. Years ago the citizens of this area voted to not allow more billboards. Why trash the lovely scenic areas with such blight.	4660 Aberfeldy Rd	Reno NV	89519

Dave	Kladney	davekladney@gmail.com	I would attend your meeting, but I am out of the city. Please deny this sign. It is inappropriate and no valid research has been provided by the applicant to validate the issuance of a special use permit. In addition, the harm it would do to the scenic sightlines of the area would be irreversible. Issuing the special use permit would be like saying 'Reno is not the outdoor place for recreation and beauty.'	905 Joy Lake Road	Reno NV	89511
Angela	Knoll	angieknoll1@yahoo.com	We do not need any more billboards in Washoe County. Thank you.	4815 Sinelio Dr	Reno NV	89502
Bryce	Kuchik	bosocek@yahoo.com		1205 ravens point circle	Raleigh NC	27614
Debby	Lammam	debwebily@yahoo.com	We have a beautiful state. We do not want to be bombarded with the likes of Pepsi ads amidst an otherwise beautiful landscape. There are still some pristine places in NV, and as a resident of this state I would like to keep them that way.	1130 California Ave, #C	Reno NV	89509
Zena	Lamp	lampwz@msn.com	Let the natural beauty of Nevada speak to all who use our highways. Don't cheapen our home with more signs and distract drivers with digital ones.	4505 Slide Mountain Drive	Reno NV	89511
Tanya	Lesselles	tanya408@gmail.com		408 Bunker Hill Dr	Carson City NV	89703
Rosa	Lester	Rosamlester@att.net				89509

Jennifer	Lind	jenniferlind@hotmail.com					NV	89703
Lori	Livermore	cjandla1@cox.net			3184 Sisley Garden Ave	Henderson	NV	89044
CA	Lonergan	calonergan@gmail.com	No, no, 1,000 times NO! >:-{		4370 Whittle Ave	Oakland	CA	94602
Susan	Lynn	slynn@sbcglobal.net	No amount of money can equal the value of our beautiful views of mountains, valleys. Please no more signs of any kind! They blight our community and landscapes and detract from tourism and the community's quality of life.!		1599 Wheatgrass Dr	Reno	NV	89509
Paul	Malikowski	paul@nvlaw.com	OK. If Tesla needs a digital billboard in the Truckee River Canyon to direct applicants to the thousands of new jobs they are offering at TRIC, I suppose that would be acceptable. Otherwise, approval will vest rights in the billboard owners that will be far too expensive for the County to buy out, in the event the decision is later deemed improvident.		4755 Cedarhill Lane	Reno	NV	89519
Arlene	Marshrey	windwalker@powernet.net	We love the vistas of the mountains and high desert. Don't destroy the beauty with billboards.		9430 Tomahawk Way	Reno	NV	89506
Phillip	Matheny	philmatheny@att.net	Whomever said there was 'broad support' lied outright. Find them and prosecute...		18300 Goose Lake Drive	Reno	NV	89508

Thelma	Matlin	tmatlin@nvbell.net	All digital billboards should be banned because they are a distraction to drivers and they are a source of light pollution .	4755 Bradford Lane	Reno	NV	89519
Thelma	Matlin	tmatlin@nvbell.net	To large ,to bright, to distracting. No more billboards! No electronic billboards! Please stop this madness.	4755 Bradford Lane	Reno	NV	89519
Thelma	Matlin	tmatlin@nvbell.net	Billboard signs are a dangerous distraction to motorists, and annoying to see. They ruin all of what Nevad is trying to promote. I have had the bright signs dominate my sision when trying to concentrate on safe driving, the highway, and other verhicle. The sign at the GSR in Reno is very dangerous. Sings along Washoe Valley would bring more distraction, danger and ugliness to drivers. I have worked in hosptials for 40 years and the accidents are more and more severe, more frequent.	4755 Bradford Lane	Reno	NV	89519
Gail	Matyas	gailmm4036@sbcglobal.net		15135 Crimson Drive	Reno	NV	89521
Vince	Mazucci	vince@urgc.org				NV	89502
paul	mcclintock	sixmcc@aol.com	Commissioners, do you think the next generation or millenials are going to obtain information or be persuaded and influenced from billboards? Billboards are already obsolete in this information/digital age. 20-30 years from now the next generation we will be tearing down these eyesores.	2815 Bull Rider Dr.	Reno	NV	89521



Diane	McCormack	spirit@telis.org	The citizens of Washoe County were duped into believing the Washoe County Planning Commissioners had our best interest in heart. The Chair, Roger Edwards, listened to the big money from a billboard official from Ohio and got 3 others to vote with him AFTER countless hours had been spent on a proposal that all were okay with. They betrayed our confidence.	700 California Avenue	Reno NV	89509
Birnie	McGavin	Birniemcg@sbcglobal.net	Big Digital signs are not appropriate and will cause distracted driving!! Please review and downsize!	14420 Quiet Meadow Dr.	Reno NV	89511
Celia	McGinty	celiamcginty@yahoo.com	Please help keep Nevada scenic.	2090 Rabbit St	Washoe Valley NV	89704
Jacqueline	Meadows	Jacqwee1@sbcglobal.net		7827 Morro Ave	Sparks NV	89436
Leta	Medina	Letishdish@sbcglobal.net		6920 sunkist drive	Sparks NV	80436
MarilynR	Melton	Meltonart33@gmail.com	Profits for the few insult the environment and the public. Please give future generations a break.	Palisade	Reno NV	89509
Erin	Miskimins	symphonyec@aol.com	Please don't ruin our wide open spacing with MORE advertising. I don't want shop in my car; I want to enjoy the view.	845 Daniel Dr	Reno NV	89509
Carol	Morrison	carolmorrison52@yahoo.co				89503

Julie	Mottes	kjmottes@me.com	Please preserve our city's beautiful landscapes by not allowing these new digital billboards (eyesores). We are not Las Vegas.	3685 Boulder Patch	Reno	NV	89511
Julie	Mottes	kjmottes@me.com	The beautiful pines, the amazing mountain ranges, and the incredible vistas are the only advertising we need. Drop the push for more ugly billboards.	3685 Boulder Patch	Reno	NV	89511
William	Munns	fbansandy@charter.net		15320 Cherrywood Dr.	Reno	NV	89511
Kathryn	Murders	Eddykathe@yahoo.com	Changing the regulation on billboards in this way shows an unfortunate preference on behalf of the staff proposing the changes.	4280 Drake Way	Washoe Valley	NV	89704
tina	nappe	tinanappe@gmail.com	I am opposed to all billboards which make the Truckee Meadows look tawdry; their value in recruiting customers is unknown.	615 Robinson Court	reno	NV	89503
Marilyn	Naylor	naylorhome@charter.net		1005 Dunbar Drive	Washoe Valley	NV	89704
Valerie	Nelson	sierranotes@charter.net	Please do not approve any legislation for billboards of any type in the unincorporated areas of Washoe County. Leave our view natural!			NV	89523

Steve	Nelson	snelson@tmcc.edu	<p>I oppose all Billboards along our roadways. The electric ones are the most invasive and irritating of the bunch. They block the views to our beautiful surrounding scenery and if left unregulated and limited they would be everywhere. Billboard companies will not limit themselves and know no limit as long as some property owner wants to make a few bucks they will line our roadways with billboards. It is very pleasant, when I visit communities that have sign regulations. The scenery and the communities are what you notice not the commercialism along the roadway. If there are no billboards, all businesses are on a level playing field, so one business is not hurt any more than another. Outlaw Billboards!! Thanks, Steve</p>	255 Marmot Drive	Reno	NV	89523
Jenny	Nelson	Jvnelson10@hotmail.com			Reno	NV	89509
Shaaron	Netherton	shaaronann@sbcglobal.net	<p>Please honor the wishes of the residents of Washoe County who repeatedly vote against the blight of billboards. Stand up to the developers - please!!!</p>	5445 E. Brookdale Drive	Reno	NV	89523

Peter Chase	Neumann	neumannpc@sbcglobal.net	<p>The proposal by staff and the planning commission is, in effect, to DE-regulate billboards in Washoe County. This, in the guise of 'simplifying' the regs. If the Commission were to adopt the proposal, you will see 450-square-foot BILLBOARDS everywhere, diminishing your constituents' views of the magnificent mountains that surround our County. A billboard is a billboard. Please do not allow them to be erected 'off-premise' in a willy nilly fashion. If Mr. Dianda can rent out his property for a Pepsi-Cola (or Mustang Brothel, or Wild Orchid) 450-foot sign that has no relationship to his on-premise business (race track), then what is to prevent hundreds of homeowners from building signs overhead their roofs, advertising fast food establishments? The present requirement for on-premise signs to relate to the actual on-premise business is important and legitimate. Don't destroy that requirement!</p>	One Elm Court	Reno NV	89501
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Peter Chase	Neumann	neumannpc@sbcglobal.net	Please, BCC, do NOT enact this ordinance as drafted. You need to modify it so it does not allow billboards, including electronic 'digital' ones, to sprout up like weeds in Washoe County. if you allow on-premise signs to advertise services or products that are not provided or sold by the property owner where the sign is located, that is exactly what will happen. There will be 'lawyer advertising billboards' on every corner, as there are in Las Vegas. The people of Washoe County do NOT want this to happen!	One Elm Court	Reno NV	89501
joyce	newman	washoegr12@yahoo.com		35 Lewers Creek Road	Washoe Valley NV	89704
antonette	niedle	toekneen2@aol.com	My love for this state is because of the beautiful vistas at every turn. Please do not sacrifice the views for greed.	10590 apple mill ct	reno NV	89521
jessica	nolan-bowers	jessicanolanbowers@gmail.com		po box 6763	incline village NV	89450
James	noriega	noriegaj@embarqmail.com	Don't ignore the will of the people. Do not OK this new billboard plan!	135 Cottontail Ln.	Washoe Valley NV	89704

Mary Ann	Oelsner	Oelsnerma@gmail.com	I ask our County Commissioners to have some guts and stand up for the scenic beauty we have here!! We enjoy the moon & stars at night! We want residential peace when we are at home!! Don't we have enough digital media on our TVs, phones & computers & all over downtown?? Be the true representatives we elected! We're all watching!!	14015 Feldspar Ct	Reno	NV	89521
Katie	Ogden	ktlynno@hotmail.com	The environmental impact of digital signs is outrageous!! The disregard to the amount of energy that must be utilized to operate these billboards is very careless and destructive to our environment. Make sure to know the facts of these digital signs and billboards!	150 Sagebrook Drive	Verdi	NV	89439
Larry	Ollivier	Isollivier@sbcglobal.net		60 Arden Circle	Reno	NV	89503
Larry	Ollivier	Isollivier@sbcglobal.net		60 Arden Circle	Reno	NV	89503

PEG	O'MALLEY	pegmo13-alt@yahoo.com	The citizens have already voted on this issue and expressed their will not to have any additional proliferation of billboards in Washoe County. The technology that has developed digital billboards has created an advertising product that is particularly distracting, intrusive and visually disruptive. To overturn a law enacted in response to public referendum to accommodate the financial desires of a single individual is reprehensible and does nothing to enhance the beauty and natural appeal of our landscape. Please do not do this.	MAHOGANY DRIVE	RENO NV	89511
Pablo	Ortega	pmo13@yahoo.com	Billboards are banned in Hawaii	954 garen	incline village NV	89451
Donald	Osborne	donrno@sbcglobal.net	No new signs, please	4260 Warren Way	Reno NV	89509
sue	parks	sparkstxart@yahoo.com	Nevada is beautiful and wild. Digital electronics have their place but it is NOT OUTSIDE!	1221 oriole	garland TX	75042
Janet	Pederson	Pedersonjanet@gmail.com	I do not support the billboard proposal as submitted by staff.	2940 Fairwood Dr.	Reno NV	89502
Rhonda	Pender	rpender39@gmail.com		Cumulus Ct	Sparks NV	89441
Cary	Peterson	cary.peterson@kimley-horn.com	Whether you call it a sign or a billboard, we don't need more of them cluttering up our rural beauty for the profit of the few.	5599 Saint Andrews Ct.	Reno NV	89502

Michele	Pfiester	michelehcim@gmail.com	<p>Let's look at the negatives and positives of billboards. Negative: Light pollution; visual degradation of the esthetics of wherever they exist, i.e., anything but scenic; distraction of attention from driving; widespread annoyance of your constituents, who do not want to see the clutter in an otherwise natural, rural landscape. Positive: Increased product exposure to anyone driving on the road (This is of questionable value. People like me find them so intrusive that we purposely refuse to spend money at any business that uses them.); income for the owner of the land. The question is, whom do you represent? What values do you stand for? I have lived in Pahrump for three years, and I love the beautifully scenic drive from the edge of Las Vegas to home until I get to the outskirts of town, where the tacky bombardment begins. PLEASE don't wipe out the progress the citizens of our country have accomplished in banning these visual affronts.</p>	NV	89060
Dorothy	Poole	tigger8822@hotmail.com	I urge you to stop billboards and digital billboards in Washoe County. Preserve the beauty of the land.	CA	95833



David	Porter	Dsporter@checklistguy.com	<p>Vermont, Alaska, Hawaii, and Maine had the foresight to outlaw billboards many years ago. As a Washoe county resident, it's embarrassing to have visitors see the roadside views cluttered and often obscured by billboards. The County Commissioners vote on billboards will be a lasting testament to how much they value Nevada's unique scenic beauty, support County scenic and recreation goals, and really listen to County residents desires. How many residents are adamant about having as many billboards and as many digital ones as possible. Please let us know. My guess is it will only be a small minority that stand to enrich themselves at the expense of the majority who oppose such expansion and infringement on our public commons.</p>	441 Socorro Cr	Reno	NV	89511
Ullrich	Porzig	porzigs@cox.net	<p>I am opposed to this draft and encourage the commissioners to vote against it because we don't need these distractions to detract from our beautiful scenery.</p>	218 N Earham Ct	Reno	NV	89511
Grace	Potorti	Gracepotorti@gmail.com	<p>Too many road distractions!</p>	9505 black bear dr	Reno	NV	89506

Cindy	Prescott	cindyprescott2003@gmail.com	The last thing we need is more billboards and signs distracting from our gorgeous land! The new billboards are tacky and distracting. Doesn't Reno have enough blaring, colored lights already without adding more to it?	10831 Crooked Canyon Dr	Reno NV	89521
Phoebe	Purke	randrforlife@gmail.com	NO more billboards! It takes away our beautiful vistas!	Box 300	Sparks NV	89432
Leah	Radcliffe	Lrr1125@yahoo.com	Overly bright digital signs not only cause problems for late night drivers but they destroy the beautiful night sky of northern Nevada		Reno NV	89515
Daniel	Rainey	Raineydjw@gmail.com				
Sherida	Rapp	sherap6@yahoo.com	Please do NOT Allow any more billboards and ESPECIALLY DIGITAL billboards - or should we call them by their proper function as annoying, brilliantly bright, distracting, intrusive upon our scenic highways and otherwise just downright ugly pieces of advertising that you can never get away from. So there goes all night skies and views - --HELLO LAS VEGAS!!! Northern Nevada need to change its name to Northern Las Vegas if the new proposed bill is approved.	13845 Chamy Drive	Reno NV	89521

Sherida	Rapp	sherap6@yahoo.com	<p>Please stop this insanity! NO ONE NEEDS a 420 foot flashing digital sign! If you allow this - I promise to NOT use any of the advertised products or merchants - even if it means ordering from the internet to avoid using these obnoxious business owners that think only of their benefits and willingly trash the scenic beauty of this area.</p>	13845 Chamy Drive	Reno NV	89521
James	Rawie	toccatatahoe3@gmail.com	NO NEW BILLBOARD ADVERTISING! .period	586 douglas court	incline village NV	89451
James	Rawie	toccatatahoe3@gmail.com	NO MORE BILLBOARDS or advertising media in the public view. We have enough already	586 douglas court	incline village NV	89451
Chance	Reading	Chancereading@gmail.com	<p>This new code seems to be biased and an unreasonable expansion of existing law. While growth and change can be expected, our goals should be the protection and beautification of our growing communities, not questionable policy and misguided actions from Politicians who seemingly represent their own needs more than community members they supposedly represent.</p>	Po box 798	Verdi NV	89439
Carol	Reilly	evanorcarol@att.net	Please do not visually pollute Washoe County even more than it presently is.	2904 Sagittarius Dr	Reno NV	89509

Kimberly	Rhodemyre	kirhode.re@sbglobal.net	The fact that County Staff is trying to circumvent the voters who voted overwhelmingly against this by looking so hard for loopholes makes one believe that the County and the County Staff could care less about what the voters wanted and more about what one person or one industry wants. We voted against billboards. Quit trying to force them down our throats!	4313 Leeward Lane	Reno NV	89502
David	Riegert	dariegert@aol.com	THE LAST THINGS WE NEED ANYWHERE IN THIS STATE ARE MORE BILLBOARDS, PARTICULARLY THOSE APPROVED FOR THE BENEFIT OF A CERTAIN INDIVIDUAL WHO HAS CONNECTIONS WITH THE COUNTY COMMISSIONERS. WE ARE INUNDATED 24/7 BY ADVERTISING EVERYWHERE YOU LOOK AND WE ARE ALL SICK OF IT. THE LEAST YOU CAN DO IS TO STOP FOULING THE BEAUTY OF THIS STATE BY ALLOWING EVEN MORE OF THIS TRASH.		NV	89519
Chris	Robertson	car650@gmail.com		650 West Arroyo Street	Reno NV	89509
David	Rocco	mrdrocco@yahoo.com		380 Freeport Blvd #6	Sparks NV	89431
David	Rocco	mrdrocco@yahoo.com		380 Freeport Blvd #6	Sparks NV	89431
Penny	Roskoski	pennyroskoski@yahoo.com	Does anyone remember the 2000 vote? What about 'NO NEW BILLBOARDS' don't you understand?	4871 Lakeridge Terrace West	reno NV	89509

Penny	Roskoski	pennyroskoski@yahoo.com	<p>Please please please re-think what you're doing. We're in Sunriver, Oregon, on vacation. There are NO billboards in Oregon. It's beautiful. Don't let this whole town be turned into Reno 911.</p> <p>I thought we voted in 2000. No new billboards. Calling them "signs" doesn't fool anyone.</p>	4871 Lakeridge Terrace West	reno	NV	89509
Walt	Roskoski	waltroskoski@yahoo.com	<p>I was a Reno resident for 35 years. It is mind-boggling to think Reno could be easing restrictions on digital signs and light pollution when communities around the world realize the negative impacts of light pollution and are taking steps to preserve the nighttime environment. Wake up, Washoe County Commissioners.</p>	4871 Lakeridge Terrace West	Reno	NV	89509
Bob	Russman	astro@russman.com	<p>Our goal as a community should be to make the Reno area more beautiful, not less!</p> <p>The last thing our community needs is more and bigger billboards.</p> <p>Signage is tacky and doesn't attract business to whatever the sign is advertising. Only the landscape is disrupted.</p>	4065 Partridge Lane	WASH OE VALLE Y	NV	89704
Catharine	Rybicki	rybicki615@hotmail.com		1638 Glen Oaks Dr.	Reno	NV	89523
Catharine	Sanders	kay.sanders@live.com		1550 White Ridge Cir	Reno	NV	89509
Elaine	Sargent	sargent@pyramid.net		1340 Wesley Drive	Reno	NV	89503

Roger	Scholl	schollrog@sbcglobal.net	One of the great attractions of Northern Nevada is that when we leave the developed areas, we have gorgeous, increasingly rare, wide-open spaces. We do not need to spoil these great vistas with more billboards and signs. Please do not change our existing sign regulations - above all for digital billboards. Thank you.	4870 Hilton Ct.	Reno NV	89519
Cheryl	Schroder	Cherylpschroder@gmail.com		4830 Nature Trail	Reno NV	89511
Maria	Sefchick	maria_sefchick@yahoo.com		2151 Brittany Meadows Dr.	Reno NV	89521
Brenda	Service	Servicepetsit@hotmail.com		3357 Toledo court	Sparks NV	89436
Cathy	Sheehe	cathysheehe@gmail.com	Please see the future and quit repeating the past. Billboards are antiquated thinking and ruining what is beautiful about Nevada, which is its spectacular scenery. Thinking of future value will eventually bring in more revenue. Think like Apple, Tesla etc. Who are moving here for the quality of life and scenery- away from areas that have destroyed those values.	4373 S. Jumbo Circle	Washoe Valley NV	89704
Kimberly	Shore	bkshore@gmail.com	Keep the signs down! Keep Reno views unblocked! Please keep our scenic heritage scenic!	13965 Cochise Dr	Reno NV	89521
Monica	Siewertsen	Mbs0613@gmail.com	I am absolutely opposed to any large signs in rural Nevada, Washoe County			89521

Marjorie	Sill	msill@juno.com	These billboards are distracting to motorists and spoil our beautiful scenery.	720 Brookfield Dr	Reno	NV	89503
Marjorie	Sill	msill@juno.com		720 Brookfield Dr	Reno	NV	89503
Denise	Smith	denisemsmith9@gmail.com	Nevada has a subtle scenic beauty, billboard signs don't	3365 Everett Dr	Reno	NV	89503
Gary	Smith	baldylocks1@live.com	I strongly dislike billboards. I wish we could have a beautiful skyline and highway views. Take billboards done!	5424 Tappan Dr	Reno	NV	89523
Jenni-Sue	Smith	sue@argentnevada.com	Maintain what's best about our region - scenic open spaces!	575 Creighton Way	Reno	NV	89503
William	Souza	billsouza12@yahoo.com			Reno	NV	89521
Clara	Stamulus	Clara.stamulis@gmail.com	Don't trash our beautiful desert. Please create a reasonable sign code that will allow for the beautification of our community and surrounding areas. Digital signs and billboards are extremely unattractive!	Pearl Dr	Sun Valley	NV	89433
Phyllis	Start	phylees@att.net	Please stop actions that make our surroundings more trashy. This is NOT what could be called, in anyone's imagination, a beautification project. I just returned from a cross country trip and many cities are ugly. But I also experienced serene surroundings with little billboard junk.	4949 Talbot Lane	Reno	NV	89509
Roberta	Stedfield	rstedfield@aol.com		5565 S. Scarsdale Cr	Reno	NV	89502

Roberta	Stedfield	rstedfield@aol.com	Our landscape is junky and filthy enough!!! Why are you hell bent on making it worse? More is NOT better, so noooooooooooooooooooooo!!!!!!! The desert landscape should be preserved without so much commercialization to spoil it	5565 S. Scarsdale Cr	Reno NV	89502
Jovette	Steffan	jovettesteffan@gmail.com		whipple Way	Reno NV	89521
Fred	Stoner	phredstoner@hotmail.com	I am adamantly opposed to the proposed change in the billboard sign ordinance that would allow electronic billboards in rural Nevada. Keep Nevada rural.	6146 White Water Way	Reno NV	89523
Bob	Summers	Bobsummers@aol.com		Virginia foothilla	Reno NV	89521
Steve	Sutherland	Sandsutherland@charter.net	Signs, signs everywhere are signs.....		Reno NV	89523
Eric	Swanson	es@virtualeric.com	Noone I've talked to supports digital billboards. Most are against additional signage and billboards. I see them as an eyesore and distracting. It's dangerous enough many drivers still using phones.	337 Moran St	Reno NV	89502
Mark	Taxer	mapesape@gbis.com	No New Billboards! Like we said, and passed, before.	665 Monroe St	Reno NV	89509
Caron	Tayloe	crntayloe@gmail.com		210 Waterman Ct.	Reno NV	89511
Suzanna	Taylor	bigrubby@charter.net	Please!! No billboards! This area is lovely & we need to keep it that way. No to digital bill boards!!	washo e valley 120 pershing In.	Reno NV	89704



Harry	Thomas	entusmaratus@yahoo.com	The recent survey on this topic, released by county officials, is an outright scam, in that it gave participants the impression that it had to do with signs in urban areas, such as Reno.	1745 Slide View Way	Washoe Valley NV	89704
Harry	Thomas	entusmaratus@yahoo.com	Voters are watching, and will be talking, about this issue. Do NOT defy the will of the people that you swore to follow and represent.	1745 Slide View Way	Washoe Valley NV	89704
Laurie	Thompson	Sassy52210@aol.com	Digital billboards are a complete eyesore for our community. Everyone wants to make this a great place to live and recreate but having blips of Las Vegas here and there makes is ugly. No one wants their beautiful view of the mountains ruined by some hideous advertisement lighting up the sky all night. We get enough advertising in other formats.	2670 Dansant Ct	Sparks NV	89436
Denise	Thompson	denisechilds@hotmail.com	Stop the billboards. They are visual blight	10380 Coyote Creek Dr	Reno NV	89521
Joyce	Thompson	jreno1968@gmail.com	Be famous for great night skies , folks will sniff out the business establishments on their own.	1875 Caughlin Vreek Rd	Reno NV	89519
James	Thompson	uncanoonic53@yahoo.com		8905 Little Horse Ave	Las Vegas NV	89143
cindy	tibbs	ctibbs0253@charter.net		10155 buckeye ct	reno NV	89521
cindy	tibbs	ctibbs0253@charter.net		10155 buckeye ct	reno NV	89521

Julie	Tullgren	Julesheimbigner@aol.com	Protect the beauty of the Truckee Meadows. No new giant billboard, especially if they are digital. No huge signs for shopping centers along freeways. No billboards in Washoe Valley or along Mt. Rose. None of these things! Protect our beauty and quality of life. Small and simple signs are all we need!	14725 Rancheros Dr.	Reno NV	89521
Russell	Vadenais	vadenaisrh@gmail.com	Stop bending over for private interests! Keep our roads scenic and our skies dark.	5574 Tappan Dr	Reno NV	89523
Judith	Van Vorous	jvanvorous@yahoo.com	We have enough accidents as it is, we dont need anymore distractions.	4195 W. 7th St. #239	Reno NV	89503
Lj	Von Graff	Ljvongraf@charter.net		188 Daggett Dr	Reno NV	19511
Lj	Von Graff	Ljvongraf@charter.net	A gigantic distraction from the otherwise cleaning up Reno..this goes in the wrong direction!	188 Daggett Dr	Reno NV	19511
LJ	Von Graff	ljvongraff@charter.net		188 Daggett Drive	Reno NV	89511
William	von Phul	bvonphul@earthlink.net	We already have enough billboards and signs obstructing the spectacular scenery of Washoe County. Please don't authorize any more, especially the digital billboards that distract drivers.	2020 Breen Drive	Reno NV	89509

Shevawn	Von Tobel	surrealsadhu@gmail.com	<p>I am a new home buyer in the city of Reno and strongly oppose new digital/print signs and billboards. Already, views from homes are being destroyed by these visual nuisances and traveling on the freeway/highways in the County has become even more dangerous due to these ever-moving distractions. Residents of Washoe County have repeatedly expressed their concern over erecting more of these signs - please respect the wishes of the people who live and work here.</p>	225 Mogul Mountain	Reno	NV	89523
David	VonSeggern	vonseg1@sbcglobal.net	<p>Just say 'NO' to new billboards in Washoe County. The analysis by Scenic Nevada is truly worrisome, and we must have regulations that protect the wonderful scenic views around Washoe County, whether urban or country. People move here for this scenery, not to see billboards and digital signage.</p>	2585 Sunline Dr.	Reno	NV	89523
kate	walker	kswalker916@gmail.com	<p>Please, let's not ruin the beautiful views of our community with tacky digital billboards.</p>			NV	89509

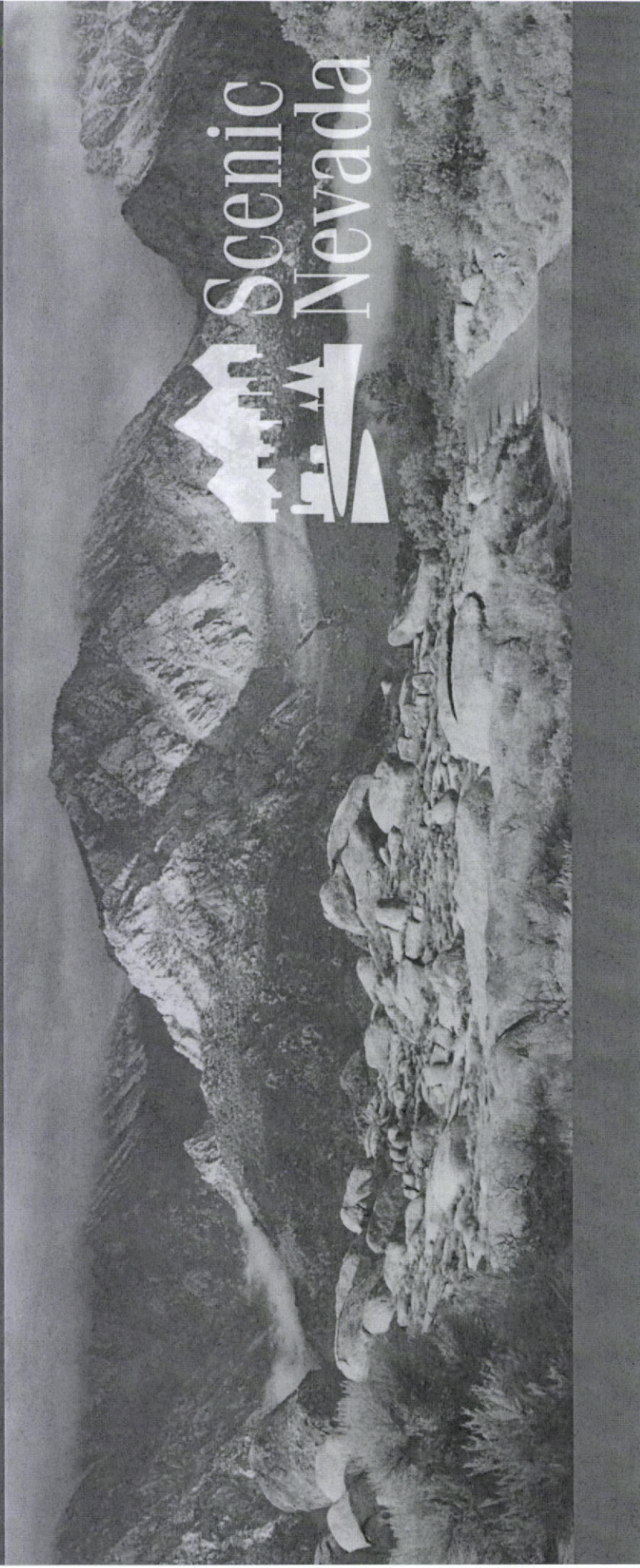
Mary	Webb	mrwebb6@gmail.com	<p>Losing our dark night sky is a threat not just to our enjoyment of the stars. It is a documented health risk. Washoe County has already allowed too many digital billboards (just drive along US 395 to see). These digital signs impact our quality of life and our health. Studies show that too much exposure to light at night increase risks for several types of hormone-dependent cancers. Other hazards from lights at night include disruptions to bird migration routes. We are situated on the Great Western Flyway, which is a prime bird migration route between north and south hemispheres. The citizens of Washoe County need to protect their health and keep Nevada skies dark.</p>	2010 Ives Ave	Reno	NV	89503
Carol	Wells	luymykat@aol.com	<p>Love the state, not the money! There is so much greed today. We are slowly loosing the beauty and we won't be able to get it back!</p>	16 Lobdel Lane	Wellington	NV	89444
Elizabeth	Weyman	eweyman@gmail.com		15140 Redmond Loop	Reno	NV	89511
Roland	Weyman	rweyman@gmail.com		15140 Redmond Loop	Reno	NV	89511
P. A.	Whitney	pawhitney318@gmail.com	<p>I am opposed to the distraction of any more billboards new, digital, and those which are in disrepair along our roads and highways. Said it once, am saying it again - NO!!</p>	226 S. Earlham Ct	Reno	NV	89511

Virginiay	Williams	Williav51@gmail.com	Please....no more distracting digital billboards!	9950 Moccasin Ct.	Reno NV	89521
Reed	Williams	reedwilliams@charter.net			Reno NV	89521
Heather	Witt	rhonwynn@aol.com			NV	89143
Ardis	Wood	ardis.wood@gmail.com	This land is your land, this land is my land From California, to the New York Island Don't muck it up with more billboards and digital billboards!	321 East 55th Street	Savan nah GA	31405
Lori	Wray	lwray@markwraylaw.com	I'm opposed to this draft because it allows billboards and special exceptions for digital billboards. Don't do it, Commissioners. Change this draft to prevent any new billboards from appearing in scenic Washoe County.	2802 OUTLOOK DR	RENO NV	89509
Holly	Wyrwich	Hollywyr@gmail.com		1127 NW 65th St.	Seattl e WA	98117
Caroline	Young	carolineyoungstudios@gmail.com	Please deny the increased use of billboards. I prefer looking at our beautiful scenery.	855 Joy Lake Road	Reno NV	89511
Les	Zieba	leszieba@yahoo.com	Please no more billboards. Too much advertising already in all medias.	855 Joy Lake Road	Reno NV	89511

# Scenic Nevada

Preserve, protect and enhance the scenic character of Nevada

## Top Five Myths of the Washoe County Draft Sign Code



# First, Some Things About US

## Who We Are

### Qualifications

- Members of Washoe County Sign Code Working Group
- Experts on sign codes in the region
- Completely analyzed WC draft code
- Commissioned a study by a leading traffic expert on digital sign brightness
- Access to leading experts throughout the country (Scenic America)



501 (c) 3, active since 2000

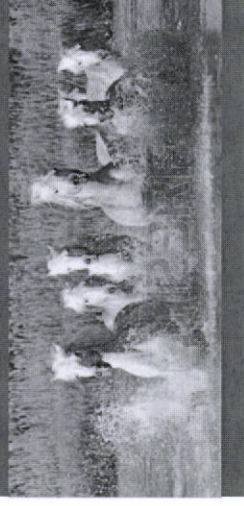
Educate the public about the economic, social and cultural benefits of scenic preservation



Advocates for sign control, scenic byways and protection of open spaces



An affiliate of Scenic America, a national group dedicated to scenic preservation



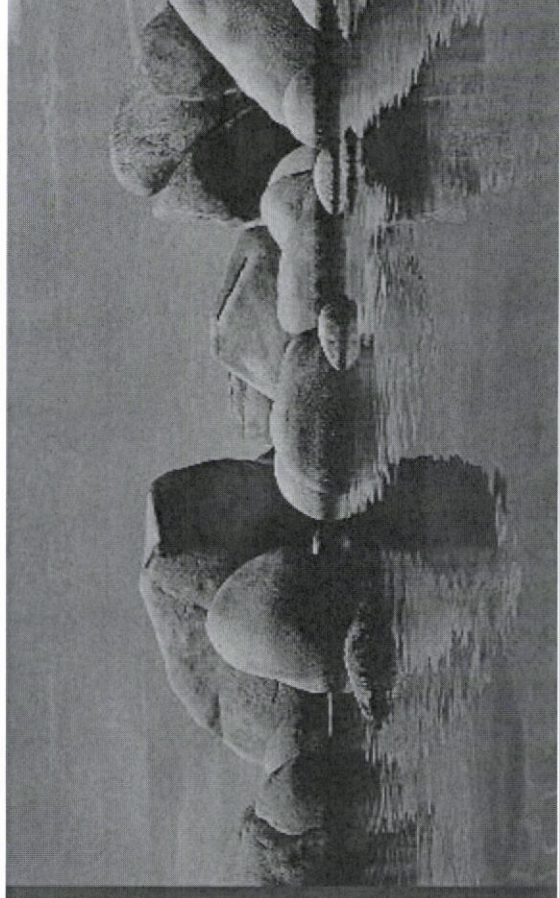
# First, Some Things About US

## Standing

- Granted official standing on signs recognized by Reno City Council, district court and Supreme Court of Nevada
- Only public interest advocate on the WC Sign Code Working Group
- Participant in sign code revisions in Reno, Sparks, County, NDOT

*“There can be no doubt that there is a connection between successful tourism and scenic protection ... Tourists do not want to travel along ugly routes to get to ugly destinations.”*

–Doug Harman, Ph.D., former President and CEO of the Fort Worth Convention and Visitors Bureau and former City Manager of Fort Worth





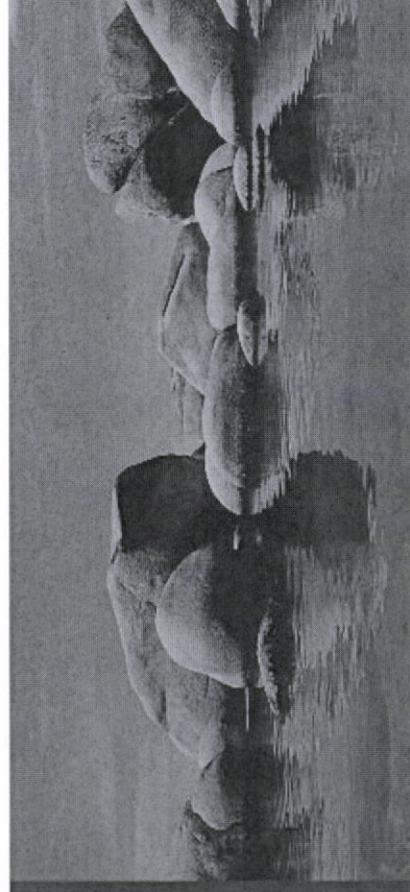
# Sign Code – Top Five Myths

## County Staff Claims:

1. Billboards are prohibited
2. Standard definitions of business signs and billboards must be removed
  - a) Content neutrality requires eliminating distinction between on and off premise
  - b) Conventional definition of on- and off-premise signs too confusing
3. RRTT designation meets county goal of economic development
4. County is controlling brightness limits
5. Broad public support for draft code

*“Well I’ve heard some folks say these can be billboards because you can have any message that you wanted on them. Well I don’t agree with that...”*

– County Planner Trevor Lloyd  
July 7, 2015 Planning Commission Meeting.



# Sign Code – Top Five Myths Unraveled

1. Billboards are prohibited - Billboards allowed under 450 sq ft.
2. Standard definitions of business signs and billboards must be removed
  - a) Content neutrality requires eliminating distinction between on and off premise - Untrue; on- and off-premise distinction has no bearing on content neutrality
  - b) Conventional definition of on- and off-premise signs too confusing - Radical claim; definition is standard across the country and is codified in national, state and county laws.
3. RRTT designation meets county goal of economic development - Pretense, RRTT was created for one business owner to have a digital billboard.
4. County is controlling brightness limits – Merely adopted sign industry standards which are brighter than necessary
5. Broad public support for draft code - Public record doesn't support this.

# Myth # 1 Billboards Are Prohibited

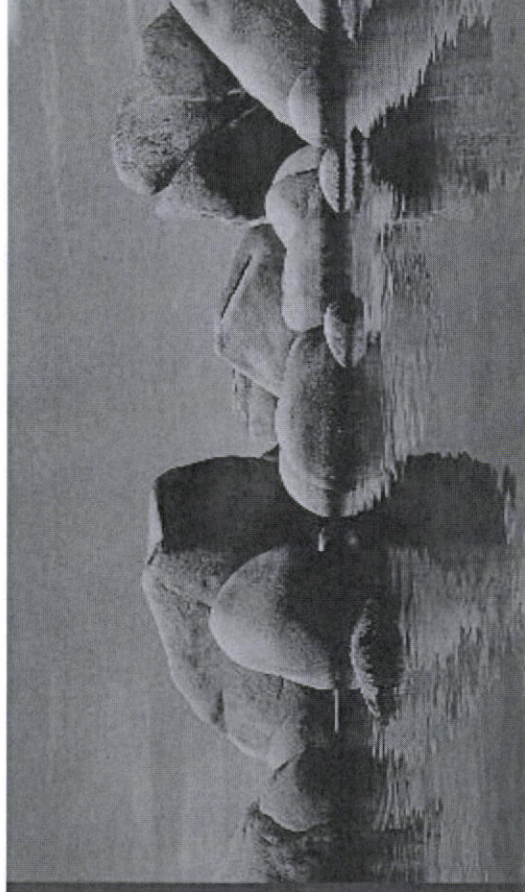
County staff eliminated the current billboard definition based on ad type and replaced it with one defining billboards by size.

## **Draft Code:**

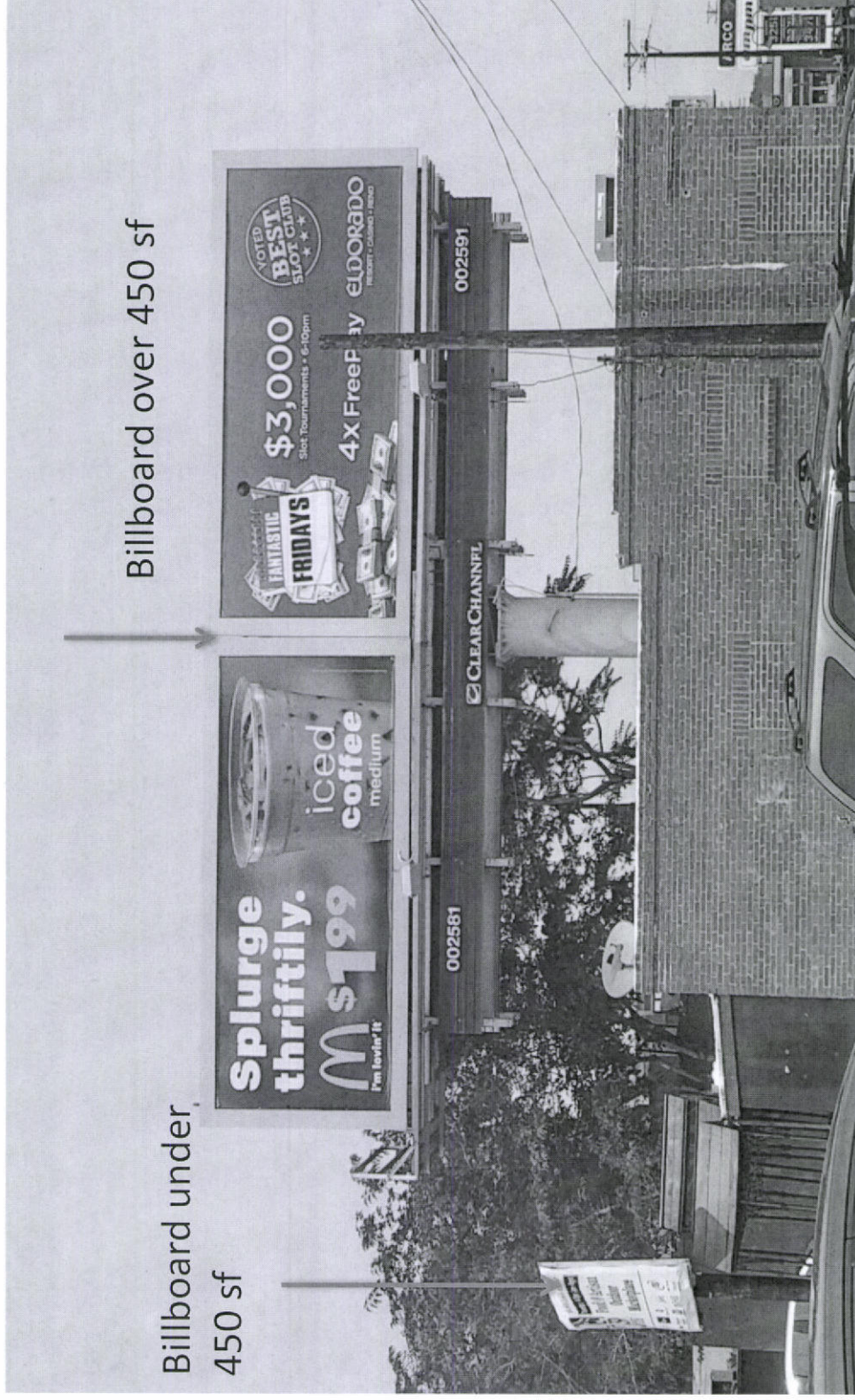
Billboard. “Billboard” means any sign larger than 450 square feet and/or identified in the most current billboard inventory list as maintained by the Washoe County Community Services Department. The total number of permitted billboards is determined by the most current billboard inventory adopted by resolution by the Board of County Commissioners and maintained by the Washoe County Community Services Department.

“Without this crucial distinction, this draft code would essentially allow every sign in the county to advertise goods or services not sold on the premises. It makes every single sign a billboard. This is the opposite of the claim that has been made to you that ‘we continue to prohibit billboards.’ This is making every sign a billboard.”

– *Scenic Nevada Attorney Mark Wray*

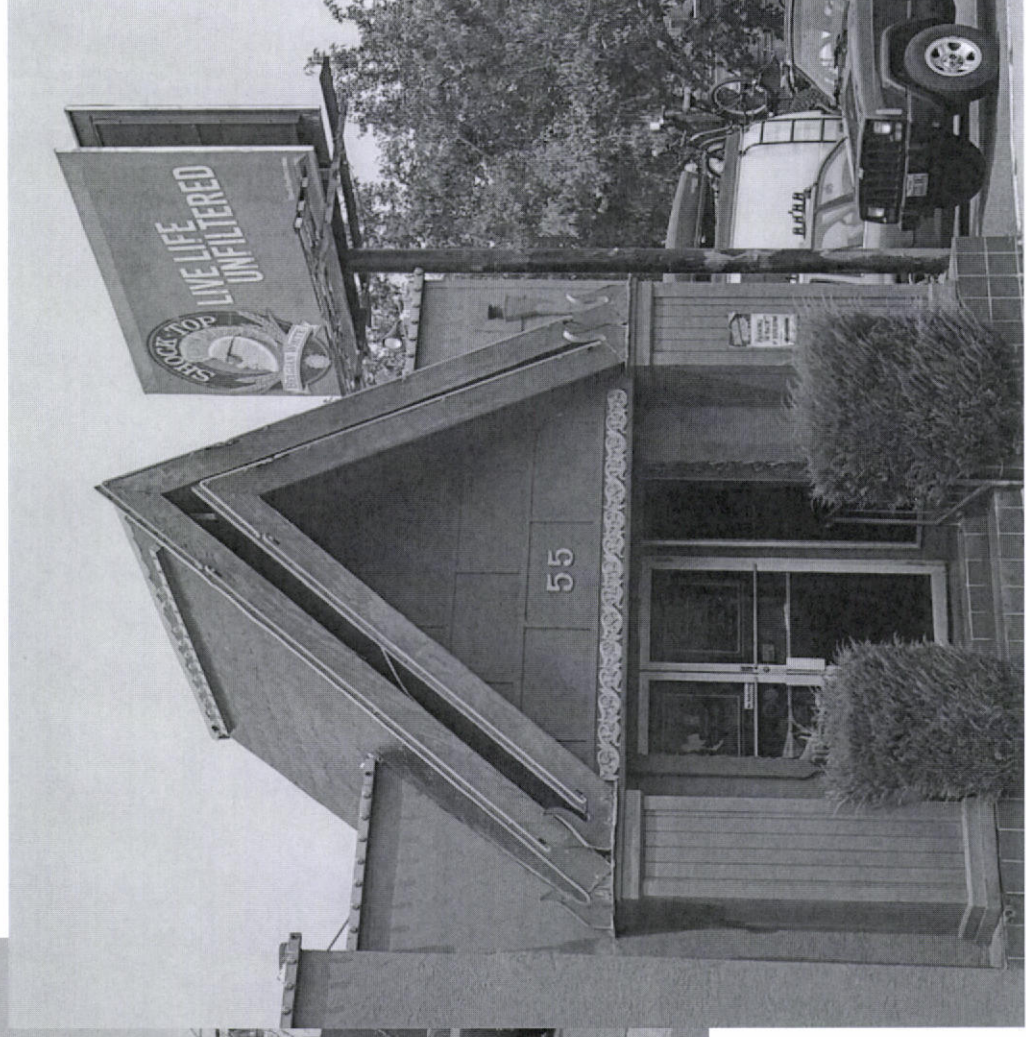


# Myth # 1 Billboards Are Prohibited



Billboards come in all shapes and sizes. Whether the size is over or under 450 sf, it's still a billboard if it advertises goods or services not sold on the premises.

# Myth # 1 Billboards Are Prohibited



Business owners can identify their business with building signs and use a free-standing sign as a billboard, adding another income source. In Reno this free standing sign is a billboard and this scenario would be allowed under the county's draft code.

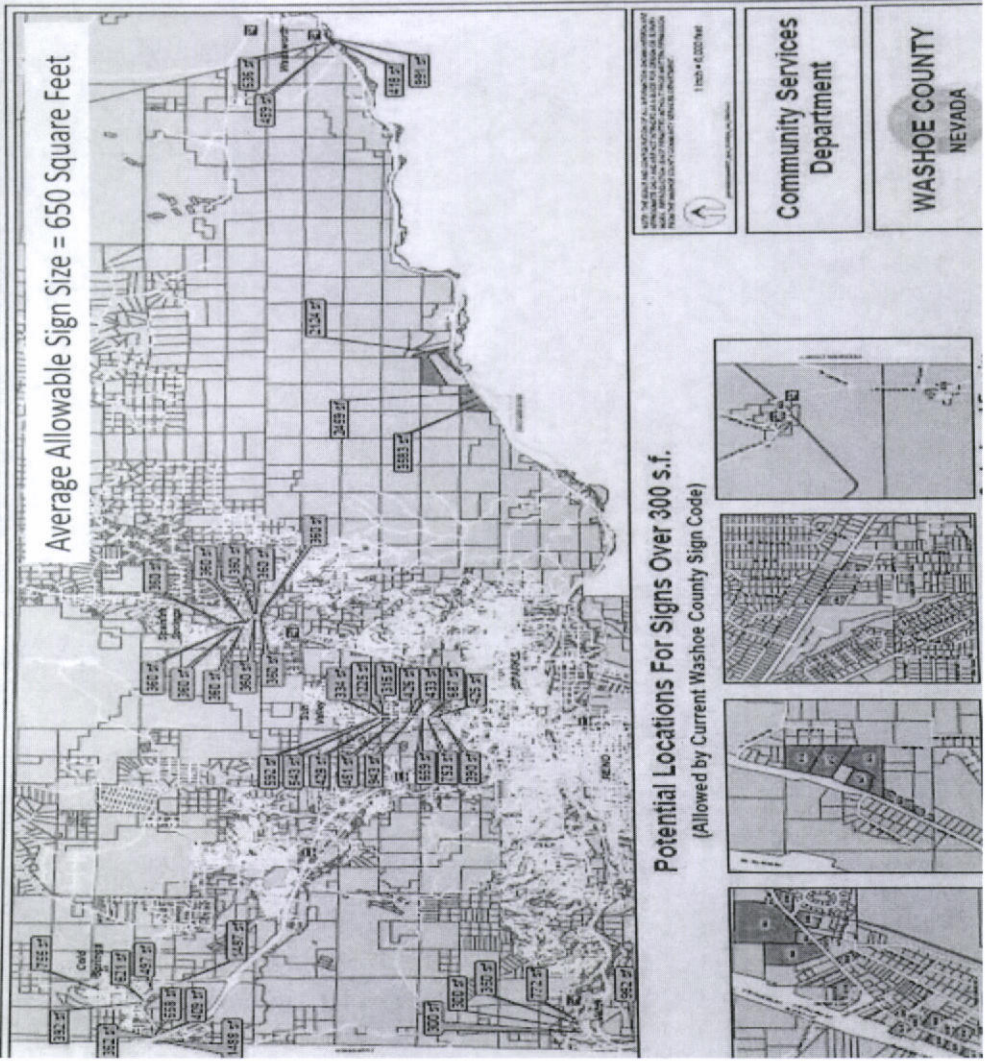
# Myth # 1 Billboards Are Prohibited



Under the draft code, signs like these - about 200 sf and up to 30 feet tall - would be allowed in the county. All property owners are allowed one free-standing sign and up to four building signs, depending on property size and use. These signs would not be considered billboards in the county because they are under the 450 sf limit. In Reno, and most jurisdictions across the nation, they are classified as billboards.

# Myth # 1 Billboards Are Prohibited

## Existing Code – Sign Potential



County staff uses this slide to demonstrate the potential for new large signs under the current code.

Under the draft, the potential would be dramatically reduced.

Although fewer in number, staff neglects to say that those allowed can be used as billboards of up to 200 sf and up to 25 to 30 feet tall.

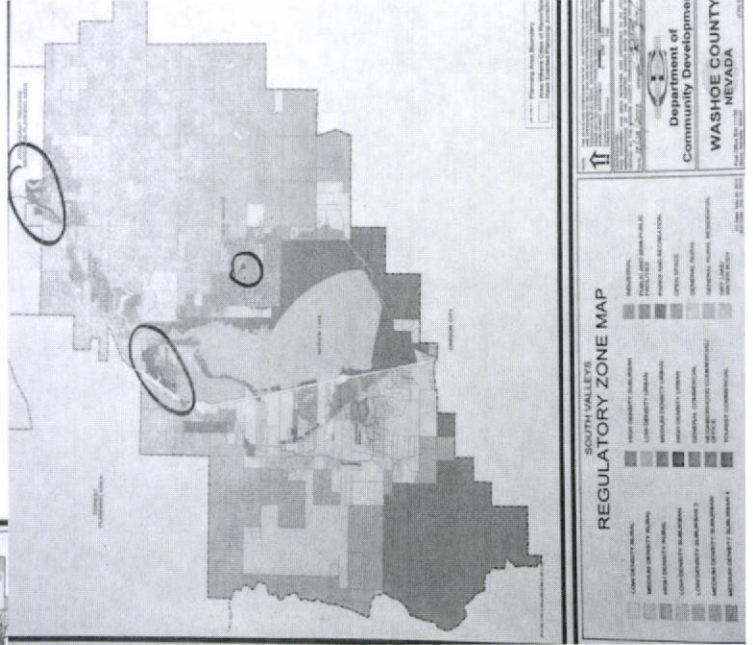
While none of these signs exist today, they may in the future because of the lure of new income.

# Myth # 1 Billboards Are Prohibited

## Forest



## South Valleys



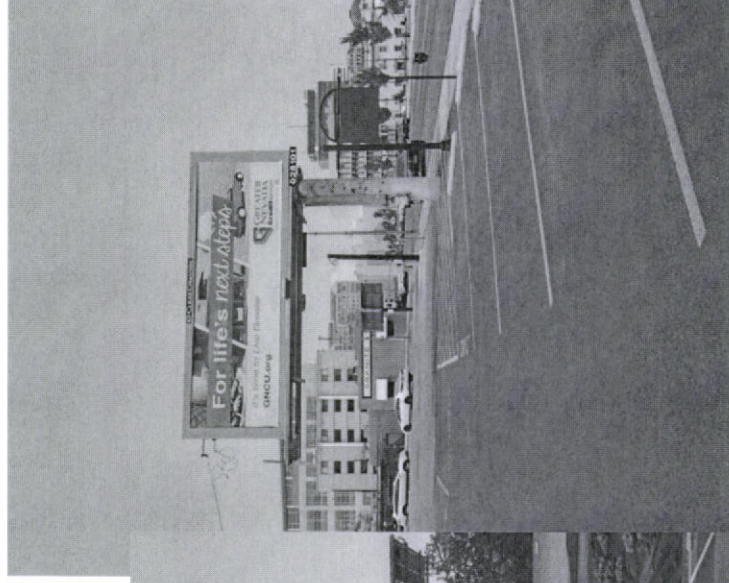
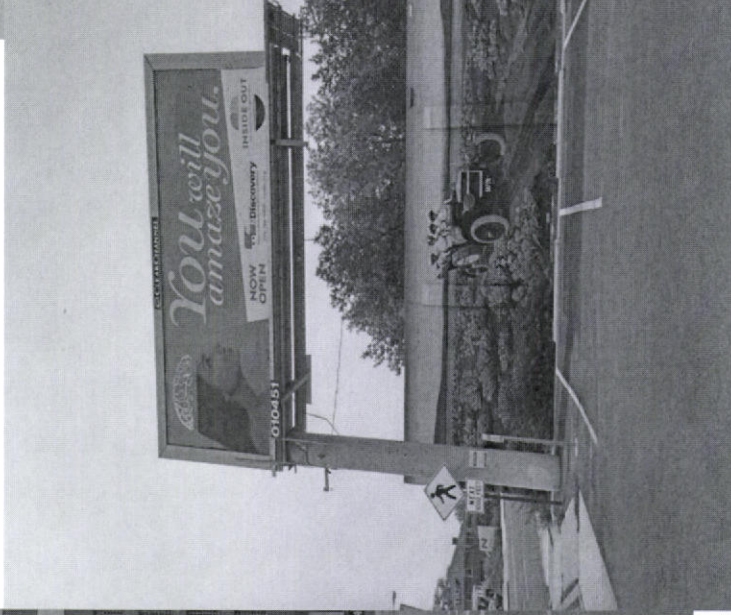
Scenic Byways exist along Mount Rose Highway and in Washoe Valley. Circled are commercially zoned areas in the Forest and South Valley Areas, where the Scenic Byways are located.

Under the draft, it would be okay for free-standing signs to become income-producing billboards. Staff has not analyzed the draft code impacts on these two areas.

Typically, billboards aren't allowed on Scenic Byways. There may be confusion with signs under the 450-foot size limit that post billboard ads.



# Myth # 1 Billboards Are Prohibited



The three signs above are all classified as billboards in the city of Reno. Under the draft, staff would say these signs are not billboards because they are under the 450 sf size limit and could be permitted by the county on commercial parcels along Scenic Byways.

## Myth # 2 Standard Definitions Must Go

### **CONTENT NEUTRALITY:**

Eliminating on- and off-premise definitions means anyone can post either type of commercial message:

On-Premise - message identifies the business or it's products and services

Off-Premise - message displays changeable ads for goods and services not sold on the premises (a billboard)

Staff's claim that the standard definitions must go is not supported by Washoe County counsel.

It's a policy decision that has no impact on First Amendment rights - an unnecessary change in the sign code that will allow every sign to become a billboard.

"I believe the controlling case law in this jurisdiction allows the county to maintain the on-premise, off-premise distinction on commercial signage, if it wants to ... I think that's a policy question for you and ultimately for the county commission. What do you think is a good policy for Washoe County – to either include that or not include that...It comes down to policy."

– *County Counsel Nathan Edwards to the Washoe County Planning Commission, July 7, 2015*



## Myth # 2 Standard Definitions Must Go

### **CONTENT NEUTRALITY:**

County Staff is taking a radical and unnecessary approach to protect the code from First Amendment challenges.

Where the on/off premise distinction is included:

- State Laws – including Nevada
- Federal Highway Beautification Act
- Local jurisdictions – Reno and current county code
- Nationwide in almost every US jurisdiction

US Supreme Court Agrees with County Counsel in its June, 2015 ruling – Reed v City of Gilbert – On/Off Premise distinction is okay

“I will not attempt to provide anything like a comprehensive list, but here are some rules that **would not be content based... Rules distinguishing between on-premises and off-premises signs.**”

-US Supreme Court  
Justice Joseph Alito,  
Reed vs. Town of Gilbert  
June, 2015



## Myth # 2 Standard Definitions Must Go

### *Current definitions are clear and consistent*

**State Law:** NRS 410.365(5)(b): “Outdoor advertising structure” means a billboard, subject to a permit issued by the Department, that is **designed, intended or used** to disseminate commercial and noncommercial messages that **do not concern the premises upon which the billboard is located.**

**Washoe County Code:** Section 110.502.05 Definitions. Off-Premise Sign or Outdoor Advertising Structure (Billboard). “Off-premise sign or outdoor advertising structure” means any sign, display, billboard or other device that is **designed, intended or used** to advertise or inform readers about services or goods produced or sold on property other than the property upon which the sign, display, billboard or other device is erected. .

Federal, state and county laws all define billboards in the same way; signs that display ads for goods and services not sold on the premises.

These definitions have been in place for about 50 years nationwide. There is no confusion, as staff claims, between what is on-premise and what is off-premise.



# Myth # 2 Standard Definitions Must Go

## *Current Definitions are Clear*

On-premise defined in 504:

On-Premise Sign. “On-premise sign” means any sign which identifies, advertises or directs attention to a business, activity, product, service or interest of any person **located on the premises** where the sign is located.

County staff claims this definition “overlaps” with the billboard definition, creating a lot of confusion.

They say it is an “enforcement nightmare” to try to determine if the ad is for a product sold on the property.

This definition has been part of county code for the past 30 years. No confusion exists.



# Myth # 2 Standard Definitions Must Go



Left - It's clear from reading the message which one is a billboard and which one is an on-premise sign. County staff asserts that defining billboards by ad type is confusing. Under the draft code, the on-premise sign in the background could become a billboard, too.

The off-premise sign below would be permitted under the proposed draft.



# Myth # 2 Standard Definitions Must Go

Few business owners or those viewing the signs would confuse these two free-standing signs on Sierra Street in Reno.

Nevada State Bank is clearly a business sign on the premises of the business, identifying the business.

The foreground shows a billboard located in a parking lot near a vacant building. In Reno the sign is called a billboard because of the type of ad displayed. If this sign were erected in unincorporated county territory, staff would say this one is NOT a billboard because it is under the 450 sf limit.



# Myth # 2 Standard Definitions Must Go

## One Definition in Three Different places; Not Three Different Definitions

County staff claims that there are three different billboard definitions in the code, creating confusion and all three must be eliminated and replaced with a definition based on size. In fact these three separate definitions use different word choices but all have the same meaning.

Section 110.502.05 Definitions. Off-Premise Sign or Outdoor Advertising Structure (Billboard). “Off-premise sign or outdoor advertising structure” means any sign, display, billboard or other device that is designed, intended or used to advertise or inform readers about services or goods produced or sold on property other than the property upon which the sign, display, billboard or other device is erected.

Section 110.504.10 Definitions. Off-Premise Sign (Billboard). “Off-premise sign” (billboard) means any sign which identifies, advertises or directs attention to a business, activity, product, service or interest of any person not located on the premises where the sign is located and that is regulated by Article 502, Billboards.

Section 110.902.15 Billboard. “Billboard” means an outdoor advertisement making a material or services known, such advertisement being remote from the point of sale of such material or service.



# Myth #3 RRTT Signs Stimulate Economic Development

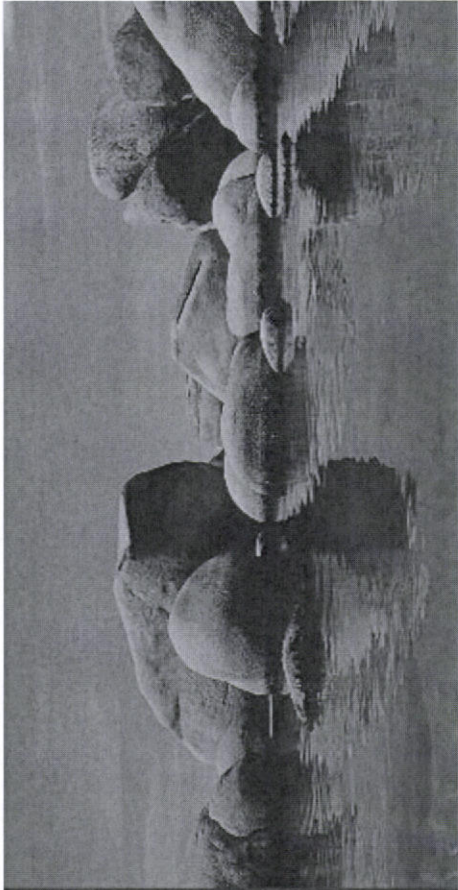
Requested by County Commissioner Vaughn Hartung

County staff complied by inventing a new sign category; Regional, Recreation, Travel and Tourism (RRTT)

Staff added a special exception to the RRTT category to allow a freeway location for one business owner in East Truckee Canyon

Combine the ability to make the sign digital with running multiple off-premise ads and the result is a digital billboard – a first in Washoe County, if approved.

The RRTT only stimulates the economic development of the sign owner

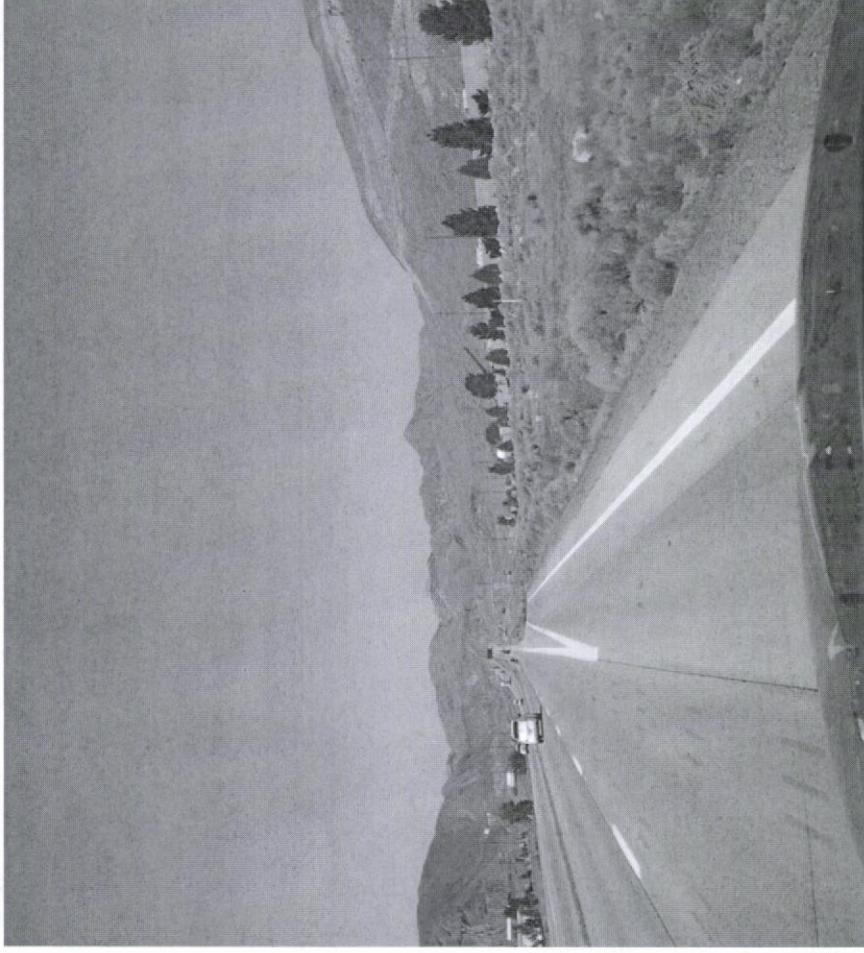


*“Billboards derive their value solely from their direct use of the public streets and highways.”*

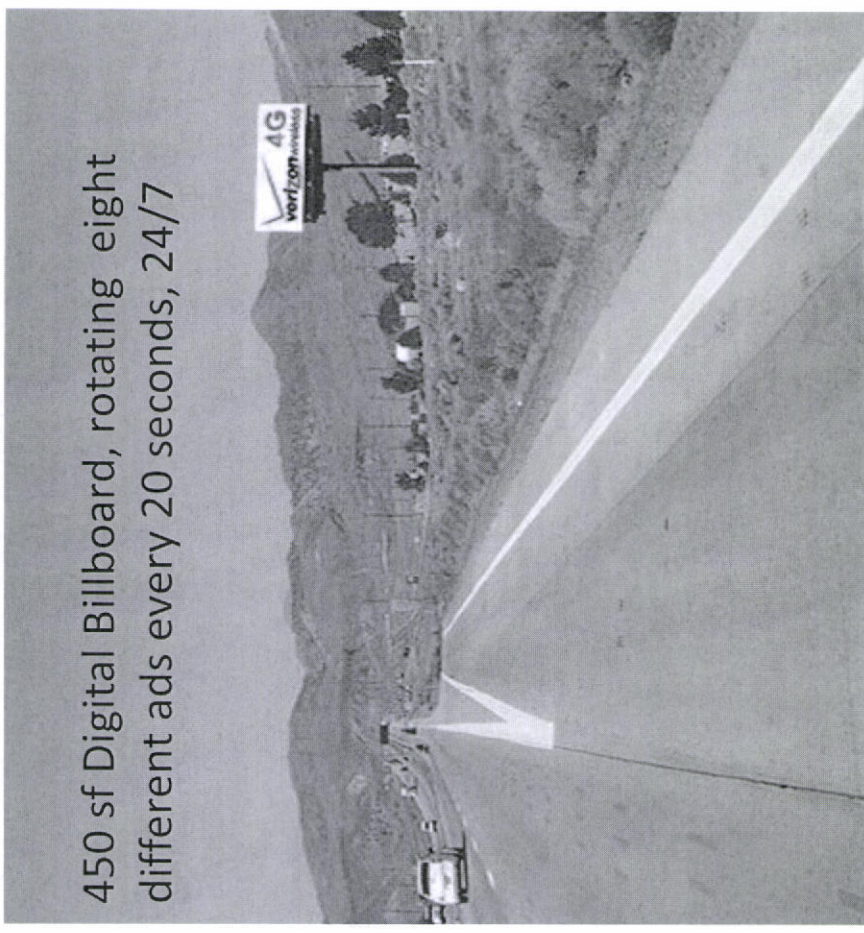
– Charles F. Floyd, Professor of Real Estate,  
University of Georgia

# Myth #3 RRTT Signs Stimulate Economic Development

**Now**



**Future?**



The pretense is that the billboard is connected to the Wild West Motorsports Park, but really it would be a digital billboard advertising all manner of products with little or nothing to do with the racetrack.

## Myth #3 RRTT Signs Stimulate Economic Development

Economic development of local business is the stated goal; yet RRTT signs are NOT limited to ads for the on-site business

County staff identifies three businesses along the freeway which could apply for an RRTT sign. Only one of these needs the following draft text to apply for a digital billboard:

WCC 110.505.40(c)(4) Permits and Enforcement: 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.

Shows favoritism for one person

May run afoul of a state law on ethics in government, and could open the door to more traditional and digital billboards.

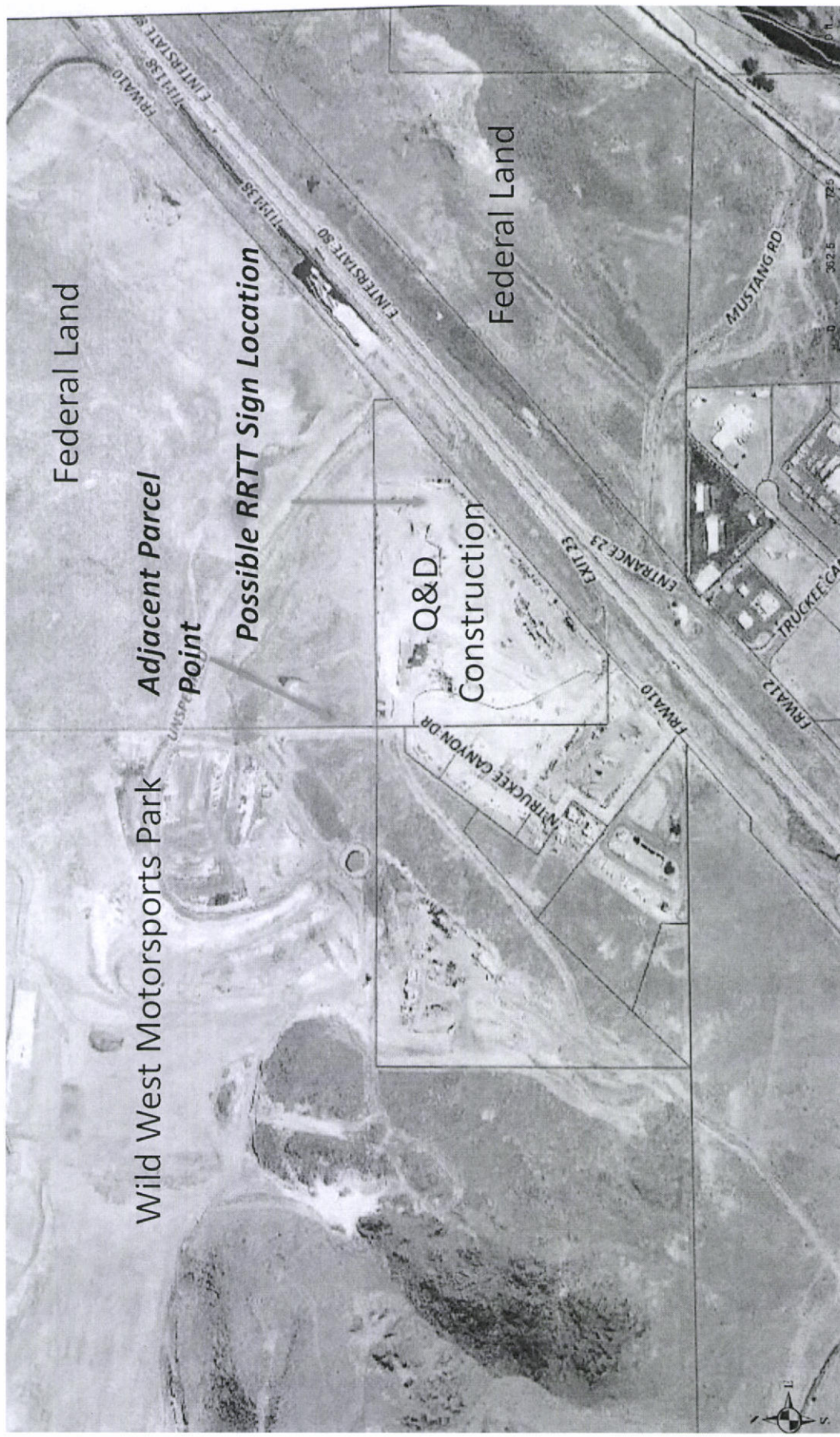
*“We can’t write a regulation for one person.”*

*- Adrian Freund, Planning Consultant (Oct. 8, 2014)  
Washoe County Working Group meeting*



# Myth #3 RRTT Signs Stimulate Economic Development

Only one property owner in the county needs the special exception to apply for a digital billboard – Wild West Motorsports Park – to get a freeway location.



## Myth #3 RRTT Signs Stimulate Economic Development

*Slippery Slope: Only casinos and outdoor entertainment are considered RRTT venues at the moment*

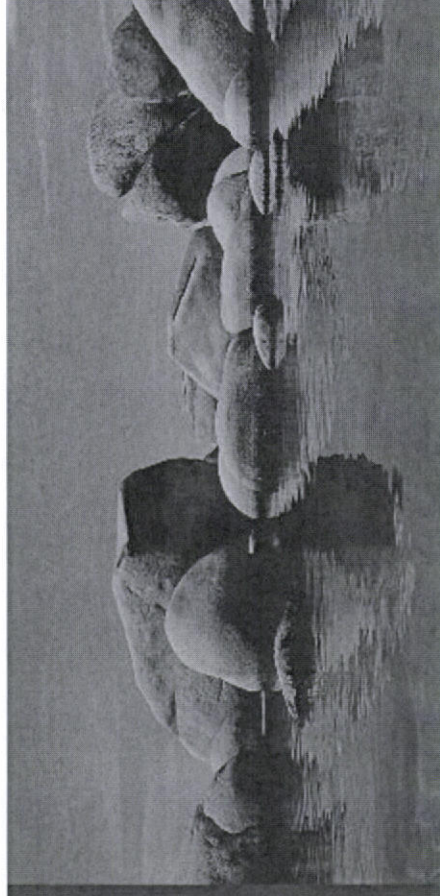
- RV Parks, Hotels, Ski Resorts are regional, recreation, tourism venues
- Large venues of 1,000 people – could be a school carnival
- How many events qualifies; once a year, four times a year
- Introducing one digital billboard sets a precedence for others
- Only takes three commission votes to allow digital billboards countywide

### *Economic Development for who?*

While tourist venues are economic drivers, it is not clear how allowing a digital billboard in East Truckee Canyon stimulates economic development.

*“I am a strong believer since starting my real estate firm in 1957 that better aesthetics leads to better cities and better economics.”*

– Gerald Hines, founder of Hines, a global real estate, investment and development firm (2014 Scenic America Conference)



## Myth #3 RRTT Signs Stimulate Economic Development

Only remaining reason to not define billboards properly is to preserve RRTT exceptions – allowing a digital billboard along the freeway

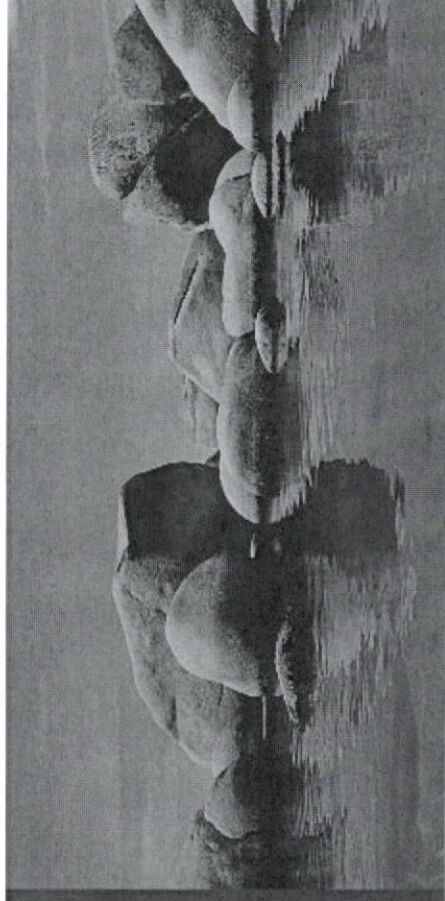
Keeping our standard billboard definition in the current code would mean the RRTT sign for the Wild West Motorsports Park would be prohibited

Negative impacts of the draft code:

- 1<sup>st</sup> digital billboard in the unincorporated Washoe County areas
- 1<sup>st</sup> billboard allowed in 13 years
- Every sign is potentially a billboard
- Criteria could lead to lawsuits by those applicants denied a digital billboard

*“I cannot believe that the free-enterprise system would be irreparably damaged if (billboards) were abolished. Who is in favor of them? Only the people who make money out of them.”*

– David Ogilvy, in Ogilvy On Advertising (7)



# Myth #3 RRTT Signs Stimulate Economic Development

## Solutions for Wild West Motorsports Park

Erect a digital billboard in Sparks

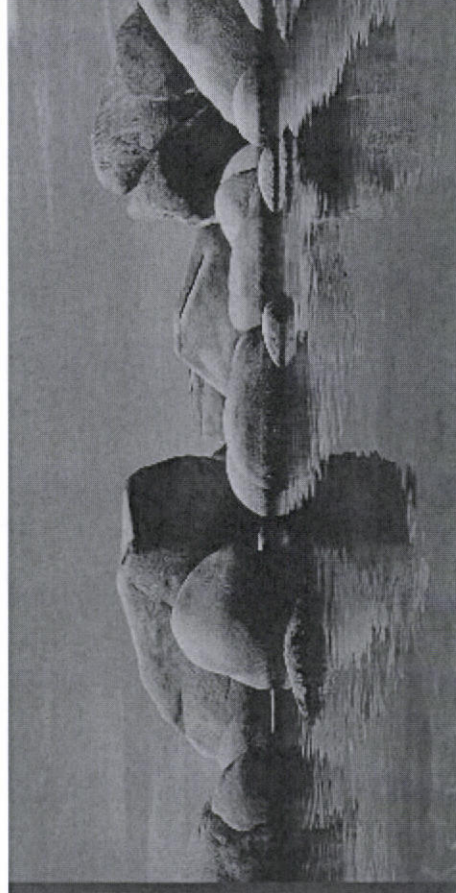
- Allowed in industrial zones, along Interstate 80
- Not more than a few miles from the East Truckee Canyon venue

Other options

- Use temporary signs to direct visitors to the venue
- Lease space on existing billboards in I-80 corridor
- Use highway logo signs to direct visitors
- Add lighting to the frontage road

In Florida, 63% of those surveyed said they derived more information from official information (logo) signs more than from billboards. In Missouri, the margins were 68% to 18% in favor of logo signs.

– Scenic America



# Myth #4 County is Controlling Brightness

*Scenic Nevada submits new brightness study:*

## **Veridian Report:**

- Measured sign brightness levels in the Truckee Meadows
- Digital signs measured 22 times brighter than non-digital
- Proved non-digital signs could be easily viewed at night
- No apparent reason to allow brighter levels
- Less expensive and more accurate method of measurement
- Used by scientists and researchers in the fields of lighting and traffic safety

*Instead, staff adopts standards recommended by sign industry*

## **Industry Standards:**

- Set brightness levels too high; overly bright signs
- Two to three times brighter than necessary
- Use too much energy for no purpose
- Difficult and costly to measure brightness levels
- More difficult to enforce code
- Bright signs cause disability glare
- Traffic safety is negatively affected

As digital technology becomes more widespread the public's reaction is most negative regarding brightness and flip times.

Incredibly, the sign industry is pushing digitals at three times the brightness levels as a traditional billboard at nighttime, which is what staff is recommending - the industry standard of .3 foot candles over ambient light.





# Myth #4 County is Controlling Brightness

## *Industry standard included in draft sign code:*

EMDs (digital signs) shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot-candle meter at a pre-set distance.

## *Scenic Nevada's compromise:*

No sign may exceed 0.3 footcandles above the ambient illuminated environment in the immediate vicinity of the sign, or the value of 250 nits, (candelas per square meter (cd/m<sup>2</sup>)) whichever is less. The measurement may be taken with a nit gun or luminance meter that can read to the accuracy of five (5)nits.

This study points out what past research has shown that beyond certain levels, brighter signs cause adverse affects on road user behavior and driver performance.

Driver distraction increases when a sign is too bright to be legible, causing the driver to take eyes off the road.

Also, overly bright signs can cause glare in the driver's eyes, temporarily impacting vision.



# Myth #5 Staff Claims Broad Community Support

*At the July 7, 2015 Washoe County Planning Commission meeting, staff claimed “broad community support” for the draft code. Directly following that meeting we checked the public record and found:*

Emails to staff - received 17 emails; 16 opposed and one in favor

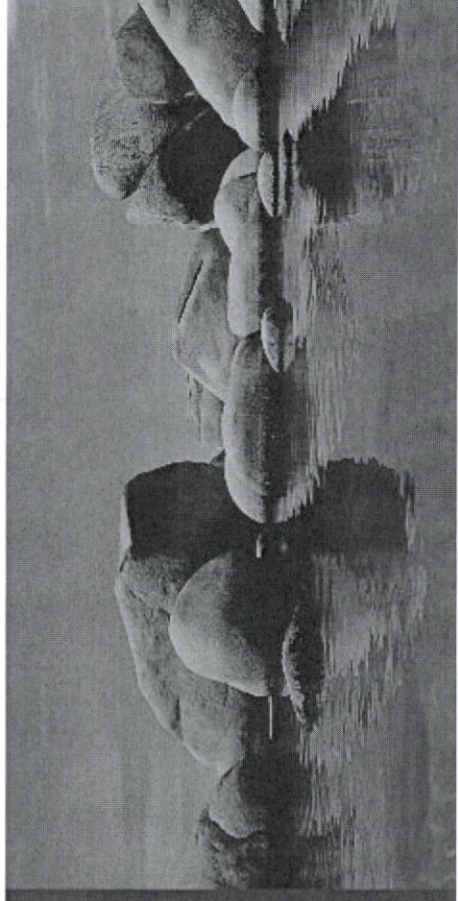
County’s Open Forum Comments; 46 opposed or concerned about billboards and signs out of 53 comments

Letters to Commissioners – 63 opposed to new billboards

Petition signatures – almost 200 opposing the draft code

“The support for billboard control spans education levels, race, and gender; and it knows no geographic boundaries. People, in other words, are tired of watching their scenic roadsides transformed into oversized Yellow Pages.”

– Scenic America



# Conclusion

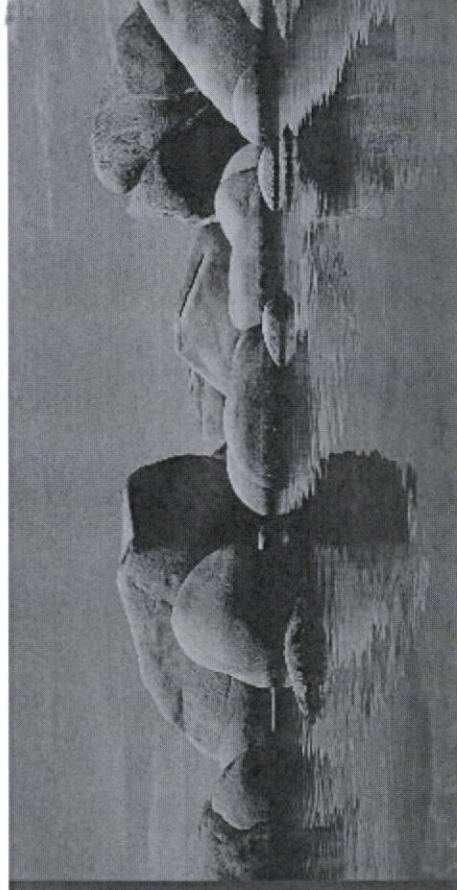
## Solutions for Draft Code

- Restore the current billboard definition to the draft code
- Remove RRTT category and exceptions for freeway locations
- Replace brightness regulations with Veridian study recommendations or Scenic

Nevada's compromise on brightness limits

*“Successful communities pay attention to aesthetics. Typically they control signs, they plant street trees, they protect scenic views and historic buildings...”*

– Ed McMahon, Senior Resident Fellow, Urban Land Institute, Washington, D.C., and former president of Scenic America





Thank you.

[www.ScenicNevada.org](http://www.ScenicNevada.org)

[Info@scenicnevada.org](mailto:Info@scenicnevada.org)

150 Ridge Street Reno, NV 89501

The attached document was submitted to the  
**Washoe County Board of Commissioners** during  
the meeting held on 9/22/15.  
by Manager's Office  
for Agenda Item No. 20  
and included here pursuant to NRS 241.020(7) as  
amended by AB65 of the 2013 Legislative Session.

# Sign regulations

*What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.*

All Statements sorted chronologically

As of September 22, 2015, 9:44 AM



*As with any public comment process, participation in Open Washoe County is voluntary. The statements in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.*

A-9/22/15  
more #20

BCC

9/22/15  
Managers office #20

# Sign regulations

*What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.*

As of September 22, 2015, 9:44 AM, this forum had:

Attendees: 262

All Statements: 91

Hours of Public Comment: 4.6

This topic started on May 20, 2015, 12:13 PM.

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

Name not shown in District 2 (on forum)

September 22, 2015, 8:27 AM

I reside in South Reno and commute to USA Parkway 5 days a week to my job at a manufacturing plant. This plant has been in service since 2008 and chances are everyone here uses our product.

My daily drive used to take 30 minutes each way. These days I have to allow a minimum of an hour each way and sometimes more. Part of the problem is all the road construction. The South East connector is not complete, South McCarran has been torn up for months, and then there is the road work on 580. Timing of all of this road work must have been the work of an EVIL GENIUS, who wanted to make sure people did not want to leave home participate in functions in downtown Reno like Artown or Hot August Nights this summer or even come to the County Commission meeting tonight.

These days I take 580 to 80 to USA Parkway. Are you aware of the immense amount of traffic headed out east between 5:00 and 6:00 AM? It is heavy traffic which has been increasing exponentially after the beginning of September with the hiring of all the seasonal temporary workers for the distribution centers and the HUNDREDS OF Panasonic employees who are coming to set up the Gigafactory. Every fall when the number of cars pick up, so do the accidents and pile ups on East I80. Last year, there was a bad one every other week. The worst one was two separate ones which between the two pile ups two Union Pacific Railroad Maintenance trucks which got stopped in time. These trucks weight just under 20, 000 pounds. If one hit your car, chances are you would not survive. Then just over a week ago there was a pile up involving a few cars and a motorcycle where a couple people went to the hospital.

My drive current to work is freighting! I pray every morning, I will get to work safely with all the fast and furious drivers and all the distractions and glare of the large digital signs. The ones by the Grand Sierra make it difficult to the current lanes for the construction and trying to merge to the i80 East On ramp. Once you merge on the I80, there is the through traffic, along with the large 18 wheel trash haulers getting on in Sparks which forceful merge left as soon as they get on the highway. Then you are blinded by the digital signs at the Nugget. I hold my breath and hope to get through this section of overpass. Many times with the sign changes, it appears as if there are flashing lights behind me and my first instinct is to pull over, so I have to look twice and three time to know I am in the clear. Now the real fun begins, the daily Indianapolis 500 out to USA Parkway. It is everyone for themselves as you jockey for position!

Why do I bring all this up? Because Washoe County currently lacks the highway infrastructure for the growth east of Sparks to USA Parkway and you want to further endanger your citizens by allowing a large digital sign at the Patrick Exit which will be first visible as people crest a hill in the dark blinding them. YES, IT WILL FIRST BE VISABLE TO EAST BOUND TRAFFIC AS THEY CREST A HILL, LIKE A LARGE SUN BLINDING THEM IN THE DARKNESS.

I invite every one of you, to go do this drive at 5:30 in the morning on a week day.

Also, the placement of the sign at the Patrick Exit, will destroy the darkness in the McCarren Ranch Preserve. The Nature Conservatory re-created a functioning ecosystem, making the lower Truckee River healthy again and attracting wildlife. I hike there a couple times a year and bring people who have never been to the area. We have seen red tail hawks, bald eagles, deer along with ducks and migratory birds. Do you want to ruin this jewel?

Please vote against allowing more digital signs and see if the brightness can be turned down on the current ones. There are other alternatives to these large light fixtures (signs) on I80 Truckee River Corridor which are



## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

endorsed by Scenic Nevada.

They are:

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- Use temporary signs to direct visitors to the venue
- Lease space on existing billboards in I-80 corridor
- Use highway logo signs to direct visitors
- Add lighting to the frontage road

Thank you for your time and consideration.

Name not available (unclaimed)

September 22, 2015, 7:46 AM

I reside in South Reno and commute to USA Parkway 5 days a week to my job at a manufacturing plant. This plant has been in service since 2008 and chances are everyone here uses our product.

My daily drive used to take 30 minutes each way. These days I have to allow a minimum of an hour each way and sometimes more. Part of the problem is all the road construction. The South East connector is not complete, South McCarren has been torn up for months, and then there is the road work on 580. Timing of all of this road work must have been the work of an EVIL GENUIS, who wanted to make sure people did not want to leave home participate in functions in downtown Reno like Artown or Hot August Nights this summer or even come to the County Commission meeting tonight.

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Every fall when the number of cars pick up, so do the accidents and pile ups on East I80. Last year, there was a bad one every other week. The worst one was two separate ones which between the two pile ups two Union Pacific Railroad Maintenance trucks which got stopped in time. These trucks weight just under 20, 000 pounds. If one hit your car, chances are you would not survive. Then just over a week ago there was a pile up involving a few cars and a motorcycle where a couple people went to the hospital.

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Why do I bring all this up? Because Washoe County currently lacks the highway infrastructure for the growth

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I invite every one of you, to go do this drive at 5:30 in the morning on a week day.

Also, the placement of the sign at the Patrick Exit, will destroy the darkness in the McCarren Ranch

Preserve. The Nature Conservatory re-created a functioning ecosystem, making the lower Truckee River healthy again and attracting wildlife. I hike there a couple times a year and bring people who have never been to the area. We have seen red tail hawks, bald eagles, deer along with ducks and migratory birds. Do you want to ruin this jewel?

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Thank you for your time and consideration

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Name not available (unclaimed)

September 22, 2015, 7:40 AM

My name is Carol-Lynn Gaudio. I reside in South Reno and commute to USA Parkway 5 days a week to my job at a manufacturing plant. This plant has been in service since 2008 and chances are everyone here uses our product.

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Thank you for your time and consideration,

Carol-Lynn Gaudio  
1641 Ashworth Court

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

Reno, Nevada 89521

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Rosemary DiGrazia in District 1 (on forum)

September 21, 2015, 10:23 PM

My unobstructed view out of my livingroom windows of the magnificent views of downtown Reno and the beautiful sparkling night lights thereof have been markedly ruined by the ugly obnoxious garish nightmare displayed on the side of the Grand Sierra Resort Casino facing toward my home on the west side of the valley looking across the valley at that hideous display. What could possibly be the reason for this signage? Cars passing by on the freeway? It seems that would be a dangerous distraction in fast moving traffic. And who else would have a view of this display other than homeowners like myself who couldn't care less about the advertising of the casino and have to put up with this ugly monstrosity. Whoever approved this outrageous billboard to be constructed should be fired and run out of town on a rail. And if it was an elected official, I would certainly like to know who.

---

David VonSeggern in District 1 (on forum)

September 21, 2015, 11:18 AM

I have a very definite perspective: scenery not signs. Realizing that we live in a developed area though, I think we should allow business owners to install reasonable signs on their property. The county must regulate such signs such that they are of modest size, are no higher than the structure of the business itself, and show no other advertisement than for the business itself. The latter is very important in order to prevent the commercialization of signage itself, as when a business owner rents time slots on a digital sign for off-premise businesses. Please keep these restrictions in mind as the final regulations are drafted and keep our county beautiful.

---

Name not available (unclaimed)

September 20, 2015, 7:42 PM

Please limit the sign wattage so they dim at 10pm. Also limit the visibility of signs as the crow flies...line of sight, so residents are not negatively impacted.

---

Name not available (unclaimed)

September 20, 2015, 7:01 PM

The annual statement:

One of the charms, quickly disappearing, are the Vistas. Do not disturb with signs.

Leadership often involves stepping into the future but on this one, the people have spoken, over and over.

No new billboards, digital or otherwise.

sdc

---

Name not available (unclaimed)

September 15, 2015, 8:49 AM

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

Of course we need sign regulations. However, on premise sign standards have been on the books for years. Trying to re-regulate existing signs and restrict new and expanding businesses from advertising customers appears to be over-reaching. Some signs are a disgrace to this community (from the embarrassing Wild Orchid digital sign in Midtown to the embarrassing cheap plastic marquis signs in downtown Reno). Institute a fair, consistent and business-friendly plan. Signs can be artistic, state-of-the-art, tasteful displays, so refrain from penalizing everybody because of a few bad apples.

---

Name not available (unclaimed)

August 26, 2015, 7:21 PM

Why use the random 5' setbacks? Why not use a well established and researched guideline such as the American Association of State Highway and Transportation Officials (AASHTO) Roadside Design Guide? It contains information on where to place roadside objects to avoid collision if there is a run off the road scenario. Also, signs near roadways should be mounted on breakaway posts for the same reason.

---

Jennifer Kaufman in District 1 (on forum)

August 26, 2015, 4:38 PM

I own a home in Northwest Reno and have lived in Washoe County for over 8 years. I'm originally from Lake Tahoe where I had the opportunity of growing up in one of the most beautiful and scenic areas in the world. The lake being the crown jewel of the Sierras wouldn't be as appealing though if it weren't for the strict regulations that go along with it.

While Reno is not Tahoe, I grew up appreciating the environment and believe in a visual quality of life. Billboards are complete eyesores. But, despite aesthetics, there are so many reasons why I oppose billboards especially the digital ones. They are dangerous to drivers as they demand your attention, contribute to light and sky pollution, are not energy efficient and thus environmentally irresponsible and yet again we are forced to look at advertisements. I don't want to be a broken record as most of us are aware of the negative impacts.

I just find it disappointing as I spend a lot of time driving on the scenic roads of Washoe County. It is insulting to mar our beautiful landscapes with billboards or "large signs" that run advertisements. We have been subjected enough to mass advertising.

So while we have been told that this draft sign code only allows an exception for one digital sign, my concern is that by deregulating the sign code, more will follow. How can you guarantee that more billboards won't pop-up?

1 Supporter

---

Name not available (unclaimed)

August 26, 2015, 4:35 PM

Hello, my name is Jennifer Kaufman. I own a home in Northwest Reno and have lived in Washoe County for over 8 years. I'm originally from Lake Tahoe where I had the opportunity of growing up in one of the most beautiful and scenic areas in the world. The lake being the crown jewel of the Sierras wouldn't be as appealing though if it weren't for the strict regulations that go along with it.

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Name not available (unclaimed)

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While Reno is not Tahoe, I grew up appreciating the environment and believe in a visual quality of life. Billboards are complete eyesores. But, despite aesthetics, there are so many reasons why I oppose billboards especially the digital ones. They are dangerous to drivers as they demand your attention, contribute to light and sky pollution, are not energy efficient and thus environmentally irresponsible and yet again we are forced to look at advertisements. I don't want to be a broken record as most of us are aware of the negative impacts.

I just find it disappointing as I spend a lot of time driving on the scenic roads of Washoe County. It is insulting to mar our beautiful landscapes with billboards or "large signs" that run advertisements. We have been subjected enough to mass advertising.

So while we have been told that this draft sign code only allows an exception for one digital sign, my concern is that by deregulating the sign code, more will follow. How can you guarantee that more billboards won't pop-up?

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Name not shown in District 1 (on forum)

August 26, 2015, 8:21 AM

Light pollution harms biological activity, contributing to sleeplessness and altered biorhythms of humans and animals. Too many signs distract drivers and cause blight. We live in a beautiful high desert valley with a stunning night sky. More signs, especially digital, will drastically reduce quality of life and negatively impact our community's health.

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

I can see the light from digital signs from across the valley in my backyard. What will happen when hundreds of these signs dot the valley?

There are many other ways to support business growth besides more signs.

1 Supporter

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Name not available (unclaimed)

August 25, 2015, 4:57 PM

I encourage the commissioners to protect our highway / interstate scenic views by continuing reasonable and restrictive billboard / sign codes.

I hope the Commission(s) will vote down the more lenient code being proposed by some parties. Thank you.

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Dennis Colburn in District 2 (on forum)

August 25, 2015, 4:17 PM

Have some of our elected officials forgotten what we voted against in 2002? It seems that some are looking for a way to work around the existing laws for the benefit of those with money and power. I hope we all remember who is responsible for the blight of any additional signs and billboards if there is a change to the existing law.

2 Supporters

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Name not available (unclaimed)

August 25, 2015, 3:52 PM

Seems some of our elected officials have ignored what the people voted for in previous elections. They look to find a way to work around the will of the people for the benefit of those who are wealthy and powerful. Maybe some of us will remember this come election time. If we do see new signs and billboards in the future I hope it reminds us of who was responsible for this blight.

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Name not available (unclaimed)

August 25, 2015, 2:04 PM

Commissioners, if you deregulate the sign code by changing the definition of a billboard to allow an exception for one digital sign, how can you guarantee that more billboards won't pop up around the county? Regardless, it is insulting to mar our beautiful scenic areas with billboards or "large signs" that run advertisements. Aren't we subjected enough? At least with tv commercials we can fast forward them. I strongly oppose the current draft sign code and apparently many other community members do as well!

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Name not available (unclaimed)

August 11, 2015, 12:33 PM

I am opposed to any more signs on our roadways, especially big ones or digital ones. They are a terrible eyesore, but more importantly they pose a driving hazard. People have enough distractions without these added. Please do not allow more signs on our roadways. Thank you!

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Name not available (unclaimed)

July 21, 2015, 11:32 AM

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

digital billboards are very distracting and only detract from the city's appeal

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Name not available (unclaimed)

July 8, 2015, 9:41 PM

Billboards, in my opinion, are ugly and detract from any community in which they are allowed. I would ask that they be banned in Washoe County. Nevada, and Washoe County in particular, is beautiful. Will billboards enhance that? Absolutely not. Sandy Young, 5585 Wintergreen Lane, Reno, NV

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Name not available (unclaimed)

July 8, 2015, 3:24 PM

As a resident of Washoe County, I encourage the County to continue the ban of new billboard development and, further, to decrease the available inventory of existing billboard space.

I encourage the county to oppose digital billboards, their light pollution, distraction, and incursion into public spaces. For example, I live on Forest Street in Reno and I can see the GSR's billboard from my house. This is an incursion into my space that I would hope my elected representatives would move to remedy. While I'm not sure such signs are regulated by the county, prohibiting further such developments is necessary to creating a healthy and attractive community here in Washoe County.

I also believe that the public sign regulations should reflect some semblance of decency. A child standing at the federal courthouse in Reno can't help but notice rather large, lewd photographs circulating on a nearby digital sign. Again, this sign rests on private property, but not only reduces the property value of nearby private properties, it also affects our experience of public spaces. This particular sign injects an advertisement for and reminder of the sex trade here in Reno.

I believe the County's position toward billboards over the last decade, with the exception of digital billboards, is commendable. I encourage the County to continue that trajectory into the future, protecting the beauty and value of our public spaces and private property.

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Name not shown in District 3 (on forum)

July 7, 2015, 6:11 PM

I oppose any change to the Washoe County Code allowing new billboards or signs of any kind. I urge the county commissioners to keep in mind the voter-supported ban on new billboards. There are already far too many of these advertising eyesores in our community. Thank you.

---

3 Supporters

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Name not available (unclaimed)

July 7, 2015, 12:24 PM



## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

It would be a horrible mistake to now allow the proliferation of billboards in our scenic county! Look what has happened driving up highway 50 from Carson City - misguided commercialism versus why tourists flock to our area. Citizens are making their views clear, our representatives on the County Commission did not listen to what is in our best interests as a community. No new billboards, flashing or otherwise!

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Name not available (unclaimed)

July 7, 2015, 12:15 PM

I agree with Scenic Nevada that the proposed changes to sign and billboard regulations are deeply flawed. I request the following amendments:

- \* Restore the billboard definition from Article 502 (Off-Premise Sign or Outdoor Advertising Structure (Billboard), pg. 502-3)
- \* Remove references providing for digital billboard exceptions (Sect. 110.505.40 (c))
- \* Remove Regional Recreation, Travel and Tourism principal use type (Table 505-1) and definition of RRTT (Sect. 110.505.20 (f))
- \* Replace industry brightness standards with study recommendations submitted by Scenic Nevada and under consideration by NDOT

Further, I consider the possibility of a flashing digital billboard in the East Truckee River Canyon very offensive. The Nature Conservancy has worked hard, in cooperation with county and state agencies, to restore the scenic beauty, flood control potential, and natural ecology to this part of the river. A flashing digital sign would greatly reduce the value of this restored river corridor.

I urge you to vote against the current draft of this regulation and amend the regulation as outlined above.

Beth Honebein

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Name not available (unclaimed)

July 6, 2015, 8:34 PM

My husband and I do not want electronic signs in rural areas like ours, Washoe Valley. W.V. is a designated Scenic Highway. We wish Washoe Valley to continue in it's pristine beautiful valley for all to enjoy.

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Name not available (unclaimed)

July 6, 2015, 8:24 PM

My husband and I live in Washoe Valley. We don't agree with electronic signs in this area. This is a serene rural pictorial valley and should remain as such. Also in includes a Scenic Highway designation.

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Name not available (unclaimed)

July 6, 2015, 6:36 PM

I agree with all of the recommendations from Scenic Nevada in regards to the draft concerning digital signs and

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

billboards. The regulations should not favor one individual and ignore the many citizens asking the County Commissioners to reduce billboards in Washoe County.

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Henry Evans (unverified)

July 6, 2015, 5:07 PM

Evans Family District 2

Please do not change policy to allow more billboards. They would degrade the natural beauty of our surround and result in a widely felt loss.

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Name not available (unclaimed)

July 5, 2015, 7:42 PM

This seems to be a convoluted process to benefit one person, the owner of a sports complex. That's not how government is supposed to work. This entire process is a waste of taxpayer funds and the county's time. It also causes further distrust of those we elect to represent ALL of us, not just those with influence. Please register my objections.

Joyce Newman

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Name not available (unclaimed)

July 5, 2015, 6:27 PM

I just got back from a 3 week journey from Reno, to Ely, Minnesota, down to Burleson, Texas and back to Reno. I was impressed by those cities who have managed to keep their city free of advertising BOMBS. It's easy on the eyes to NOT have distractions. Why do we in Reno find this such a hard thing to do? Please don't distract me!!!!

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Name not available (unclaimed)

July 5, 2015, 5:33 PM

Please to not allow billboards or digital signs to destroy the beauty of our area. I cannot attend the next planning commission hearing on July 7th, but that doesn't mean I don't care what our area looks like. I do! The billboard/digital sign industry will be at the meeting in force, because this ruling means money to them. The citizens of our community who oppose new billboards/digital signs cannot always attend meetings because of other obligations, but our interests should be represented, also. This means more than money to me. Please consider my request to amend the draft sign code to prohibit new billboards / digital signs. Thank you. Janice Flanagan, 1460 Bermuda Circle, Reno 89509

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Name not available (unclaimed)

June 25, 2015, 10:39 AM

soundsgood

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Name not shown (unverified)

June 24, 2015, 12:07 PM

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

Test

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Name not available (unclaimed)

June 24, 2015, 12:07 PM

Sounds good.

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Name not available (unclaimed)

June 24, 2015, 12:05 PM

Why would we draft regulation of signs?

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Name not shown in District 2 (on forum)

June 12, 2015, 3:36 PM

There are about a dozen billboards between Mt. Rose highway and Andrew lane on South Virginia. About half of them are delapidated and/or have been abandoned and/or have not had advertisements on them for years. Most are low to the ground so they are regularly tagged with graffiti. Your current code addresses these conditions but there is absolutley NO enforcement of the code so the area looks blight and run down. Not good for the neighborhoods, property values or county image.

6 Supporters

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Randy Collins in District 2 (on forum)

June 8, 2015, 10:39 PM

I would like to strongly go on record to opposing the draft regulations for billboard signs in Washoe County. The revision of this ordinance needs to be more in line with what the 2002 election voters voted in to restrict any new billboards and respecting the intent of the ordenice. Please recommend stronger restrictions for any billboards digital or otherwise, Thank you, Randy Collins President College Cyclery 622 So.Virginia St Reno NV

3 Supporters

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Name not available (unclaimed)

June 8, 2015, 10:20 PM

I would like to strongly go on record to opposing the draft regulations for billboard signs in Washoe County. The revision of this ordinance needs to be more in line with what the 2002 election voters voted in to restrict any new billboards and respecting the intent of the ordenice. Please recommend stronger restrictions for any billboards digital or otherwise, Thank you, Randy Collins 6680 Legend Vista Reno NV

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John Busse in District 2 (on forum)

June 8, 2015, 6:06 PM

Compared to the grandiose scenic panorama of nature surrounding us with (snow capped) mountains desert

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

and other views, the signs are not only a cheap detraction but outright kitsch and costly too since it cannot enhance the tourists' opinion and desire to come back to our area. How many big signs does one encounter in Europe that our traveller speak highly of when they return. Signs may be worth money to a few but detrimental to us all, the citizens of Washoe county. John Busse, Virginia Foothills.

3 Supporters

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Name not available (unclaimed)

June 8, 2015, 6:05 PM

The voters already spoke on this issue and to revisit it now with the apparent intention of trying to circumvent the vote by County Staff is reprehensible. NO NEW BILLBOARDS OF ANY KIND!

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Lady Jill Mueller in District 2 (on forum)

June 8, 2015, 4:59 PM

Every time these electric sign codes and petitions come up I am in here. Dear city Fathers of Reno, you have so much electric rays blasting into the night already every night from so many lights that one could almost read a book in the "dark".

I highly oppose codes allowing these horrid eyesore signs, rotating and flashing 24/7. No more, especially in south Reno and MOST IMPORTANTLY NONE in Washoe Valley! And while you're at the desk folks, review signs that are already around town that have a lot of white in them. Driving by them at night ( Longley lane and south Virginia St. ) it totally blinds a driver. Tighten the rules on the existing ones and set boundaries. Thanks for listening.

2 Supporters

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Name not shown in District 2 (on forum)

June 8, 2015, 2:29 PM

Please uphold the current voter-supported ban on new billboards in the unincorporated Washoe County. There are already enough. Our scenery is some of the best the nation has to offer and it is being obscured by digital and static clutter from these signs. Please do not let monied special interests trump the law. Thank you

2 Supporters

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Nathan Daniel in District 3 (on forum)

June 8, 2015, 11:42 AM

On the grounds that they degrade the natural beauty of our community and are not in the best interests of the County, I oppose any change to WC Code allowing new billboards or signs of any kind.

2 Supporters

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Name not shown in District 2 (unverified)

June 8, 2015, 10:10 AM

Please do not allow any additional billboards, digital or other, in Washoe County. Please preserve our scenic

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

Nevada.

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Paul McClintock in District 2 (on forum)

June 8, 2015, 8:41 AM

Please don't allow any more billboards (digital or otherwise) to destroy our beautiful scenic Washoe County.

3 Supporters

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Name not available (unclaimed)

June 8, 2015, 6:54 AM

Protect NV Landscape and beauty--NO BILLBOARDS!!!

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Marilyn Naylor in District 2 (unverified)

June 7, 2015, 8:32 PM

It is my understanding that, due to lack of funding, sign code enforcement is initiated by citizen report rather than monitored regularly by Washoe County officials. The U.S Dept. of Transportation Federal Highway Administration: "Outdoor Advertising Control" includes the following requirement and objectives. Please include it in the Washoe County Code with an assigned inspection routine.

"1. Surveillance - routine route inspection and an adequate reporting system are critical for effective control. A surveillance routine utilizing an accurate inventory will result in:

- a. The discovery of new illegal signs.
- b. The detection of unlawful expansion of nonconforming signs, such as addition of lighting, addition of panels, tack-ons, etc.
- c. Starting the "clock" on the "blank sign" rule.
- d. Assurance that permits are current and that new signs are erected in the proper location, etc."

Thank you,  
Marilyn Naylor

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Name not shown in District 3 (on forum)

June 5, 2015, 6:04 PM

Billboards and all permutations are obsolete, ugly and unwelcome in beautiful Nevada. I would like to see them regulated right out of existence.

1 Supporter

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Harry Thomas in District 2 (on forum)

June 5, 2015, 5:23 PM

In my opinion, in the June meeting on this topic, Bob Lucey, Vaughn Hartung, and Jeanne Herman did NOT listen to the vast majority of their constituents. It gives me the impression that they are looking after their own

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

interests instead.

2 Supporters

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Name not available (unclaimed)

June 5, 2015, 7:54 AM

Signage is a very broad issue. Regarding business advertisements, I personally do not like to see signs promoting sexually related material, services or other related items. With regard to alcohol, tobacco and related products, again, I find it disturbing to see these advertisements or any sort. This advertising is neither healthy or positive for our young people when we as a society are trying to eliminate these issues. Signage related to political campaigns; well, it is what it is and those who are running for office need to get their information out to the public. I would like to see a little more policing of those signs however in order to maintain their appearance while posted in the various locations. They do have a tendency to get ragged after a while. Signs related to real estate, garage sales and things of the nature where those signs will only be up for a day at a time I see no issue with as long as the signs are not nailed to electrical posts, deface property or cause a traffic problem.

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Name not available (unclaimed)

June 3, 2015, 7:38 PM

I think this is a bad idea. This will have a negative impact on the area. Need better controls.

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Sue Smith in District 5 (on forum)

June 3, 2015, 2:06 PM

I agree with all of these remarks. Our community has changed and billboards are not compatible with what we are trying to become. Also the times have changed and billboards that take your attention off your driving and destroy the scenery should not be allowed. I hope that you will take this vote very seriously and consider what you are doing! The billboard industry is a very strong lobby and try to make you think this type of advertising is good for business. That is just wrong thinking!

1 Supporter

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Name not available (unclaimed)

June 3, 2015, 12:46 PM

Having digital billboards in the county would be a mistake. They are distracting and therefore dangerous to motorist, especially at night. Let's keep our county a beautiful place to live.

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Eric Scheetz in District 2 (on forum)

June 3, 2015, 12:19 PM

Unfortunately signage, and especially electronic lighted signage, just like a laser being pointed into a pilots eyes or smoke being blown in your face can be a nuisance. With that said, I adamantly believe one should be able to do with their property as they will as long as they don't hurt others. I think there are times and places for

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

signage- ie the olds harolds club signs that paid farmers to paint the sides of a barn. The Harolds Club ads were designed for rural areas and were not raised up on poles to be part of the horizon. They also were not a huge literally flashing tv screen (much as a casino or strip club neon light) that is designed to purposely catch everyone's attention- especially at night. The place for those neon signs was on the casino not in the rural area or even the rest of the city- it was just for casino property. I also agree- maybe the better way is to have a town app that as a town we provide coupons and ads to whoever drives in and wants to see the ads on their phone. Heck maybe the casual tourist is curious to learn more about our beautiful town and also wants a good deal???

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Name not shown in District 1 (on forum)

June 2, 2015, 6:54 PM

Once upon a time, planners wanted to rewrite the sign code in a beautiful village at the base of the mountains. The local rulers said, "Ok, but don't allow giant electric signs because it's so beautiful here and we're proud of protecting that for future generations".

So the planners gathered a bunch of everyday villagers and spent months revising the sign code to keep the area beautiful and business happy. But sadly, months into all their hard work, a more important villager went to a ruler and said, "I want to make a ton of gold with a giant, bright electric sign that advertises 24/7, it'll be good for us, and by that I really mean me (or something like that)." So, this ruler told the planners to make it so "...cause we owe this important villager for all his good deeds and other villagers always complain, but they don't open their purses."

The planners were stumped at first, but they stretched logic, spun wool, and proclaimed truths. Viola! They did it quickly and with a lot of assurances the new code was passed. It allowed the important villager to get his giant, bright sign in the beautiful canyon across from the newly restored river. All the rulers who originally didn't want any electric giant signs, went along with the one ruler, cause, well, it wasn't like he had a good argument as much as he was so darn adamant. And, after all, it was only one electric sign. What's the harm? And we mean well.

Everything was swell in the beautiful village until the exact second the important villager finally turned on his giant, bright, electric advertising sign. In that instant, when the canyon was forever lit with flashy advertisements 24/7, it suddenly dawned on a bunch of other villagers and the sign guy that they too deserved to make a ton of gold off bright electric signs. The sign guy, who watched the code like a hawk, exclaimed, "Hey, get this! They've codified stupid (or something like that). The new sign code says that every last one of you normal villagers can also make money off bright, flashy advertising signs just like the important villager". The normal villagers gasped, "Really, just like him?!" "Nah" the sign guy said laughing "Who are you kidding? Your bright electric signs can't be giant".

And with that, everyone laughed as one bright electric sign in the village became 5, which became 100, which became every sign in the village. Which is why, to this day, the grandchildren from the village at the base of the mountains are called daylight change deniers.

The End (or something like that)

1 Supporter

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Name not shown in District 2 (on forum)

June 2, 2015, 8:06 AM

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

Reno is a beautiful place, but we do not present ourselves well. More signage is certainly not going to enhance our image. Electronic signs are an absolute "no, no". Signs in the unincorporated areas are unacceptable as well. Consider carefully as this will impact our county in an unacceptable way for years to come if more signage is approved.

---

Name not available (unclaimed)

June 2, 2015, 7:53 AM

Please, no signs in the unincorporated areas! I am not certain I understand all the provisions of the proposal, but I am not for more signage anywhere, but less! And certainly no electric signage. That is awful! We have a beautiful area. Let's clean up the existing signage and improve our image. Reno is a beautiful area, but we do not present ourselves well.

---

Mark Wray in District 3 (on forum)

May 31, 2015, 1:05 PM

The draft regulations the county staff is proposing would remove the current definition of "billboard" and allow every sign in the county to become an outdoor advertising structure. This is a legal mistake and a huge fiscal mistake. The county would become liable to pay the owner for any sign that ever has to be removed. The commission should restore the definition of a billboard that is in the existing county sign code, which is important to preventing every sign in the county from becoming a billboard.

1 Supporter

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Name not shown in District 5 (on forum)

May 31, 2015, 7:51 AM

I very much support keeping the reduction of sign clutter and the regulation of digital signs(They are very distracting when you are driving.)

1 Supporter

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Name not shown in District 4 (on forum)

May 30, 2015, 5:24 PM

making sure we don't have more of the extremely bright, changing, distracting lighted signs is important

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Name not shown in District 2 (on forum)

May 29, 2015, 6:28 PM

Reno Sparks is a casino cesspool. Let's turn this place into a clean high tech town. Remove all the signage.

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Name not available (unclaimed)

May 29, 2015, 6:21 PM



## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

I am not up on what the current regulations require but I am certainly against any new regulations which would permit further degradations of our beautiful Truckee Meadows.

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Name not available (unclaimed)

May 29, 2015, 6:10 PM

I m not up on what the current regulations require but I am certainly in favor of strong control over any regulations which would permit the degradation of the beautiful Truckee Meadows more than it has already has been.

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Name not available (unclaimed)

May 29, 2015, 4:01 PM

I would advocate that there be no more billboards added to the ones currently approved. Let people enjoy our outstanding scenery.

---

Name not shown in District 2 (on forum)

May 29, 2015, 3:56 PM

Washoe County's Vision Statement from the mid-2000s stated, "Our vision is that by preserving and enhancing our high quality of life, Washoe County will remain a healthy, safe and compelling place in which to live, work, recreate, visit and invest." Where does sign and billboard blight fit in to preserving and enhancing our high quality of life? Visual blight from signs cheapens our community and tells the world that we are a backwards 20th Century town in a 21st Century world. Every person traveling through Washoe County carries a sign, billboard and advertiser's gold mine wherever they go...it's called a smart phone! Our previous Washoe County Mission Statement included, "Preservation of our natural resources, open spaces, and magnificent natural landscape." Just where do more signs and billboards fit in? They don't! Please follow the wishes of the voters in your community, and the wise words from your own Washoe County Organizational Values statement: "We value...PROGRESSIVE THOUGHT: We value innovation and creativity, and support an orientation for change and intelligent decision making." Please heed your own words. It's time for change and intelligent decision making. Say no to these archaic 20th Century advertising methods that destroy our scenic natural landscape. Our community will be a better place.

4 Supporters

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Lori Wray in District 3 (on forum)

May 29, 2015, 1:59 PM

It's disappointing that the "highlights" included here don't provide one of the major impacts of this draft code. And that is, it will allow billboards in the unincorporated county areas for the first time in 13 years. This draft will also allow digital billboards with a special use permit, something that county commissioners said they were against allowing. Please make changes to this draft that will define billboards properly; prohibit all new billboards, including the digital variety and change the brightness standards for the other digital signs. Protect the scenic beauty of Washoe County from the negative impacts of digital signs and billboards by changing this draft to prohibit all billboards, no matter what size they are.

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

### 4 Supporters

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Name not available (unclaimed)

May 29, 2015, 12:36 PM

What do I think of draft signs? I don't think I understand what you are asking.

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Ann Owen in District 4 (on forum)

May 29, 2015, 9:07 AM

I'm not in favor of these types of signs especially on the Interstate. They are a real distraction when driving especially at night.

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### 1 Supporter

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Name not available (unclaimed)

May 29, 2015, 9:05 AM

Businesses SHOULD be allowed to have a sign.

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Name not available (unclaimed)

May 29, 2015, 9:04 AM

Please no electronic signs. Do not make Washoe into Clark county.

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Margaret Reinhardt in District 5 (on forum)

May 29, 2015, 9:01 AM

NO MORE BILLBOARDS. Please, there are already to many and they look gaudy and trashy.

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Name not shown in District 2 (on forum)

May 29, 2015, 7:59 AM

No more billboards, period!

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### 4 Supporters

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Name not available (unclaimed)

May 29, 2015, 7:35 AM

Signs can interfere with driving and are ugly. Regulate as much as possible or better yet eliminate entirely.

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Name not shown in District 5 (on forum)

May 29, 2015, 7:22 AM

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

First, public opinion is unreliable when limited to those people who can access and respond to an online survey. Second, even if private land exists, how high does that private right extend, 20 ft. or 100 ft? Billboards cheapen the visual scene and document a lack of interest in either the driver or the scenery. Eliminate signs where possible.

1 Supporter

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Name not shown in District 4 (on forum)

May 29, 2015, 7:08 AM

I have to agree with others, we really do not need more billboards signs. The signs just clutter up the scenery and do not really have that much impact on businesses. Electronic signs should be left to baseball fences and not visible to road traffic. They seemed to distract driving with the flashing colors. No billboards, please.

1 Supporter

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Name not available (unclaimed)

May 29, 2015, 6:42 AM

Billboards in general, particularly along highways, are a distraction; electronic ones seem to be more of a distraction as the imagery can be eye-catching, but also has a tendency to slow traffic, as people try to catch the visuals; changing signs are more of a hazard in my opinion. I'd love to see fewer to NO signs along our highways!

Patrick Doyle in District 5 (on forum)

May 29, 2015, 6:16 AM

Some large digital signs are severe traffic hazards when there is a significant amount of INSTANT white; i.e. the GSR sign facing I-580. It is literally blinding at those times. The Silver Legacy sign on 4th and Virginia is as bad but not as much traffic and certainly not flowing at 80MPH. Other than that, they are simply modern billboards and any regulation should equally apply.

1 Supporter

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Name not shown in District 3 (on forum)

May 29, 2015, 6:03 AM

Billboards bring areas down the same as chain link fences in front yards. Electronic billboards are dangerous near freeways and roads as they can blind the driver from seeing. I have written to the City of Reno and the Indian tribe to take down the electronic billboard on the 395 - to no avail. Electronic billboards look like strip club decor.

1 Supporter

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Name not shown in District 4 (on forum)

May 26, 2015, 8:37 AM

I urge the county commissioners to leave the regulation alone (do not modify the definition of "billboards" to

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

larger than 450 sq. ft.) AND do NOT grant exceptions, i.e. special use permit to Mr. Dianda. Please keep the voters' decision of NO MORE BILLBOARDS in the forefront of your thinking.

Thank you.

1 Supporter

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Janice Flanagan in District 1 (on forum)

May 26, 2015, 7:58 AM

Washoe County needs a restrictive signage code. No more billboards/digital signs, or whatever you choose to call them to get around the ban that our voters approved by a wide margin. I understand that business owners want the public to know their location, but there are other ways to do this. If the owner of the speedway who wants digital signs needs to let people know its location, he can have concerts every weekend for a year, and I guarantee every Nevadan/Northern Californian will know where the speedway is located. He can place informational signs at exits which is what other businesses do. Please do not allow any more billboards/digital signs to be constructed in Washoe County. Thank you.

1 Supporter

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Howard Goldbaum in District 3 (on forum)

May 26, 2015, 7:56 AM

Please preserve what is still special about our county and maintain the regulation to prohibit all new billboards, regardless of size. The future will thank you!

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George Rapp in District 2 (on forum)

May 25, 2015, 4:33 PM

Please consider not allowing any new billboards, including digital billboards. Allowing a digital billboard based only on property use and not zoning is a very slippery slope to go down. Anyone could plead that they need this billboard to improve or advertise their business. By ignoring the zoning rules all bets are off. Thus any property owner could rightfully claim a need for a digital billboard, or any billboard. The voters were asked many years ago about billboards, and the resounding answer was NO. What part of no can't the Planning Commission and the Board of County Commissioners understand? We love northern Nevada because of its dark skies and beautiful UNOBSTRUCTED views. Lets work really, really hard to keep the skies dark and the scenic highways and biways as scenic sites and not allow commercialism to rule.

3 Supporters

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Sherida Rapp in District 2 (on forum)

May 25, 2015, 4:12 PM

Please obey the will of the people that have already voted to deny ANY NEW BILLBOARDS Anywhere in Washoe County. This seems to come up every time some business wants to super advertise their property or service, and then commissioners want go down the road of no more scenic views, no more designations of scenic highways and no more being able to advertise to any traveler that Nevada is a beautiful and uncluttered space with natural beauty. Instead we can advertise that we have the most brilliant digital billboards back to

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

back along all our scenic highways, ie: Mt Rose corridor. We can also claim that Reno will be brighter than Las Vegas. All billboards, especially digital are distractions - remember our new saying in Nevada - no more distractions while driving? I never use billboards, instead I use my cell phone, computer and the unimposing blue signs that tell me that there is food, lodging, shopping or gas at this exit. If these business advertise correctly, everyone knows where they are, Washoe county is not that big. Please do the correct thing and vote to stop ALL new billboards, including digital, from ever being built and destroying our views and lives in Nevada.

3 Supporters

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Name not available (unclaimed)

May 25, 2015, 3:32 PM

It is aesthetically appalling, for Washoe County to change sign regulations to allow more billboards (plus digital ones!) in unincorporated areas. This is also a FINANCIAL DISASTER in a region desperately trying to ramp up tourism ... visitors won't see Peavine, the Sierra, nor our beautiful Western skies. Instead, they'll think they're on dangerous, ugly freeways in Fresno or Los Angeles.

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Alan Power in District 2 (on forum)

May 22, 2015, 2:04 PM

My residence is a single family house located on a one acre lot. I fly a 6'x10' American flag on a 30' flag pole. The proportions are perfect. I fly my flag every day, weather permitting. I am proud of my flag and my country and want to share my flag with my neighbors and passers-by. A 20' flag pole would not make that possible. Also, it would be legal for someone to build a 35' tall house next to me and block my view and my flag. What is far about that. My head wants to explode every time I read about some HOA restricting the display of an American flag. Lets not go down this road.

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Name not available (unclaimed)

May 22, 2015, 1:32 PM

My situation is single family residential on a one acre lot. I currently fly a 6'X10' American Flag every day, weather permitting. It is attached to a 30' flag pole located in my backyard. I am proud to fly my flag and want others to enjoy it. The proportions of the flag size and height are perfect. I have trees in my yard that are much taller than 30'. Also, a neighbor could build a house next to me that legally could be 35' tall. I think you would agree that would be much more of an eyesore than my flag.

A 20' limit on residential flag poles is not reasonable.

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Name not available (unclaimed)

May 20, 2015, 10:34 PM

I do not feel digital signs should be put on I-80. They are distracting especially at night.

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Name not available (unclaimed)

May 20, 2015, 10:22 PM

## Sign regulations

What do you think about the draft regulation of signs? Your comments will be collected and provided to the Planning Commission and Board of County Commissioners before their meetings.

I do not think digital sign's should be allowed on I-80.  
They are distracting especially at night.

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Name not shown in District 5 (on forum)

May 20, 2015, 2:45 PM

Our county should have fewer signs, not more. They are an eyesore and tend to take our eyes off the road when driving. We do not need any more signs and should reduce the number currently allowed. Let's enjoy the beauty of Nevada, not billboards for fast-food restaurants.

5 Supporters

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Name not available (unclaimed)

May 20, 2015, 2:41 PM

Our county needs fewer signs rather than more. Why the county wants to allow more junk signs to take our eyes off the road is beyond me. Nevada is beautiful with less signs.

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Bob Tregilus in District 1 (on forum)

May 20, 2015, 2:13 PM

The County should contract with, or have a landscape photographer on staff, to evaluate placement of all outdoor signage. It's unbelievable how many potentially great photos can't be shot because there's a stupid sign in the way.

3 Supporters

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