

RENO EVENING GAZETTE PROOF OF PUBLICATION

STATE OF NEVADA }
COUNTY OF WASHOE } ss.

Barbara Hastings
being first duly sworn, deposes and says:

That She is the Principal clerk of
THE RENO EVENING GAZETTE, a daily news-
paper published at Reno, in Washoe County, in the
State of Nevada.

That the notice of county ordinance
advertising structures
of which a copy is hereto attached, was first published in
said newspaper in its issue dated the 9th day of
March, 1957, and was published in
each issue of said newspaper thereafter for
March 16-23

the full period of 3 days, the last publication
thereof being in the issue dated the 23rd day of
March, 1957

Signed *Barbara Hastings*
Subscribed and sworn to before me this

23rd day of March, 1957

[Signature]
Notary Public.

NOTICE OF COUNTY ORDINANCE
In accordance with Chapter 296 of the 1955 Statutes of the State of Nevada, NOTICE is hereby given that an ORDINANCE REGULATING THE PLACEMENT AND CONSTRUCTION OF OUTDOOR ADVERTISING STRUCTURES IN THE UNINCORPORATED AREA OF THE COUNTY OF WASHOE PROVIDING FOR THE ADMINISTRATION THEREOF, THE LICENSING OF FIRMS AND INDIVIDUALS WHO CONSTRUCT AND/OR PLACE ADVERTISING DISPLAYS, THE ESTABLISHMENT AND COLLECTION OF FEES; FURTHER PROVIDING FOR THE VIOLATION THEREOF; AND OTHER MATTERS PROPERLY RELATING THERETO, was proposed on February 20th, 1957 by Commissioner PETERSON; final action of adoption taken on March 5th, 1957 by the following vote:
AYES: Commissioners Peterson and Capurro
NAYS: Commissioners None
ABSENT: Commissioners Kleppe
This Ordinance shall be in full force and effect from and after March 24th, 1957.
Typewritten copies of the above Ordinance are available for inspection, by all interested parties, at the office of the County Clerk, Court House, Reno, Nevada.
H. K. BROWN
Clerk of the Board of County Commissioners, Washoe County Nevada
M 9, 16, 23

1 SUMMARY: Providing for the placement and construction of outdoor
 2 advertising structures in the County of Washoe; licensing of firms
 3 and individuals who construct such signs; providing for fees to be
 4 paid therefor; penalties and violation thereof and other matters
 5 relating thereto.

6 BILL No. 11

7 ORDINANCE No. 53

8 AN ORDINANCE REGULATING THE PLACEMENT AND CONSTRUCTION OF
 9 OUTDOOR ADVERTISING STRUCTURES IN THE UNINCORPORATED AREA
 10 OF THE COUNTY OF WASHOE; PROVIDING FOR THE ADMINISTRATION
 11 THEREOF, THE LICENSING OF FIRMS AND INDIVIDUALS WHO CON-
 12 STRUCT AND/OR PLACE ADVERTISING DISPLAYS, THE ESTABLISH-
 13 MENT AND COLLECTION OF FEES; FURTHER PROVIDING FOR THE
 14 VIOLATION THEREOF; AND OTHER MATTERS PROPERLY RELATING
 15 THERETO.

16 THE BOARD OF COUNTY COMMISSIONERS OF WASHOE COUNTY DO ORDAIN:

17 SECTION 1. Purpose. To promote the public interest, safety
 18 and welfare of the people of Washoe County by regulating the loca-
 19 tion, appearance, construction and maintenance of any outdoor
 20 advertising hereafter erected in the unincorporated portions of
 21 Washoe County.

22 SECTION 2. Definitions. Certain words and terms used in this
 23 ordinance are defined for the purpose of this ordinance as follows:

24 1. "Outdoor advertising structure" shall mean any sign or
 25 advertisement used as an outdoor display by painting, posting, or
 26 affixing on a surface of pictures, emblems, words, figures, num-
 27 bers or lettering for the purpose of making anything known, the
 28 matter so advertised or displayed being remote from its point of
 29 sale.

30 2. "Sign" shall mean any words, lettering, parts of letters,
 figures, numerals, phrases, emblems, devices, designs, trade names,
 or trade marks, by which any person, profession, commodity, busi-
 ness, or fact is made known.

3. Neither "Outdoor advertising structure" nor "Sign" shall
 include the following:

(a) Official notices by any court or public body or

1 officer.

2 (b) Notices posted by any public officer in
3 performance of a public duty or by any person in giving
4 any legal notice.

5 (c) Directional, warning, or information signs
6 or structures required by or authorized by law or by federal,
7 state or county authority.

8 4. "Advertising Display" or "Display" shall mean
9 any outdoor advertising structure.

10 5. The verb "to place" and any of its variants,
11 as applied to advertising displays, includes the maintaining
12 and erecting, constructing, posting, painting, printing, tacking,
13 nailing, gluing, sticking, carving or otherwise fastening,
14 affixing, or making visible any advertising display on or to
15 the ground or any tree, bush, rock, fence, post, wall, building,
16 structure or thing.

17 6. "Building Inspector" shall mean the Building
18 Inspector of the Washoe County Department of Building or any
19 agent designated by the County Commissioners of Washoe County.

20 7. "Person" shall include natural person, firm,
21 co-partnership, association and corporation.

22 SECTION 3. Administration. The Building Inspector
23 or other agent as designated by the County Commissioners of
24 Washoe County shall be responsible for the administration
25 of this ordinance; he shall prescribe the form of and supply
26 all requisite forms for applications, licenses and permits
27 provided for in this ordinance; he shall collect all fees
28 provided for in this ordinance.

29 (a) All fees collected by the Building Inspector
30 or other duly appointed agent shall be deposited immediately

1 upon receipt with the Treasurer of Washoe County.

2 SECTION 4. Scope. The regulations contained in this
3 ordinance shall apply to any advertising displays hereafter
4 constructed in the unincorporated areas of Washoe County.

5 1. Existing advertising displays shall be made to
6 conform to the regulations prescribed herein within six months
7 of the date of the adoption of this ordinance by the Board of
8 County Commissioners if such existing advertising displays
9 constitute a serious menace to the safety of any person or
10 persons.

11 2. With the exception of the provisions contained
12 in Section 5, nothing in this ordinance shall apply to advertis-
13 ing displays used exclusively for:

14 (a) Advertisement of the sale or lease of the
15 property upon which the advertising display is placed.

16 (b) Designation of name of owner or occupant of
17 premises or to identify such premises.

18 3. No advertising display may be maintained unless
19 the name of the person owning or maintaining it is plainly
20 displayed thereon.

21 4. No advertising display shall be placed in any
22 of the following locations or positions:

23 1. Within the right-of-way of any highway, or
24 within any distance from any primary or secondary highway as
25 prohibited by state statute.

26 2. On any highways or roadways in the unincorporated
27 area of Washoe County other than the following:

28 (a) U S Highway 40, U S Highway 395; and any
29 alternates of these routes; or Nevada State Routes 27 and 28,
30 34, 17.

1 3. Within any E-1, E-2, R-1, R-2, R-3, R-4 or A-4
2 zone designated under the provisions of Washoe County Ordinance
3 #38.

4 4. Within any stream or drainage channel where
5 the advertising display might be deluged and swept under any
6 highway structure or against the supports of any highway
7 structure.

8 5. Within a distance of 300' from the point of
9 intersection of highway or highway and railroad right of way
10 lines.

11 6. So as to prevent a traveler on a highway from
12 obtaining a clear view of approaching traffic for a distance
13 of 500'.

14 7. Displays of the following nature are prohibited:

15 (a) Imitations or simulations of any directional,
16 warning, danger, or informational signs permitted under the
17 provisions of this ordinance.

18 (b) Displays of any red or blinking or intermittent
19 light likely to be mistaken for a warning or danger signal.

20 (c) Illumination of such brilliance and/or position
21 as to blind or dazzle the vision of travelers.

22 (d) Displays containing statements, words or
23 pictures of an obscene, indecent, or immoral character.

24 SECTION 5. Standards of Construction and Maintenance.

25 1. All advertising displays hereafter placed under
26 the provisions of this ordinance shall be constructed and main-
27 tained to withstand a wind pressure of 20 lbs. per square foot
28 of exposed surface. In determining the proper structure to
29 comply with this requirement, the Building Inspector shall
30 utilize "Construction Standards", issued by the Outdoor

1 Advertising Association of America.

2 2. Painted surfaces of all advertising displays
3 hereafter placed under the provisions of this ordinance shall
4 be kept in a reasonable state of repair. The Building Inspector
5 shall exercise considered judgment in this respect.

6 SECTION 6. Licenses.

7 1. All persons placing an advertising display under
8 the provisions of this ordinance shall obtain a license from
9 the Building Inspector. License fees shall be charged on the
10 basis of number of displays placed and/or maintained according
11 to the following schedule:

12	Up to five	\$ 5.00
13	Six to twenty-five	10.00
	Over twenty-five	25.00

14 2. Licenses shall be payable yearly on a fiscal basis.

15 3. License fees are payable annually in advance on
16 the first day of July of each year to the Building Inspector.

17 4. All licenses issued on or after the first day
18 of July shall expire on the thirtieth day of June following
19 the date of issue. Fees for original licenses issued after
20 the first day of July of each year shall be apportioned and
21 collected on the basis of one-twelfth of the fee for each month
22 or part thereof remaining in the fiscal year.

23 SECTION 7. Permits. No person shall place any
24 advertising display within the areas affected by this ordinance
25 without first having secured a written permit from the Building
26 Inspector or his authorized agent.

27 1. Persons desiring a permit to place an advertising
28 display shall file an application with the Building Inspector
29 or his authorized agent. This application shall be on a blank
30 form supplied by the Building Inspector and shall set forth

1 the name and address of the applicant, a description of the
2 property upon which the display will be placed, and a diagram
3 showing the location of the display upon the property.

4 2. Applicants for permits shall offer evidence
5 that the owner of property to be used for the placement of
6 an advertising display consented to such placement; and that
7 said proposed area of construction is properly zoned for the
8 erection of said advertising display and not contrary to the
9 provisions of Washoe County Ordinance #38.

10 3. Applications shall contain adequate information
11 as to the construction of the proposed display to indicate
12 compliance with the provisions of Section 5 of this ordinance.

13 4. If any application is in full compliance with
14 the provisions of this ordinance and if the display will con-
15 form to other applicable laws, the Building Inspector or his
16 authorized agent shall, within 10 days after the filing of
17 the application and payment of required fees, issue a permit
18 to place the proposed display for the remainder of the fiscal
19 year in which the permit is issued.

20 5. The issuance of a permit for the placing of
21 an advertising display includes the right to change the
22 advertising copy thereon, or to alter the structure in a
23 minor way without requiring a new permit or payment of new
24 fees for the remainder of the fiscal year in which the
25 original permit was issued.

26 6. Permits provided under the terms of this
27 ordinance shall carry an identification number, such number
28 to be inscribed on a plate to be issued by the Building
29 Inspector.

30 (a) Such number plate shall be securely fastened

1 by the applicant to the advertising display to which it
2 applies in a manner to facilitate inspection by the Building
3 Inspector.

4 (b) The color of such number plates shall be
5 changed annually.

6 7. Permits shall be renewed on the first day of
7 July of each year upon the application and payment of fees
8 as provided in this ordinance and shall expire on the
9 thirtieth day of June.

10 (a) Number plates shall be attached by the
11 applicant to advertising displays to which they apply within
12 thirty days after their issuance.

13 8. Permit fees shall be based on the following
14 schedule:

15 Initial fee, payable upon issuance of permit for
16 construction of new display: \$2.50 of which .50¢ applies
17 toward the first year permit fee and, thereafter, .50¢ per
18 advertising display per year.

19 SECTION 8. Penalties.

20 1. All displays placed in violation of the
21 provisions of this ordinance are public nuisances and may
22 be removed as hereinafter provided in this ordinance.

23 2. The Building Inspector may revoke any license
24 or permit for the failure to comply with the provisions of
25 this ordinance and may through the period of construction
26 issue a cease and desist order to the person or persons
27 constructing said advertising display. A copy of said cease
28 and desist order must be personally served upon the person
29 constructing said advertising display. No further work,
30 construction or painting shall occur subsequent to the issue

1 of the cease and desist order unless upon authority by
 2 Court having jurisdiction of the subject matter, or upon
 3 order of the Washoe County Board of Adjustment.

4 3. For the purpose of inspecting, removing or
 5 disposing of advertising displays the Building Inspector
 6 may enter upon private property without incurring any
 7 liability therefore.

8 4. Every person as principal, agent, or employee,
 9 violating any of the provisions of this ordinance is guilty
 10 of a misdemeanor.

11 5. The remedies provided in this ordinance for
 12 the removal of illegal advertising displays are cumulative
 13 and not exclusive of any other remedies provided by law.

14 SECTION 9. Appeals. The Washoe County Board of
 15 Adjustment as designated in Ordinance No. 38 shall act as
 16 a board of appeals from the decisions of the Building Inspector.
 17 The right of further appeal from Board of Adjustment decisions
 18 to the Board of County Commissioners shall be allowed.

19 SECTION 10. Severability. If any provisions of
 20 this ordinance are held invalid such invalidity shall not
 21 affect other provisions and each provision is hereby declared
 22 to be severable.

23 SECTION 11. Repeal of conflicting provisions. Those
 24 provisions of any other Washoe County Ordinance in conflict
 25 with this ordinance are hereby repealed, but only to the extent
 26 that they are in conflict with this ordinance.

27 SECTION 12. Effective Date. This ordinance shall
 28 be in full force and effect from and after its adoption.

29 Proposed on the 20th day of February, 1957.

30 Proposed by Commissioner Peterson

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Passed the 5th day of March, 1957.

Vote:

Ayes: Commissioners Peterson, Capurro
Nays: Commissioners none
Absent: Commissioners Kleppe

ATTEST:
[Signature]
County Clerk

[Signature]
Chairman of the Board

This ordinance shall be in force and effect from
and after the 24th day of March, 1957.