

## STAFF REPORT

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**Date:** September 11, 2019

**To:** Mayor and City Council

**Thru:** Sabra Newby, City Manager

**Subject:** **F.1. Staff Report (For Possible Action): Ordinance Adoption - Bill No. 7099 Case No. TXT19-00002 (Changeable/Digital Sign Standards - NRS Requirements) Ordinance to amend Reno Municipal Code Title 18, “Annexation and Land Development,” Chapter 18.16 “Signs,” Section 18.16.701 “Permanent On-Premises Sign Regulations By Zoning District,” and Section 18.16.702 “Additional Regulations For Animated Signs,” in order to enable digital representation of material regulated by Nevada Revised Statutes; together with other matters properly relating thereto.**

**From:** Nathan Gilbert, Associate Planner

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**Summary:** This is an ordinance to amend Reno Municipal Code Title 18, “Annexation and Land Development,” Chapter 18.16 “Signs,” Section 18.16.701 “Permanent On-Premises Sign Regulations By Zoning District,” and Section 18.16.702 “Additional Regulations For Animated Signs,” in order to enable digital representation of material regulated by Nevada Revised Statutes, together with other matters properly relating thereto.

### **Previous Council Action:**

**August 26, 2019** The City Council approved the first reading, with ordinance modifications to limit the frequency of change to 24 times per day, and referred the Bill for a second reading and adoption.

Ayes: Delgado, Jardon, Reese, Schieve, Weber,

Nays: Duerr Absent: Brekhus

**August 14, 2019** The City Council held a public hearing and approved the text amendment with one modification to the Planning Commission recommendation to limit the frequency of change to one hour.

Ayes: Brekhus, Delgado, Duerr, Jardon, Reese, Weber,

Nays: None Absent: Schieve

**Recommendation:** Staff recommends Council adoption of Ordinance No. \_\_\_\_\_.

**Proposed Motion:** I move to adopt Ordinance No. \_\_\_\_\_.

EXPLANATION: Matter underlined is new; matter in brackets and stricken [--] is material to be repealed.

**BILL NO. 7099**

**ORDINANCE NO.**

AN ORDINANCE AMENDING THE RENO MUNICIPAL CODE TITLE 18, “ANNEXATION AND LAND DEVELOPMENT,” CHAPTER 18.16 “SIGNS,” SECTIONS 18.16.701 - PERMANENT ON-PREMISES SIGN REGULATIONS BY ZONING DISTRICT,” AND 18.16.702 “ADDITIONAL REGULATIONS FOR ANIMATED SIGNS,” IN ORDER TO ENABLE DIGITAL REPRESENTATION OF MATERIAL REGULATED BY NEVADA REVISED STATUTES, TOGETHER WITH OTHER MATTERS PROPERLY RELATING THERETO.

SPONSORED BY: RENO CITY COUNCIL

THE CITY COUNCIL OF THE CITY OF RENO DO ORDAIN:

SECTION 1. Chapter 18.16 of the Reno Municipal Code is hereby amended by adding certain wording to Sections 18.16.701, the same to read as follows:

**Section 18.16.701. - Permanent On-Premises Sign Regulations by Zoning District.**

Sign regulations for each zoning district are established in Table 18.16-1 below:

TABLE 18.16-1: SIGN REGULATIONS BY ZONING DISTRICT					
ZONING DISTRICT	MAXIMUM HEIGHT FREESTANDING	SIGN AREA FREESTANDING	SIGN AREA WALL	ILLUMINATION	FLASHING/ ANIMATED
Residential:					
All	6' monument only	50 sq. ft. per access up to 150 sq. ft. max w/site plan review	20 sq. ft. (1) (2)	Indirect (8)	Not allowed
Nonresidential and Mixed Use:					
PO	8' monument only (3)	1 sq. ft./100 sq. ft. of GFA, (4) max 25% of business frontage on a	20 sq. ft./parcel	Indirect (8)	Not allowed

TABLE 18.16-1: SIGN REGULATIONS BY ZONING DISTRICT

ZONING DISTRICT	MAXIMUM HEIGHT FREESTANDING	SIGN AREA FREESTANDING	SIGN AREA WALL	ILLUMINATION	FLASHING/ ANIMATED
		building			
GO	25' or bldg. height 1/ street frontage	3 sq. ft/100 GFA combined (10)	3 sq. ft/100 GFA combined (10)	All types; indirect facing residential zones (8)	Allowed up to 25' if not facing residential zones
PF	6' monument established by special use permit	15% of allowed wall sign area	10 sq. ft/acre	All types; none facing residential	Not allowed
MU (11)	(6) 8' maximum or if the parcel is $\geq$ one acre the freestanding sign maximum height is 25' or 35' if parcel fronts street that is posted at 35 mph or greater	125 sq. ft. maximum (5) (7)	1 sq. ft. of sign area per lineal foot of business frontage. Sign length shall not exceed 75% of the business frontage. All wall sign area will not exceed 400 sq. ft. per parcel. 5' maximum letter height. Notwithstanding the above, each business shall be allowed a minimum of 40 square feet.	All types	Not allowed (12)
NC (6)	Monument only 8' if < 100' street frontage 12' if 100'+	60 sq. ft. monument	1 sq. ft./100 GFA (all signs combined not to exceed 400 sq. ft. per parcel, 3' maximum letter height)	Indirect	Not allowed (13)
CC, AC (6) (9)	1':4' of linear street frontage not to	60 sq. ft. up to 100 lineal street ft.	1 sq. ft. of sign area per lineal	All types	Allowed up to 35' in

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	exceed 25' in CC or 35' in AC; over 35' in AC with a "major" SUP	frontage, 125 sq. ft. for parcel between 100-400 lineal ft. frontage, 250 sq. ft. for parcels with more than 400 lineal ft. (5)(7) artistic embellishment, no limit	foot of business frontage. 6' maximum letter height for anchor tenants, 4' maximum letter height for line shops and pad sites. Notwithstanding the above, each business shall be allowed a minimum of 40 square feet.		height if not facing residential zones
Commercial:					
CB	25'	60 sq. ft.	15% of the building facade area, 8' maximum letter	Illumination all types	Flashing allowed up to 35' in height
HC	100' "major" SUP required to exceed 100'	No limit	No limit	All types	No limit
Industrial I, IB, IC (6)	25'	80 sq. ft. per frontage; For properties with 2 or more street frontages, maximum combined area of 160 sq. ft. per sign.	1/business/ street frontage 1 sq. ft./lineal foot of building frontage	All types	Not allowed <b>(13)</b>
NOTES:					
(1) Established by special use permit for nonresidential use in residential zone.					
(2) Either a wall or monument sign is allowed per street frontage.					
(3) On multi-tenant building, may have one 12 feet center identification sign/frontage.					
(4) GFA - Gross floor area.					

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(5) The allowable square footage may be doubled on arterial roadways with a posted speed limited of 35 mph or greater.					
(6) Number of freestanding allowed: one per frontage, 2nd or one additional sign allowed if over 10 acres. Gas stations may have one additional 16 sq. ft. sign advertising gas prices.					
(7) Copy area only.					
(8) Signs of light copy and dark backgrounds with internal illumination are permitted, provided the copy makes up less than 50 percent of the sign area.					
(9) As an alternative to specific square footage allowances for wall and freestanding signs in the AC and CC zones, two square feet/lineal foot of building frontage may be utilized for all sign types combined.					
(10) Three (3) sf/100 GFA is the maximum total sign area and may be provided on wall and/or freestanding signs.					
(11) Legally established Nonrestricted Gaming Operation, land uses may use HC sign requirements.					
(12) Permitted on parcels fronting North Virginia Street, South Virginia Street, West 4th Street, East 4th Street, and Mill Street and shall not exceed 125 sq. ft. Any other street shall require a site plan review for flashing/animated signs.					
<u>(13) Permitted subject to standards outlined in RMC Section 18.16.702(f) "Additional Regulations for Animated Signs."</u>					

(Ord. No. 5189, § 1, 9-26-00; Ord. No. 5864, § 1, 8-23-06; Ord. No. 6000, § 23, 1-30-08; Ord. No. 6201, § 1, 9-14-11)

SECTION 2. Chapter 18.16 of the Reno Municipal Code is hereby amended by adding certain wording to Sections 18.16.702, the same to read as follows:

**Section 18.16.702. - Additional Regulations for Animated Signs.**

- (a) Applicability: The following regulations (b)—([e] f) only apply to (1) fixed message electronic signs and (2) computer controlled variable message electronic signs as defined in Section 18.24.203.4570(12).
- (b) No animated sign shall exceed 1,500 nits between sunset and sunrise. No animated sign shall exceed 5,000 nits between sunrise and sunset. Signs shall automatically adjust/dim due to changes in ambient light, such as inclement weather.
- (c) Any animated sign constructed prior to December 2, 2015, shall be brought into conformance with the nit standards listed in Section 18.16.702(b) above by December 2, 2017.

- (d) Animated signs shall only be allowed within 750 feet of residentially zoned property with the approval of a special use permit. The 750 feet shall be measured from the base of the sign to the property line of the residentially zoned parcel.
- (e) No animated signs shall be allowed within 300 feet of the outer boundary of the outer travel lane/white line of:
  - (i) State Route 431 (Mount Rose Highway);
  - (ii) Interstate 80 west of Robb Drive, to the western most City limit;
  - (iii) U.S. 395 north of North McCarran Boulevard; and
  - (iv) Interstate 580 south of South McCarran Boulevard.

Any animated signs located within these areas which were in existence prior to December 2, 2015, may only be enlarged or relocated with the approval of a special use permit.

(f) Notwithstanding the above subsection e, only that portion of sign copy regulated by NRS 590.160 – 590.330 (Advertisement of Motor Vehicle Fuel and Petroleum Products) may be animated provided that: 1) the display brightness does not exceed 150 nits between sunset and sunrise; 2) displays do not appear to be in motion, flashing or have video; 3) displays change no more than 24 times per day; and 4) all other sign regulations in this code which are not specified in these NRS regulations (including but not limited to zoning limitations, and limitations on number and size of signs) remain in effect.

(Ord. No. 6381, § 1, 12-2-15)

SECTION 3: Should any section, clause, or provision of this Ordinance be declared by a court of competent jurisdiction to be unconstitutional or invalid, that decision shall not affect the validity of the ordinance as a whole or any part thereof other than the part declared to be unconstitutional or invalid.

SECTION 4. This Ordinance shall be in effect from and after its passage, adoption and publication in one issue of a newspaper printed and published in the City of Reno.

SECTION 5. The City Clerk and Clerk of the City Council of the City of Reno is hereby authorized and directed to have this Ordinance published in one issue of the Reno-Gazette Journal, a newspaper printed and published in the City of Reno.

PASSED AND ADOPTED this \_\_\_\_ day of \_\_\_\_\_, 2019, by the following vote of the Council:

AYES: \_\_\_\_\_  
 NAYS: \_\_\_\_\_  
 ABSTAIN: \_\_\_\_\_ ABSENT: \_\_\_\_\_

APPROVED this \_\_\_\_ day of \_\_\_\_\_, 2019.

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HILLARY SCHIEVE  
MAYOR OF THE CITY OF RENO

ATTEST:

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ASHLEY D. TURNEY  
CITY CLERK AND CLERK  
OF THE CITY COUNCIL OF THE  
CITY OF RENO, NEVADA

EFFECTIVE DATE:

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