AGENDA

Workshop Meeting

Reno City Council & Planning Commission Joint Meeting

Tuesday, August 25, 2015 ● 4:00 PM

Reno City Council Chamber, One East First Street, Reno, NV 89501

Hillary Schieve, Mayor

Council Members:
Ward 1 – Jenny Brekhus  Ward 4 – Paul McKenzie
Ward 2 – Naomi Duerr  Ward 5 – Neoma Jardon
Ward 3 – Oscar Delgado  At-Large – David Bobzien

Planning Commission:
Kevin Weiske, Chair  Peter Gower, Vice Chair
Charles Reno  Mark Johnson
Troy Schneider  Paul Olivas
Jason Woosley

Public Notice: This agenda has been physically posted in compliance with NRS 241.020(3)(notice of meetings) at Reno City Hall – One East First Street, Washoe County Downtown Reno Library – 301 South Center Street, Evelyn Mount Northeast Community Center – 1301 Valley Road, McKinley Arts and Culture Center – 925 Riverside Drive, Reno Municipal Court – One South Sierra Street, Washoe County Administration Building – 1001 East 9th Street and Reno-Sparks Convention and Visitors Authority – 4001 South Virginia Street, Suite G. In addition, this agenda has been electronically posted in compliance with NRS 241.020(3) at http://www.reno.gov, and NRS 232.2175 at https://notice.nv.gov/. To obtain further documentation regarding posting, please contact Ashley D. Turney, City Clerk, 1 East 1st Street, Reno, NV 89505, (775) 334-2030; turneya@reno.gov.

Accommodations: Reasonable efforts will be made to assist and accommodate physically disabled persons attending the meeting. Please contact the City Clerk’s Office at (775) 334-2030 in advance so that arrangements can be made.

Supporting Material: Staff reports and supporting material for the meeting are available at the City Clerk’s Office, and on the City’s website at http://www.reno.gov/meetings. Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the City Council.

Order of Business: The presiding officer shall determine the order of the agenda and all questions of parliamentary procedure at the meeting pursuant to the Rules of the Reno City Council (City Council Resolution No. 7467, adopted May 26, 2010). Items on the agenda may be taken out of order. The Reno City Council & Planning Commission Joint Meeting may combine two or more agenda items for consideration; remove an item from the agenda; or delay discussion relating to an item on the agenda at any time. See, NRS 241.020(2)(c)(6). Items scheduled to be heard at a specific time will be heard no earlier than the stated time, but may be heard later.

Council Recess: The Reno City Council may recess at 12:00 pm for approximately one hour for lunch, and/or to confer with counsel [NRS 241.015(3)(b)(2)] and/or its management representatives [NRS 288.220(4)], as necessary. Additional short breaks may be taken throughout the meeting as needed.

Public Comment: A person wishing to address the Reno City Council & Planning Commission Joint Meeting shall submit a “Request to Speak” form to the City Clerk. Public comment, whether on action items or general public comment, is limited to three (3) minutes per person. Unused time may not be reserved by the speaker, nor allocated to another speaker. No action may be taken on a matter raised under general public comment until the matter is included on an agenda as an item on which action may be taken. The presiding officer may prohibit comment if the content of the comments is a topic that is not relevant to, or within the authority of, the City Council, or if the content is willfully disruptive of the meeting by being irrelevant, repetitious, slanderous, offensive, inflammatory, irrational or amounting to personal attacks or interfering with the rights of other speakers. Any person making willfully disruptive remarks while addressing the Reno City Council & Planning Commission Joint Meeting or while attending the Reno City Council & Planning Commission Joint Meeting meeting may be removed from the room by the presiding officer, and the person may be barred from further audience before the Reno City Council & Planning Commission Joint Meeting
during that session of the Reno City Council & Planning Commission Joint Meeting. See, Nevada Attorney General Opinion No. 00-047 (April 27, 2001); Nevada Open Meeting Law Manual, § 8.05.

In addition, any person willfully disrupting the meeting may be removed from the room by the presiding officer. See, NRS 241.030(4)(a); RMC §§ 8.12.024, 8.12.027. Examples of disruptive conduct include, without limitation, yelling, stamping of feet, whistles, applause, heckling, name calling, use of profanity, personal attacks, physical intimidation, threatening use of physical force, assault, battery, or any other acts intended to impede the meeting or infringe on the rights of the Reno City Council & Planning Commission Joint Meeting, city staff, or meeting participants.

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Social Media: Follow @cityofreno for real-time updates on Twitter. Connect with the City of Reno on Facebook at www.facebook.com/cityofreno.

A Introductory Items

A.1 Observance of a Moment of Silence
A.2 Roll Call
A.3 Public Comment  (This item is for either public comment on any action item or for any general public comment.)
A.4 Approval of the Agenda - August 25, 2015
A.5 Pledge of Allegiance

B Presentations

B.1 Staff Report (For Possible Action): Presentations, discussion and potential direction to staff regarding On-Premise Digital Signs.

C Public Comment  (This item is for either public comment on any action item or for any general public comment.)

D Adjournment (For Possible Action)
Date: August 25, 2015

To: Reno City Council and Reno City Planning Commission

Thru: Andrew Clinger, City Manager

Subject: B.1. Staff Report (For Possible Action): Presentations, discussion and potential direction to staff regarding On-Premise Digital Signs.

From: Claudia Hanson, Planning Manager

Summary: The intent of the joint Planning Commission and City Council workshop is to give the two bodies an opportunity to discuss the issues related to digital signs, receive information from interested groups, and provide direction to staff related to the digital on-premise ordinance.

Background: On January 14, 2015, the Reno City Council voted to establish a moratorium on the acceptance of any applications for flashing/animated on-premise advertising displays for a period of six months by Resolution No. 8040 to allow staff adequate time to prepare a draft sign ordinance. On May 27, 2015, the Reno City Council adopted by Resolution No. 8061 an extension to the moratorium which will expire on September 27, 2015. Staff has met with individuals from the sign industry as well as Scenic Nevada to discuss amendments to this ordinance. A community workshop was held on June 16, 2015 at Reno City Hall which was well attended by stakeholders and members of the community. There was extensive discussion regarding appropriate areas for digital signs, lighting standards, sign size, and sign height.

Discussion: The August 25, 2015 joint workshop is being held to present a working draft of the sign ordinance prepared by staff, who have made an effort to incorporate feedback received from public input. The draft introduces standards for on-premise digital signs in a new section (18.16.702 On-Premise Digital Displays) as well as added definitions associated with digital signs located in section 18.24 Article II (Definition of Words, Terms, and Phrases) (Exhibit A).

The Community Development Department worked closely with the Office of Communications and Community Engagement to conduct a community survey. The survey was made available for approximately three weeks and received 266 responses. The results are attached to this report (Exhibit B).

During the joint workshop staff will be presenting numerous slides of existing signs to give examples of various size, height, and lighting. It is often difficult to estimate the dimensions of a
sign. These images are intended to give Planning Commission and City Council actual examples of signs within the Reno community and can serve as an informal visual preference survey during the joint workshop.

Representatives from Scenic Nevada and the sign industry will be present at the workshop and intend to make presentations regarding on-premise digital signs.

**Financial Implications:** None at this time.

**Legal Implications:** None at this time.

**Recommendation:** Staff recommends Planning Commission and City Council discuss the draft ordinance and examples of on-premise signs and provide staff direction regarding the on-premise digital sign ordinance.

**Attachments:**

- Exhibit A - Draft On Premises digital sign code (8-18-15) (PDF)
- Exhibit B - Digital Sign Survey Results (PDF)
- Scenic Nevada packet materials 8-17-15 (Electronic attachment only; hard copy on file with the Clerk’s Office) (PDF)
- International Sign Association packet materials 8-18-15 (Electronic attachment only; hard copy on file with the City Clerk’s Office) (PDF)
DISCUSSION DRAFT

ON-PREMISES DIGITAL SIGN CODE PROVISIONS (ADD TO RMC ARTICLE 18.16)

[Text in brackets and stricken out is removed from code; text underlined is added to code.]

SECTION 1. Section 18.16.01 is hereby amended to read as follows.

Section 18.16.01 - Purpose, Scope and Authority.

(a) The purpose of this article is to promote the public health, safety, general welfare, and aesthetics by regulating and controlling the size, number, height, illumination, display characteristics and location of on-premises signs. This chapter is designed to accomplish the following:

(1) To promote and maintain healthy commercial centers by providing for effective communication of the nature of goods and services available, and eliminating wasteful and unsightly competition in signs;

(2) To encourage good sign design, integrated with and harmonious to the building and sites occupied;

(3) To add to the quality of life by minimizing visual pollution;

(4) To attract and direct persons to various activities and enterprises, thereby providing for the maximum public convenience;

(5) To protect and enhance the residential neighborhoods by prohibiting obtrusive and incompatible signs; and

(6) To allow noncommercial speech on any otherwise permissible sign.

(7) To reduce distractions and other possible impediments to traffic safety, and to improve aesthetic quality and compatibility with surrounding land uses.

(Ord. No. 5189, § 1, 9-26-00; Ord. No. 6201, § 1, 9-14-11)

SECTION 2. A new Section 18.16.702 is hereby added to read as follows.

Section 18.16.702—On-Premises Digital Displays.

(a) Standards. In addition to the other standards identified in this article, each on-premises digital display shall comply with the following standards.
(1) The on-premises digital display hold period for each message shall remain fixed for a minimum of eight seconds.

(2) Transition duration from one message or image to the next shall be instantaneous. Fading, dissolving, travel, scroll or other methods of transition are not authorized.

(3) On-premises digital displays shall be static only and shall not have movement or the appearance or optical illusion of movement, or any video.

(4) Illumination shall not change during a display hold period.

(5) On-premises digital displays shall not flash or move during a display hold period.

(6) On-premises digital displays shall not imitate or resemble any official traffic signal, traffic sign or other official warning signs.

(7) Signs with on-premises digital displays shall contain a default design that will freeze the device in one position or display solid black if a malfunction occurs.

(8) No on-premises digital display shall cause a glare or other condition that impairs the vision of the driver of any motor vehicle or obstructs or interferes with a driver’s view of surrounding traffic situations.

(9) No sign or on-premises digital display shall emit sounds, pyrotechnics, or odors.

(10) The face of each on-premises digital display shall contain a discernible message or graphic at all times, except during repairs, replacement of parts, cleaning, regular maintenance, associated utility outage, natural disaster, or severe weather.

(11) On-premises digital displays shall conform to all other on-premises sign requirements in this Chapter 18.16. If there is a conflict between the standards contained in other portions of Section 18.16 and this section, the more restrictive shall prevail.

(12) No on-premises digital display shall be larger than 50% (75% if the sign is in a Large Retail Establishment) of the sign display area of a sign.

(13) On freestanding signs, the top of an on-premises digital display may not exceed 20 feet in height from grade, except that if a sign is located adjacent to and oriented toward a public roadway and the public roadway is above the grade where the sign is located, then the top of the on-premises digital display shall be measured from the grade of the road at the edge of the pavement.

(14) If an on-premises digital display is on a freestanding sign, the sign structure must be a monument sign.
(b) **Illuminance:** The illumination of on-premises digital displays shall conform with the criteria set forth in this section.

1. Digital displays shall have a light sensing device that will adjust the brightness of the display as ambient light conditions change.

2. Each application for a digital display shall include a photometric plan. The photometric plan shall demonstrate the digital display’s maximum light intensity, in foot candles above ambient light.

3. Illuminance shall be measured with a light meter set to measure footcandles accurate to at least two decimals.

4. Illuminance shall be measured with the sign off, and again with the sign displaying a solid white image (for a full color capable digital display), or a solid message (for a single color digital display).

5. All measurements shall be taken facing the sign structure with the light meter pointed at the center of the EMD and measured from 100 feet.

6. The difference between the off and the solid white or solid-message measurements shall not exceed 0.3 footcandles.

(c) **Location Restrictions.** On-premises digital displays, or any part thereof shall meet the following location standards.

1. Only one freestanding on-premises digital display is allowed per frontage and must be located on street access to the project being advertised.

2. On-premises digital displays visible from the travel lanes of the following highways shall not be located within 300 feet of the right of way: (i) State Route 431 (Mount Rose Highway), (ii) Interstate 80 west of Robb Drive, to the most western city limit; and (iii) U.S. 395 north of North McCarran Boulevard.

3. On-premises digital displays are allowed only in the following zoning and overlay districts:

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Title</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC</td>
<td>Community Commercial</td>
<td></td>
</tr>
<tr>
<td>AC</td>
<td>Arterial Commercial</td>
<td></td>
</tr>
<tr>
<td>HC</td>
<td>Hotel Casino</td>
<td></td>
</tr>
<tr>
<td>PF</td>
<td>Public Facility</td>
<td></td>
</tr>
<tr>
<td>MU*/DRRC</td>
<td>Downtown Regional Center District</td>
<td>Entertainment area only.</td>
</tr>
<tr>
<td>MU*/UNRC</td>
<td>University of Nevada Regional Center</td>
<td>UNR Academic and research areas only.</td>
</tr>
<tr>
<td>MU*/RTIARC</td>
<td>Reno-Tahoe International Airport Regional Center</td>
<td></td>
</tr>
<tr>
<td>MU*/CRC</td>
<td>Conventional Regional Center TC and GMU Area only.</td>
<td></td>
</tr>
<tr>
<td>MU*/RLM</td>
<td>River Landing at Mill</td>
<td></td>
</tr>
<tr>
<td>E4TC</td>
<td>East Fourth Street Transit Corridor Only adjacent and facing 4th Street</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Western Gateway Regional Center Planning Area overlay District Only on casino properties.</td>
<td></td>
</tr>
</tbody>
</table>

* See RMC 18.08.301 (a) (8) for specific sign regulations for mixed use zoning districts.

(1) On-premises digital displays shall not be erected within 300 lineal feet of a residentially zoned parcel.

(2) On-premises digital displays shall not be erected within 300 feet of the center line of the Truckee River, or within 300 lineal feet of the outer boundary of any areas designated in this title as the Truckee River Corridor.

(3) On-premises digital displays shall not be placed within any building setback for the zoning district in which the sign sits.

(d) Nonconforming on-premises digital displays.

(1) Nonconformance with general and illumination standards. On-premises digital displays that were existing on the date this code was enacted and do not comply with the standards and provisions in paragraphs (a) (General Standards) and (b) (Illuminance) in this Section may continue to operate for a period of five years from the enactment of this ordinance and then must come into conformance with the general and illumination standards set forth herein, unless otherwise approved by the Administrator in accordance with the following procedure. An owner of an on-premises digital display that does not conform to the general or illumination standards may petition for an extension of the five year requirement set forth in this paragraph based on a physical or mechanical hardship that is beyond the control of the owner. The owner shall apply to the Administrator who shall follow the same notice procedures as if the application were for a site plan review. The Administrator shall determine whether or not an extension is needed due to a physical or mechanical hardship that is beyond the control of the owner. If the Administrator does not grant the extension, the on-premises digital display must be brought into conformance within 60 days from the entry of the decision of the Administrator.

SECTION 3. Section 18.24.4570 (definitions applicable to signs) is hereby amended to add the following definitions:
**Display hold period.** The time interval that a static message or frame must remain on the display before transitioning to another message or frame.

**Monument sign.** A freestanding sign permanently affixed to the ground at its base, supported entirely by its base structure and not affixed to any pole or legs.

**On-premises digital display.** A display located on an on-premises sign which shows (using incandescent lamps, Light Emitting Diodes, Liquid Crystal Displays, a flipper matrix or a similar medium), words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means. The provisions in this section apply whether the display includes an on-premises commercial or a noncommercial (as allowed under RMC 18.16.850) message or image.

**On-Premises sign.** Any arrangement of material words, symbols, or any other display erected, constructed, carved, painted, shaped or otherwise created for the purpose of advertising or promoting the commercial interests of any person, persons, firms, corporation or other entity located in view of the general public, which is principally sold, available or otherwise provided on the premises on which the display is located or a premises which shares a reciprocal parking, access and/or management agreement with the display location.
Q2 If a business owner in Reno requests to install an on-premise digital sign to promote their business, generally, would you support their request?

Answered: 266    Skipped: 3

Answer Choices

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>41.35%</td>
</tr>
<tr>
<td>No</td>
<td>43.98%</td>
</tr>
<tr>
<td>I don't know</td>
<td>14.66%</td>
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</tbody>
</table>

Total 266
Q3 Please explain why you would not support the on-premise digital sign.

Answered: 118  Skipped: 151

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distance from Residential Zone</td>
<td>38.98%</td>
</tr>
<tr>
<td>Potential Traffic Safety Hazards</td>
<td>79.66%</td>
</tr>
<tr>
<td>Dark Sky/Light Pollution</td>
<td>77.97%</td>
</tr>
<tr>
<td>Possible Flashing Images</td>
<td>67.80%</td>
</tr>
<tr>
<td>Digital Sign Size</td>
<td>55.93%</td>
</tr>
<tr>
<td>Neighborhood Aesthetics</td>
<td>88.98%</td>
</tr>
<tr>
<td>Scenic Obstruction</td>
<td>67.80%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>32.20%</td>
</tr>
</tbody>
</table>

Total Respondents: 118
Q4 Please select why you would support the on-premise digital sign:

Answered: 109  Skipped: 160

Answer Choices | Responses
--- | ---
Effective advertising | 81.65% 89
Point of Purchase/Drives revenue | 48.62% 53
High Tech/Innovative | 57.80% 63
Energy Efficient | 41.28% 45
Modern Look | 66.06% 72
Cost Effective | 33.94% 37
Out of Fairness | 30.28% 33
Other (please specify) | 16.51% 18

Total Respondents: 109
Q5 In under 140 characters, can you provide an example of an on-premise digital sign you support in our community?

Answered: 158  Skipped: 111

See Attached Survey Question 5 responses
Q6 In under 140 characters, can you provide an example of an on-premise digital sign you oppose in our community?

Answered: 168  Skipped: 101

See Attached Survey Question 6 responses
Q7 Which Ward do you live in?
Answered: 229  Skipped: 40

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ward 1</td>
<td>18.34%</td>
</tr>
<tr>
<td>Ward 2</td>
<td>19.65%</td>
</tr>
<tr>
<td>Ward 3</td>
<td>12.66%</td>
</tr>
<tr>
<td>Ward 4</td>
<td>9.17%</td>
</tr>
<tr>
<td>Ward 5</td>
<td>11.79%</td>
</tr>
<tr>
<td>I live outside of a City of Reno Ward</td>
<td>28.38%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>229</td>
</tr>
</tbody>
</table>
Survey Question 5 - Responses: (158 responses)

In under 140 characters, can you provide an example of an on-premise digital sign you support in our community?

* Answers with an asterisk (*) provided feedback into different categories.

Respondents' answer did not provide an example:

No.

No, I cannot. I'm opposed to all digital signs.

None.

None/Never.

No

Can't think of one.

I detest ALL digital signage. ...it is not necessary.

None.

I don't think other digital signs should be allowed. They detract too much attention, safety here should be considered for drivers.

Can't think of one.

No, they are all too bright and distracting to safe driving.

No.

None.

No digital signs.

I have never seen a digital sign that I would approve of. They are always too bright & flashy.

No.

There are none.

None.

No.

No, I don't like any of the digital signs. They wouldn't be so bad if the images didn't flash as they changed.

Have not seen one I like.

None.

None.
In 2 characters, NO.

Nope.

No. I have not seen one yet as to which I approve.

None.

None!!!!!!!!!!!!!!!!!!

I do not support any digital signs....they are not necessary to advertise a business.

No.

None.

No, I don't like digital signs. Don't allow anymore of them in Reno.

I do not support any digital sign in our community.

Can't think of one that doesn't distract while driving.

No specific example.

Can’t think of one now.

No, all digital signs are ugly and none are needed.

No.

None. The highway signs used by the DOT are okay, though, to convey emergency information.

No.

Can’t think of one. I lease approximately 1,000,000 sq ft or retail and office space in Reno/Sparks and none of the tenants/properties have digital signs.

No.

No, digital signs should be banned.

I cannot, because I do not agree with on-premise digital signs. I find them to be a potential safety hazard, as well as to really reduce the aesthetics of any neighborhood.

None.

No I can’t, they all look like blight because they’re so unnatural looking.

I do not support any type of digital sign.

I DON'T support ANY of them.

I cannot think of one that would be acceptable.

Not many.
Every beautiful town I've ever been in has extremely limited or no digital signs. We get enough screen time from our computers and phones. The last thing I need is to be forced to see it when I'm driving and walking.

Respondents' answer provided a specific business, type of business, or location of businesses:

I like the one at my Dr's office.

Winners Crossing, Eldorado, Rail City Carwash, Gold Dust West, Atlantis, Peppermill, Walgreens, Tamarack Junction, Boomtown, Gold Ranch Verdi, Heritage Bank.

Casinos in general - provides exciting character to the property - as long as they are updated and maintained.


Peppermill has a modern looking digital sign that reflects upcoming events.

GSR - love to see what's going on over there!

Reno High School is a perfect example of a digital reader board. Not only does this board provide revenue to the school kids but it lets them learn how to program and create ads for activities along with letting parents know of upcoming events and Amber Alerts.

The electronic message unit at the Nugget in Sparks.

I love the one on the side of the GSR. The one in South Reno are fine as well.

The Reno Arch.

Winners Crossing - it's up high, looks good, has good content in it. It looks clean.

Peppermill, GSR, Atlantis, Gold dust west, Sparks, Nugget, El Dorado, Don Weir Dodge. Dolan Kia, Sierra RV

Grand Sierra.

Atlantis, Sportsman’s Corner, Moana West.

I support the large casinos to bring in revenue from tourism.

Scrolling digital signs on downtown casinos/hotels.

The ones on Kietzke aren’t so bad because they are mostly just pictures of cars.

I believe most are just fine. Be it ours at the Peppermill, the Atlantis, the 2 sided sign at GSR, the digital gas station signs.

Eldorado Reno's signs on their corner of 4th & Virginia St & 4th & Sierra St.

The Orchid.

GSR.

Casino signs.

Grand Sierra.

"OPEN".
Moana West, Winners Crossing, Lakeside Crossing, Internet Auto, Atlantis, Sportsman Corner, Rail City Carwash, Gold Dust West, Lucky Beaver, Sparks Florist, Sparks Nugget, Pro1 Automotive, Scotty’s Transmission, United Blood Service, Baldinis.

Casino marquees, auto car dealers, billboards.

Wild Orchid.

There are monitors inside the TMWA office that are respectable.

GSR is able to promote their events very effectively. It can be changed to represent current venues.


On a gaming facility or a large retail center.

Only on casinos.

Sparks Nugget.

the bank sign with the time and temperature.

Nugget and gsr signs.

Reno Tahoe Convention Center - is a place where on premise digital sign makes sense, movie theaters(?). signs devoted to large casino’s in downtown where large signs are already in appearance.

There is a digital sign at the airport that informs you if there is available parking in the various parking lots. This sign is helpful - not just advertising, low light producing and is only viewable by persons at the airport.

The sign on the side of the Reno High theater.

The Peppermill, Atlantis.

The sign at the center where Costco Reno is located.

The old Peppermill sign.

the ones I think are attractive & good content: Tamarack Casino, Winners Crossing, Moana West Shopping Center, Lakeside Crossing, Atlantis, Peppermill, Champion Chevrolet, Sportsman’s Corner, Eldorado, U-Stor on the freeway, Rail City Car Wash, Legends, JZ Floors.

All.

GSR, Legacy, Nugget, Eldorado

Wild Orchid.

There is an on-premise digital sign at the Livestock Event Center. Provides adequate information.

Just a couple of general examples are the new Bonanza sign and the Arrow Transmission wall sign.

The ones inside the airport are ok because they advertise without distracting while people are driving. Also, they are indoors therefore no light pollution.
I support letting the Summit Mall in south Reno install one. I thought the city council bowed to a vocal minority in denying the sign and should be approved to drive revenue.

If a business wants to put anything on their building, they should be able to. Be it a mural, paint or these signs. Internet Auto has a great drive by presence. Casinos of course. Gas stations. As long as it fits the surrounding area and runs Amber Alerts, I'm good with it.

JA Nugget, Eldorado, Atlantis, Pro1 Automotive, United Blood Services, Sparks Florist, Grand Sierra Resort, Lucky Beaver, Moana West. Winners Crossing at the intersection of Longley and Virginia.

Realty office on Pyramid way.

I like the signs at the Convention Center.

Internet Auto.

GSR.

Wild Orchid.

City of Reno, Clubs and/or merchants, etc.

the one on the Grand Sierra. It’s far enough away from the highway.

I like Dodge, Pinocchio’s, Moana West Shopping Center, Shelter Plumb Center with Sneakers, Meadowood Courtyard.

The signs at peppermill and Atlantis. They are of the main highway and away from residences.

Casinos yes. City events Yes Informational that are for everyone like who is coming to town.

All signs downtown.

The one at the Gold Dust West on 4th St.

Peppermill.

Grand Sierra.

**Respondents' answer related to size:**

Small, discrete signs that would not negatively impact night sky values, scenic views and traffic safety.

Small not to bright or flashy( doesn’t cause migraines or seizures).*

hmmm. I don’t think I can come up w/ a digital sign I would support. Maybe small ones in biz windows??

There are no digital on premise signs other than the small "open" signs I appreciate.

Small sign, not visible more than 100 feet away. No bright lights, no light pollution.*

A sign that is sized to the specific business and its surroundings.

Small, say for example would fit in a large window or to be more specific, 36" X 72".
Very small, low key, not too bright. Big casinos, but nothing that blinds at night. Some is going to die in a car wreck by being blinded by these bright signs. Reno has a circus like atmosphere from too many signs, digital and otherwise. Understated is elegant, classy, but still readable. *

Small, non-flashing signs designed to blend into the building or environment.*

It is all about the size. You can restrict the size since they are basically "in your face" advertising.

Signs that fit the size of the business building, without covering more than 1/3 of the business.

I support size-restricted (translate SMALL) digital signage; and only that signage that is tightly lumen-restricted, with sizable and enforcement penalties for violation.

A small one under 15 square feet

**Respondents' answer related to open skies/brightness:**

Small not to bright or flashy (doesn’t cause migraines or seizures).*

Small sign, not visible more than 100 feet away. No bright lights, no light pollution.*

One that is un-intrusive with not being to overly bright that would affect neighboring residents/businesses.

Very small, low key, not too bright. Big casinos, but nothing that blinds at night. Some is going to die in a car wreck by being blinded by these bright signs. Reno has a circus like atmosphere from too many signs, digital and otherwise. Understated is elegant, classy, but still readable.*

Small, non-flashing signs designed to blend into the building or environment. *

**Respondents' answer provide unspecified examples, suggestions, and/or general feedback:**

Billboards at designated billboard areas.

All types promoting business products.

I am fine when the content isn’t offensive and it fits that particular business. A number of the gaming properties make sense in having an attractive medium to market their resorts.

I would support signage that supports the business and is designed into the existing architecture in a thoughtful way. Window displays that run only during business hour.

Sign at the place of business. Not on a Freeway.

Unobtrusive, non-distracting to residents and drivers, limited in size to avoid cluttering views, and solar powered. Time restrictions - to go dark during late evening/early morning hours.

A digital sign that has dimming requirement during dark ours of operation and a dark requirement after a set time to meet dark sky requirements.

Open and closed signs.

Whether you are referencing digital signs attached to a facade or a free-standing sign, as long as the signage is maintained and the messaging is tasteful, I support most of them.

The first sign is OK, it fits in with the architecture and is mostly unobtrusive. (Respondent referred to sample digital sign in survey)
Attractive, tasteful signs are probably okay. Movie/art signs should be okay. (Respondent referred to sample digital sign in survey)

1. Freeway information about road conditions and safety. 2. Gas prices.

I like the first picture where the digital sign is within the building’s facade. Downtown buildings for maximum exposure to many people as possible where there are a lot of signs anyway. (Respondent referred to sample digital sign in survey)

Tasteful, informative and not a safety concern ... digital billboards.

If it is not distracting to drivers or neighbors, I would say that an owner has the right to do it.

I support property owners not being interfered with.

The vast majority of signs that an owner would be willing to purchase.

Any kind of sign on private property should be allowed

Northern and Southern Nevada can provide many examples of effective on-premise advertising. This type of advertising has been in our state since its beginning.
Survey Question 6 - Responses: (168 responses)

In under 140 characters, can you provide an example of an on-premise digital sign you oppose in our community?

* Answers with an asterisk (*) provided feedback into different categories.

Respondents' answer did not provide an example:

No

Not really. There may some that look older, but no.

N/A

None

Noope

None

None

No

Not really

None

None

No

None

None

Not really, even the one at Wild Orchard is OK with me.

On building is not the same as free standing. I don't oppose any on building signage.

None

No
I do not oppose any

No

No

All of them

None come to mind - but I used to live in Las Vegas and do not want Reno to look like that - Reno needs to stay classy.

**Respondents’ answer provided a specific business, type of business, or location of businesses:**

Wild Orchid. Pinocchio’s.

Wild Orchid. This primarily has to do with sign content. It’s a fine line. the wild orchid, the ones along the freeway. People are distracted enough as it is. these things are ugly and offensive. *

Pinocchio’s. It's WAY too bright at night. If it were dimmer it would be much more tolerable. Brightness regulations are needed on these signs in Reno.

GSR.

Wild Orchid.

Grand Sierra Resort-- distracting and causes dark sky pollution.*

Well, the Wild Orchid (I think that is the name of the establishment) on Virginia St near CA Avenue. That sign should be taken down - it doesn’t reflect our community. Also, many of us object to the GSR signage that appeared not too long ago. Distracting and ugly.

The one on the Grand Sierra is really obnoxious. It’s on all night long and it is so bright that it lights up my house from miles away. They shouldn’t be on all night. The one at Wild orchid is inappropriate for the general public. The children in our community shouldn’t be subjected to the images they show. It’s embarrassing to explain to out of town visitor's.

The digital signs at GSR are so bright I can see them from my house which is approx 5 miles away off of Coleman Drive. I look out my windows and see flashing, unnatural lights. It's like looking at a giant TV screen all night, makes it difficult to relax and find peace in my backyard.

Ponderosa Strip Club.

The Grand Sierra's is VERY distracting. Who in their right mind would approve of such a monstrosity!!

I don’t know who approved the giant sign on the GSR, but it’s in the worst possible place. In order to look at it, people have to crane their necks while driving on the freeway. It’s like it’s just begging people to take their.

Internet Auto on Kietzke.
Strip Club.

Grand Sierra sign is visible from far distances and flashed incessantly. It is visual pollution to me.*

I live miles from the Grand Sierra, but can clearly see the sign at night. The proposed Summit sign sounds like an eyesore in a scenic area.

The wild orchard and internet auto.

Of course the first ones that come to mind are the Wild Orchid, GSR, auto dealerships on Kietzke. Also dislike those on Plumb Lane and those that flash advertisements along I580 south of town.

Pinocchio's - too bright at night, ugly pink Wild Orchid - vulgar 7up - too small to read all the message.

I think the sign at the Grande Sierra is one I oppose. We live on Aberfeldy, overlooking the city and see the "glow" of that sign from our home. I believe it is a distraction to drivers passing by that area.*

Grand Sierra. Huge advertising sign takes away from the city aesthetic.

Grand Sierra Peppermill car max.

The sign at the wild orchid, corner of s. Virginia and California has very tasteless and inappropriate content seen by children. The sign on the GSR is horrific, bright, and destroys the night sky across the entire Truckee Meadows, and you can't even see the content. Flashes inside my house.

Grand Sierra Resort's gigantic video screen on the building and on their monument sign. The Wild Orchid's sign on the corner of Virginia and California.

Wild Orchid. Distracting while driving and inappropriate for kids.

Strip club at corner of CA and VA. Street. It is entirely distracting and does not belong on the street in an outdoor setting. This type of advertising is trashy and the old image of Reno, not aligned with the new urban.

GSR Display.

The sign at Kietzke and Vassar at the car sales lot almost blinds me when going by.*

At the corner of Virginia and California.

Ponderosa Hotel/Orchid at California Ave. & S. Virginia.

Couple examples are Grand Sierra and Wild Orchid. AND ANY OTHERS!

Virtually everything on South Virginia.

The Grand Sierra Resort sign along the freeway is distracting, too bright & can be seen at great distances from the business.

The Wild Orchid sign, in close proximity to the Discovery Museum, flashes images that suggest "sale" of young women. The Atlantis and GSR signs are blinding for travelers at night.
The sign for the wild orchid on the busy corner of California and Virginia is both dangerous and disgusting!

Summit Mall all in my area.

GSR (too bright - you can see it from space, I'm sure), wild orchid.

GSR (too bright - you can see it from space, I'm sure), wild orchid Any, including billboards, with Signs ads for anything other than the name of the business, for example with Ads for specific products sold by a company.

Peppermill and Nugget.

Wild Orchid is distracting while driving on Virginia.

The one in Midtown for the strip club.

Wild Orchid.

I fought against the Pierre Hascheff Memorial Sign, which is otherwise known as the Wild Orchid sign, but I oppose ALL of them.

The one on the wild Orchid.

The sign on Kietzke in front of the Internet Car Sales lot, which is a genuine traffic hazard due its size, brightness and flashing or pulsating lights.

Wild Orchid.

Absolutely: the sign at the Wild Orchid.

Grand Sierra is so intrusive during the night. Internet Auto sign is a hazard when a person is driving down Keitzke and its advertising is flashing non-stop.

The worst one is the Wild Orchid. Others are the Grand Sierra signs and the auto dealership signs on Kietzke.

Wild Orchid-content of message is appalling Ben's Liquor on S Virginia (too small) GSR west elevation - too large and "loud". I can see from my home on Cashill. It's also the same info as their freeway sign.

Wild Orchid is an embarrassment to this community, especially the Midtown district. The City should offer to buy the property and re-develop the site. Also, the giant LCD on GSR is distracting, especially to north and southbound drivers.*

I do not like the digital sign at the Wild Orchid on Virginia St nor do I like the Sign on the Grand Sierra Resort.

The on-premise sign at the Wild Orchid in mid-town. Mainly due to messages on sign.*

Reno Dodge, Grand Sierra, Nugget-these are all too bright.

Strip club Virginia St.
Grand Sierra sign is distracting and too bright. I can see it miles away.

Pinocchio's - it's way too bright.

Wild Orchid.

Ben's Liquors on S Virginia (too Small)  Pinocchio's (too Bright), GSR west facing (Not directed at traffic.).

KIA/Mazda car dealership on South Virginia - it is so bright it is dangerous and distracting while driving.*

The sign in the parking lot at the Grand Sierra on 580 doesn't seem to dim down at night like all the other digital signs do. You should make them turn it down the way the digital billboards do at night.

The overly bright sign that was in front of the Super 8 motel on South Virginia.

One on Freeway I-580, possibly on tribal land, but ugly nonetheless.

The large sign on the Grand Sierra fills my backyard with circus-like color all evening. This destroys the pleasure I receive from identifying stars, planets, comets, etc.*

Pole dancing women at a club.

The Wild Orchid Sign.

Wild Orchid.

GSR/Nugget.

All of the neighborhood casinos, especially the west facing digital sign on the Grand Sierra Resort building facing a large neighborhood - I can't believe that this was approved in the first place, it is obnoxious and ridiculous.

Signs that are not affixed to the building but are stand alone next to the street. There is one on S. Virginia for the Best Western Motel and Restaurant that is too bright. I can see it from my house in Arrowcreek.

Wild orchid - tacky photos. The sparks nugget - too close to highway.*

The GSR (building) sign is visible and disruptive to the Wells area a great distance away. Wild Orchid, Atlantis, etc.

Wild Orchid.

Both of grand Sierra signs. Wild orchid. Auto mechanic signs that have words scrolling.

Wild orchid....only because of content*

GSR. It is glaring and flashes at night while driving high speeds on the freeway. It is very bright and distracting.*

The monster by the freeway at the GSR. Too big and too bright.

All of them, but the most egregious are the Wild Orchid, GSR, Pinocchio's.
I oppose any signage that interferes with roadways signs and distracts driving attention on any road or street -- and that's nearly ALL of them. For example, the southbound entrance to 395 off Plumb Lane in Reno. Very distracting.*

Absolutely. While I do not care for any digital on-premise sign, I find the Wild Orchid sign to be an absolute abomination. It is too large, and the images do not show our region in a good light. It is truly an eyesore.

Wild Orchid.

Signs on or near Mt. Rose highway. I do not support any digital signs.

Respondents' answer related to content:


Sexual or pornographic material advertisement!

It gets back to content and I understand the issues with freedom of speech issues. That being said, I intentionally have to navigate my way around the Wild Orchid when I have my 9 and 10 year old daughters in the car. It's not good.

I dislike the signs with scantily dressed women.

Porn. Tacky, distasteful stuff. Think "enhancement," not "yuck".

Offensive or hateful.

Wild orchid....only because of content.*

Any sign advocating for belief systems, religions or life styles.

The on-premise sign at the Wild Orchid in mid-town. Mainly due to messages on sign.*

Respondents' answer related to traffic/safety concerns:

Wild Orchid is an embarrassment to this community, especially the Midtown district. The City should offer to buy the property and re-develop the site. Also, the giant LCD on GSR is distracting, especially to north and southbound drivers.*

I think the sign at the Grande Sierra is one I oppose. We live on Aberfeldy, overlooking the city and see the "glow" of that sign from our home. I believe it is a distraction to drivers passing by that area.*

Freeway facing digital signs are a concerning as they distract drivers. They should be rolling signs that change every 15 seconds.

Wild Orchid. This primarily has to do with sign content. It's a fine line. the wild orchid, the ones along the freeway. people are distracted enough as it is. these things are ugly and offensive.*

The signs located near highways.

The sign at Kietzke and Vassar at the car sales lot almost blinds me when going by.*
The worst one is at the Grand Sierra.....which is not only an eyesore, but very distracting to freeway drivers.

The GSR signs are a significant distraction to motorists at a location that is already considered the most dangerous roadway.

The one off highway 395 north by the Grand Sierra. It's a horrible traffic distraction.

Obtrusive, distracting to residents and drivers, over sized and glaring causing pollution or damage to environment.

Pinocchio's has blinded me at night while driving on the freeway. We own a house in Damonte Ranch and don't want these signs in STM.

The GSR sign along 395 is a huge distraction when driving at night. After I pass it I always think there's a police car with its lights on coming up behind me.

The Grand Sierra's distraction alongside 395 (I-580). This sign is too bright, even during the day, too large, and is only there to draw attention from the motorists on the highway. In addition this signs location - near the spaghetti bowl and multiple quick exits/entrances to the highway make it dangerously distracting.

Pinocchio's...too bright and distracting as close to the freeway as it is.

On front of Grand Sierra building is too big and distracting from both freeways.

Most of them. They are distracting. The Wild Orchid sign is awful.

The ones the casinos have. The flashing lights sometimes make me think there is an emergency vehicle behind me. Especially those close to the freeway.*

KIA/Mazda car dealership on South Virginia - it is so bright it is dangerous and distracting while driving.*

Any signs that are too bright and too large that they distract both drivers and pedestrians.

In rural setting where not many people will see it. Along roadways because could lead to distracted driving accidents.

I oppose any digital sign on our business buildings as between cell phones and computers in our cars - there is way too much distraction when driving already. I think we should strive for a cleaner look to our city - we are not Vegas.

Wild orchid - tacky photos. The sparks nugget - too close to highway.*

GSR. It is glaring and flashes at night while driving high speeds on the freeway. It is very bright and distracting.*

One that is too big and busy which is a distracter when driving. Too many signs already in place nearby.

I oppose any signage that interferes with roadways signs and distracts driving attention on any road or street -- and that's nearly ALL of them. For example, the southbound entrance to 395 off Plumb Lane in Reno. Very distracting.*
Large signs that inhibit the view of the natural scenery. Anything that distracts drivers.

The ones the casinos have. The flashing lights sometimes make me think there is an emergency vehicle behind me. Especially those close to the freeway.

The ones the casinos have. The flashing lights sometimes make me think there is an emergency vehicle behind me. Especially those close to the freeway.

Size is my biggest concern. GSR’s huge neon display on the side of their building is out of line. Wondering how atrocious the new PMill sign will be...??  YES, SIZE DOES MATTER

Respondents' answer related to size:

Large bulletin board style signs that distract drivers, impact the open views and vistas of our beautiful city, and negatively impact night sky values.*

Anything big or very bright/flashy. Especially near a neighborhood/ homes. Anything distracting for drivers or ruining scenic views.

The large sign on the Grand Sierra fills my backyard with circus-like color all evening. This destroys the pleasure I receive from identifying stars, planets, comets, etc.*

Large, bright boxes hung on historical buildings.

A sign that is overly large.

I would oppose any digital sign that is large.

Large billboard-sized signs.

New signs in areas where signs are small and devoted to single businesses; once digital signs go in each business would feel a necessity to compete to have their own digital sign which will clutter and detract from the community.

Respondents' answer related to open skies/brightness:

Grand Sierra Resort-- distracting and causes dark sky pollution. *

Grand Sierra sign is visible from far distances and flashed incessantly. It is visual pollution to me.*

Large bulletin board style signs that distract drivers, impact the open views and vistas of our beautiful city, and negatively impact night sky values.*

Anything big or very bright/flashy. Especially near a neighborhood/ homes. Anything distracting for drivers or ruining scenic views.*

Large, flashing signs designed to interrupt/detract from the building or environment.

Loud garish large signs that obscure and compete with any aesthetic values. What difference does it make what Ward I live in? I have lived here all my and drive throughout the city.

Respondents' answer provide an unspecified example, suggestion, and/or general feedback:
Any run down / not maintained or too bright.

I don’t think that digital sign everywhere are necessary it could become too confusing.

Signs that are too bright, or do not fit the appearance wise with their surroundings.

I oppose all digital signage for the reasons given above.

Digital signs are kitsch and not part of how we like our tourists to see Reno and environs

All of them; the bigger the worse.

A multi-color, constantly changing, digital sign.

All of the

All

See above...same examples (all of the above).

Any

Any and all.

Most

All flashing and flipping signs.

Anything larger than mentioned above.

Any

The second sign detracts from the architecture and does not complement it. Its size is distracting, its placement detracts from the building.

Elevated above the building facade. Non freeway digital billboards.

As I said above, the only digital signs I would support are the small "open" or beer brand signs. I really don't like these, but they are so set in American culture that I believe time has grandfathered them in.

Fortunately, we do not have an excessive number at current that raise red flags but I am not a fan of the digital billboards.

Any sign used for paid advertising other than advertising for the business that owns the sign.

I don’t think that digital sign everywhere are necessary it could become too confusing.