

Sign Ordinance Text Amendment

Summary of Overall Proposed Changes:

- Removed allowance for all parcels within the Gaming Overlay to have virtually unlimited signage and limited this allowance to nonrestricted gaming facilities.
- Included an exemption for on-premises signs related to government/official signs that are in furtherance of the official duties of the City of Reno or Washoe County.
- Updated triggers for entitlement review to be consistent and were changed to a Major Site Plan Review, as this entitlement type is more applicable to signage compared to a Conditional Use Permit and still requires public noticing, a public hearing, and review by the Planning Commission in the same manner as a Conditional Use Permit.
- The Table on Sign Regulations by Zoning District was amended for overall clarity, as well as consistency in measurement types and standards, generally as follows:
 - Provided clearer regulations
 - Created more simplified and consistent standards including how the allowance of sign size is determined. For example, many of the different districts had different items that were regulated as part of the standards, like letter height, copy area, sign length, linear frontage, etc. Many of these were removed, in favor of more consistent standards throughout each district.
 - Regulations were simplified where there were multiple standards or ambiguity, such as different size allowances for arterial street adjacency, nearby roadway speed, or parcel size.
 - Certain zoning district standards were made consistent if they were similar in terms of intensity, such as Neighborhood Commercial and Professional Office, or the Employment Districts (Industrial, Industrial Commercial, Mixed Employment and Mixed-Use Airport).
 - The Mixed-Use Airport (MA), Parks, Greenways, and Open Space (PGOS), and Unincorporated Transition (UT-) districts did not have sign standards, which were added to the table.
 - Incorporated footnotes directly into the table where possible
 - Included clear verbiage that allows for legally established nonrestricted gaming facilities to maintain the unlimited signage allowance.
 - Included verbiage regarding the number of freestanding signs allowed to be based on parcel or commercial center, which memorializes an existing process.
 - Amended illumination standards for the residential and UT zoning districts to allow for indirect illumination only.
- Provided the allowance for schools to have digital signs, including additional requirements to mitigate impacts to neighboring properties.

- Verbiage included to address the relocation of on-premises signs as it relates to for public projects.
- Added a statement on "content neutrality" to address federal laws relating to freedom of speech as it relates to signage.
- Modified/added sign definitions, including a definition for "Monument Sign," clarification for "Freestanding Sign," and including public property in the "Directional Sign" definition.
- General clarifying language where necessary for more consistent and clearer implementation
- **No changes** have been made to code related to billboards (off-premise signs), nits on animated signs aside from reducing allowance on school signs, or to gas station sign regulations.