



C I T Y O F  
**RENO**  
Memorandum

---

**DATE:** November 27, 2024  
**TO:** Mayor and City Council  
**THROUGH:** Jackie Bryant, Interim City Manager  
**FROM:** Angela Fuss, Development Services Assistant Director  
**DEPT:** Development Services  
**SUBJECT:** Title 18 – Sign Ordinance Update on Mapping Boundaries

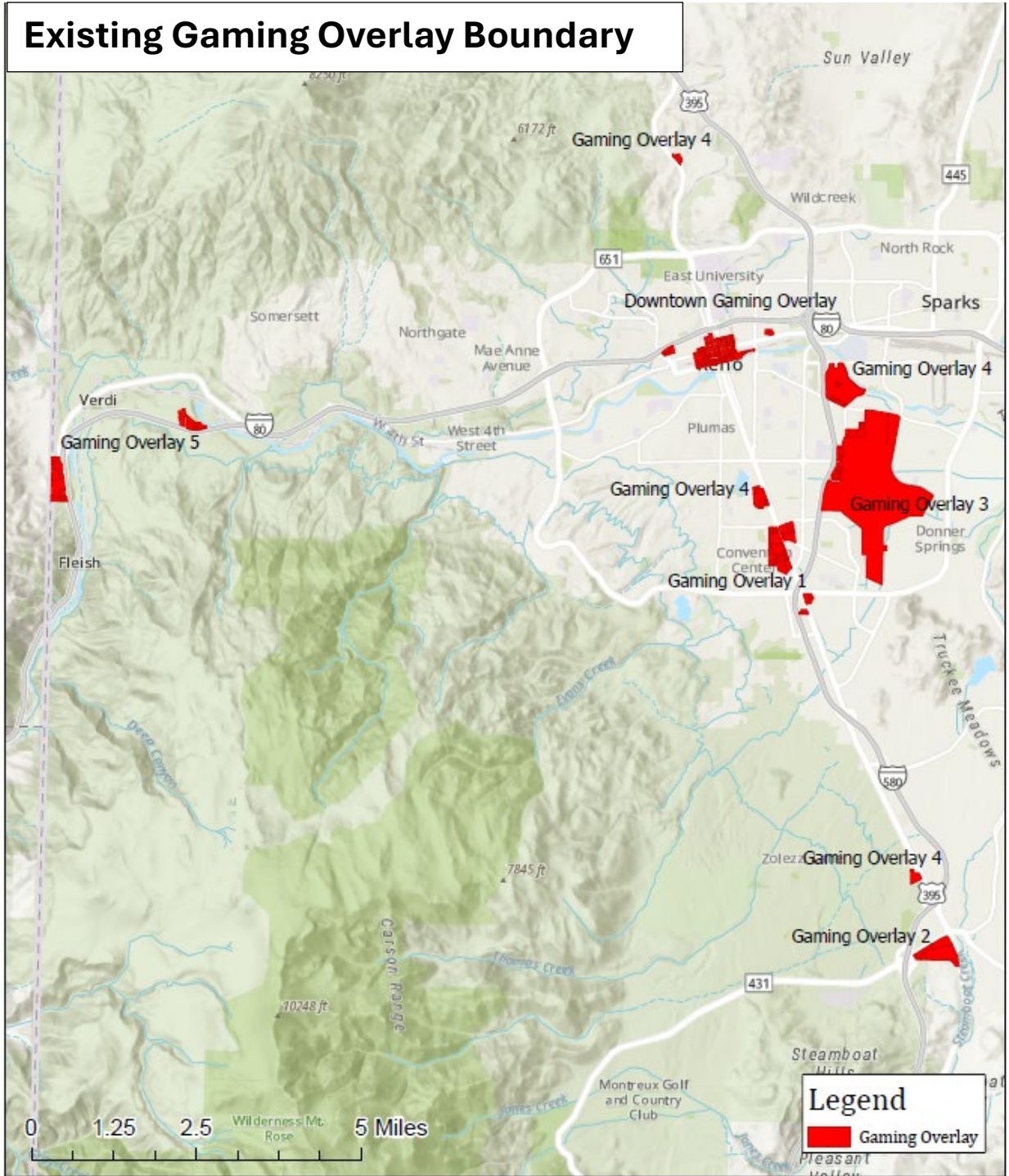
This memo has been prepared to provide City Council with an update on the mapping boundaries of the Gaming Overlay and the Downtown Entertainment District. A staff presentation will be provided at the December 4, 2024 City Council meeting to detail the zoning code regulations on signs and the history of where the zoning code has historically allowed unlimited signage.

**What Changes are Proposed to the Sign Regulations Impacting Downtown Businesses?**

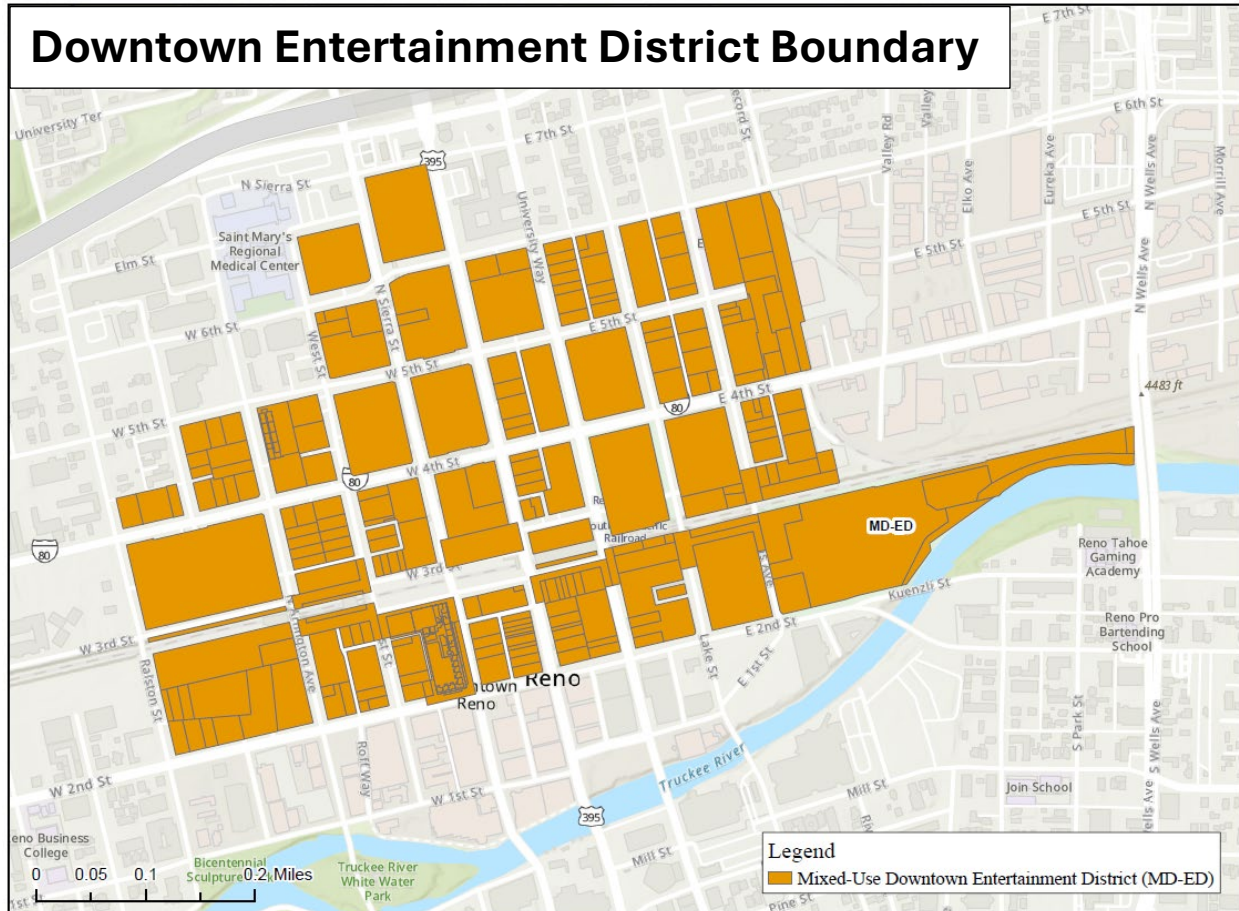
For the past 20 years, **ALL** businesses in a special area called the Downtown Entertainment Zoning District have been allowed to put up as many signs as they want. This had been specific to all businesses located in the core downtown area, allowing for signage up to 100 feet in height and no limits on digital/animated. Casinos also have the same signage allowances. This had been part of the zoning regulations since the early 2000's.

In 2021, the rules changed and a bigger geographic area, called the Gaming Overlay boundary, was added to the zoning code. This includes specific areas where casinos are allowed. If a new casino was looking to open within the City of Reno, they would need to build somewhere within the Gaming Overlay. This large boundary covers about 2,000 acres and stretches from Verdi, through downtown, to the airport and down to the Summit Sierra Mall. The zoning code is currently written to allow all business located within the Gaming Overlay boundary to have the unlimited sign regulations. The zoning code does not restrict the unlimited signage to just the casinos, rather, it allows **ALL BUSINESSES** within the Gaming Overlay boundary to have the unlimited sign allowance.

Below is a map of the Gaming Overlay boundary. This boundary allows **ALL BUSINESSES** have unlimited signage. This has been in the zoning code since 2021.



Staff is proposing to **REDUCE** the unlimited signs to **ONLY** be allowed within the downtown area and for casinos. This means that businesses that are not in the core downtown or a casino will no longer be able to put up unlimited signage. The regulations would go back to how they were for the past 20 years, allowing unlimited signs only in the core downtown and for casinos.



### **How can the Public Learn More?**

The City of Reno has a separate webpage with information on the proposed red line changes, video recordings of the stakeholder meetings. Click on the link below to follow up with more information:

[City of Reno Zoning Code Clean-Up | City of Reno](#)