




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

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**DATE:** October 7, 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 Zoning Code – Updates to the Sign Code

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This memo is intended to provide City Council with an update on the Title 18 Sign Code. Many members of the public have been receiving misinformation about the proposed Sign Code changes and this memo is intended to clarify the proposed changes and the multi-month-long public feedback process currently underway.

**Why is the Sign Code Being Updated?**

Council adopted a new Title 18 Annexation and Land Development Code (i.e. Zoning Code RENOvation) on January 13, 2021. Following adoption of this code, staff has been undertaking a larger Code Clean-up, as well as several subject specific text amendments, at the direction of City Council.

Staff assumed a full rewrite of the sign code would be necessary, due to the complexity of regulating signage, and has been working with a consultant to help guide the development of new regulations. It was determined in this process that a full rewrite was unnecessary, however, there are specific amendments and insertions needed, particularly to Table 5-1 Sign Regulations by Zoning District.

**Where are we at in the Review Process for the Sign Ordinance?**

A series of sign stakeholder meetings were held in 2023, to determine what areas needed to be updated. Staff worked with the sign consultant and prepared a redline version of those changes. Additional stakeholder meetings were held in September 2024 to go over the proposed changes and seek feedback from the community. Staff will present the draft redline changes to the Reno

Planning Commission and City Council in the coming months. These meetings are intended to gain feedback, and no formal recommendations will be made during this stage in the review process. A final draft ordinance will be written and presented to stakeholders, Planning Commission and City Council in early 2025 for a formal recommendation and ordinance adoption.

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

The City of Reno has a separate webpage with information on the proposed redline changes, video recordings of the stakeholder meetings and details about upcoming meeting information. Click on the link below to follow up with more information:

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

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

For the last 20 years, **ALL** businesses within the Downtown Entertainment Zoning District boundary have had unlimited signage. Similarly, all casinos and any businesses zoned Hotel Casino (HC) have also shared in having unlimited signage. This has been allowed in the Zoning Code since 2005.

The Zoning Code changed in 2021, and that boundary was expanded to include additional businesses anywhere within the Gaming Overlay boundary. The Gaming Overlay boundary includes all areas within the City of Reno that allow for casino's, consisting of approximately 2,000 acres of property that stretches from Verdi to Downtown to the Airport to the Summit Sierra/Shayden Summit Mall area.

Staff is proposing to scale that back and reduce the unlimited signage to only businesses located within the Mixed-Use Downtown Entertainment Zoning District **AND** all legally established non-restricted gaming (i.e. Casinos).

Staff's recommendation **REDUCES** where the unlimited signage is allowed and reverts to the same general areas that have had unlimited signage for the past 20 years. This includes all businesses in the core Downtown Entertainment area and all casinos.

### **What Changes are Proposed to the Sign Regulations Impacting Casinos?**

No changes are proposed to sign regulations impacting casinos. Casinos will maintain the same regulations they have had for the past 20 years.

### **What Areas of the Sign Code are not Changing?**

The majority of the Sign Code is being left in its current state. Areas that are **NOT** changing include:

- Billboards (off-premise) sign regulations
- Regulations of digital/animated signs

- Regulations on digital sign brightness levels (i.e. nits)