



C I T Y O F
RENO
Memorandum

DATE: November 6, 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 and Stakeholder Outreach

This memo is intended to provide City Council with an update on the Title 18 Sign Code and the stakeholder outreach. Staff has prepared a draft redline document and is now in the public input process. This includes meetings with Scenic Nevada, the broader community, the sign industry, downtown Reno businesses, Planning Commission and City Council. 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.

Where are we at in the Public Input Process for the Sign Ordinance?

Below is a summary of the stakeholder meetings that have occurred to date and additional meetings planned for the coming months.

- **September** - Four virtual community stakeholder meetings were held in September.
- **October** - The Planning Commission reviewed the draft redline changes and provided feedback.
- **November** - Based on feedback from the Planning Commission, three additional stakeholder meetings have been scheduled for November that will target the downtown Reno business community.
 - **Attached is a copy of the letter that has been mailed out to the downtown business owners, with information about virtual meeting dates/times. The purpose of the meetings is to share information about what's allowed in the existing Sign Ordinance and seek feedback on what local downtown business**

owners would like to see for future signage allowance. This feedback will be shared with the Council in early December, as we discuss the Sign Ordinance.

- **December** – City Council will review the redline draft document and provide feedback to staff.
- **Winter 2025** – Based on all the feedback received, a finalized draft ordinance will be prepared in early 2025 and brought back through the full public hearing process, including Planning Commission recommendation and City Council adoption.

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.

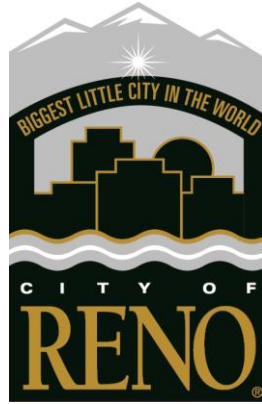
Additional feedback will be gathered through three stakeholder meetings with the downtown Reno business community in the month of November.

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 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](#)

Angela Fuss
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Development Services Department
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November 6, 2024

Re: Downtown Sign Ordinance Stakeholder Meeting

Dear Property or Business Owner,

The City of Reno Development Services Department is currently reviewing the City's Sign Code regulations (Reno Municipal Code Title 18, Chapter 18.05). While this is a broader review of sign regulations throughout the entire City, and we wanted to specifically get feedback from the Downtown Reno businesses. This is everything related to allowances for square footage of signs, height of signs, digital signs and regulation of content on signs.

Three separate **virtual** meeting dates/times have been scheduled to provide options that accommodate various schedules. **The same information will be presented at all three meetings.** During the virtual meetings, we will be sharing information regarding what the Sign Code regulates today and then asking for input on what downtown business owners would like to see moving forward.

Below is a list of meeting options for interested stakeholders to attend. Feel free to sign up for one or all three to review the changes and provide your feedback. You can also provide your **written comments or questions at any time by e-mailing Lauren Knox at KnoxL@Reno.Gov.**

Monday, November 18th, 12pm-1pm: <https://links.reno.gov/Sign11-18-24>

Tuesday, November 19th, 5:30pm-6:30pm: <https://links.reno.gov/Sign11-19-24>

Wednesday, November 20th, 9am-10am: <https://links.reno.gov/Sign11-20-24>

Please see the City's website under "Zoning Code Clean-Up" for additional information (<https://www.reno.gov/government/departments/development-services/zoning-code/zoning-code-clean-up>)

Sincerely,

Angela Fuss

Angela Fuss, Assistance Director of Development Services
Development Services Department