

https://library.municode.com/nv/reno/codes/land_development_code

CHAPTER 18.16 - SIGNS

iii

- **ARTICLE I: - ON-PREMISES SIGNS**

- **Section 18.16.101. - 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, 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 notify or warn the public about the location or existence of hazardous or dangerous conditions;

(6)

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

(7)

To allow noncommercial speech on any otherwise permissible sign.

(Ord. No. 5189, § 1, 9-26-00; Ord. No. 6201, § 1, 9-14-11; Ord. No. 6429, § 1, 4-26-17)

- **Section 18.16.103. - On-Premises Allowable Sign Area.**

Where the allowable sign area is a function of business frontage, no more than two business frontages may be counted in calculating the allowable area for any building occupant.

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

- **Section 18.16.104. - Location of Permanent On-Premises Signs.**

Signs located on private property shall not extend across property lines into adjacent property. Signs shall not extend across property lines into a public right-of-way except as provided in this Article. Freestanding or projecting signs may be located within, or project into, setbacks except that no sign shall be located in a manner that would create a hazard for traffic or pedestrians.

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

- **Section 18.16.108. - Number of On-Premises Signs.**

The number of freestanding signs allowed is specified in Table 18.16-1 in [Section 18.16.801](#) below. Wall signs are not specifically restricted by number, provided the maximum area is not exceeded. In all zones, suspended signs located perpendicular to the front of the building and not exceeding six square feet in area will not be included in calculating the number of signs. Multiple signs on a single freestanding structure are allowed; provided, that all signs supported by a single structure are visually compatible with one another.

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

- **Section 18.16.110. - Sign Area Computation for On-Premises Signs.**

The allowable sign area shall apply to the maximum geometric area of all sign faces visible from any one point at eye level. Where a sign consists of individual letters, numbers or symbols, painted on or attached directly to a building, which are without an integrated background and are not enclosed in a frame or cabinet, the area of the display shall be the average height of the display times the average width or the sum of the surface area of individual letters, whichever is smaller. If such a display consists of more than one line or component, the area of each line or component may be calculated separately. Where a display is enclosed in a frame or cabinet, or has an integrated background, the entire area within the frame, cabinet or background must be included.

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

- **Section 18.16.201. - Regulated On-Premises Signs.**

All on-premises signs erected or located in the city, which are not exempted by federal or state law, or Chapter 14 are subject to the provisions of this Article and [Chapter 14](#).

(Ord. No. 5189, § 1, 9-26-00; Ord. No. 6201, § 1, 9-14-11; Ord. No. 6216, § 1, 1-18-12; Ord. No. 6429, § 2, 4-26-17)

- **Section 18.16.202. - Permit Required.**

Except as otherwise provided, no person may erect, enlarge, alter, (except for normal maintenance) or relocate within the city, any sign without first having obtained a sign permit.

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

- **Section 18.16.203. - Exempted On-Premises Permanent Signs.**

(a)
The following types of signs are not subject to the permit or application requirements of this chapter and need not be included in any aggregate area computations, however, they are otherwise subject to the standards and requirements of this code:

(1)
Address number or plates and residential nameplates as required by NRS 278.0231.

(2)
Changes in copy or advertising display on an existing sign which do not alter the structure, size or configuration of the sign.

(3)
On residentially zoned parcels, one or more signs not exceeding a combined total of 16 square feet and the top of the sign(s) is no greater than three feet above the ground located on parcels of one acre or less; one or more signs not exceeding a combined total of 32 square feet and the top of the sign(s) is no greater than six feet above the ground on parcels that are one to five acres; one or more signs not exceeding a combined total of 64 square feet and the top of the sign(s) is no greater than 12 feet above the ground on parcels greater than five acres.

(4)
Flags displayed from permanently located freestanding or wall-mounted flagpoles which are designed to allow raising and lowering of flags. The number of such flagpoles shall be limited in number to one per parcel and the maximum height shall be 30 feet.

(5)
Sign or tablets when cut into any masonry surface, or constructed of bronze or other noncombustible surface not to exceed eight square feet in area when located within commercial zones.

(6)
Official traffic-control sign, signals or devices, and street-name signs.

(7)
Signs that notify the public of the location or access of emergency medical services.

(8)

Public safety signs that notify or warn the public about the location or existence of hazardous or dangerous conditions.

(9)

Signs which are located within a building.

(Ord. No. 5189, § 1, 9-26-00; Ord. No. 6201, § 1, 9-14-11; Ord. No. 6216, § 1, 1-18-12; Ord. No. 6429, § 3, 4-26-17)

• **Section 18.16.301. - On Premises Signs Prohibited.**

(a)

The following types of signs are prohibited within the city:

(1)

Signs which constitute a hazard to traffic or pedestrians.

(2)

Signs located within any stream or drainage canal.

(3)

Mobile sign, A-framed, or portable signs except as provided in [Section 18.16.502](#).

(4)

Inflatable or other temporary or wind signs except as otherwise provided.

(5)

Signs which initiate or simulate official signs, or which use yellow or red blinking intermittent light resembling danger or warning signals.

(6)

Sign on public property or rights-of-way or signs attached to utility poles, street-light standards, fences, sheds, trees, hydrants, or similar structures except as otherwise provided in this Chapter.

(7)

Roof signs.

(8)

Wall signs extending above the top of the wall or along the ends of the wall to which the signs are attached unless the signs conform to the requirements for projecting signs, or ground signs.

(9)

Signs emitting and/or producing noise, odor, sound, smoke, fire or other such emissions.

(10)

Signs within 100 feet of the right-of-way of a freeway that exceed 20 square feet and have faces which are visible from the travel lanes of the freeway.

(Ord. No. 5189 § 1, 9-26-00; Ord. No. 6201, § 1, 9-14-11; Ord. No. 6216, § 1, 1-18-12; Ord. No. 6429, § 4, 4-26-17)

- **Section 18.16.401. - Reserved.**

Editor's note— Ord. No. 6429, § 5, adopted April 26, 2017, repealed [§ 18.16.401](#), which pertained to on-premises permanent signs allowed only by site plan review, and derived from Ord. No. 5189, § 1, 9-26-00; Ord. No. 6000, § 22, 1-30-08; Ord. No. 6201, § 1, 9-14-11.

- **Section 18.16.502. - Temporary On-Premises Signs.**

(a)

In addition to the permanent signage allowed, the following signs shall comply with all provisions and regulations of this chapter; however, no fee, permit or application is required. Temporary signs are prohibited signs except as provided by this section.

(1)

Generally.

(a)

Illumination: No temporary sign shall be internally or externally illuminated.

(b)

Location:

1.

Except as provided by this section, no temporary sign shall extend into or over the public right-of-way.

2.

No temporary sign shall extend into the vision triangle area.

(c)

Maintenance: Temporary signs shall be kept neat, clean and in good repair. Signs which are faded, torn, damaged or otherwise unsightly or in a state of disrepair shall be immediately repaired or removed.

(d)

Placement: Temporary signs shall not be attached to trees, shrubbery, utility poles, or traffic control signs or devices. They shall not obstruct or obscure signs on adjacent premises.

(e)

Sign Collection and Retrieval:

1.

The city may collect temporary signs placed in the public right-of-way in violation of this [Section 18.16.502](#).

2.

Each sign collected will be stored for a minimum of 30 days excluding all handbills as defined in RMC Chapter 8.24.

3.

Notice will be mailed within five business days of the date of collection to the owner of each sign if the ownership is reasonably discernible.

4.

The owner of the sign may retrieve a sign collected by the city within 30 days of the collection date. The owners must present proof of ownership of the sign.

5.

The owners of the sign may appeal the city's action as an administrative action by filing an appeal and paying the appeal to the city council with the City of Reno Clerk's Office within ten days of the signs removal. The city clerk shall set the hearing before the city council at the next city council meeting at least 15 days in the future.

(2)

Allowed Signage.

(a)

In any residential zone temporary signage shall be allowed for each and every parcel. This signage shall not be restricted by content, but is usually and customarily used to advertise real estate sales, political or ideological position, garage sales, home construction or remodeling. Signage shall be allowed for each parcel as follows:

1.

Temporary signs not exceeding six square feet each, provided the signs are erected not more than 90 days prior to an election and removed within five days following the election, and

2.

One temporary sign not exceeding six square feet provided the sign is removed within 15 days from the sale, lease or rental of the property or within seven days of completion of any construction or remodeling. An additional sign of the same size may be erected if the property borders a second street and the signs are not visible simultaneously. On tracts of land of more than two acres in residential zones the sign area may be increased to 32 square feet. In no case shall the sign or signs be erected for more than 24 months, and

3.

One temporary sign not exceeding four square feet in area which is erected no earlier than sunrise and is removed by sunset on any day it is erected.

(b)

In any non-residential, mixed use, commercial, or industrial zone temporary signage shall be allowed for each and every parcel. This signage shall not be restricted by content, but is usually and customarily used to advertise real estate signs, political or ideological positions, construction or remodeling, etc. The signage shall be allowed for each lot as follows:

1.

Temporary signs not exceeding 20 square feet each, provided are erected not more than 90 days prior to an election and removed within five days following the election. Square footage may be increased on parcels without established uses or structures by the square footage that would be allowed when calculating for permanent freestanding signs. In this situation street frontage would be used for business frontage.

2.

Temporary sign not exceeding 32 square feet provided said signs are removed within 15 days from the sale, lease, or rental of the property or within seven days of completion of any construction or remodeling. An additional sign of the same size may be erected if the property borders a second street and the signs are not visible simultaneously. In no case shall the sign or signs be erected for more than 24 months. An additional sign of the same size may be erected on each street frontage.

(Ord. No. 5189, § 1, 9-26-00; Ord. No. 5928, § 1, 5-23-07; Ord. No. 6201, § 1, 9-14-11; Ord. No. 6216, § 1, 1-18-12)

- **Section 18.16.509. - Canopies.**

Canopies over the building entrance shall be permitted in all districts and may extend into the public right of way with the permission of the owner of the right of way. Canopies may be embellished with copy that does not exceed 20 square feet. Canopies shall not count towards the sign area allowed or number of signs allowed. Permit required.

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

- **Section 18.16.601. - Removal of Abandoned of On-Premises Signs.**

Any sign or sign structure which has been abandoned for a period of six months shall be removed or restored to use within 30 days after a notice of abandonment is issued to the owner of the sign. Notice shall be given by the administrator using certified mail. The administrator may allow an abandoned sign or sign structure to remain in place, provided that the sign or sign structure is maintained in good condition, and that there is a reasonable possibility that the sign can be restored to use within a one-year period.

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

- **Section 18.16.701. - Permanent On-Premises Sign Regulations by Zoning District.**

Sign regulations for each zoning district are established in Table 18.16-1 below:

TABLE 18.16-1: SIGN REGULATIONS BY ZONING DISTRICT					
ZONING DISTRICT	MAXIMUM HEIGHT FREESTANDING	SIGN AREA FREESTANDING	SIGN AREA WALL	ILLUMINATION	FLASHING/ANIMATED

Residential:					
All	6' monument only	50 sq. ft. per access up to 150 sq. ft. max w/site plan review	20 sq. ft. (1) (2)	Indirect (8)	Not allowed
Nonresidential and Mixed Use:					
PO	8' monument only (3)	1 sq. ft./100 sq. ft. of GFA, (4) max 25% of business frontage on a building	20 sq. ft./parcel	Indirect (8)	Not allowed
GO	25' or bldg. height 1/ street frontage	3 sq. ft./100 GFA combined (10)	3 sq. ft./100 GFA combined (10)	All types; indirect facing residential zones (8)	Allowed up to 25' if not facing residential zones
PF	6' monument established by special use permit	15% of allowed wall sign area	10 sq. ft./acre	All types; none facing residential	Not allowed
MU (6) (11)	8' maximum or if the parcel is \geq one acre the freestanding sign maximum height is 25' or	125 sq. ft. maximum (5) (7)	1 sq. ft. of sign area per lineal foot of business frontage. Sign length	All types	Not allowed (12)

	35' if parcel fronts street that is posted at 35 mph or greater		shall not exceed 75% of the business frontage. All wall sign area will not exceed 400 sq. ft. per parcel. 5' maximum letter height. Notwithstanding the above, each business shall be allowed a minimum of 40 square feet.		
NC (6)	Monument only 8' if < 100' street frontage 12' if 100'+	60 sq. ft. monument	1 sq. ft./100 GFA (all signs combined not to exceed 400 sq. ft. per parcel, 3' maximum letter height)	Indirect	Not allowed
CC, AC (6) (9)	1':4' of linear street frontage not to exceed 25' in CC or 35' in AC; over 35' in AC with a "major" SUP	60 sq. ft. up to 100 lineal street ft. frontage, 125 sq. ft. for parcel between 100-400 lineal ft. frontage, 250 sq. ft. for parcels with more than 400	1 sq. ft. of sign area per lineal foot of business frontage. 6' maximum letter height for anchor tenants, 4' maximum	All types	Allowed up to 35' in height if not facing residential zones

		lineal ft.(5)(7) artistic embellishment, no limit	letter height for line shops and pad sites. Notwithstanding the above, each business shall be allowed a minimum of 40 square feet.		
--	--	---------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------	--	--

Commercial:

CB	25'	60 sq. ft.	15% of the building facade area, 8' maximum letter	Illumination all types	Flashing allowed up to 35' in height
HC	100' "major" SUP required to exceed 100'	No limit	No limit	All types	No limit
Industrial I, IB, IC(6)	25'	80 sq. ft. per frontage; For properties with 2 or more street frontages, maximum combined area of 160 sq. ft. per sign.	1/business/ street frontage 1 sq. ft./lineal foot of building frontage	All types	Not allowed

NOTES:

(1) Established by special use permit for nonresidential use in residential zone.

(2) Either a wall or monument sign is allowed per street frontage.

(3) On multi-tenant building, may have one 12 feet center identification sign/frontage.

(4) GFA - Gross floor area.

(5) The allowable square footage may be doubled on arterial roadways with a posted speed limited of 35 mph or greater.

(6) Number of freestanding allowed: one per frontage, 2nd or one additional sign allowed if over 10 acres. Gas stations may have one additional 16 sq. ft. sign advertising gas prices.

(7) Copy area only.

(8) Signs of light copy and dark backgrounds with internal illumination are permitted, provided the copy makes up less than 50 percent of the sign area.

(9) As an alternative to specific square footage allowances for wall and freestanding signs in the AC and CC zones, two square feet/lineal foot of building frontage may be utilized for all sign types combined.

(10) Three (3) sf/100 GFA is the maximum total sign area and may be provided on wall and/or freestanding signs.

(11) Legally established Nonrestricted Gaming Operation, land uses may use HC sign requirements.

(12) Permitted on parcels fronting North Virginia Street, South Virginia Street, West 4th Street, East 4th Street, and Mill Street and shall not exceed 125 sq. ft. Any other street shall require a site plan review for flashing/animated signs.

(Ord. No. 5189, § 1, 9-26-00; Ord. No. 5864, § 1, 8-23-06; Ord. No. 6000, § 23, 1-30-08; Ord. No. 6201, § 1, 9-14-11)

• **Section 18.16.702. - Additional Regulations for Animated Signs.**

(a)
Applicability: The following regulations (b)—(e) only apply to (1) fixed message electronic signs and (2) computer controlled variable message electronic signs as defined in [Section 18.24.203.4570](#)(12).

(b)
No animated sign shall exceed 1,500 nits between sunset and sunrise. No animated sign shall exceed 5,000 nits between sunrise and sunset. Signs shall automatically adjust/dim due to changes in ambient light, such as inclement weather.

(c)
Any animated sign constructed prior to December 2, 2015, shall be brought into conformance with the nit standards listed in [Section 18.16.702](#)(b) above by December 2, 2017.

(d)
Animated signs shall only be allowed within 750 feet of residentially zoned property with the approval of a special use permit. The 750 feet shall be measured from the base of the sign to the property line of the residentially zoned parcel.

(e)
No animated signs shall be allowed within 300 feet of the outer boundary of the outer travel lane/white line of:

(i)
State Route 431 (Mount Rose Highway);

(ii)
Interstate 80 west of Robb Drive, to the western most City limit;

(iii)
U.S. 395 north of North McCarran Boulevard; and

(iv)
Interstate 580 south of South McCarran Boulevard.

Any animated signs located within these areas which were in existence prior to December 2, 2015, may only be enlarged or relocated with the approval of a special use permit.

(Ord. No. 6381, § 1, 12-2-15)

- **Section 18.16.801. - Nonconforming On-Premises Signs.**

(a)

A "nonconforming on-premise sign" is a sign that was lawfully erected prior to the adoption of the sign regulations codified in this chapter, or subsequent amendments thereto, which would not be permitted under the current provisions of such regulations. "Nonconforming signs" include signs that were erected without a special use permit and which would require a site plan review under the current provisions of this chapter or of [Section 18.06.407](#) of this title.

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

- **Section 18.16.802. - Right to Maintain and Continue the Use of a Nonconforming On-Premises Sign.**

A nonconforming on-premises sign may be maintained and continued in use, provided that:

(a)

It is not altered structurally, enlarged or relocated without proper permits; and

(b)

It is maintained in a good and workmanlike condition.

- **Section 18.16.803. - Termination of Right to Nonconforming On-Premises Sign.**

(a)

Any nonconforming on-premises sign that is declared a hazard by the administrator shall be removed or repaired within ten days of notice to the owner of the sign.

(b)

Any nonconforming sign that requires repairs costing in excess of 50 percent of its replacement value shall be removed or made to comply with the provisions of this chapter and title.

- **Section 18.16.804. - Alteration, Enlargement, or Relocation of On-Premises Sign.**

(a)

Excluding [Section 18.16.702](#)(e) above no permit shall be issued for the alteration, enlargement, or relocation of a nonconforming sign unless any changes decrease the amount of any nonconforming size by a minimum of 25 percent and any nonconforming height by a minimum of 25 percent. Methods of lighting shall not be changed until all other elements of the sign are brought into full conformance.

(Ord. No. 5189, § 1, 9-26-00; Ord. No. 6201, § 1, 9-14-11; Ord. No. 6232, § 1, 6-13-12; Ord. No. 6381, § 2, 12-2-15)

- **Section 18.16.850. - Noncommercial Speech is Allowed Wherever Commercial Speech is Allowed.**

(a)

Speech which proposes a commercial transaction and no more or expression related solely to the economic interests of the speaker and its audience is commercial speech.

(b)

Any protected noncommercial speech, whether on-premises or off-premises, is allowed wherever commercial speech is permitted without further review or permits. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over non-commercial speech, or favoring of any particular non-commercial message over any other non-commercial message.

(Ord. No. 6201, § 1, 9-14-11)

- **Section 18.16.855. - Time Limitations on Review of Applications for On-Premises Signs.**

(a)

The administrator shall review and make a decision or recommendation regarding an application for on-premises signs which are not a part of or accompanied by an application for any other development on the parcel within five working days of the date the completed application is accepted by the community development department.

(b)

The administrator shall review and make a decision regarding an application for a temporary or special events on-premises signs no later than three working days of the date the completed application is accepted by the community development department.

(c)

The administrator shall review and make a decision or recommendation regarding an application for on-premises signs which are a part or accompanied by an application for any other development no later than the decision regarding the development is rendered.

(d)

If the planning commission reviews the application the planning commission shall hold a hearing promptly but in no event no later than 65 days from the date the completed application is file-stamped within the community development department.

(e)

The planning commission shall make its decision promptly but in no event later than 30 days of the date of the opening of the hearing.

(f)

The city council shall make its decision promptly but in no event later than 30 days of the date of the opening of the hearing.

(g)

If the applicant requests a continuance or a specified time or date for the matter to be heard, the time lines provided herein are deemed waived.

(Ord. No. 6201, § 1, 9-14-11)

- **Section 18.16.860. - Appeal of Administrator's Decision.**

(a)

Aggrieved persons may appeal the administrator's decision to the city council by filing a written appeal in the city's clerk's office setting forth how they are aggrieved and the reasons for the appeal within five days of the administrator's written decision.

(b)

The city clerk shall set the appeal at the next available city council meeting at least 15 days in the future from the date the appeal is filed.

(Ord. No. 6201, § 1, 9-14-11)

- **Section 18.16.865. - Judicial Review.**

(a)

Judicial review may be sought in accordance with NRS Chapter 34.

(b)

Except as otherwise provided, if the city denies a "First Amendment" application, the city will institute legal proceedings within ten working days of its final action to determine in an adversarial proceeding the constitutionality of the denial on prior restraint grounds, unless otherwise waived by the applicant. For purposes of this subsection, a "First Amendment" application is one in which the applicant has inserted the words, "First Amendment" in the caption of the application.

(Ord. No. 6201, § 1, 9-14-11)

- **Section 18.16.870. - Decisions Regarding On-Premises Signs.**

(a)

Decisions shall be in writing.

(b)

Decisions shall include an explanation setting forth the reasons for the decisions.

(Ord. No. 6201, § 1, 9-14-11)

- **ARTICLE II: - OFF-PREMISES ADVERTISING DISPLAYS**

- **Section 18.16.901. - Purpose and Intent.**

(a)

Recognizing that the City of Reno is a unique city in which public safety, maintenance, and enhancement of the city's esthetic qualities are important and effective in promoting quality of life for its inhabitants and the City of Reno's 24-hour gaming/ entertainment/ recreation/ tourism economy; recognizing that the promotion of tourism generates a commercial interest in the environmental attractiveness of the community; and recognizing that the visual landscape is more than a passive backdrop in that it shapes the character of our city, community, and region, the purpose of this article is to establish a comprehensive system for the regulation of the commercial use of off-premises advertising displays. It is intended that these regulations impose reasonable standards on the number, size, height, and location of off-premises advertising displays to prevent and alleviate needless distraction and clutter resulting from excessive and confusing off-premises advertising displays; to safeguard and enhance property values; and to promote the general welfare and public safety of the city's inhabitants and to promote the maintenance and enhancement of the city's esthetic qualities and improve the character of our city. It is further intended that these regulations provide one of the tools essential to the preservation and enhancement of the environment, thereby protecting an important aspect of the economy of the city which is instrumental in attracting those who come to visit, vacation, live, and trade and to permit noncommercial speech on any otherwise permissible sign.

(Ord. No. 5189, § 1, 9-26-00; Ord. No. 5195, § 1, 10-10-00; Ord. No. 5208, § 1, 11-14-00; Ord. No. 5215, § 1, 1-23-01; Ord. No. 5295, § 1, 1-22-02; Ord. No. 6201, § 1, 9-14-11)

- **Section 18.16.902. - Restrictions on Permanent Off-Premises Advertising Displays.**

Except as specifically provided in this chapter, state or federal law, the city shall not issue any permits authorizing the construction of any new, permanent off-premises advertising displays.

(Ord. No. 5295, § 1, 1-22-02; Ord. No. 6258, § 1, 10-24-12; Ord. No. 6436, § 1, 9-13-17)

- **Section 18.16.903. - Nonconforming Permanent Off-Premises Advertising Displays.**

(a)

All legally established, permanent off-premises advertising displays existing within the city on (Effective Date of Ordinance) or subsequently annexed into the city thereafter, are deemed nonconforming. Nothing in this chapter shall be construed to require the removal of any nonconforming permanent off-premises advertising display.

(b)

No later than 30 days after (Effective Date of Ordinance) and by July 15th of each year thereafter:

(1)

All owners of nonconforming permanent off-premises advertising displays must submit a report to the administrator detailing the size, height, location, and City of Reno inventory number of their current inventory of nonconforming permanent off-premises advertising displays.

(2)

All holders of banked receipts must submit a report to the administrator detailing the size, height, location, demolition permit number, and City of Reno inventory number of the permanent off-premises advertising displays associated with holder's unexpired banked receipts.

(c)

All nonconforming permanent off-premises advertising displays may be continued and maintained at their current location until:

(1)

Required to be removed as a result of termination of the lease that governs the placement of the nonconforming permanent off-premises advertising display on the real property pursuant to the terms of that lease; or

(2)

Destroyed or damaged in excess of 50 percent of its material structural value as a result of a natural disaster, including, without limitation, a fire, flood, earthquake, windstorm, rainstorm and/or snowstorm.

(Ord. No. 5295, § 1, 1-22-02; Ord. No. 6258, § 1, 10-24-12; Ord. No. 6436, § 1, 9-13-17)

- **Section 18.16.904. - Permanent Off-Premises Advertising Displays— Permitted and Prohibited Locations.**

(a)

Permitted Locations.

(1)

Permanent off-premises advertising displays shall be permitted only in the I (Industrial), IB (Industrial Business), IC (Industrial Commercial), AC (Arterial Commercial), and CC (Community Commercial) District when within 100 feet of the edge of the right-of-way line of a major or minor arterial road or freeway unless otherwise prohibited within Article IX (Off-Premise Advertising Displays).

(2)

Off-premises advertising displays shall be permitted in the MU (Mixed Use) zoning district where off-premises advertising displays were permitted in the zoning district immediately preceding the Mixed Use zoning district and when within 100 feet of the edge of the right-of-way line of a major or minor arterial road or freeway unless otherwise prohibited by this section.

(b)

Prohibited Locations.

(1)

No permanent off-premises advertising display shall be erected closer to a street than the right-of-way line. No portion of any permanent off-premises advertising display may be placed on or extend over the right-of-way line of any street.

(2)

No permanent off-premises advertising display, or part thereof, shall be located on any property without the consent of the owner, holder, lessee, agent, or trustee.

(3)

No permanent off-premises advertising display shall be located within 300 feet of the centerline of the Truckee River or within 300 feet of the outer boundary of any areas designated in this title as the Truckee River Corridor or its successor, or as open space adjacent to the Truckee River.

(4)

No permanent off-premises advertising display shall be erected within 300 lineal feet of a residentially zoned parcel on the same side of the street.

(5)

The number of permanent off-premises advertising displays located within 300 feet of the centerline or within the boundaries of the following areas shall not exceed the number of legally existing permanent off-premises advertising displays in that location on July 1, 2012, as set forth in [Section 18.16.902\(b\)](#):

a.

Interstate 80 right-of-way from Robb Drive to the most western city limit.

b.

U.S. 395 right-of-way from Panther Drive to the most northern city limit.

c.

The Downtown Reno Regional Center Plan, the East 4th Street TOD Corridor, Mill Street TOD Corridor, the Medical Regional Center, the Wells Avenue Neighborhood Plan, the northern section of the South Virginia Street TOD, and the Midtown District.

d.

If any off-premises advertising displays are removed from the areas identified in a.—c. above the maximum number of permanent off-premises advertising displays allowed in the identified area shall be reduced accordingly. The removed signs shall not be replaced or banked.

e.

This subsection neither prohibits relocation of existing off-premises displays within the above locations nor reconstruction of existing off-premises advertising displays provided that the relocated and/or reconstructed permanent off-premises advertising display conforms with Article IX (Off-Premise Advertising Displays) of this chapter.

(6)

No permanent off-premises advertising displays shall be located within 200 feet of the right-of-way of McCarran Boulevard except within the following locations:

a.

Talbot Lane east to Mill Street.

b.

Northtowne Lane west to Sutro Street.

c.

This subsection neither prohibits relocation of existing off-premises displays within the above locations nor reconstruction of existing off-premises advertising displays provided that the relocated and/or reconstructed permanent off-premises advertising display conforms with Article IX (Off-Premise Advertising Displays) of this chapter.

(7)

The number of permanent off-premises advertising displays within 300 feet of the centerline of U.S. 395 from Patriot Boulevard to Neil Road shall not exceed seven permanent off-premises advertising displays.

(8)

The number of permanent off-premises advertising displays located within the following cooperative planning areas of the City of Reno that are regulated by Washoe County specific plans shall not exceed the number of legally existing off-premises permanent advertising displays as of their respective effective dates of annexation, as set forth in Section 18.16.920(b):

a.

If permanent off-premises advertising displays are not specifically listed as an allowed use in the pertinent specific plan, permanent off-premises advertising displays shall be prohibited.

b.

Reconstruction of an existing off-premises advertising display is allowed provided that the reconstructed off-premises advertising display conforms with Article IX (Off-Premise Advertising Displays) of this chapter.

(9)

No permanent off-premises advertising display, or part thereof, shall be located within a Historic or Conservation District.

(10)

No permanent off-premises digital advertising display, or part thereof, shall be located within City of Reno or the City of Reno Sphere of Influence.

(Ord. No. 5295, § 1, 1-22-02; Ord. No. 5595, §1, 9-8-04; Ord. No. 5821, § 1, 4-5-06; Ord. No. 5864, § 2, 8-23-06; Ord. No. 6155, § 1, 7-7-10; Ord. No. 6258, § 1, 10-24-12; Ord. No. 6436, § 1, 9-13-17)

- **Section 18.16.905. - General Standards for Permanent Off-Premises Advertising Displays.**

(a)

The area of display surface shall be the sum total square feet of geometric area of display surfaces which comprise the total off-premises advertising display, except the structure. The computation of display surface of a back-to-back off-premises advertising display shall be limited to one display surface.

(b)

No off-premises advertising display shall have a primary display surface, not including allowed cut-outs, greater than 672 square feet.

(c)

A cut-out shall not exceed ten percent of the primary surface area of the off-premises display.

(d)

No off-premises advertising display shall exceed 35 feet in height as measured from the surface of the road grade to which the sign is oriented to the highest point of the off-premises advertising

display. If the off-premises advertising display is oriented to more than one road grade, the lowest road grade shall be the reference point.

(e)

No off-premises advertising display shall be located closer than 750 feet to the next off-premises advertising display on either side of the same street. No mechanically changeable off-premises advertising display shall be located closer than 1,000 feet to the next mechanically changeable off-premises advertising display on either side of the same street.

(f)

All off-premises advertising displays shall be maintained in a clean and workmanlike condition. Surface shall be neatly painted. Property immediately surrounding off-premises advertising displays shall be maintained and kept free of litter, rubbish, weeds and debris. Any off-premises display deemed to be a nuisance as defined in RMC Section 8.22.100 shall be enforced as provided for in RMC Chapter 1.05.

(g)

The permit/inventory number, as assigned by the administrator shall be displayed on every permanent off-premises advertising display.

(h)

The reverse side of a cut-out shall be dull and non-reflective.

(i)

The reverse side of a single-face off-premises advertising display shall be dull and non-reflective.

(j)

No tree may be removed for the purpose of erecting an off-premises advertising display. If an existing tree would impact the visibility of a site which otherwise meets the requirements of Sections [18.16.904](#) and [18.16.905](#), a variance to the spacing requirements may be requested. If the variance to the spacing requirements is denied as a final action, the tree may be removed. If the variance to spacing requirements is approved, the tree may not be removed.

(k)

Off-premises advertising displays shall be of monopole design.

(l)

All lighting shall be directed toward the off-premises advertising display.

(m)

An off-premises advertising display may not contain more than two faces and one face may not be angled from the other face by more than 20 degrees as measured from the back of the structure supporting the face.

(Ord. No. 5295, § 1, 1-22-02; Ord. No. 6258, § 1, 10-24-12; Ord. No. 6436, § 1, 9-13-17)

- **Section 18.16.906. - Reserved.**
- **Section 18.16.907. - Prohibited Types of Off-Premises Advertising Displays.**

The following off-premises advertising displays are prohibited:

- Signs which emit noise via artificial devices. (a)
 - Roof signs. (b)
 - Signs which produce odor, sound, smoke, fire or other such emissions. (c)
 - Stacked signs. (d)
 - Temporary signs except as otherwise provided in Sections [18.16.910](#) and [18.16.911](#). (e)
 - Wall signs. (f)
 - Signs with more than two faces. (g)
 - Building wraps. (h)
 - Computer controlled variable message electronic signs. (i)
- (Ord. No. 5295, § 1, 1-22-02; Ord. No. 6436, § 1, 9-13-17)

- **Section 18.16.908. - Expiration and Redemption of Banked Receipts; Litigation Stay.**

[\[2\]](#)

- Nothing in this section shall be construed to require the removal of any existing, permanent off-premises advertising displays, or extinguish or impair the rights of any existing holders of banked receipt(s). (a)
- Expiration of banked receipts: (b)
- Banked receipts issued by the city prior to July 19, 2012 expire 15 years after the date of issuance. (1)
- Banked receipts issued by the city after July 18, 2012 expire three years after the date of issuance. (2)
- (3)

Banked receipts issued by the city in connection with any litigation expire in accordance with the terms and conditions of any applicable:

- (i) Court order; or
- (ii) Settlement agreement.

(c) Application. The holder of an unexpired and valid banked receipt may submit a sign permit application to the city to construct a permanent off-premises advertising display. At a minimum, the sign permit application shall include the following:

(1) The banked receipt which is being exchanged for the proposed off-premises advertising display. Such receipt shall include the inventory number assigned by the City of Reno and proof that a minimum ratio of one square foot of the display represented by the banked receipt is exchanged for one square foot of new display construction. Should the proposed construction exceed the size of the banked receipt display an additional banked receipt must be redeemed.

(2) A description of the proposed site prepared by a land surveyor, licensed by the State of Nevada, demonstrating compliance with the applicable zoning and spacing criteria contained in this chapter;

(3) Dimensions of the proposed new permanent off-premises advertising display;

(4) Structural calculations and related engineering specifications;

(5) Signature of the holder of the banked receipt;

(6) Signature of the applicant; and

(7) Any other information requested by the city reasonably required to promote the health, safety, morals or general welfare of the community, and control the location and soundness of the proposed permanent off-premises advertising display.

(d) Redemption of banked receipt. Upon review and in accordance with the applicable zoning, spacing and general standards contained in this chapter, the administrator shall issue a permit authorizing the holder of a banked receipt to construct a new permanent off-premises advertising display on the proposed site. Upon completion of construction, the legally established, permanent off-premises advertising display shall be deemed nonconforming for the purposes of this chapter.

(e) Litigation stay. Notwithstanding subsection (a)-(d), until the validity of banked receipts issued prior to October 24, 2012 is resolved in *Scenic Nevada v. City of Reno, et al.*, Case No CV17-00361,

the city shall not accept any permit applications authorizing the construction of new, permanent off-premises advertising display based on banked receipts issued prior to October 24, 2012, not in connection with any prior litigation. Banked receipts created as a result of ReTRAC shall be accepted.

(Ord. No. 6436, § 1, 9-13-17)

- **Section 18.16.909. - Reserved.**

Editor's note— Ord. No. 6436, § 1, adopted September 13, 2017, repealed the former [§ 18.16.909](#), which pertained to permanent off-premises advertising displays-reporting and derived from Ord. No. 5295, § 1, 1-22-02.

- **Section 18.16.910. - Temporary Off-Premises Advertising Displays.**

(a)
Off-premises temporary advertising displays are allowed without permit on private property in any zoning district with the permission of the owner(s), holder(s) lessee(s), agent(s), or trustee(s) as applicable, when the temporary off-premises advertising displays:

(1)
Are located in any zoning district within one-half radial mile of the site on which the activity will take place;

(2)
Shall be a maximum of six square feet;

(3)
Shall be designed to be stable under all weather conditions, including high winds;

(4)
Shall not obstruct the vision triangle as defined set forth in [Section 18.12.902](#) nor traffic control device or impair access to a sidewalk, street, driveway, bus stop, or fire hydrant; and

(5)
Displayed for less than 12 hours each day, no earlier than 6:00 a.m. nor later than 9:00 p.m.

(Ord. No. 5295, § 1, 1-22-02; Ord. No. 6201, § 1, 9-14-11)

- **Section 18.16.911. - Temporary Off-Premises Advertising Displays—
Special Events.**

A holder of a special event's permit may apply for a building permit pursuant to RMC [Chapter 14](#) to erect a temporary off-premises advertising display promoting the special event provided the temporary off-premises advertising display:

(a)
Complies with Article IX (Off-Premise Advertising Displays) of this chapter, as applicable;

(b)

The applicant has obtained a permit to hold a special event;

(c)

The proposal complies with city policies if the applicant seeks to use city owned improvements such as poles designed for temporary signs or buildings;

(d)

Such off-premises advertising displays, when permitted shall not be installed prior to 30 days before and shall be removed within ten after the special event advertised;

(e)

The temporary off-premises advertising display shall not exceed 100 square feet;

(f)

The temporary off-premises advertising display shall be designed to be stable under all weather conditions, including high winds; and

(g)

The temporary off-premises advertising display shall not obstruct the sight distance triangle as defined in [Section 18.12.902](#) nor a traffic control device or impair access to a sidewalk, street, highway, driveway, bus stop or fire hydrant.

(Ord. No. 5295, § 1, 1-22-02)

- **Section 18.16.912. - Reserved.**
- **Section 18.16.913. - Abandoned Off-Premises Advertising Displays.**

(a)

Abandonment is the cessation of the right to continue the existence of a permanent off-premise advertising display:

(1)

Under existing law;

(2)

When a state of disrepair exists because of substantial tearing, chipping, or missing material 30 days after receipt of notice sent pursuant to RMC Chapter 1.05;

(3)

When there is no current business license in existence for the owner(s) of the off-premises advertising display; or

(4)

When there has been no display for a period of one year with respect to a permanent off-premises advertising display.

(b)

Any off-premises advertising display determined to be abandoned shall reduce the number of off-premises advertising displays allowed under [section 18.16.902\(b\)](#).

(Ord. No. 5295, § 1, 1-22-02)

- **Section 18.16.914. - Time Limitations on Review of Applications for Off-Premises Advertising Displays.**

The following are time limitations on the pertinent decision-maker to review applications for off-premises advertising displays as applicable:

(a)

The administrator shall review and make a decision regarding an application for an off-premises display within five working days of the date the application is filed-stamped by the community development department, on the appropriate form and with payment of the appropriate fee, if any.

(b)

The administrator shall review and make a decision regarding an application for a temporary or special events off-premises advertising display within two working days of the date the application is filed-stamped by the community development department, on the appropriate form and with the appropriate fee, if any.

(c)

If the hearing examiner or the planning commission review the application, hearing examiner or the planning commission shall hold a public hearing within 65 days of the date the application is filed-stamped with the community development department.

(d)

The hearing examiner or planning commission shall make its decision within 30 days from the date of the opening of the public hearing.

(e)

The city council shall make its decision within 30 days of the date of the opening of the public hearing.

(f)

If the applicant requests a continuance or a specified time or date for the matter to be heard, the time lines provided herein are deemed waived.

(Ord. No. 5295, § 1, 1-22-02; Ord. No. 5729, § 8, 9-16-05; Ord. No. 6258, § 1, 10-24-12)

- **Section 18.16.915. - Reserved.**

Editor's note— Ord. No. 6436, § 1, adopted September 13, 2017, repealed the former [§ 18.16.915](#), which pertained to judicial review and derived from Ord. No. 5295, § 1, 1-22-02.

- **Section 18.16.960. - Appeal of Administrator's Decision.**

(a)

Aggrieved persons may appeal the administrator's decision to the city council by filing a written appeal setting forth how they are aggrieved and the reasons for the appeal within five days of the administrator's written decision.

(b)

The city clerk shall set the hearing before the city council at the next available city council meeting at least 15 days in the future.

(Ord. No. 6201, § 1, 9-14-11)

- **Section 18.16.965. - Reserved.**

Editor's note— Ord. No. 6436, § 1, adopted September 13, 2017, repealed the former [§ 18.16.965](#), which pertained to judicial review and derived from Ord. No. 5295, § 1, 1-22-02; Ord. No. 6201, § 1, 9-14-11.

- **Section 18.16.970. - Decisions regarding Off-Premises Advertising Display.**

Decisions shall be in writing. (a)

Decisions shall include an explanation setting forth the reasons for the decisions. (b)

(Ord. No. 6201, § 1, 9-14-11)

- **Section 18.16.995. - Noncommercial Speech is Allowed Whenever Commercial Speech is Allowed.**

Speech which proposes a commercial transaction and no more or expression related solely to the economic interests of the speaker and its audience is commercial speech. (a)

Any noncommercial speech is allowed wherever commercial speech is permitted. (b)

(Ord. No. 6201, § 1, 9-14-11)

- **Section 18.16.1000. - Regulated Off-Premises Advertising Display.**

All off-premises signs erected or located in the city, which are not exempted by federal or state law, are subject to the provisions of this Article of [Chapter 18](#) and [Chapter 14](#).

(Ord. No. 6201, § 1, 9-14-11)

- **Section 18.16.1010. - Permit Required.**

Except as otherwise provided, no person may erect, enlarge, alter, (except for normal maintenance) or relocate within the city, any sign without first having obtained a sign permit.

(Ord. No. 6201, § 1, 9-14-11)

- **Section 18.16.1500. - Reserved.**

Editor's note— Ord. No. 6436, § 1, adopted September 13, 2017, repealed the former [§ 18.16.909](#), which pertained to moratorium on conversion of static billboards to digital billboards and derived from Ord. No. 6276, § 1, 2-13-13.