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- Reno, NV 89520

STATE OF NEVADA
COUNTY OF WASHOE

ss: Julia Ketcham

Being first duly sworn, deposes and says:
That as the legal clerk of the RENO
GAZETTE-JOURNAL, a daily newspaper
published in Reno, Washoe County,
State of Nevada, that the notice:

Ordinance 1213

has published in each regular and entire
issue of said newspaper on the following
dates to wit:

Sept. 12, 19, 2003

Signed: *Julia Ketcham*

Subscribed and sworn to before me this

SEP 24 2003

Tana Cicotti

PROOF OF PUBLICATION

**NOTICE OF ADOPTION
WASHOE COUNTY
ORDINANCE NO. 1213**

NOTICE IS HEREBY GIVEN THAT: Bill No. 1392, Ordinance No. 1213 entitled:

An Ordinance amending provisions relating to Washoe County Code Chapter 110, Article 504, on-premise signs, by adding a definition of logo and supporter, permitting the display of logos on a sign for a non-profit or educational institution, permitting the display of advertising on the inside of a perimeter fence of an athletic field and associated scoreboards used by teams supported by non-profit organizations or educational institutions, and other matters relating thereto, and other matters properly relating thereto.


was adopted on September 9, 2003 by Commissioners Gallo-

way, Shaw and Weber. This ordinance shall be in full force and effect from and after September 19, 2003.

Typewritten copies of the ordinance are available for inspection by all interested persons at the office of the County Clerk, 75 Court Street, Reno, Nevada.

AMY HARVEY, Washoe County Clerk and Clerk of the Board of County Commissioners
No.935322 Sept 12, 19, 2003

SEP 26 2003

 **TANA CICCOTTI**
Notary Public - State of Nevada
Appointment Recorded in Washoe County
No: 02-78259-2 - Expires May 16, 2006

PLEASE STAMP & SIGN FOR PAYMENT

SUMMARY: Amends Washoe County Code by adding provisions to permit logos and other corporate symbols on on-premise signs for educational and non-profit organizations and on athletic field fences that host teams sponsored by educational or non-profit organizations, and other matters properly relating thereto.

BILL NO. 1392

ORDINANCE NO. 1213

AN ORDINANCE AMENDING PROVISIONS RELATING TO WASHOE COUNTY CODE CHAPTER 110, ARTICLE 504, ON-PREMISE SIGNS, BY ADDING A DEFINITION OF LOGO AND SUPPORTER, PERMITTING THE DISPLAY OF LOGOS ON A SIGN FOR A NON-PROFIT OR EDUCATIONAL INSTITUTION, PERMITTING THE DISPLAY OF ADVERTISING ON THE INSIDE OF A PERIMETER FENCE OF AN ATHLETIC FIELD AND ASSOCIATED SCOREBOARDS USED BY TEAMS SUPPORTED BY NON-PROFIT ORGANIZATIONS OR EDUCATIONAL INSTITUTIONS, AND OTHER MATTERS RELATING THERETO.

THE BOARD OF COUNTY COMMISSIONERS OF THE COUNTY OF WASHOE DO ORDAIN:

SECTION 1.

Article 504, "On-Premise Signs" of Chapter 110 of the Washoe County Code is hereby amended as set forth in Exhibit A which is attached and incorporated by reference.

Proposed on the 12th day of August, 2003.

Proposed by Commissioner SHAW.

Passed on the 9th day of SEPTEMBER, 2003.

Vote:

Ayes: SHAW, GALLOWAY & WEBER

Nays: (NONE)

Absent: HUMKE, SFERRAZZA

for James M. Shaw
David E. Humke, Chairman
Washoe County Commission

ATTEST:

Angie Harvey
County Clerk

This ordinance shall be in force and effect from and after the 19th day of SEPTEMBER, 2003.

Indirect Illumination. "Indirect illumination" means illumination which is cast on a sign from a source outside the sign with the source of the light shielded from direct view.

Indoor Poster. "Indoor poster" means a temporary sign or poster displayed inside a window for a period not to exceed thirty (30) days to provide information about a specific product, price, event or activity.

Inflatable Sign. "Inflatable sign" means any device which is supported by air pressure or inflated with air or gas which is used to attract the attention of the public, whether or not it displays any specific advertising message.

Internal Illumination. "Internal illumination" means illumination produced by a light source contained within a sign and not directly visible from outside.

Kiosk. "Kiosk" means a structure not exceeding six (6) feet in any horizontal dimension or twelve (12) feet in vertical dimension which is used to provide surfaces for the posting of notices.

Logo. "Logo" means a graphic symbol representing an activity, use or business, or supporter of a non-profit organization or educational institution. Permitted logotypes shall be symbols commonly used, including registered trademarks, and may include lettering in addition to graphic designs.

Mobile Sign. "Mobile sign" means a sign supported by a sign structure that is mounted on wheels, skids or other device designed to make the structure conveniently movable or portable. Mobile signs include vehicles, trailers and frameworks not structurally attached to the ground or a building.

Moving Sign. "Moving sign" means any sign which includes visible moving or rotating parts or beam of light.

Neighborhood Bulletin Board. "Neighborhood bulletin board" means any surface outside a building provided specifically to allow the posting of notices.

Nonconforming Sign. "Nonconforming sign" means any sign which was lawfully erected prior to the adoption of this article, or amendments thereto, which would not be permitted under the current provisions of this article. This definition shall include signs which were erected without a special use permit and which would require a special use permit under the current provisions of this article.

Official Sign. "Official sign" means any sign erected by or at the direction of a governmental agency.

Off-Premise Directional Sign. "Off-premise directional sign" means any sign which directs the public to a building, business, institution or activity not located on the same site as the sign. This definition does not include any sign which displays an advertising message other than the name, phone number and address of the building, business, institution or activity.

Off-Premise Sign. "Off-premise sign" means any sign which identifies, advertises or directs attention to a business, activity, product, service or interest of any person not located on the premises where the sign is located.

On-Premise Sign. "On-premise sign" means any sign which identifies, advertises or directs attention to a business, activity, product, service or interest of any person located on the premises where the sign is located.

Permanent Sign. "Permanent sign" means any sign which is designed, constructed and affixed at the site in such a manner that it cannot be conveniently moved from place to place.

Person. "Person" means a natural person or any organization, association or entity having an existence recognized by law.

Portable Sign. "Portable sign" means any sign which is designed and constructed in such a manner that it can conveniently be moved from place to place. This definition shall include cardboard, paper, fabric, canvas and plastic banners and flags.

Premises. "Premises" means a single parcel of land.

Projecting Sign. "Projecting sign" means a sign which is supported by a decorative bracket or hanger and extends at right angles from the face of a building. This definition shall also include any sign which, because of its shape or thickness, extends more than twelve (12) inches from the face of a building when mounted flat against the face of the building, but shall not include a marquee which is designed as an integral part of a building.

Project Sale Sign. "Project sale sign" means a sign which is erected for the purpose of promoting the sale or lease of property in a residential, office, commercial or industrial project on the site where the sign is located, and which is under construction or has been substantially complete for less than one (1) year.

Real Estate Sign. "Real estate sign" means a sign offering for sale, rent or lease the real property on which it is located.

Roof. "Roof" means a horizontal or sloping surface of a building which serves as a cover for the building or its entry, portico or other appurtenances. This definition includes any part of a building which resembles a roof in form or function.

Roof Sign. "Roof sign" means a sign painted on, supported by or attached to the roof or roof structure of a building. This definition does not include a sign attached flat against the wall of a penthouse, or other integral part of a building, which projects above the main roof.

Sign. "Sign" means a design or device displayed to the public for the purpose of identifying, advertising or promoting the interests of any person, persons, firm, corporation or other entity by conveying an advertising message or attracting the attention of the public. This definition includes all parts of such device, including its structure and supports and also includes balloons, banners, pennants, flags, lights, reflectors, reflected lights, streamers or other devices which are used to attract the attention of the public, whether or not they convey a specific advertising message.

Sign Structure. "Sign structure" means those parts of a sign designed to support it in place.

Site. "Site" means a lot or parcel, or contiguous lots or parcels of land on which a building or complex of buildings is located.

Site Frontage. "Site frontage" means the linear dimension of a site abutting on a public or private street right-of-way.

Supporter. "Supporter" means an individual, institution, company or organization that provides assistance to a non-profit organization or educational institution in the furtherance of that organization's/institution's primary mission. Assistance may be, but not limited to, funding, equipment, and/or volunteer staff.

three and one-half (3.5) inches in cross-section. If freestanding, the sign must be parallel to the street to which it is oriented.

- (2) Two (2) signs conforming to paragraph (j)(2) of this section are allowed.
- (l) A logo or a series of logos may be permanently affixed to one sign erected on the site of a non-profit organization or educational institution with the following restrictions:
 - (1) The area of the sign on which the logo(s) are affixed may not exceed fifteen (15%) percent of the total sign area.
 - (2) Animated signs shall not display a logo as an animated message.
 - (3) The logos shall only identify supporters of the organization or institution.
 - (i) If the sign on which a logo or logos are to be affixed was erected prior to the effective date of the ordinance adding this section, the non-profit organization or educational institution shall identify to the Director of Community Development the supporters that the organization/institution wishes to recognize and the proposed location of the logos on the sign prior to the affixing of any logos to an existing sign.
 - (ii) If a sign on which a logo or logos are to be affixed is to be erected after the effective date of the ordinance adding this section, the supporters that the organization/institution wishes to recognize and the proposed location of the logos shall be identified at the time of application for a permit to erect the sign.
 - (4) Should the organization/institution physically relocate from, or physically cease to exist on, the site on which the sign that has supporters' logos affixed, the aforementioned sign shall be altered to remove the logo(s) within thirty (30) days of cessation of operations or relocation of the organization/institution.
- (m) The perimeter wall of an athletic field used primarily by teams sponsored by non-profit organizations or educational institutions may have advertising located on the inside of the perimeter wall/fence (facing the playing field), and scoreboards associated with an aforementioned athletic field and erected behind or in front of a perimeter wall/fence of the athletic field may have advertising located on the scoreboard insofar that the advertising faces the playing field. Advertising may be located with the following restrictions:
 - (1) For advertising located on the perimeter wall/fence of the athletic field the advertising display shall not extend above the height of the perimeter wall.
 - (2) For advertising located on a scoreboard, the advertising area shall be an integral part of the scoreboard and not an addition to the perimeter of the scoreboard structure.

- (3) The advertising shall only identify supporters of the organization/institution and the organization's/institution's associated teams that primarily use the athletic field.

Section 110.504.50 Special Standards by Regulatory Zone. The following special standards, by regulatory zone, shall apply:

- (a) Rural, Suburban and Urban Residential Regulatory Zones; General Rural Residential (GRR) and General Rural (GR) Regulatory Zones; except as provided in paragraphs (b) and (c) of this section:
- (1) Maximum height of freestanding signs is the larger of six (6) feet or height permitted in Section 110.504.45, Special Standards by Type of Sign.
 - (2) Allowable sign area shall be as proved in Section 110.504.45, Special Standards by Type of Sign. Other permanent signs may not exceed sixteen (16) square feet.
 - (3) Illumination shall be indirect only.
 - (4) Moving, animated or flashing signs are not allowed.
 - (5) Projecting signs are not allowed.
- (b) Office uses permitted in Residential Regulatory Zones:
- (1) Maximum height of freestanding sign is the larger of six (6) feet or height permitted in Section 110.504.45, Special Standards by Type of Sign.
 - (2) Allowable sign area may not exceed three-quarter (.75) square feet per one hundred (100) square feet of gross floor area.
 - (3) Illumination shall be indirect only.
 - (4) Moving, animated or flashing signs are not allowed.
 - (5) Projecting signs not exceeding four (4) square feet per sign are allowed.
- (c) Commercial uses permitted in Residential Regulatory Zones and Neighborhood Commercial/Office (NC) Regulatory Zones:
- (1) Maximum height of freestanding sign is twenty-five (25) feet.
 - (2) Allowable sign area shall be the larger of two (2) square feet per linear foot of allowable business frontage or one (1) square foot per lineal foot of site frontage.
 - (3) All types of illumination are allowed.
 - (4) Flashing, animated or moving signs are not allowed.
 - (5) Projecting signs not exceeding six (6) square feet per sign are allowed.