

...our conversation today...

Sign Code Amendment – Regional Recreation Travel and Tourism (RRTT) Signs



Previous Direction

On August 26 of last year Staff was given direction by the Board to provide for certain large signs in the proposed sign code, subject to approval of a Special Use Permit by the Board. Staff has crafted the “RRTT” principal use and associated signage standards in an attempt to accomplish this.

Have we been successful?

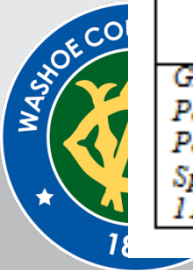


Definition

Regional Recreation, Travel and Tourism: “Regional Recreation, Travel and Tourism” refers to large-scale lodging or large-scale entertainment uses that attract large numbers of visitors from both inside and outside of the immediate region of Washoe County. Such use types may include: Unlimited Gaming, large Destination Resorts, and large Outdoor Entertainment venues.

Principal Use Type of Sites ⁽¹⁾	Freestanding Signs				Building Signs	
	Max Number per Site	Max Height	Max Size per Sign	Max Sign Area per Site	Max Number per Site or Business Frontage	Max Sign Area per Business Frontage
Regional Recreation, Travel and Tourism	1 per site frontage	20 feet or Up to 45 feet with SUP ⁽²⁾	120 sf or up to 300 sf with AP or larger than 300 sf with SUP ⁽²⁾	1 sf for each foot of LSF or as approved by SUP	2 per BF up to 4 for any single business or occupant.	5 sf for each foot of BF

GFA = Gross Floor Area; LSF = Linear Site Frontage;; BF = Business Frontage s.f. = square feet. AP = Administrative Permit; SUP = Special Use Permit; ⁽¹⁾The principal use types are defined in Section 110.505.20; ⁽²⁾Administrative Permit required pursuant to Section 110.505.40. ⁽³⁾Regional Recreation, Travel and Tourism uses may apply for a Special Use Permit for a freestanding sign that exceed the size limits of this table following the provisions of Section 110.505.40

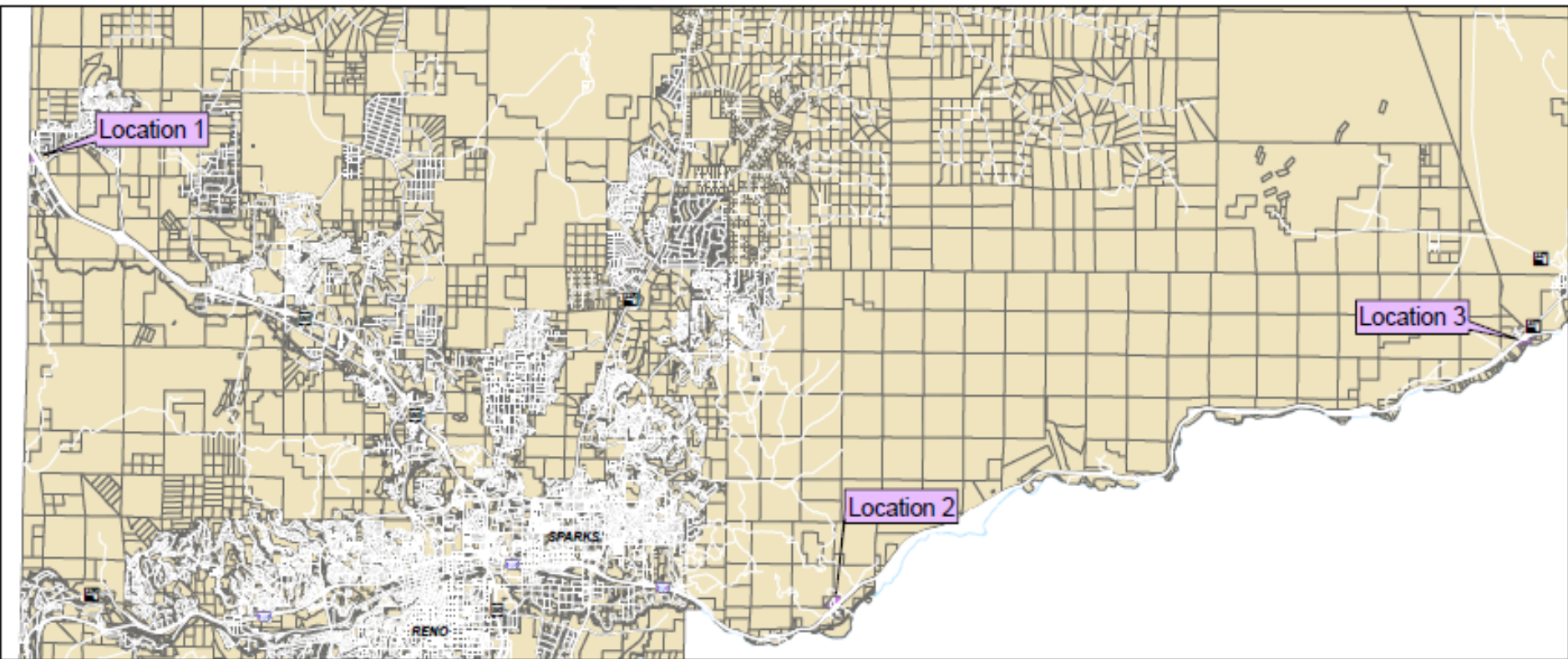


RRTT – Findings for Approval of SUP

- Immediately adjacent to an interstate highway (freeway).
- Within ¼ mile of an exit providing access to the RRTT use.
- Only one RRTT sign within ¼ mile of any exit providing access to a RRTT Use.
- Located on the same parcel or a parcel directly adjacent to the RRTT Use
- Zoned Industrial, General Commercial or Tourist Commercial.
- The freestanding sign shall not be located within 500 feet from any residential regulatory zone.



Potential RRTT Sign Locations

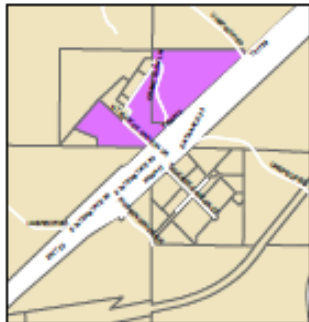


Potential Regional Recreational, Travel and Tourism Sign Locations

Location 1



Location 2



1 inch = 800 feet

Location 3



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1 inch = 6,000 feet

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Concerns

- Is Washoe County establishing an exception for one property owner only?
 - No, at least three possible locations have been identified at this time.



Concerns

- Is Washoe County establishing an exception for RRTT signs?
 - No, approval of SUP and findings are required.
- Will RRTT signs be used as billboards?
 - No, billboards are defined, in the proposed code, as being those advertising structures listed in the most current inventory (currently about 33 in the County).



Concerns

- Will RRTT signs expose Washoe County to risk of legal challenge?

- We have no way of seeing the future, any law can be challenged, but RRTT signs are consistent with the regulatory framework of the remainder of the proposed sign code.



Possible Options

1. Support the RRTT provisions as currently proposed.
2. Remove all RRTT provisions from proposed Code.
3. Allow for RRTT signs, but limit the allowable size and height of the sign,
and provide size and height to Staff for inclusion in the proposed Code.
4. Allow RRTT signs on a temporary basis only.
5. Provide other direction to Staff.



Possible Motion

“Move to direct staff to continue to proceed with the sign code amendments with the policy directions as provided during this meeting.”

