



November 6, 2017

Dear Candidate for Elected Office:

During the course of your campaign you may be placing signs within the municipal boundaries of the City of Sparks. As you do so, please be aware of the regulations that apply to political signs.

During election season (as defined in Section 20.04.010(L)1 of the Sparks Municipal Code), the City of Sparks does not regulate the size nor the number of temporary signs you may place on any private property, but please be aware that no signs may be displayed in the public right-of-way or on public property. Please also note that any "permanent" type sign must comply with the City's building code and other requirements of Sparks' sign code (please refer to Section 20.04.010(F)).

Enclosed for your reference are the applicable sections of the Sparks Municipal Code: 20.04.010(E) – Prohibited Sign Locations; 20.04.010(F) – Standards, Limitations and Requirements for All Signs; and, 20.04.010(L) – Additional Signs During Election Periods.

Should you have any questions please contact our office at 775-353-2340. Good luck with your campaign.

Sincerely,

A handwritten signature in blue ink, appearing to read "Armando Ornelas".

Armando Ornelas  
Assistant Community Services Director



## City of Sparks Municipal Code Regarding Election Signs (SMC 20.04.010)

### E. Prohibited Sign Location

1. **General.** Notwithstanding any provision in or right established in this chapter, no sign shall be permitted in any of the following locations.
2. **Drains, ditches, flood channels.** Except for Official Signs, no sign shall be placed in any ditch, storm drain facility or flood channel, except for signs displayed by a utility regarding any easements or dangers that lie within the drain, ditch or flood channel.
3. **Truckee River greenbelt**
  - a. Except as provided in this subsection, no signs are permitted within three hundred feet of (i) the centerline of the Truckee River or (ii) the outer boundary of any area designated as the Truckee River Greenbelt, whichever is greater.
  - b. Exceptions to the foregoing are:
    - (1) Residential signs.
    - (2) Building signs which are not visible from the river.
    - (3) Official Signs.
4. **Signs in the public right of way or on public property**

No sign shall be displayed in any right of way or on public property except:

  - a. Official signs.
  - b. Building markers and building address signs.
  - c. Directional signs owned by the City or with a permit.
  - d. Community directory signs owned by the City or with a permit.
  - e. Signs or copy permanently embroidered, screened, dyed, stenciled or painted into the fabric of umbrellas which are set up in sidewalk cafes in the right of way, provided that the café is operating under an outdoor dining and encroachment permit under Chapter 5.77 of Sparks Municipal Code.
  - f. Signs located on a Bus Stop that is leased or licensed to the Regional Transportation Commission

### F. Standards, Limitation & Requirements for All Signs

1. **Consent of owner.** No sign shall be placed on any lot without the express permission of the owner of the lot.
2. **No resemblance or interference with official or warning signs.** No sign may resemble, simulate or conflict with the proper functioning of any official sign, or use yellow or red blinking or intermittent lights resembling danger or warning signals;



## City of Sparks Municipal Code Regarding Election Signs (SMC 20.04.010)

3. **No sound or emissions.** Signs which produce odor, sound, smoke, flame or other emissions are prohibited.
4. **No obstruction or interference.** No sign shall:
  - a. Obstruct or impair access to a public sidewalk, public or private street or driveway, traffic control sign, bus stop, fire hydrant, or any other type of street furniture;
  - b. Block the light and ventilation of any residence on any adjoining property which is zoned for residential use; or
  - c. Mislead or confuse users of the roadway.
5. **Stacked signs.** Stacked signs are allowed if (i) the other requirements of this chapter are satisfied (ii) the sign is integrated with the structure, and (iii) all signs on the same structure are similar in shape and material with one another, except for channel lettering.
6. **Compliance with codes.** All signs shall comply with applicable provisions of all codes adopted pursuant to Title 15 of the Sparks Municipal Code, and with all other ordinances and provisions of Sparks Municipal Code.
7. **Permanent.** Except for residential signs, election period signs, temporary signs, window signs, and special monument signs, all signs shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
8. **Maintenance, Repair and appearance.** All signs and sign structures shall be maintained in good, safe, structural condition and repair. All signs and display surfaces shall be neat in appearance, and neatly painted or posted, and not ripped, tattered or faded. Premises immediately surrounding free standing signs shall be kept clean and free of rubbish, weeds and debris.
9. **Illumination standards.**
  - a. **Direction of light.** The light source for all indirect illumination signs shall be effectively shielded to prevent beams or rays from being directed at any roadway or abutting property.
  - b. **Intensity.** The intensity and brilliance of light shall not be so great as to interfere with the effectiveness of any official sign, or impair the vision of or distract any person on any roadway.
  - c. **Prohibited light sources.** No sign shall use a beacon, strobe light, racing/traveling or an exposed individual light source (excluding LED and neon) which exceeds seventy-five watts.
  - d. **Digital signs.** See subsection 1.6 for special standards.



## City of Sparks Municipal Code Regarding Election Signs (SMC 20.04.010)

### L. Additional Signs During Election Periods

**1. Election period.** An election period begins the first day of filing before and ends ten days after any election conducted under federal, state, county, or city laws or ordinances in which residents of Sparks are entitled to vote, including elections or votes regarding selection or recall of any federal, state, county or city officials, any ballot questions, referendum or advisory vote.

**2. Additional signs during election period.** Additional signs containing any message may be displayed on any site during an election period, subject to the following limitations, standards and requirements.

- a. Number and size.** There is no limitation on the number or size of additional signs. Signs which comply with this subsection do not count against the maximum allowable sign area, or the maximum number of signs allowed under subsections H or I.
- b. No sign permit required.** A sign permit is not required for any election period sign which otherwise complies with this section. However, building permits may be required under Section 15.08 of the Sparks Municipal Code depending on the size and nature of the sign.
- c. Standards, Requirements and Limitations**
  - (1)** Election period signs may not be placed in a prohibited sign area (subsection E).
  - (2)** Each election period sign must meet the standards and limitations for all signs set out in subsection F, with the following exceptions:
    - (a)** They need not be affixed permanently to the ground or building.
    - (b)** They may not be illuminated, or digital signs.
    - (c)** The distance requirements in subsection I.5.a do not apply.
    - (d)** The minimum lettering requirements in subsection I.5.g do not apply.
    - (e)** The architectural requirements in subsection I.5.g do not apply.