

18.05.113 Permanent On-Premises Sign Regulations by Zoning District

Sign regulations for each zoning district are established in Table 5-1, below:

Table 5-1 Sign Regulations by Zoning District [1]					
District	Height, freestanding (max.)	Area, freestanding (max.)	Area, Wall (max.)	Illumination	Flashing/ Animation [2] ⁴
Residential Districts					
<u>LLR-2.5, LLR-1, LLR-0.5, SF-3, SF-5, SF-8, SF-11, MF-14, MF-21, MF-30</u> All ⁵	6' maximum monument only ⁶	50 sq. ft. per access up to 150 sq. ft. max w/site plan review One per street frontage. ⁷	20 sq. ft. maximum. One per street frontage. [1][2]	Indirect {8}or internal with opaque background ⁸	Not allowed
Mixed-Use Urban Area Districts					
All districts not listed below [6] [11] MD-UD, MD-ID, MD-RD, MD-NWQ, MD-PD, MU, -MS, MU-MC, MU-RES ⁹	8' maximum OR, if the parcel is ≥ one acre, freestanding sign maximum height is 25' (35' if parcel fronts street posted at 35 mph or	125 sq. ft. maximum [5][7][3] ¹¹	1 sq. ft. of sign area per lineal foot of business frontage not to exceed 400 sq. ft. per business. ¹² Notwithstanding above, at a minimum, each business shall be allowed 40 sq.	All types	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 major site plan

⁴ NRS Sections 590.160 — 590.330 requires that Advertisement of Motor Vehicle Fuel and Petroleum Products be allowed with certain limitations, found in 18.05.114(b)(5). Moving the footnote will allow this to be applicable to all districts.

⁵ Clarification added to the table to identify which specific zoning districts are being referenced in the applicable row.

⁶ Clarification added.

⁷ Difficult to administer as it was unclear how many signs were allowed and whether a site plan review was required for every sign. Amended to allow one 50 sq. ft. sign per access and removed the site plan review requirement. Overall, more square footage may be allowed compared to current code, however, the sign size per access is limited, which was unclear before.

⁸ Simplified language from previous code and attempted to still meet the intent.

⁹ Section existed in other parts of code that were more obscure to find. Since it was related to signs, it was included in the table for clarity.

¹¹ New footnote [4] still limits the number of freestanding signs allowed. Reference to previous footnote [5] to allow for doubling of square footage on arterial roadways with a posted speed limit of 35 mph or higher removed. Previous footnote [7] which specified copy area only was removed.

¹² Previous code limited this standard to 400 square feet per parcel, however, that was difficult to administer, as the sign square footage for existing businesses or future potential was difficult to accurately review and account for. The square footage is still limited based on length of business frontage.

	greater). ¹⁰		ft. of sign area. ¹³ Sign length shall not exceed 75% of business frontage All wall sign area shall not exceed 400 sq. ft. per parcel 5' maximum letter height Notwithstanding above, each business shall be allowed a minimum 40 sq. ft.		review for flashing/animated signs. ¹⁴ Not allowed [12]
MD-ED. ¹⁵ [4]	Maximum sign height of 100' Major site plan review required to exceed 100'.	No limit	No limit	All types	No limit
GC [6] ¹⁶ [9] ¹⁷	8' maximum 1' per 4' of linear street frontage Not to exceed 35' for signs adjacent to a major arterial; over 35' adjacent to a major arterial	60 sq. ft. up to 100 lineal street ft. 125 sq. ft. for parcel between 100-400 lineal ft. frontage 250 sq. ft. for parcels with more than 400 lineal ft.	1 sq. ft. of sign area per lineal foot of business frontage not to exceed 400 sq. ft. per business. Notwithstanding above, at a minimum, each business shall be allowed 40	All types	Allowed up to 35' in height if not facing residential zoning districts.

¹⁰ Previous language was difficult to administer as speed limits on roadways can change. Removed ambiguity to allow for 35' height maximum in all cases where the parcel is larger than one acre.

¹³ Verbiage clarified and simplified by removing maximum letter height and sign length standards.

¹⁴ Previous footnote was included in the appropriate cell in the Table for clarity.

¹⁵ See annotation 1.

¹⁶ Reference to the number of freestanding signs allowed was moved to the freestanding sign column.

¹⁷ Removed footnote in an attempt to simplify standards.

	with a conditional use permit OR , if the parcel is \geq one acre, freestanding sign maximum height is 35' ¹⁸	[5][7] artistic embellishment, no limit 150 sq. ft. if street frontage \leq 400 ft. 250 sq. ft. if street frontage > 400 ft. [3] ¹⁹	sq. ft. of sign area. 6' maximum letter height for anchor tenants, 4' maximum letter height for line shops and pad sites Notwithstanding above, each business shall be allowed a minimum 40 sq. ft. ²⁰		
NC, PO [6] ²¹	8' maximum monument only. May be increased to 12' if more than 100' of street frontage. 8 ft' if < 100' street frontage (12' if 100'+)	60 sq. ft. maximum monument [3] ²²	1 sq. ft. of sign area per lineal foot of business frontage not to exceed 400 sq. ft. per business. Notwithstanding above, at a minimum, each business shall be allowed 40 sq. ft. of sign area. 1 sq. ft./100 GFA (all signs combined not to exceed 400 sq. ft. per parcel, 3' maximum letter height) [4]	Indirect or internal with opaque background. ²³	Not allowed [13]
PO	8' monument only [3]	1 sq. ft./100 sq. ft. of GFA, max 25% of	20 sq. ft./parcel	Indirect [8]	Not allowed

¹⁸ Attempted to simplify standards.

¹⁹ Attempted to simplify standards.

²⁰ Attempted to simplify standards by removing letter height requirements. Limited area to 400 sq. ft. per business.

²¹ Make NC and PO zones consistent and further simplified standards.

²² Monument only requirement still maintained in the freestanding sign height column, consistent with other districts.

²³ Unclear if the original footnote ~~[8]~~ was mistakenly not included, as it was in all other districts. Made to be consistent with other districts in the table and previous allowance in PO.

		business frontage on a building			
<u>Nonresidential Employment-Area Districts</u>					
I, IC, ME, MA ²⁴	25' maximum	80 sq. ft. per frontage; For properties with 2 or more street frontages, maximum combined area of 160 sq. ft. per sign; 150 sq. ft. maximum	1 sq. ft. of sign area per lineal foot of business frontage not to exceed 400 sq. ft. per business. Notwithstanding above, at a minimum, each business shall be allowed 40 sq. ft. of sign area. 1/business/ street frontage 1 sq. ft./lineal foot of building frontage	All types	Not allowed [13]
IC					
ME	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
<u>Special Purpose Districts</u>					
PF ²⁵	8' maximum monument only. May be increased to 12' if more than 100' of street frontage. 6' monument established by conditional use permit	15% of allowed wall sign area 60 sq. ft. maximum	1 sq. ft. of sign area per lineal foot of business frontage not to exceed 400 sq. ft. per business. Notwithstanding above, at a minimum, each business shall be allowed 40 sq. ft. of sign area. 10 sq. ft./acre	All types; none facing residential	Not allowed

²⁴ Combined employment districts and included MA, which was inadvertently left out in current code. Attempted to simplify standards.

²⁵ Attempted to simplify standards and make them consistent with other standards in the table.

<u>PGOS²⁶</u>	<u>6' maximum monument only.-ft</u>	<u>60 sq. ft. maximum</u>	<u>1 sq. ft. of sign area per lineal foot of building frontage not to exceed 400 sq. ft.</u> <u>Notwithstanding above, at a minimum, each building shall be allowed 40 sq. ft. of sign area.</u>	<u>All types; none facing residential zoning district.</u>	<u>Not allowed</u>
<u>UT-5, UT-10, UT-40²⁷</u>	<u>6' maximum monument only.</u>	<u>50 sq. ft. per access. One per street frontage.</u>	<u>20 sq. ft. maximum. One per street frontage.</u>	<u>Indirect or internal with opaque background</u>	<u>Not allowed</u>
<u>Overlay</u>					
<u>Gaming²⁸</u>	<u>100'</u> <u>Major site plan review</u> <u>Conditional use permit required to exceed 100'</u>	<u>No limit</u>	<u>No limit</u>	<u>All types</u>	<u>No limit</u>
<p>Notes:</p> <p>[1] Established by conditional use permit for nonresidential use in residential zone.</p> <p>[1] Signs in all zoning districts that are larger than 150 sq. ft. and proposed within 150 feet of the center line of the Truckee River require approval of a major site plan review.</p> <p>[2] In all zoning districts, sign copy regulated by NRS Sections 590.160 — 590.330, Advertisement of Motor Vehicle Fuel and Petroleum Products, permitted subject to standards outlined in Section 18.05.114(b)(5)</p> <p>[2] Either a wall or monument sign is allowed per street frontage.</p> <p>[3] On multi-tenant building, may have one 12-foot center-identification sign/frontage.</p> <p>[4] Gross floor area (GFA):</p> <p>[5] The allowable square footage may be doubled on arterial roadways with a posted speed limited of 35 mph or greater.</p> <p>[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.</p> <p>[7] Copy area only.</p> <p>[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.</p> <p>[9] As an alternative to specific square footage allowances for wall and freestanding signs in the GC zone, two square feet/lineal foot of building frontage may be utilized for all sign types combined.</p> <p>[10] Three sf/100 GFA is the maximum total sign area and may be provided on wall and/or freestanding signs.</p> <p>[11] Legally established Nonrestricted Gaming Operation, land uses may use Gaming Overlay MD-ED district sign requirements.</p> <p>[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.</p> <p>[13] Permitted subject to standards outlined in Section 18.05.114(b)(6).</p>					

²⁶ Was inadvertently left out of current code. Created standards similar to other standards found within the table.

²⁷ Was inadvertently left out of current code. Created standards similar to residential district standards.

²⁸ See annotation 1 above.