

## **SCENIC NEVADA ACTION ALERT Update Digital Billboard - May 05, 2009**

### **Scenic Nevada Members, Friends and Supporters:**

Scenic Nevada received word this week the city of Reno has pulled the proposed Digital Billboard amendment (attached) from the Reno City Planning Commission Agenda. The city's action follows several attempts by our members to get a moratorium until federal and local studies could be completed. City officials said that it was premature for the Reno City Planning Commission to review the draft amendment and instead are awaiting the results of a federal study before rescheduling.

As you know, Scenic Nevada has been advocating for a moratorium on Digital Billboards since the spring of 2008, when we first heard the city was contemplating this move. The draft amendment was removed one week before the Reno City Planning Commission was set to make a recommendation. The city's e-mail below says staff will reschedule this after the FHWA study is released and reviewed. Below is the email, stakeholders received Wednesday from the Reno City Planning Department staff.

Scenic Nevada in letters, meetings and at a city-sponsored workshop consistently took the position that LED or Digital Billboards are illegal, without a vote of the people, because they are new construction, and new construction of billboards is not allowed. Repeatedly, we've said Digital Billboards are unsafe and unsightly and requested the city wait for federal and local studies to be completed before considering Digital Billboards in Reno. Following are steps taken by Scenic Nevada to stop the illegal construction of Digital Billboards:

- Feb. 2008 - Testified at a Reno City Council meeting, opposing a council item to request staff draft a Digital Billboard amendment
- Requested a meeting with city officials on proposed amendment once completed by staff
- April 25, 2008 - Attended city-sponsored workshop, opposing Digital Billboards
- May 27, 2008 - Scenic Nevada submits formal letters to planning department requesting a moratorium until federal studies are released

- Spring 2009 - Spoke at Neighborhood Advisory Board (NAB) meetings, announcing that a draft amendment on Digital Billboards was created and will be reviewed by the planning commission
- March 2009 - Scenic Nevada sends e-mails to members and posts an alert on our website
- March 19, 2009 - Collected 343 petition signatures at Earth Day, requesting a moratorium on Digital Billboards
- April 20, 2009 - E-mailed petition signatures and three more formal letters to planning commission, objecting to Digital Billboards and again requesting a moratorium until the results of federal and local studies are released
- April 23, 2009 - Met with RGJ reporter to discuss impacts and effects of Digital Billboards and the city's actions thus far
- April 24, 2009 - Received a Digital Billboard Safety Report commissioned the American Association of State Highway and Transportation Officials (AASHTO) entitled "Safety Impacts of the Emerging Digital Display Technology for Outdoor Advertising Signs"
- April 24, 2009 - staff pulls item from planning commission agenda, pending results of the federal studies
- April 27, 2009 - Article on Digital Billboards runs in the RGJ

April 29, 2009 - Staff e-mails stakeholders announcing the decision to pull Digital Billboard draft amendment from the May 6, 2009 Planning Commission agenda. Next, a housekeeping item will appear on the Reno City Council agenda on May 13, 2009 with the staff's recommendation to delay a hearing before the Reno City Planning Commission until the federal studies are released. This could be later this year or next year.

Thanks for your support. We will continue to monitor and oppose the effort underway to introduce Digital Billboards within the city. Check our website at [www.scenicnevada.org](http://www.scenicnevada.org) for more information.