



PURPOSE OF SIGN REVIEW

The purpose of Sign Review is to provide minimum standards to safeguard life, health, property and public welfare in keeping with the unique character of Douglas County by regulating and controlling the size, height, design, quality of materials, construction, location, electrification, and maintenance of all signs and sign structures not located within a building, including temporary signs attached to or affixed upon windows, and to accomplish the following results:

1. To protect and enhance the character of residential neighborhoods, open views and vistas, and property values by prohibiting obtrusive and incompatible signs;
2. To promote and maintain healthy commercial centers and property values for effective communication of the nature of goods and services and avoidance of wasteful, ugly and unsightly competition in signs;
3. To provide a reasonable and comprehensive system of control of signs, integrated within a part of the general planning program and zoning ordinance, and not as a distinct police power that is exercised separate and apart from the zoning power;
4. To encourage signs which are well-designed and pleasing in appearance and to provide incentive and latitude for variety, good design relationship and spacing and location;
5. To encourage a desirable area character with a minimum of overhead clutter;
6. To attract and direct persons to various activities and enterprises in order to provide for the maximum public convenience; and
7. To enhance the economic value of the community and each area in it through the

regulation of size, location, design and illumination of signs.

SIGNS EXEMPTED FROM SIGN REVIEW

Refer to Douglas County Code Chapter 20.696.100 for more information on regulations.

SIGNS PROHIBITED

The following signs are prohibited by Douglas County Code:

- Off-premise signs, except as noted above;
- Signs affixed to trees or shrubs;
- Advertising signs attached to a vehicle;
- Rotating, moving, flashing, changing, or blinking signs; exceptions exist, see code section 20.696.350 Changeable copy (reader board) signs.

TEMPORARY SIGN PERMIT

Banners or inflatable devices over private property to advertise business openings, sales and special promotions are permitted provided that a *Temporary Sign Permit* is obtained and the following conditions are met:

1. Banners may be displayed for no more than 10 consecutive calendar days within any calendar month. (120 days per calendar year).
2. Balloons and inflatable devices may not be displayed for more than 5 consecutive days in a calendar month. (Maximum 60 days in a calendar year).
3. No more than one banner or inflatable device may be used per unit of operation;
4. Banners must be securely affixed to a wall and inflatable devices must be securely affixed to the ground; and
5. Maximum size of a banner is 32 square feet.

Temporary Sign Permits may be obtained for a single event or on an annual basis.

THE SIGN REVIEW PROCESS

An application for *Sign Review* is to be filed with the Community Development Department, Planning Division, along with a fee as established by resolution of the Douglas County Board of Commissioners.

Once an application has been determined to be complete, the Planning Division reviews the request for a Sign Permit to ensure compliance with the criteria as established by Douglas County Code Chapter 20.696, *Sign and Advertising Control*. Planning staff may conduct a field review and verify any existing signage. The proposed signage will be evaluated for conformance with Code.

If the Planning Director is satisfied that the work described in an application for a Sign Permit, that the plans and specifications filed therewith conform to the requirements of Douglas County Code and all other laws and ordinances, and that the appropriate fees have been paid, the Planning Division shall approve the Sign Permit. The applicant will be sent notification, in writing, within three working days of the Department's decision. Sign permits are valid for 180 days from the date of issuance.

NOTE: Most signs require a Building Permit prior to erection and applications for a Building Permit usually must be accompanied by structural engineering calculations. The applicant should consult with the Building Division at the time of making the sign permit application.

Please be advised that the Community Development Department recommends that applicants wait for Sign Review approval prior to ordering or constructing a sign for placement within Douglas County. There is no requirement to issue a permit due to a financial hardship.



A-FRAME SIGNS:

1. No more than one A-Frame sign may be used per unit of operation.
2. The A-Frame sign may be placed in the following locations: a) in front of the unit of operation, adjacent to the storefront entrance, b) on the parcel where the business or civic event is located and placed along the street frontage, or c) if the business is located within a commercial or industrial complex, the sign may be placed on any parcel within the complex fronting a public street with written permission from the property owner. The sign must be securely affixed to the ground (bolted or weighted), and must not block a public sidewalk or be placed in the public right-of-way, and must not block site visibility along the street or pose a traffic hazard.
3. May only be displayed during business hours or during the civic event.
4. Maximum size of the A-Frame sign structure is limited to 7.85 square feet in area, including sign support, with a maximum height of 3.75 feet (45 inches), and a maximum width of 2.08 feet (25 inches).
5. The sign area must be designed as follows:
 - a. A maximum of six square feet of sign area, which may include a logo.
 - b. Sign area must be of uniform type and color.
 - c. Sign display must be permanently affixed to the sign. Magnetic or decal lettering is acceptable.
 - d. Erasable sign display is allowed.

6. The sign structure must be square or rectangle in shape with an overall design that is compatible with the business it serves and/or complements the streetscape.
7. The A-Frame sign must be made of durable, low-maintenance material which will withstand extreme weather conditions.



Douglas County
 Community Development Department
 1594 Esmeralda Avenue,
 P.O. Box 218
 Minden, NV 89423
 Fax: (775) 782-9007
 Planning Division: 782-6217
 Building Division: 782-6224
 Engineering & Utilities Division: 782-6235
www.douglascountynv.gov
planning@douglasnv.us

P:\Planning & Development\Handouts\Brochures\INFO-SR2019.DOC

Informational Handout

Sign Review

WHEN DO I NEED TO FILE FOR SIGN REVIEW?

A *Sign Review* application must be filed when an applicant proposes to erect, construct, enlarge, alter or relocate any sign or other advertising structure or install or alter any electrical wiring or fixture therein which, under Douglas County Code, is permitted subject to the issuance of a Sign Permit.

WHERE DO I GET AN APPLICATION FOR SIGN REVIEW?

You may obtain a *Sign Review Application* from the Community Development Department offices located at 1594 Esmeralda Avenue in Minden. The public counter is located in Room 202. A planner is available at the public counter from 8:00 AM - 3:00 PM, Monday through Friday or you can call (775) 782-6217 for assistance.

WHAT IS NEEDED TO FILE FOR SIGN REVIEW?

The submittal requirements for Sign Review are listed within the Douglas County *Sign Review Application* form. Copies of a site plan and elevation drawings of the sign, showing location, size, materials and colors, are included in the submittal requirements.

