

Application for Master Plan & Regulatory Zone Amendment **Red Rock Commercial Center**

Submitted to Washoe County
September 16, 2019

Prepared for

Peavine Investors, LLC

9432 Double R Blvd

Reno, NV 89521

Prepared by



WOOD RODGERS

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Section 1

Washoe County Development Application

Your entire application is a public record. If you have a concern about releasing personal information, please contact Planning and Building staff at 775.328.6100.

Project Information		Staff Assigned Case No.: _____	
Project Name: Red Rock Commercial Center			
Project Description: Master Plan Amendment and Regulatory Zone Amendment to change 41.54 acres from High Density Rural (HDR) and 7.36 acres of Public Semi Public (PSP) to 48.9 acres of General Commercial (GC) in the Reno Stead Corridor Joint Plan			
Project Address: Multiple see attached Project Description			
Project Area (acres or square feet): 48.9 acres			
Project Location (with point of reference to major cross streets AND area locator): The subject property is located at the terminus of Red Rock Rd just south of the Red Rock Rd/Virginia Street intersection			
Assessor's Parcel No.(s):	Parcel Acreage:	Assessor's Parcel No.(s):	Parcel Acreage:
Multiple - See Project Description in Section 2 of this application packet.	Total = 48.9		
Indicate any previous Washoe County approvals associated with this application: Case No.(s). N/A			
Applicant Information (attach additional sheets if necessary)			
Property Owner:		Professional Consultant:	
Name: Peavine Investors LLC & Brown Mountain LLC		Name: Wood Rodgers, Inc.	
Address: 9432 Double R Blvd		Address: 1361 Corporate Blvd	
Reno, NV	Zip: 89521	Reno, NV	Zip: 89502
Phone: 775-786-4800	Fax:	Phone: 775-823-5211	Fax:
Email: teresaemaloney@gmail.com		Email: adurling@WoodRodgers.com	
Cell:	Other:	Cell: 775-745-0913	Other:
Contact Person: Teresa Maloney		Contact Person: Andy Durling, AICP	
Applicant/Developer:		Other Persons to be Contacted:	
Name: Peavine Investors LLC		Name:	
Address: 9432 Double R Blvd		Address:	
Reno, NV	Zip: 89521		Zip:
Phone: 775-786-4800	Fax:	Phone:	Fax:
Email: teresaemaloney@gmail.com		Email:	
Cell:	Other:	Cell:	Other:
Contact Person: Teresa Maloney		Contact Person:	
For Office Use Only			
Date Received:	Initial:	Planning Area:	
County Commission District:		Master Plan Designation(s):	
CAB(s):		Regulatory Zoning(s):	

Master Plan Amendment Supplemental Information

(All required information may be separately attached)

The Washoe County Master Plan describes how the physical character of the County exists today and is planned for the future. The plan is adopted by the community and contains information, policies and a series of land use maps. The Master Plan provides the essential framework for creating a healthy community system and helps guide decisions about growth and development in the County. The following are general types of requests the County receives to amend the Master Plan. Please identify which type of amendment you are requesting:

<input checked="" type="checkbox"/> A request to change a master plan designation(s) from the adopted master plan and/or area plan maps
<input type="checkbox"/> A request to add, amend, modify or delete any of the adopted policies found in the elements of the Master Plan
<input type="checkbox"/> A request to add, amend, modify or delete any of the adopted policies in the area plans and/or specific language found in the area plans
<input type="checkbox"/> Other (please identify):

Please complete this questionnaire to ensure consistent review of your request to amend the Washoe County Master Plan. Staff will review the application to determine if the amendment request is in conformance with the policies and language within the elements and area plans of the Master Plan or if the information provided supports a change to the plan. Please provide an explanation to all questions; attach additional sheets if necessary.

1. What is the Master Plan amendment being requested at this time?

Change 41.54 acres of HDR & 7.36 acres of PSP to 48.9 acres of GC in the Reno Stead Corridor Joint Plan

2. What conditions have changed and/or new studies have occurred since the adoption of the Washoe County Master Plan that supports the need for the amendment request?

The RSCJP was adopted 20 years ago and has not kept up with changes in the area. See Project Description in Section 2 for more detail.
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3. Please provide the following specific information:

a. What is the location (address or distance and direction from the nearest intersection of the subject property)? Attach, for map amendments, a legal description. For all other amendments, what is the area subject to the request?

The 48.9 acre subject property is located directly south of and adjacent to US 395 and N. Virginia Street at the Terminus of Red Rock Road.

b. Please list the following proposed changes (attach additional sheet if necessary):

Assessor's Parcel Number	Master Plan Designation	Existing Acres	Proposed Master Plan Designation	Proposed Acres
See Project Desc attached				

c. What are the adopted land use designations of adjacent parcels?

North	N. Virginia St and US 395
South	City of Reno Large Lot Neighborhood (LL)
East	HDR
West	HDR

4. Describe the existing conditions and uses located at the site or in the vicinity (i.e. vacant land, roadways, buildings, etc.).

The subject property is vacant land surrounded by a majority of vacant land with commercial to the north.

5. Describe the natural resources associated with the site under consideration. Your description should include resource characteristics such as water bodies, vegetation, topography, minerals, soils and wildlife habitat.

There are no natural resources on the subject property, and slopes are less than 15%

6. Describe whether any of the following natural resources or systems are related to the proposed amendment:

a. Is property located in the 100-year floodplain? (If yes, attach documentation of the extent of the floodplain and any proposed floodplain map revisions in compliance with Washoe County Development Code, Article 416, Flood Hazards, and consultation with the Washoe County Engineering & Capital Projects Division.)

Yes No

Explanation:

b. Does property contain wetlands? (If yes, attach a preliminary delineation map and describe the impact the proposal will have on the wetlands. Impacts to the wetlands may require a permit issued from the U.S. Army Corps of Engineers.)

Yes No

Explanation:

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- c. Does the property contain slopes or hillsides in excess of 15 percent and/or significant ridgelines? (If yes, submit the slope analysis requirements as contained in Article 424, Hillside Development of the Washoe County Development Code.)

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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Explanation:

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- d. Does the property contain geologic hazards such as active faults, hillside, or mountainous areas? Is it subject to avalanches, landslides, or flash floods? Near a stream or riparian area such as the Truckee River, and/or an area of groundwater recharge? If the answer is yes to any of the above, check yes and provide an explanation.

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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Explanation:

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- e. Does the property contain prime farmland, within a wildfire hazard area, geothermal or mining area, and/or wildlife mitigation route? If the answer is yes to any of the above, check yes and provide an explanation.

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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Explanation:

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7. Are any archaeological, historic, cultural, or scenic resources in the vicinity or associated with the proposed amendment? If the answer is yes to any of the above, check yes and provide an explanation.

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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Explanation:

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8. Do you own sufficient water rights to accommodate the proposed amendment? (Amendment requests in some groundwater hydrographic basins [e.g. Cold Springs, Warm Springs, etc.] require proof of water rights be submitted with applications. Provide copies of all water rights documents, including chain of title to the original water right holder.)

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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If yes, please identify the following quantities and documentation numbers relative to the water rights. Please attach a copy(s) of the water rights title (as filed with the State Engineer in the Division of Water Resources of the Department of Conservation and Natural Resources).

a. Permit #		acre-feet per year	
b. Certificate #		acre-feet per year	
c. Surface Claim #		acre-feet per year	
d. Other #		acre-feet per year	

- a. If the proposed amendment involves an intensification of land use, please identify how sufficient water rights will be available to serve the additional development.

TMWA is in the process of developing a new water main Adjacent to the subject property

9. Please describe the source and timing of the water facilities necessary to serve the amendment.

- a. System Type:

<input type="checkbox"/> Individual wells		
<input type="checkbox"/> Private water	Provider:	
<input checked="" type="checkbox"/> Public water	Provider:	TMWA - new water main in Virginia Street

- b. Available:

<input type="checkbox"/> Now	<input checked="" type="checkbox"/> 1-3 years	<input type="checkbox"/> 3-5 years	<input type="checkbox"/> 5+ years
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- c. If a public facility is proposed and is currently not available, please describe the funding mechanism for ensuring availability of water service.

TMWA is in the process of developing the water main project

10. What is the nature and timing of sewer services necessary to accommodate the proposed amendment?

- a. System Type:

<input type="checkbox"/> Individual septic		
<input checked="" type="checkbox"/> Public system	Provider:	City of Reno

- b. Available:

<input type="checkbox"/> Now	<input checked="" type="checkbox"/> 1-3 years	<input checked="" type="checkbox"/> 3-5 years	<input type="checkbox"/> 5+ years
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- c. If a public facility is proposed and is currently not available, please describe the funding mechanism for ensuring availability of sewer service. If a private system is proposed, please describe the system and the recommended location(s) for the proposed facility.

Future development would be responsible for extending the sewer infrastructure

11. Please identify the street names and highways near the proposed amendment that will carry traffic to the regional freeway system.

N. Virginia Street, Red Rock Rd, US 395

12. Will the proposed amendment impact existing or planned transportation systems? (If yes, a traffic report will be required.)

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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13. Community Services (provided and nearest facility):

a. Fire Station	Truckee Meadows Fire Station 460 (Volunteer Fire Station), and Station 44 Stead Blvd
b. Health Care Facility	Saint Marys North Valleys Urgent Care - Lemmon Valley, Renown Medical Group - North Hills Blvd
c. Elementary School	Commercial development would not generate any students
d. Middle School	Commercial development would not generate any students
e. High School	Commercial development would not generate any students
f. Parks	Sierra Sage Golf Course, North Valleys Regional Park
g. Library	North Valleys Library
h. Citifare Bus Stop	No bus services are currently available near the subject property

14. Describe how the proposed amendment fosters, promotes, or complies with the policies of the adopted area plans and elements of the Washoe County Master Plan.

a. Population Element:

Reference the Project Description in Section 2 of this application packet

b. Conservation Element:

Reference the Project Description in Section 2 of this application packet

c. Housing Element:

Reference the Project Description in Section 2 of this application packet

d. Land Use and Transportation Element:

Reference the Project Description in Section 2 of this application packet

e. Public Services and Facilities Element:

Reference the Project Description in Section 2 of this application packet

f. Adopted area plan(s):

Reference the Project Description in Section 2 of this application packet

15. If the area plan includes a Plan Maintenance component, address all policies and attach all studies and analysis required by the Plan Maintenance criteria.

N/A

Applicant Comments

This page can be used by the applicant to support the master plan amendment request and should address, at a minimum, how one or more of the findings for an amendment is satisfied. (Please refer to Article 820 of the Washoe County Development Code for the list of Findings.)

Reference the Project Description in Section 2 of this application packet.

Regulatory Zone Amendment Supplemental Information

(All required information may be separately attached)

Please complete the following supplemental information to ensure consistent review of your request to amend the Washoe County Zoning Map. Please provide a brief explanation to all questions answered in the affirmative.

1. List the Following information regarding the property subject to the Regulatory Zone Amendment.
 - a. What is the location (address, distance and direction from nearest intersection)?

The 48.9 acre subject property is located directly south of and adjacent to US 395 and N. Virginia Street at the Terminus of Red Rock Road.

- b. Please list the following proposed changes (attach additional sheet if necessary).

APN of Parcel	Master Plan Designation	Current Zoning	Existing Acres	Proposed Zoning	Proposed Acres
See Project Description in Section					
2 of this application packet					

- c. What are the regulatory zone designations of adjacent parcels?

	Zoning	Use (residential, vacant, commercial, etc.)
North	N/A	N. Virginia St and US395
South	City of Reno - LLR2.5	Vacant parcel
East	HDR	Existing houses
West	HDR	4 existing houses, vacant parcels

3. Describe the existing conditions and uses located on the site (i.e. vacant land, roadways, easements, buildings, etc.).

The subject property is vacant land surrounded by a majority of vacant land with the exception of a few houses

4. Describe the natural resources associated with the site under consideration. Your description should include resource characteristics such as water bodies, vegetation, topography, minerals, soils, and wildlife habitat.

There are no natural resources on the subject property, and slopes are less than 15%

5. Does the property contain development constraints such as floodplain or floodways, wetlands, slopes, or hillsides in excess of 15%, geologic hazards such as active faults, significant hydrologic resources, or major drainages or prime farmland?

<input type="checkbox"/> Yes, provide map identifying locations	<input checked="" type="checkbox"/> No
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6. Is the site located in an area where there is potentially an archeological, historic, or scenic resource?

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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Explanation:

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7. Are there sufficient water rights to accommodate the proposed amendment? Please provide copies of all water rights documents, including chain of title to the original water right holder.)

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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If yes, please identify the following quantities and documentation numbers relative to the water rights:

a. Permit #		acre-feet per year	
b. Certificate #		acre-feet per year	
c. Surface Claim #		acre-feet per year	
d. Other #		acre-feet per year	

- a. Title of those rights (as filed with the State Engineer in the Division of Water Resources of the Department of Conservation and Natural Resources):

N/A

- b. If the proposed amendment involves an intensification of land use, please identify how sufficient water rights will be available to serve the additional development.

TMWA is in the process of developing a new water main adjacent to the subject property
--

8. Please describe the source and timing of the water facilities necessary to serve the amendment.

- a. System Type:

<input type="checkbox"/> Individual wells		
<input type="checkbox"/> Private water	Provider:	
<input checked="" type="checkbox"/> Public water	Provider:	TMWA - new water main in N. Virginia Street

- b. Available:

<input type="checkbox"/> Now	<input checked="" type="checkbox"/> 1-3 years	<input type="checkbox"/> 3-5 years	<input type="checkbox"/> 5+ years
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- c. Is this part of a Washoe County Capital Improvements Program project?

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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- d. If a public facility is proposed and is currently not listed in the Washoe County Capital Improvements Program or not available, please describe the funding mechanism for ensuring availability of water service.

TMWA is in the process of developing the water main project

9. What is the nature and timing of sewer services necessary to accommodate the proposed amendment?

- a. System Type:

<input type="checkbox"/> Individual septic		
<input checked="" type="checkbox"/> Public system	Provider:	Washoe County

- b. Available:

<input type="checkbox"/> Now	<input checked="" type="checkbox"/> 1-3 years	<input checked="" type="checkbox"/> 3-5 years	<input type="checkbox"/> 5+ years
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- c. Is this part of a Washoe County Capital Improvements Program project?

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
------------------------------	--

- d. If a public facility is proposed and is currently not listed in the Washoe County Capital Improvements Program or not available, please describe the funding mechanism for ensuring availability of sewer service. If a private system is proposed, please describe the system and the recommended location(s) for the proposed facility.

Future development would be responsible for extending the sewer infrastructure

10. Please identify the street names and highways near the proposed amendment that will carry traffic to the regional freeway system.

N. Virginia Street, Red Rock Road, US 395

11. Will the proposed amendment impact existing or planned transportation systems? (If yes, a traffic report is required.)

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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12. Community Services (provided name, address and distance to nearest facility).

a. Fire Station	Truckee Meadows Fire Station 460 (Volunteer Fire Station), and Station 44 Stead Blvd
b. Health Care Facility	Saint Marys North Valleys Urgent Care - Lemmon Valley, Renown Medical Group - North Hills Blvd
c. Elementary School	Commercial development would not generate any students
d. Middle School	Commercial development would not generate any students
e. High School	Commercial development would not generate any students
f. Parks	Sierra Sage Golf Course, North Valleys Regional Park
g. Library	North Valleys Library
h. Citifare Bus Stop	No bus services are currently available near the subject property

Projects of Regional Significance Information For Regulatory Zone Amendments

Nevada Revised Statutes 278.026 defines “Projects of Regional Significance”. Regulatory Zone amendment requests for properties within the jurisdiction of the Truckee Meadows Regional Planning Commission (TMRPC) must respond to the following questions. A “Yes” answer to any of the following questions may result in the application being referred first to the Truckee Meadows Regional Planning Agency (TMRPA) for submission as a project of regional significance. Applicants should consult with County or Regional Planning staff if uncertain about the meaning or applicability of these questions.

1. Will the full development potential of the Regulatory Zone amendment increase employment by not less than 938 employees?

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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2. Will the full development potential of the Regulatory Zone amendment increase housing by 625 or more units?

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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3. Will the full development potential of the Regulatory Zone amendment increase hotel accommodations by 625 or more rooms?

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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4. Will the full development potential of the Regulatory Zone amendment increase sewage by 187,500 gallons or more per day?

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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5. Will the full development potential of the Regulatory Zone amendment increase water usage by 625 acre-feet or more per year?

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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6. Will the full development potential of the Regulatory Zone amendment increase traffic by 6,250 or more average daily trips?

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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7. Will the full development potential of the Regulatory Zone amendment increase the student population from kindergarten to 12th grade by 325 students or more?

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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Property Owner Affidavit

Applicant Name: Peavine Investors LLC

The receipt of this application at the time of submittal does not guarantee the application complies with all requirements of the Washoe County Development Code, the Washoe County Master Plan or the applicable area plan, the applicable regulatory zoning, or that the application is deemed complete and will be processed.

STATE OF NEVADA)
COUNTY OF WASHOE)

I, TERESA MALONEY
(please print name)

being duly sworn, depose and say that I am the owner* of the property or properties involved in this application as listed below and that the foregoing statements and answers herein contained and the information herewith submitted are in all respects complete, true, and correct to the best of my knowledge and belief. I understand that no assurance or guarantee can be given by members of Planning and Building.

(A separate Affidavit must be provided by each property owner named in the title report.)

Assessor Parcel Number(s): 081-031-27, 28, 29, 30, 31, 32, 33, 34, 35, 48, & 49

Printed Name TERESA MALONEY

Signed Teresa Maloney

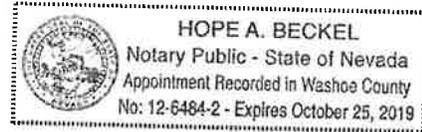
Address 9432 DOUBLE R BLVD
RENO, NV 89521

Subscribed and sworn to before me this
3 day of MAY, 2019

HOPE A BECKEL - Hope A Beckel
Notary Public in and for said county and state

My commission expires: 10/25/2019

(Notary Stamp)



*Owner refers to the following: (Please mark appropriate box.)

- Owner
- Corporate Officer/Partner (Provide copy of record document indicating authority to sign.)
- Power of Attorney (Provide copy of Power of Attorney.)
- Owner Agent (Provide notarized letter from property owner giving legal authority to agent.)
- Property Agent (Provide copy of record document indicating authority to sign.)
- Letter from Government Agency with Stewardship

**CONSENT RESOLUTIONS
OF THE MANAGERS AND MEMBERS OF
PEAVINE INVESTORS, LLC**

The undersigned, the sole Managers and the sole Members of **PEAVINE INVESTORS, LLC**, a Nevada limited liability company (the "Company"), having one hundred percent (100%) of the voting power of the Managers and the Members, hereby consent to and vote unanimously in favor of the adoption of the following resolutions and waive notice of the time, place, and purpose of a meeting of the Managers and/or the Members to consider and vote upon the adoption of the resolutions:

RESOLVED, that the Company be authorized to submit an application for a Master Plan Amendment and a Zoning Change with Washoe County involving APN numbers 081-031-27, 28, 29, 30, 31, 32, 33, 34, 35, 48 and 49;

RESOLVED FURTHER, that Teresa Maloney is hereby authorized and shall have full authority to execute on behalf of the Company any and all agreements, deeds, instruments, assignments, and other documents and to take any further action as may be necessary or helpful to carry out and complete the transactions described in and authorized by these resolutions and the Deed; and

RESOLVED FURTHER, that these resolutions shall be effective as of January 1, 2019, and shall continue in full force and effect until revoked or amended in writing.

Managers:



JOHN ECHEVERRIA



TERESA MALONEY

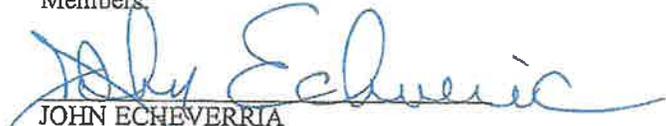


MICHAEL ECHEVERRIA

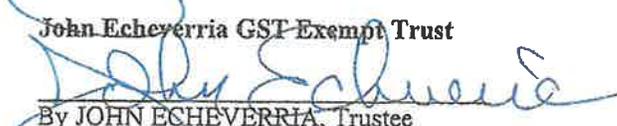


M. CRISTINA WELMERINK

Members:

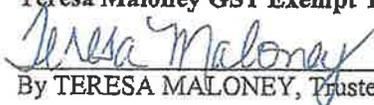

JOHN ECHEVERRIA

John Echeverria GST Exempt Trust


By JOHN ECHEVERRIA, Trustee


TERESA MALONEY

Teresa Maloney GST Exempt Trust


By TERESA MALONEY, Trustee


MICHAEL ECHEVERRIA

Michael Echeverria GST Exempt Trust


By MICHAEL ECHEVERRIA, Trustee


M. CRISTINA WELMERINK

M. Cristina Welmerink GST Exempt Trust


By M. CRISTINA WELMERINK, Trustee

**CONSENT RESOLUTIONS
OF THE MANAGERS AND MEMBERS OF
BROWN MOUNTAIN, LLC**

The undersigned, the sole Managers and the sole Members of **BROWN MOUNTAIN, LLC**, a Nevada limited liability company (the "Company"), having one hundred percent (100%) of the voting power of the Managers and the Members, hereby consent to and vote unanimously in favor of the adoption of the following resolutions and waive notice of the time, place, and purpose of a meeting of the Managers and/or the Members to consider and vote upon the adoption of the resolutions:

RESOLVED, that the Company be authorized to submit an application for a Master Plan Amendment and a Zoning Change with Washoe County involving APN number 081-031-50;

RESOLVED FURTHER, that Teresa Maloney is hereby authorized and shall have full authority to execute on behalf of the Company any and all agreements, deeds, instruments, assignments, and other documents and to take any further action as may be necessary or helpful to carry out and complete the transactions described in and authorized by these resolutions and the Deed; and

RESOLVED FURTHER, that these resolutions shall be effective as of January 1, 2019, and shall continue in full force and effect until revoked or amended in writing.

Managers:



JOHN ECHEVERRIA



TERESA MALONEY



MICHAEL ECHEVERRIA



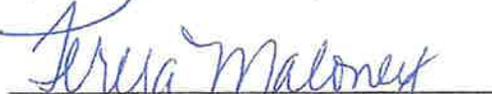
M. CRISTINA WELMERINK

Members:

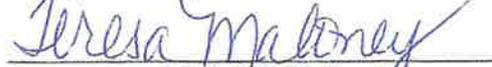

JOHN ECHEVERRIA

John Echeverria GST Exempt Trust


By JOHN ECHEVERRIA, Trustee


TERESA MALONEY

Teresa Maloney GST Exempt Trust


By TERESA MALONEY, Trustee


MICHAEL ECHEVERRIA

Michael Echeverria GST Exempt Trust


By MICHAEL ECHEVERRIA, Trustee


M. CRISTINA WELMERINK

M. Cristina Welmerink GST Exempt Trust


By M. CRISTINA WELMERINK, Trustee

LEGAL DESCRIPTION

All that certain real property situate within a portion of the Southwest One-Quarter (SW 1/4) of Section One (1), Township Twenty (20) North, Range Eighteen (18) East, Mount Diablo Meridian, City of Reno, County of Washoe, State of Nevada, and being more particularly described as follows:

COMMENCING at the West 1/4 corner of said Section 1 as marked by a 1" iron pipe;

THENCE departing said West 1/4 corner and along the West line of said Section 1, South 01°00'12" West, 1451.69 feet to the northerly most corner of Parcel C (Trail Drive) as shown in Document No. 4798659 recorded March 26, 2018 in the Official Records of Washoe County, Nevada being the **POINT OF BEGINNING**;

THENCE departing said northerly most corner and along the northeasterly boundary of said Parcel C (Trail Drive), South 75°04'26" East, 246.08 feet to the westerly most corner of Property 2 as shown in Document No. 4874358 recorded December 18, 2018 in the Official Records of Washoe County, Nevada;

THENCE departing said northeasterly boundary and said westerly most corner and along the boundary of said Property 2 the following eight (8) courses:

- 1) North 14°57'15" East, 292.45 feet;
- 2) South 75°57'49" East, 357.81 feet;
- 3) South 15°20'43" West, 99.07 feet;
- 4) South 74°39'17" East, 80.00 feet;
- 5) North 15°20'43" East, 100.90 feet;
- 6) South 75°57'49" East, 136.13 feet to the beginning of a tangent curve to the left;
- 7) 194.25 feet along the arc of a 1050.00 foot radius curve through a central angle of 10°35'59";
- 8) South 84°39'38" East, 18.37 feet to the northeasterly corner of said Property 2;

THENCE departing said northeasterly corner South 84°38'20" East, 50.71 feet to the northwesterly corner of Property 4 as shown on said Document No. 4874358;

THENCE departing said northwesterly corner of Property 4 and along the northerly boundary thereof South 84°38'20" East, 211.65 feet to the northeasterly corner of said Property 4;

THENCE departing said northeasterly corner and along the southeasterly boundary of said

Property 4, South 14°55'34" West, 333.77 feet to the southerly most corner of said Property 4 and the aforementioned northeasterly boundary of said Parcel C (Trail Drive);

THENCE departing said southerly most corner and along said northeasterly boundary of Parcel C (Trail Drive), South 75°04'26" East, 624.84 feet to the southwesterly corner of Property 3, Parcel 1B per said Document No. 4874358;

THENCE departing said northeasterly boundary and along the boundary of said Property 3, Parcel 1B per Document No. 4874358 the following three (3) courses:

- 1) North 14°55'34" East, 416.22 feet;
- 2) South 75°03'34" East, 50.00 feet;
- 3) South 14°55'34" West, 416.20 feet to the aforementioned northeasterly boundary of said Parcel C (Trail Drive);

THENCE along said northeasterly boundary South 75°04'26" East, 368.37 feet to the intersection of said northeasterly boundary and the southeasterly boundary of Property 3, Parcel 1A per said Document No. 4874358;

THENCE departing said intersection along the projection of and the actual southeasterly boundary of said Property 3, Parcel 1A, South 14°53'36" West, 676.17 feet to the South line of said Section 1;

THENCE along said South line of said Section 1, North 88°19'58" West, 2102.26 feet to the Southwest corner of said Section 1 as marked by a 1" iron pipe;

THENCE departing said Southwest corner and along the West line of said Section 1, North 01°00'12" East, 60.00 feet to the Northwest corner of Parcel A per said Document No. 4798659;

THENCE departing said West section line and along the North boundary of said Parcel A per Document No. 4798659, South 88°19'58" East, 402.18 feet to the Southwest corner of Property 1, Parcel 3 per said Document No. 4874358;

THENCE departing said North boundary and said Southwest corner and along the westerly boundary of said Property 1, Parcel 3, North 14°55'12" East, 469.16 feet to the southeasterly corner of Property 1, Parcel 4 per said Document No. 4874358;

THENCE departing said westerly boundary of Property 1, Parcel 3 and said southeasterly corner of Property 1, Parcel 4 and along the southwesterly boundary of said Property 1, Parcel 4, North 75°04'48" East, 530.57 feet to the southwesterly corner of said Property 1, Parcel 4 and

the aforementioned West line of Section 1;

THENCE departing said southwesterly corner and along said West section line, North 01°00'12" East, 555.04 feet to the aforementioned northerly most corner of Parcel C (Trail Drive) as shown in Document No. 4798659 and the **POINT OF BEGINNING**.

Project area containing 49.14 acres of land more or less.

Prepared by:
Wood Rodgers, Inc.
1361 Corporate Boulevard
Reno, NV 89502



Daniel A. Bigrigg, P.L.S.
Nevada Certificate No. 19716

Section 2

Project Description

Executive Summary

Commission District: 5 – Commissioner Herman
 Applicant: Peavine Investors, LLC
 APN Numbers: 081-031-27, 28, 29, 30, 31, 32, 33, 34, 35, 48, 49, & a portion of 50
 Request: This is a request to:

- 1) Amend the Master Plan to change the existing land use designations from ±41.5 acres of High Density Rural (HDR) and ±7.36 acres of Public Semi Public (PSP) to ±48.9 acres of General Commercial (GC) in the Reno Stead Corridor Joint Plan (RSCJP), and
- 2) Amend the existing regulatory zoning from ±41.5 acres of High Density Rural (HDR) and ±7.36 acres of Public Semi Public (PSP) to ±48.9 acres of General Commercial (GC)

Location: The ±48.9-acre site is located 250 feet south of the US 395/Red Rock Road interchange at the intersection of N. Virginia Street and Red Rock Road and fronts along N. Virginia Street.

Proposed Changes by APN:

<u>APN of Parcel</u>	<u>Address</u>	<u>Existing Master Plan</u>	<u>Existing Zoning</u>	<u>Existing Acres</u>	<u>Proposed Master Plan</u>	<u>Proposed Zoning</u>	<u>Proposed Acres</u>
081-031-27	10408 Trail Dr	RSCJP - HDR	HDR	13.08	RSCJP - GC	GC	13.08
081-031-28	317 Lenco Ave	RSCJP - HDR	HDR	5.39	RSCJP - GC	GC	5.39
081-031-29	207 Lenco Ave	RSCJP - HDR	HDR	2	RSCJP - GC	GC	2
081-031-30	204 Lenco Ave	RSCJP - HDR	HDR	2.94	RSCJP - GC	GC	2.94
081-031-31	202 Lenco Ave	RSCJP - HDR	HDR	0.36	RSCJP - GC	GC	0.36
081-031-32	200 Susan Ct	RSCJP - HDR	HDR	6.3	RSCJP - GC	GC	6.3
081-031-33	10900 Trail Dr	RSCJP - HDR	HDR	2	RSCJP - GC	GC	2
081-031-34	201 Copperfield Dr	RSCJP - HDR	HDR	1.72	RSCJP - GC	GC	1.72
081-031-35	208 Copperfield Dr	RSCJP - HDR	HDR	0.83	RSCJP - GC	GC	0.83
081-031-48	10713 Trail Dr	RSCJP - HDR	HDR	1.67	RSCJP - GC	GC	1.67
081-031-49	10727 Trail Dr	RSCJP - HDR	HDR	5.25	RSCJP - GC	GC	5.25
081-031-50	Unspecified	RSCJP - PSP	PSP	9.43 (7.36 within Project Area)	RSCJP - GC (Within Project Area)	GC (Within Project Area)	7.36
Total Project Area				48.9	Total Project Area/Proposed GC		48.9

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Background

The subject property is located in Washoe County and is identified in the North Valleys Area Plan to be within the Reno-Stead Corridor Joint Plan (RSCJP). This request seeks to amend the subject property's underlying Master Plan - RSCJP land use designations from High Density Rural (HDR) and Public Semi Public (PSP) to General Commercial (GC). The request also includes a change to the Washoe County Regulatory Zones from HDR and PSP to GC to be in conformance with the proposed Master Plan Amendment. A community survey conducted as part of the creation of the RSCJP noted that 71% of the respondents favored more commercial uses, particularly professional services/office parks, medical/dental, restaurants, and hardware/lumber stores. Although the RSCJP and the survey were done 20 years ago, according to the market analysis completed as part of this application submittal (Reference section 4), there is still a need for more commercial services. The subject property is located in an ideal location for commercial development at the crossroads of US 395, N. Virginia Street, and the south terminus of Red Rock Road allowing a future commercial center to serve the North Valleys and broader region including Cold Springs.



View of the Subject Property looking South from the Red Rock Road/ N. Virginia Street Intersection



View of the US 395/Red Rock Road interchange looking north from N. Virginia Street adjacent to the Subject Property

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The subject property parcels are currently vacant and surrounded by other vacant parcels with the exception of a few (seven) larger lot residential homes, that would be buffered with a future development project, as required by the Washoe County Development Code. There are existing commercial uses adjacent to the subject property including the Sierra Safari Zoo, located on a residentially zoned parcel approximately 200 feet east of the subject parcels. There are also existing commercial properties north of the Subject Property and US 395 on Red Rock Road. The commercial properties include a gas station located 1,100 feet from the Subject Property on the north side of US 395, and a small retail center with a couple restaurants 2,200 feet from the Subject Property near the intersection of Moya Boulevard and Red Rock Road.



View looking west down N. Virginia Street towards the Subject Property from the Sierra Safari Zoo

Change of Conditions

The North Valleys has changed significantly since the adoption of the RSCJP in 1999 and has predominately been developed with suburban residential and industrial uses. Additional commercial facilities are necessary to serve the existing and future population in the North Valleys. The North Valleys are projected to continue growing, and this master plan amendment is essential to be proactive in meeting the needs of the North Valleys ensuring responsible growth in the coming decades. Since 2008 the industrial/warehouse industry has created an employment boom in the North Valleys. Amazon, Petco and Walmart are just a few generating the demand for both housing and employment growth in the area. The City of Reno, surrounding the subject properties to the north and south, produced a *Housing Demand Forecast*, *Employment Demand Forecast*, and *Fiscal Impact Analysis Summary* which all highlight a tremendous amount of growth potential for the North Valleys. There are approved developments within the surrounding area that indicate that future growth is inevitable within the North Valleys and will continue to support additional commercial needs. The Reno Stead Airport has also been recently selected for the FAA unmanned aerial vehicle test site program, which will create additional activity in the area.

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In addition to new employment opportunities in the North Valleys, housing demands over the past decade have changed as well. Workforce housing in the North Valleys is still in high demand with the “missing middle” densities becoming a more desirable and attainable housing product for a vast majority of families in this area. Furthermore, it is imperative to provide employees the opportunity to live where they work in the North Valleys/Cold Springs area. High Density Rural promotes 2.5 – 5 acre parcels, which would not fit the category of affordable or even attainable housing, or work force housing. Recent regional housing studies completed by the Truckee Meadows Regional Planning Agency (TMRPA) have indicated that smaller lots and townhomes are needed to meet the current regional housing demand. These types of developments are being planned for North Valleys with many currently under construction.

With an increase in employment and future growth, coupled with strong and continued housing growth, the need for a complimentary increase in commercial services is inevitable.

Desired Pattern of Growth

The subject property is located in an area with direct access to Red Rock Road, N. Virginia Street, and US 395 making it an ideal location for a future commercial center to serve both the North Valleys and Cold Springs areas, as well as visitors traveling on US 395. Commercial opportunities are limited in the surrounding area, and with the housing and industrial being developed in the North Valleys additional commercial will be needed in order to serve the surrounding communities. Large properties ideally located for commercial land are needed to serve the existing and future communities, allowing North Valleys and Cold Springs to give their residents opportunities to shop, eat, work, and play where they live and not require them to drive outside of the North Valleys. The Subject Property provides that opportunity for both North Valleys and Cold Springs and offers the added bonus of providing additional services that benefit both the residents of the North Valleys, as well as travelers along US 395.

With on-going growth in the area, infrastructure expansion is making progress and now is an opportune time to update the Master Plan to ensure the North Valleys community can continue to thrive. The subject property consists of ±48.9 acres in a location that can serve the commercial service needs for the surrounding area and the North Valleys at large and has infrastructure within close proximity. In terms of infrastructure, TMWA is currently preparing to extend a water pipeline along N. Virginia Street, with future extension into Cold Springs (including in front of the Subject Property). There is an existing sewer line at Silver Lake Road and Red Rock Road, ±1,050 feet from the Subject Property that a future development could extend along Red Rock Road. Plans are underway to expand the Reno Stead Wastewater Treatment Plant creating additional capacities to serve future development in this area. RTC also has anticipated orderly growth and expansion of roadways in the North Valleys over the next 5-20 years to serve future growth and development in this area.

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Compatibility

North: The northeast portion of the Subject Property fronts on N. Virginia Street and US 395N, which will serve as the primary access with an extension of Red Rock Road. The northwest portion of the Subject Property has an access road to N. Virginia Street, which could serve as secondary access, and borders large lot High Density Rural (HDR) properties including 2 vacant lots, and 3 lots with existing homes. One of these lots, APN 081-031-47, has been historically used for commercial business purposes.

Future development would provide appropriate buffering for these lots, in accordance with Development Code and RSCJP requirements. Commercial mixed with residential lots already exist near the Subject Property (200 feet east) with the Sierra Safari Zoo on N. Virginia Street. North of 395 on Red Rock Road there is also a mix of commercial and industrial buildings adjacent to housing developments.



View from middle of the Subject Property on Lenco Ave looking north

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South: The property to the south is a large vacant parcel (081-031-39) owned by the applicant with the Union Pacific Railroad (UPRR) right of way bordering the southern end of that parcel.



View from Lenco Ave within the Subject Property looking South

West: To the west of the property is largely vacant, with the exception of three residential parcels located adjacent to 081-031-49, 081-031-36 and 37. As this would not be the main access to the subject property, appropriate buffering of these lots would be provided with future development as required by Washoe County development standards.



View from Lenco Ave within the Subject Property looking West

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East: To the east of the Subject Property is a mix of vacant land and a few residences, three adjacent to the Subject Property. The main access to the site would not impact these residences. Buffering would be provided with a future development project as required by Washoe County Development Code.



View From N. Virginia Street at the Subject Property looking west.

The proposed master plan amendment and zone change to General Commercial is compatible with the surrounding area considering the frontage on N. Virginia Street, Red Rock Road, and US 395, and given much of the land that surrounds the Subject Property is vacant. Access would be provided directly to the site via these regional roadways (Red Rock Road and N. Virginia Street) with direct connection to US 395 and would have minimal disturbance to existing residences that are adjacent to the subject property. Buffering would be provided along the perimeter where there are existing residences, and would be required of future development per Washoe County development standards. This site is centrally located and ideal for future commercial property to provide services for both Cold Springs and the North Valleys.

Consistency with Master Plan and Regulatory Zone Map

The following Master Plan policies and programs are applicable to the proposed amendment requests.

Washoe County Master Plan

Population Element

POP.3 Plan for balanced development pattern that includes employment and housing opportunities, public services and open spaces.

Comment: Population in the region and North Valleys is increasing, housing is being built, Industrial is being built, but commercial uses are not being considered at the same rates. The proposed MPA from HDR to GC supports balanced development by providing additional employment opportunities, goods and services, restaurants, and entertainment for the adjacent communities and broader region. The subject property is ideal for a commercial center given the direct access to US 395, N. Virginia Street, and Red Rock Road.

POP.4 Coordinate population growth with availability of water, sewer, streets and highways, other public facilities and services.

Comment: TMWA has a water line project adjacent to the subject property. Washoe county and the City of Reno are in the process of larger public facility master plans, including improvements to the Reno Stead Waste Water Treatment Plant. The MPA is timely given the growth occurring in North Valleys and the infrastructure planning underway. Major Streets and Highways to serve future commercial development are already in place via US 395, N. Virginia Street, and Red Rock Road.

Conservation Element

C.2 - Conduct development so that an area's visual features and amenities are preserved.

Comment: The subject property is adjacent to US 395, N. Virginia Street, and Red Rock Road ideal for commercial development without impact to any visual features or amenities.

C.3 - Regulate or mitigate development to protect environmentally sensitive and/or cultural land, water, and wildlife resources.

Comment: The subject property is located between a railroad and US 395 and does not have any existing environmentally sensitive areas. There are no major drainageways or water resources within the site.

C.8 - Design and construct roads in outlying areas to satisfy multiple management objectives.

Comment: The subject property is located adjacent to US 395, N. Virginia Street, and Red Rock Road. Future development would take advantage of and improve the existing infrastructure. These major access points are essential to provide direct access to the proposed commercial center without accessing through adjacent residential areas.

Housing Element

The current land use designation of HDR allows for 2.5 to 5 acre lots, which would not support the regional growth and would not be considered affordable or attainable. Many of the existing large lots surrounding the subject property have sat vacant for decades most likely due to the fact larger lots are not affordable. Given the median house price in today's market 2.5 to 5 acre lots will continue to be less desirable. The change to GC would provide opportunities for new employment, retail, restaurants, and other services for the North Valleys and Cold Springs, which are experiencing a large growth in population and housing.

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The proposed change from HDR to GC provides a better balance of development in the area and supports the housing growth already underway. The subject property has great access to a major roadway network including US 395, N. Virginia Street, and Red Rock Road making it an ideal location for future commercial development to serve a larger regional area.

Land Use and Transportation Element

LUT.1.4 *Residential should be in close proximity to retail/commercial land uses. There are minimal retail/commercial sites located in this area.*

Comment: The proposed MPA will provide commercial/retail/employment opportunities for the surrounding area.

LUT.3.4 *Strengthen existing neighborhoods and promote infill development.*

Comment: Currently this area is vacant and existing single-family developments in this area are in need of additional commercial facilities. This location would have the ability to serve the existing residences and future residences in North Valleys and Cold Springs. Currently in this area there is only a minimal amount of commercial provided including a zoo, gas station and fitness center.

LUT.5 *Development occurs where infrastructure is available.*

Comment: The subject property is located adjacent to existing major roadways including US 395, N. Virginia Street, and Red Rock Road. TMWA is in the process of developing a new waterline in N. Virginia Street, adjacent to the subject property, and sewer is available at the intersection of Silver Lake Road and Red Rock Road approximately $\pm 1,050$ feet from the subject property.

LUT.6.2 *Promote development projects that direct resources to promote business attraction, retention, and expansion.*

Comment: With limited retail/commercial/office opportunities in this area, the proposed MPA provides opportunities to promote business attraction to the North Valleys and Cold Springs.

LUT.29 *Transportation systems are seamless and efficient.*

Comment: The subject property is located adjacent to major roadways that provide connectivity to existing development in the North Valleys and Cold Springs.

Public Services and Facilities Element

The subject property is located adjacent to a proposed TMWA water main, and existing sewer infrastructure $\pm 1,050$ feet from the subject property. Future facility plans are underway for the North Valleys. Fire and police protection would have sufficient access to serve the subject property given the proximity to major roadways. Major growth has occurred north of the subject property and is planned to the west with Stonegate. Public services are or will be nearby the subject property in the near future.

Reno-Stead Corridor Joint Plan Assessment

The subject property is located in the North Valleys Area Plan within the Reno Stead Corridor Joint Plan (RSCJP). The RSCJP was originally adopted in 1999 (20 years ago) and last updated in 2010 (9 years ago). Since the adoption and last update of the plan many changes have occurred in Washoe County, the North Valleys, and the overall region. Population growth and housing demand have grown as a result of new employment opportunities and growing technology, industrial and warehousing industries. With increased housing demand comes increased demand for commercial areas necessary to serve a growing population. The North Valleys to Cold Springs have changed dramatically over the last decade with

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housing and industrial dominating the growth. Strong signs of future growth still exist with new interest and large companies such as Amazon, the Reno Stead Airport becoming a hub for innovation in the drone industry, as well as the new planned community of Stonegate proposed for Cold Springs.

The North Valleys and Cold Springs are developing into a standalone community growing into an area that can support a balance of housing, employment, retail and shopping, restaurants, entertainment, and services. Such balance is important to sustain smart growth and give residents the ability to live, work, and play in the North Valleys without having to leave for services, shopping, restaurants, and entertainment. Commercial is limited in the North Valleys which is dominated by industrial buildings, houses, and newer higher density residential. The RSCJP should look to balance the development pattern and provide residents and visitors the opportunity to stay in the North Valleys and shop, dine, and enjoy entertainment with the family. New employment opportunities in professional office space and medical services should be available without driving 15 miles. The proposed change to General Commercial at the Red Rock Road, N. Virginia Street, US 395 interchange can do just that.

LU.3.6 *Buffering should be provided between residential and new nonresidential developments which includes landscaping and a solid screen.*

Comment: Buffering will be provided by any future development project.

LU.6 *Encourage mixed uses which present unifying community design features and integrate a diversity of residential neighborhoods, neighborhood centers, employment, shopping, and recreation activities.*

Comment: The proposed master plan amendment will help foster a better mix of uses in the area, especially in commercial uses that are lacking in the North Valleys and Cold Springs areas. The master plan amendment will provide opportunities for neighborhood center uses, retail, restaurants, shopping, medical and professional offices all of which provide new employment opportunities.

LU.8 *US 395 Shall be Considered a “gateway” into the Truckee Meadows. New development shall be sensitive to the views from US 395.*

Comment: The proposed master plan amendment will promote the development of a commercial center that can support residents of North Valleys and Cold Springs. The immediate area lacks commercial services for residents and there are not a lot of options for travelers. The Subject Property has direct access to the existing US 395/Red Rock Road interchange as well as N. Virginia Street with Peavine Mountain as the back drop. As travelers come down the hill into the North Valleys they enjoy the view of Peavine. The Subject Property does not interfere with the view as it sits down near US 395 much lower than the base of Peavine. The master plan amendment would allow the Subject Property to serve as a “gateway” node for travelers to stop and enjoy the views of Peavine while dining, shopping, or taking advantage of other services not currently available in this area.

PSF.2.1 *New residential, commercial and industrial development applications should include a viewshed analysis depicting the implication of building height and mass on existing development as it relates to the views toward Peavine Mountain. The viewshed analysis shall enable residents to visualize and determine if their views of Peavine Mountain will be negatively impacted by proposed development.*

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Comment: There are no buildings or specific development plans being proposed at this location yet; however, the Subject Property sits well below the base of Peavine and would not impact views in the future.

North Valleys Area Plan Assessment

NV.20.1 *In order for the Washoe County Planning Commission to recommend the approval of ANY amendment to the North Valleys Area Plan, the following findings must be made:*

a. The amendment will further implement and preserve the Vision and Character Statement.

Comment: The Subject Property is well suited for commercial development. The infrastructure is in place, and this proposal would support the growth of the North Valleys area. Although the subject parcels are still zoned for rural uses, the proximity to the highway diminishes the rural character. A future commercial development would be designed to complement the character of the area.

b. The amendment conforms to all applicable policies of the North Valleys Area Plan and the Washoe County Master Plan, and the Regional Water Management Plan.

Comment: The amendments proposed are not anticipated to conflict with any policies and action programs of these planning documents. The proposed amendment would support these plans for the reasons stated above, as well as provide new commercial opportunities for a growing community that currently lacks retail, restaurants, professional offices, entertainment, and other vital services to add balance to a market dominated by housing and industrial. Infrastructure to support the change from HDR to GC is already in place or planned to be in place in the near future.

c. The amendment will not conflict with the public's health, safety or welfare.

Comment: The proposed amendment does not conflict with the public's health, safety or welfare. The subject property's front door is US 395, N. Virginia Street, and Red Rock Road interchange, typically where you would see commercial developments. The proposed amendment would not create access issues for any of the surrounding properties. A future development would provide access improvements along N. Virginia Street/US 395 and would extend Red Rock Road.

NV.20.3 *In order for the Washoe County Planning Commission to recommend the approval of any amendment involving a change of land use, the following findings must be made:*

a. A feasibility study has been conducted, commissioned and paid for by the applicant, relative to municipal water, sewer and storm water that clearly identifies the improvements likely to be required to support the intensification, and those improvements have been determined to be in substantial compliance with all applicable existing facilities and resource plans for North Valleys by the Department of Water Resources. The Department of Water Resources will establish and maintain the standards and methodologies for these feasibility studies.

Comment: A utility feasibility study is provided in Section 4 of this application packet. Existing studies and facility master plans are already underway by the City of Reno and Washoe County and have contemplated intensification of this area. The applicant will continue to work with Washoe County on infrastructure planning for the North Valleys as it progresses over the next few years.

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b. A traffic analysis has been conducted that clearly identifies the impact to the adopted level of service within the North Valleys planning area and the improvements likely to be required to maintain/achieve the adopted level of service. This finding may be waived by the Department of Public Works for projects that are determined to have minimal impacts. The Department of Public Works may request any information it deems necessary to make this determination.

Comment: A Traffic Analysis identifying improvements likely to be required for a future project is included with this application (reference section 4 of this application packet).

c. For amendments that propose new or intensified commercial land use, the scale of the intended use has been shown to be community serving in nature.

Comment: This commercial land use is intended to serve the adjacent communities in the North Valleys and Cold Springs, as well as visitors traveling along US 395. The North Valleys and Cold Springs lack commercial opportunities equivalent to the growth of the area. 71% of the RSCJP survey respondents noted that more commercial services are needed in this area. Although the survey and RSCJP are dated, based on the Market Analysis (reference section 4 of this application packet), those results still hold true today.

d. For residential land use intensifications, the potential increase in residential units will not exceed Washoe County's applicable policy growth level for the North Valleys Area Plan, as established under Goal One.

Comment: No residential units will be within this project.

e. If the proposed intensification will result in a drop below the established policy level of service for transportation (as established by the Regional Transportation Commission and Washoe County) within the North Valleys planning area, the necessary improvements required to maintain the established level of service are scheduled in either the Washoe County Capital Improvements Program or Regional Transportation Improvement Program within three years of approval of the intensification. For impacts to regional roads, the Washoe County Planning Commission, upon written request from the Regional Transportation Commission, may waive this finding.

Comment: A Traffic Analysis has been provided and has identified future improvements.

f. If roadways impacted by the proposed intensification are currently operating below adopted levels of service, the intensification will not require infrastructure improvements beyond those articulated in Washoe County and regional transportation plans AND the necessary improvements are scheduled in either the Washoe County Capital Improvements Program or Regional Transportation Improvement Program within three years of approval of the intensification.

Comment: A Traffic Analysis has been provided and has identified future improvements.

g. Washoe County will work to ensure that the long range plans of facilities providers for transportation, water resources, schools and parks reflect the policy growth level established in Policy 1.2.

Comment:

Water – TMWA is currently in the process of developing a water main along N. Virginia Street that will extend in front of the subject property to the future Stonegate development.

Schools— No residential units are proposed for this area, therefore no additional students will need to be served by Washoe County School District facilities.

Parks—No parks will be placed on these subject parcels as there will be no residential units proposed with these amendments.

h. If the proposed intensification results in existing public school facilities exceeding design capacity and compromises the Washoe County School District's ability to implement the neighborhood school philosophy for elementary facilities, then there must be a current capital improvement plan or rezoning plan in place that would enable the District to absorb the additional enrollment. The Washoe County Planning Commission, upon request of the Washoe County School Board of Trustees, may waive this finding.

Comment: No residential units are proposed for this area, therefore no additional students will need to be served by Washoe County School District facilities.

i. Any existing development in the North Valleys planning area, the Forest planning area, or the Northeast Truckee Meadows planning area which is subject to the conditions of a special use permit will not experience undue hardship in the ability to continue to comply with the conditions of the special use permit or otherwise to continue operation of its permitted activities.

Comment: No special use permit is requested by the applicant at this time.

NV.20.4 *For proposals to establish or intensify commercial land uses, a market analysis has been conducted that clearly articulates the anticipated trade area, provides convincing evidence of a need to increase the inventory of commercial land use opportunities and otherwise demonstrates the scale of the intended use to be community serving in nature:*

Comment: A market analysis is provided in Section 4 of this application packet. The master plan amendment will allow for a large land holding to provide commercial opportunities for the North Valleys and Cold Springs.

FINDINGS

Master Plan Amendment Findings

1. Consistency with Master Plan. The proposed amendment is in substantial compliance with the policies and action programs of the Master Plan.

Comment: The proposed amendment does not conflict with the policies and action programs of the Master Plan as detailed in this application.

2. Compatible Land Uses. The proposed amendment will provide for land uses compatible with (existing or planned) adjacent land uses, and will not adversely impact the public health, safety or welfare.

Comment: The MPA requested would be compatible with adjacent land uses and would not impact public health, safety, or welfare. The subject property has direct access to US 395, N. Virginia Street, and Red Rock Road interchange that would facilitate a commercial development without impacting any surrounding properties. There are already commercial uses to the north of US 395 along Red Rock Road, and the Zoo which is only 200 feet from the subject property on N. Virginia Street. The subject property is primarily surrounded by vacant land, and a future development project would be required to provide buffering to the 7 adjacent existing large lot residences per the Washoe County development code.

3. Response to Change Conditions. The proposed amendment responds to changed conditions or further studies that have occurred since the plan was adopted by the Board of County Commissioners, and the requested amendment represents a more desirable utilization of land.

Comment: This proposal supports growth within the Reno-Stead Corridor. During the development of the Reno-Stead Corridor Joint Plan (RSCJP), a community survey was completed and noted that 71% of the respondents favored more commercial uses, particularly professional services/office parks, medical/dental, restaurants, and hardware/lumber stores. The Market Analysis in Section 4 of this application packet validates the community survey. Results of the Market Analysis show that more commercial services are needed for this area. The proposed amendment to create commercial represents a more desirable use of the land.

4. Availability of Facilities. There are or are planned to be adequate transportation, recreation, utility, and other facilities to accommodate the uses and densities permitted by the proposed Master Plan designation.

Comment: Municipal sewer is located $\pm 1,050$ feet north of the subject property at the Silver Lake Road/Red Rock Road intersection. Washoe County and the City of Reno are in the process of facility plans to create additional capacity for future development. Water will be available in N. Virginia Street adjacent to the subject property in the near future through TMWA's project currently underway. If this proposal is approved the applicant will facilitate development of these services for any future projects.

5. Desired Pattern of Growth. The proposed amendment will promote the desired pattern for the orderly physical growth of the County and guides development of the County based on the projected population growth with the least amount of natural resource impairment and the efficient expenditure of funds for public services.

Comment: The property is located in an area that has been growing in an orderly manner. Residential, non-residential and employment generating development has recently occurred in the Stead/Red Rock Road corridor, north and south of U.S. 395. In addition, TMWA is currently preparing to extend a water main from its current terminus to its system on N. Virginia Street, and eventually extend the N. Virginia Street line into Cold Springs in front of the Project Area. Facility plans for waste water are currently underway. RTC also has anticipated orderly growth and expansion of roadways in the North Valleys over the next 5-20 years to serve future growth and development in this area. The North Valleys are projected to continue growing, and this master plan amendment is needed to be proactive to meet the North Valley's needs.

6. Effect on a Military Installation. The proposed amendment will not affect the location, purpose and mission of the military installation.

Comment: Not applicable.

Regulatory Zoning Amendment Findings

1. The proposed amendment is in substantial compliance with the policies and action programs of the Master Plan and the Regulatory Zone Map.

Comment: The proposed amendment is in compliance with the policies and action programs of the Master Plan and Regulatory Zone Map as detailed in this application.

2. The proposed amendment will provide for land uses compatible with (existing or planned) adjacent land uses, and will not adversely impact public health, safety, or welfare.

Comment: The proposed change in regulatory zone is compatible with surrounding land uses. To the north the property fronts on US 395, N. Virginia Street, and Red Rock Road all of which are large regional roadway facilities and provide direct access to the site ideal for commercial development. There is a single residential unit to the north of the subject property that has historically been used as a commercial building. To the south is a large vacant parcel owned by the applicant. To the west is primarily vacant land with the exception of three existing large lot residences, which would be buffered per Washoe County Development Code with any future development project. To the east are three existing large lot residences that would also be buffered by a future development project as required by Washoe County Development Code. It should also be noted that the Sierra Safari Zoo, a commercial use surrounded by large lot residences, is located 200 feet east of the subject property on N. Virginia Street.

Given the subject property's proximity to US 395 and major interchange with Red Rock Road, and frontage on N. Virginia Street with existing commercial uses, the property is ideal for commercial development and would not adversely impact public health, safety or welfare.

3. The proposed amendment responds to changed conditions or further studies that have occurred since the plan was adopted by the Board of County Commissioners, and the requested amendment represents a more desirable utilization of land.

Comment: The proposed amendment supports growth within the North Valleys and Reno Stead Corridor, as well as supports a broader region including Cold Springs. North Valleys has predominately developed with a mix of housing and industrial and lacks commercial opportunities. Given that the US 395, N. Virginia Street, Red Rock Road interchange is the front door of the subject property, this location is ideal for a commercial development that can support a mix of commercial uses to serve a broad region.

Recent regional housing studies completed by TMRPA show that 2.5 to 5 acre parcels are not desirable to meet the housing needs of the region or the North Valleys. These large parcels are not affordable or attainable, which is why they continue to sit vacant. Changing the land use to General Commercial provides the North Valleys and Cold Springs with commercial and new employment opportunities that are needed now and as the community continues to grow. There are not many opportunities in the North Valleys that compare to those that can be accomplished by the subject property. The subject property offers great access to the regional road network and utilities nearby, and can serve the residents with improved retail, dining, entertainment, professional office, medical, and other commercial uses to support their community. The proposed change in zoning helps balance the current housing and industrial growth, and creates future opportunities for the North Valleys and Cold Springs residents to not have to drive to find commercial services.

Red Rock Commercial Center
Request for Master Plan and Regulatory Zoning Amendment
Project Description

- 4. There are or are planned to be adequate transportation, recreation, utility, and other facilities to accommodate the uses and densities permitted by the proposed amendment.**

Comment: The transportation network to serve a future commercial development on the subject property is more than adequate with direct access to US 395, N. Virginia Street, and Red Rock Road. A traffic analysis is provided in section 4 of this application packet outlining improvements that would be made with a future project. Utilities are located nearby the subject property with TMWA underway with design on a new water main in N. Virginia Street. Sewer is located down Red Rock Road at Silver Lake Road, and the City of Reno and Washoe County are currently underway on facility planning in the North Valleys. The change from HDR to GC would be supported by current and planned infrastructure.

- 5. The proposed amendment will not adversely affect the implementation of the policies and action programs of the Washoe County Master Plan.**

Comment: The proposed amendment will not impact the implementation of the policies and action programs of the Washoe County Master Plan for the reasons detailed in this application. In fact, the proposed amendment will help implement the policies and action programs of the Master Plan by providing new commercial and employment opportunities for the growing North Valleys and Cold Springs area. The subject property is ideal for commercial property with direct access to US 395, N. Virginia Street, and Red Rock Road.

- 6. The proposed amendment will promote the desired pattern for orderly physical growth of the County and guides development of the County based on the projected population growth with the least amount of natural resource impairment and the efficient expenditure of funds for public services.**

Comment: The proposed amendment supports orderly growth and provides an opportunity to support the population growth expected to continue in the North Valleys and Cold Springs areas. The proposed commercial will balance the dominant housing and industrial developments occurring helping to sustain the growth of the community over the next 20 years. The subject property is an ideal location for commercial development and would allow for the efficient expenditure of funds for public services given the proximity and direct access to major roadways, and infrastructure. There are no natural resources on the subject property.

- 7. The proposed amendment will not affect the location, purpose and mission of the military installation.**

Comment: Not applicable.

Section 3



U.S.
Forest
Service

Project Site

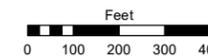
U.S.
Forest
Service



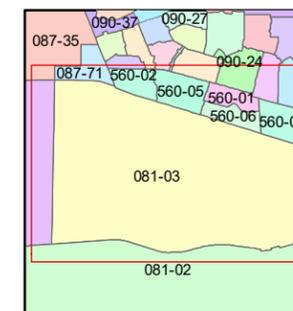
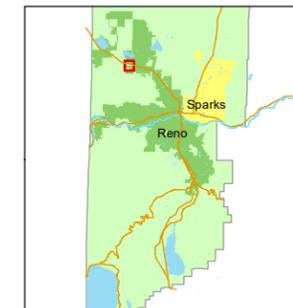
Vicinity Map

Washoe County Master Plan and Zoning Map Amendments
May 2019

WOOD RODGERS
BUILDING RELATIONSHIPS ONE PROJECT AT A TIME
1361 Corporate Boulevard
Reno, NV 89502
Tel: 775.823.4088
Fax: 775.823.4086



1 inch = 400 feet



created by: CFB 09/22/2009

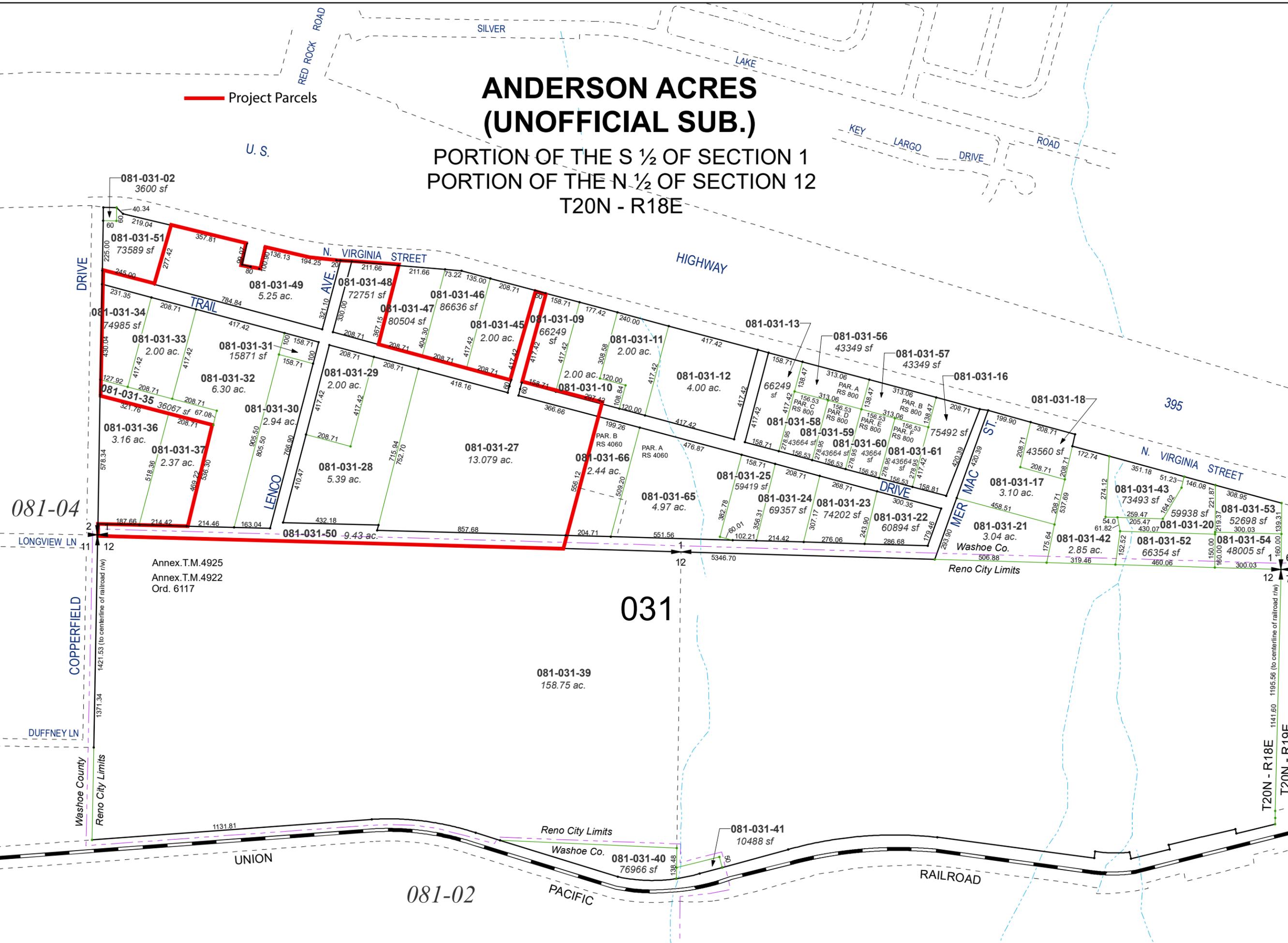
last updated: EMG 3/30/15 KSB 9/01/15

area previously shown on map(s)

NOTE: This map was prepared for the use of the Washoe County Assessor for assessment and illustrative purposes only. It does not represent a survey of the premises. No liability is assumed as to the sufficiency or accuracy of the data delineated hereon.

ANDERSON ACRES (UNOFFICIAL SUB.)

PORTION OF THE S 1/2 OF SECTION 1 PORTION OF THE N 1/2 OF SECTION 12 T20N - R18E



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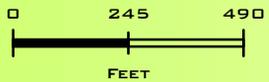
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Annex.T.M.4925
Annex.T.M.4922
Ord. 6117

NOTE: This map was prepared for the use of the Washoe County Assessor for assessment and illustrative purposes only. It does not represent a survey of the premises. No liability is assumed as to the sufficiency or accuracy of the data delineated hereon.

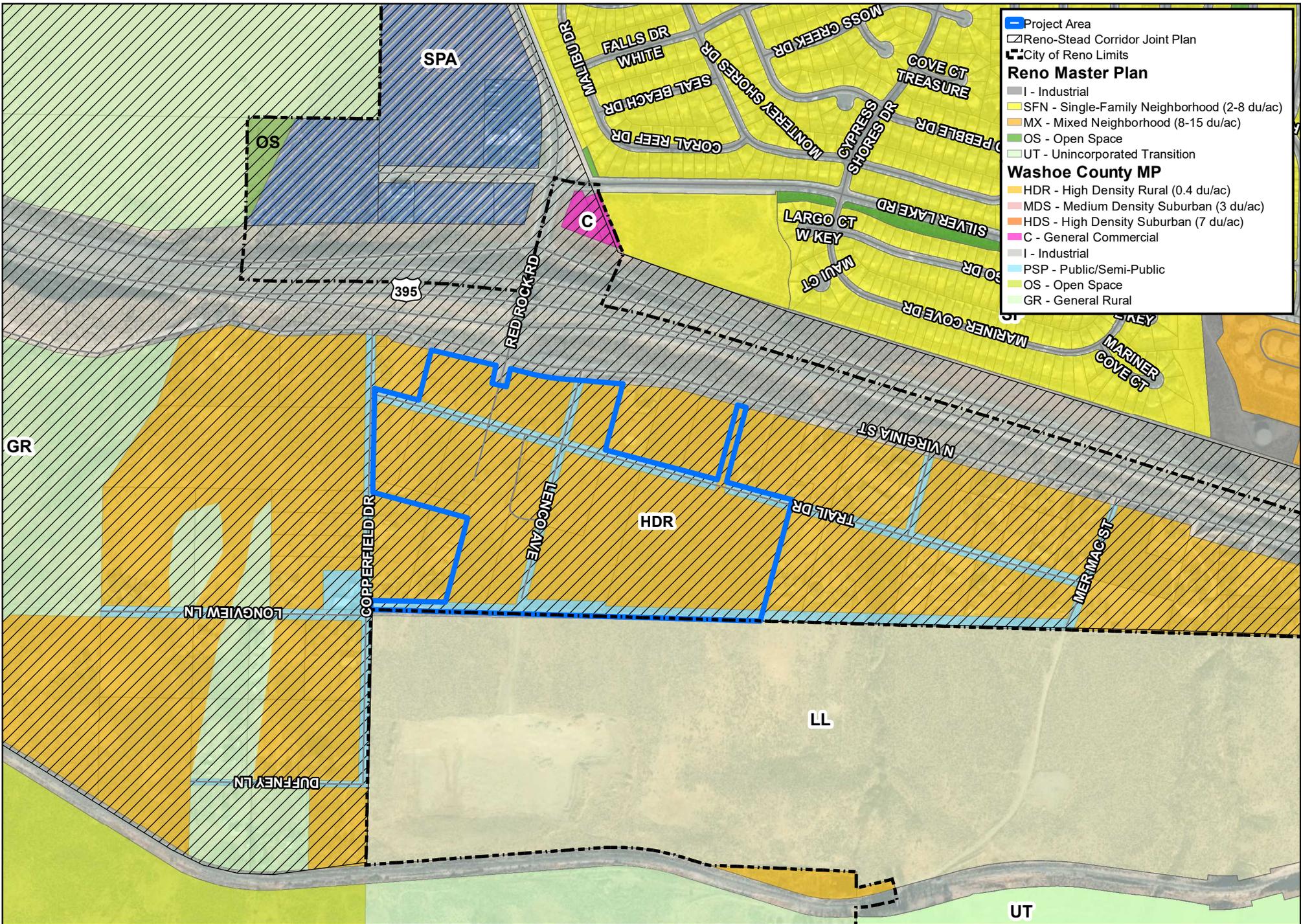


 Project Area
 City of Reno Limits



Aerial Map
Washoe County Master Plan and Zoning Map Amendments
May 2019


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Reno, NV 89502 Fax: 775.823.4066



Project Area

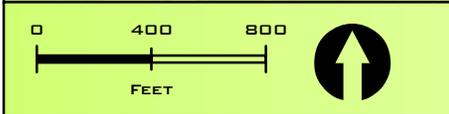
- Project Area
- Reno-Stead Corridor Joint Plan
- City of Reno Limits

Reno Master Plan

- I - Industrial
- SFN - Single-Family Neighborhood (2-8 du/ac)
- MX - Mixed Neighborhood (8-15 du/ac)
- OS - Open Space
- UT - Unincorporated Transition

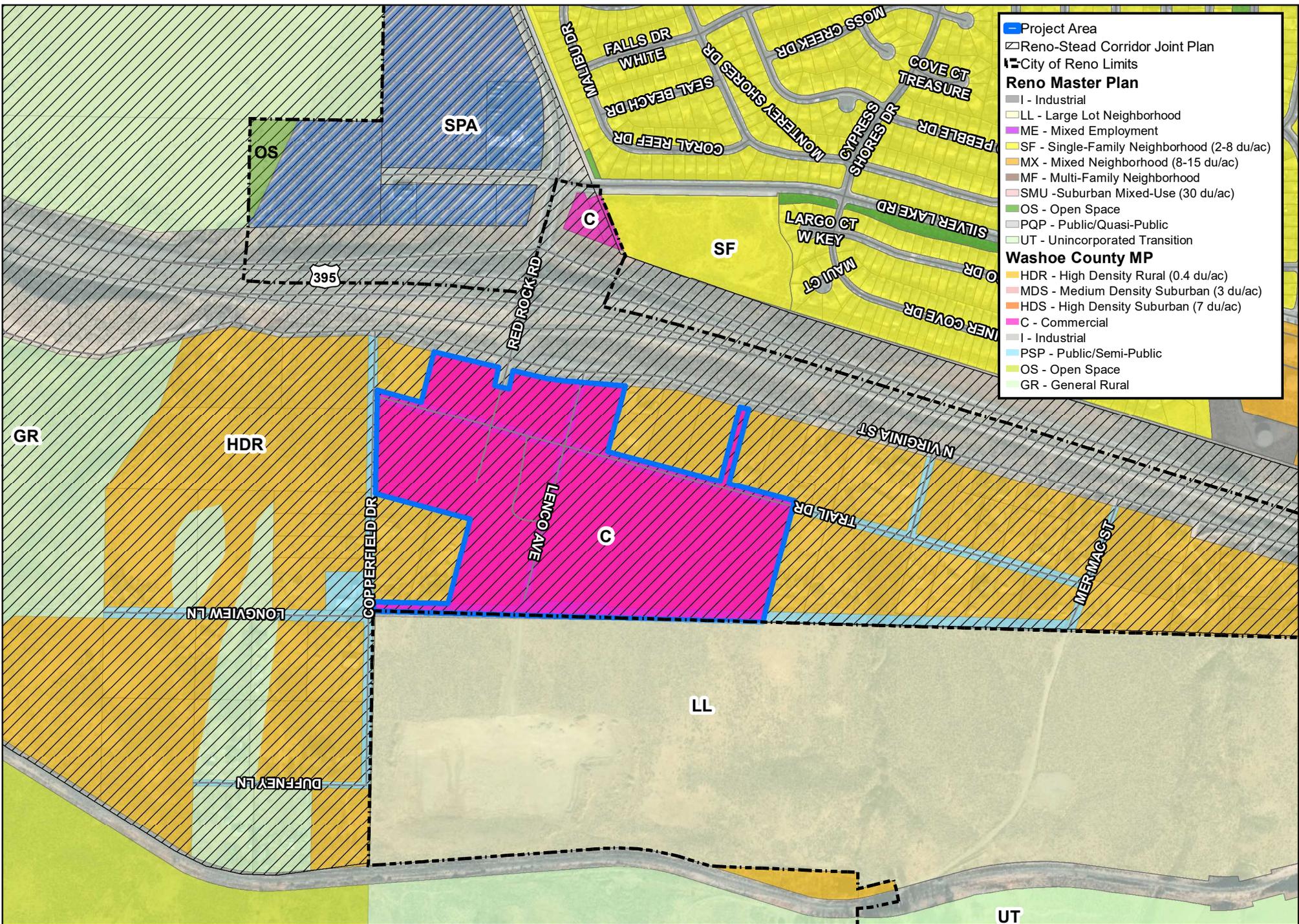
Washoe County MP

- HDR - High Density Rural (0.4 du/ac)
- MDS - Medium Density Suburban (3 du/ac)
- HDS - High Density Suburban (7 du/ac)
- I - Industrial
- PSP - Public/Semi-Public
- OS - Open Space
- GR - General Rural



Existing Master Plan
 Washoe County Master Plan and Zoning Map Amendments
 July 2019

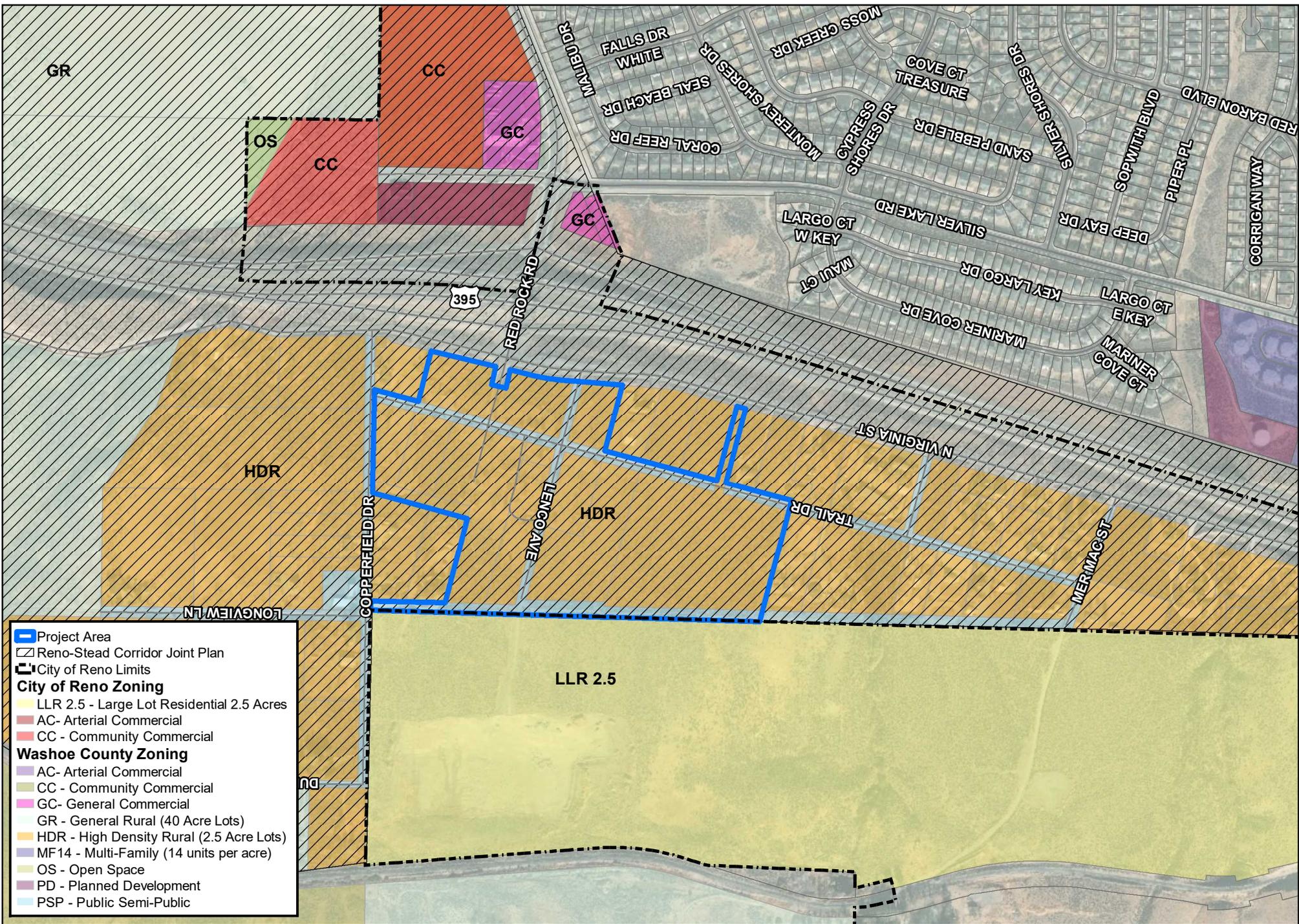
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 Tel: 775.823.4068 Fax: 775.823.4066



Proposed Master Plan

Washoe County Master Plan and Zoning Map Amendments

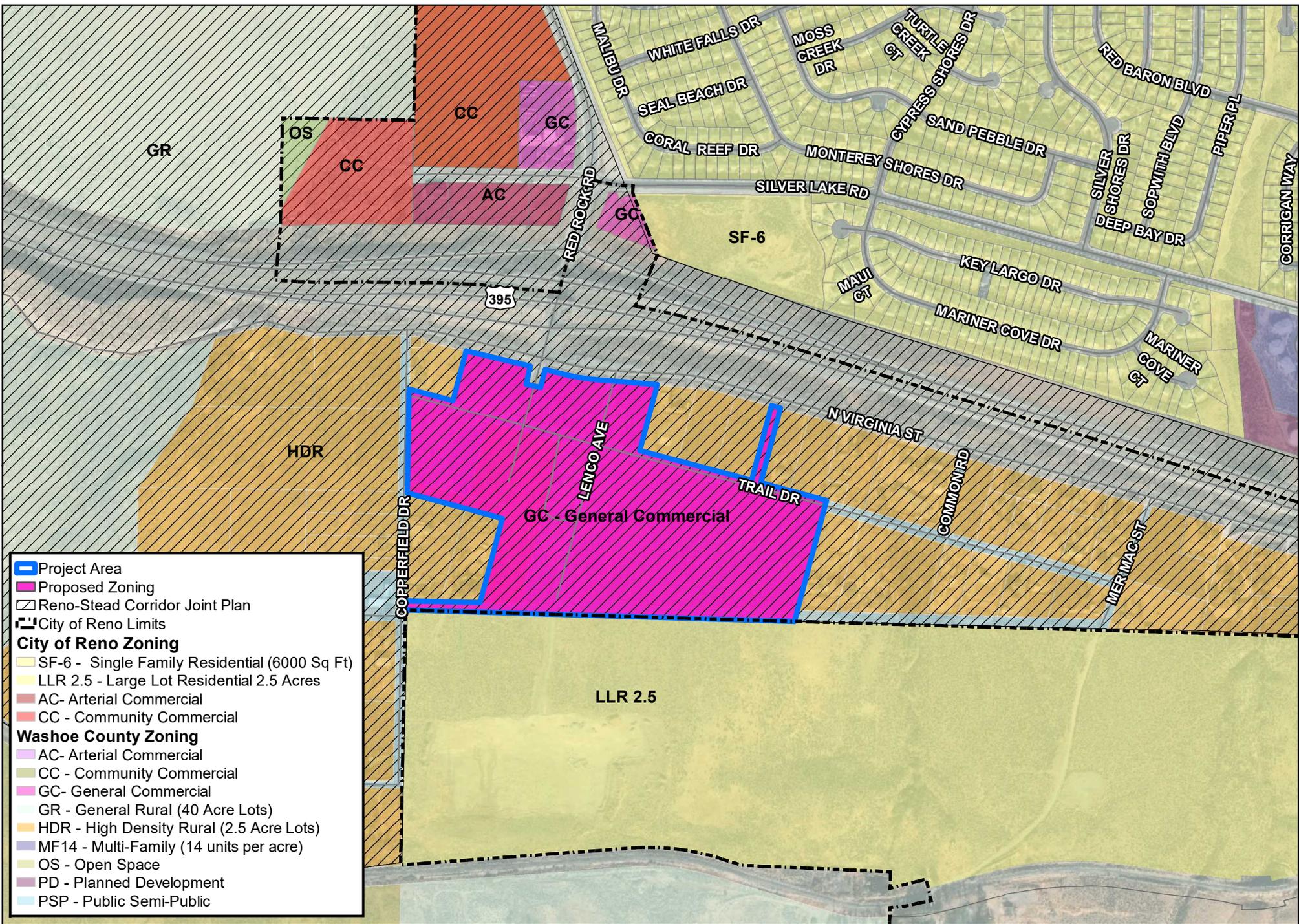
July 2019



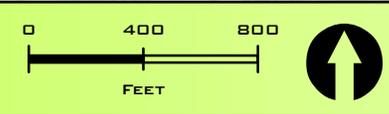
Existing Zoning

Washoe County Master Plan and Zoning Map Amendments

July 2019

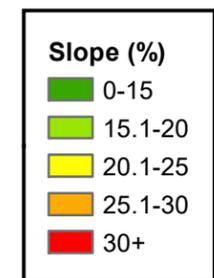
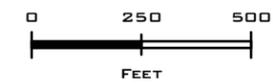


- Project Area
- Proposed Zoning
- Reno-Stead Corridor Joint Plan
- City of Reno Limits
- City of Reno Zoning**
- SF-6 - Single Family Residential (6000 Sq Ft)
- LLR 2.5 - Large Lot Residential 2.5 Acres
- AC- Arterial Commercial
- CC - Community Commercial
- Washoe County Zoning**
- AC- Arterial Commercial
- CC - Community Commercial
- GC- General Commercial
- GR - General Rural (40 Acre Lots)
- HDR - High Density Rural (2.5 Acre Lots)
- MF14 - Multi-Family (14 units per acre)
- OS - Open Space
- PD - Planned Development
- PSP - Public Semi-Public



Proposed Zoning
 Washoe County Master Plan and Zoning Map Amendments
 July 2019

SLOPE MAP
 RED ROCK COMMERCIAL
 RENO, NV
 MAY 2019



Slope (%)	Area (ac.)	% of Total
0-15	591.9	80
10.1+	57.9	7.8
20.1-25	31.1	4.2
25.1-30	18.3	2.5
30+	40.4	5.5
TOTAL	739.6	100

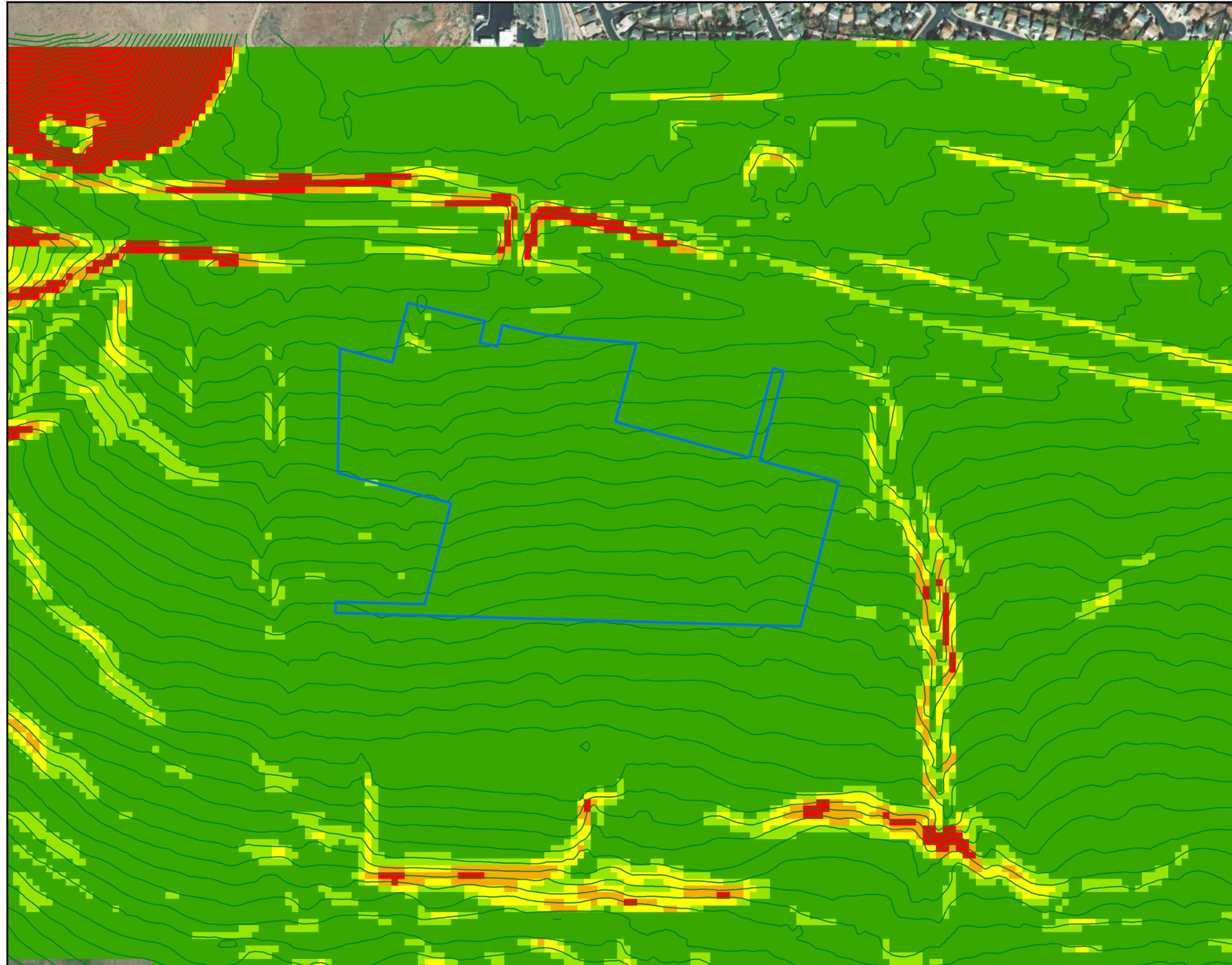


Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

PRELIMINARY



WOOD RODGERS



Section 4



May 10, 2019

Derek Kirkland
Wood Rodgers, Inc.
1361 Corporate Boulevard
Reno, NV 89502

Traffic Evaluation for Echeverria Commercial

Dear Mr. Kirkland,

This letter provides trip generation estimates, a generalized impact assessment, and recommendations for the Echeverria Commercial project located south of the Red Rock Road/US 395 interchange between North Virginia Street and Copperfield Drive in Washoe County, NV (**Figure 1**). The proposed master plan land uses are shown in **Figure 2**.

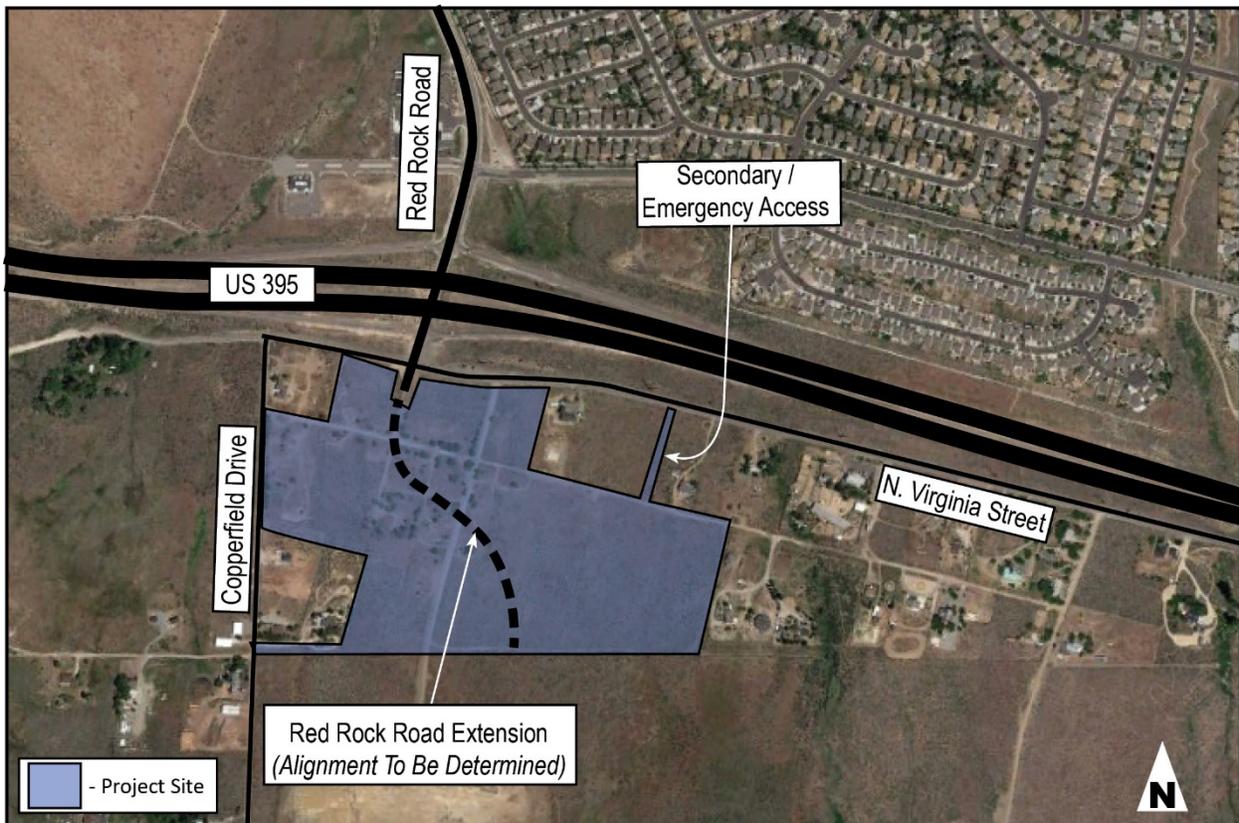


Figure 1. Project Site Location

Land Use Quantities

The land use quantities utilized in this analysis represent an estimated intensity of development for the project site based on the proposed zoning and development potential considering topography. A 0.2 Floor to Area Ratio (FAR) was used in this analysis. Land use quantities and types will be refined prior to conducting a full Traffic Impact Analysis for a specific project. The land use quantities used for this analysis are:

- ▶ Shopping Center (820) – 213,000 Square Feet
- ▶ General Office Building (710) – 213,000 Square Feet

Trip Generation

Trip generation rates for this analysis were obtained from the Institute of Transportation Engineers' (ITE) *Trip Generation Manual, 10th Edition*.

Table 1, shows the Daily, AM peak hour, and PM peak hour trip generation details.

Table 1. Trip Generation Estimate

Land Use (ITE Code)	Size	Daily	AM Peak			PM Peak		
			Total	In	Out	Total	In	Out
Shopping Center (820)	213,000 Sq. Feet	10,054	258	160	98	950	456	494
General Office Building (710)	213,000 Sq. Feet	2,210	227	195	32	233	37	196
	<i>Total:</i>	12,264	485	355	130	1,183	493	690

Source: Headway Transportation, LLC (2019)

The project is anticipated to generate approximately 12,264 Daily, 485 AM peak hour, and 1,183 PM peak hour trips. The commercial uses would primarily serve adjacent/local residential uses, therefore the majority of these trips would remain in the North Valleys area rather than travelling to and from the Reno/Sparks urban core.

Project Access

The project site has good access to US 395 and North Virginia Street via Red Rock Road. Red Rock Road will be extended through the project site as the primary access; the alignment for this extension will be determined with a project proposal. The North Virginia Street and Red Rock Road intersection is currently a full access intersection and is proposed to remain as such. A secondary/emergency access onto North Virginia Street is planned at the eastern side of the project, as shown in **Figure 1**. This secondary project access would also provide full access (all movements) at N. Virginia Street.



Trip Distribution and Assignment

Traffic generated by the proposed land use will be distributed to the transportation network based on the location of the project in relation to major activity centers, location of access points, closest connection to the US 395 freeway (Red Rock Road interchange) and other local roadway connections. The following trip distribution percentages can be estimated based on existing and planned complimentary residential development:

- ▶ 70% to US 395 south/east of Red Rock Road
- ▶ 10% to N. Virginia Street south/east of project site
- ▶ 10% to US 395 north/west of Red Rock Road
- ▶ 10% to Red Rock Road north of US 395

Existing Roadway Conditions

The major intersections listed below will need to serve the vast majority of project traffic:

- ▶ Red Rock Road / N. Virginia Street
- ▶ Red Rock Road / Southbound US 395 Ramps
- ▶ Red Rock Road / Northbound US 395 Ramps

Level of Service calculations based on available turning movement count data for each existing intersection (excluding N. Virginia St/Secondary Project Access) are shown below in **Table 2**.

Table 2. Existing Intersection Level of Service

Intersection	AM		PM	
	LOS	Avg. Delay (sec/veh)	LOS	Avg. Delay (sec/veh)
Red Rock Rd / N. Virginia Street*	B	10.9	A	9.7
Red Rock Rd / Northbound US 395 Ramps**	B	13.1	B	14.9
Red Rock Rd / Southbound US 395 Ramps**	F	>100	F	67.5
<i>*Based on 2016 data (Headway Transportation, LLC) **Based on data from Echeverria Silver Lake Property Traffic Impact Study</i>				

As shown in **Table 2**, the Red Rock Rd / Southbound US 395 Ramp intersection currently does not meet Level of Service policy¹. Specifically, the off-ramp STOP-controlled approach experiences significant delay during peak hours due to the heavy southbound left-turn volumes entering the US 395 southbound on-ramp. The Red Rock Rd / N. Virginia Street and Red Rock Rd / Northbound US 395 Ramps intersections operate within the current Level of Service policy.

¹ RTC Washoe 2040 Regional Transportation Plan



Existing Plus Project Conditions

The distribution of project generated trips adds the following estimated Average Daily Traffic (ADT) to each of the roadways below:

- ▶ US 395 south/east of Red Rock Road – 8,584 ADT
- ▶ N. Virginia Street south/east of project site – 1,226 ADT
- ▶ US 395 north/west of Red Rock Road – 1,226 ADT
- ▶ Red Rock Road north of US 395 – 1,226 ADT

Project generated trips will have impacts on the Red Rock Rd / US 395 Southbound Ramps intersection with the potential to add an approximate 483 right-turns onto the US 395 southbound on-ramp during the PM peak hour (**Figure 3**). The Red Rock Rd / US 395 Northbound Ramps intersection will be impacted with an approximate 345 left-turns onto Red Rock Rd from the US 395 northbound off-ramp during the PM peak hour. The Red Rock Rd / N. Virginia Street intersection side-street approaches will incur additional delay due to higher through volumes on Red Rock Road.

Anticipated Level of Improvements/Mitigations

Based on this preliminary analysis, the following intersection improvements are likely be necessary to maintain acceptable traffic operations and will be further evaluated as part of a formal Traffic Impact Analysis for a specific project:

- ▶ Red Rock Road / US 395 Northbound Ramps: Upgrade to a traffic signal or roundabout and add turn-lanes
- ▶ Red Rock Road / US 395 Southbound Ramps: Upgrade to a traffic signal or roundabout and add turn-lanes
- ▶ Red Rock Road / N. Virginia Street: Potentially upgrade to a traffic signal or roundabout and add turn-lanes. Revise intersection controls and lane configurations
- ▶ N. Virginia Street / Secondary Project Access: Minor intersection improvements

This level of improvements is anticipated to provide acceptable traffic operations with the project added traffic.

RECOMMENDATIONS

Based on the estimated project generated trips, a formal Traffic Impact Analysis will need to be conducted for a specific project proposal. That study will further evaluate impacts based on refined land use quantities and identify appropriate mitigations for addressing project impacts to the transportation network.



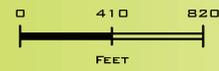
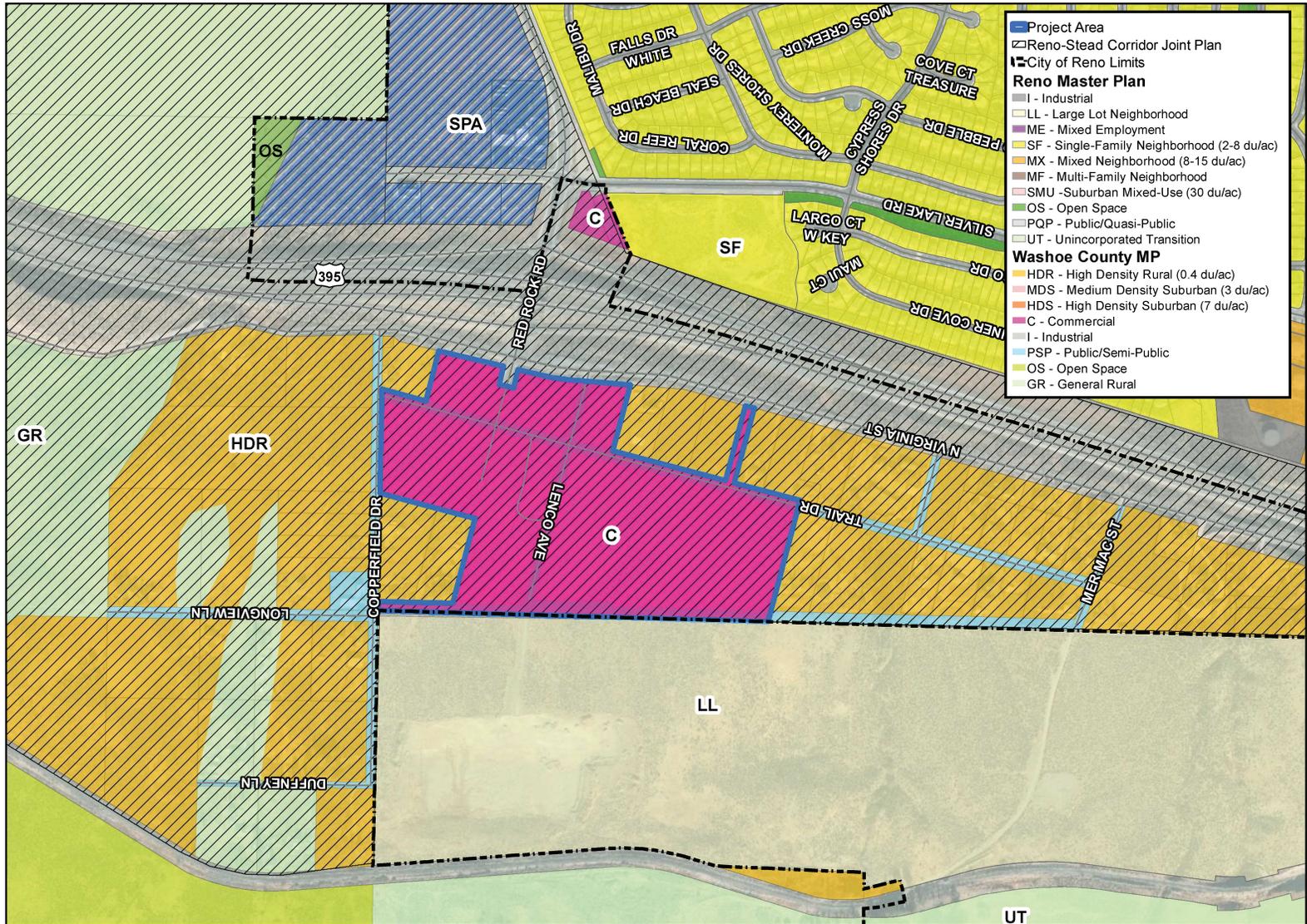
Sincerely,
HEADWAY TRANSPORTATION, LLC



Loren E. Chilson, PE
Principal

Attachments: Figure 2 – Site Plan
Figure 3 – Project Generated Traffic





Proposed Master Plan

Washoe County Master Plan and Zoning Map Amendments
July 2019

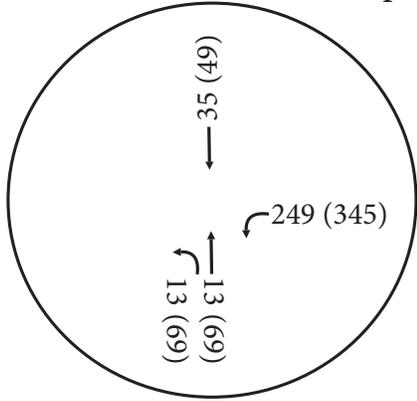
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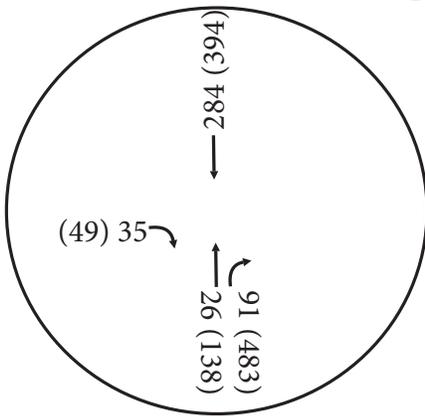
NO SCALE

Figure 2

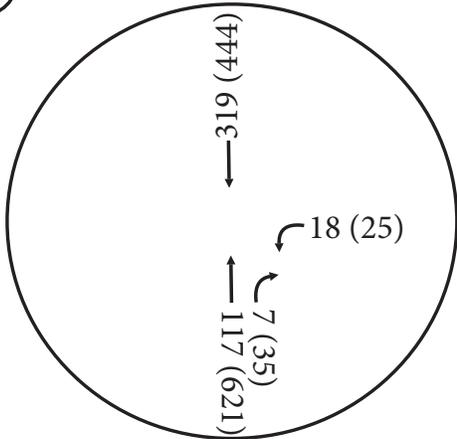
1 Red Rock Rd / US 395 Northbound Ramps



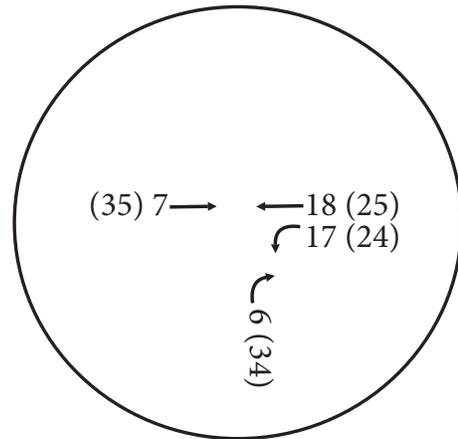
2 Red Rock Rd / US 395 Southbound Ramps



3 Red Rock Rd / N. Virginia St



4 N. Virginia St / Secondary Access





WELLS BARNETT ASSOCIATES, LLC

Land Use Planning + Economics

September 10, 2019

MEMORANDUM

TO: Derek Kirkland, *Wood Rodgers*

FROM: Jesse W. Walker, *Wells Barnett Associates, LLC*

RE: Market Analysis for the Red Rock Commercial Center in Washoe County, Nevada

This memorandum is intended to serve as a report on key research and conclusions derived as part of a Market Analysis that Wells Barnett Associates (WBA) has prepared on the proposed Red Rock Commercial Center in unincorporated Washoe County, Nevada. This commercial study is required in order to satisfy Policy NV.20.A of the North Valleys Area Plan, which states:

For proposals to establish or intensify commercial land uses, a market analysis has been conducted that clearly articulates the anticipated trade area, provides convincing evidence of a need to increase the inventory of commercial land use opportunities, and otherwise demonstrates the scale of the intended use to be community serving in nature.

This Market Analysis satisfies Policy NV.20.A by analyzing site conditions, defining the market area for commercial development, comparing the demand for retail space from household spending to the supply retail shopping centers, and assessing the impact of potential new business/ professional office space.

This memorandum includes the following components:

- **Summary of Results**
- **Project Description**
- **Shopping Center Types**
- **Market Area Definition**
- **Market Area Characteristics**
- **Market Area Retail Supply**
- **Market Area Retail Spending Dynamics**
- **Impact of Planned/ Proposed Development**
- **Business/ Professional Office Development**
- **Conclusions and Next Steps**
- **Appendix A: Detailed Supporting Information**

Summary of Results

- **Finding 1:** Based on the anticipated size, location, and site attributes of the property, the proposed Project is likely to be constructed as a “Community Shopping Center,” as defined by the Urban Land Institute.¹ These types of centers typically comprise between 100,000 and 400,000 square feet of building space and have a Market Area consisting of a 3 to 5-mile radius.
- **Finding 2:** Based on the amount of consumer spending from households in the Market Area and the quantity of available retail space, a sizable retail sales “gap” currently exists. Based on this retail sales gap, there is more than sufficient demand to support the proposed Project.
- **Finding 3:** As the area continues to grow with future residential development, consumer spending will also grow and the position for retail development in the Market Area will be further strengthened. In addition, existing and planned commercial development within the Market Area adds spending from employees which add still more demand for retail development.
- **Finding 4:** The Business/ Professional Office space included within the Project will add more employment-generating uses and services that are not currently abundant in the North Valleys, which will complement and serve the existing and future residential development.

Project Description

The proposed Project is located in unincorporated Washoe County near the boundary of the City of Reno, at the intersection of North Virginia Street and Red Rock Road, as shown in **Map 1** in **Appendix A**. The Project is located in the North Valleys Area Plan (NVAP), a fast-growing area of the Region with a substantial amount of developable land that is planned for future growth.

The Project site itself is comprised of approximately 48.9 acres and is surrounded primarily by undeveloped properties. It benefits from excellent access and visibility from U.S. Highway 395 and is also close to several growing residential neighborhoods, making it a prime location for new commercial development.

Table 1 below shows the estimated quantity of commercial development that is anticipated to occur at the site, as provided by Wood Rodgers. As shown, it is expected that the site will be developed at approximately 50% Commercial (aka “retail”) space while the remaining 50% will be Business/ Professional Office space. Using a typical Floor-Area-Ratio of 20%, the building space in each category would total approximately 213,000 square feet.

¹ It should be noted that Washoe County has its own definitions for shopping centers, and centers over 150,000 square feet of Gross Leasable Area (GLA) are typically considered a “Regional Center” by the County’s definition.

Table 1 Conceptual Land Use Breakdown for the Proposed Project		
Category	Acres	Building Sq. Ft. [1]
Commercial	24.5	213,000
Business/ Professional Offices	24.5	213,000
Total	48.9	426,000
Sources: Wood Rodgers		

[1] Assumes a 20% Floor-Area-Ratio for each category of development.

Shopping Center Types

Retail development in the U.S. is characterized by several major categories, which vary by size, level of amenities, target customers, etc. Most major shopping centers can be classified into one of four major types which vary by size and market area, as defined by the Urban Land Institute (ULI). These four types of centers are known as Neighborhood, Community, Regional, and Super-Regional, and key information for each is shown in **Table 2** below. As shown, these centers range from smaller neighborhood-serving centers which typically comprise 100,000 square feet or less, to region-serving centers which can be as large as 2,000,000 square feet or more.

Table 2 Typical Guidelines for Retail Market Areas					
Shopping Center Type	Typical Anchor Tenants	Typical GLA	General Range in GLA	Typical Min. Site Area	Typical Market Area Radius
Neighborhood	Supermarket, drugstore, discounter	60,000	30,000 - 100,000 sqft	3 - 10 acres	1 - 3 miles
Community	Supermarket, drugstore, discount department store, mixed apparel	180,000	100,000 - 400,000 sqft	10 - 30 acres	3 - 5 miles
Regional	One or two full-line department stores	600,000	300,000 - 900,000 sqft	10 - 60 acres	8 miles
Super Regional	Three or more full-line department stores	1,000,000	600,000 - 2,000,000 sqft	15 - 100+ acres	12 miles
Sources: The Urban Land Institute Retail Development Handbook.					

Market Area Definition

WBA has established a Market Area for the Project that defines the area from which the majority of the shopping center's customers will originate. Given the size of the proposed development, it is likely to be constructed as a "Community" Shopping Center per ULI (see **Table 2**).² These types of centers typically exist on parcels that are 10 to 30 acres in size, range from 100,000 to 400,000 square feet of building area, and draw from a customer base from within a 3- to 5-mile radius.

Based on these factors, a Market Area has been established for the Project which is shown in **Map 1**. This area is essentially a modified 5-mile radius, northeast of Highway 395, and includes the entire North Valleys Area Plan as well as other areas of the Reno-Stead Corridor Joint Plan of the City of Reno and Washoe County.

Market Area Characteristics

The Market Area is comprised of a population of approximately 51,700 residents among 17,200 households, with an average household income of \$64,500, as shown in **Table 3** below. In addition to residential development, the Market Area is also a large employment center in the region, containing approximately 7,600 jobs. There is a significant amount of industrial development in this area, and major employers include the Reno-Stead Airport, UPS, Sherwin-Williams, Marmot, Amazon, JCPenney, and several warehouse/ distribution centers that service the region's robust logistics sector.

² As noted previously, Washoe County has its own definitions for shopping centers, and centers over 150,000 square feet of Gross Leasable Area (GLA) would typically be considered a "Regional Center" by the County's definition.

Table 3 Demographic Characteristics of Market Area	
Item	Value
Households	17,245
Population	51,653
Average Persons per Household	3.00
Average Annual Household Income	\$64,515
Jobs	7,567
Sources: ESRI and WBA	

Market Area Retail Supply

There is a modest amount of existing retail development within the defined Market Area to serve the residents and employees of the area. The most prominent concentration of retail space is located north of Highway 395 along Lemmon Drive. At this location, there are 3 major shopping centers which include a Walmart, Smith’s, Big Lots, Grocery Outlet, and various smaller in-line tenants. There is also another neighborhood-serving shopping center anchored by a Raleys supermarket on Golden Valley Road, and some smaller retail strip centers interspersed throughout the market area. **Table A-1** summarizes the existing retail space within the Market Area, and each major project is shown in **Map 1** in **Appendix A**. As shown, there is currently slightly more than 500,000 square feet of total retail space in the Market Area.

Market Area Retail Spending Dynamics

WBA has measured the amount of retail spending that is generated from households who reside within the Market Area using ESRI, a third-party data provider. According to ESRI, the Market Area currently generates approximately \$528.7 million in annual retail spending from Market Area households. ESRI also provides an estimate of the amount of retail sales that occur within the Market Area each year, which is estimated at approximately \$282.8 million. This leaves a retail spending “gap” of approximately \$245.9 million, as shown in **Table 4**. To place this into perspective in terms of supportable commercial space, WBA

has used a “typical” sales-per-square-foot factor of \$325, equating to a total supportable retail space of approximately 750,000 square feet.³

Table 4 Existing Retail Supply/ Demand in Market Area	
Item	Value
Household Retail Spending (Demand)	\$528,692,488
Retail Sales (Supply)	\$282,804,285
Net Retail "Gap"	\$245,888,203
Assumed Annual Retail Sales/ Sq. Ft.	\$325
Potential Supportable Retail Sq. Ft.	756,579
Sources: ESRI and WBA	

Impact of Planned/ Proposed Development

There is a significant amount of development planned for the Market Area boundary which will add a considerable amount of consumer spending and increase the demand for retail development. WBA has identified approximately 15,200 residential units of planned development within the Market Area, which includes major developments including Prado Ranch, Evans Ranch, Stonegate, and others. These projects are show in **Map 1** and **Table A-2** in **Appendix A**. It is acknowledged that all of these projects may not ultimately materialize; however, on the other hand, new projects may be proposed in the future which will add to the amount of planned development.

Once constructed, these new residential units will add considerable spending power to the Market Area to support future retail development. Assuming that future households will spend this same amount per year (on average) as existing households in the Market Area, the estimated 15,200 new residential units will contribute an additional \$465 million in future residential spending per year. This spending will further bolster the quantity of supportable retail development in the Market Area as it builds out over time, as shown in **Table 5**.

³ Retail sales-per-square foot factors can vary significantly based on the type, location, and character of retail, but \$325 per square foot is a commonly-accepted average for general retail planning purpose, and reflects the current national average according to CoStar.

Table 5	
Potential Retail Demand from Future Households in the Market Area	
Item	Value
Existing Household Retail Spending	\$528,692,488
Existing Households	17,245
Average Retail Spending per Household	\$30,658
Estimated Future New Households [1]	15,199
Total Retail Spending from Future Households	\$465,966,780
Sources: Washoe County, City of Reno, Loopnet, and WBA	

[1] Preliminary estimate based on a review of planned and proposed projects in the North Valleys, in both the City of Reno and unincorporated Washoe County.

Business/ Professional Office Development

As shown in **Table 1** on Page 3 of this memorandum, the Project is anticipated to add approximately 213,000 square feet of professional office space in addition to the commercial shopping center “retail” development. Based on a review of commercial building listings from Loopnet, as well as other sources, the North Valleys is under-served with office space, and no “true” office buildings exist in the North Valleys area (although some office space has been built out within industrial properties).

Given that the North Valleys is a large population and employment center (with the employment being located primarily in industrial buildings), some local-serving office would likely be well-received by the marketplace, especially local-serving space such as doctors’ offices, dentists, real estate brokers, insurance brokers, etc.

Conclusions and Next Steps

As described previously in this memorandum, the Project is anticipated to draw from the spending from Market Area households and can be supported in the current marketplace. Furthermore, as the area continues to build out with additional residential development, the outlook for retail development will be further strengthened.

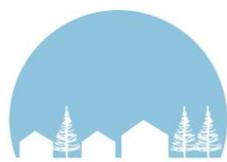
Upon review of this memorandum, please contact me to discuss any comments, questions, and/ or next steps. I may be reached at (530) 318-0877, or jesse@wbaplanning.com.

Appendix A: Detailed Technical Information

Prepared for

Red Rock Commercial Center

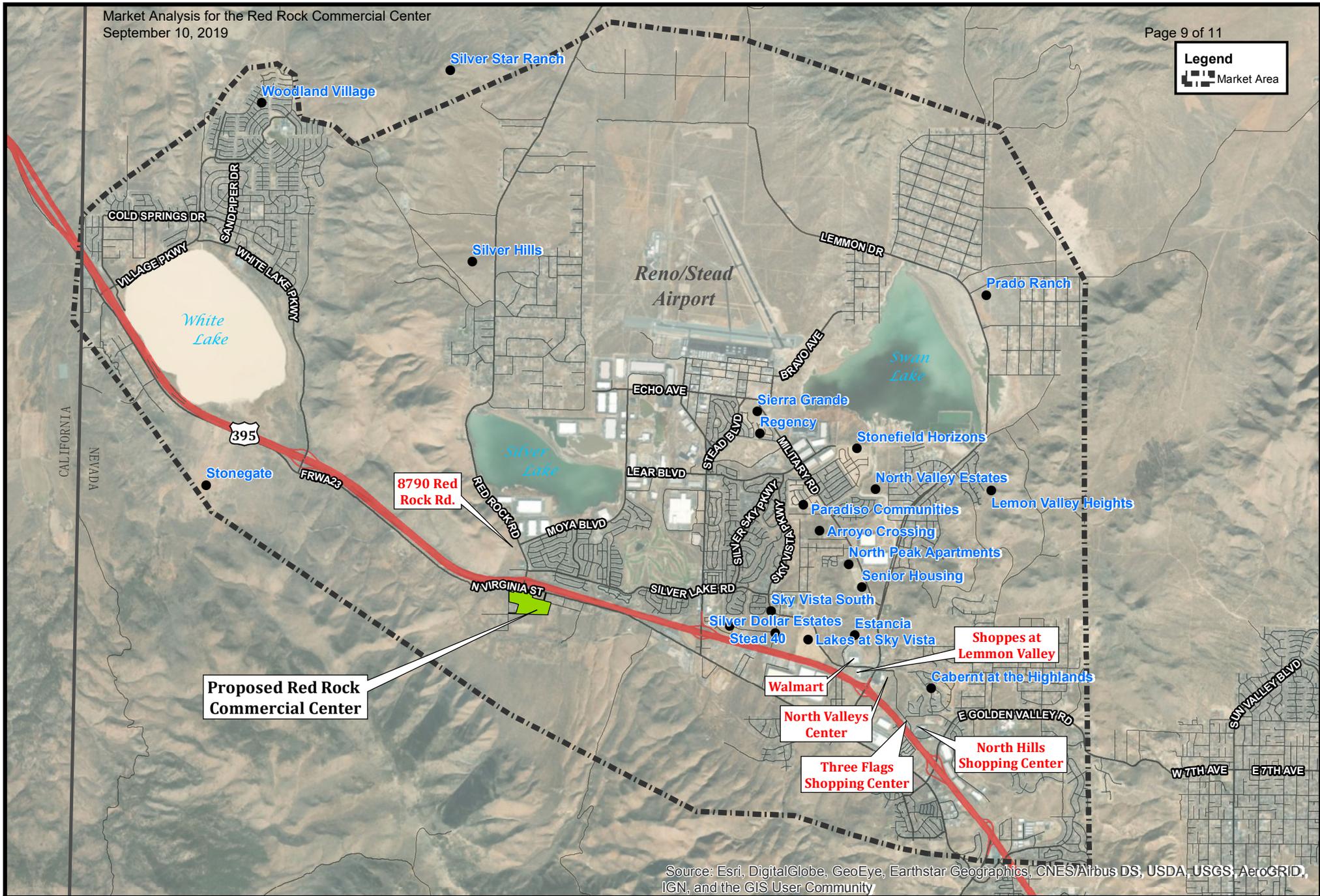
Prepared by



WELLS BARNETT ASSOCIATES, LLC

Planning + Economics

Legend
Market Area



Proposed Red Rock Commercial Center

8790 Red Rock Rd.

Walmart

North Valleys Center

Three Flags Shopping Center

Shoppes at Lemmon Valley

North Hills Shopping Center

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



Map I

Red Rock Commercial Center: Market Analysis

September, 2019

WOOD RODGERS
BUILDING RELATIONSHIPS ONE PROJECT AT A TIME
1361 Corporate Boulevard Reno, NV 89502
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Table A-1 Summary of Major Competing Shopping Centers Within Market Area							
Center Name	Location	Distance From Site	Year Open	Acres	GLA (Sq. Ft.)	Center Type	Major Tenants
Shoppes at Lemon Valley	175 Lemmon Drive	3.7 mi	2003	11.4	80,000	Neighborhood	Smith's
Walmart	250 Vista Knoll Pkwy	3.7 mi	2011	20.7	180,000	Community	Walmart
North Valleys Center	200 Lemmon Drive	3.7 mi	1996	16.0	104,000	Neighborhood	Grocery Outlet/ Big Lots
8790 Red Rock Road	8790 Red Rock Road	0.5 mi	2006	2.1	15,551	Strip	Pizza Factory
North Hills Shopping Center	1075 North Hills Blvd.	5.0 mi	1986	10.0	105,000	Neighborhood	Raleys
Three Flags Shopping Center	1130 N. Hills Blvd.	5.0 mi	2011	4.4	25,000	Strip	Anytime Fitness, Dollar Tree
Total				64.6	509,551		
Sources: Loopnet, Washoe County, individual commercial brokerages, and WBA							

Table A-2 Planned Residential Projects Within the Market Area	
Development Name	Residential Units
Arroyo Crossing	253
Cabernet at the Highlands	425
Estancia	202
Lakes at Sky Vista Apartments	768
North Peak Apartments	320
North Valley Estates	252
Prado Ranch	1,500
Regency Park	207
Senior Housing Project	200
Sierra Grande	157
Sierra Vista Village	194
Silver Hills	680
Silver Dollar Estates	624
Silver Star Ranch	1,600
Sky Vista South	72
Stead 40	247
Stonefield Horizons	470
Stonegate	5,000
Woodland Village/ Cold Springs	2,028
Total	15,199
Sources: Loopnet, City of Reno, Washoe County, Wood Rodgers, and WBA	

Feasibility Study

The purpose of this Feasibility Study is to fulfill the requirements of the Washoe County North Valleys Area Plan Policy NV.20.3 (see below), regarding the Red Rock Commercial Master Plan and Zoning Map Amendment requests.

NV.20.3 *In order for the Washoe County Planning Commission to recommend the approval of any amendment involving a change of land use, the following findings must be made:*

- a. A feasibility study has been conducted, commissioned and paid for by the applicant, relative to municipal water, sewer and storm water that clearly identifies the improvements likely to be required to support the intensification, and those improvements have been determined to be in substantial compliance with all applicable existing facilities and resource plans for North Valleys by the Department of Water Resources.*

Project Location & Description

The ±48.9-acre site is located in Washoe County 250 feet south of the US 395/Red Rock Rd interchange at the intersection of N. Virginia Street and Red Rock Road and fronts along N. Virginia Street. The Project Site includes the following APNs: 081-031-27, 28, 29, 30, 31, 32, 33, 34, 35, 48, 49, & a portion of 50.



Figure 1 – Vicinity Map

Red Rock Commercial Center
Request for Master Plan and Regulatory Zoning Amendment
Feasibility Study Report

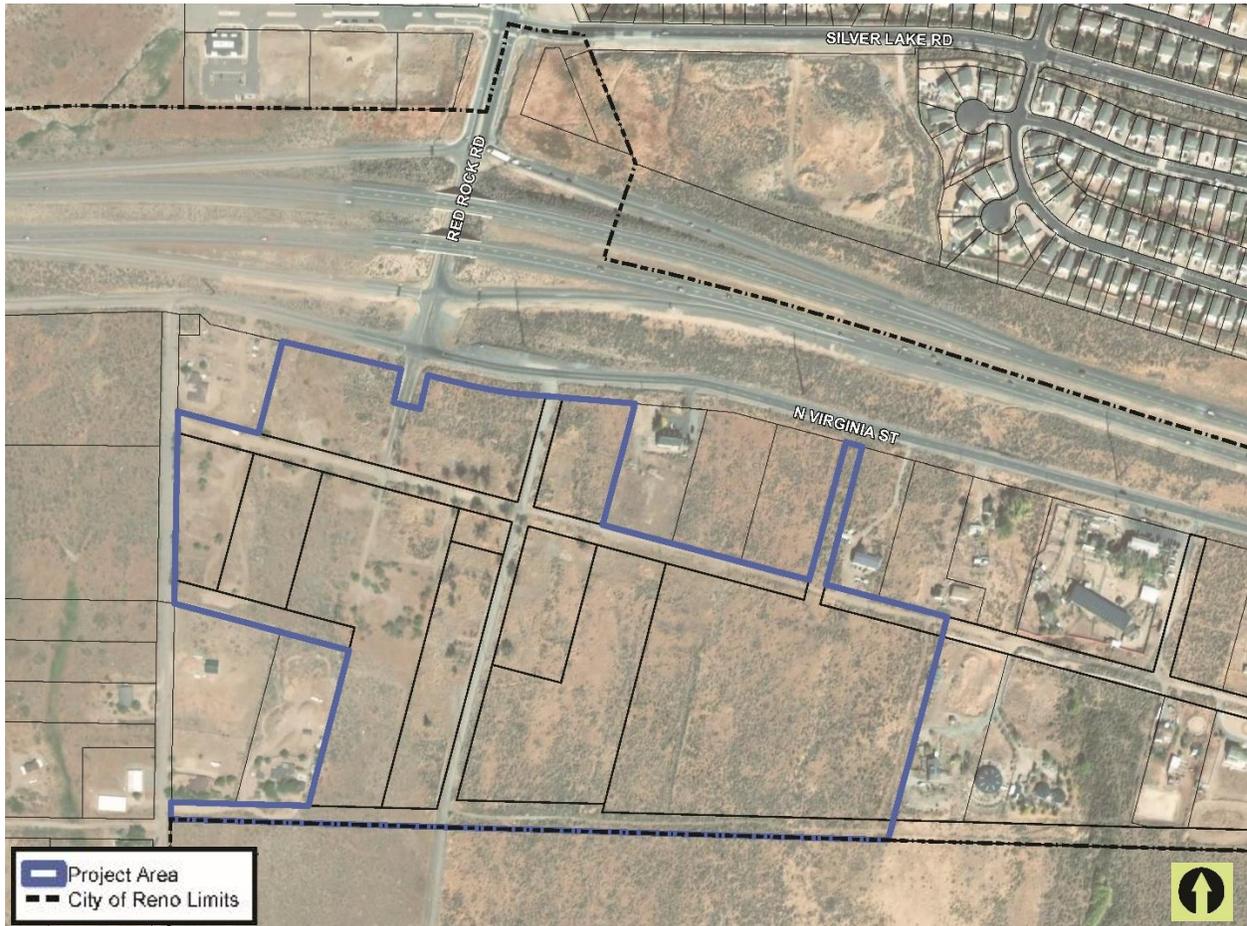


Figure 2 – Project Site Aerial Map

The Project Request includes amending the Master Plan and Zoning Map to change the existing land use designations from ± 41.5 acres of High Density Rural (HDR) and ± 7.36 acres of Public Semi Public (PSP) to ± 48.9 acres of General Commercial (GC).

The Project Area has direct access to Red Rock Road, N. Virginia Street, and US 395 making it an ideal location for a future commercial center. Commercial opportunities are limited in the surrounding area. With the housing and industrial being developed in the North Valleys additional commercial will be needed in order to serve the surrounding communities. The growth of the North Valleys, including infrastructure expansions, is making this an ideal time to update the Master Plan and Zoning to ensure the North Valleys community can continue to thrive.

Existing and planned infrastructure are located near the Project Area. Specifically, a municipal water tank is located east of the site off N. Virginia Street, there is a sewer main located 1 mile north of the Project Area at the intersection of Moya Boulevard and Red Rock Road, and storm water retention improvements are planned to be made on-site with a future project. The following sections discuss the existing and planned infrastructure in detail.

Municipal Water

Existing water infrastructure is available near the Project Area. The Truckee Meadows Water Authority (TMWA) has an existing water tank ± 1.25 miles east of the Project Area off of N. Virginia Street, which was recently rebuilt. The tank is identified by TMWA as the Peavine tank. TMWA has indicated that they could utilize this tank to serve the proposed commercial center. The developers of the recently approved Stonegate development west of the Project Area near Cold Springs are in the process of working with TMWA on extending water infrastructure from the existing Peavine tank along N. Virginia Street to their proposed development. The proposed amendments to the Master Plan and Zoning Map create the opportunity to accurately plan the proper size infrastructure for this area to accommodate these future developments. This would prevent the need to upsize infrastructure after it is installed.

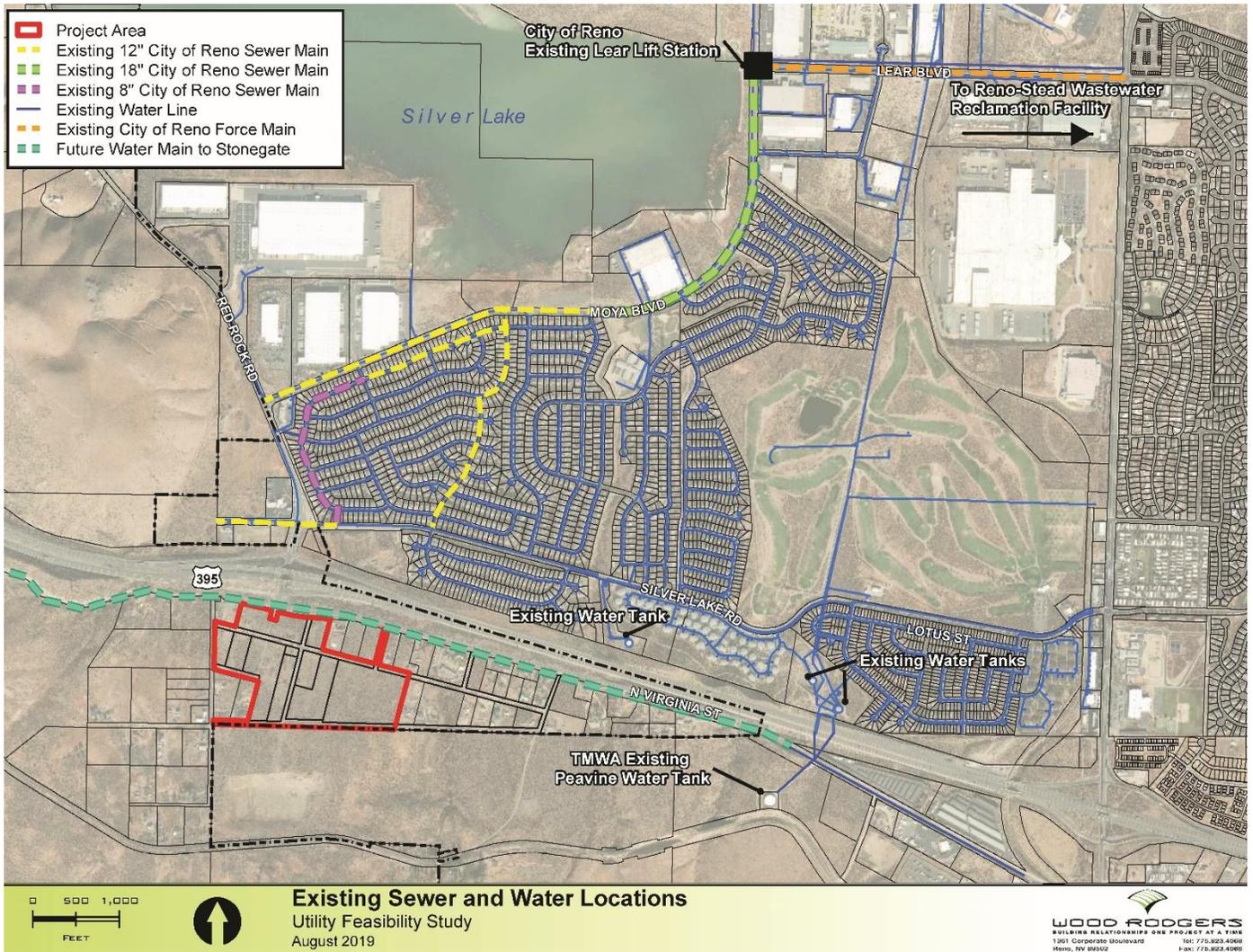


Figure 3 – Existing Utilities

Sanitary Sewer

There are multiple existing 12" sewer mains within less than a mile from the Project Area that connect to an existing 18" sewer main in Moya Boulevard and a force main in Lear Boulevard to larger sewer trunks that lead to the Reno-Stead wastewater treatment facility. There is a 12" main ±1,050 feet north of the Project Area at the intersection of Red Rock Road and Silver Lake Road, and another 12" main ±1,600 feet east of that at the intersection of Silver Lake Road and Cypress Shores Drive. There is also a 12" main ±4,000 feet north of the Project Area at the intersection of Red Rock Road and Moya Boulevard. Existing sewer infrastructure near the Project Area is identified in Figure 3 – Existing Utilities. A future commercial center would provide the benefit of extending the sewer main up Red Rock Road to the south side of US 395.

The City of Reno has recently completed a sewer master plan for the North Valleys, and is in the design process for the Reno-Stead Wastewater Treatment Facility. The City has plans to double the capacity of that plant in the near future. The City of Reno is also in the planning phases for exportation of the reclaimed water generated from that facility. The proposed Master Plan and Zoning Map Amendments would provide a benefit of adding much needed services for the community and allow the City of Reno and Washoe County to include the change in land use into the facility and infrastructure planning process. The proposed commercial center would not be constructed until the necessary infrastructure is in place, which a future commercial project would be responsible for necessary infrastructure extensions. It will take future development such as this, near existing infrastructure, to help offset the cost of the much-needed regional infrastructure improvements.

Electric & Gas

NV Energy has existing electric and gas facilities adjacent to the Project Area and will provide service for a future commercial development.

Storm Water

The Project Area is located in FEMA Zone X. There are no "Major Drainageways" within the Project Area as depicted in Figure 4. Runoff from Peavine Mountain is currently routed around the Project Area via existing drainageways and culverts under the railroad tracks. The Project Area is on the south side of US 395 adjacent to N. Virginia Street providing an opportunity for a future commercial development to construct retention basins for the storm water. The future retention basins would reduce the amount of water that makes it downstream to Silver Lake helping to reduce flooding issues in that area.

Red Rock Commercial Center
Request for Master Plan and Regulatory Zoning Amendment
Feasibility Study Report

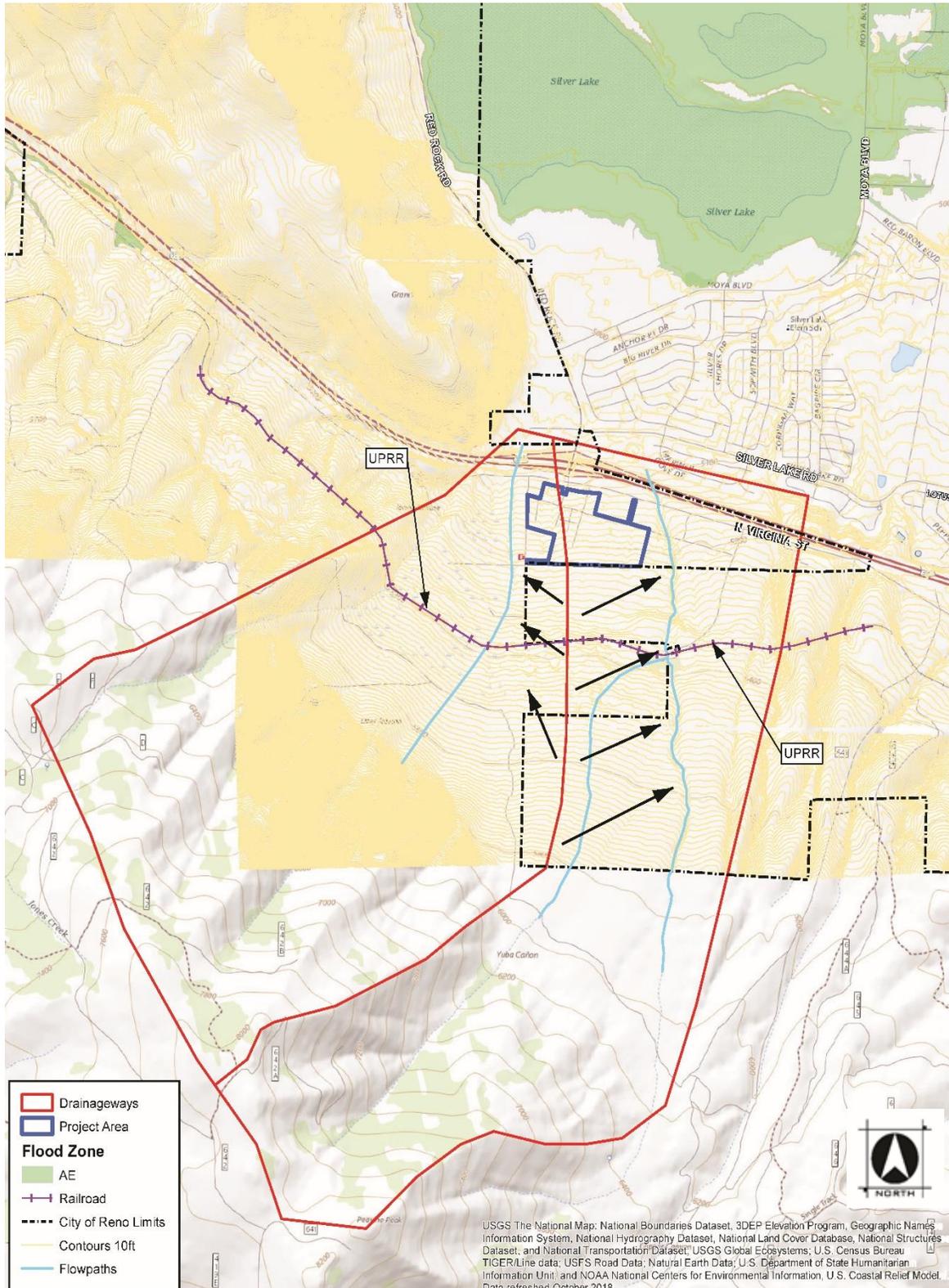


Figure 4 – Drainageways

Conclusion

Infrastructure to serve a future commercial development is available near the Project Area or is currently being planned for. A future commercial development within the Project Area would be required to extend the existing sewer main in the future providing benefits to surrounding properties. Planning for future infrastructure improvements for the North Valleys is underway by the City of Reno and Washoe County. The Master Plan and Regulatory Zoning Amendments would support those infrastructure planning efforts. Processing these Amendments now simply provides more opportunity for the infrastructure planning currently underway to coincide with the growth patterns and actual needs of the North Valleys, and avoid costly infrastructure upgrades in the future. A future commercial project would not be able to move forward to construction until any gaps in the existing infrastructure necessary to serve the Project were completed.