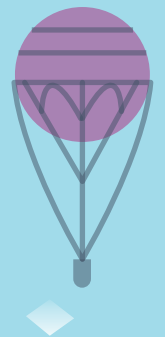




# REIMAGINE RENO

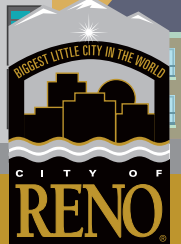
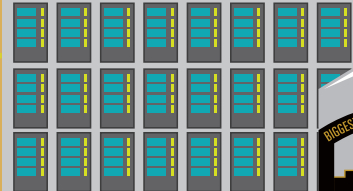
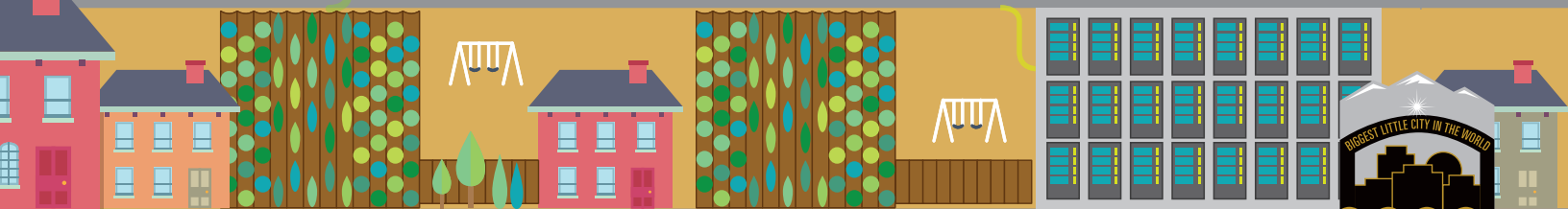
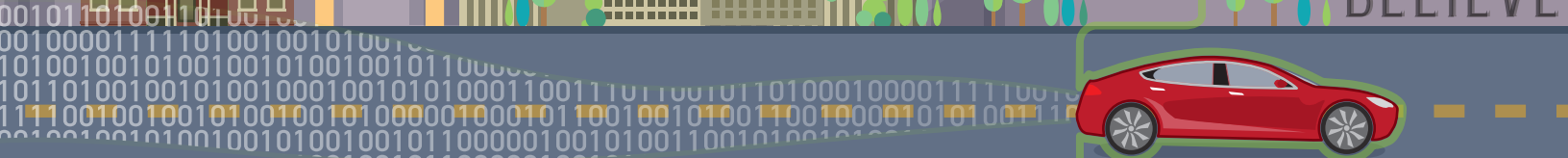
The City of Reno Master Plan Summary



RENO

BIGGEST LITTLE CITY

BELIEVE



# ABOUT REIMAGINE RENO

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The City of Reno used a multi-year, community-based effort to prepare a new Master Plan for the City, known as ReImagine Reno. In the twenty years since the City last undertook a comprehensive master plan update, Reno and the region changed and evolved. The city's population increased by more than 56,000 people since 2000 and is forecast to increase by an additional 62,000 people over the next twenty years. Reno's demographics became more diverse, both in terms of ethnicity and age, the regional economy experienced shocks not contemplated in the previous plan, and the city's geographic footprint continued to expand.

The Master Plan is the result of the widest public engagement effort in Reno's history: almost 6,000 people participated during Phase I of the project, with more than 3,1000 additional participating during Phase II. The ReImagine Reno process was an opportunity to assess and explore trends and key issues that would influence the City's future, as well as an opportunity to articulate a shared, community-wide vision for the future and to explore potential trade-offs associated with that vision. The result is a Master Plan that provides a road map for the City as it continues to grow and evolve. The Master Plan reflects the ideas, values, and desires of the community, aligning these with a range of plans, policies, and initiatives in place or underway in both Reno and the wider region. Moving forward, the Master Plan will help guide both day-to-day decision-making, short-term actions, and longer-term initiatives and strategies to achieve the community's vision. The Master Plan will serve as a tool to help guide the community toward its desired outcomes. However, it is intended to be a living document, meaning it will be updated and amended as needed to reflect progress made, changing conditions in Reno or the Truckee Meadows region, and the evolving needs of the community.

This document provides a summary of the ReImagine Reno process, as well as the main ideas and key initiatives set forth in the chapters of the updated Master Plan.

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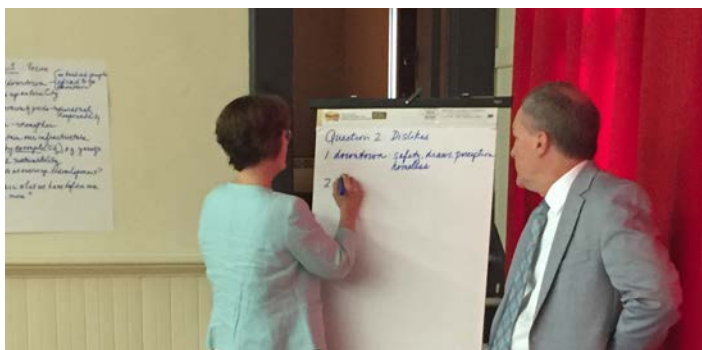
PHOTO CREDIT: RSCVA

# REIMAGINE RENO TIMELINE

## April 2015

Phase I of ReImagine Reno begins.

Phase I focus groups begin. A total of 29 focus groups are held reaching a range of stakeholder groups.



## July 2015

Phase I online community survey launches. More than 4,000 people respond during the three months it was open.

ReImagine Reno "road show" presentations begin, reaching an additional 1,000 people.

## October 2015

Phase I community engagement activities conclude.



## January 2016

The findings from Phase I are presented to a joint meeting of the Reno City Council and Planning Commission. Both bodies unanimously accept the results, and the recommendations included in the Master Plan Assessment.

## April 2016

Phase II of ReImagine Reno kicks off publicly with the release of the draft guiding principles and goals. A public focus group and online survey on the guiding principles and goals are held to gather public feedback on these parts of the Master Plan.



## February 2017

Two open houses are held to present the draft design principles included in the area-specific policies of the Master Plan. An online survey provides additional opportunities for the community to review and provide feedback on the draft.

## April 2017

A series of topic-specific community meetings and open houses are held to present the draft citywide policies included in the Master Plan. An online survey provides additional opportunities for the community to review and give feedback on the draft.



## July 2017

Two open houses are held to present the draft implementation plan included in the Master Plan. An online survey provides additional opportunities for the community to review and give feedback on the draft.

## August 2017

A series of meetings with the Neighborhood Advisory Boards are held to present a complete draft of the Master Plan.



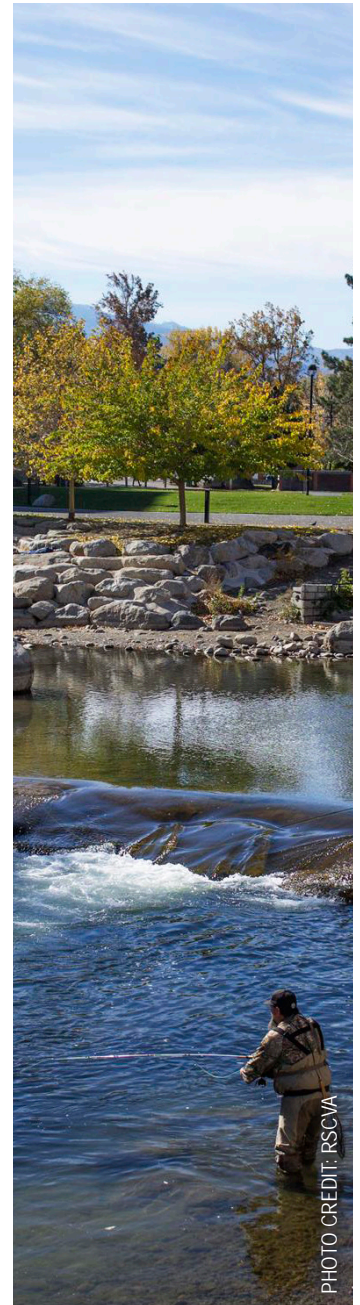
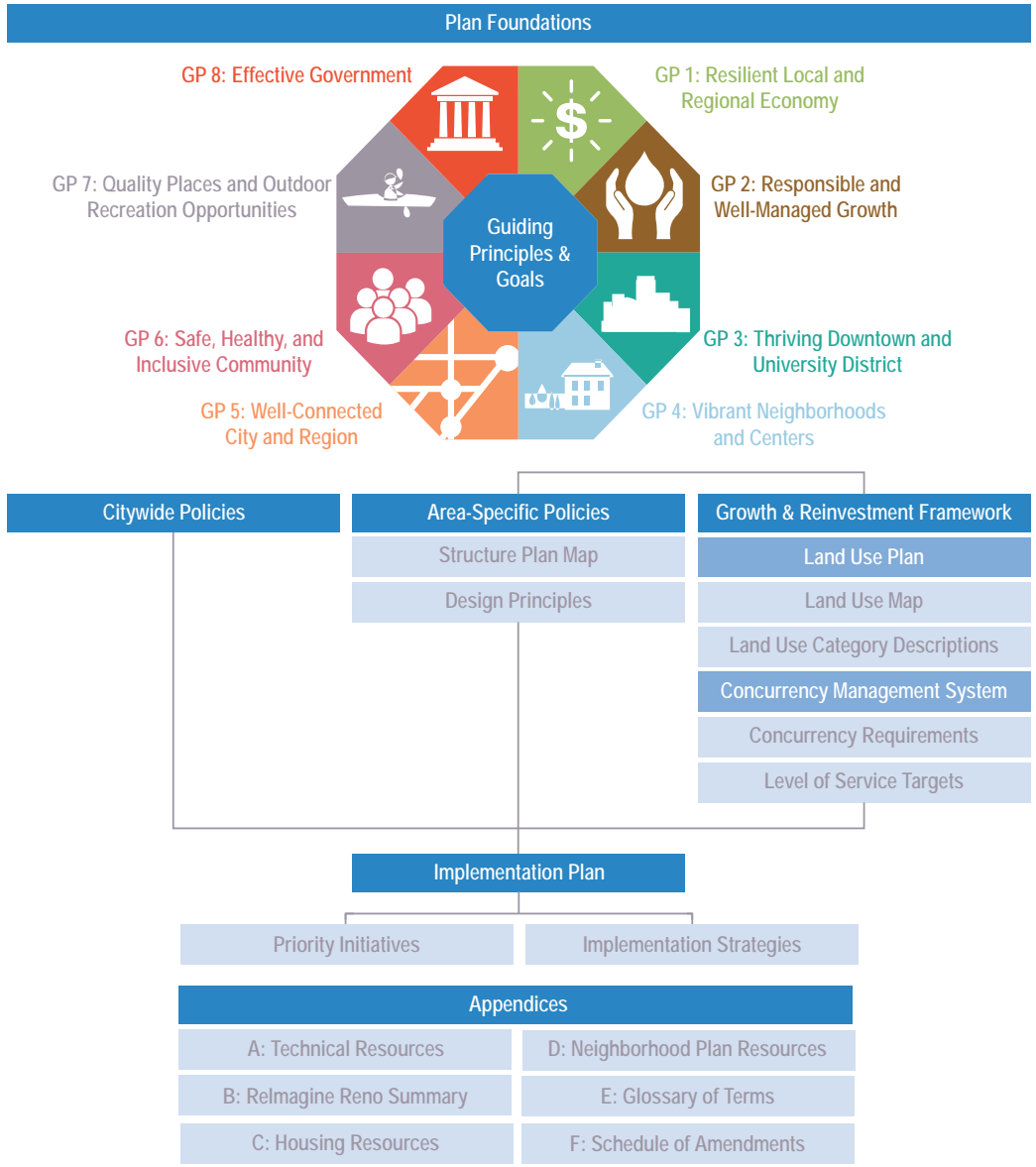
## October 2017

The Master Plan is presented to the Planning Commission.

## December 2017

The Master Plan is adopted by the Reno City Council.

# PARTS OF THE PLAN



The City of Reno Master Plan consists of six different components.

**Plan Foundations:** The guiding principles and goals represent the long-term aspirations of the community.

**Citywide Policies:** Provides direction as to how the guiding principles and goals will be implemented in day-to-day decision-making.

**Area-Specific Policies:** Includes policies for new development in specific parts of the city. These are tied to the Structure Plan map and provide design principles for the future development and growth of place-types with the city.

**Growth and Reinvestment Framework:** A tool for anticipating, evaluating, and making decisions regarding the spatial development of the city, the distribution and characteristics of different land uses, and the provision of infrastructure and services necessary to support future growth.

**Implementation Plan:** Provides specific strategies or actions that the City and its partners will take to implement the Master Plan.

**Appendices:** Contain supporting materials and work products developed during Phase I and Phase II of Relmagine Reno.

# CITYWIDE POLICIES

The City of Reno's visions and values are embodied in eight guiding principles (GP), which serve as the basic organizing structure of the citywide policies. Both the visions and values were developed during Phase I of the ReImagine Reno process and are the result of input from almost 6,000 community members. Through an online survey and a series of focus groups with a range of stakeholder groups, the community expressed their desire for Reno to become:

1. A base for outdoor activities
2. An arts and culture center
3. A technology center and university town

In addition to these visions for Reno, the community was also asked to provide input on the values that were important to them and that they desired to see supported through the updated Master Plan. In order of importance, these values included: safety, affordability, a well-maintained and attractive city, sense of community, local shopping and dining, ease of driving, access to the outdoors, education, and local food.

The guiding principles, goals, and policies contained in this chapter of the Master Plan help to support these visions and values, reflecting the components of what makes the Reno of today great and highlighting areas for focus as we look to the future.





## GP 1: RESILIENT LOCAL AND REGIONAL ECONOMY

### LOOKING TO THE FUTURE

The City will work with regional partners to diversify the local and regional economy—continuing to foster growth in high-tech and knowledge-based industries, while also recognizing the important role small and local businesses play in the city’s economy and sense of place. Also, the City will build on current City initiatives and tools and collaborate with regional partners to ensure that Reno is an attractive place for existing and future employers and residents. Investments in infrastructure, public safety, and quality of life amenities will be a key focus, as will efforts to leverage the presence and continued growth of the University of Nevada, Reno (UNR), define local priorities in terms of serviceable employment land, provide workforce training and adult education programs for workers in Reno, and continue to attract residents from outside the region—especially for those with jobs skills that can support existing and new businesses. Both tourism and gaming will continue to play a role in the city’s economy moving forward, but current trends suggest a shift toward outdoor/lifestyle and related industries.

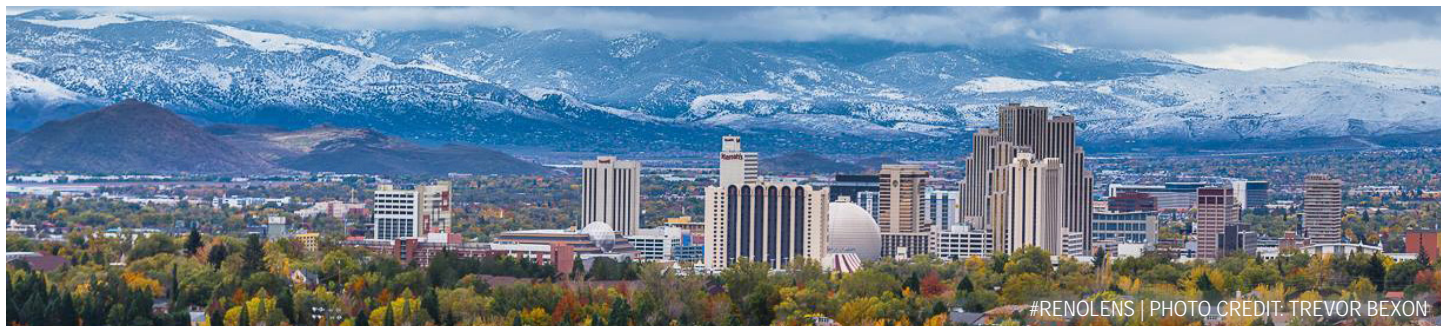


#### GOALS

- 1.1: Build strong partnerships and encourage local and regional collaboration on economic development initiatives.
- 1.2: Promote a diverse and stable economic base.
- 1.3: Support continued growth of Reno’s technology- and knowledge-based sectors.
- 1.4: Support the growth, creation, and retention of local businesses and start-ups.
- 1.5 Support the development of a diverse, educated, healthy and adaptable workforce.

### HOW WILL THE POLICIES HELP US ACHIEVE OUR GOALS?

- **Provide a framework for local decision-making on economic development issues.** Policies serve as a foundation for the creation of a city-focused economic development plan that leverages regional and state initiatives. Initial priorities include the need to:
  - Plan, invest in, incentivize, and protect the viability of employment centers within the city
  - Support attraction of advanced manufacturing employers and new-age logistics operators
  - Support expansion of existing industries when not in conflict with City’s efforts to diversify its economy
  - Proactively invest in infrastructure and amenity projects that enhance attractiveness of high priority employment areas
  - Build on tourism assets and market Reno as destination for outdoor recreation
- **Foster collaboration.** Continued collaboration with partners at the local, regional, and state level will be essential. Key initiatives include:
  - A multi-faceted partnership with UNR to create a university innovation district as part of Downtown
  - Support for education programs and workforce training efforts at all levels (includes WCSD, UNR, WCCC, and others)
  - Active participation in regional and state economic development initiatives
- **Support local businesses and start-ups.** Policies outline key considerations to support the growth and retention of all types of businesses, such as improving access to funding, fostering the development of social networks, embracing a culture of innovation, and leveraging arts and cultural assets to attract creative entrepreneurs.
- **Emphasize the importance of quality of life considerations.** Policies in this section underscore the importance of planning for, and investing in, quality of life considerations—affordable housing, access to open space and outdoor recreation, arts and culture, education, downtown revitalization, and many others—as a means to attract and retain businesses and workers. Many of these considerations are cross-cutting in nature; as such, they are addressed throughout the Master Plan.



## GP 2: RESPONSIBLE AND WELL-MANAGED GROWTH

### LOOKING TO THE FUTURE

Future growth in Reno will occur through a combination of greenfield development and infill/ redevelopment—a balance that will ensure existing and future residents have access to a variety of lifestyle and housing options based on preference, financial means, and physical needs. The City will encourage growth that supports the quality of life residents desire, but that is also fiscally and environmentally responsible. In doing so, the City will take a more proactive approach to infrastructure and services currently not in their purview, working closely with regional partners and service providers to prioritize limited resources and to balance the need to improve existing services and infrastructure with the need for new ones. In addition, the City will take a more proactive role in monitoring its sphere of influence to ensure the City’s land supply is reasonably aligned with projected demand over the planning horizon. The use of sustainable development practices—water conservation, renewable energy, energy efficiency, and others—will be encouraged to reduce the impacts of future growth and climate change on the city’s air quality and the environment as a whole.



#### GOALS

- **2.1: Support a fiscally-responsible growth pattern and annexation policy to maintain and improve existing levels of service for current residents and future generations.**
- **2.2: Encourage infill and redevelopment.**
- **2.3: Ensure effective, efficient, and equitable delivery of City services and infrastructure.**
- **2.4: Collaborate with regional entities and service providers on growth and infrastructure issues.**
- **2.5: Promote the use of sustainable development practices.**

### HOW WILL THE POLICIES HELP US ACHIEVE OUR GOALS?

- **Clarify the parameters for future growth.** Existing growth management policies have been re-tooled and strengthened to more directly support the efficient and orderly expansion of City services and infrastructure. Specific policy recommendations are to:
  - Carry forward and amend the City’s Concurrency Management System as a tool for guiding the timing and provision of public facilities and infrastructure
  - Define priority locations for growth, reflecting the need for both infill/ redevelopment and greenfield opportunities
  - Align annexation criteria with Master Plan policies
  - Use a variety of mechanisms to finance capital improvements and infrastructure in priority growth areas and clarify guidelines for the use of special assessment districts.
  - Link prioritized investments to the City’s Capital Improvement Plan (CIP)
  - Establish parameters for monitoring and amending the SOI (to increase or decrease) as necessary to maintain sufficient land area to accommodate the city’s 20-year growth horizon
- **Prioritize infill and redevelopment.** Policies seek to focus infill and redevelopment in areas where it can be readily served by transit and helps advance other Master Plan goals related to connectivity, walkable centers, and housing diversity. Policies:
  - Prioritize infill and redevelopment in the downtown and convention center regional centers, innovation areas, redevelopment districts, and urban corridors
  - Focus the use of development incentives for infill/redevelopment in the priority areas identified
  - Encourage the retention of historic buildings, signs, and cultural resources as part of infill/redevelopment efforts
- **Facilitate collaboration with partners in the region.** Working with regional partners will be essential to ensure that the vision for growth set forth by the Master Plan is also supported with investments in infrastructure and services at the regional level. Policies encourage:
  - Active participation in regional infrastructure planning efforts
  - Continued coordination with regional agencies and service providers to ensure capacity and services will support demand
- **Encourage sustainable development practices.** Master Plan policies work hand-in-hand with the Design Principles for Sustainable Development, specifically policies that seek to:
  - Promote the use of green building and sustainable neighborhood development that reflects best practice and industry standards for new development, major renovation, and revitalization projects
  - Facilitate continued development of renewable and distributed energy systems
  - Promote water conservation through the use of drought tolerant landscaping, the reuse of treated effluent where appropriate, and other strategies



## GP 3: THRIVING DOWNTOWN & UNIVERSITY DISTRICT

### LOOKING TO THE FUTURE

Reno will work with the private sector, UNR, and other partners to leverage the significant public/private investments that have already been made in Downtown and to actively promote its revitalization. Central to this effort will be a focus on developing a collaborative strategy for creating an active university district that links the core campus with Downtown, establishing tools and incentives to help promote the adaptive reuse of downtown buildings, defining a sustainable mix of uses, enhancing multi-modal connections between Downtown and other destinations within the region, and working with the gaming and casino industry to define a new role for the future. As a result of these efforts, public spaces and streets in Downtown will be clean and well-maintained, creating an environment that is safe and inviting for residents and visitors.



#### GOALS

- 3.1: Cultivate a vibrant and livable Downtown environment that balances the need of residents and visitors.
- 3.2: Enhance public safety and create inviting streets and public spaces for people.
- 3.3: Promote the continued revitalization of the downtown economy and built environment.
- 3.4: Strengthen multimodal connections to and within Downtown Reno.

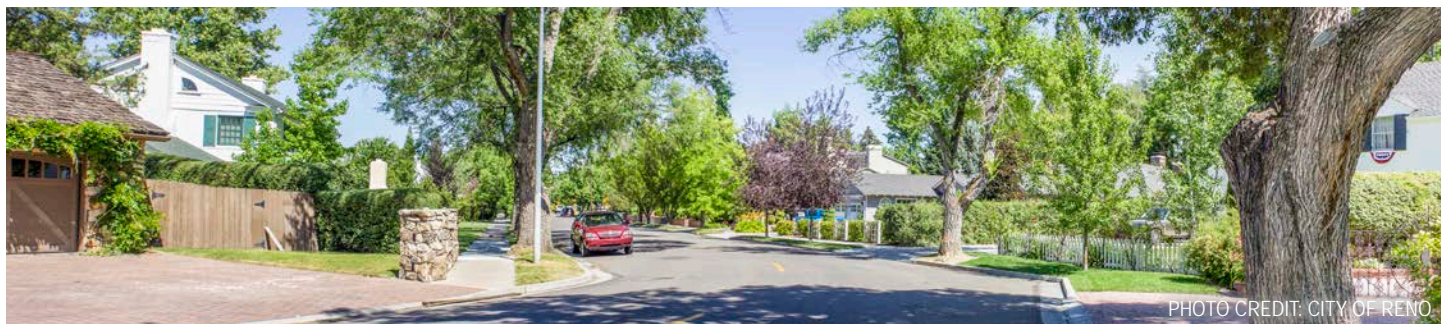
### HOW WILL THE POLICIES HELP US ACHIEVE OUR GOALS?

Policies for this guiding principle were developed in close coordination with the *Downtown Action Plan*. As such, policies are closely aligned with the five core values that emerged from the *Downtown Action Plan* process and reflect the community's aspirations for Downtown as a place that is:

- **Livable.** Downtown policies support a diverse mix of land uses that are tailored to support the unique vision and focus for each of the six districts that comprise the Downtown Regional Center. Expanded housing options and neighborhood-serving retail and amenities (outside the core Entertainment District), expansion of recreational amenities, and continued operation of the social service network in Downtown Reno are encouraged.
- **Prosperous.** Policies seek to diversify Downtown's economic base through reinvestment in established casinos and through the introduction of new uses and activities that strengthen tourism and employment opportunities. Policies reinforce *Downtown Action Plan* recommendations to create a university district linking Downtown to UNR and an industrial/innovation district north of 4th Street and east of the Entertainment District. Enhanced partnerships, local investment incentives, and other strategies are encouraged to support these initiatives.
- **Vibrant.** Policies seek to strengthen Downtown's role as the region's center for arts, culture, tourism, and entertainment—recognizing that Downtown's atmosphere and amenities must appeal to both visitors and full-time residents.
- **Safe and Clean.** Policies seek to contain nuisance behaviors, connect homeless populations and others in need to available services, increase lighting levels, and ensure streets and public spaces are clean and well-maintained. Policies also support improvements to blighted and underutilized properties through enforcement/regulation, incentives, and redevelopment tools.
- **Connected.** Policies seek to increase awareness and use of alternative modes of transportation (bus, bike, car sharing, and van pooling) through ongoing collaboration with UNR, RTC, and other partners. Enhanced bicycle and pedestrian connections throughout Downtown, with an emphasis on connections to UNR, the Truckee River, and adjacent central neighborhoods are emphasized, as are linkages between UNR and Downtown.

Implementation of the *Downtown Action Plan* is further supported by the Downtown Design Principles, which address the unique considerations (e.g., mix of uses, density, and intensity) associated with each of the six downtown districts identified. These design principles can be found in Chapter 3: Area-Specific Policies of the Master Plan.





## GP 4: VIBRANT NEIGHBORHOODS AND CENTERS

### LOOKING TO THE FUTURE

In both infill and greenfield locations, the City will actively encourage the development of more diverse neighborhoods that are served by vibrant mixed-use centers. Neighborhoods will be encouraged to incorporate distinguishing features and pedestrian-oriented characteristics that create a sense of place and community for residents. Opportunities to increase average densities and accommodate a broader mix of uses will be supported as a means to expand housing options near existing and future transit, increase the diversity of lifestyle options that are available to residents, and reduce the fiscal impacts of new development.



#### GOALS

- 4.1: Encourage a diverse mix of housing options to meet the needs of existing and future residents of all ages, abilities, and income levels.
- 4.2: Promote the development of new neighborhoods that offer a range of lifestyle options and amenities that meet the short- and long-term needs of the community.
- 4.3: Support continued investment in and ongoing maintenance of infrastructure and amenities in established neighborhoods.
- 4.4: Encourage the creation of walkable community/neighborhood centers that provide a variety of services and amenities.
- 4.5: Encourage pedestrian and bicycle connections as part of new development and integrate into established neighborhoods.

### HOW WILL THE POLICIES HELP US ACHIEVE OUR GOALS?

- **Increase housing options.** Policies support a broader mix of housing types to accommodate residents' changing needs and circumstances. Specifically, the policies:
  - Support monitoring of—and adjustments to—the city's overall supply of land for housing over time to ensure it is aligned with demand
  - Require large development applications, master plan amendments, and/or planned unit development approvals to provide a mix of housing types (e.g., product types, unit sizes, and/or price points)
  - Encourage targeted infill and redevelopment to expand housing options within established neighborhoods
  - Support multi-generational housing options that increase the ability of residents to age in place
- **Support the creation and preservation of affordable housing.** In conjunction with other city, regional, state, and federal programs currently in place or under development, policies in the Master Plan will help to:
  - Develop a broad affordable and workforce housing strategy to facilitate and incentivize creation of affordable units
  - Provide incentives for projects that provide affordable units per housing strategy
  - Preserve and rehab existing affordable housing units; discourage demolition and conversion
- **Support reinvestment in established neighborhoods and centers.** Policies promote continued investment in and maintenance of established areas of the community through:
  - Programs that facilitate improvements to and the retention of existing housing stock
  - Prioritization of infrastructure improvements, such as sidewalk repairs or traffic calming, that improve safety and quality of life
  - Enforcement of codes and ordinances as adopted by the City
  - Support for the revitalization of established community/neighborhood centers and application of the Design Principles for Community/ Neighborhood Centers to mitigate the potential impacts of future development on the surrounding neighborhoods
- **Enhance connectivity and improve access to services and amenities.** Policies promote safe, walkable environments within neighborhoods and ease of access to community/neighborhood centers. Specifically, policies:
  - Encourage the development of walkable community/neighborhood centers and improve access to existing centers
  - Support a range of housing options in neighborhoods with existing/planned transit service
  - Integrate neighborhood amenities—such as community gardens—within community/neighborhood centers where they are easily accessible.
  - Promote safe and direct connections within neighborhoods and prioritize sidewalk and trail improvements that complete “missing links”



## GP 5: WELL-CONNECTED CITY AND REGION

### LOOKING TO THE FUTURE

Reno will continue to collaborate with the Regional Transportation Commission (RTC), the Nevada Department of Transportation (NDOT), and other regional partners on targeted investments in new and existing infrastructure to address priorities for safe transportation options and help the city maintain its status as a “20-minute town.” This will require an emphasis on the efficient use of existing transportation facilities, increasing transit usage and coverage, improved safety and access for all modes of travel (auto, bike, pedestrians, and transit), and an integrated approach to land use and transportation. Improving pedestrian and bicycle connectivity and filling “gaps” in the system will be a key consideration in the design of new neighborhoods and the retrofitting of established neighborhoods and commercial areas. Higher intensity, walkable development will continue to be encouraged in areas where it can be readily served by existing or future transit. The City will also seek to leverage Reno’s rail and airport access and become a leader in preparing for—or even supporting—emerging technologies from both a transportation and economic development perspective.



#### GOALS

- 5.1: Continue to develop a safe, balanced, and well-connected transportation system that enhances mobility for all modes.
- 5.2: Actively manage transportation systems and infrastructure to improve reliability, efficiency, and safety.
- 5.3: Facilitate the movement of goods and services throughout the region via truck, air, and rail.
- 5.4: Encourage the use of transit, car or van pools, bicycling, walking, and other forms of alternative transportation.
- 5.5: Anticipate and plan for the implications and opportunities associated with connected vehicles, autonomous vehicles (AVs), and the expected transition from personal car ownership to mobility-as-a-service.

### HOW WILL THE POLICIES HELP US ACHIEVE OUR GOALS?

- **Support continued collaboration with regional partners.** Much of Reno’s transportation infrastructure is managed and maintained by regional entities. As such, policies in this section encourage the City to:
  - Collaborate with RTC on the Regional Transportation Plan (RTP), Regional Transportation Improvement Program (RTIP), Bicycle & Pedestrian Master Plan, and Complete Streets Master Plan to ensure plans are responsive to Reno’s Master Plan
  - Reinforce the City’s role in transportation planning and establish clear linkages to the RTP and RTC programs
  - Protect safe and efficient airport operations with development limitations and noise mitigation
- **Increase transportation options and manage traffic and congestion.** Maintaining Reno’s reputation as a “20-minute town” in the face of expected population growth will require expanding transportation options available to residents as well as more robust programs to manage automobile traffic. Policies in this section:
  - Consider and balance needs of all modes in transportation investments
  - Encourage the use of and strategies to support alternative transportation, with an emphasis on a more targeted strategy for service provision and transit-oriented development
  - Support a robust public transportation system
  - Encourage the use of alternative transportation options through trip-reduction programs, supportive development, first and last mile connections, and bikeways
  - Manage traffic operations and transportation demand
  - Manage truck traffic with designated routes and hours of operation
- **Look to the future of transportation.** Recent developments in transportation suggest how we get around cities in the future will be vastly different from today. In order to keep up with the latest developments and technological advancements, the Master Plan encourages the City to:
  - Proactively address implications and opportunities associated with the expected transition from personal car ownership to mobility-as-a-service
  - Form partnerships with public entities to support research and development of new transportation technologies in Reno

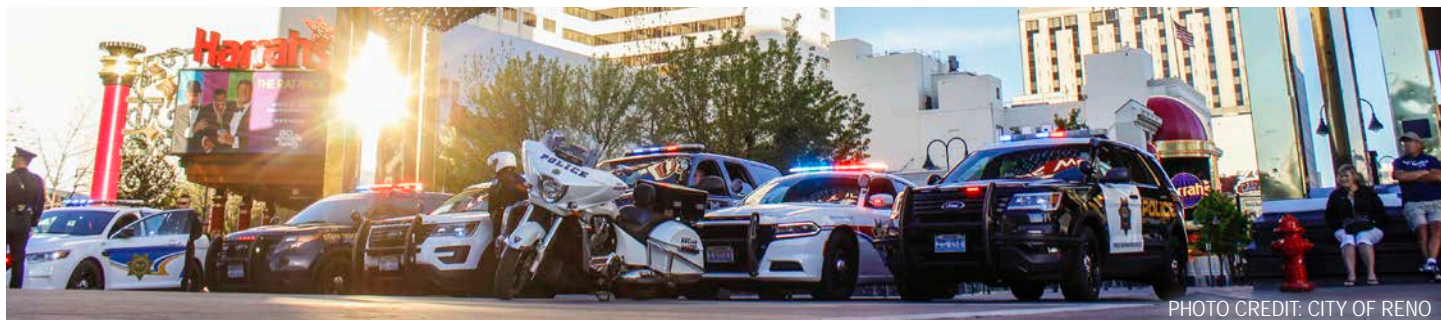


PHOTO CREDIT: CITY OF RENO

## GP 6: SAFE, HEALTHY, AND INCLUSIVE COMMUNITY

### LOOKING TO THE FUTURE

Reno will continue to place a high priority on the safety of residents and work with regional partners to ensure residents are well-informed about the potential risks the community faces from natural hazards. Additionally, the City will work to mitigate and reduce the impacts of future events—such as drought and flooding—and actively seek ways to become more resilient in the face of climate change. The City will also collaborate with local and regional partners to meet the needs of an increasingly diverse population—holding more cultural events, supporting community health initiatives, promoting affordable and accessible housing options, increasing youth engagement, providing more targeted services for marginalized populations, and ensuring all residents have access to quality schools and lifelong learning opportunities.



#### GOALS

- 6.1: Provide high-quality community safety and emergency response services.
- 6.2: Promote a safe and more resilient community.
- 6.3: Support active lifestyles among residents of all ages.
- 6.4: Encourage health and wellness through access, education, and prevention.
- 6.5: Increase the availability of and access to fresh, healthy, and local food.
- 6.6: Foster a culture of inclusivity—embracing and respecting the diversity of Reno’s residents.
- 6.7: Advocate for a strong and successful education system and lifelong learning opportunities.

### HOW WILL THE POLICIES HELP US ACHIEVE OUR GOALS?

- **Enhance public safety and minimize risk.** Public safety concerns include crime, emergency preparedness, and the mitigation of natural and man-made hazards. Policies seek to:
  - Support the efficient expansion of fire, police, and emergency medical services while maintaining acceptable levels of service
  - Facilitate local and regional planning and education efforts that increase awareness of and mitigate risks posed by natural and man-made hazards
  - Promote the adoption of mitigation strategies, redundancies, or other strategies that enhance the resiliency of city infrastructure and facilities
- **Support healthy, active lifestyles.** The Master Plan supports opportunities for residents to improve their health and live active lifestyles through policies that:
  - Increase access to local food with efforts to produce and distribute locally-grown foods, awareness of food aid programs, education and public/private partnerships to finance innovation
  - Provide community and recreational programs, educate residents about the benefits of healthy living, and encourage built environments that support active transportation
  - Support a more access-based approach for parks and recreational opportunities
- **Encourage a more inclusive city.** Policies in the Master Plan seek to improve access to services and foster inclusivity through policies that:
  - Support initiatives such as:
    - Events and activities celebrating cultural diversity
    - Encouraging universal design practices that improve access
    - Plans and investments that further social equity and environmental justice
  - Grow and partner with educational institutions and service providers that support lifelong learning
  - Utilize a coordinated approach to local human services and cooperative efforts to address issues for homeless, youth, and elderly to encourage health and wellness
  - Provide assistance and funding for homeless prevention and chronically homeless populations using a collaborative, regional strategy
  - Promote access to health and human services with co-location of housing and existing facilities
  - Facilitate participation in needs assessments and annual monitoring of human service gaps and needs



## GP 7: QUALITY PLACES AND OUTDOOR RECREATION OPPORTUNITIES

### LOOKING TO THE FUTURE

In the face of forecast growth, it will be crucial that Reno sustain the high quality of life that residents currently enjoy. Indeed, this is one of the main reasons people are attracted to Reno and why they choose to call it home. The City will actively pursue opportunities to expand the existing parks and open space network and enhance pedestrian and bicycle connectivity within the city and to open spaces and public lands outside it. The City will continue to support arts and cultural activities, working in partnership with artists and art organizations to elevate the visibility and viability of ongoing efforts and to retain the presence of these individuals and groups as the community grows. Likewise, the City will continue to support historic preservation efforts throughout the community and to work with neighborhoods, property owners, and others to add more structures to the historic register and to develop the tools needed to protect these important assets that make Reno unique.

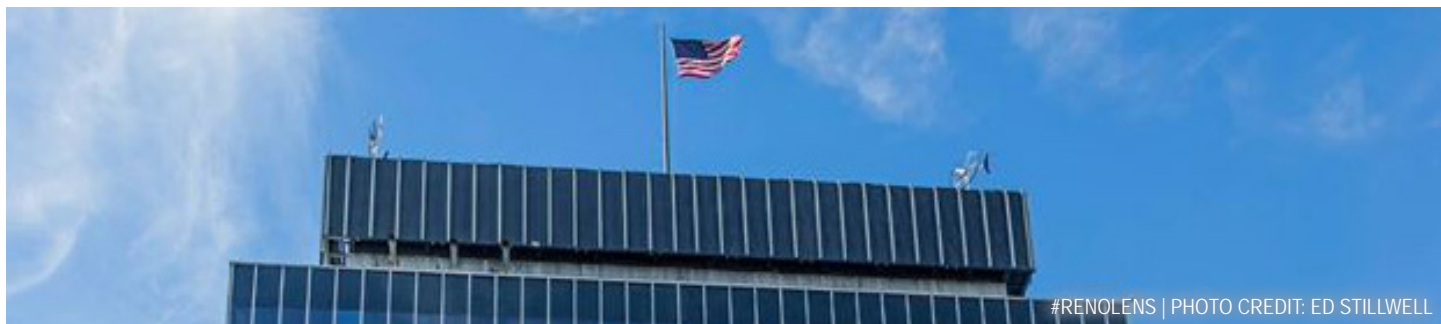


#### GOALS

- 7.1: Conserve and protect Reno's natural resources and environment.
- 7.2: Establish an interconnected network of open space, greenways, and trails.
- 7.3: Maintain access to public lands at the urban/rural interface.
- 7.4: Increase Reno's profile as a center of arts and culture.
- 7.5: Protect and preserve Reno's heritage and historic assets.
- 7.6: Improve the quality of the public realm (e.g., parks, public spaces, streets) through context-sensitive design, targeted investment, and regular maintenance.
- 7.7: Increase tree canopy and green infrastructure within the city.

### HOW WILL THE POLICIES HELP US ACHIEVE OUR GOALS?

- **Protect and enhance the city's natural resources and green infrastructure.** The Master Plan establishes policies that:
  - Protect hydrologic resources, drainageways, wildlife habitats, ridgelines, and scenic resources
  - Support implementation of the Urban Forestry Management Plan and promote opportunities to emphasize benefits of an urban forest and to promote the use of drought tolerant species
  - Support the retention of healthy, mature trees and establish criteria for tree replacement
- **Increase access to the outdoors.** The Master Plan seeks to enhance access to public lands, parks, greenways, and open spaces through policies that:
  - Support implementation of interconnected network of shared-use trails, bike lanes, and neighborhood paths
  - Establish links between periphery open spaces and urbanized areas and provide public access points to existing/planned trails
  - Support the acquisition of open space and greenways areas that support an interconnected network
- **Expand the role of arts and culture.** To support the continued expansion of Reno's vibrant art and culture scene, policies:
  - Support the efforts of the Arts and Culture Commission to implement and periodically update the Cultural Master Plan, Public Art Master Plan, and other initiatives
  - Encourage collaboration with local and regional partners to increase cultural awareness and pride and awareness of the economic impact of arts within the community
  - Encourage art in public places and in private development where appropriate
- **Preserve the city's historic resources.** The Master Plan seeks to protect the city's historic resources and expand the existing historic preservation program through policies that:
  - Clarify the role of the Historic Resources Commission
  - Encourage and incentivize the addition of historic properties to the city, state, and national registers
  - Provide educational resources on historic preservation and emphasize economic benefits
- **Encourage high quality public places and community amenities.** The Master Plan supports this objective through policies that:
  - Protect and enhance the community amenities, public spaces, and recreational opportunities that play an important role in the city's quality of life and in the economic vitality of the city and region
  - Maintain parks at a level that ensures safe use of space and rehab existing parks and spaces that are deteriorated
  - Incorporate context-sensitive solutions into the design of parks, public spaces, and street improvements



## GP 8: EFFECTIVE GOVERNMENT

### LOOKING TO THE FUTURE

As an organization, Reno will strive to be fiscally responsible, accessible, and responsive to residents and the business community. City leaders will foster a culture of collaboration and accountability, using the community-based Master Plan as a tool for guiding budget priorities, capital improvements, and evaluating City services and fiscal capacity, as well as for day-to-day policy guidance. Annual reporting on the Master Plan will be conducted to support the plan's implementation and to ensure it continues to reflect the values of the community. A variety of opportunities for all residents to be engaged in the civic process will be provided through formal City boards and commissions and a variety of other forums. The City will be a leader in regional discussions.



#### GOALS

- 8.1: Align day-to-day decision-making and budgeting with the implementation of the Master Plan.
- 8.2: Enhance teamwork, cooperation, problem-solving, and transparency within the City organization.
- 8.3: Develop and support leadership that reflects the diversity of the community.
- 8.4: Encourage broad and meaningful citizen engagement.
- 8.5: Continually seek opportunities to **increase the efficiency of City facilities and the effectiveness of government programs and City services.**
- 8.6: Collaborate with local, regional, and state partners on issues of mutual significance.

### HOW WILL THE POLICIES HELP US ACHIEVE OUR GOALS?

- **Institutionalize the Master Plan.** In the past, the Master Plan has largely been used as a tool for evaluating development applications. However, it has the potential to be a useful tool to help City staff and elected and appointed officials in their day-to-day duties and decision-making. Policies seek to:
  - Encourage broader and consistent use of the Master Plan as a decision-making tool
  - Integrate guiding principles, goals, policies, and implementation strategies into City budgeting and decision-making
  - Ensure ongoing monitoring and reporting on Master Plan implementation progress
- **Improve responsiveness to citizens.** Effective government extends beyond City staff and elected officials. Involving a range of residents, stakeholders, and others in decisions made by the City helps ensure government remains responsive to the needs and desires of those it serves. Strategies for improving responsiveness are supported by policies that:
  - Seek candidates for boards and commissions in line with the city's demographic make-up
  - Maintain Neighborhood Advisory Boards (NABs), provide a range of feedback mechanisms, and develop mentorship programs
  - Use emerging technologies to interact with citizens and streamline processes
- **Other initiatives.** Policies in the Master Plan also encourage effective government through policies that:
  - Support sustainable government operations
  - Encourage the City to engage partners on state legislation and bring together diverse groups on mutually significant issues

## CHAPTER 3 AREA-SPECIFIC POLICIES

**The area-specific policies play multiple roles in the context of the Master Plan.** While the citywide policies provide guidance for decision-making affecting the City as a whole, the area-specific policies guide the character and form of development in different locations of Reno and its sphere of influence (SOI). In addition, the area-specific policies support citywide policies and initiatives intended to promote a more sustainable and resilient community, and support requirements established through the *Truckee Meadows Regional Plan* and state law.

Area-specific policies are embodied in design principles for the different types of places that exist within the City of Reno and its SOI, as reflected on the Structure Plan map:

- Regional Centers
- Community/Neighborhood Centers
- Corridors
- Employment Areas
- Neighborhoods

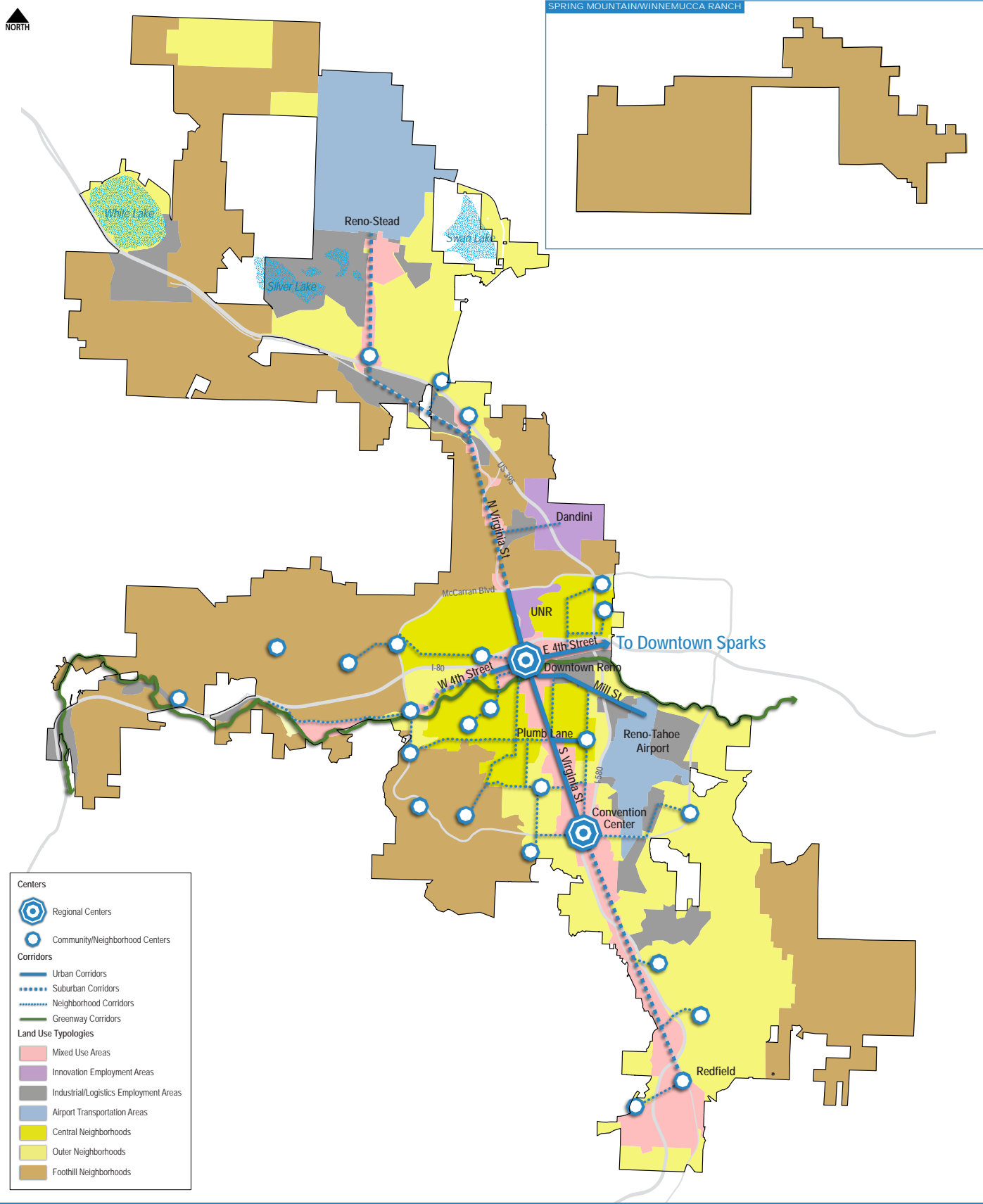
This chapter also includes Design Principles for Sustainable Development, which apply to all areas of the City, regardless of location or the type of development.



#RENOLENS | PHOTO CREDIT: LEE MOLOF

# STRUCTURE PLAN

CITY OF RENO  
AND SPHERE OF INFLUENCE



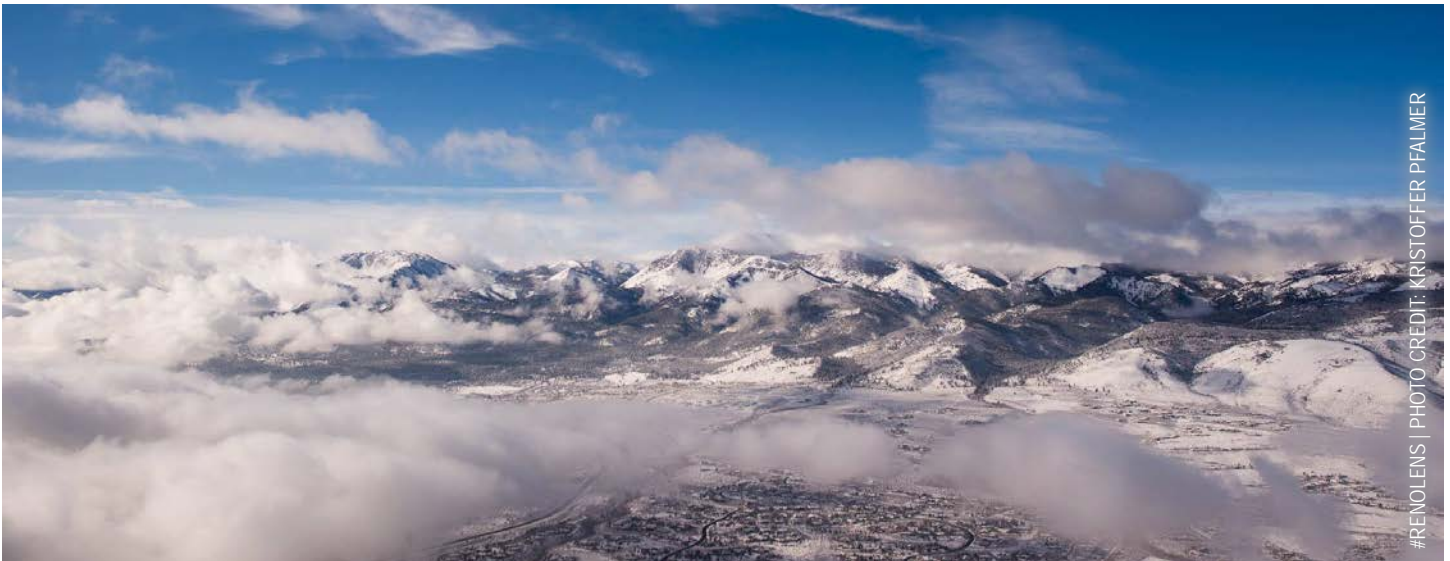
CHAPTER  
4

# GROWTH AND REINVESTMENT FRAMEWORK

Over the next twenty years, the City of Reno is expected to grow by more than 62,000 residents. The City must consider and plan for the housing, employment, services, and amenities needed to support the quality of life of existing and future residents. This Growth and Reinvestment Framework is a tool for City staff, elected and appointed officials, developers, and the community-at-large to use in anticipating, evaluating, and making decisions regarding the spatial development of the city, the distribution of different land uses, and the provision of infrastructure and services necessary to support new growth over the next ten to twenty years. The Framework includes two key elements:

- **Land Use Plan.** The Land Use Plan includes both a Land Use Map and a description of the different land use types shown. The map illustrates where and how Reno will grow in the future, while the categories provide a description of the densities, types of uses, and additional characteristics of development encouraged within these land use types. Conforming zoning districts are also included to guide implementation.
- **Concurrency Management System.** The Concurrency Management System ensures that new growth occurs in a timely manner and is supported by necessary public facilities and infrastructure while not creating fiscal burdens for the City and existing residents. This section defines who is responsible for the provision and maintenance of new infrastructure, as well as the levels of service desired by the City. Capital facilities and infrastructure systems included in the Concurrency Management System are water, wastewater/sewer, flood control management, transportation, police protection, fire protection, and parks and recreational facilities.

Together, these sections supplement the citywide and area-specific policies set forth in chapters 2 and 3 of the Master Plan, illustrating how the goals and policies contained therein will influence the physical growth and development of the City.



#RENOLENS | PHOTO CREDIT: KRISTOFFER PFALMER



# FACTORS INFLUENCING GROWTH

Reno’s Growth and Reinvestment Framework takes into account a range of different factors and issues that will influence the growth of the city in the future. While many of the factors identified are addressed through policies elsewhere in the Master Plan, the Land Use Plan and Concurrency Management System described in this chapter provide additional policy and regulatory tools that will aid the City of Reno as it confronts the challenges and opportunities it is likely to face in the future.

POPULATION GROWTH – CITY OF RENO 1990-2036				
1990	2000	2010	2015	2036
133,850	180,480	225,221	238,615	301,068

Source: TMRPA - 2016-2036 Washoe County Consensus Forecast

## A Growing City

The city of Reno’s population has grown steadily since the 1990s. Looking to the future, the 2036 Washoe County Consensus Forecast prepared by the Truckee Meadows Regional Planning Agency (TMRPA) estimates that Reno’s population will grow by more than 62,000 residents between 2015 and 2036, reaching a total population of just over 301,000. In recent years, Reno has seen a return to employment growth after experiencing declines during the years following the Great Recession. In 2016, the Truckee Meadows region (Reno, Sparks, and unincorporated Washoe County) supported approximately 263,000 jobs. The Consensus Forecast estimates that employment in the region will continue to grow, increasing to 347,000 jobs by 2036.

## A Balanced Land Use Plan

A balanced land use plan must take into account variables like market demand and supply, existing development patterns and entitlements, infrastructure availability and capacity, community character, environmental protection, access to services and amenities, and many other factors. As such, the Master Plan envisions that future growth in the City of Reno will be accommodated through two different types of development: infill/redevelopment and greenfield development.

## Housing And Employment Gaps And Needs

As part of the master plan update process, more detailed studies of supply and demand related to new housing and employment were conducted. The findings from these studies can be found in their entirety on the project website ([Reno.Gov/ReimagineReno](http://Reno.Gov/ReimagineReno)).

## Serving New Growth

A key factor in the timing of future development is the availability of infrastructure and services. In greenfield portions of the city and its SOI, much of the vacant residential and employment land is not currently served - or is not served at levels sufficient to support anticipated development. Infrastructure and service constraints are also a consideration for infill and redevelopment. While most established areas of the city are well-served by existing infrastructure and services, additional infrastructure capacity or service level improvements will be needed in some areas to the support higher-intensity development planned. In order to facilitate anticipated development, the City and other service providers will need to proactively plan for and make investments to expand infrastructure and services over time. The Master Plan identifies growth tiers that reflect locational priorities within the city and its SOI, and provides policies to help align capital improvements and other infrastructure investments with Master Plan goals. In addition, the Concurrency Management System provides the City and developers with guidance on the types of investments in services and infrastructure that are needed to support new development.

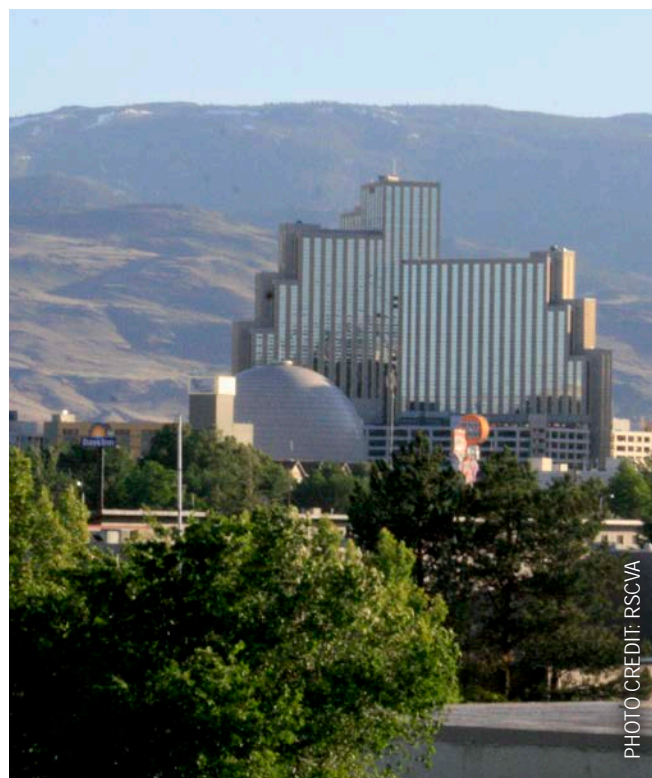


PHOTO CREDIT: RSCVA

# LAND USE PLAN

The Land Use Plan is a tool to guide future development within the City of Reno and its sphere of influence. It will be applied through day-to-day decision-making as a means to help implement a shared vision for the physical growth of the city and region. The plan includes a map that depicts locations for different types of land uses and a description of each land use type.

## Land Use Categories

### RESIDENTIAL



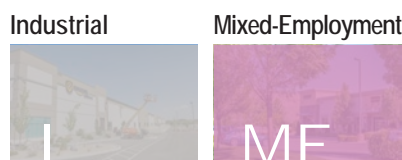
These categories provide guidance regarding the density and mix of housing types desired in different locations of the city and clarify where and what types of non-residential development should occur within neighborhoods. Additional guidance regarding the character and form of development within the city's residential areas is provided in the Design Principles for Neighborhoods (see Chapter 3: Area-Specific Policies of the Master Plan).

### MIXED-USE



These categories provide guidance on desired variations in density and intensity and the overall mix of uses within Reno's centers and corridors. Additional guidance on the character and form of new development in mixed-use areas is provided in the Design Principles for Regional Centers (Downtown and Convention Center), Urban Corridors, and Suburban Corridors (see Chapter 3: Area-Specific Policies of the Master Plan).

### EMPLOYMENT



Additional considerations for the form and character of new development can be found in the Design Principles for Industrial/Logistics Areas, Innovation Areas, and Airport Transportation Areas. General design principles for all employment areas also apply (see Chapter 3: Area-Specific Policies of the Master Plan).

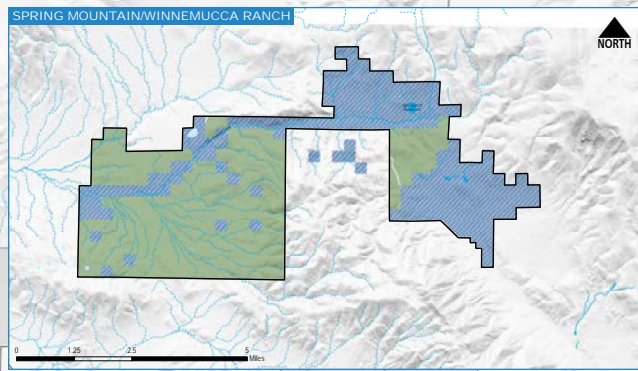
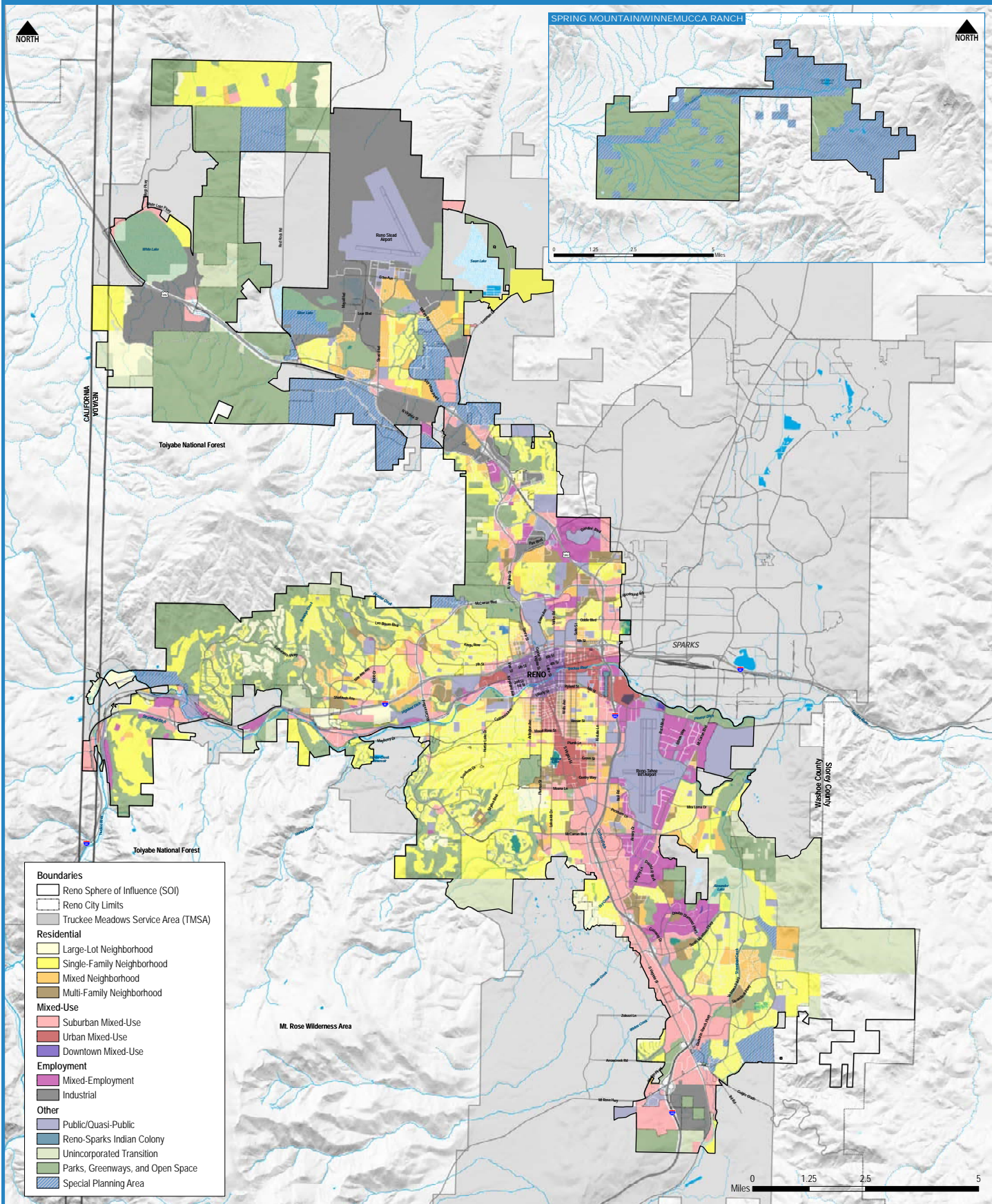
### OTHER



A range of other land uses are present in the city that are included in the Land Use Plan.

# LAND USE PLAN

CITY OF RENO  
AND SPHERE OF INFLUENCE



- Boundaries**
- Reno Sphere of Influence (SOI)
  - Reno City Limits
  - Truckee Meadows Service Area (TMSA)
- Residential**
- Large-Lot Neighborhood
  - Single-Family Neighborhood
  - Mixed Neighborhood
  - Multi-Family Neighborhood
- Mixed-Use**
- Suburban Mixed-Use
  - Urban Mixed-Use
  - Downtown Mixed-Use
- Employment**
- Mixed-Employment
  - Industrial
- Other**
- Public/Quasi-Public
  - Reno-Sparks Indian Colony
  - Unincorporated Transition
  - Parks, Greenways, and Open Space
  - Special Planning Area

Community Development Department  
 T: 334.2063 | F: 334.2043 | www.reno.gov  
 1 East 1st Street | PO Box 1900 | Reno, NV 89505

Sources: City of Reno; Washoe County; U.S. Geological Survey  
 The information herein is approximate and is intended for display purposes only. Reproduction is not permitted. For additional information, please contact the City of Reno Community Development Department.  
 Map produced: December 2017

# IMPLEMENTATION PLAN

The City of Reno's Master Plan establishes an ambitious vision for the future, as defined through a robust public process. Implementing this vision will require a sustained commitment on the part of City elected and appointed officials, City staff, the City's many partners in the region over the next ten to twenty years. This chapter establishes a framework to support the implementation of the guiding principles, goals, and policies contained in the Master Plan. It is organized into two parts:

- **Priority Initiatives.** Outlines a "short list" of key priorities to help advance the community's vision and focus implementation efforts over the next one to two years.
- **Implementation Strategies.** Contains a comprehensive list of implementation strategies organized by the eight guiding principles that serve as a framework for the citywide goals and policies in the Master Plan.

This chapter is intended to be the most fluid element of the Master Plan. While some of the implementation strategies contained in this chapter are already underway or will be initiated over the next one to three years, some will be carried out over a longer timeframe. Others represent ongoing efforts that will be carried out as part of day-to-day decision-making over the full life of the Master Plan. This chapter should be reviewed on an annual basis to monitor the City's progress; update the status of priority initiatives or add new priority initiatives; review and refine the anticipated timing of longer-term strategies; and add new implementation strategies or remove/refine existing ones, as needed.



PHOTO CREDIT: RSCVA

# PRIORITY INITIATIVES

Seven initiatives (in no order of importance) have been identified as key priorities to help advance the community's vision and to help focus implementation efforts following adoption of the Master Plan. Each initiative highlights a specific implementation strategy—or group of implementation strategies—that the City will focus on over the next one to two years. Efforts to advance these initiatives are already underway in several cases. Furthermore, some of the initiatives are cross-cutting in that they work in tandem to help advance the goals and policies of the Master Plan.

## Develop a targeted affordable and workforce housing strategy

PI-A

### WHY IS IT IMPORTANT?

- Housing is critical to Reno's quality of life and economic resilience.
- There is an ongoing concern among residents about rising housing costs, motel conversions, homelessness, and limitations in overall housing supply.
- The City has been exploring a variety of opportunities to address critical needs, but no formal strategy has been adopted.



This priority initiative seeks to advance the City's recent and ongoing efforts through a targeted, near-term housing strategy designed to facilitate and incentivize the creation of affordable housing units for low income residents and attainable housing for the city's workforce. Formal adoption of the strategy is recommended to help define desired outcomes/targets and guide the allocation of staff time and other resources. Actions to support the development of a targeted affordable and workforce housing strategy include:

- Confirm and adopt working definitions for affordable and workforce housing
- Identify target groups to focus efforts on increasing housing for and support opportunities for the target groups
- Support programs that aid homeless and near homeless populations
- Support actions, programs, and incentives that contribute to the creation and retention of housing affordable to renters earning less than 60% of the area median income (AMI)
- Support programs that provide home maintenance assistance aimed to support home ownership retention for seniors and other residents earning less than 100% of AMI
- Identify regulations and fees that can be reduced or waived to incentivize affordable housing construction and formalize the City's policy regarding available incentives
- Identify potential funding sources that the City can create and use to support affordable housing projects
- Identify strategies to maximize use of City funds through partnerships with other entities
- Develop a rehousing program aimed at helping seniors and other special needs populations seeking new housing due to substandard housing conditions and redevelopment

### HELPS TO IMPLEMENT:



# PI-B

## Align the Annexation and Land Development Code with the Master Plan

### WHY IS IT IMPORTANT?

- Implementing the Land Use Plan and design principles (along with a number of citywide policies) is dependent upon supporting regulations in the municipal code.
- State law requires alignment between a master plan and zoning. Such a process must be initiated within one year of a master plan's adoption.



PHOTO CREDIT: CITY OF RENO

As a first step following the adoption of the Master Plan, a targeted assessment of the City's Annexation and Land Development Code will be prepared to determine how its provisions support or hinder the implementation of the updated Master Plan. The code assessment will also outline recommended approaches that can then be executed by City staff as part of a broader Annexation and Land Development Code update. In some cases this process will involve the identification and removal of potential barriers to Master Plan implementation; in others, it will involve the creation of new tools or mechanisms to achieve the intent of the Master Plan. Potential changes to the code include:

- Align zoning with employment areas, residential categories, new downtown districts, etc.
- Support the structure plan and design principles (standards and incentives)—particular focus on neighborhood centers and conservation districts
- Identify/remove barriers to local food production, processing and sales,
- Update PUD requirements to support the Master Plan (mix of uses, housing types)
- Update drainageway protection standards
- Review land uses and development practices in wellhead protection areas
- Address open space and greenway design standards
- Support creative endeavors and greater amounts of public art
- Adopt an Accessory Dwelling Unit (ADU) ordinance

### HELPS TO IMPLEMENT:

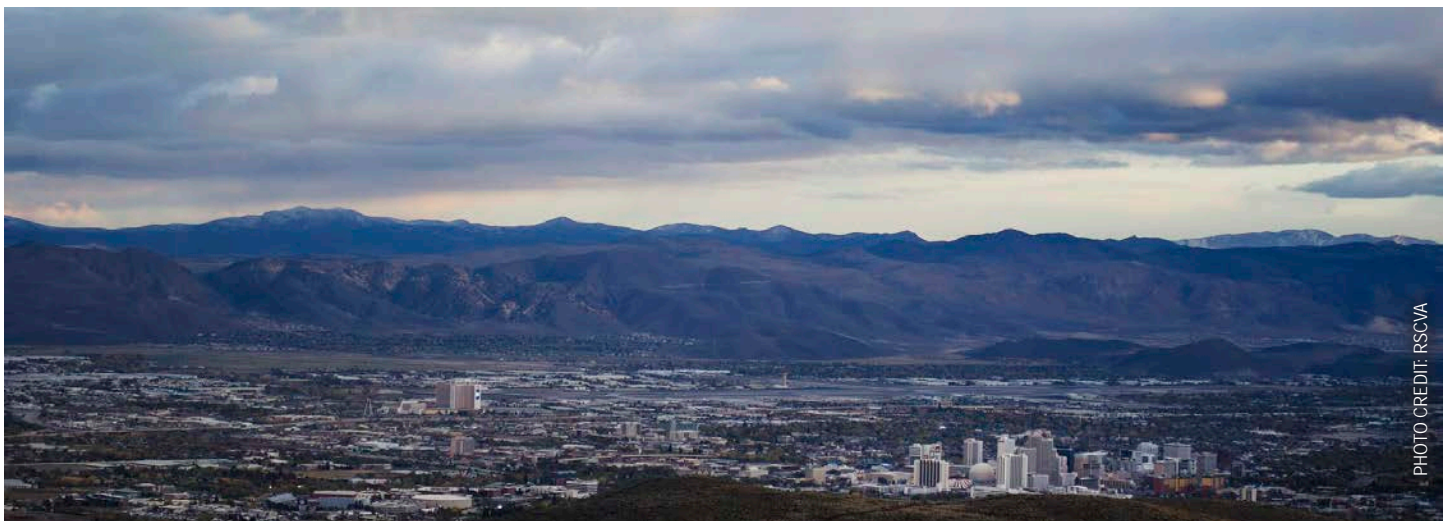


PHOTO CREDIT: RSCVA

# Continue to advance implementation of the Downtown Action Plan



## WHY IS IT IMPORTANT?

- Downtown revitalization is central to the community's vision.
- The Downtown Action Plan (DAP) serves as a more tactical guide to addressing community concerns about public safety, blight, homelessness, and others.
- DAP also provides a framework for targeted physical improvements and overall patterns of development in Downtown districts.

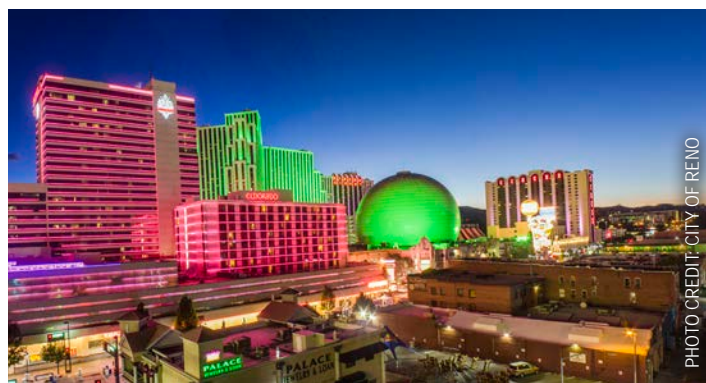


PHOTO CREDIT: CITY OF RENO

This initiative supports ongoing efforts to implement the more programmatic aspects of the Downtown Action Plan (DAP) and highlights additional strategies related to zoning and infrastructure-related considerations in Downtown. Strategies to continue to advance implementation of the Downtown Action Plan include:

- Establish a downtown management organization (DMO) to improve safety and livability
- Update the Annexation and Land Development Code to align with new Downtown districts
- Enhance public spaces and amenities, particularly along the Truckee River
- Create infill design standards applicable to conservation districts (e.g. Powning District)
- Explore incentives and mechanisms to discourage vacant buildings and lots
- Conduct an inventory of historic properties in the Downtown Regional Center

## HELPS TO IMPLEMENT:



PHOTO CREDIT: CITY OF RENO

# PI-D

## Demonstrate the City's commitment to responsible and well-managed growth

### WHY IS IT IMPORTANT?

- Many of the land use patterns within the City's sphere of influence have largely been set by past decisions.
- Goals and policies of the Master Plan convey the community's desire for the City to play a more proactive role in promoting a fiscally-responsible and sustainable pattern of development in the future.



PHOTO CREDIT: RSCVA

This initiative identifies actions to further incentivize infill and redevelopment in priority areas, ensure future greenfield development is consistent with the goals and policies of the Master Plan, and support the City's sustainability initiatives. A key aspect of this initiative is the need for the City to initiate discussions with regional partners on multiple fronts. Strategies include:

- Establishing and enforcing a time-limit and phasing policy for planned unit development (PUD) entitlements, in accordance with state law
- Identifying areas that can easily be removed from the SOI and initiating a regional plan amendment
- Initiating discussions with regional partners to explore the feasibility of establishing a "tiered" SOI that distinguishes and/or potentially removes those areas within the SOI that are unlikely to be absorbed by the City within the 20-year growth horizon due to lack of services, access, market demand, contiguity, or other factors
- Review and update planned unit development requirements to incorporate more specific guidance to support the goals and policies of this Master Plan with respect to mix of uses, housing types, and other considerations
- Develop a standard approach, factors, and process for measuring the fiscal impact of large development projects and PUDs
- Conducting a more in-depth evaluation of potential infrastructure deficiencies (and estimated costs associated with remedying those deficiencies) in identified infill and redevelopment priority areas
- Initiating discussions with RTC and other regional partners about the ability to reduce Regional Road Impact Fees for infill development
- Explore the creation of variable rates for sewer impact fees and services fees to better align the cost of new growth with areas generating demand for improvements
- Establishing a framework for and providing ongoing support for monitoring of the Master Plan

### HELPS TO IMPLEMENT:



PHOTO CREDIT: RSCVA



## Develop a City-focused economic development strategy

PI-E

### WHY IS IT IMPORTANT?

- Reno lacks a strategy to define how regional strategies should be applied at the local level.
- Master Plan goals and policies (and the Land Use Plan) provide a foundation, but additional work is needed to define and execute the City's strategy.



PHOTO CREDIT: CITY OF RENO

This priority initiative involves the creation of a City-led economic strategy that identifies roles and responsibilities in coordination with regional partners and tailors target industries, priorities, and supporting land area to better reflect Reno's economic development vision. Strategies include:

- Expand capacity within the City to develop, implement, and manage the City's economic development strategy and initiatives
- Develop standard incentive package for business attraction/retention
- Prioritize infrastructure and amenity investments for regional centers and employment areas
- Update the Annexation and Land Development Code to align zoning with employment areas
- Central co-working space, events, networking, and showcasing arts to grow local businesses and start-ups
- Incentivize development of office space in the Downtown Regional Center

### HELPS TO IMPLEMENT:



PHOTO CREDIT: CITY OF RENO

# PI-F

## Pursue opportunities to increase flexibility and available tools for funding infrastructure and services

### WHY IS IT IMPORTANT?

- Due to state statutes, tools available for funding and financing infrastructure and services are limited.
- Limitations on tools that do exist hinder their usability; as a result, the City is more reliant on new development and vulnerable to economic downturns.
- These challenges and a general lack of revenue for improvements to existing infrastructure and public service provisions have caused the City to leave many needs unfunded.



This priority initiative involves the active pursuit of potential changes to state statute for the purposes of increasing flexibility and available tools for funding and financing infrastructure and services, with an immediate focus on changes to regulations regarding impact fees and property tax depreciation.

### HELPS TO IMPLEMENT:



# Complete the City's Sustainability and Climate Action Plan and commit to monitoring the City's progress toward established targets over time



**WHY IS IT IMPORTANT?**

- The City of Reno has taken numerous steps to reduce its impact on the environment.
- City Council voted in 2015 to join the **Global Covenant of Mayors**, a coalition of mayors and city officials committed to reducing local greenhouse gas emissions.
- Residents expressed support for the City's sustainability initiatives throughout the ReImagine Reno process and desired to see the Master Plan take a stronger stance on issues related to sustainability and climate change.



PHOTO CREDIT: RSCVA

This priority initiative stresses the importance of completing and committing to implementing and monitoring the City's Sustainability and Climate Action Plan as a companion to the Master Plan. Strategies include:

- Establishing standards and incentives in the Annexation and Land Development Code to support the implementation of the Design Principles for Sustainable Development
- Implementing recommendations that emerge from the Sustainability and Climate Action Plan upon completion
- Updating the City of Reno's dashboard on the Global Covenant of Mayor's for Climate & Energy website to incorporate baseline data and progress made by the City toward its stated commitment to greenhouse gas reduction
- Considering the adoption of sustainable procurement guidelines for products and services purchased by the City, including vehicles in the City's fleet

**HELPS TO IMPLEMENT:**



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