

# J RESORT FESTIVAL GROUNDS CONDITIONAL USE PERMIT

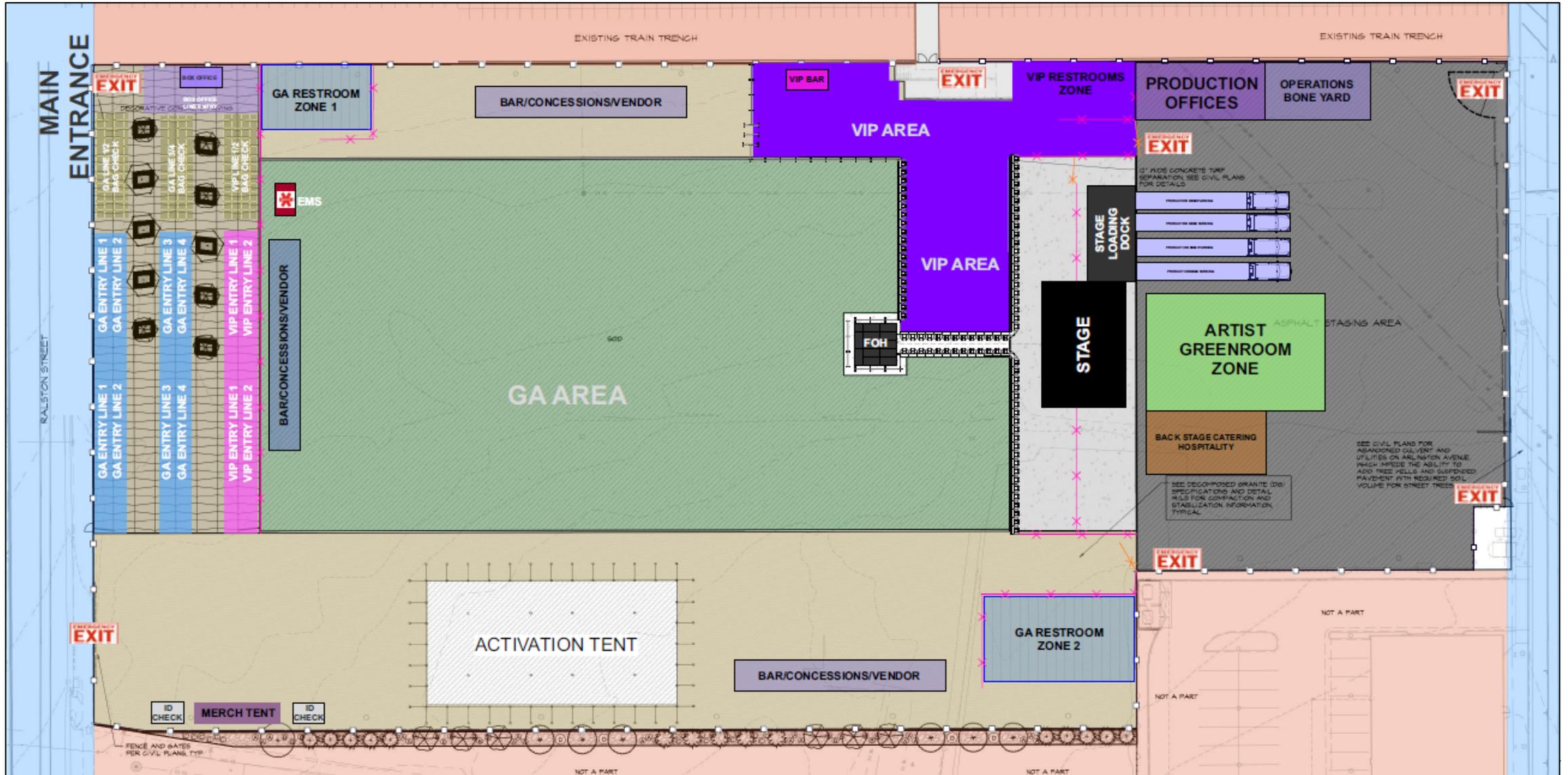
APRIL 9, 2025 | RENO CITY COUNCIL



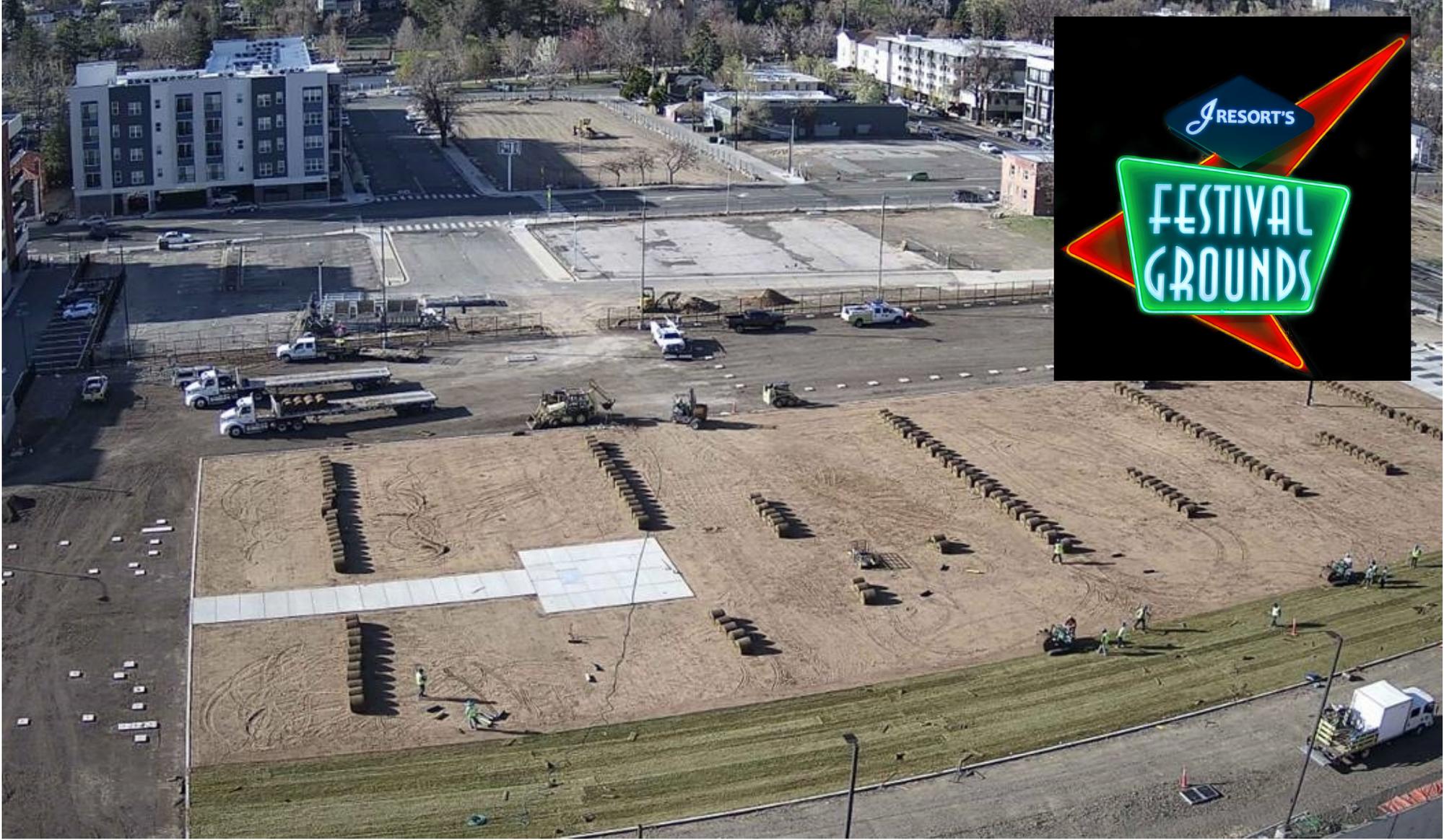
# PROJECT SITE



# SITE PLAN



# CURRENT SITE CONDITIONS

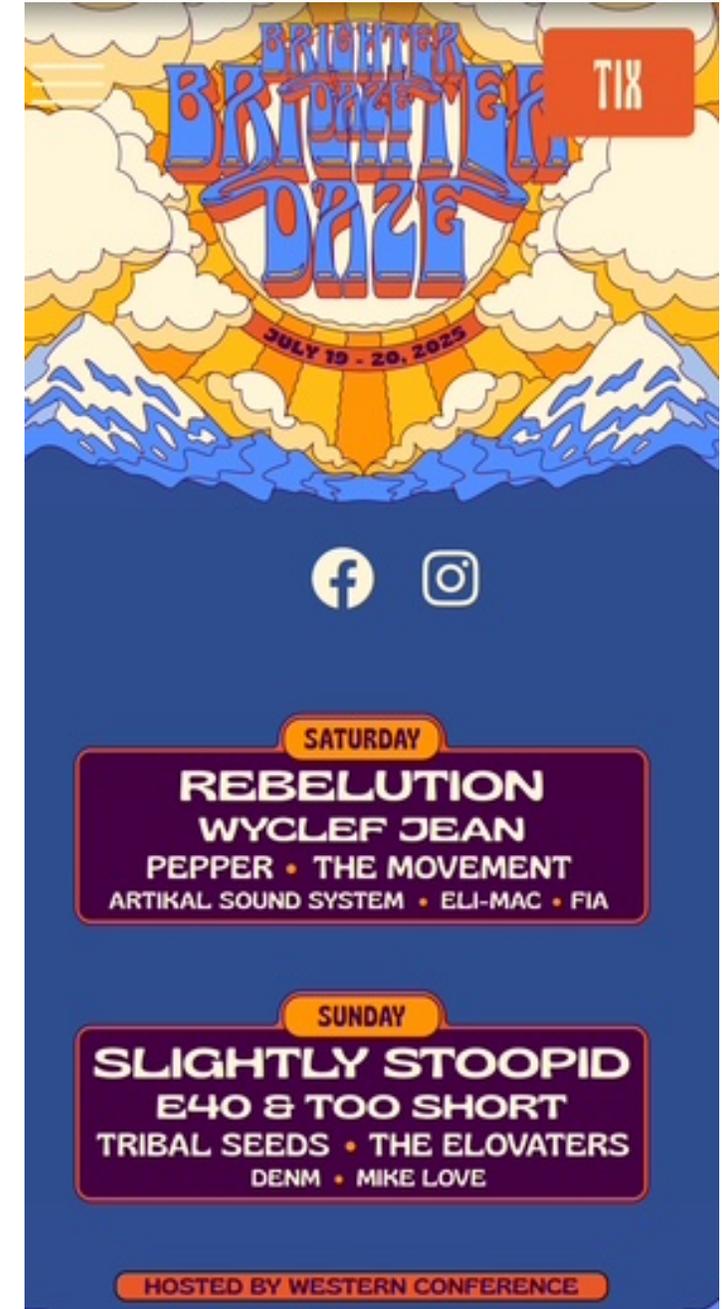


# 2025 FESTIVALS ANNOUNCED!!!



## Estimated Economic Impact:

- Drifters Festival: \$3.8 million
- Brighter Daze: \$14 million
- Year 2 → \$12 million to \$18 million per festival

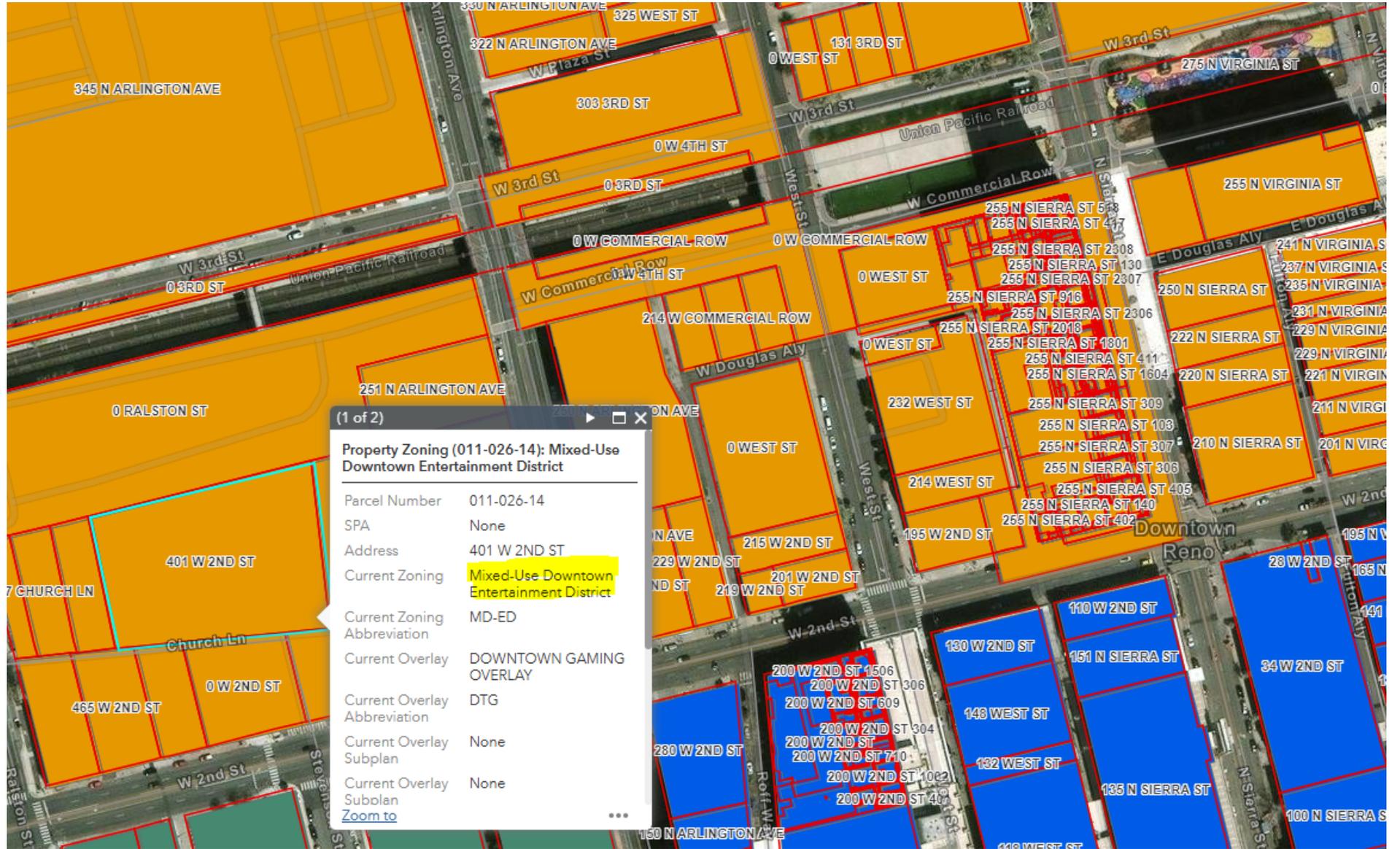






# ZONING

## MIXED-USE DOWNTOWN ENTERTAINMENT DISTRICT



# RMC ZONING - MIXED-USE DOWNTOWN ENTERTAINMENT DISTRICT

“The MD-ED district is intended to support the most intensive transit-supportive development within the downtown regional center and the region as a whole. The MD-ED district functions as the **24-hour gaming area**, as facilitated by the Gaming Overlay District, and **includes major hotel-casinos and cultural/entertainment/recreational facilities**, as well as retail, restaurants, high-density residential, and urban open spaces. Active uses are focused along Virginia Street, Sierra Street, 2nd Street, Commercial Row, and 4th and 5th Streets.”

# MASTER PLAN - DOWNTOWN MIXED USE

Generally, Downtown is intended to include a diverse mix of employment, sports and **tourism-related uses**, specialty retail, bars and restaurants, **arts and entertainment** (including gaming), offices, cultural facilities, and high-density residential, civic and government facilities as well as uses, plazas, squares, pocket parks, and other public spaces.

## Characteristics:

- Downtown serves as the heart of the community and region and is **the main venue for street FESTIVALS**, parades, and other community- or region-wide events.
- Development pattern is high-density with an emphasis on pedestrian amenities and transit access.
- **Infill and redevelopment is encouraged on vacant or underutilized sites to promote ongoing revitalization...**

# Reno Downtown Action Plan

## MAYOR AND CITY COUNCIL

Hillary Schieve, Mayor

David Bobzien, At-Large

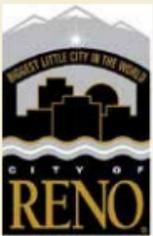
Jenny Brekhus, Ward 1

Naomi Duerr, Ward 2

Oscar Delgado, Ward 3

Paul McKenzie, Ward 4

Neoma Jardon, Ward 5



## PROJECT MANAGEMENT ADVISORY COMMITTEE (in alphabetical order)

Lauren Ball, Public Relations Coordinator, OCCE, City of Reno

Alicia Barber, Stories in Place, LLC

Matt Brown, Communication Program Manager, City of Reno

Cindy Carano, Eldorado Group

Colin Loretz, Reno Collective

Des Craig, Senior Planner Community Housing, City of Reno

Amy Cummings, RTC Planning Director

Wendy Damonte, Renown Vice President of Advocacy and Community Partnership

Bill Dunne, Revitalization Manager, City of Reno

Eric Edelstein, President Reno Aces

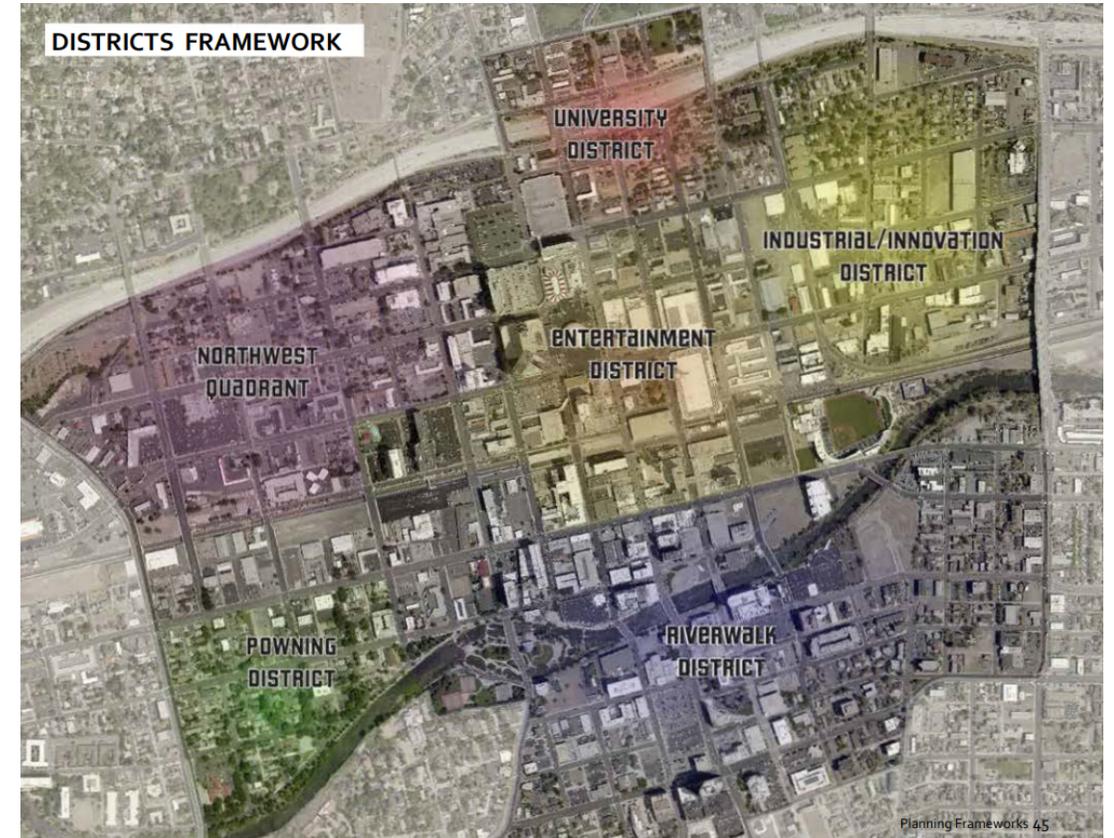
**George Foster, Montage Resident**

**Jim Gallaway, Palladio Resident**

Heidi Gansert, UNR Executive Director External Relations

Alexis Hill, Arts, Culture, & Events Manager, City of Reno

Aric Jensen, Community Development Director, City of Reno



# Reno Downtown Action Plan

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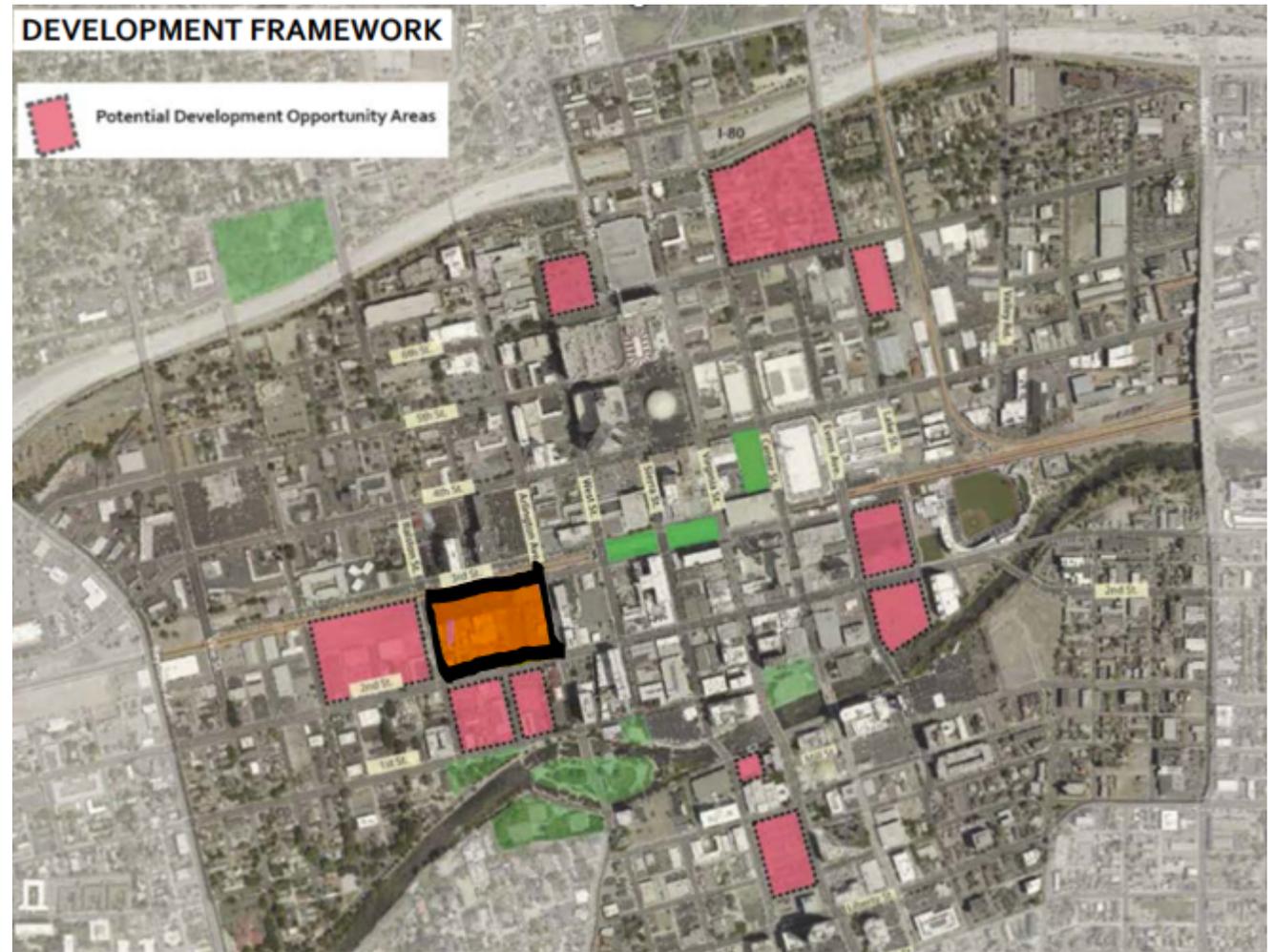
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3.1c. Tourism and entertainment. **Encourage reinvestment in established casinos and the introduction of new uses and activities that strengthen Downtown's appeal as a tourism and entertainment destination.** Strive to make Downtown the location of choice within the region for annual events, cultural celebrations, and other community gatherings.

# OPERATIONS

- Generally, hours of operation shall be limited to 6:00 a.m. to 11:00 p.m. Sunday through Thursday and 6:00 a.m. to 12:00 a.m. Friday and Saturday. → Same as Glow Plaza!
- Generally, amplified sound and alcohol sales are restricted to 8:00 a.m. to 10:00 p.m. Sunday through Thursday and 8:00 a.m. to 11:00 p.m. Friday and Saturday. → Same as Glow Plaza!
- The Glow Plaza venue and the proposed Festival Grounds may hold events simultaneously. The total number of attendees shall not exceed 15,000 per day.
- A Security and Management Plan shall be submitted and approved by the Zoning Administrator, Code Enforcement Department, Public Works Department, Reno Fire Department and Reno Police Department.

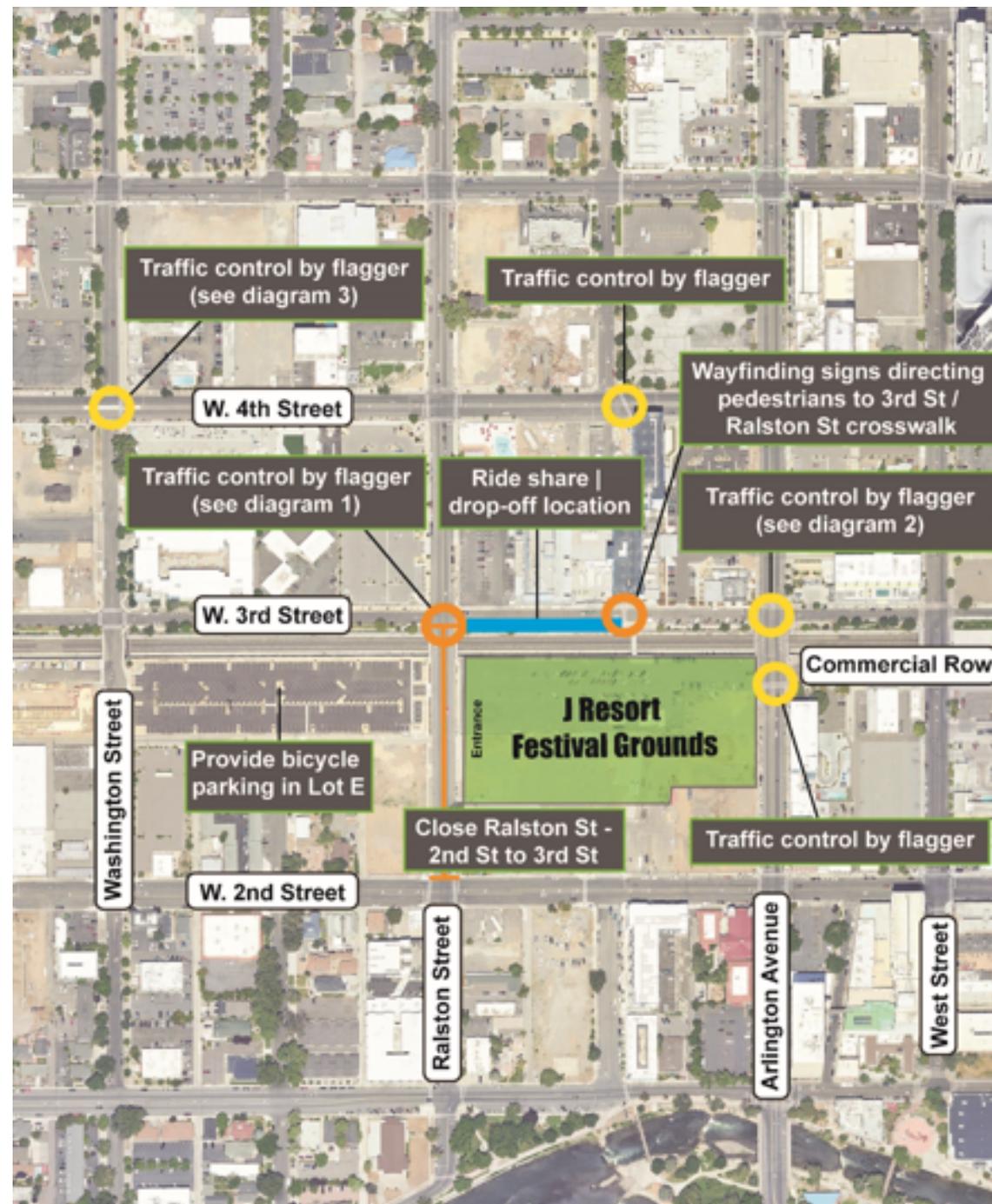
# TRAFFIC

Tier	Attendance Level/ Tickets Sold	Traffic Management	# of Event Days per Year
1	0 to 5,000	<ul style="list-style-type: none"> <li>- No traffic control needed at intersections</li> <li>- Designate ride share/drop-off zone location that can accommodate at least 10 vehicles</li> <li>- Provide bicycle parking spaces based on number of tickets sold (number of spaces = 1 percent of tickets sold)<sup>1</sup></li> </ul>	Unlimited
2	5,001 to 12,000	<u>Entire Event<sup>2</sup></u> <ul style="list-style-type: none"> <li>- Ralston Street between 3<sup>rd</sup> Street and 2<sup>nd</sup> Street – close road</li> <li>- 3<sup>rd</sup> Street/Ralston Street – Traffic control by flaggers (see Figure 13)</li> <li>- 3<sup>rd</sup> Street crosswalk between Ralston Street and Arlington Avenue – Wayfinding signs directing pedestrians to the 3<sup>rd</sup> Street/Ralston Street crosswalks</li> <li>- Designate ride share/drop-off zone location that can accommodate at least 10 vehicles</li> <li>- Provide bicycle parking spaces based on number of tickets sold (number of spaces = 1 percent of tickets sold)<sup>1</sup></li> </ul>	20 <sup>4</sup>
		<u>Egress Period Only<sup>3</sup></u> <ul style="list-style-type: none"> <li>- 4<sup>th</sup> Street/Washington Street – Traffic control by flaggers (see Figure 13)</li> <li>- 4<sup>th</sup> Street/Nevada Street crosswalk – Traffic control by flaggers</li> <li>- 3<sup>rd</sup> Street/Arlington Avenue – Traffic control by flaggers (see Figure 13)</li> <li>- Arlington Avenue/Commercial Row crosswalk – Traffic control by flaggers</li> </ul>	
3	12,001 to 15,000	<u>Entire Event<sup>2</sup></u> <ul style="list-style-type: none"> <li>- Ralston Street between 3<sup>rd</sup> Street and 2<sup>nd</sup> Street – close road</li> <li>- 3<sup>rd</sup> Street/Ralston Street – Traffic control by flaggers (see Figure 14)</li> <li>- 3<sup>rd</sup> Street crosswalk between Ralston Street and Arlington Avenue – Wayfinding signs directing pedestrians to the 3<sup>rd</sup> Street/Ralston Street crosswalks</li> <li>- 3<sup>rd</sup> Street/Arlington Avenue – Traffic control by flaggers (see Figure 14)</li> <li>- Arlington Avenue/Commercial Row crosswalk – Traffic control by flaggers</li> <li>- Designate ride share/drop-off zone location that can accommodate at least 10 vehicles</li> <li>- Provide bicycle parking spaces based on number of tickets sold (number of spaces = 1 percent of tickets sold)<sup>1</sup></li> <li>- Shuttle service, if necessary</li> <li>- Provide signs at each J Resort managed parking lot</li> </ul>	10
		<u>Egress Period Only<sup>3</sup></u> <ul style="list-style-type: none"> <li>- 4<sup>th</sup> Street/Washington Street – Traffic control by flaggers (see Figure 14)</li> <li>- 4<sup>th</sup> Street/Nevada Street crosswalk – Traffic control by flaggers</li> </ul>	

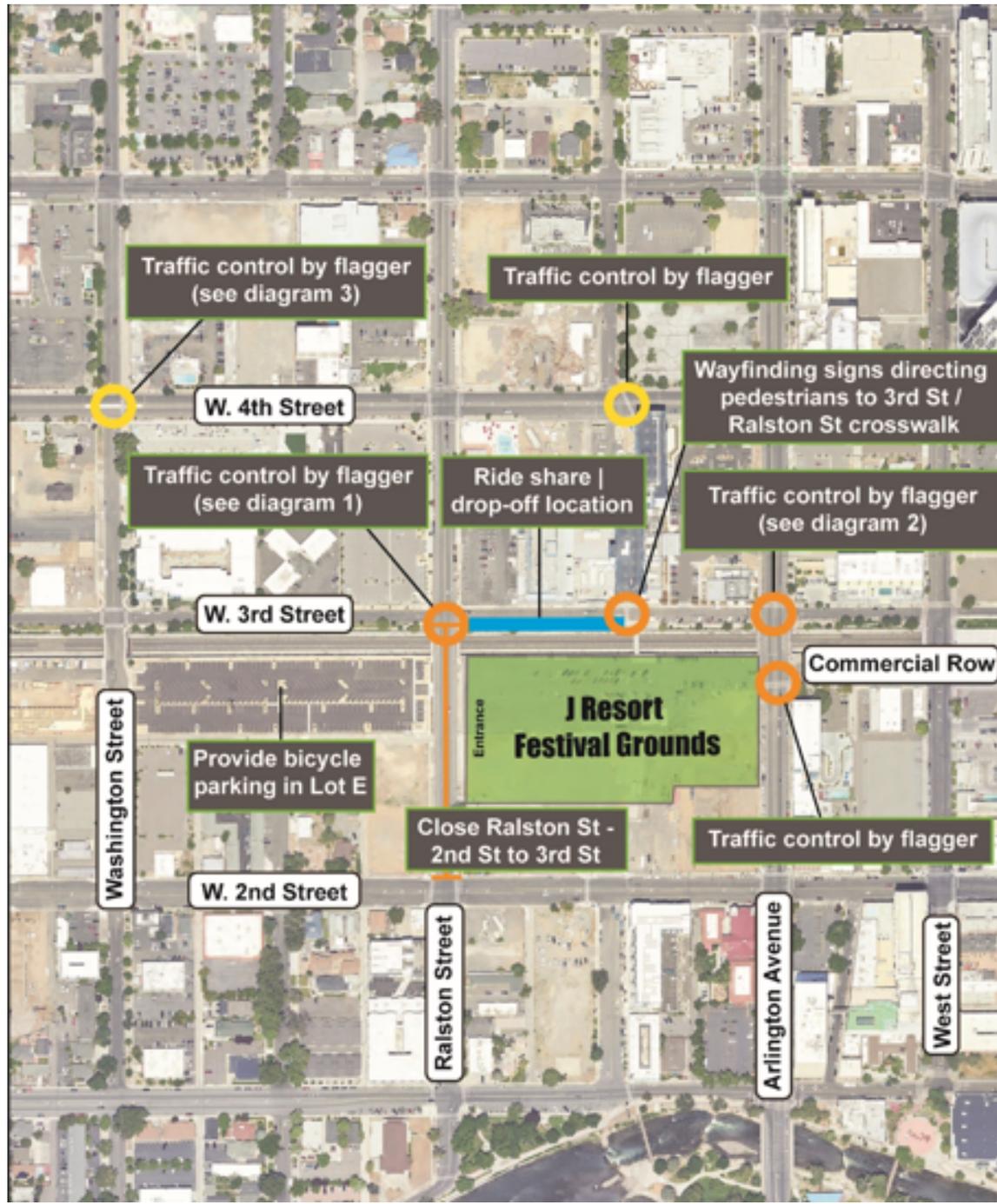
# TIER 1 - RECOMMENDED EVENT TRAFFIC MANAGEMENT



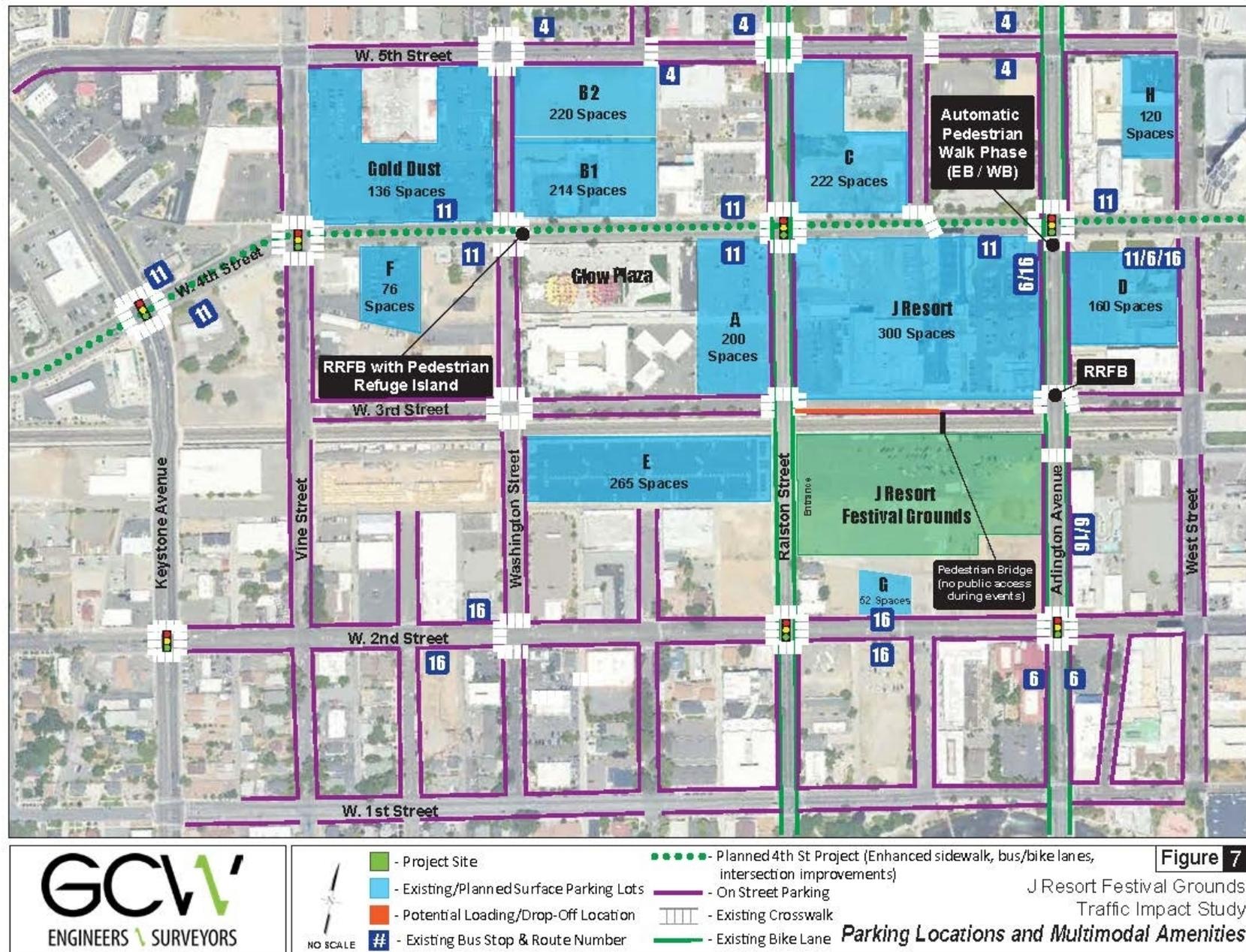
# TIER 2 - RECOMMENDED EVENT TRAFFIC MANAGEMENT



# TIER 3 - RECOMMENDED EVENT TRAFFIC MANAGEMENT



# PARKING



# NOISE

## Article 14 Residential Adjacency

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### 18.04.1401 Purpose

The purpose of this article is to promote compatible transitions between land use areas of differing intensities and to reduce potential negative impacts that may occur when mixed-use and nonresidential type of development is located near residential zoning districts.

### 18.04.1402 Applicability

This article applies to all nonresidential development built on or within 300 feet of any property in a residential zoning district or a mobile home park, exempting nonresidential developments that are no greater than 35 feet in height and are separated from residentially zoned property by a freeway. For mixed-use development, this article applies to nonresidential project components, including access and circulation routes.

- **RESIDENTIAL ADJACENCY NOISE STANDARDS DO NOT APPLY SINCE DOWNTOWN RENO IS ZONED MIXED-USE**
  - **NOT RESIDENTIAL**

# DOWNTOWN EVENTS



## WESTERN LIGHTS

ILLUMINATED ART FESTIVAL

**ART**

DANIEL POPPER · CHROMAFORMS · LIQUID PXL · MARK RIVERA  
BIG ART · DARRELL ANSTED · CHAD RICE · NINO ALICEA  
NICK ALICE · LUMINESCENT GRAND · 11 DIMENSIONS  
GHOST FREQUENCIES · GIANCARLO LOVERDE · MADDLES MADE  
LUKA STARMER · LUKE RIZZOTTO · BARRY CRAWFORD  
THE FRACTAL FLORIST · JUSTIN SAWYER · ANDREW FRANK  
AMANDA SEYMOUR · STANISALV SHMINKE · ERIN ST. BLAINE  
JESSICA LEVINE · THE GIVING TREE ART CAR

**MUSIC**

MOONTRICKS · THE SEXTONES · WONKYWILLA  
MOONDOG MATINEE · HUCKLEBERRY ROAD · EL JOSSI · K-LAB  
SMOKED OUT SOUL · CLOUDCHORD · SUIKA T · PLEXUSPLAY  
BAD PUSSYCAT · FUNKSALIVE · COOP DA LOOP · RAMBO PARTY  
MO'STEPH · BRIDGES · CHUCK TYLER · JIMMY DIRT · OBI WAN SOLO  
BERAZZ · DJ PEARL · NAT NOT NATE · SKUDD · HOT DAD  
ATRISCO · REBEL YETI · HB · BRIO · MARIBEL · NIGHT EYES  
JOHNNY WILD · POLYJAMOUROUS · STARMƏR

# EMAIL FROM MONTAGE RESIDENT

**From:** [REDACTED]  
**Sent:** Monday, April 7, 2025 2:09:06 PM  
**To:** [jresortinfo@jresortreno.com](mailto:jresortinfo@jresortreno.com) <[jresortinfo@jresortreno.com](mailto:jresortinfo@jresortreno.com)>  
**Subject:** Thank you

Dear Mr. Jacobs and the Executive Team,

My name is [REDACTED] and I live in a high-rise in downtown Reno. I wanted to take a moment to thank you personally for the extraordinary investment of time, vision, and care you've made downtown.

The J Resort is beautiful, and I'm excited about the new outdoor venue. The Glow Plaza is an entertaining space, and I enjoyed many events there.

I also want to express my gratitude for the stunning art installations along Fourth Street. They've truly enhanced the day-to-day experience of living downtown and added so much character and beauty to the area.

What your group has accomplished is nothing short of extraordinary. It enriches our city, lifts our community, and gives us who call this neighborhood home a real sense of pride.

Thank you again for everything you're doing for Reno. It means so much to me—and I'm sure to many others as well.

Warm regards,

[REDACTED]  
[255 N Sierra Street](#) [REDACTED]

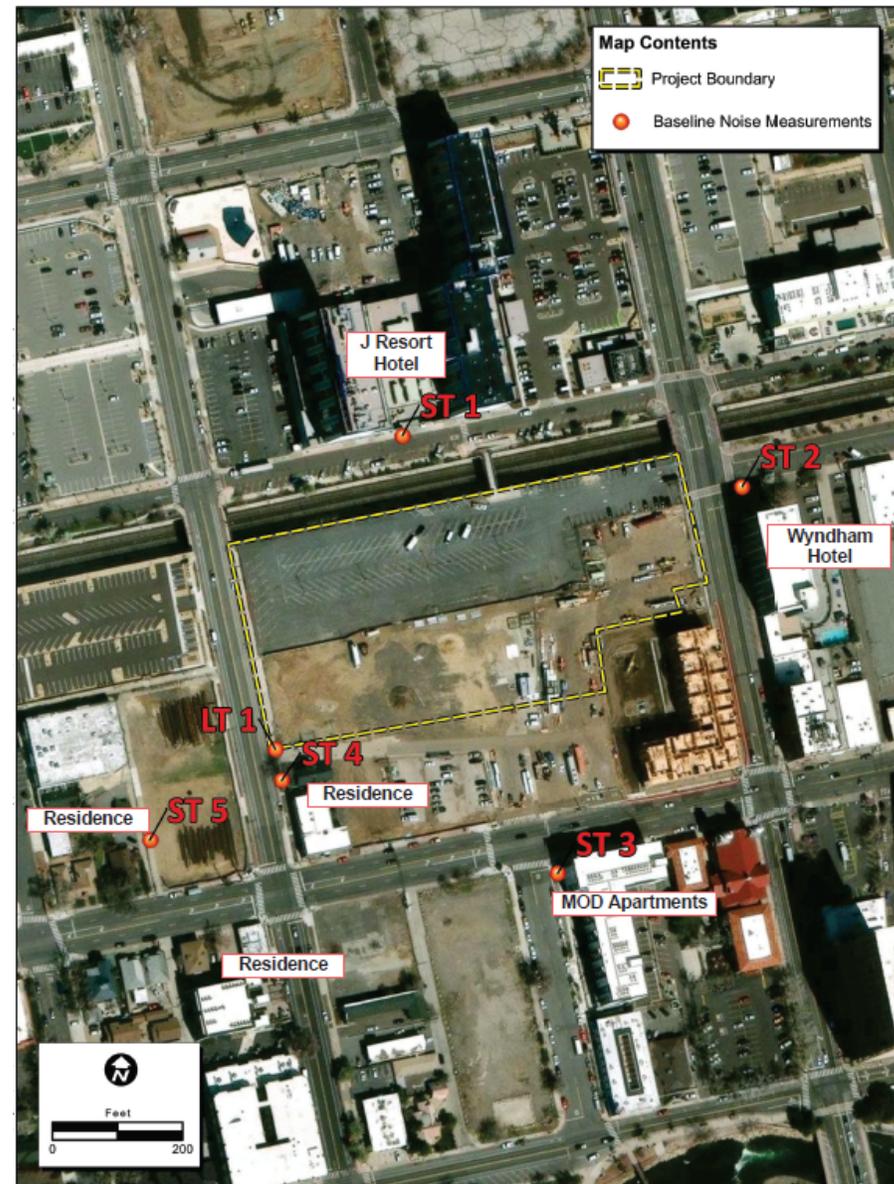
[Reno, NV 89501](#)



# QUESTIONS?

# ACOUSTICAL STUDY

15-Minute Noise Measurements, dBA					
Location Number	Location	L <sub>eq</sub>	L <sub>min</sub>	L <sub>max</sub>	Time
ST 1 – Daytime	On Second Street, behind J Resort Casino.	60.6	51.6	73.8	9:46 a.m. – 10:01 a.m.
ST 1 – Nighttime	On Second Street, behind J Resort Casino	59.2	49.6	77.3	9:03 p.m. – 9:18 p.m.
ST 2 – Daytime	Next to Wyndham Hotel near the corner of Commercial Row and Arlington Avenue	63.7	54.7	79.9	10:07 a.m. – 10:22 a.m.
ST 2 – Nighttime	Next to Wyndham Hotel near the corner of Commercial Row and Arlington Avenue	62.6	52.3	78.9	9:23 p.m. – 9:38 p.m.
ST 3 – Daytime	Next to MOD Apartments near the corner of Stevenson Street and West Second Street	61.2	53.1	70.9	10:28 a.m. – 10:43 a.m.
ST 3 – Nighttime	Next to MOD Apartments near the corner of Stevenson Street and West Second Street	56.7	43.4	69.3	9:42 p.m. – 9:57 p.m.
ST 4 – Daytime	In front of 222 Ralston Street residence	61.1	52.0	81.5	10:47 a.m. – 11:02 a.m.
ST 4 – Nighttime	In front of 222 Ralston Street residence	56.2	47.0	72.8	9:59 p.m. – 10:14 p.m.
ST 5 – Daytime	Next to 529 2nd Street residence	55.6	49.3	76.0	11:04 a.m. – 11:19 a.m.
ST 5 – Nighttime	Next to 529 2nd Street residence	56.0	43.7	73.8	10:18 p.m. – 10:33 p.m.



Baseline Noise Measurement Map

Downtown Reno Festival Grounds Project 2024-241



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Table 3. Project-related Noise Increase Over Ambient Noise Measurements				
15-Minute Noise Measurements, dBA L <sub>eq</sub>				
Location/Receiver	Location	Ambient Noise	Project Noise Levels	Increase Over Ambient
Receiver 1 – Daytime	J Resort Casino.	60.6	77.8	17.2
Receiver 1 – Nighttime	J Resort Casino.	59.2	77.8	18.6
Receiver 2 – Daytime	Wyndham Hotel	63.7	70.4	6.7
Receiver 2 – Nighttime	Wyndham Hotel	62.6	70.4	7.8
Receiver 3 – Daytime	MOD Apartments	61.2	70.2	9
Receiver 3 – Nighttime	MOD Apartments	56.7	70.2	13.5
Receiver 4 – Daytime	Residence at 222 Ralston Street	61.1	77.8	16.7
Receiver 4 – Nighttime	Residence at 222 Ralston Street	56.2	77.8	21.6
Receiver 5 – Daytime	Residence at 529 2nd Street	55.6	71.5	15.9
Receiver 5 – Nighttime	Residence at 518 2nd Street	56.0	71.5	15.5