

LDC25-00031

(J Resort Festival Grounds)

Appeal

Reno City Council

April 9, 2025



C I T Y O F
RENO

Project Information

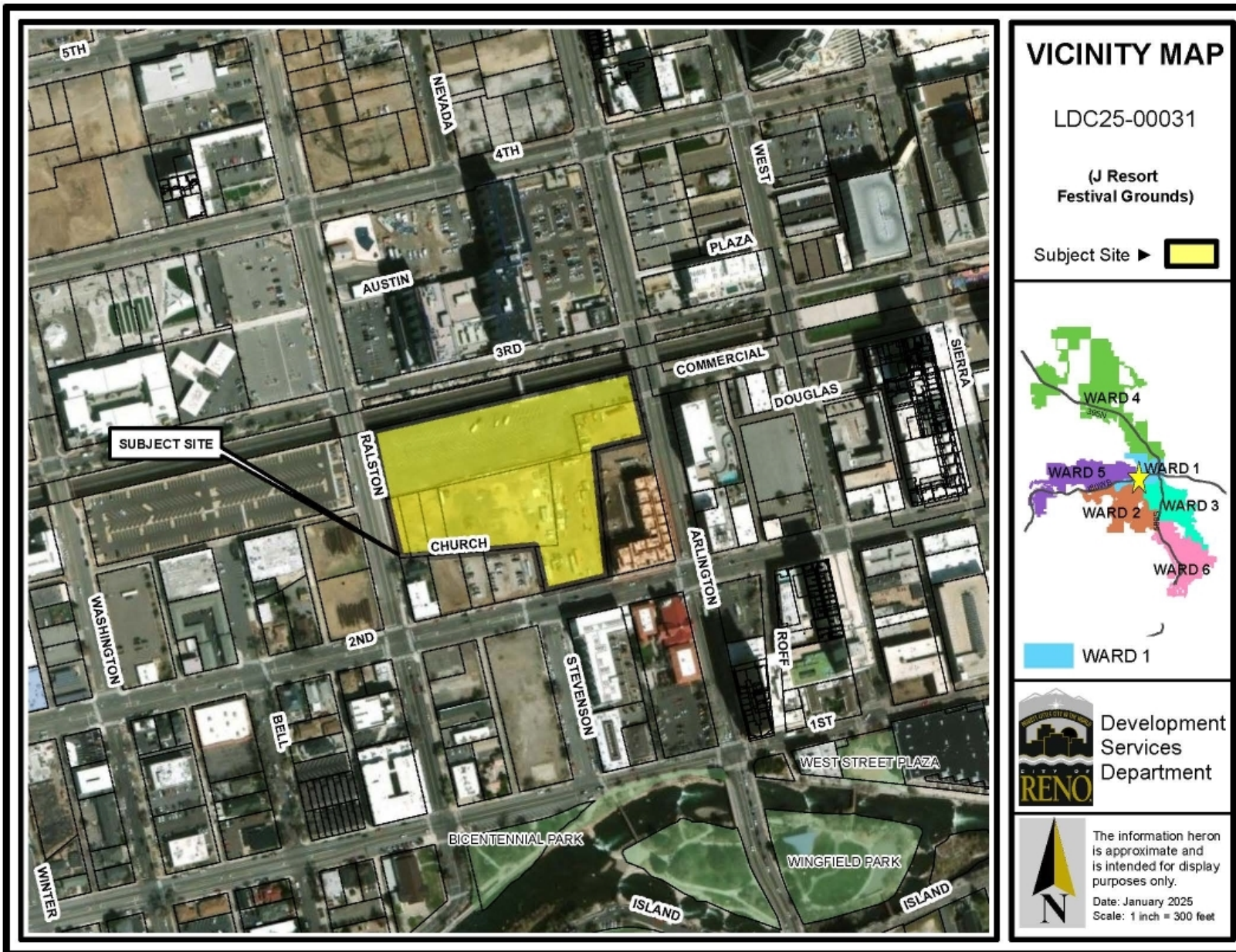
Site:

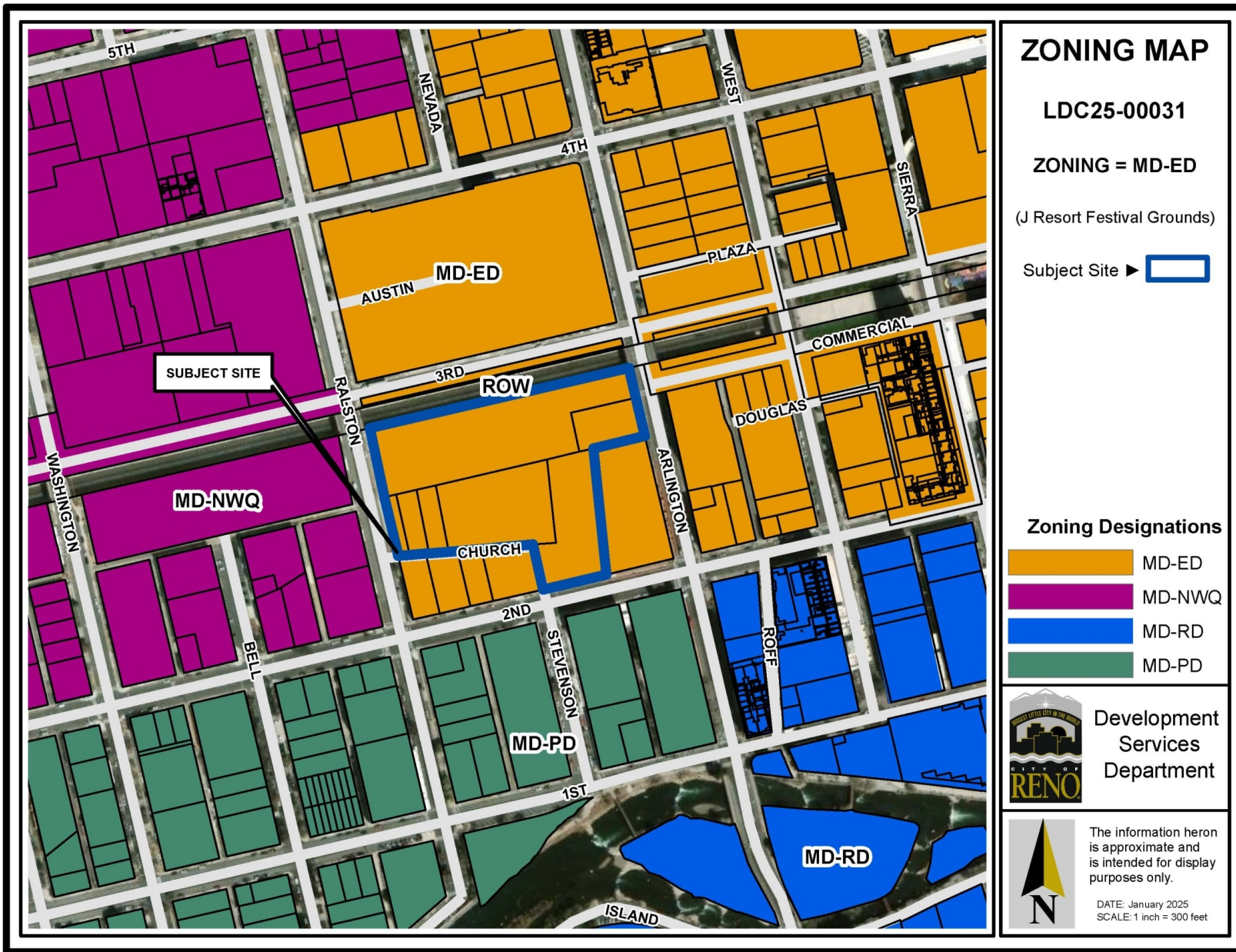
- ±4.5 acre site

Request:

Conditional Use Permit

- Outdoor Amusement or Recreation
- Live Entertainment - exceed the allowed standards by 1 hour on Fridays and Saturdays





Zoning District

- Mixed-Use Downtown Entertainment District (MD-ED)

Key Issues

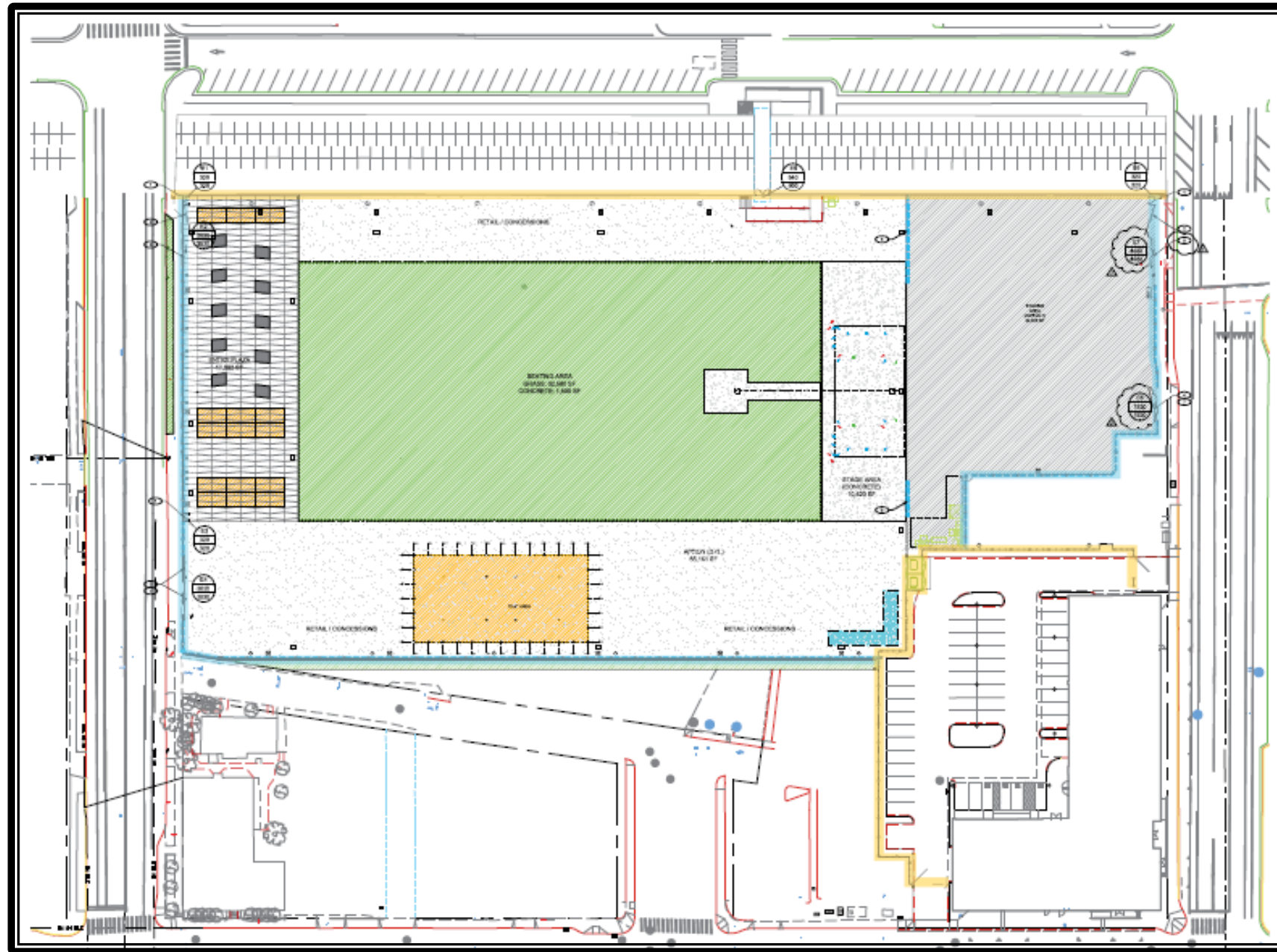
- Compatibility with surrounding developments & uses
- Traffic, access, & Circulation
- Public Safety

Site Plan

- 15,000 attendees
- 64,800 sq. ft. seating area
- 17,982 sq. ft. entry plaza
- 52,936 sq. ft. staging area
- Tent, stage, & retail/concessions

Permanent improvements

- Fencing
- perimeter lighting
- Landscaping
- Signage



Operations

Hours of operation

(24 hour is allowed by right)

- 6:00 a.m. to 11:00 p.m. Sunday through Thursday
- 6:00 a.m. to 12:00 a.m. Friday and Saturday

Amplified sound & alcohol

(10:00 pm is allowed by right)

- 8:00 a.m. to 10:00 p.m. Sunday through Thursday
- 8:00 a.m. to 11:00 p.m. Friday and Saturday (exceeds by 1 hour)

Differences	Glow Plaza	J Resort Festival Grounds		
Zoning District	MD-NWQ	MD-ED		
Site Size	2.32 acres	4.5 acres		
Attendees	Capacity - 6,742	Maximum - 15,000 attendees		
Events	Unlimited Events 20 events per year (exceeding the decibel threshold)	Tier	Attendees	Number of Events
		Tier 1	0 to 5,000	Unlimited
		Tier 2	5,001 to 12,000	20 events per year
		Tier 3	12,001 to 15,000	10 events per year
Special Event/Activity Trigger	Over 3,700 attendees	ALL events		

Traffic, Access, & Circulation

Traffic Mitigation Plan

- Wayfinding signs
- Flaggers
- Shuttle
- **Events will be reviewed on a case-by-case basis**

Parking

- 1,965 parking spaces in 10 private parking lots
- Maps will be provided



Downtown Mixed-Use (DT-MU)

Range of Densities

The most intense of the three mixed-use categories; actual densities vary by downtown district.

Primary and Secondary Uses

Varies by downtown district (see Design Principles for the Downtown Regional Center). 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

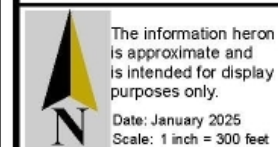
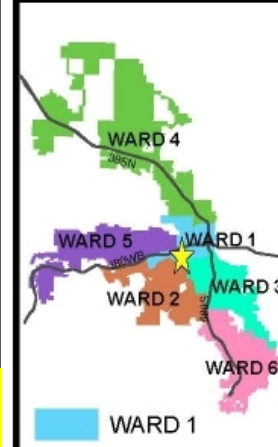
- Downtown serves as the heart of the community and region and is the main venue for street festivals, parades, and other community- or region-wide events.
- Development pattern is high-density with an emphasis on pedestrian amenities and transit access.
- Infill and redevelopment is encouraged on vacant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

MASTER PLAN MAP

LDC25-00031

(J Resort Festival Grounds)

Subject Site ► 



Compatibility

- Downtown Mixed-Use (DT-MU)
- Mixed-Use Downtown – Entertainment District (MD-ED)
- Speakers oriented away from residential uses
- Exception requested is ONLY for 1 hour on Friday and Saturday nights

Comparable Events

Events	Duration	Number of Attendees
Hot August Nights	10 days	500,000
Reno River Festival	3 days	65,000
Eldorado Great Italian Festival	2 days	40,000
Artown	31 days	250,000
Western Lights Festival	3 days	53,000
Aces Baseball Games	3 times a week	10,000
Northern Nevada Pride Festival	1 day	10,000
Biggest Little Block Party in the World	1 day	10,000 to 15,000

Recommended Findings

General Review Criteria	Staff Review and Analysis	Staff Review
Consistency with the Reno Master Plan	Consistent with plan goals, policies, and strategies	✓
Compliance with Title 18	With the Conditions of Approval, the project meets and exceeds RMC standards	✓
Mitigates Traffic Impacts	Traffic Mitigation Plan has been reviewed – each event will be evaluated for additional mitigation	✓
Provides Safe Environment	Security Management Plan will be reviewed for each event	✓

Recommended Findings

Conditional Use Permit Review Findings	Staff Review and Analysis	Staff Review
Use is in accordance with RMC and the purpose of the zoning district	Purpose: MD-ED <i>functions as the 24-hour gaming area and includes major hotel-casinos and cultural/entertainment/recreational facilities, retail, restaurants, high-density.....</i>	✓
Design is compatible with surrounding development	Speakers are oriented away from residential and hotels... <i>will coexist with surrounding development without conflict</i>	✓
Design is consistent with development standards	Meets and exceeds the minimum RMC standards	✓

Recommended Findings

Conditional Use Permit Review Findings	Analysis	Staff Review
Available public services	Yes, it's an infill project	✓
Characteristics are reasonably compatible with the types of use permitted in the surrounding area	Characteristics, aka the distinctive features, proposed will coexist with the types of uses permitted in the surrounding area	✓
Not detrimental to the public health, safety, or welfare	Once developed, noise, smoke, odor, dust, vibration, illumination, and other hazards shall be mitigated	✓

Planning Commission Decision

February 19, 2025

Planning Commission unanimously approved the request 7 to 0

Staff Recommendation

Staff recommends Council review the letter of appeal and Planning Commission action and affirm the Planning Commission's decision