





## New form response notification

1 message

**Reno City Council Online Public Comment Received** <cityclerk@reno.gov>

Wed, Nov 15, 2023 at 9:37 AM

Reply-To: cityclerk@reno.gov

To: publiccomment@reno.gov

Your form has a new entry. Here are all the answers.

|   |  |
|---|--|
| <b>Your Name (First and Last)</b>   | Sofia Lombardo   |
| <b>Council Meeting Date</b>   | Nov 15, 2023   |
| <b>Agenda Item</b>  | D.2  |
| <b>Do you wish to speak in person at the meeting?</b>                                 | No, written comment only (please submit your comments in the field below)  |
| <b>Your Comment (if you are speaking, it is not necessary to complete this field)</b> | <p>To my City Council Representatives,</p> <p>I hope this comment finds you well. Hello. My name's Sofia Lombardo. I was raised Reno since I was a small child. I've gone to school here, worked here, and lived in various parts of our city for over 21 years. And in that time, I've seen a lot of change to our city, as I know many of us have. Undoubtedly, our city has expanded and grown exponentially in the last 4 or so years. And as such, our officials have sought to revitalize much of our old city. While I concede that improvements and investment in the downtown area are necessary, I am alarmed by the means by which we have gone about conducting such improvements, specifically in regards to Jacobs Entertainment and the Development Agreement they've entered into with the City of Reno.</p> <p>I'd firstly like to state my concern for the proposed signage above fourth street as well as the extensive branding of Jacob's properties as "Reno's Neon Line District." It deeply troubles me that this company was able to trademark this phrase and mislead the public into thinking that a whole area, which includes public spaces not owned by Jacob's, are somehow part of one of the city's districts. I think that including the city's name in this trademark was certainly beneficial and lucrative on the part of Jacob's as they've been able to brand a whole area with the city's name without the council having to approve of any of it. However, I find it purposefully misleading and ambiguous in its benefit for Jacob's, a private company. I do not see this as a matter of area identification but rather of private vision that has somehow co-opted our city's name into their branding of their resort and their various undeveloped properties around the downtown area. Jacobs is acting in the best interest of its company. Though private and public interests can align, it is important to note that you, our city council members, must be the ones to uphold and protect the public's interest in this agreement and prevent those interests from being undermined by a company with its own interests at heart at the end of the day.</p> <p>Right now I find us at a critical moment in our City's history. Much of the old rundown motels have been sold, demolished, and "revitalized." And much of our low income individuals have been pushed out of affordable housing with little to no alternative. I think it would be a mistake for the City to continue with this Development agreement with Jacob's Entertainment as it stands now and without adding additional amendments to protect those who require low income housing options. I urge the council members to consider adding other amendments to the agreement. In its current state the Development Agreement is supposed to "bring clear and public benefit to both parties." I would urge the City Council to amend</p> |

the current agreement with Jacobs Entertainment to include:  
an explicit and comprehensive list of benefits to our community  
A detailed footprint of the "proposed development" showing which parcels owned by Jacobs would be dedicated to various uses  
requiring signs advertising "Reno's Neon Line District" to be confined to Jacob's private property.  
requiring certain percentages on below-market rate housing on some of the parcels Jacobs has purchased  
requiring an entity other than the developer to determine which preservation or relocation of any historic properties is "feasible"

I believe the amendments described above protect the public's interests in this agreement, and prevent Jacob's Entertainment, a corporation with its own interests at heart, from overstepping its bounds.  
I think that moving forward we must make a greater consideration for what the public stands to benefit and lose from this agreement. We must take the steps necessary to protect our city from being bought up, and its locals forced out. I love this city. I come to you today out of love for our city, out of duty, and devotion to it as well. To see it sold like this, to see one single company's private vision and self-serving interest intrude on our public space is disheartening and troubling. I hope that the council members will take action to protect our citizens and limit Jacob's power. Thank you for your time.

**Which City of Reno Ward do you reside?**

Ward 3

**Please state if you are in favor or in opposition of the agenda item in which you are commenting:**

In opposition

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**By checking the "Yes" below, you understand, acknowledge, and expressly agree that: (1) all information submitted by you will be entered into the public record, made available for public inspection, and freely disseminated without restriction; and, (2) any contact, personal, financial, or medical information intentionally or inadvertently submitted by you will not be maintained in a confidential manner, or subsequently exempted from public inspection.**

Yes

**By checking the "Yes" below, you agree that all the information above is true and accurate. For additional information, please refer to**

Yes

**the agenda for today's meeting.**

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