



# Reimagine Reno

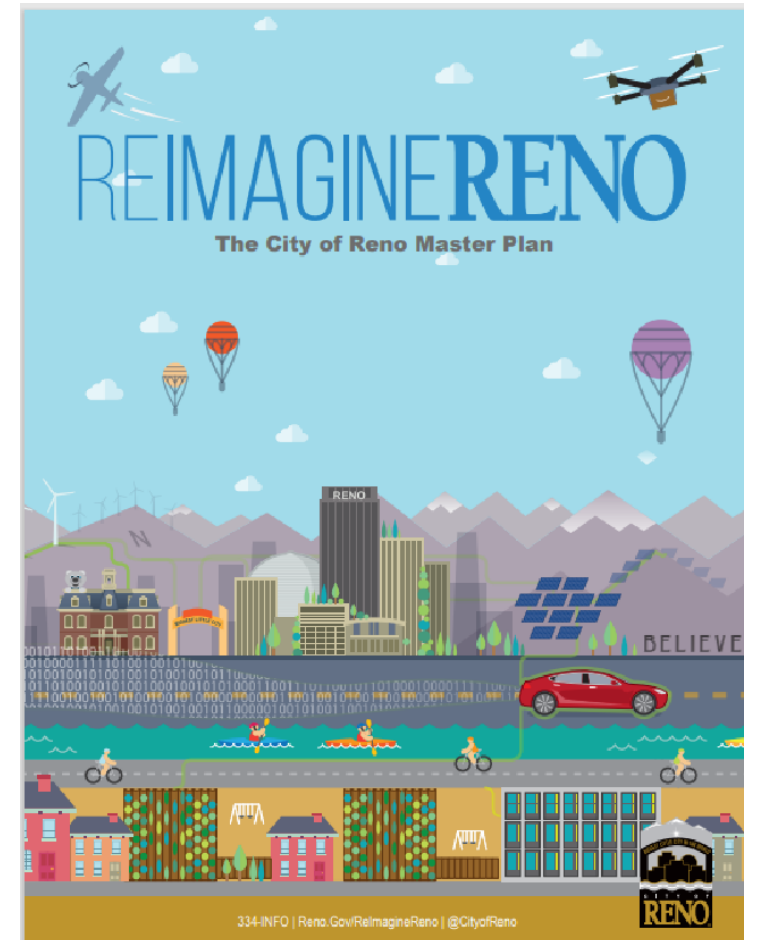
## Master Plan

February 12, 2025

*Agenda Item D.1*

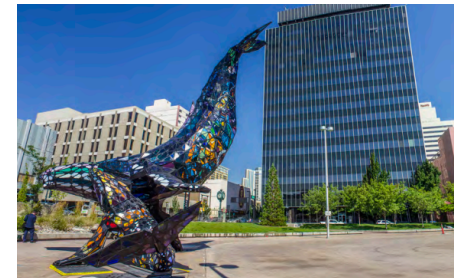
# ReImagine Reno Master Plan

- Adopted in 2017
- 20-year plan for growth and development
- Extensive public input process



# Purpose of the Master Plan

- Tool to **guide** land use patterns, goals, and policies
- **Vision** for our future land use and development trajectory
- High level policy document
- Does **NOT** regulate or require anything



# Downtown Areas

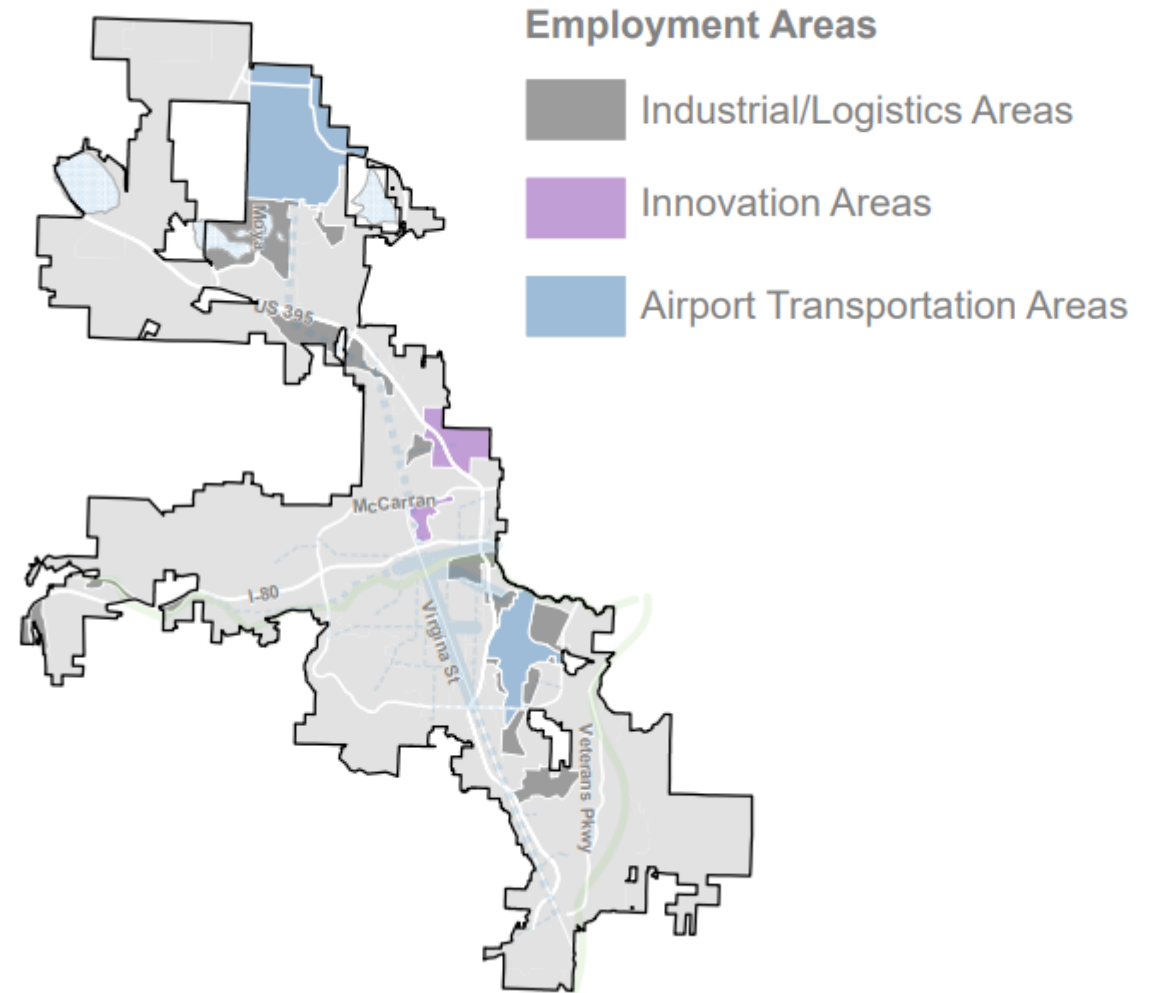
6 districts within downtown

- Various densities
- Mix of uses
- Various parking requirements
- Streetscape character
- Transitions to other areas



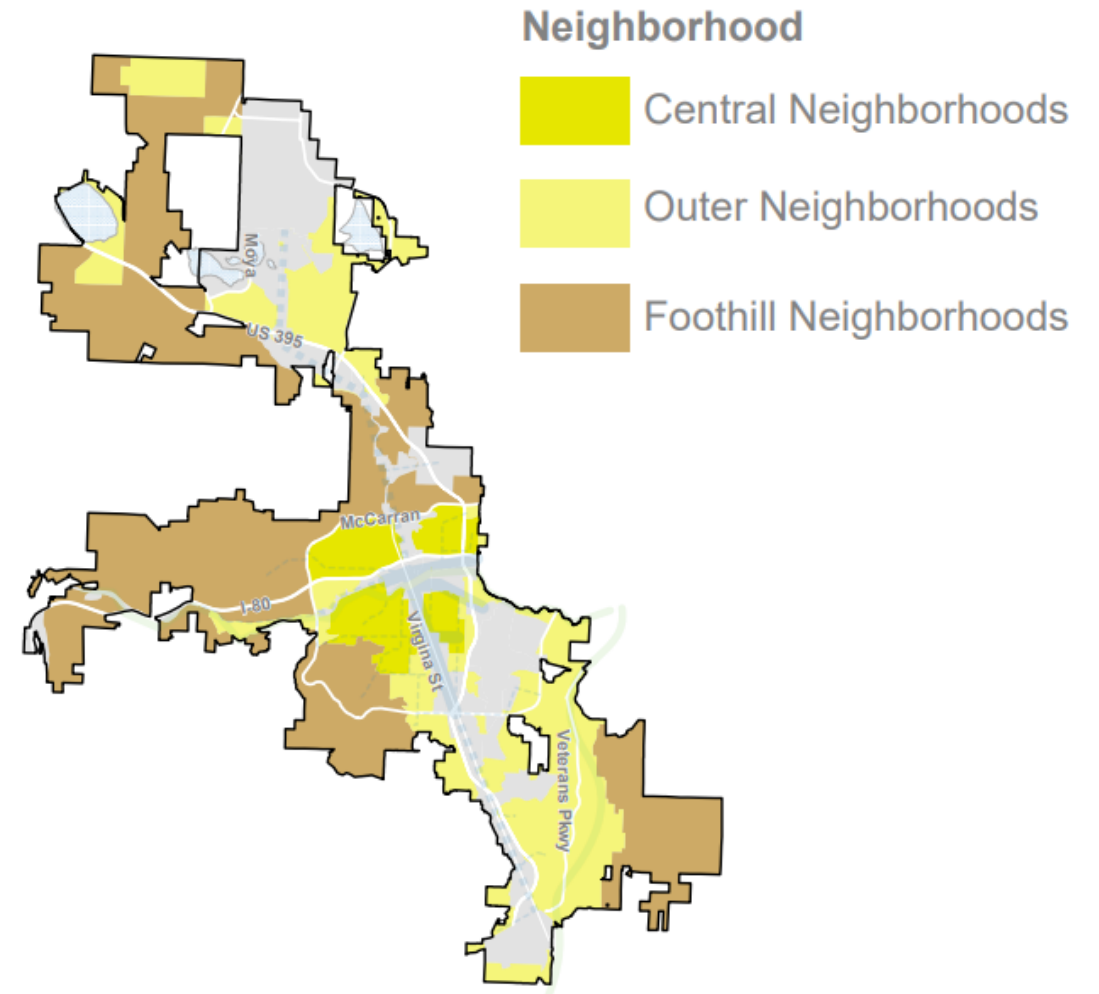
# Employment Areas

- **Industrial Areas** - Focus on industrial, manufacturing and logistics
- **Innovation Areas** - Focus on knowledge (research, business incubators, etc.)
- **Aviation Areas** - Focus on aviation-related transportation and services



# Neighborhood Areas

- **Central Neighborhoods** –  
McCarran loop, City's centers and corridors
- **Outer Neighborhoods** –  
Older suburban areas, adjacent to McCarran loop, new suburban
- **Foothill Neighborhoods** –  
Fringe of the City, steeper sloped areas, higher wildfire area, abut federal lands



# Concurrency and Management

- Strive for all households to spend less than 30% on housing
- Strive for a 6-minute fire response time
- Strive for all dwelling units to be within ½ mile of a park
- Tree canopy coverage
- Air quality standards
- Access to transit
- Adequate sewer, water, stormdrain facilities
- Adequate police service



# How Do We Prioritize?

## 2017



\$350,000 – Median House Price



Switch – 130 MVA power capacity



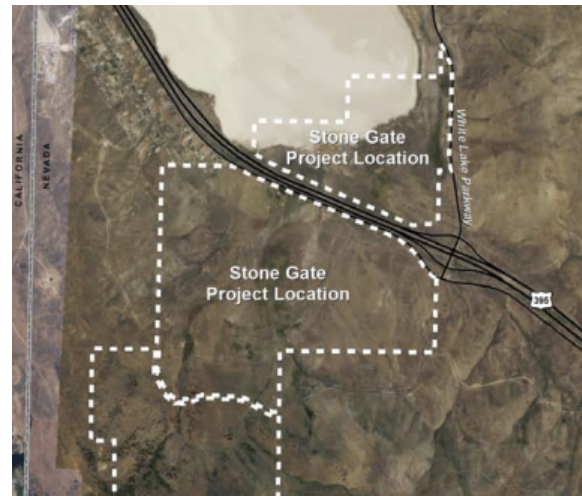
Swan Lake Flood

# How Do We Prioritize?

## 2018



Daybreak PUD approved



StoneGate PUD approved



\$370,000 – Median House Price



Tesla employed 7,000 people

# How Do We Prioritize?

## 2019



1,000 Homes in 120 Days



Affordable housing subsidies



\$420,500 – Median House Price



Drone industry taking off in Reno



# How Do We Prioritize?

## 2020



Reno riots



Shift to on-line submittal



\$459,900 – Median House Price



CARES Campus

# How Do We Prioritize?

## 2021-2024



**Let the  
Ideas Flow!**  
TRUCKEE RIVER VISION PLAN



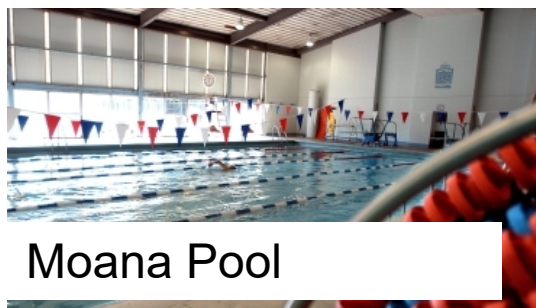
\$580,000 – Median House Price



Pro business



Horse fencing



Moana Pool



Public Safety Center



# How Do We Prioritize for the Future?

- **NO RIGHT OR WRONG ANSWER**
- The Master Plan is a marathon so **stop treating it like a sprint**
  - Endurance strategies
  - Plan ahead
  - Continuous improvements

