

**PLANNING COMMISSION
STAFF REPORT**

Date: May 8, 2025

To: Reno City Planning Commission

Subject: Staff Report (For Possible Action): LDC25-00052 (Champion Chevrolet – Harvard Way) A request has been made for a conditional use permit to allow for the expansion of an existing automobile sales use (Champion Chevrolet) on an adjacent lot. The ±2.61-acre site is located at the northeast corner of Harvard Way and Automotive Way. The site is zoned General Commercial (GC) and has Master Plan land use designation of Suburban Mixed-Use (SMU). [Ward 3]

From: Treston Rodriguez, Assistant Planner

Ward #: 3

Case No.: LDC25-00052 (Champion Chevrolet – Harvard Way)

Applicant: Michael Vicks

APN: 013-311-36

Request: **Conditional Use Permit:** A request has been made for a conditional use permit to allow for the expansion of an existing automobile sales use (Champion Chevrolet) on an adjacent lot.

Location: See Case Maps (**Exhibit A**)

Proposed Motion: Based upon compliance with the applicable findings, I recommend that the Planning Commission approve the conditional use permit, subject to the conditions listed in the staff report.

Summary: The ±2.61-acre site is located at the northeast corner of Harvard Way and Automotive Way. The site is zoned General Commercial (GC) and has Master Plan land use designation of Suburban Mixed-Use (SMU) as shown in **Exhibit A**. The proposed conditional use permit (CUYP) would allow for the expansion of an existing automobile sales use (Champion Chevrolet) on an adjacent lot. The key issues analyzed for this request are: 1) compatibility with surrounding uses; and 2) compliance with Reno Municipal Code (RMC). Staff recommends that the Planning Commission approve the requested CUP, subject to conditions listed in this staff report.

Discussion: The applicant is proposing to store more than 12 automobiles at this location. Per RMC 18.03.304(h)(2)(a)(2), a CUP is required when 12 or more automobiles, trucks, mobile homes, RVs, boats, or trailers are stored onsite for sale or rental. The applicant has indicated that the site will be used for unloading, storing, and preparing vehicles before they are transferred to the main dealership lot for sales.

Analysis:

Compatibility with Surrounding Uses: Immediate surrounding land uses include a mini-warehouse facility (Reno Self Storage) to the north (located within the General Commercial (GC) zone). To the east, there is a combination of GC and Mixed Employment (ME) zones featuring an undeveloped parcel with a billboard, an auto service and repair business, and a personal service establishment. South of the site, across Automotive Way in the GC zone, is an auto service and repair facility (Champion Chevrolet Collision Center). To the west, across Harvard Way in the GC zone, is an automobile, truck, mobile home, RV, boat, and trailer sales or rental use(also operated by Champion Chevrolet). Land uses surrounding the site are summarized in the table below.

	Zoning	Use
North	GC	Mini-Warehouse (Reno Self Storage)
East	GC and ME	Undeveloped parcel with a billboard, Auto Service and Repair, and Personal Service
South	GC (across Automotive way)	Auto Service and Repair (Champion Chevrolet Collision Center)
West	GC (across Harvard Way)	Automobile, Truck, Mobile Home, RV, Boat, and Trailer Sales or Rental (Champion Chevrolet)

The surrounding area is primarily characterized by automotive, warehouse, and personal service uses. This entitlement is linked to an active demolition permit (BLD25-03261E) which authorized the removal of the former ±43,200-square-foot medical office building that existed onsite. Considering these factors, the proposed use is generally compatible with existing land uses in the vicinity.

The GC zone is intended to accommodate a mix of established low-intensity auto-oriented uses, while supporting the gradual transition of the city's suburban corridors to a mix of higher-density residential, retail, commercial, and other employment- and service-oriented uses. As one of Reno's designated "Urban Districts," the GC district allows for an Automobile, Truck, Mobile Home, RV, Boat, and Trailer Sales or Rental use under specific conditions.

Champion Chevrolet currently operates at its established location at 800 Kietzke Lane, across Harvard Way. The applicant is seeking approval to expand the existing automobile sales operation onto an adjacent property. Per RMC 18.03.304(h)(b), uses such as automobile, truck, mobile home, RV, boat, and trailer sales or rentals are allowed in urban districts only if they are situated east of

Interstate 580 (I-580) or within a quarter mile of a street and freeway on/off-ramp intersection. Although the site is not located east of I-580, it satisfies the locational criteria by being within a quarter mile of the intersection of Mill Street and the I-580 on-ramp.

Site Design: As noted, this request is associated with an active demolition permit (BLD25-03261E) which authorized the removal of a ±43,200-square-foot medical office building previously located onsite (**Exhibit B**). Current site improvements include paved access, 420 parking spaces, full utility connections, and landscaping. The site will continue to have access from both Harvard Way and Automotive Way (**Exhibit C**).

Upon completion of the planned improvements, the project will retain 20 existing trees and add 40 new trees and 215 new shrubs. Given that the project involves replacing the demolished building with a parking lot for vehicle storage, most landscaping will be concentrated along the parcel's perimeter, with the exception of landscaped parking islands (**Exhibit D**).

Public Safety: No noted concerns were received from either the Reno Fire Department (RFD) or the Reno Police Department (RPD) in regard to this request.

Master Plan Conformance: The subject site has a Master Plan land use designation of Suburban Mixed-Use (SMU) and is located within the Industrial/Logistics Areas per the Structure Plan Framework of the Master Plan. The SMU land use designation is intended to have a diverse mix of commercial and residential uses. The size, density, and mix of uses will vary depending on access, location, and the character of surrounding areas. Industrial/Logistics areas are oriented towards industrial, manufacturing, and logistics uses. Uses include a mix of large footprint warehouse/flex space, manufacturing facilities, and smaller ancillary and supporting industrial, commercial, and office uses. As proposed, and with the recommended conditions, the project is in substantial conformance with the Master Plan land use designation and the following applicable Master Plan goals and policies:

- GP 1.2C: Existing Businesses

Public and Stakeholder Engagement: The project was reviewed by various City divisions and partner agencies with no notable comments to reflect. The applicant presented the project at the April 1, 2025, Ward 3 Neighborhood Advisory Board (NAB) meeting. A courtesy notice was sent out to surrounding property owners upon initial submittal of the project; with no comments received by staff. Any future comments will be forwarded to the Planning Commission as they are received.

Recommended Conditions of Approval: All conditions shall be met to the satisfaction of Development Services Department staff, unless otherwise noted.

1. The project shall comply with all applicable City codes, plans, reports, materials, etc., as submitted. In the event of a conflict between said plans, reports, materials and City codes, City codes in effect at the time the application is submitted shall prevail.
2. The owner or developer shall apply for a building permit for the entire project within 18 months of the date of approval of the major site plan review application and maintain the validity of that permit, or the major site plan review approval shall be null and void.
3. Prior to the issuance of any building permit associated with this project, the applicant shall attach a copy of the final approval letter. The approval letter shall accompany a narrative provided by the applicant that describes how the requested permit addresses each of the approved conditions of approval.
4. The applicant, developer, builder, property owner, or business proprietor, as applicable, shall continuously maintain a copy of this approval letter on the project site during the construction and operation of the project. The project approval letter shall be posted or made readily available upon demand by City staff.
5. Hours of construction, including grading, shall be limited to between the hours of 7:00 a.m. and 6:00 p.m., Monday through Friday, and between 8:00 a.m. and 6:00 p.m. on Saturday. There shall be no construction on Sundays or state holidays. This condition shall not apply to dust control or storm water management operations. A note to this effect shall be placed on the title sheet of all building permit plan sets.

Findings:

General Review Criteria: The decision-making body shall review all development applications for compliance with the applicable general review criteria stated below.

- 1) Consistency with the Reno Master Plan: The proposed development shall be consistent with the Reno Master Plan. The decision-making authority:
 - a. Shall weigh competing plan goals, policies, and strategies; and
 - b. May approve an application that provides a public benefit even if the development is contrary to some of the goals, policies, or strategies in the Reno Master Plan.
- 2) Compliance with Title 18: The proposed development shall comply with all applicable standards in this Title, unless the standard is lawfully modified or varied. Compliance with these standards is applied at the level of detail required for the subject submittal.

- 3) Mitigates Traffic Impacts: The project mitigates traffic impacts based on applicable standards of the City of Reno and the Regional Transportation Commission.
- 4) Provides Safe Environment: The project provides a safe environment for pedestrians and people on bicycles.
- 5) Rational Phasing Plan. If the application involves phases, each phase of the proposed development contains all of the required streets, utilities, landscaping, open space, and other improvements that are required to serve or otherwise accompany the completed phases of the project, and shall not depend on subsequent phases for those improvements.

Conditional Use Permit: In addition to meeting the criteria in Section 18.08.304(e), *Approval Criteria Applicable to all Applications*, the following findings shall be made prior to granting a conditional use permit:

- (1) The proposed location of the use is in accordance with the objectives of this Title and the purpose of the zoning district in which the site is located;
- (2) The proposed land use and project design is compatible with surrounding development;
- (3) The proposed land use and project design is consistent with applicable development standards;
- (4) Public services and facilities are available to serve the project, or will be provided with development;
- (5) The characteristics of the use as proposed and as may be conditioned are reasonably compatible with the types of use permitted in the surrounding area; and
- (6) The granting of the conditional use permit will not be materially detrimental to the public health, safety, or welfare. The factors to be considered in evaluating this application shall include:
 - a. Property damage or nuisance resulting from noise, smoke, odor, dust, vibration, or illumination; and
 - b. Any hazard to persons and property.

Attachments:

Exhibit A – Case Maps

Exhibit B – Demolition Plan

Exhibit C – Site Plan

Exhibit D – Landscape Plan