

04-09-2025 - Reno City Council Meeting - Item I.1 Case No. LDC25-00031 J Resort Festival Grounds
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## Ann Haley concerns re J Resort Festival Grounds

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From Ann Haley <ahaley212@gmail.com>

Date Tue 4/8/2025 3:22 PM

To Public Comment - CC <PublicComment@reno.gov>

Dear Mayor City Council Members,

Please accept for consideration the following concerns about the Conditional Use Permit Agreement for J Resort Festival Grounds

**Executive Summary:** Ann Haley, former Director of the Oakland Coliseum/Arena, has concerns that the existing wording of the Conditional Use Permit for J Resort Festival Ground is nebulous in several areas and has loopholes allowing J Resort to fall short of fulfilling its obligations with little recourse available to the City of Reno. Of particular concern is that the small concessions given to the owners or the surrounding properties (i.e. time, noise limitations, trash, restroom and parking intrusions) are written in the CUP in such a way as to be essentially unenforceable without extensive litigation.

**Action Requested:** Ms. Haley asks that the City Council delay approval of the Conditional Use Permit until the permit can be more precisely written to reflect intended rights and protections.

### 1. Traffic plan

- a. Shows pedestrians crossing at crosswalks. This is not typical event/festival crowd behavior.
- b. Indicates flaggers and other crowd control would start working when the event starts. This control would need to be in place well before the event starts.
- c. Flaggers and other crowd control would resume efforts ½ hour before end of event and end ½ hour after end of event. Attendees do not all stay until the end of an event and events do not all end on time. Crowd control measures need to be in place throughout an event and stay in place until they are not needed.
- d. Depending on the size and nature of the event, uniformed security or police may be needed to control both automobile and pedestrian traffic around the venue.
- e. Buses are not integrated into the plan despite several bus stops in the vicinity. Bus and/or shuttles should have been considered.

### 2. Parking

- a. The scattering of parking lots around the festival venue controlled by Jacobs is nice but will cause traffic when one fills up and drivers search for open lots. A plan for radio communication between parking lot attendants should be in place as well as flaggers to direct vehicles to open lots. Without this, vehicles will be circling the venue in search of open spots, increasing traffic unnecessarily. A system of communication and a means of directing traffic efficiently between lots needs to be in place.
- b. In my opinion, attendees will be attracted to the public parking spots along the river rather than Jacobs-owned parking lots and other paid lots in the vicinity. This will lead to trash and restroom issues in these public and residential areas, since some festival events lend themselves to pre and/or post party activity.
- c. Is there a guarantee that the Jacobs lots will remain available throughout the life of the Festival



CUP?

### 3. Financial Implications to City (Taxpayers), Adjacent Residents and Businesses

Staff Report states that the "Financial Implications: None", but this is naïve at best. Based on my experience over six years as Executive Director of the Oakland Coliseum and Arena, reaching an agreement between a government entity and a private party without working out all the specifics leads to costs incurred by the deep-pocketed taxpayers. A few examples that concern me in the Permit are:

a. In the Conditional Use Permit it states a Plan will include: (13h.) "A process for reimbursement of all City services related to the event (i.e. street closures, public safety, fire inspections, traffic mitigations, etc.)". This DOES NOT SAY THAT J RESORT IS RESPONSIBLE TO PAY THE COST OF THESE SERVICES! It is a lawsuit ready to happen. You need more direct language than this.

b. There are no penalties or consequences if J Resorts fails to observe the sound limits or end-time limits imposed by the agreement.

Case in point: After Action Report from the July 2024 Bass Camp Festival in Wingfield Park. In that report, the City staff observed:

\*Excessive debris left after the event.

\* The promoter cut branches off a tree to accommodate the stage after being told not to.

\*Decibel reading exceeded 75 and neighbor complaints.

Without checks and balances and financial penalties these things can and will happen. In the case of the Bass Camp Festival, you can revoke future permits. Revoking future single-event permits with Jacobs Entertainment based on the bad actions of a single subcontractor will result in a lawsuit unless you have a way built into your master agreement to hold J Resort liable.

c. Trash will not be contained within the fence line of the festival grounds. Depending on the nature of the event, concert crowds tend to party before and after the event off the grounds. Mitigating the cost to surrounding city streets, residences and businesses should be considered.

d. If the only restroom facilities available to festival attendees are to be portable toilets, then the surrounding business, especially restaurants, hotels and casinos will be either paying to clean and stock restrooms, or they will be paying staff to keep attendees out of their facilities.

e. EMT services: Events of this size need to have EMT services on hand. Will this be provided and paid for by Jacobs Entertainment?

### 4. Number of Events

The way I read the chart, J Resort can hold unlimited events annually at Glow site (up to almost 7,000 people) and unlimited events annually at Festival site (up to 5,000 people). Do you really mean to approve an unlimited number of events annually with almost 12,000 people?

### 5. Noise and other Irritants Levels

a. Staff report states that "Speakers are (to be) oriented away from residential and hotel . . . will coexist with surrounding development without conflict." I am not an expert of decibel measurement, but it seems like the concerns raised by others regarding the type of decibel measurement used by the expert retained and common sense tell me that it is possible that the City Council may have been poorly advised on this case and further study would be wise before finalizing approval.

b. On page 193 the proposal says that "Once developed, noise, smoke, odor, dust, vibration, illumination and other hazards shall be mitigated." I don't see any checks and balances where these hazards are to be measured or penalties if the mitigation is not achieved.

Respectfully submitted,

Ann Haley  
1985 Heavenly View Trl  
Reno, NV 89523  
(925) 785-8117



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**FW: 20545::Voice Message From: Cisco Unity Connection Messaging System (917758275092)**

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**From** RDirect VM <RDirectVM@reno.gov>

**Date** Tue 4/8/2025 2:23 PM

**To** Public Comment - CC <PublicComment@reno.gov>

 1 attachment (593 KB)

VoiceMessage.wav;

Good afternoon,

Could we log this in as public comment, please

Thank you!

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**From:** Donoma Unity <DonomaUnity@reno.gov>

**Sent:** Tuesday, April 8, 2025 2:17 PM

**To:** RDirect VM <RDirectVM@reno.gov>

**Subject:** 20545::Voice Message From: Cisco Unity Connection Messaging System (917758275092)

Voice Message delivered by Donoma OneVoice

From: 917758275092

Click to Call [917758275092](tel:917758275092)

**Yes. I I would like to leave a message about the proposed massive outdoor Arena that is planned to be built. Uh a block away from the St. Thomas aquinus Cathedral, I think that that's not a good idea. I think uh with all the noise and uh the music and all the people that are coming there. Um, the church services Church, uh, Gatherings parking. And I think that it, uh, this Arena should be built further away from the cathedral. And I'm hoping that you would listen to that because it's going to be Duke. There's always 30 or 40 weeks per year for events such as festivals and concerts. And it's just going to be a lot of noise uh traffic and lack of parking. And I was just wondering if you could just um, have this done someplace else or further away from the Saint Thomas aquinus Cathedral. And a lot of us are very, very concerned about this, okay? So could you please maybe move this thing someplace else further away from the cathedral? For your time and consideration. Goodbye.**

(Transcription with high confidence)

The information contained in this e-mail and any attachments is privileged and confidential information intended only for the use of the individual or entity named above. If you have received this communication in error, please notify the sender immediately by telephone or e-mail, and then please destroy all content contained within this communication from your files. Thank you.

Dear Mayor Schieve,

April 7, 2025

As a parishioner of St. Thomas Aquinas Cathedral, I am very concerned that the Reno City Planning Commission approved a conditional use permit for a proposed massive outdoor arena planned to be built less than a block away from the Saint Thomas Aquinas Cathedral located at 310 W. 2nd Street. The cathedral complex was listed on the [National Register of Historic Places](#) in 2022. It is my understanding that this outdoor arena will be available for usage 30 weeks of the year for events such as festivals and concerts for 5,000 to 14,000 people in attendance.

St. Thomas Aquinas Cathedral has been actively in use since 1908. We have a vibrant congregation of about 500 families. We have daily services. On Saturday Masses are at 8:00 am, 4:30 pm; Sunday Masses are at 7:30 am, 9:30 am, 11:30 am, 4:00 pm, 6:00 pm; Monday Mass 12:10 pm; Tuesday Masses 7:00 am, 12:10 pm; Wednesday Masses 7:00 am, 6:30 pm; Thursday Masses 7:00 am, 12:10 pm; Friday Mass 7:00 am. In addition, we have Adoration (a time of silence) on Thursday from 1:00 pm to 5:30pm. Reconciliation is on Thursday from 5:30 to 6:30 pm and Saturday from 3:00 pm to 4:00pm. Interspersed with this schedule are weddings, funerals and Holy Days of Obligation. We have a very active church community. Each gathering is a time of meditation, prayer and contemplation. I seriously wonder how the proposed massive outdoor arena can be a good neighbor if they do not honor all the times outlined above and are silent. Doing a quick Google search a typical outdoor concert has noise levels of 90 to 100 decibels at 1,000 feet distance from the stage. In residential areas noise levels above 70 decibels are generally considered disturbing. The City of Reno's ordinance for noise levels in residential areas should not exceed 65 decibels between 7:00 am and 7:00 pm. Nighttime noise levels should not exceed 49 decibels between 10:00pm and 7:00 am. St. Thomas Aquinas Cathedral has been at this location **117 years**. In this very

congested area, the landowners are proposing to build this arena, which is going to produce extremely high noise levels, major traffic, and not enough adequate parking to take care of this facility. There are many residences all around our neighborhood in which residents will need to endure concerts booming late into the night. This proposal just doesn't fit in this part of town!

As outlined above St. Thomas Cathedral has been actively serving the community for 117 years. It seems to me that the Cathedral is grandfathered in and its rights should be protected. We have a vibrant church community and this massive outdoor arena would **seriously impact** our church! The surrounding area including St Thomas Aquinas Cathedral will be impacted by noise pollution, traffic congestion, inadequate parking which will in turn cause pandemonium for the residents in the area. I respectfully request the Reno City Council not approve this project.

Thank you,

B.J. Sullivan

Cell 775-530-8502

e-mail [bj@clarksullivan.com](mailto:bj@clarksullivan.com)

address 6302 Green Ranch Circle, Reno, NV 89519



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**City Council Comment received from Brandi Smith**

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**From** Mikki Huntsman <HuntsmanM@reno.gov>

**Date** Tue 4/8/2025 11:09 AM

**To** Public Comment - CC <PublicComment@reno.gov>

**Contact Info:**

Name:

Brandi Smith

Commenting on behalf of:

Ward #:

Ward 1

Email Address:

brandiavsmith@gmail.com

Phone Number:

775-384-7920

Address:

255 N. Sierra Street, Reno, NV 89501

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-09.

**Section:**

I Items - Public Hearing Items

**Item:**

Case No. LDC25-00031 (J Resort Festival Grounds).

**Position:**

In Favor

**Are they speaking in person?**

No, I am submitting a written comment only.

**If no, enter comments below:**

For the record, I am a resident of downtown Reno, and I am in favor of the appeals by Magali Rivera, Rick Heroux, and Smart Growth Reno. As a working downtown resident who works hard during the week and enjoys downtime when not working, I am absolutely opposed to the outdoor festival grounds. There is so much noise pollution existing downtown. It is so loud, you can't even close windows and doors to escape it, it just permeates through the windows and walls, as well as the criminal activity drawn to downtown by partygoers, exposing residents to health and safety issues. Nevertheless, there are so many unanswered questions and very important details not discussed: There is no mention of days of the week for events. Are we talking about weekends only? Jacobs

asked for a 12:00 A.M. end time for Halloween and New Years Eve. Halloween is not a holiday nor is the day after. If it falls on a weekday, it's completely unreasonable for downtown working residents to be subject to concert noise and meym until 12:00 A.M. Even the Zombie Crawl is considerate enough to be on a weekend. What is meant by "event" that counts toward how many can be held in the different tiers? The upcoming, pre-appeal decision, music festival in May is two days, is that two events toward the yearly limit? I feel it should be counted as two events. "Per year" as noted on the Planning Commission staff report is just ridiculous since they are obviously not going to have outdoor events in the wintertime or incremental weather. Let's face it, we're talking about the limited warm months, and 30 days of large-attendance events is a huge amount considering that's 3.75 months they will be all packed into. How often are they going to occur in those warm months? Are residents ever going to get any weekend peace at all during the summer? As a court reporter, I do a large percent of that at home and most of my transcript-editing time is during the weekend. Who is going to be keeping track of the amount of events counted toward their per-year limit and what tier category they fall under? There is no mention of decibel limits for events, day or night. Currently 75 is on the books for outdoor amplification in the muni code. "Sec. 8.23.085. - Sound amplifying equipment. It shall be unlawful to use sound amplification devices or sound equipment in any parks and outdoor recreation facilities in excess of 50 decibels measured within 50 feet from the location of the sound amplification device or sound equipment, without first obtaining a sound amplification permit. Even with a permit, sound amplification device or sound equipment shall not exceed 75 decibels at the boundaries of the permitted area. Violation of this section is a misdemeanor. (Ord. No. 5652, § 1, 2-9-05)." Basscamp was clocked at reaching 100, 110 decibels by several residents last year which is considered extremely dangerous and only should be exposed to for 1/2 hour or less. I do not understand how the city can allow this when it's a health hazard; nevertheless, the city should have a thorough understanding when considering limits of how the decibel scale works and the jump in numbers has an extremely high impact. A 10 dB increase in sound level is perceived as approximately a doubling of loudness, for example, 70 dBc is two times louder than 60 dBc and 80 dBc is four times louder than 60 dBc. Anything above 85 can cause hearing loss. <https://www.ncoa.org/adviser/hearing-aids/decibel-levels/> Who is going to be "policing" the sound levels and what action is going to happen if they are exceeded? I am very concerned about parking resulting in resident lack of accessibility to get in and out of residences during concert events -- I think I read somewhere they have 1,600ish parking spots for a maximum of 15,000-person event -- traffic, and noise by concertgoers when the concert is done and they are exiting downtown. Also concerned if they choose to stay downtown and keep the party going.

### **ACKNOWLEDGEMENTS:**

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

Yes

*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

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No



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**City Council Comment received from Dana Magee**

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**From** Mikki Huntsman <HuntsmanM@reno.gov>

**Date** Mon 4/7/2025 5:21 PM

**To** Public Comment - CC <PublicComment@reno.gov>

**Contact Info:**

Name:

Dana Magee

Commenting on behalf of:

Ward #:

Ward 5

Email Address:

jones2329@sbcglobal.net

Phone Number:

(775) 742-2526

Address:

804 Whitaker Dr

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-09.

**Section:**

I Items - Public Hearing Items

**Item:**

I.1 & I.2.

**Position:**

In opposition

**Are they speaking in person?**

No, I am submitting a written comment only.

**If no, enter comments below:**

I have lived in the neighborhood my whole life. The noise will impact my health and sanity. It will interrupt my sleep and have a negative outcome on every level of my being and my family. There are other areas in Reno better suited for this type of concert arena. I feel it hasn't received the proper considerations concerning parking, traffic, and crime that this arena will attract.

**ACKNOWLEDGEMENTS:**

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



Yes

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Yes

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Yes



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**City Council Comment received from Elliott Josi**

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**From** Mikki Huntsman <HuntsmanM@reno.gov>

**Date** Tue 4/8/2025 12:02 PM

**To** Public Comment - CC <PublicComment@reno.gov>

**Contact Info:**

Name:

Elliott Josi

Commenting on behalf of:

Ward #:

Ward 1

Email Address:

elliottjosi@me.com

Phone Number:

4089811600

Address:

100 N Arlington Ave, Reno, NV 89501

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-09.

**Section:**

I Items - Public Hearing Items

**Item:**

I.1.

**Position:**

In Favor

**Are they speaking in person?**

No, I am submitting a written comment only.

**If no, enter comments below:**

Honorable Mayor and City Council Members: As a downtown Reno resident, I speak in support for the appeal of the Planning Commission Case No. LDC25-00031 (J Resort Festival Grounds)the Planning Commission's approval on February 19, 2025, of a conditional use permit (LDC25-00031) for Reno Real Estate Development, LLC, allowing "Amusement or Recreation, Outside" and "Live Entertainment" land uses at the J Resort Festival Grounds, subject to specific conditions. Like many Reno residents, i envision smart Reno growth where residential and commercial interests can co-exist and work together to create a thriving downtown community more livable, vibrant, and safe for residents and visitors alike. Downtown Reno is at a critical crossroads. We need balanced development that serves

both residents and businesses. This massive outdoor venue threatens that balance for several compelling reasons: First, the noise impact on nearby residents would be substantial. Many of us chose downtown living for its walkability and amenities, not to endure disruptive sound levels from large-scale concerts, particularly the low-frequency bass that travels through building materials. How is it smart to allow the J Resort to operate a new outdoor festival ground when the city is having difficulty managing some entertainment businesses downtown, appears to not have the RPD and CE resources to enforce existing laws, and has yet to add a C Scale sound limit to address the disruptive booming bass beat from certain music including amplified electronic dance music? Second, our downtown already struggles with underutilized venues. The J Resort's existing Glow Plaza sits empty most days, while the Bowling Stadium, Reno Events Center, and Downtown Reno Ballroom remain underused. Why approve another venue when we haven't maximized our current assets? Third, this project contradicts the city's stated goal of increasing downtown residency. The festival grounds would actively discourage people from living nearby, creating a "conflict zone" where residential and entertainment uses clash. Fourth, with the city facing a projected \$24 million budget deficit, do we have sufficient police and code enforcement resources to manage potential issues from such a large venue? Finally, most comparable festival grounds are located away from residential areas, not in a downtown core. There's a reason for this standard practice. I urge you to reject this proposal and instead focus on creating a truly diverse, mixed-use downtown that balances resident needs with appropriate-scale entertainment options. Let's pursue smart growth that creates a vibrant, safe, and livable downtown that everyone wants. Let's see a City of Reno government with a different vision than where we are heading - one that considers residents as equal partners in making plans for smart growth in Reno and having concerns just as important as those of business owners and developers. Thank you for your consideration.

### **ACKNOWLEDGEMENTS:**

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

Yes

*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

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Yes



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**Agenda item I.1 - Reno City Council Wednesday, April 09, 2025 meeting**

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**From** Elliott Josi <elliottjosi@me.com>

**Date** Tue 4/8/2025 12:12 PM

**To** Public Comment - CC <PublicComment@reno.gov>

Honorable Mayor and City Council Members:

As a downtown Reno resident, I speak in support of the appeal of the Planning Commission Case No. LDC25-00031 (J Resort Festival Grounds) the Planning Commission's approval on February 19, 2025, of a conditional use permit (LDC25-00031) for Reno Real Estate Development, LLC, allowing "Amusement or Recreation, Outside" and "Live Entertainment" land uses at the J Resort Festival Grounds, subject to specific conditions.

Like many Reno residents, i envision smart Reno growth where residential and commercial interests can co-exist and work together to create a thriving downtown community more livable, vibrant, and safe for residents and visitors alike.

Downtown Reno is at a critical crossroads. We need balanced development that serves both residents and businesses. This massive outdoor venue threatens that balance for several compelling reasons:

First, the noise impact on nearby residents would be substantial. Many of us chose downtown living for its walkability and amenities, not to endure disruptive sound levels from large-scale concerts, particularly the low-frequency bass that travels through building materials. How is it smart to allow the J Resort to operate a new outdoor festival ground when the city is having difficulty managing some entertainment businesses downtown, appears to not have the RPD and CE resources to enforce existing laws, and has yet to add a C Scale sound limit to address the disruptive booming bass beat from certain music including amplified electronic dance music?

Second, our downtown already struggles with underutilized venues. The J Resort's existing Glow Plaza sits empty most days, while the Bowling Stadium, Reno Events Center, and Downtown Reno Ballroom remain underused. Why approve another venue when we haven't maximized our current assets?

Third, this project contradicts the city's stated goal of increasing downtown residency. The festival grounds would actively discourage people from living nearby, creating a "conflict zone" where residential and entertainment uses clash.

Fourth, with the city facing a projected \$24 million budget deficit, do we have sufficient police and code enforcement resources to manage potential issues from such a large venue?

Finally, most comparable festival grounds are located away from residential areas, not in a downtown core. There's a reason for this standard practice.

I urge you to reject this proposal and instead focus on creating a truly diverse, mixed-use downtown that balances resident needs with appropriate-scale entertainment options. Let's pursue smart growth that creates a vibrant, safe, and livable downtown that everyone wants.

Let's see a City of Reno government with a different vision than where we are heading - one that considers residents as equal partners in making plans for smart growth in Reno and having concerns just as important as those of business owners and developers.

Thank you for your consideration.

Elliott

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Elliott Josi  
(408) 981-1600  
elliottjosi@me.com

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#### 4.9.25 Meeting Item I.1 - Case No. LDC25-00031

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**From** Eric Lerude <ewlerude@gmail.com>

**Date** Tue 4/8/2025 11:53 AM

**To** Public Comment - CC <PublicComment@reno.gov>

Dear Mayor Schieve and the Reno City Council Members,

I am in favor of the appeal filed by Magali Rivera, Rick Heroux and Smart Growth Reno regarding the proposed new festival grounds at the J Resort.

I am including the op ed published this morning in This Is Reno. The title of the piece is "Time for a Different Vision." I wanted to make sure that this op ed is part of the record.

The list of signatories to the op ed is the result of a relatively minor effort to contact people to sign the op ed. It is very likely that many more Reno residents would sign this op ed if a greater effort were made to get more people to sign it.

The people on this list represent multiple neighborhoods in Reno. Yes, most live in downtown and many live in the Montage. My wife and I are two of them. But there also are residents from Arlington Towers, Riverwalk Towers and the Palladio. Plus there are residents from the Court Street - Newlands Heights Historic District just south of the Truckee River as well as residents from further away in southwest Reno and northwest Reno.

Speaking of the Montage, the Montage sure seems to be getting a lot of grief these days. That's unfortunate. Because the people who own condos in the Montage and who rent in the Montage are very vested in downtown. They have invested a lot of money in their units. They pay property taxes and Downtown Reno Partnership assessments. They spend their money at the downtown businesses, including coffee shops, restaurants, bars, breweries, distilleries, wine shops and casinos. They spend A LOT of their time in downtown. They enjoy being in downtown and they want downtown to be as thriving as possible.

I can tell you that I LOVE Reno and I want the best for Reno! I created the Reno-Tahoe Odyssey Relay Run Adventure and some other races like the Leprechaun Race because I wanted to show off and celebrate all that Reno and our surrounding area have to offer (please note that I do not own these races anymore, so don't hold my opinions against the current ownership).

But I must admit that I am not as excited these days about being downtown and showing it off to visitors, regardless of where they are from, from nearby south Reno to the Bay Area, NYC and beyond.

There needs to be a balance of the different interests who are vested in downtown. With that balance, downtown Reno can be more vibrant. All Reno residents want a vibrant downtown. We all want downtown Reno to be a great place to live and visit, we want to be proud of downtown Reno. As Dick Bartholet with the Regional Alliance for Downtown would say again and again, "Every great city needs a great

downtown." Mayor Schieve repeated a version of this line in a 2021 article in the Northern Nevada Business Weekly.

I want to specifically address the proposed J Resort festival grounds.

I spoke up 3 times the evening of February 19, 2025 at the Reno Planning Commission hearing expressing my concerns about excessive noise in general and the J Resort festival grounds in particular. My comments are in the record.

My greatest concern is the noise and the sound that will bounce around downtown and disrupt the quality of our lives there. It is amazing how that booming base beat wreaks havoc. Not only hearing it, but maybe even worse feeling the vibrations. If the J Resort is going to be allowed to conduct festivals, please impose serious conditions that mitigate the sound and the noise and the booming base beat.

I also think a big festival grounds on private property that sits empty and is locked up most of the time is NOT what downtown Reno needs. Can't the City of Reno through effective planning work with the J Resort to put something else there that fits better, that is a better use of this valuable space in the heart of our downtown?

I applaud Mr. Jacobs for being so willing to spend so much of his money, time and resources to try to improve Reno. Mr. Jacobs, thank you, you have done some good stuff. But I'm speaking up here because the J Resort should not be allowed to do whatever Mr. Jacobs wants to do. There needs to be a balance, there needs to be a plan that the City of Reno and its residents weigh in on, that is not determined by one very large business who can afford to spend a lot of money. Downtown Reno belongs to all of us, not just the J Resort.

In closing, please put yourself in the shoes of Reno residents who care about downtown, and give downtown a lot of serious consideration as we figure out what downtown should look like in the coming years. Thank you.

Thank you for your service to our community.

Sincerely,

Eric Lerude

#### Time For A Different Vision

There are thousands of people who have chosen to live in downtown Reno and closeby because of all that downtown has to offer: excellent restaurants; a variety of bars, breweries, distilleries and wine shops; special events; proximity to the Truckee River and the University of Nevada campus; and maybe the most important factor, walkability. We believe, as studies have shown, that a thriving downtown is one that balances the needs of residents and businesses and that such a downtown benefits all.

Many residents from throughout Reno are concerned about the direction our City of Reno government is taking us. They appear to be doubling down on entertainment as the salvation of our downtown even as we are having trouble attracting more quality retail and commercial business. The focus on more entertainment is not creating a vibrant and safe downtown but rather a "conflict zone" due to poor planning, ineffective enforcement of laws, and excessive noise coming from various sources.

Reno residents have a different vision in which residential and commercial interests can co-exist and work together to create a thriving downtown community more livable and safe for residents and visitors alike. A new organization called Smart Growth Reno (SGR) has been created to pursue this vision.

We want more mixed uses downtown. We want more diverse businesses and entertainment. We want more residents. We don't like empty ground floor spaces, empty buildings, closed businesses, underutilized venues, empty sidewalks and empty parking lots. Yes, parts of downtown look like a ghost town.

We don't want businesses who are not good neighbors and who cause significant problems. They require too much of the limited time of the Reno Police Department (RPD), Code Enforcement (CE) and other city resources. With the anticipated \$24 million budget deficit, the city may have less services to provide to deal with this businesses.

Here are some questions that we have.

Is it smart to allow the J Resort to operate a new outdoor festival grounds ...

- When the festival grounds would be so close to the many residents who live in downtown and the surrounding neighborhoods?
- When the city wants and needs more residents to live downtown?
- When the city is having difficulty managing some entertainment businesses downtown, appears to not have the RPD and CE resources to enforce existing laws, and has yet to add a C Scale sound limit to address the disruptive booming bass beat from certain music including electronic dance music?
- When the city is not imposing any sound limit, yet it is undisputed that excessive noise is detrimental to the health and quality of life of residents and visitors alike?
- When the J Resort already has the Glow Plaza that it uses infrequently and sits empty most of the time?
- When there are many other entertainment venues in downtown Reno, such as the Bowling Stadium, Reno Events Center and Downtown Reno Ballroom, that are underutilized and empty most of the time?
- When the city will lose a lot of parcels that could be used to generate Tax Increment Financing (TIF) but instead those parcels will have to be dedicated to parking for the their new festival grounds according to the J Resort's representations in support of the festival grounds?
- When such large festival grounds tend to be away from areas where residents live and not in the heart of a downtown?
- When Jeff Jacobs wants to make W. 2nd into a Park Avenue with many residential properties, yet his new festival grounds will be smack dab in the middle of those properties potentially causing all types of disruptions?

Is it smart to allow more night clubs and bars to operate from 11 pm to 7 am ...

- When some clubs and bars wake up and/or keep up residents through the night with the disruptive, booming bass beat from certain music including electronic dance music.



- When some clubs and bars generate high volumes of calls for service for RPD to respond to violence and other criminal activity — the latest example being early Sunday morning March 30, 2025 where a shooting occurred near night clubs on West 2nd Street, there was at least one shooting victim, and no suspect has yet to be identified.
- When some patrons disturb the peace yelling, screaming, and fighting outside of the clubs, and driving away in excessively loud vehicles.

Residents who oppose these businesses are being told that they knew what they were getting into when they moved downtown. That is NOT so. No one expected a large outdoor festival grounds in this area. No one expected a disruptive, booming base beat coming from music venues, adversely impacting your quality of life. No one expected crime and disturbances of the peace happening all too often.

It is time for the City of Reno government to consider residents as equal partners in making plans for smart growth in Reno, just as important as business owners and developers. It is time for residents throughout Reno to join together so that their concerns are taken seriously.

A vibrant and safe downtown is what everyone wants. A great place to live and visit. But for the downtown to be vibrant and safe, there needs to be a balance of interests. A different vision than where we are heading.

Gary Cecil  
Nancy Cecil  
Matt Clark  
Beverly Clark  
Fr. Chuck Durante  
Sherron Elledge  
Beverly Ellis  
Robert Goldberg  
Allison Haley  
Rick Heroux  
Morten Homme  
Marilyn Johnson  
Elliott Josi  
Eric Lerude  
Stephanie Lerude  
Marie Murgolo, PhD  
Peter Neumann  
Margo Piscevich  
Art Rangel  
Penny Rangel  
Magali Rivera  
Leah Sanders  
Phil Satre  
Steven Simon  
Brandi Smith  
Michael Snipes  
Maggie Telander

4/8/25, 1:32 PM

Mail - Public Comment - CC - Outlook

Phil Telander  
Dave Titzel



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**Public Hearing on April 9, 6:00pm re LDC25-0003 (J Resort Festival Grounds)**

---

**From** Father Chuck Durante <fr.chuck@stacathedral.com>

**Date** Tue 4/8/2025 2:20 PM

**To** Public Comment - CC <PublicComment@reno.gov>

**Cc** Miguel Martinez <MartinezMi@reno.gov>; Kathleen Taylor <TaylorK@reno.gov>; Brandi Anderson <AndersonB@reno.gov>; Devon Reese <reeseD@reno.gov>; Meghan Ebert <EbertM@reno.gov>; Naomi Duerr <DuerrN@reno.gov>

Dear Mayor Schieve and Reno City Council:

My apologies that I cannot attend in person as I have a service scheduled at my church for this same time. So I am sending this comment in advance for your review and inclusion in the record.

St. Thomas Aquinas Cathedral was established at the corner of 2<sup>nd</sup> Street and Arlington Avenue (then, Chestnut Street) in 1907. Since that time, it has provided respite, sanctuary, prayer, celebration, memorial, inspiration and comfort to countless thousands of residents of and visitors to Reno, a constant over many decades.

The Cathedral has seen the city grow up around it, including, more recently, quite a few residential areas - with more on the way. The Cathedral Rectory, which has housed the offices and living quarters for the priests serving here since 1931, is probably the oldest full-time residence in the neighborhood. The El Cortez was built the same year as a "high-rise" hotel in Reno. St. Thomas Aquinas Cathedral, the Rectory and our school building, leased long-term to the Honors of Academy of Literature, are all on the National Register of Historic Places and reside in an historic district of Reno.

The Cathedral parish has had a substantial impact on our community for a very long time and we have grave concern over the impact a 13,000+ seat stadium just across the street could have on its ability to serve the many and varied needs of all who come here. The very nature of a church is to provide a place of peace in the midst of turmoil. The approval by the Reno Planning Commission of a stadium of this size with more than 30 events annually, totally outdoor, open-air concerts and events, bringing loud music and additional noise, congestion and complication in a very small community, simply ignores what already exists in this neighborhood. It would impose upon the quiet enjoyment of the property and purpose of everyone surrounding the proposed site. Additionally, there is insufficient parking for such a huge arena. Events that occur in our neighborhood now do not have enough parking. This will expand that problem exponentially.

Last year the J Resort held a concert in basically the same area as that proposed for the stadium. The concert was loud and went late into the night. I could feel the constant vibrations in the walls of the Rectory where I live. I remember wondering how the vibrations might be affecting the beautiful, stained glass windows in the church. That was a much smaller concert and was a single event. The impact of multiple weekends of such events would be huge, for the Cathedral and the many, many residents around us.

For the reasons noted above, the action of the Reno Planning Commission granting the conditional use permit to Reno Real Estate Development, LLC should be reversed. The long-standing presence and use of the Cathedral for the good of all who come to our community is very important and should not be compromised by a 13,000+ seat stadium, creating noise, traffic and huge parking complications. It belongs in an area where there is much more space. A stadium of this size in an area occupied mostly by residents as well as a church and a school is incompatible and infringes on the rights of those of us who have been here many, many years. Our use and enjoyment of the property we own ought not be restricted or suppressed due to noise, traffic congestion or disregard for what already exists here.

Cooperation is essential to a well-functioning city. That is no truer than in downtown.

Thank you for considering these comments and please don't hesitate to contact me if you would like to engage in conversation about this matter.

Sincerely yours,  
Fr. Chuck Durante  
Rector  
St. Thomas Aquinas Cathedral  
Reno, Nevada  
775-329-2571



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**Public Comments; Council Meeting 4-9-25, Agenda Item I.1**

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From Gary Cecil <garycecil621@msn.com>

Date Tue 4/8/2025 12:45 PM

To Public Comment - CC <PublicComment@reno.gov>

Public Comments **in favor of Council Agenda Item I.1**, that is, **overturning the Planning Commission's decision on 4-9-25**: An appeal of the Planning Commission's decision to approve a CUP for LDC25-00031(J Resort Festival Grounds).

Madame Mayor and Council Members:

I considered repeating my in-person and in-writing concerns to the Planning Commission (PC) at their February 19, 2025 hearing on this CUP, but decided otherwise. I was one of a number of downtown residents who presented to the PC what I still maintain are an abundance of well-articulated and researched concerns ranging from:

- a faulty and limited sound study, to
- serious concerns with traffic preventing access to emergency vehicles, and to
- evidence from the actual, on-the-record statements of several high-ranking City officials about shortages of Enforcement staff.

Despite these public comments, the PC did not discuss in any meaningful way the potential impacts of these concerns on downtown residents. While I hope the Council *does* consider these impacts, I would respectfully ask that you review all the commenters starting at the 4 hours, 28 minutes mark on the video with a link below.

[Planning Commission Meeting - 2/19/25](#)

Rather than reiterate the same comments, I would like to focus instead on the premise laid out in the quotation below and explain why this statement of Reno's history is being repeated with the City's treatment of Jacobs Entertainment in general and, of which the Festival Grounds CUP is an exemplar.

*"As they [Reno's promoters] recognized, a tourist town that could cater consistently to consumer demands could do quite well, and for a long time, Reno did. **The moment of crisis arrived**, then, not with the introduction of tourism by outsiders or even with the corporatization of the tourist industry, but **with the failure of civic leaders to recognize the balance of resident and tourist space**, the overall aesthetic appeal, that had in the past ensured a reputation that worked, for the most part, in Reno's favor."*

Reno's Big Gamble, Dr. Alicia Barber, University Press of Kansas, 2008, page 10.

Dr. Barber highlighted a clear flaw in civic planning seventeen years ago, but she is just as correct today. The balance of consideration given to "resident" interests downtown compared to "entertainment" interests is currently out-of-whack.

A designation of a district as “mixed” should not mean only that different uses are allowed; it should also mean that the City does its utmost to equitably balance different users’ needs. Right now, downtown is a mess of users vying for primacy, with a City short of resources to adequately protect each user’s needs to thrive. One resident pointedly described the situation as a “conflict” zone. Bars and Nightclubs are frustrated with the City’s licensing and enforcement efforts and residents are equally frustrated with the City’s inability to protect them from excessive noise all through the night and the on-going related public safety issues.

The City’s answer has been to convene off-the-record meetings with “bar/club owners” and “residents” and expect that a few people of each group with competing interests should work it all out between themselves under the umbrella of a “live entertainment” zone. As Dr. Barber stated, this is again becoming a “failure of civic leaders to recognize the balance of resident and tourist space.”

Additionally, consider what residents faced at the February 19 PC meeting:

- Despite the unchallenged assertion of at least two thousand residents being in spitting distance of the proposed festival grounds, with no upper limit on sound, the PC approved the CUP. With 6 months of decent weather, this means at least one “festival” every weekend from May to October. Residents’ concerns were summarily dismissed; it was as if our microphones were on mute!
- My actual sound readings were presented to the PC from an April, 2024 EDM concert at the same site and the same stage location as the proposed festival grounds. They showed decibel levels on the C weighted scale of over 100, and that concert lasted for 6 hours. OSHA (the Occupational Safety & Health Administration) holds that decibel readings of 100 dBc for more than 1 hour are harmful to hearing. And yet, the PC gave no consideration to this data that clearly refutes the J’s argument that merely pointing the loudspeakers to the west away from the Montage and other high density residential buildings adequately protects residents from excessive and dangerous levels of noise.
- As if this was not enough, the PC approved a CUP for the re-start of the same 1UP nightclub at 219 W Commercial Row, under the same manager. Despite City staff placing RPD reports on the public record showing the appalling criminal activity surrounding that club for the last two years of operation, these were never considered as a reason for denying the CUP. Also, no consideration was given to the fact that this potentially re-started club would be just across a perennially open parking lot to the club formerly known as Eden, which had its license suspended for similar criminal activity identified by RPD.

These are clear examples where the PC ignored cogent and highly relevant residents’ comments. This is evidence that the 7-0 vote is open to serious and valid criticism, and that overturning their decision to grant the CUP on appeal is not spurious in the least.

Dr. Barber’s book also points out several cycles of boom/bust in Reno. Despite the historical documentation of the failure of entertainment to “save” the City, the current civic leaders are actually doubling down on entertainment as the salvation of Reno. This at the same time that on-line gaming is gaining traction ([Online Gaming Divides Brick-and-Mortar Casino Industry](#)).

In the meantime, despite some noble efforts, the City continues to fail in attracting retail and commercial business that are necessary to what everyone wants: a vibrant downtown with a functioning

balance of residential, commercial, and entertainment interests. The City must do much more to proactively strike the right balance between these interests, and engaged members of these interests must commit to the reality of compromise.

All this said, it's easy to sit in the bleachers and boo, and I readily admit that I don't know how to fix this complete and utter disequilibrium. For residents, the stark reality is that this proposed outdoor festival grounds (with no upper noise limit, severe stress on City streets, unpredictable effects on criminal behavior, and other significant concerns) **is right in our faces, both in terms of time and location, and would be a land use entitlement in perpetuity!** It's not residents' fault that we are faced with this challenge to our quality of life, and so **I must urge you to uphold the appeal of the PC's decision and overturn the CUP for the J Resort's Festival Grounds.**

If the City (and Jacobs Entertainment) had come to residents in good faith before granting building permits that allowed the applicant to break ground even before the CUP application was filed, then residents would have been able to proactively address our concerns and suggest commonsense steps such as:

- Pausing the Festival Grounds CUP. Give greater consideration to evaluating resident concerns before making an entitlement for the land use.
- Have the J Resort perform a more valid sound study:
  - Using the C scale. The current study only uses the A scale. As I pointed out in my in-person comments to the Council in October, 2024, the C scale is the correct scale to use when evaluating the true sonic impact.
  - Make sure the Montage, the Riverwalk, and Arlington Towers at the very least are included as part of the study. The J Resort deliberately chose to omit them from their original sound study.
  - Make residents directly involved in the sound study. For example, measure actual sound (not the silent, modeled study "sound") from the proposed festival grounds to the condo units in the buildings. Many residents have their own industry accredited sound meters.
- The City should have taken the time to more fully educate and inform residents of the traffic study and to more publicly re-evaluate the public safety impacts of potentially the 15,000 to 18,000 people and their cars descending on downtown week in, week out.
- Considering the City's currently projected \$24 million budget deficit, the City should have, in detail, present an analysis of the RPD staffing plans for the 6 good weather months during the hours when downtown (and the rest of the City where resources will no doubt have to be re-assigned) is crowded with festival goers, not just for the hours the proposed festival grounds are open, but also for the hours when a good number of them will move to overnight clubs. From a public safety standpoint, the residents currently feel they are guinea pigs being unwillingly subjected to a sudden immense strain of very large numbers of people, while enforcement efforts currently appear insufficient to keep our downtown safe.

No matter what Council does with this appeal, the issue of an imbalance in the treatment of residents' and other interests in the mixed-use district of downtown will remain. Residents are watching closely, and we are not going to stop watching, speaking out....and acting.

Respectfully,  
Gary Cecil



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**City Council Comment received from glen chandler**

---

**From** Mikki Huntsman <HuntsmanM@reno.gov>

**Date** Tue 4/8/2025 7:34 AM

**To** Public Comment - CC <PublicComment@reno.gov>

**Contact Info:**

Name:

glen chandler

Commenting on behalf of:

Ward #:

Ward 2

Email Address:

glenchndlr

Phone Number:

Address:

6184 Carriage House Way

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-09.

**Section:**

I Items - Public Hearing Items

**Item:**

I.1 .

**Position:**

In Favor

**Are they speaking in person?**

No, I am submitting a written comment only.

**If no, enter comments below:**

LDC245-00031 I support the appeal for the conditional use permit to establish an outdoor festival area with live entertainment. It would create an outdoor event with a capacity of 15,000 people and allow outdoor events until 11:00pm and 12:15 am on Fridays and Saturdays. Noise from music/base and people carry a distance where residents are sleeping. The larger group of people would need additional police to supervise, especially when liquor is being sold. AGAIN, RESIDENTS DESERVE PEACE AND QUIET FROM 10PM-12:15AM. Please approve the appeal.

**ACKNOWLEDGEMENTS:**



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

Yes

*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

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No

**John L. Marshall, Esq.**

570 Marsh Ave  
Reno, Nevada 89509  
(775) 303-4882  
johnladuemarshall@gmail.com

April 8, 2025

Hon. Mayor Schieve and City Council Members  
City of Reno  
1 East First Street  
Reno, Nevada 89501

Via E-mail: ([cityclerk@reno.gov](mailto:cityclerk@reno.gov))

Re: Appeal of J Resort Festival Grounds Condition Use Permit, Case No. LDC25-00031

Dear Mayor Schieve and City Council Members,

On behalf of Appellants Smart Growth Reno, Magali Rivera, and Rick Heroux, please consider these comments on their appeal of the J Resort Festival Grounds Conditional Use Permit ("Festival Grounds CUP" or "CUP") approved by the Reno Planning Commission. The City Staff Report for this appeal (posted April 2, 2025) unfortunately fails to discuss these bases to reverse the Planning Commission's February 19, 2025 decision.

**Main Issues**

- 1. Inconsistency with the Master Plan:** The J Resort Festival Grounds (the "Project") as currently proposed is incompatible and highly likely to be detrimental to a main goal of the Master Plan, a multi-use vibrant downtown. There are several factors for this including noise, traffic and event focused demographics that are likely inconsistent with residential, houses of worship, other theater programing and supporting a broad range of retail and commercial uses.
- 2. The CUP is in perpetuity and practically irrevocable:** The CUP as constructed does not provide for enough guardrails or conditions on sound, traffic, number of events and other areas. Once the CUP is issued there will be limited ability to change, enforce or hold the permittee accountable. While some may feel confident in the best intentions of the current

owner, there is no way of knowing what the intentions actions of a future owner will be and no way of shaping their actions without properly instituted conditions.

**3. The CUP allows for unlimited events at unlimited volume and has high potential for conflict with a multi-use environment:** The current permit allows for unlimited events under 5000 people at unlimited volume which is unprecedented for Reno and will lead to unknown consequences including noise, traffic and increased crime. The Planning Commission failed to adequately limit the number of event days or events overall and in specific attendance categories. They also failed to specify the type of events, which if properly designated could lead to an enhanced multi-use environment. The CUP fails to distinguish between "events" and "event days" that resulted in an improper evaluation of the impact, the result could be a much larger impact than what was evaluated. The Planning Commission should have considered and limited total event days since some events may span multiple days.

**4. Insufficient findings and mitigation on noise, the current permit allows for unlimited noise levels:** Health damaging levels of noise are already prevalent and uncontrolled in downtown. The findings do not address dBC or current city practice that is meant to limit noise above 75 dB. Measuring noise impacts from an amplified music venue without including dBC is like measuring traffic impacts by only looking at electric vehicles. J Resort's April 2024 concert at the proposed site of the Festival Grounds produced noise levels of over 100 dBC inside of a Montage condominium. The CUP as constructed would allow for unlimited events at unlimited noise levels. The CUP would significantly increase the noise levels and affect the health of Downtown residents as well as the attractiveness of the downtown for future residents. The City staff has proposed downtown standard for dBC recently and the applicant has acknowledged this issue and suggested they can take steps to mitigate, but no conditions mandating these measures were imposed by the Planning Commission.

**5. The findings on traffic are insufficient:** The findings for traffic fail to take into account the impact on the number of events, number of passengers per car on congestion, impact on quality of life for residents and health and safety

**6. The findings on parking are flawed, incorrect and potentially detrimental to the highest future use of the property:** To achieve the necessary parking required the applicant proposes using empty lots for parking. This either removes this real estate for a future higher purpose or if developed it would create a substantive parking issue during events.

**7. The findings do not address the impact on the City:** Current city services are already strained to the point of not being able to provide adequate enforcement to ensure public safety and the protection of property. This is particularly acute in the downtown. The intended use and manner of use will only exacerbate this. The city is not in fiscal shape to support this and

there is no condition that allows for the city to recover costs for this. Moreover, Condition 13 is deficient as there are no meaningful standards provided for the various issues addressed.

### **Potential Outcomes**

#### **Preferred outcome:**

Find that the application is inconsistent with the City Master Plan and highest use for the property and is likely incapable of being compatible with a multi-use downtown. Issue an outright denial of CUP.

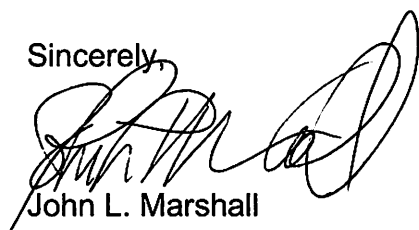
#### **Other outcomes:**

Find that the application could be consistent with the City Master plan and compatible with a multi-use downtown with substantial changes to the permit type (permanent vs. temporary) and conditions. Direct the Planning Commission and City of Reno Planning staff to correct deficiencies. The appellants request that the City Council explore the feasibility of temporary permission vs permanent CUP. Conditions should be included that have a sound mitigation plan, limit the number of events and attendance and hours, require multi-use friendly/supportive events, better define police requirements and reimbursement for crowd and traffic control, and a revised parking plan.

Find that the application could be consistent with the Master Plan and compatible with a multi-use downtown and that the City Council may be in the best position to mediate and guide the conditions that would achieve this. The appellants propose that a continuation of the appeal to allow the appellants and applicants to try to resolve differences with the assistance of the Council members from the affected wards. This approach seems to be yielding positive progress for the Lakeridge development.

Thank you for your consideration of these comments.

Sincerely,

A handwritten signature in black ink, appearing to read 'John L. Marshall', is written over a horizontal line.

John L. Marshall

cc: Clients



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**Agenda Item I.1 - in support of the Appeal**

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From magali rivera <magalirivera11@gmail.com>

Date Tue 4/8/2025 3:13 AM

To Public Comment - CC <PublicComment@reno.gov>

Dear City Council,

I am writing to express my opposition to the J Resort Festival Grounds Conditional Use Permit as the J Resort has currently proposed it. I have lived downtown for 13 years, raised two children here, and appreciated Reno as it is: a town with a diverse population, with problems, but with a solid welcome to transplants. This last year and a half is the first time I do not feel welcome. In the past, I have dealt with the noise and disruptions of living downtown. When I had deep concerns, I felt the city was working with the residents and with me to resolve the issues of nuisance and noise. I truly believed the city was behind the residents in establishing downtown as a mixed-use district. I believed Reno was dedicated to marrying business, entertainment and residents into a successful sustainable model of growth. Unfortunately, these days I am unsure if the city is in line with its original stated vision.

I rented in downtown for a year before I committed to buying a condo. I was pleased the city ended outdoor events at a reasonable hour, either 9 or 10 pm, and I knew there were a limited number of events per year. However, I am now faced with the possibility of weekly multi-day events that run late into the night at an outdoor venue permitted to host 40 events a year, adjacent to residential properties. Now I may be exposed to outdoor music and disruption all day and into the night for multiple days a week. An 11pm deadline means all the attendants spill onto the streets where they make noise, rev cars, and generally create nuisances. I know from experience that outdoor concerts, especially when playing EDM music, cause heavy vibrations through the downtown residences that disturb occupants in addition to the noise.

The city does not have a plan to proscribe these events if they pose a nuisance to residents. Even if either the applicant or future owners exceed the nuisance standard and ought to have the CUP revoked, doing so is an incredibly difficult process. Not only is it just as lengthy as approval, but it also requires collection of evidence at an unreasonable scale. The infeasibility of revoking licenses is evidenced by the continued noise pollution from the nearby nightclub EDEN, which received enough complains to merit a hearing but years later still creates disturbances felt blocks away. Additionally, because the city's resources are being stretched thinner and thinner, much of this investigation must be spearheaded by residents like myself. Law enforcement is unable to respond to noise complaints downtown categorized as legal issues, and there is only one code enforcement official for the area who does not operate at night. It would be incredibly unjust to approve this CUP and burden nearby residents with not only excessive noise but also the responsibility to monitor and police that

public disruption for years to come. Additionally, because it is not a permit granted to an individual business and is instead a zoning modification, the CUP will stand even if the proposed grounds transfer ownership. The J Resort's goals already encroach on public welfare, but there is absolutely no guarantee that if they someday sell the property, a future owner would not create an even more problematic public disturbance.

I am also worried about my property values. I do not want to relocate, but if I need to, will I be able to sell my home in a district that does not value residents' quality of life? Not many people want to live in an outdoor concert district. If the J Resort is permitted to host disruptive events at this frequent scale, it could have long-term negative impacts on the reputation and prosperity of the downtown neighborhood.

The city council must take action to curtail J Resort's plans for the Festival Grounds to ensure that their events do not occur too frequently, run too late into the night, or create excessive noise and vibrations. The city is clearly capable of regulating events more closely, as the Special Events Permit model used at Wingfield Park and on Virginia Street successfully creates granular regulation of events and does not permit future operation with impunity. In order for the council to uphold its obligation to the residents of Reno, it must hold J Resort to an appropriate standard of neighborly conduct by clearly laying out reasonable guidelines for their outdoor music events and making a plan to enforce them.

Sincerely,  
Magali Rivera



---

**City Council Comment received from Maria R Dodson**

---

**From** Mikki Huntsman <HuntsmanM@reno.gov>

**Date** Mon 4/7/2025 4:41 PM

**To** Public Comment - CC <PublicComment@reno.gov>

**Contact Info:****Name:**

Maria R Dodson

**Commenting on behalf of:**

no

**Ward #:**

Unsure/Other

**Email Address:**

mariadelrocio49@att.net

**Phone Number:**

775.329.7164

**Address:**

1645 Webster Way. Reno, NV 89509

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-09.

**Section:**

I Items - Public Hearing Items

**Item:**

I.1.

**Position:**

In opposition

**Are they speaking in person?**

No, I am submitting a written comment only.

**If no, enter comments below:**

I Think this is not the appropriate site for such type of entertainment. Ther traffic, lack of parking (that will affect our parking for parishioners of St. Thomas Aquinas Cathedral) THE NOICE!!! Everybody living in that area would have to put up such Noice. it is bad enough to have concerts by the river. Terrible idea.

**ACKNOWLEDGEMENTS:**

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

Yes

*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

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Yes





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**City Council Comment received from Robin Flint**

---

**From** Mikki Huntsman <HuntsmanM@reno.gov>

**Date** Tue 4/8/2025 9:38 AM

**To** Public Comment - CC <PublicComment@reno.gov>

**Contact Info:**

Name:

Robin Flint

Commenting on behalf of:

Ward #:

Ward 1

Email Address:

robin.e.jones39@gmail.com

Phone Number:

775-848-1975

Address:

1110 The Strand

A new comment has been submitted for the Reno City Council Meeting held on: 2025-04-09.

**Section:**

I Items - Public Hearing Items

**Item:**

I.1 & I.2.

**Position:**

In opposition

**Are they speaking in person?**

No, I am submitting a written comment only.

**If no, enter comments below:**

The outdoor entertainment arena is a great idea for another location. The proposed location is the worst spot for it. It's too close to neighborhoods, like mine, there isn't enough parking for the amount of people these venues bring and the crime will skyrocket. St Thomas Cathedral is right there. How will they hold Mass if there's a concert? The priests sleep there. Please move this project to another location. Stop trying to make Reno Las Vegas. We don't need all night events, crime or a strip. Completely ridiculous. This will ruin Reno for the true born and raised Renoites.

**ACKNOWLEDGEMENTS:**

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

Yes

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Yes

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Yes



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## Comments to the Reno City Council Regarding the J Resort Festival Ground Proposal (LDC2525-00031)

---

**From** endacottsteve@charter.net <endacottsteve@charter.net>

**Date** Tue 4/8/2025 11:28 AM

**To** Public Comment - CC <PublicComment@reno.gov>

**Cc** endacottdana@charter.net <endacottdana@charter.net>

I am a property owner and resident of the Riverwalk Tower, living on the west side of the building. My wife and I are not opposed to entertainment in the Downtown Mixed-Use area—as long as it does not negatively affect the quality of life and health of residents.

Unfortunately, the City of Reno has a long track record—spanning more than 20 years—of failing to adequately enforce noise and vibration ordinances related to loud music and entertainment. Based on this history, we are deeply concerned that the proposed festival grounds will significantly degrade the quality of life, health, and property values in the surrounding area.

Entertainment and residential uses can coexist—until the noise from entertainment activities, which disregards property boundaries, becomes disruptive.

Some property owners in the Riverwalk Tower have already sold at a loss or lost renters due to unregulated or unmitigated noise from adjacent streets. We fear this trend will only worsen if this project proceeds without proper safeguards.

**We urge the Council not to approve this project unless it includes a clearly defined, measurable, and enforceable mechanism to manage noise and protect nearby residents.**

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