



Office of the City Manager

MEMORANDUM

DATE: June 12, 2018

TO: Mayor and City Council

THRU: Sabra Newby, City Manager *SN*

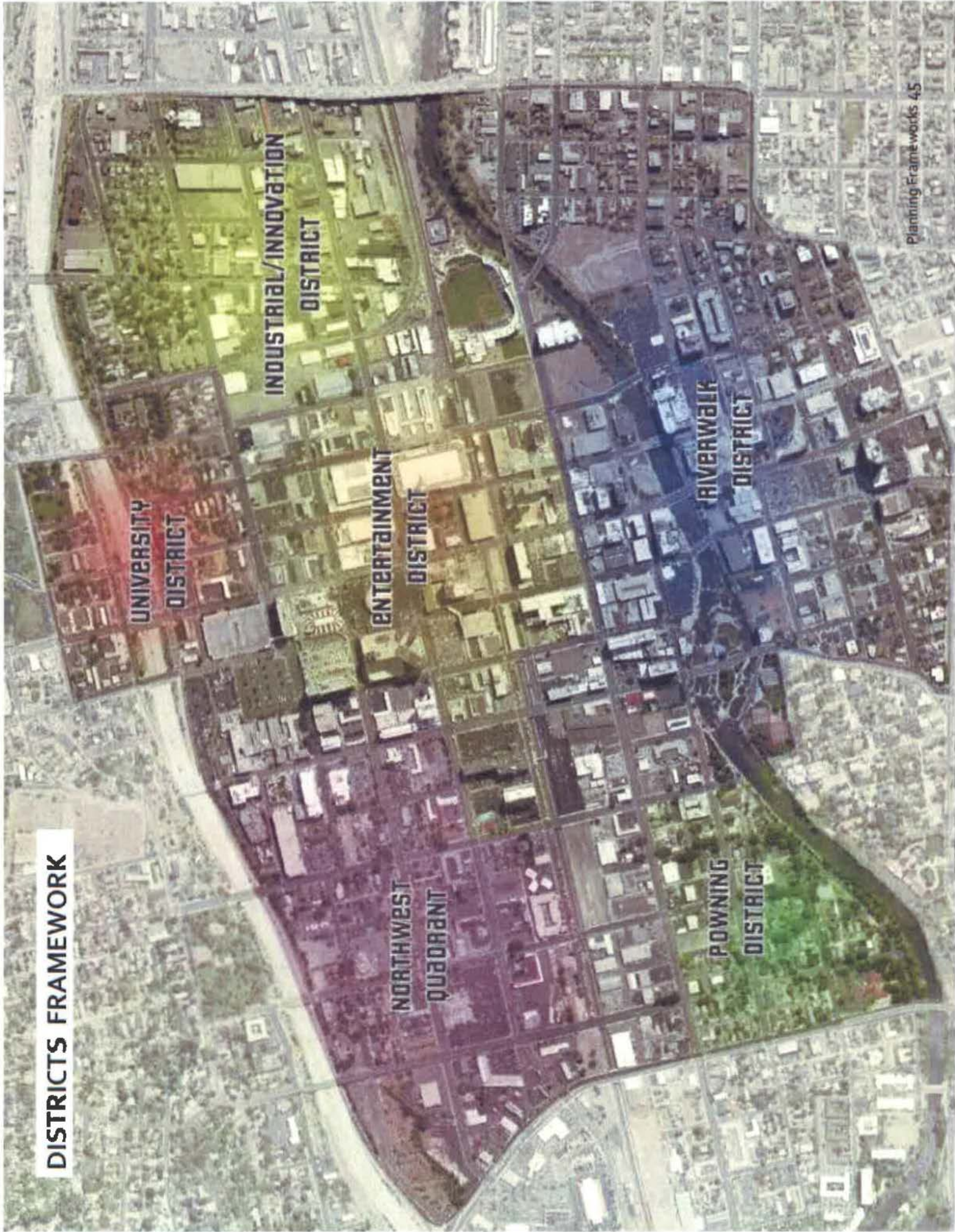
FROM: Bill Thomas, AICP, Assistant City Manager *BT*

SUBJECT: 6/13/18 City Council Meeting - Item L.13, Northwest Quadrant Plan

In preparation for the discussion about the Northwest Quadrant plan scheduled for the June 13, 2018 Reno City Council meeting, Councilmember Brekhus requested background information be distributed. Attached are the following:

1. Downtown Action Plan District Framework
2. FY18/19 Budget Slide
3. Example Scope of Work

DISTRICTS FRAMEWORK



FY18/19 Council Option



Project Selection

Project	Amount	Yes/No
Title 18 Update	\$250,000	

OR

Title 18 Update	\$212,400	
NW Quadrant Plan (80%GF/20%Bldg)	\$47,000	



Calli Wilsey <wilseyc@reno.gov>

notes from the meeting / potential scope

1 message

Nathan (Nate) Cherry <Nathan.Cherry@crtkl.com>

Tue, Jun 12, 2018 at 4:54 PM

To: "wilseyc@reno.gov" <wilseyc@reno.gov>

Cc: "thomasb@reno.gov" <thomasb@reno.gov>

Here is a revised version of the email that I sent before. Thanks, I look forward to chatting about this and potential next steps at your convenience.

Nate

Bill;

Thank you for the opportunity to summarize our meeting held last week with you and representatives from Jacobs Investments. Here is what I heard:

PROJECT UNDERSTANDING

Jacobs investments has acquired 50+ parcels in the area labelled "northwest quadrant" in the City of Reno Downtown Action Plan. My general sense is that you want to facilitate a successful outcome for the folks at Jacobs without going into a full proposal for a specific plan. The primary issue that I see is the need to build a level of trust between the community and City Council, which will require a public process driven approach that is based on vision and principles, expanding the study area, and enough community interaction to make everybody feel heard.

The alternative is the incremental approach where they get an "extension" of the entertainment district, but my sense from the conversation is that this project is too controversial for it to be an effective strategy.

Boundaries

The boundaries for the study should be expanded beyond the Jacobs acquisitions, and include all the property bounded by the 80 freeway to the north, Arlington to the East, the railroad to the south, and Keystone to the west. The reason for this is fairly obvious; it makes the project less about just

Expanding the list of stakeholders

If this is a "Jacobs plan" only, my fear is that a perceived desire to control the outcome will get in the way. The way around that is to interview all the key players; including the local churches, the hospital, City Council members, and others as appropriate. 4th street needs to be treated as a special consideration because of its role as a tourist corridor. We need to document their responses and have them available as part of the background analysis for the project.

Phased approach

You talked about an initial planning strategy where we provide a "first blush" of work for around \$50k. I think for that amount, we can build some consensus by focusing on overall vision and project goals. Perhaps some alternative 3-D massing studies that show how the district could be built out, with documentation that shows the communities preferences.

I think the particulars that Jacobs was looking for- density bonusing, the ability to build skybridges across the street, reduced parking standards, and flexible signage; are all achievable in concept but they will have to be flexible about outcomes- they might get them, they might not, but they all have to be vetted through a public planning process to be successful.

SCOPE

My recommendation is that we provide the following:

1. Stakeholder interviews: spent a couple days interviewing key people within the city—council members, key staff, developers, landowners, etc. summarize our findings in a memo with key findings - \$5-10k
2. Site analysis: study the site, review existing planning documents, provide a series of diagrams that show site opportunities and challenges. \$10-15k.
3. Community workshop: summarize the findings from the interviews, and the site analysis, engage the community in a visioning exercise. \$20-25k.
4. Plan options: develop plan options that investigate implementation of the vision with a matrix that evaluates how the options might best deliver the vision \$25-35k.

Depending on what makes sense to you, I think we can accommodate your needs for around \$55k to \$75k with expenses. Of course this depends on a detailed scope which we are happy to provide whenever you have time to chat. Lets talk when you have time, hopefully early next week...

Thanks again for the opportunity to think about this potential opportunity, Bill. This is an exciting time in Reno and we are happy to consider playing a part in its growth.

Nate Cherry FAIA AICP LEED AP

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