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LEWIS  ROCA

December 27, 2021

VIA IN-PERSON SUBMISSION

City of Reno
Development Services Department
One East First Street
Reno, Nevada 89501

RE: Glow Plaza Festival Grounds Application

To Whom It May Concern:

I. INTRODUCTION; BACKGROUND; OVERVIEW OF REQUEST

On behalf of Reno Real Estate Development LLC, the owner and applicant in this matter ("Applicant"), we hereby submit the enclosed application for a conditional use permit to allow the construction of a new festival and concert grounds (the "Glow Plaza"). The Glow Plaza will be located at the south side of W. 4th Street between Washington and Ralston Streets on Assessor's Parcel Numbers ("APN") 007-274-01, -03, and -38 through -42 inclusive ("Property"). The Property is located in the Mixed-Use Downtown – Northwest Quadrant District ("MD-NW"), and has a Master Plan designation of Downtown Mixed Use ("DT-MU").

The Glow Plaza will provide a safe and accessible venue and community space for concerts, fairs, festivals, and other events. The site plan includes a stage area, a shade canopy, artificial turf, and landscaping. No enclosed structure or building is proposed with this application. The Applicant anticipates that programming at the Glow Plaza will include a summer concert series beginning on approximately July 1st and running through September 3rd, to be held every Friday and Saturday from 5:00 pm-11:00 pm. Programming will also include future hosting of the Street Vibrations event and the Taco Fest event. Private security will be provided on site.

Staff has indicated to the Applicant that this use compromises both the "Amusement or Recreation, Outdoor" and "Live Entertainment" uses, both of which would ordinarily only require a minor conditional use permit.¹ However, staff has indicated that the application should be elevated to a conditional use permit, pursuant to RMC § 18.03.205(a). The Glow Plaza design will meet all development standards set forth in RMC Title 18, including standards related to sidewalks, access and connectivity, parking and loading, and all site standards for the MD-NW zoning district. Although the Property is not adjacent to any residentially zoned property, the Glow

¹ See Exhibit "A" (Email from Nathan Gilbert dated December 16, 2021).

Plaza will provide exits and entrances to the west and east, oriented away from other uses. See RMC § 18.03.304(f)(5)(a)(2) (additional standards for Live Entertainment).

II. ANALYSIS OF APPLICABLE FINDINGS

The Project is required to comply with general application findings, and findings specific to minor conditional use permits. RMC §§ 18.08.304(e); 18.08.604(e). The Project meets or exceeds all requirements and all findings are met, as set forth herein.

All Application Findings

1. ***Consistency with the Reno Master Plan.*** *The proposed development shall be consistent with the Reno Master Plan. The decisionmaking 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.*

Response: The proposed Glow Plaza is consistent with the Reno Master Plan, and advances many of the Master Plan guiding principles, goals, policies, and strategies, including but not limited to the following:

- **1.1B: Community Development.** The proposed Glow Plaza will provide a community venue which will attract visitors to this once neglected portion of Downtown Reno, promote patronizing businesses in the area, and improve on quality of life for residents and businesses through redevelopment.
- **1.2A: Arts and Outdoor Recreation Tourism.** The proposed Glow Plaza will assist in the revitalization of Downtown Reno, and will add a new venue for arts and cultural events. The to Reno's tourism assets to promote Reno as a national destination for arts and culture.
- **1.4E: Arts and Culture.** The proposed Glow Plaza will provide an attractive venue and platform for local and regional artists and encourage the growth, creation and retention of artists and creative entrepreneurs.
- **1.5A: Quality of Life.** The proposed Glow Plaza will provide a venue for arts and culture which will enhance a high quality of life and attract potential workers to the area.
- **1.5B: Urban Revitalization.** The proposed Glow Plaza will be consistent with the efforts to revitalize Downtown Reno by providing a safe and accessible venue for the arts which contributes to efforts to create a vibrant urban core.
- **3.1A: Downtown Districts.** Supports diverse mix of land uses by creating a new type of venue that is accessible to artists and the Reno community writ large.
- **3.1C: Tourism and Entertainment.** The proposed Glow Plaza will provide a venue for artistic and cultural expression, appealing to locals and visitors as an entertainment destination for annual events and community gatherings.
- **3.1G: Arts and Culture.** The proposed Glow Plaza will enhance and promote arts and culture within Downtown Reno by increasing the variety of high-quality venues accessible individuals who wish to celebrate the arts, culture heritage, and history.
- **3.2B: Public Spaces.** The proposed Glow Plaza will enhance the existing glow plaza and proved a public gathering and event space which will expand recreational uses and activities year-round.

- 3.2C: Pedestrian Realm: The proposed Glow Plaza will integrate pedestrian friendly walkways and spaces as well as decorative lighting, public art, conscientiously designed distinctive urban elements to improve the appearance and utility of a previously blighted area.
- 4.2D: Community Amenities: The proposed Glow Plaza will encourage community access to public art and entertainment amenities in addition to promoting community engagement and well-rounded and healthy lifestyles.
- 4.5A: Connectivity and Access: The Glow Plaza will promote a safe, clear, and direct pedestrian and bicycle connection within Downtown Reno.
- 6.3B: Programs and Offerings: The proposed Glow Plaza will provide a year-round venue for community entertainment, and recreational programs taking into account the diverse interests and needs of the community.
- 6.6A: Community Events and Activities: The proposed Glow Plaza will partner with community organizations, local businesses, and other groups to support events that foster recognition of the cultural diversity present in the community.
- 6.6B: Equitable Planning: The Glow Plaza will provide an accessible, ADA-compliant, means arts and entertainment venue.
- DTRC-NWQ.2: Mix of Uses: The proposed Glow Plaza will revitalize an underutilized lot and provide an exciting new venue for arts, entertainment, and events.
- DTRC-NWQ.4: Streetscape Character: The proposed Glow Plaza will incorporate improvements to the existing streetscape with a focus on wayfinding signage, sidewalk repairs, public art, enhance the functionality, character, safety, and appearance of the streetscape.

2. ***Compliance with This Title.*** *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.*

Response: No building or enclosed space is proposed as a part of this application. The proposed Glow Plaza meets with all applicable standards in Title 18.

3. ***Mitigates Traffic Impacts.*** *The project mitigates traffic impacts based on applicable standards of the City of Reno and the Regional Transportation Commission.*

Response: The proposed Glow Plaza is anticipated to host several events throughout the year, primarily during nights and weekends outside of peak traffic hours. The Glow Plaza contain 200 parking spaces, and another three parking lots provide an additional 319 parking spaces within 1,040 feet or closer to the festival grounds. As necessary, approximately 136 parking spaces may be made available at the nearby Gold Dust West, which is held in common ownership with the festival grounds. Indeed, a parking study identified that the total parking supply in the immediate project area could accommodate an event up to approximately 3,500 attendees at this site. .

4. ***Provides Safe Environment.*** *The project provides a safe environment for pedestrians and people on bicycles.*

Response: The proposed Glow Plaza creates a safe, accessible, and inviting venue for pedestrians and people on bicycles to explore and enjoy Downtown Reno. By providing

additional pedestrian friendly amenities and lighting, the festival grounds will create a safer environment for all 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 upon subsequent phases for those improvements.*

Response: Not applicable.

CUP Findings

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;*

Response: The proposed location of the Glow Plaza is within the MU-NWQ zoning district, which is the zone “intended to support the expansion of services and housing in downtown.” RMC 18.02.303(a). The proposed Glow Plaza complies with all design and development standards, and will encourage and support the expansion of services and amenities in downtown. No building or enclosed space is proposed with this application.

2. *The proposed land use and project design is compatible with surrounding development;*

Response: The proposed Glow Plaza will be a part of the greater overall development plan for the Neon Line District, which provide a vibrant and revitalized downtown area. As the project is located in Downtown Reno, the surrounding development is a variety of uses, including lodging, commercial and residential uses. The Glow Plaza will create a safe, well-trafficked environment which will benefit the surrounding uses.

3. *The proposed land use and project design is consistent with applicable development standards;*

Response: The Glow Plaza meets all development and design standards, including all requirements set forth in RMC §§ 18.02.303 (Standards for MD-NW) and 18.04.1003 (Standards for Mixed-Use Districts). The project will provide extensive landscaping as shown on the landscaping plan, and will meet all standards for sidewalks, pedestrian amenities, and accessibility.

4. *Public services and facilities are available to serve the project, or will be provided with development;*

Response: The Glow Plaza is located in a readily accessible area near the Downtown core. As it is well established that sufficient services and facilities are available to serve Downtown

Reno, it is clear that there exists adequate public services and facilities to serve the festival grounds in the event such services/facilities are required.

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*

Response: The proposed Glow Plaza is designed to be consistent with the greater Neon Line Development plan therefore will be complimentary to the area. The venue design is modeled to reflect a revitalized continuity throughout Downtown Reno, and will provide an elegant and stylish appearance consistent with the surroundings.

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.*

Response: The Glow Plaza is anticipated to periodically generate additional noise, and potentially smoke, odor, dust, or vibration depending upon the type of event being hosted. The Glow Plaza will be illuminated during night hours for safety, in an otherwise well-lit location. As the Glow Plaza is located approximately on an empty lot and will not encroach on any neighboring property, it does not present any hazard to persons or property.

III. CONCLUSION

For the reasons stated herein, the Project meets or exceeds all requirements, and all findings under RMC are met. The Applicant therefore respectfully requests that the City approve the conditional use permit for the proposed Glow Plaza.

Please do not hesitate to contact this office at (775) 321-3420 if we can provide any additional information.

Respectfully submitted,

/s/ Garrett D. Gordon

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