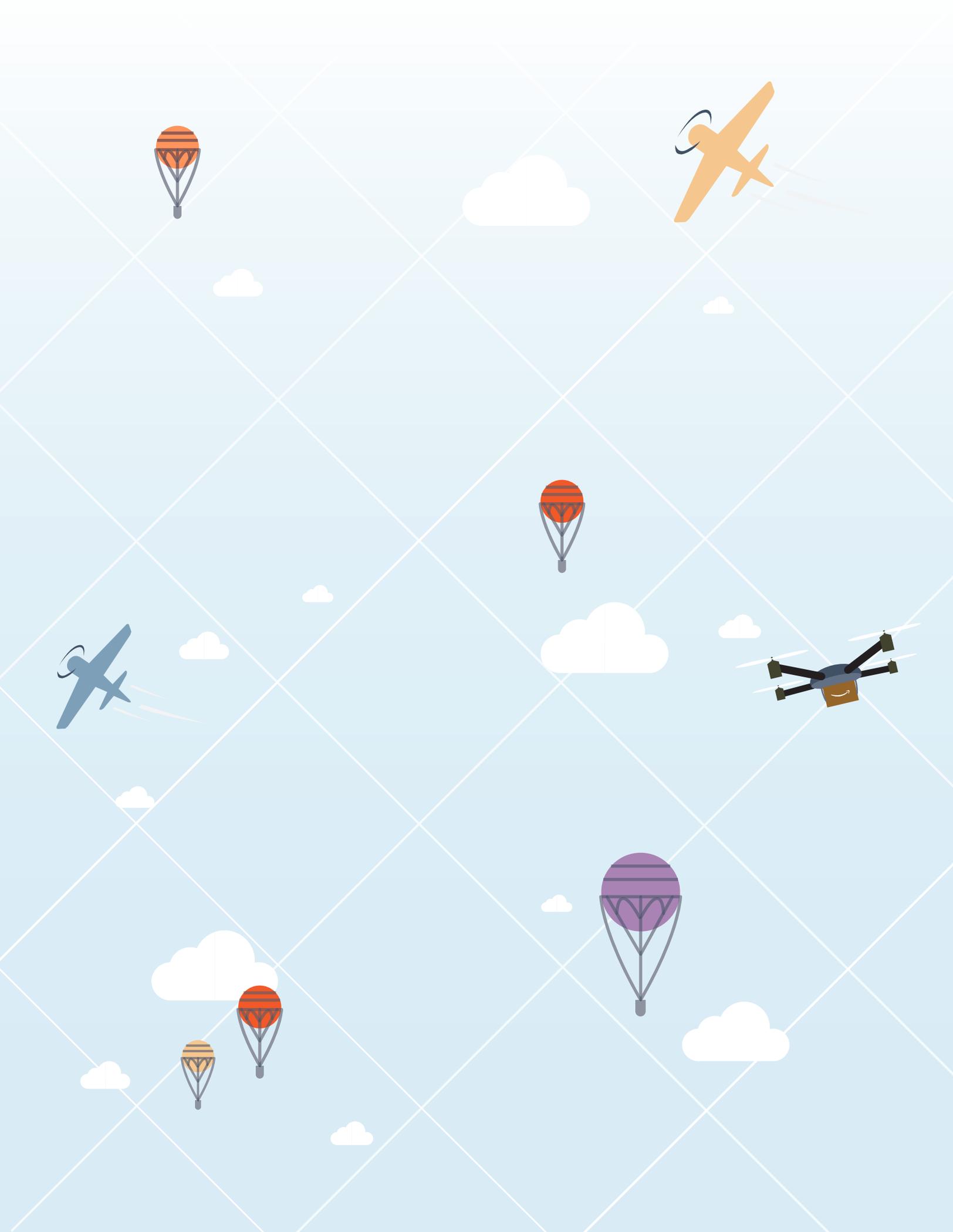


1 CHAPTER 1 INTRODUCTION





CHAPTER 1

INTRODUCTION

The City of Reno used a multi-year, community-based effort to prepare a new Master Plan for the City, known as *ReImagine Reno*. In the twenty years since the City last undertook a comprehensive master plan update, Reno and the region changed and evolved. The city's population increased by more than 56,000 people since 2000 and is forecast to increase by an additional 62,000 people over the next twenty years. Reno's demographics became more diverse, both in terms of ethnicity and age, the regional economy experienced shocks not contemplated in the previous plan, and the city's geographic footprint continued to expand.

This Master Plan is the result of the widest public engagement effort in Reno's history: almost 6,000 people participated during Phase I of the project, with more than 3,100 additional participating during Phase II. The *ReImagine Reno* process was an opportunity to assess and explore trends and key issues that would influence the City's future, as well as an opportunity to articulate a shared, community-wide vision for the future and to explore potential trade-offs associated with that vision. The result is a Master Plan that provides a road map for the City as it continues to grow and evolve. The Master Plan reflects the ideas, values, and desires of the community, aligning these with a range of plans, policies, and initiatives in place or underway in both Reno and the wider region. Moving forward, the Master Plan will help guide both day-to-day decision-making, short-term actions, and longer-term initiatives and strategies to achieve the community's vision.

This Master Plan will serve as a tool to help guide the community toward its desired outcomes. However, it is intended to be a living document, meaning it will be updated and amended as needed to reflect progress made, changing conditions in Reno or the Truckee Meadows region, and the evolving needs of the community.

ABOUT THE MASTER PLAN

Boundary

This Master Plan covers all of the City of Reno and its sphere of influence (SOI).

Time Frame

This Master Plan horizon is to the year 2036.

Legislative Authority And State Requirements

This Master Plan was prepared in accordance with Nevada Revised Statutes (NRS) 278.150 through 278.170, inclusive, which enables cities in Nevada to prepare a master plan that covers all or part of the city and its SOI. NRS 278.160 states that for counties whose population is 100,000 or more, but less than 700,000, certain plan elements are required as part of a master plan: population plan, conservation plan, housing plan, and an aboveground utility plan of public facilities and services. The City of Reno has elected to include the following additional plan elements, as allowed by NRS: economic; public services, facilities and infrastructure; land use; historic resources; transportation; and safety.

Relationship To NRS Required Elements

Policy considerations to address required and optional master plan elements (NRS 278.160) in this Master Plan are addressed in Chapter 2: Citywide Policies as displayed in the table below. Chapter 4: Growth and Reinvestment Framework addresses the physical considerations associated with many of these elements, including population projections and a set of tools to manage future growth required of a population plan.

GUIDING PRINCIPLES	REQUIRED AND OPTIONAL MASTER PLAN ELEMENTS
GP 1: Resilient Local and Regional Economy	
GP 2: Responsible and Well-Managed Growth	Land Use, Public Facilities and Services, Safety
GP 3: Thriving Downtown and University District	
GP 4: Vibrant Neighborhoods and Centers	Housing
GP 5: Well-Connected City and Region	Transportation
GP 6: Safe, Healthy, and Inclusive Community	Safety, Recreation and Open Space
GP 7: Quality Places and Outdoor Recreation Opportunities	Recreation and Open Space, Historic Preservation, Conservation
GP 8: Effective Government	

Relationship Between The Master Plan And Zoning

NRS 278.0284 provides for consistency between the master plan and local ordinances as follows:

Conformity of local ordinances and regulations to master plan - Any action of a local government relating to development, zoning, the subdivision of land or capital improvements must conform to the master plan of the local government. In adopting any ordinance or regulation relating to development, zoning, subdivision of land or capital improvements, the local government shall make a specific finding that the ordinance conforms to the master plan. Within 1 year after its adoption of any portion of a master plan, the local government shall review and, if necessary, amend its existing ordinances to ensure their conformity with the provisions of the master plan. If any provision of the master plan is inconsistent with any regulation relating to land development, the provision of the master plan governs any action taken in regard to an application for development.

The citywide and area-specific policies (design principles) included in this plan will be used for other planning efforts in the City of Reno. For example, all private and public development applications that are reviewed by the Planning Commission and City Council are evaluated using these policies and objectives. This ensures consistency between city policies and the physical development of the city.

Relationship To Other Plans

This Master Plan is comprehensive in nature and draws policy direction from a number of other plans, both those adopted by regional entities as well as more focused plans adopted by the City of Reno. Where relevant, supporting plans and studies are referenced in the Master Plan to reinforce the linkages between these plans and the Master Plan. The Truckee Meadows Regional Plan is applicable regionally, including in the City of Reno and its SOI.

ABOUT REIMAGINE RENO

Process Overview

The ReImagine Reno process was the largest community engagement initiative in the City of Reno's history. The project was divided into two phases. Phase I centered around a robust outreach process to determine consensus around a shared community vision, an evaluation of current and future trends affecting the City of Reno and its residents, and an assessment of the City's Master Plan to identify which aspects of that plan had worked well and which aspects needed to be revisited during Phase II of the process. Community engagement activities during Phase I included an online community survey, a series of focus groups, and a number of "road show" presentations intended to educate and build awareness of the project among the wide range of agencies and service organizations working in the region. All of the outputs from Phase I are included in this Master Plan as part of Appendix A.

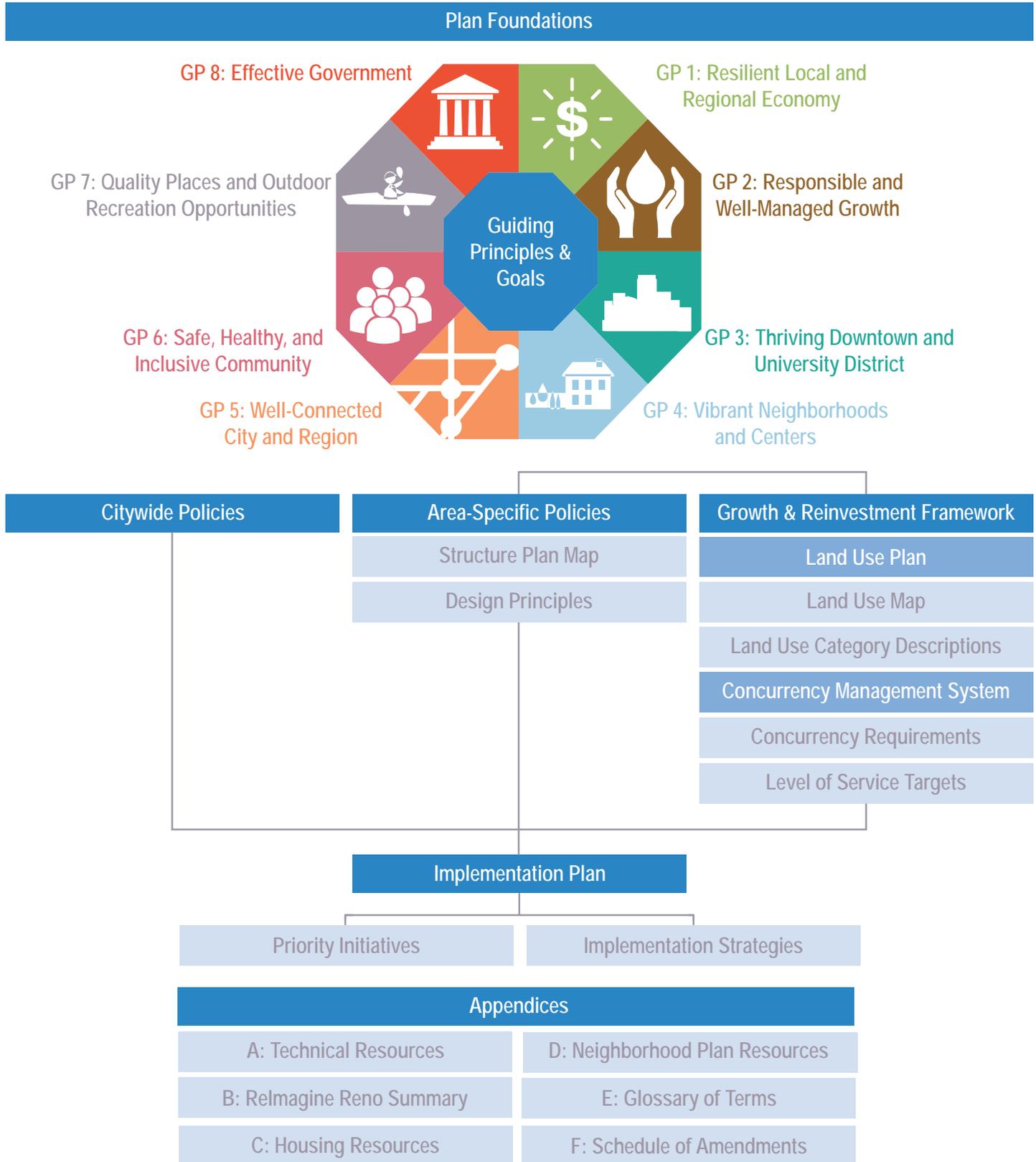
Phase II of ReImagine Reno began saw the development of this Master Plan. Community engagement activities continued throughout Phase II and included a number of public open houses and stakeholder focus groups at various points in the process to ensure the Master Plan and the policies contained herein remained true to the visions and values expressed by the community during Phase I. Opportunities to provide input online were available following each in-person community engagement series. In addition, the Planning Commission vetted draft plan components during in-depth workshops and joint meetings of the Planning Commission and City Council were further utilized to gain additional feedback on work products. The draft of the plan was also presented to each of the City's five Neighborhood Advisory Boards (NABs). Coordination with other City departments and regional partners were also crucial given the comprehensive nature of the Master Plan. More information about ReImagine Reno can be found in Appendix B.



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PARTS OF THE PLAN

The City of Reno's Master Plan consists of six inter-related components: the plan foundations, citywide policies, area-specific policies, growth and reinvestment framework, implementation plan, and appendices. The relationships between these different components are shown in the diagram below.



> WHAT ARE THE PARTS OF THE PLAN?

Plan Foundations: The guiding principles and goals represent the long-term aspirations of the community.

Citywide Policies: Provides direction as to how the guiding principles and goals will be implemented in day-to-day decision-making.

Area-Specific Policies: Includes policies for new development in specific parts of the city. These are tied to the Structure Plan map, and provide design principles for future development and growth in differing place-types within the city.

Growth and Reinvestment Framework: A tool for anticipating, evaluating, and making decisions regarding the spatial development of the city, the distribution and characteristics of different land uses, and the provision of infrastructure and services necessary to support future growth.

Implementation Plan: Provides specific strategies or actions that the City and its partners will take to implement the Master Plan.

Appendices: Contain supporting materials and work products developed during Phase I and Phase II of ReImagine Reno.



PHOTO CREDIT: CITY OF RENO

PLAN MONITORING

The Master Plan is intended to be a living document. Progress that is made toward achieving the community's vision will be monitored using a series of performance measures, which will be summarized by City staff in progress reports to be released to the public on an annual or biennial basis.

Progress Reports

The Community Development Department of the City of Reno will prepare a progress report on an annual or biennial basis and present the report to the Planning Commission and City Council. Each progress report will include a summary of completed and upcoming actions and will identify any barriers or other issues preventing implementation of the Master Plan. If applicable, the reports should also recommend any necessary minor amendments.

Performance Measures

Performance measures allow the City and the community to gauge and measure progress toward the guiding principles and goals of the Master Plan. While there are many types of metrics available for tracking progress, the Master Plan focuses on those that are:

- Most relevant to the goals of the Master Plan or their desired outcomes;
- Available from regularly updated and reliable data sources; and
- Based on measurable, quantitative information that is comparable year-to-year.

The performance measures included were identified as those that would be most critical for monitoring the City's progress toward the Master Plan's desired outcomes. Baseline numbers provided here will be updated and reported as part of regular Master Plan progress reports so that trends can be discerned, and policies can be adjusted to address any areas in which the community is not seeing desired progress.

A number of other efforts in the City of Reno and Truckee Meadows region, such as the *Downtown Action Plan* and the *Washoe County Community Health Improvement Plan*, contain metrics and indicators that may be useful to reference as data supporting the performance measures, where appropriate. However, this supporting data will not be tracked as part of Master Plan progress reports and are not included as performance measures to prevent duplication of efforts within the region.

While consistency in reporting is important to provide information on trends over time, performance measures should also be regularly evaluated, updated, added to, or replaced, if needed, as conditions change, as community priorities change, and/or as new sources of data become available.

MEASURE	METHOD	BASELINE	DESIRED TREND	GUIDING PRINCIPLE(S) SUPPORTED	SOURCE
1. Economic Health (City)	Business licenses fees per 1,000 residents (in real terms)	\$107,273 (2016)	Increase	GP1; GP3	City of Reno
2. Economic Health (Residents)	Median household income (in real terms)	\$51,313 (2016)	Increase/maintain	GP1; GP3	US Census: 1-Year ACS
3. Economic Development	Percent of business licenses issued to industries targeted through the City's economic development strategy	To be established during the adoption of the City's economic development strategy	Increase	GP1; GP3	City of Reno
4. Infill/Redevelopment Activity	Percent of total building permit valuation within infill and redevelopment priority areas	To be established during the first year following Master Plan adoption	Increase	GP2; GP4; GP5	City of Reno

MEASURE	METHOD	BASELINE	DESIRED TREND	GUIDING PRINCIPLE(S) SUPPORTED	SOURCE
5. Downtown Safety	Annual number of police calls for service related to violent crimes citywide and within each district of Downtown Reno	To be established during the first year following Master Plan adoption	Decrease	GP3; GP6	Reno Police Department
6. Housing Diversity	Percent of new units in city per year by Assessor's land use types	Single-Family Residential: 18% Condo/ Townhome: 1% Multi-Family: 81% (2016, 4,687 total units)	Maintain	GP2; GP4; GP6	City of Reno; Washoe County
7. Housing Affordability	Percent of households paying more than 30% of income on housing costs each year	37% (2016)	Decrease	GP4; GP6	U.S. Census: 1-Year ACS
8. Multimodal Transportation Usage	Percent of workers commuting to work by modes other than single-occupancy vehicles (SOVs)	23% (2016)	Increase	GP2; GP4; GP5; GP6; GP7	U.S. Census: 1-Year ACS
9. Walkability	Walk Score for the City of Reno	38 - Car Dependent (2017)	Increase	GP4; GP5; GP6	walkscore.com
	Number of identified "gaps" in the City's pedestrian and bicycle network	To be established during the first year following Master Plan adoption	Decrease	GP4; GP5; GP6	City of Reno
10. Fire Service	Average fire response time (from fire station to scene)	6 minutes 0 seconds (2017)	Decrease/ Maintain	GP2; GP6	Reno Fire Department
11. Public Safety	Percent of residents who feel Reno is a safe place to live	83% (2016)	Increase/ Maintain	GP2; GP3; GP4; GP6	Reno Police Department
12. Access to Parks	Percent of dwelling units within 1/2 mile of a park	83% (2017)	Increase/ Maintain	GP2; GP4; GP6; GP7	City of Reno; Washoe County
13. Access to Transit	Percent of dwelling units within 1/2 mile of public transit	73% (2017)	Increase	GP2; GP3; GP4; GP5; GP6	City of Reno; Washoe County; RTC
14. Air Quality	Number of days per year with less than "Good" air quality	130 days (Washoe County, 2016)	Decrease	GP2; GP6; GP7	Washoe County Health District
15. Tree Canopy Cover	Percent of citywide tree cover	5.2% (2012)	Increase	GP7	Nevada Division of Forestry
16. Arts and Culture	City of Reno civic arts capital assets (arts and historic treasures; in real terms)	\$1.77 million (2015)	Increase/ Maintain	GP7	City of Reno; Truckee Meadows Tomorrow
17. Historic Preservation	Number of resources listed on the City Register of Historic Places	15	Increase	GP2; GP4; GP7	City of Reno

PLAN AMENDMENTS AND UPDATES

Plan amendments and periodic updates will be necessary to keep the Master Plan relevant as new issues and opportunities emerge, actions are completed, and priorities shift. Additional requirements for amendments to the Master Plan can be found in the Reno Municipal Code.

Minor Amendments

Minor amendments to the Master Plan may be proposed for targeted text or map revisions that do not significantly affect other plan goals or policies. Minor amendments may be initiated by the director of the Community Development Department or the City Council. There shall be no limits to the number of minor amendments to the Master Plan, and there is no time limits for public hearings or City Council decisions regarding minor amendments. In order to adopt a minor amendment, the City Council must find that the change is justified because:

- There is evidence that an error exists in the mapped location of a geographical feature, including without limitation, topography, slopes, hydrographic features, wetland delineations and floodplains;
- The name of a jurisdiction, agency, department, or district by the City, governing board or other governing authority, or other entities is altered; or
- Statistical information included in the plan is updated by a new or revised study.

Major Amendments

Major amendments to the Master Plan can be initiated by the director of the Community Development Department, the Planning Commission, City Council, or by a person's application. The director shall make a recommendation on the proposed amendment to the Planning Commission, who, in turn, provides a recommendation to the City Council. When considering a major amendment to the Master Plan, the following criteria should be evaluated:

- The proposed amendment is consistent with the overall intent of the Master Plan;
- The proposed amendment is required based on changed conditions or further studies;
- The proposed amendment is compatible with the surrounding area;
- Strict adherence to the current goals and policies of the Master Plan would result in a situation neither intended by nor in keeping with other guiding principles, goals, and policies;
- The proposed amendment will not have a negative effect on adjacent properties or on transportation services and facilities;
- The proposed amendment will have a minimal effect on service provision and/or is compatible with existing and planned service provision and future development of the area; and
- The proposed amendment will not cause detriment to the public health, safety, and general welfare of the people of Reno.

Plan Updates

Planning staff shall evaluate and report on whether a major update to the Master Plan is needed every five years, at a minimum, to ensure the Master Plan remains current and continues to meet the community's needs. A major update should include opportunities for involvement by the public, City staff, elected and appointed officials, and other affected interests or stakeholders. It should also include an updated or new community profile, an updated list of implementation strategies, and a review of the guiding principles and goals.