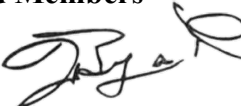




Memorandum

DATE: January 2, 2026

TO: Chair and Redevelopment Agency Board Members

THROUGH: Jackie Bryant, Executive Director 

FROM: Bryan McArdle, Revitalization Manager

ENTITY: Redevelopment Agency

SUBJECT: Parking Gallery Operational Assessment – 135 N. Sierra

This memorandum is to inform the Redevelopment Agency Board of an upcoming full operational assessment of the Parking Gallery located at 135 N. Sierra Street, an asset owned by the Reno Redevelopment Agency (RDA). The assessment is being conducted by Dixon Resources Unlimited, who were engaged by Colliers, the Agency's property manager for the facility. The assessment will evaluate current operations, capacity utilization, pricing, technology, and long-term management needs, and will inform future policy and investment decisions related to the garage.

Background:

The Parking Gallery serves a wide range of users, including retail and commercial tenants, residential projects, courthouse visitors, and the general public. Recent and anticipated changes in demand have highlighted the need for a comprehensive operational review, including:

- A formal request from Living Stones Church for dedicated parking capacity for their redevelopment of the former Riverside Theater, particularly for the creation of new retail and commercial spaces and peak Sunday assembly use;
- Requests for parking capacity from existing and future residential rehabilitation projects coming online in the downtown area;

- Ongoing obligations to support existing tenant parking agreements and validation programs;
- Colliers' intent to transition the garage to a new parking technology platform, creating an opportunity to reassess operations and rates.

Given these overlapping demands, the Agency and Colliers determined that a data-driven assessment is necessary to evaluate how the garage can be managed for optimal efficiency, and financial sustainability.

Scope of Work:

The assessment will include the following components:

1. Existing Conditions Assessment
 - Review of existing agreements, leases, and contracts
 - Evaluation of pricing and rate structures
 - Review of signage and wayfinding
 - Assessment of facility conditions and cleanliness
 - Review of parking technology and systems
 - Evaluation of operator and vendor performance
2. On-Site Assessment and Stakeholder Engagement
 - One day on-site existing conditions assessment
 - In-person stakeholder meetings with current and future users
 - Targeted stakeholder survey (open for 30 days)
3. Vendor Evaluation
 - Development of operational and technology requirements
 - Vendor demonstrations
 - Contracting and procurement support
4. Rate and Utilization Analysis
 - Analysis of leases, permits, validations, and general public rates
 - Revenue modeling
 - Space utilization modeling and capacity assignment by use and time

Next Steps:

Following completion of the assessment and stakeholder engagement process, staff and Colliers will return to the Agency Board with:

- A summary of findings and recommendations;
- Proposed operational and policy changes, if any; and
- Any actions requiring Agency Board direction or approval.