



# TRUCKEE MEADOWS REGIONAL PLANNING AGENCY

## MINUTES

### 2007 REGIONAL PLAN UPDATE TECHNICAL ADVISORY COMMITTEE-- SUBCOMMITTEE Tuesday, January 17, 2006

The subcommittee of the Technical Advisory Committee (TAC) met in the Truckee Meadows Regional Planning Conference Room, 1 East First St., Suite 1100, Reno, Nevada, and conducted the following business:

The meeting was called to order by Dave Ziegler, Director of Regional Planning, at 3:30 p.m.

#### 1. ROLL CALL

TAC subcommittee members in attendance were: Jody Royal-Goodwin, Reno Redevelopment Agency and HOME Consortium; Duane Sikorski, Washoe County District Health Department, Air Quality Management Division; Margaret Powell, City of Sparks and Sparks Redevelopment Agency; Jeanne Ruefer, Washoe County Department of Water Resources; and Mr. Ziegler.

Truckee Meadows Regional Planning Agency (TMRPA) staff present were: Dave Ziegler, Randy Baxley, Rosanna Coombes, Patricia Rogers,

Also present were: Jason Geddes, EDAWN; Clyde Hartz, Highland Ranch; Angelos Angelou, AngelouEconomics; Katie Bullard, AngelouEconomics; Ben Loftsgaarden, AngelouEconomics; and Angela Fuss, CFA.

#### 2. APPROVAL OF AGENDA

MEMBER ROYAL-GOODWIN MADE A MOTION TO APPROVE THE JANUARY 17, 2006 MEETING AGENDA AS POSTED, SECONDED BY MEMBER POWELL. THE MOTION CARRIED UNANIMOUSLY.

#### 3. PUBLIC COMMENT

NONE

#### 4. BUSINESS OF THE DAY

A. Discussion with representatives of EDAWN and AngelouEconomics and possible direction to staff regarding Regional Plan Module 1, Issue #2, providing an appropriate amount of land for all types of development and open space.

John Hester, City of Reno, arrived 3:45 p.m.

Mr. Geddes, EDAWN, and Mr. Loftsgaarden, AngelouEconomics, presented information on EDAWN's Project 2010 and encouraged everyone to explore the website and participate in the Project 2010 survey.

Mr. Loftsgaarden provided an overview of Project 2010. He explained that the overall goal of the project is to try to identify what specific target industries the region should look at in its future. As part of this very involved economic development process, AngelouEconomics will look at the region's strengths and weaknesses, such as workforce and hard infrastructure assets. The region's assets will be compared to industry needs to try to determine what industries could be future industries for the region and how the region would market to and attract these industries.

Ms. Bullard, AngelouEconomics, explained that in initial analysis one of the challenges in this region is attracting global companies and skilled workers, both of which are in high demand. In deciding where to locate, this type of company and worker are attracted to communities that have characteristics related to good planning, such as: good quality of life, low commute times, transit-oriented development, infill, and active downtowns. The planning effort and this economic development effort are very interconnected.

Mr. Angelou, AngelouEconomics, explained that we have an opportunity to manage our destiny and redefine our region. The direction AngelouEconomics will try to promote is to: (1) attract more of the 25-44 year-old demographic, (2) shift the focus from warehouse and distribution to office park development, professional services, and flex space, and (3) encourage a positive perspective about the region to encourage the 25-44 year-old demographic. In 2012/2014 there will be a million more jobs available than there are available workers. The goal will be to attract skilled and technical workers that are typically higher wage. About 31% of the nation's income is earned by the 25-44 year-old demographic. Planners should look at what types of housing that demographic desires and what types of amenities or characteristics this demographic looks at when choosing where to live and work. There is increasing global competition for the higher end jobs.

Mr. Angelou explained that the assets unique to this region, such as UNR, should be fully utilized. The region should bring in companies that will employ the graduates from UNR. Rather than focusing on attracting businesses from California, entrepreneurship should be encouraged. Reno has worldwide name recognition. The region should continue to shift toward mixed use and infill. Santa Fe, New Mexico, and Charleston, South Carolina (Charleston digital corridor), provide good examples of the type of cities that attract entrepreneurship.

Angelou will also look at public policy recommendations. Successful communities offer a wide variety of housing types. AngelouEconomics recently developed some characteristics of globally competitive communities. The report should be available soon. One of the characteristics is brownfield rather than greenfield development. Five categories were identified in the report: education of work force, quality of life, economic development, business climate, and sites and infrastructure. Benchmarking should be done, in order to compare our area with other cities competing for similar economic development.

Successful cities compare their planning processes with other cities and adopt innovative processes from best practices of other cities. The more streamlined the development process, the better.

The group discussed: the cost of development, such as capital improvements, fees, and opportunity costs; rezoning for proper use; the relationship between zoning and building permits; flow charting the approval process; the requirements for administrative versus discretionary approvals, and whether any of the affected entities (e.g., utility providers) hold up the process.

There was discussion about the time it takes for project approval. With such newer types of projects as mixed-use projects, the project approval process is considerably longer. But in general, there is a fairly integrated development process.

The Project 2010 report will provide recommendations for how our region can become globally competitive.

There was discussion about employment opportunities in the targeted infill areas, and whether more employment may be needed in the infill areas. The group discussed successes and problems relating to infill, mixed-use and transit-oriented development, condominium conversions, and the new university plan that better integrates the university with downtown Reno. Other items of discussion were the importance of affordable housing within the TOD corridors, and the idea that new development in greenfields should be innovative and smart.

Mr. Ziegler mentioned that several speakers have come to the region recently to speak about best planning practices, such as Chris Leinberger, Parris Glendening, and Elaine Clegg. He also mentioned that Regional Planning is beginning to work with students from UNR to develop a paper on the tax and fee burden on ratepayers.

AngelouEconomics asked that any questions or comments regarding the Project 2010 discussion be forwarded to EDawn.

## **7. ADJOURNMENT**

The meeting was adjourned at 11:50 a.m.

Respectfully submitted by Patricia Rogers, Community Outreach Assistant, TMRPA.

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David S. Ziegler, Director  
Truckee Meadows Regional Planning Agency

**APPROVED BY THE TECHNICAL ADVISORY COMMITTEE IN SESSION ON  
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