



# COMPREHENSIVE PLAN

*The Plan Guiding the City of Sparks  
To the Year 2030*

**DRAFT – Public Hearing**



## Adoption:

Planning Commission Approved: August 18, 2016

Truckee Meadows Regional Planning Commission: September 28, 2016

City Council Certification:

# ACKNOWLEDGEMENTS

**Sparks Mayor** Geno Martini

**Sparks City Council:**

Julia Ratti, Ward 1

Ed Lawson, Ward 2

Ron Smith, Ward 3

Charlene Bybee, Ward 4

Ron Schmitt, Ward 5

**City Attorney** Chet Adams

**City of Sparks Planning Commissioners:**

George Cammarota, Chair

Frank Petersen, Vice Chair

James Fewins

Tom Lean

Art Sperber

Dian VanderWell

Doug Voelz

**City Manager** Steve Driscoll

**Assistant City Manager** Neil Krutz

**City of Sparks Senior Staff:**

Chief Brian Allen

Kathy Clewett

Jeff Cronk

Tracy Domingues

Shirle Eiting

Teresa Gardner

Chief Tom Garrison

Chief Chris Maples

John Martini

Adam Mayberry – Project Manager

Heidi Shaw

**City of Sparks Community Services Staff**

Nicholas Connolly	Jim Rundle
Ian Crittenden	Marilie Smith
Karen Melby – Project Manager	Janet Stout
Armando Ornelas	Jon Walker

**Assistant City Attorney Doug Thornley****Ignite Sparks Champions:**

Trey Abney, The Chamber  
Lisa Bonie, Northern Nevada Center for Independent Living  
Mike Boster, Washoe County School District  
Jen Budge, Washoe County Regional Parks and Open Space  
Jack Byrom, Sparks Citizens Advisory Committee  
Scott Carey, Sparks Heritage Museum  
Kevin Carroll, Sparks High School  
Kathy Carter, resident  
Evelyn Chiang, Haws Integrated  
Pastor Jorge Cifuentes, Sparks Nazarene Church  
Tami Cummings, Washoe County Sheriff  
Britt Curtis, Holland Project  
Sherif Elfass, Northern Nevada Muslim Community Center  
Doug Erwin, EDAWN  
Jason, Evanchak. Realty Corner  
James Fewins, American Family Insurance  
Joshua Fink, Remax  
Angela Fuss, Sparks Parks & Recreation Commissioner / CFA Inc.  
Gia Gallegos, Northern Nevada Home School  
Sylvia Garcia, Mural Salon  
Ron Gribble, The Resort at Red Hawk  
Blane Harding, The Center for Cultural Diversity  
Mike Hillerby, Kaempfer Crowell  
Jess Horning, Liquid Blue Events  
Lisa Jansen, Nugget Casino Resort  
Charles Johns, Sparks Citizens Advisory Committee / Dickson Realty  
Kraig Knutson, Chairman Sparks Brand Leadership Team / Tanamera Construction  
Gina Laputz, IMPACT Home School Coop  
Bob LaRiviere, Sparks Charter Committee / CFA Inc.  
Frank Lepori, Lepori Construction  
Ryan Long, Spanish Springs Soccer Club  
Jessica Longley, resident

Guillermina Martinez, resident  
Jen Mavis, Legacy Football Club  
Terry McAfee, Nevada Bicycle Coalition  
Sean McCaffrey, Education Alliance  
Lisa O'Berry, Sparks Citizens Advisory Committee  
Ryan O'Donnell, IMI (Institute of Meaningful Instruction)  
Pastor Omar Palmer, Sparks Seventh-Day Adventist Church  
Scott Parker, Sparks Christian Fellowship  
Tariq Quraishy, Northern Nevada Muslim Community Center  
Jeanene Raffanelli, Remax  
Janet Roman, UNR Latino Student Advisory Board  
Len Stevens, The Chamber  
Angela Swindells, 39 North / LoKa Tile Group Inc.  
Stanton Tang, KOLO TV News Now  
Bill Williams, Sparks Citizens Advisory Committee  
Tom Young, Great Basin Brewing Company in Sparks  
J. Diego Zarazua, UNR Reynolds School of Journalism

**Stakeholder Contacts/Groups:**

Cynthia Albright, Stantec  
Rick Abend, Heritage Bank Nevada  
Forrest Aragon, 10 Designs Inc.  
Ken Barlett, United Construction  
Michelle Beck, 39 North  
Frank Bidart, Odyssey Engineering  
Brian Bonnenfant, Center for Regional Studies  
Mike Boster, Washoe County School District  
Ashley Carrigan-Jonkey, US Senator Heller's Office  
Scott Christy, Christy Corp  
Tom Ciesynski, 39 North  
Andrew Clinger, Reno City Manager  
Mary Conelly, US Senator Reid's Office  
Amy Cummings, Regional Transportation Commission (RTC)  
Jennifer Cunningham, Reno-Sparks Convention and Visitors Authority  
David Dahl, Landcapp  
Skylo Dangler, Dickson Commercial Group  
Jill Dickman, State Assembly  
Andy Durling, Wood Rodgers  
Sue Eckes, Food Policy Council  
Lisa Everett Bridgewater, Food Policy Council  
Bill Fleiner, Rialto  
Mark Foree, Truckee Meadows Water Authority (TMWA)  
Jim Gaba



Patricia Gallimore, NAACP  
Heidi Gansert, University of Nevada, Reno  
Lee Gibson, RTC  
Lance Gilman, Reno-Tahoe Industrial Center  
Kelli Gowley Seds, Food Policy Council  
Allen Gray, Gray & Associates  
Jon and Martha Greene, 39 North  
Tim Griffin, Sparks Rotary  
Don Gustavson, State Senate  
Ira Hansen, State Assembly  
Ryan Hansen, LA Studio  
Jeff Hardcastle, Demographer State of Nevada  
Dane Hillyard, Green Street  
Daphne Hooper, City Manager, City of Fernley  
Cory Hunt, Governor's Office Economic Development  
Mike Kazmierski, EDAWN  
Ken Krater, MTK Limited  
John Krmpotic, KLS Planning & Design Group  
Leeland Langhans, Greenbrae Trophy Shop  
Frank Lepori, Lepori Construction  
Melissa Lindell, Wood Rodgers  
Ann Louhela, 39 North / Nevada Grown  
Bart Lydon, Jr., Sparks Fabrication Shop  
Don Mackey, Mackey Architects  
Joe Mayor, Mayor Realty  
Dennis McGovern, The Legends at Sparks Marina  
Kristen McNeill, Washoe County School District  
Marily Mora, Reno Tahoe Airport Authority  
Gary Nelson, Wild Island  
Lance Bowen, Truckee Meadows Community College  
Shalese Palmer, 39 North / Copy Express  
Stacy Parobek, U.S. Senate Representative  
Greg Peitzmeier, Silverado Homes  
Lee Piaioiski, 39 North / O'Skis Pub  
Mike Railey, Rubicon Design Group  
Victor Rameker, Desert Wind Homes  
Kim Robinson, Truckee Meadows Regional Planning  
Barbara Scott, Food Policy Council  
Mary Simmons, NV Energy  
John Slaughter, Washoe County  
G. Blake Smith, S3 Development Company  
Kelly Smith, 39 North / Websmith  
Paul Soleagui, Solaegui Consulting

David Sour, 39 North / VFW Post 3391  
Mike Sprinkle, State Assembly  
Roxanne Stevenson, Colliers International  
John Sutton, 39 North / Thompson Doors  
Lacey Tisler, 39 North  
Carlos Vasquez, Art Advertising Associates  
Randy Walter, PLACES  
Pat Whitten, Storey County  
J Carter Witt, Silver Wing  
Don Young, Retired Planner

**Ignite Sparks Consultant Team:**

Ronele Dotson and Amy Demuth, RAD Strategies Inc.  
Karen Craig, Creative Cities  
Angela Fuss, CFA Inc.  
Paula Riley, Wordworks and Photography

**Photographs:**

Karen Melby  
RAD Strategies Inc.  
City Stock Photographs



# **CHAPTER ONE**

## **IGNITE SPARKS**

## CHAPTER ONE: IGNITE SPARKS

The City of Sparks, with a population of 93,581, is projected to grow by 24 percent, to 116,629 persons, by the year 2036 (Source: Census Forecast). Factors include an influx of businesses and industry into the region bringing workers and the need for more housing. This Comprehensive Plan is intended to help the City's elected officials and staff anticipate and manage rather than simply react to changing circumstances. This makes 2016 a vital year for addressing future growth while working to maintain the small-town feel treasured by so many residents.



### **Ignite Sparks**

In the fall of 2015, the City of Sparks launched a community-wide outreach effort to invite citizen input for a new Comprehensive Plan to guide the provision of all City services, infrastructure needs and future development through 2030. The outreach initiative, called Ignite Sparks, is a multi-level process providing residents with a voice in assessing the state of Sparks today, identifying trends and future opportunities. It articulates a vision for Sparks and identifies potential hurdles. The resulting Comprehensive Plan replaces Sparks' current Master Plan and serves as an effective tool for guiding the community's future.

# Why a Comprehensive Plan?

The City's current Master Plan is comprised of individual master plan elements adopted at various times, with most having been adopted in the 1990s. Though amendments have been approved through the years, the plan has never before been completely updated. The Comprehensive Plan revises and refreshes existing elements of the Master Plan while fashioning new goals and policies to direct the City.

## Comprehensive Plan Basics

The Comprehensive Plan serves as the “big picture” policy document to guide City decisions for making Sparks a place where people want to live, work, and play. Think of it as a blueprint for how and where Sparks should grow. Public officials, including the City Council, the Planning Commission and City staff will consult this document. Residents, businesses and developers will also consult the plan as they make decisions as to where to live and invest.



## Thinking Big

The main benefit of the Comprehensive Plan is that it confronts issues through broad lens. The City's numerous other plans address specific topics such as parks, strategic planning, capital improvements and budget. Only a comprehensive plan considers what the whole community values, needs, and desires for the future while incorporating all of the interrelated functions required to run a city. This plan identifies issues that are central to Sparks' future success.

## Compliance with Nevada State Statutes

Sparks' Comprehensive Plan is prepared in accordance with Nevada Revised Statutes (NRS). NRS sections 278.150 through 278.170 require that a city prepare and adopt a comprehensive, long-term general plan for the physical development of the city and for this general plan be known as the comprehensive plan. NRS 278.150 requires that all cities containing counties with a population of more than 100,000 but less than 400,000 include Conservation, Housing and Population elements in their comprehensive plans. The Sparks Comprehensive Plan expands on those core elements by addressing Land Use, Transportation, Infrastructure and Services, and Parks and Recreation, as permitted by NRS.

NRS 278.210 requires that the party requesting an amendment to the comprehensive plan conduct a neighborhood meeting. The neighborhood meeting must be held before the Planning Commission conducts a public hearing for adoption of the amendment. The party requesting the

proposed amendment must provide notice of the neighborhood meeting to each owner of real property, as listed in the county assessor's records, located within 750 feet of the area to which the proposed amendment pertains. Since Sparks' new Land Use component changes land use categories throughout the City, the City sent notices to every property owner within the city limits and 750 feet beyond. In fulfilling this requirement, the City held neighborhood meetings on July 26 and 27, 2016.

## Compliance with Truckee Meadows Regional Plan

The 2012 Truckee Meadows Regional Plan (TMRP) was updated and adopted by the Regional Planning Governing Board on February 11, 2016. Sparks' Comprehensive Plan must conform to the Regional Plan. The goals and policies of the TMRP are addressed throughout this document.



## Planning Area

The City of Sparks is situated in Washoe County, Nevada, directly east of the City of Reno at an elevation of 4,410 feet above mean sea level. To the west are the Sierra Nevada Mountains rising from 9,000 to 11,000 feet above sea level. To the east is the Virginia Range reaching 6,000 to 7,000 feet in elevation. The Truckee River flows through Sparks along its southern boundary.

## Building the Plan

In the fall of 2015 the City of Sparks kicked off the public outreach portion of its development of a new Comprehensive Plan. The City hired consultants to manage public participation and media coverage. Public outreach efforts aimed to engage the widest, deepest participation in Sparks' history. Modern technologies, extensive media outreach and presentations to community groups were employed to achieve that goal.

The website [IgniteSparksNV.com](http://IgniteSparksNV.com) became the "go-to" site for public surveys and the dissemination of information. The detailed public outreach report is provided as an appendix of this document.

Key components of the public outreach effort included:

1. Phase 1 Online Vision Survey, consisting of three open-ended questions: I love Sparks because.... ; My biggest concern for Sparks in the year 2030 is.... ; and, My wish to make Sparks even better by 2030 is ....



2. Establishment of a Champions Team to promote the survey through their network of contacts: A 50-member Champions Team was established for networking with individuals interested in contributing to the success of the survey and planning process. The Champions Team served as advocates throughout public outreach process and played a key role in getting the word out about the surveys.
3. Public Meetings: Workshops and public hearings were held with the City of Sparks Planning Commission, City of Sparks City Council, City of Sparks Parks and Recreation Commission and Sparks Citizen Advisory Committee.



4. Community Outreach emphasized connecting with residents where they live, work and play: Outreach to community groups and networks utilized a combination of in-person presentations and survey collection methods. Presentations were made to the following: the City's senior staff team, Mexican Consulate, 39 North Merchants

Association, Washoe County Food Policy Council, local newspapers, Rotary Club of Sparks Centennial Sunrise, Greenbrae Lions, Nevada First Toastmasters, Downtown Kiwanis Club, Sparks Sertoma Club, Latino Student Advisory at University of Nevada, Sparks Heritage Museum, Reno Boys and Girls Club and the general public via radio and television interviews.

5. Major Events and Gathering Places: Major events attended for collecting community input for the Ignite Sparks campaign included: Sparks Hometown Christmas Parade, 39 North Pole, Boys and Girls Club of Truckee Meadows (2 times), El Rancho Flea Market, and Prater Way Hispanic businesses.

6. Phase 2 - Deep Dive Survey: Based on comments received during Phase 1, two surveys (one short and one long) were launched in February 2016. Citizens could choose between the two.
7. Website: The IgniteSparksNV.com website served as hub for education, communication and input. This also established a list of email addresses for residents who requested continued involvement in the process.
8. Stakeholders Meetings: The City conducted two rounds of stakeholders' meetings, with stakeholders defined as professionals, representatives of interest groups and citizens interested in discussing the future of the community. The first three days of meetings were held in April 2016 to discuss survey results and concerns. The second round of stakeholders' meetings was held over two days in July 2016.
9. Boots on the Ground: The boots-on-the-ground approach included outreach to residents at events, community bus tours, residents of all economic and socioeconomic levels, through the website, direct emails, social media engagement and meeting with groups.
10. City Bus Tour: As continuation of the public outreach process, the City sponsored two-hour bus tours of the City with stops throughout for deeper discussion regarding issues and topics identified during the Phase 2 Deep Dive Survey. Thirty city officials and citizens participated on May 16<sup>th</sup>, 17<sup>th</sup>, and 19<sup>th</sup>.
11. Community Workshops: In fulfillment of NRS 278.210, the City mailed 36,333 notices to property owners. Two public meetings were held on two consecutive days with one in Spanish Springs Valley and one in an older area of Sparks. The number of attendees was 75.





Igniting Sparks Snapshot	
<b><u>Online and Paper Surveys:</u></b> <ul style="list-style-type: none"> <li>Phase 1 Survey – 784</li> <li>Phase 2 Long Survey – 1,695</li> <li>Phase 2 Short Survey – 112</li> </ul> 3.0% Margin of Error and 99% Confidence Rating Representing 2.8% of the population Total completed surveys: 2,591	<b><u>Public Meetings:</u></b> <ul style="list-style-type: none"> <li>Sparks Planning Commission</li> <li>Sparks City Council</li> <li>Sparks Citizen Advisory Committee</li> <li>Sparks Parks and Recreation Commission</li> </ul>
<b><u>Major Events and Gathering Places:</u></b> Total of 6	<b><u>Group Meetings:</u></b> Total of 17 meetings/presentations
<b><u>Surveys Emailed to Group Memberships:</u></b> Total 970	<b><u>Media Coverage:</u></b> <ul style="list-style-type: none"> <li>Television – KOLO, KTVN, KRNK</li> <li>Radio – KKOI, KUNR, Grow NV, Tom Jacobs Community Radio</li> <li>Reno Gazette Journal – 2 advertorials and 3 articles</li> <li>Sparks Tribune</li> </ul>
<b><u>Digital Coverage:</u></b> <ul style="list-style-type: none"> <li>IgniteSparksNV.com website</li> <li>Social Media (Facebook - 14,703 Likes, Twitter – 8,060 and Instagram - 260)</li> <li>Infographic</li> </ul>	<b><u>Champions and Stakeholders Meetings:</u></b> Total of 22 meetings
<b><u>Neighborhood Workshops: Total of 2</u></b> 36,333 notices sent out 75 attendees	

## Phase 1 Outcomes

Phase 1 of the public outreach effort was a Vision Survey consisting of three open-ended questions formulated to invite unconstrained responses. Phase 1 was kicked off at the 2015 Hometown Christmas Parade and closed in February 2016. The survey itself was available online and in hard copies at various city locations. There was email distribution to nearly 10,000 email addresses. The total number of surveys completed was 750 which was 24 percent more than the goal of 600, providing a confidence rating of 99 percent. For more details about Phase 1 results, refer to the *Phase 1 Summary Report* in the appendix.

**“Question 1: I love Sparks because...”** had the largest percentage of responses incorporating the phrases “small town” or “community” supported by “family friendly,” “hometown” and “love” for the community’s special events and amenities, particularly parks. Respondents expressed their love for and pride in this community.



“The city has the sophistication of the 21<sup>st</sup> century, yet maintains its ‘small town’ feeling of community and connectedness. Living in Sparks is a choice, not an accident.”

“It has a small town feel but includes amenities that large towns have.”

**Figure 1-1 Question 1 - Word Cloud**

**“Question 2: My biggest concern for Sparks in the year 2030 is...”** resulted in respondents expressing concern about current and future traffic increases, anticipated growth, crime in neighborhoods and the schools/education system.



“Adequate planning for growth.”

“Too much and too rapid growth without adequate infrastructure, water, schools to keep the same quality of life here.”

**Figure 1-2 Question 2 – Word Cloud**

**“Question 3: My wish to make Sparks even better by 2030...”** saw the top four responses as parks, community feel, schools and downtown. Respondents wish that Sparks maintain and expand the current quality of life while at the same time anticipate the city will grow. The respondents expressed desire for a central location to meet, plus a vibrant downtown and enhanced education.



“Lots of new local businesses to benefit our community.”

“More shopping and small coffee shops. More active downtown.”

“Downtown area needs an identity, clean up and more businesses.”

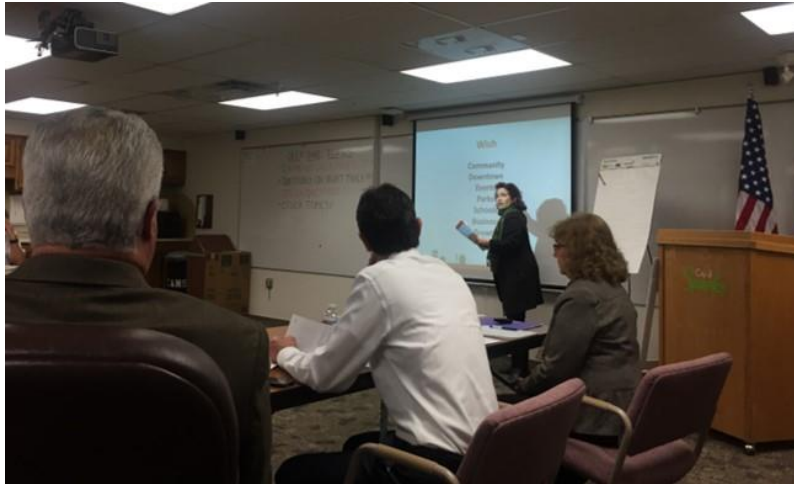
**Figure 1-3 Question 3 – Word Cloud**

Based on responses to the Vision Survey, the key takeaways include:

- Sparks residents love their community.
- It is critical for Sparks to grow while remaining a community that everyone loves.
- Consider resources required to ensure a clean, safe community.
- Listen to residents’ concerns related to traffic and growth while managing growth.
- Evaluate growth’s impact on neighborhoods, traffic and the community’s financial stability.
- Determine how growth will be met through public services, facilities and amenities while sustaining the quality of life now enjoyed.
- Develop a dynamic, diversified and thriving environment for continued economic growth.
- Continue to explore the development of a vibrant and active downtown.
- Continue to grow police, fire and medical responses as well as other public services to protect and provide a safe environment.
- Work with other governmental agencies advocating for residents’ concerns related to traffic, streets, schools and water resources.
- Examine the city’s economic vitality and future potential in order to sustain Sparks as a desirable place to live, work, play and visit.

## Phase 2 Outcomes

Results from the Phase 1 Vision Survey established the groundwork for development of the Phase 2 in-depth survey. Two questionnaires were prepared. The long version consisted of 30 questions. The second format was 19 questions. The survey period ran from February through June 2016. An interactive and engaging public outreach effort resulted in 1,807 completed surveys for the two versions combined. The long version had 15 times more responses than the short version. For more details about Phase 2 results, refer to the *Phase 2 Summary Report* in the appendix.



Phase 2 survey respondents prefer that the City not grow beyond its existing city limits and that it focus new development in existing areas by redeveloping and revitalizing older parts of the City. They want growth to be planned and managed. They prioritized maintenance of roads, the water treatment plant and parks. They see Victorian Square as the downtown of Sparks and want to dine and attend special events there.

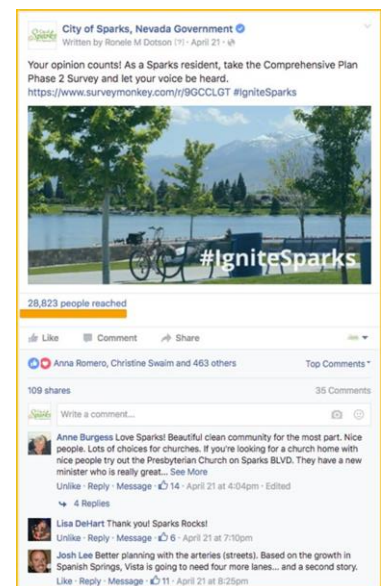
Three quarters of the respondents prefer to commute to work in their own vehicles. Eighty-five percent of respondents supported additional fire stations to maintain a six-minute response time. Fifty-six percent supported a community access location for the police department. Survey respondents prioritized the ability to withstand and manage disruptive change, including diversified energy sources, then drought resources, followed by flood control and lastly public health/mass casualty events. The community's top sustainability choice was solar and renewable energy closely followed by water conservation and protection of the Truckee River.

As for fiscal health and sustainability, respondents were split between aggressively pursuing growth that enhances tax revenues and increasing the City's cash revenues and reducing debt.

The most important quality of life feature was feeling safe in their home or business. Being adequately protected by police and fire ranked second followed by a close three way tie between special events, access to shopping and dining and access to the Truckee River.

#### Key Survey takeaways:

- “Small town” means not sprawling beyond current city limits, and knowing neighbors, police and fire personnel.
- Reuse of vacant buildings is desired.
- Redevelopment of the older parts of town is important.
- Access to natural environment along with recreation are valued.
- Events are important for providing an opportunity for people to gather.
- The City should preserve, conserve and maintain existing assets before constructing new ones.
- Increased traffic and road maintenance are the biggest concerns of Sparks residents.
- Parks and street maintenance are top priorities.
- The flooding problem in the industrial area along the Truckee River should be fixed.
- The Oddie Boulevard area should transition from “big box” uses to smaller retailers and apartments.





## Discrepancies in the Survey Data

Analysis of the data from the Phase 2 survey indicates that some results may conflict with other responses and/or with how the city currently operates.

One apparent conflict is evident in responses to *Question 18: What policies should the City of Sparks pursue to maintain fiscal health?* The top responses were “increase the City’s cash reserves and reduce debt” and “aggressively pursue growth that enhances tax revenues” as respondents generally did not support increasing fees and taxes in order to maintain or enhance services. However, survey respondents also stated that they do not want Sparks to grow beyond its current limits.



Given Nevada’s current tax structure, the City must grow if it is to increase revenues without increasing taxes or fees. The City has been recovering from the Great Recession and revenue constraints do not allow it to increase city services. City staffing levels are in fact substantially less than prior to the recession. One service that respondents want is neighborhood police. This would require a substantial increase in the size of the police force. The City’s General Fund does not have sufficient revenues to support a substantial increase in neighborhood patrols, nor is it likely to have such funds in the foreseeable future.



Another conflict is suggested by responses to Question 1 to which the number one answer was that the City should “focus new development in existing areas by redeveloping and revitalizing the older

parts of the city.” Other responses called for preserving older neighborhoods and historic buildings. In order to redevelop and revitalize the older parts of town, it may be necessary to demolish older homes and/or historic buildings and combine lots. This could result in new structures that are out of scale with an existing neighborhood and the elimination of some historic buildings. Policies will need to address these concerns, such as by assuring



that the scale of new development complements existing neighborhoods and, when necessary, documenting the significance of historic structures before their removal for new development.

A third such conflict arises from the answers to Question 4. Respondents prioritized building new roads and widening existing roads to accommodate anticipated increases in traffic. Historically, this has been an issue throughout the country where neighborhoods have been impacted by the construction of new or wider streets and freeways, changing their character. A wider roadway accommodates more traffic but can divide a neighborhood and create barriers between neighborhoods, impeding access to recreational facilities, shopping or schools. It will be critical to reduce the potential negative impact of roadway improvements.





## **CHAPTER TWO**

# **PATHWAY TO THE FUTURE**



## CHAPTER TWO: PATHWAY TO THE FUTURE

### Vision Statement

The community views Sparks as an ideal place “to live, work and play.” Planning for a city that embodies this vision is a complex undertaking. Many interconnected aspects to achieving and maintaining a good quality of life for residents and an appealing environment to conduct business.

City of Sparks Vision
❖ A mixed land use pattern maintaining the “small town” feel
❖ Integrated connectivity with a maintained road network which includes bike and pedestrian pathways
❖ A vital and diverse economy
❖ A livable, sustainable and healthy community
❖ A system of parks, natural areas and open space
❖ Victorian Square functions as a vibrant downtown with living, shopping, restaurants and commercial
❖ A high quality of life including a sense of feeling safe at home and business
❖ A sustainable city budget

### Key Challenges and Opportunities

A significant finding from the community survey process is that residents love Sparks. With an influx of jobs to the region, Sparks will grow. The City can sit back and just respond to the growth, resulting in outcomes the community may or may not agree with. Or, the City can energetically shape its destiny, using this Comprehensive Plan as a guidebook. By creating a unified vision and being proactive, the City can capitalize on its strengths, carry forward its

values and employ growth as a positive force. The public outreach process identified five challenges that the City will face as it grows.

## Challenge 1 - Growing While Staying a Small Town

The City is already growing and the future holds more growth. Balance growth will ensure access to a variety of lifestyles and housing options along with job opportunities. Respondents to the outreach surveys identified wanting Sparks to maintain its “small town” character and its sense of community. Respondents defined “small town/community” as having neighborhoods with parks and playgrounds and a vibrant downtown with shopping, restaurants and events. They desire retaining of these qualities as the City grows. Planning is necessary to accommodate growth while maintaining a small town feel.



## Challenge 2 - Getting Around

As Sparks matures and grows, the street network, bus system, pedestrian paths and trails, and bicycle routes - all forms of moving people and goods - play critical role in moving around the city. The predominant mode of travel is the automobile. Survey respondents clearly preferred their own vehicles as their main mode of transportation. Survey results suggest in transportation priorities as building new roads, widening existing roads and improving existing street including road pavement conditions. However, they also indicated an increasing desire for pedestrian paths and sidewalks, more and improved bike lanes and improved bus service with a higher percentage than the current usage rate. Advancing these priorities will require an emphasis on efficient transportation facilities, improved access to all modes of travel (automobile, bicycles, pedestrian and transit) and an integrated approach to land use and transportation. Improving pedestrian and bicycle connectivity along with filling “gaps” in the system would need to be a key consideration.



### **Challenge 3 – Vibrant Downtown**

Survey respondents clearly view Victorian Square as Sparks’ downtown. Respondents desire a vibrant downtown with a mix of uses, including residences, dining, shopping and special events. As of 2016, over 500 multi-family units are approved or under construction in the Victorian Square area. An increase in downtown residents will change the complexion of that area and the City as a whole. Those units will bring many new residents to the area resulting in the need for new or expanded services. The Victorian Square master plan has always anticipated a mix of uses including residential uses. Development of these new homes will eliminate, much of the vacant land which has served as staging and parking areas for special events. New methods of access, staging and special events operations will result as the planned vibrant downtown emerges.



### **Challenge 4 - Sustaining the City’s Fiscal Health While Maintaining City Services and Facilities/Amenities**

To become a city of choice, Sparks must remain fiscally focused and responsible with a budget that prioritizes spending, services and maintenance of the City’s facilities and amenities. The City’s main functions are to provide fire and police protection, street maintenance including traffic lights and street signs, sewer collection and treatment, storm drainage infrastructure and the maintenance of City properties including parks. Other services include the management of City operations, planning for the future of the community, providing recreational opportunities and hosting events.



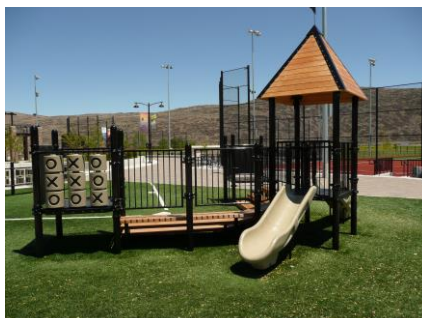
Public input indicates that the community wants the City to increase its cash reserves, which it has struggled to do since the onset of the recession, and reduce its debt while aggressively pursuing growth that enhances tax revenues. The City already works to identify potential cost savings and, reduce per capita administrative. Survey respondents identified the parks and community centers as the most important facilities, followed by new roads. They view street maintenance, cleaning and snow removal as the number one service, followed by community planning and maintenance of parks. These results indicate a desire for the City provides to prioritize maintenance of streets and parks, followed by planning for the City's future.



Historically, the Sparks Master Plan has been primarily used to evaluate development projects. This Comprehensive Plan is also intended to be a tool for guiding budget priorities and capital improvements, as well as provide day-to-day policy guidance.

## **Challenge 5 - Meeting the Needs of the Community**

Public responses declared Sparks a great place to live. The city has a small town feel, while offering a many recreational opportunities, employment, friendly neighborhoods, shopping and dining. Sparks needs to sustain the high quality of life its residents currently enjoy. As the City grows and expands, its residents need to feel safe and enjoy the quality of life. Increased housing and transportation choices are essential to the community's health. To succeed, the Sparks must be sustainable through finding balance among these three principals: 1) prosperity and jobs, 2) conservation and the environment, and 3) community health, equity and cultural vitality. This will require taking positive, proactive steps to protect today's quality of life for future generations. This Comprehensive Plan provides policy framework for Sparks' growth.





# **CHAPTER THREE**

## **SPARKS TODAY**



## CHAPTER THREE: SPARKS TODAY

The City of Sparks grew approximately 38% from 2000 to 2010 and by approximately 4% from 2010 to 2015. People who live in Sparks appreciate its quality of life and small town feel. Sparks is known as the premiere special events venue for northern Nevada, hence the City Slogan “It’s Happening Here.”

### Basic Facts

As of January 2016, Sparks covers approximately 36 square miles with an estimated current population of 93,581 (Source: Nevada State Demographer). Situated at 4,410 feet above sea level in a semi-arid valley, daily temperatures are temperate with daily highs and lows varying by as much as 45 degrees Fahrenheit. The sun shines roughly 290 days a year, or eight of every 10 days. Annual precipitation averages 8.26 inches per year. Sparks has four seasons with a relatively short growing season.

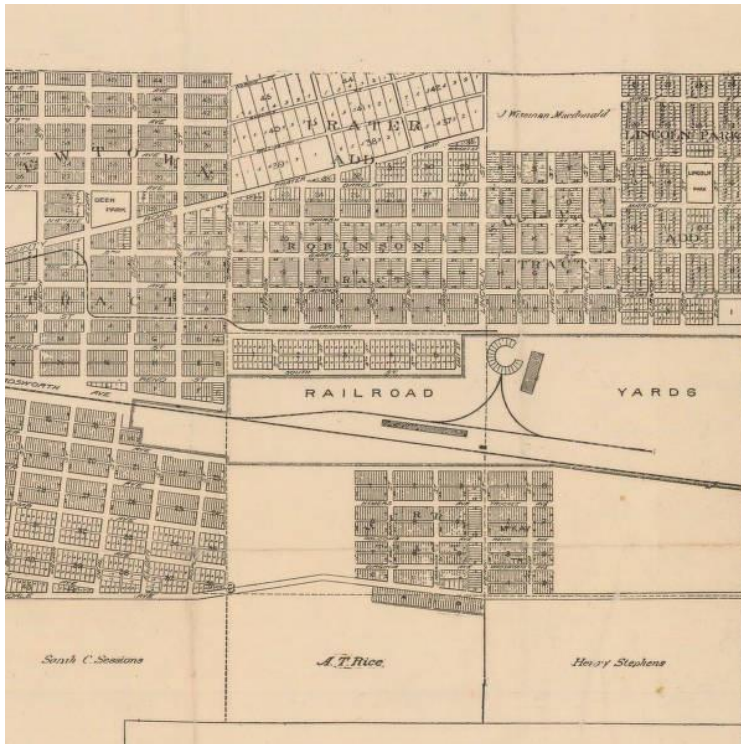
Sparks is one of two incorporated cities within Washoe County. The other city is Reno. Sparks is connected to the western United States by U.S. 395, Interstate 80 and the Union Pacific Railroad and is served by the Reno-Tahoe International Airport.

Older housing is located within the vicinity of downtown while most of the newer housing is located in the Spanish Springs Valley. Single family detached houses make up approximately 64 percent of the housing stock. The City of Sparks utilizes a strong city manager form of government. The city manager reports to the mayor and a five-member city council.

### The Start

In 1902, four miles east of Reno there was nothing but swampland and ranches. When Southern Pacific Railroad took over from Central Pacific Railroad as the new owner of the main rail line across Northern Nevada, one of their first decisions was to straighten the rail line to cut a few miles off the distance. The chosen route by-passed Wadsworth, which for 40 years had served as the location of the Central Pacific’s roundhouse and maintenance shops. Southern Pacific acquired land and started construction on the new rail yard and track alignment. On land next to the new roundhouse and rail yard, Southern Pacific offered its employees title to lots 50 feet by 140 feet in size and offered to pack up every house in Wadsworth and ship them to the new town, free of charge. During the summer of 1903, Southern Pacific employees drew numbers for the lots in the new town. In 1904 the city was officially named Sparks in honor of

John Sparks, who was Nevada's governor at that time. In 1905, Sparks was incorporated as a city.



**Figure 3-1 – 1907 Map of Sparks**

Sparks remained small until the 1950s, when economic growth in Reno triggered housing development in the area north of the railroad. The railroad served as the City's main employer until the advent of diesel engines in 1957, compelling the closure of the railroad shops. In the 1970s, the area south of the railroad to the Truckee River started to develop with warehouses and industry and in time became the main employment area for Sparks. During the 1970s, Sparks experienced a housing boom in the area north and east of its downtown, which continued into the 1980s.

In 1984, construction was finished on the east tower of what was then John Ascuaga's Nugget, giving Sparks its first, and to this date only, high-rise hotel/casino. In 1996, the long-term effort to redevelop the B Street business district across from the Nugget took a step forward with the opening of a multi-screen movie complex and construction of a public plaza. Since the area adopted a Victorian theme it became known as Victorian Square, home of many open-air events. In 2015 construction began on the 220-unit Fountainhouse Apartment complex, located west of the movie theater, concurrent with a remodel of the old Silver Club hotel into 98 apartment units. That project is located east of the movie theater.

Starting in the 1990s, Sparks expanded its city limits northward into the Spanish Springs Valley. Housing there is constructed within various (master) planned developments. Starting in the mid-2000s, shopping centers were also developed in this part of Sparks. The valley continues to grow within 15 approved planned developments. New development patterns provide a variety of housing, including apartments, assisted living facilities, condominiums, clustered single family lots and a variety of single-family lots. Shopping centers provide more diverse retail and services. Business parks proposed for planned developments such as Kiley Ranch North will eventually host more jobs.

In 1997, an aggregate pit owned by Helm's Construction was flooded and a city park with a 77-acre lake was developed. Known as the Sparks Marina, it accommodates non-motorized boating, scuba diving, wind surfing, sailing, fishing and swimming. To capitalize on the Sparks Marina, the City is working with private developers on the development of an 140+ acre shopping, lodging and entertainment project at its eastern shore.

From 1999 through 2006, the City of Sparks experienced an upward trend in revenue, number of building permits, jobs and new businesses. The number of both building permits and planning cases peaked in 2006. Starting in 2007, City revenues and the number of building permits and planning cases, all indications of a growing economy, began to contract. The Great Recession, which proved to be more severe and last longer than in many parts of the United States, had come to Sparks.

Consolidated Taxes (the primary component of which is sales taxes), a major source of revenue for the City's general fund, dropped for the first time ever in 2007. This was followed by a six-year decline in total General Fund revenue. Nationally, the Great Recession is recorded as lasting from December 2007 to June 2009, but not until 2014 did Sparks begin to see an increase in revenues. During those tough years, one third of city personnel were laid-off. The City is still recovering, but it has not significantly increased personnel or City services.





# Environment and Cultural Resources

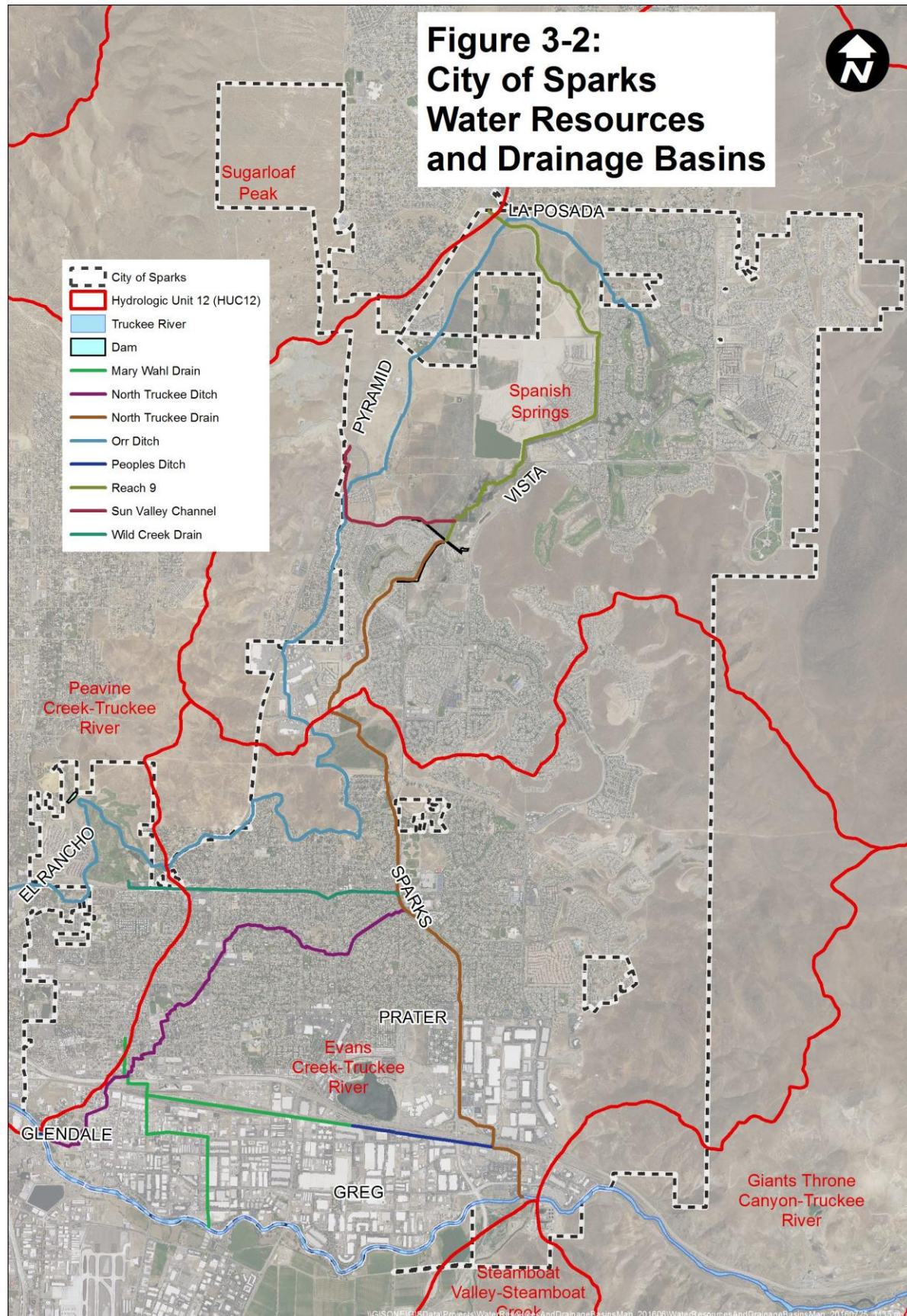
The City of Sparks is located in a region known as the Truckee Meadows, which lies between the Sierra Nevada Mountain Range to the west and Virginia Range on the east. The Truckee Meadows, and therefore Sparks, is situated at the western edge of the geological formation known as the Great Basin. The Truckee River flows from Lake Tahoe to Pyramid Lake passing through southern Sparks. The river serves as an important water source for domestic use and irrigation and is one of the few rivers in the United States that does not flow to the ocean. In the Great Basin, the water flows and runoff stays within the drainage basin, sometimes creating wetlands.

The basic environmental components of this Comprehensive Plan include the protection of: wetlands; the Truckee River; natural resources; open space; water and air quality; preservation of historic/cultural resources; restricting development on steep slopes, near seismic faults and /or landslide areas; and reducing the threat of wildfires.

## Water Resources

Water resources refer to the supply of groundwater and surface water of a given area as related to the current or potential value to the community and environment. Water resources and water-related issues identified and described in this section include the Truckee River, wetlands, stormwater management, drainage corridors, low-impact development, water quality and treated wastewater (a.k.a., effluent).







## Truckee River

The Truckee River, approximately 140 miles long, flows from Lake Tahoe to Pyramid Lake. This river runs through southern Sparks (south of the railroad tracks and Interstate 80). Its waters are an important source for domestic use and irrigation within the entire Truckee Meadows. Most of the river's water is fully allocated via water rights.

The Truckee River Flood Project (TRFP), a joint effort of the City of Sparks, Reno, Washoe County and the Army Corps of Engineers, has been conducting analyses of flooding issues and potential solutions relating to flooding by the Truckee River. The coalition has been working to obtain funding to implement a variety of flood protection measures which include a river parkway with graded benches and terraces designed to slow flood waters, and levees and flood walls that protect buildings adjacent to the river and along the North Truckee Drain. The project has stalled pending funding.

Based on Federal Emergency Management Agency (FEMA) maps, about 75% of Sparks' industrial area south of the railroad tracks experiences flooding. This demonstrates the importance of the TRFP project to the City, which started work on a North Truckee Drain Relocation project. To-date the project is about 40% complete. Completion is anticipated for fiscal year 2018.



## Wetlands



The United States Army Corps of Engineers (USACE) and the Environmental Protection Agency (EPA) jointly define wetlands as: *“Those areas that are inundated or saturated by surface or ground water at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions.”* Wetlands in Nevada generally include swamps, marshes, bogs and similar areas. The USACE and U.S. Fish and Wildlife Service (USFWS) have separately issued a series of generalized potential wetlands

maps. The USACE suggests that the maps be used as a guide only in determining the presence of potential wetlands regulated by USACE. Within the City of Sparks, the largest areas of wetlands fall in the Spanish Springs Valley. When projects are proposed for development near

potential wetlands, the City requires a delineation of boundaries so that encroachment into wetlands does not occur.

To mitigate the loss of wetlands north of Los Altos Parkway in the Spanish Springs Valley the City of Sparks designated about nine acres of wetlands within the North Truckee Drain project.

## **Stormwater and Drainage Corridors**

Stormwater is a term used to describe water that originates during precipitation events as runoff from natural systems, snowmelt, rain, etc. Stormwater that does not soak into the ground becomes surface runoff which flows either into surface waterways or is channeled into storm sewers. Stormwater poses two main concerns: the volume and timing of runoff water (flood control) and any potential contaminants the water may carry (i.e., water pollution). Impervious surfaces (parking lots, roads, buildings, etc.) do not allow rain or snowmelt to infiltrate the ground, resulting in more runoff in developed areas.

Streams, drainage corridors, and ditches serve as important components of the stormwater management and water quality system. Historically, the natural drainage for the City of Sparks has been two drainage basins which both ultimately drain into the Truckee River. The eastern portion of the city drains into the commonly-called North Truckee Drain. The western portion of the city drains in a southeast direction from Sun Valley through a portion of the City and into Paradise Pond. That's the Mary Wahl Drain.

## **Water Quality**

Water quality planning involves ensuring that waterways support aquatic life and human uses. The U.S. Clean Water Act aims to make waterways “fishable and swimmable.” Waterway pollution is defined as point source or non-point source. Point source pollution is generated by factories or sewer treatment plants. Non-point source pollution originates from runoff from parking lots, roads, agriculture, buildings, wildlife areas, and failing septic systems. The most common non-point source pollutants come from sediments and chemicals washed into water bodies from agricultural areas, construction sites and other disturbed areas. Other pollutants include pesticides, pathogens (bacteria and viruses) salts, oils, grease, toxic chemicals and heavy metals. Stormwater quality is managed under a regional joint Municipal Separate Storm System (MS4) permit with the cities of Sparks and Reno, and Washoe County.



## Reclaimed Water

Reclaimed water, such as outflow from a sewage treatment facility or treated wastewater discharge from industrial facilities, is considered a water resource. The Truckee Meadows Water Reclamation Facility treats wastewater from Sparks, Reno and portions of unincorporated Washoe County. Reclaimed water from this facility is used in a wide variety of irrigation applications including but not limited to commercial landscape areas, construction water, golf courses, parks, medians, common areas in subdivisions and other uses permitted by law. The City has published *Reclaimed Water Treatment Effluent Design and Performance Standards* for the design and construction of effluent distribution systems.



## Low Impact Development (LID)

Low impact development (LID) serves as a natural systems approach for storm water management. LID is a growing practice for stormwater management with principles modeled after the natural management of runoff at the source. It uses local and small-scale controls rather than centralized stormwater treatment. The goal of LID is to imitate the predevelopment site hydrology by using design practices and techniques that effectively capture, filter, store, evaporate, detain and infiltrate runoff close to the source. In April 2015, the City of Reno, City of Sparks and Washoe County adopted the *Truckee Meadows Structural Controls – Design and Low Impact Development Manual* to provide guidance on the selection and implementation of source control and structural treatment control Best Management Practices (BMPs) to reduce pollutants in storm water. The Manual guides the siting, design, operation and long-term maintenance of LID improvements with the intent to improve stormwater quality and meet National Pollutant Discharge Elimination System (NPDES) permit requirements. Also included are local policies and procedures.

## Soils and Slopes

Soil is grouped into classes on the basis of parent material, chemical composition, particle size and makeup, manner of deposition and other considerations. Each soil class has certain identifying traits, such as good drainage (high permeability) or high shrink-swell potential. Failure to take into account soil characteristics can create excessive land development and maintenance costs as well as public health and safety hazards.

### Soils – Moderate Constraints

Soils identified as moderately constrained remain developable, but will require some remediation to improve structural strength and stability, and/or permeability.

## **Soils – Severe Constraints**

Soils identified as severely constrained shall require extensive remediation at a more substantial cost to improve structural strength and stability, and/or permeability.

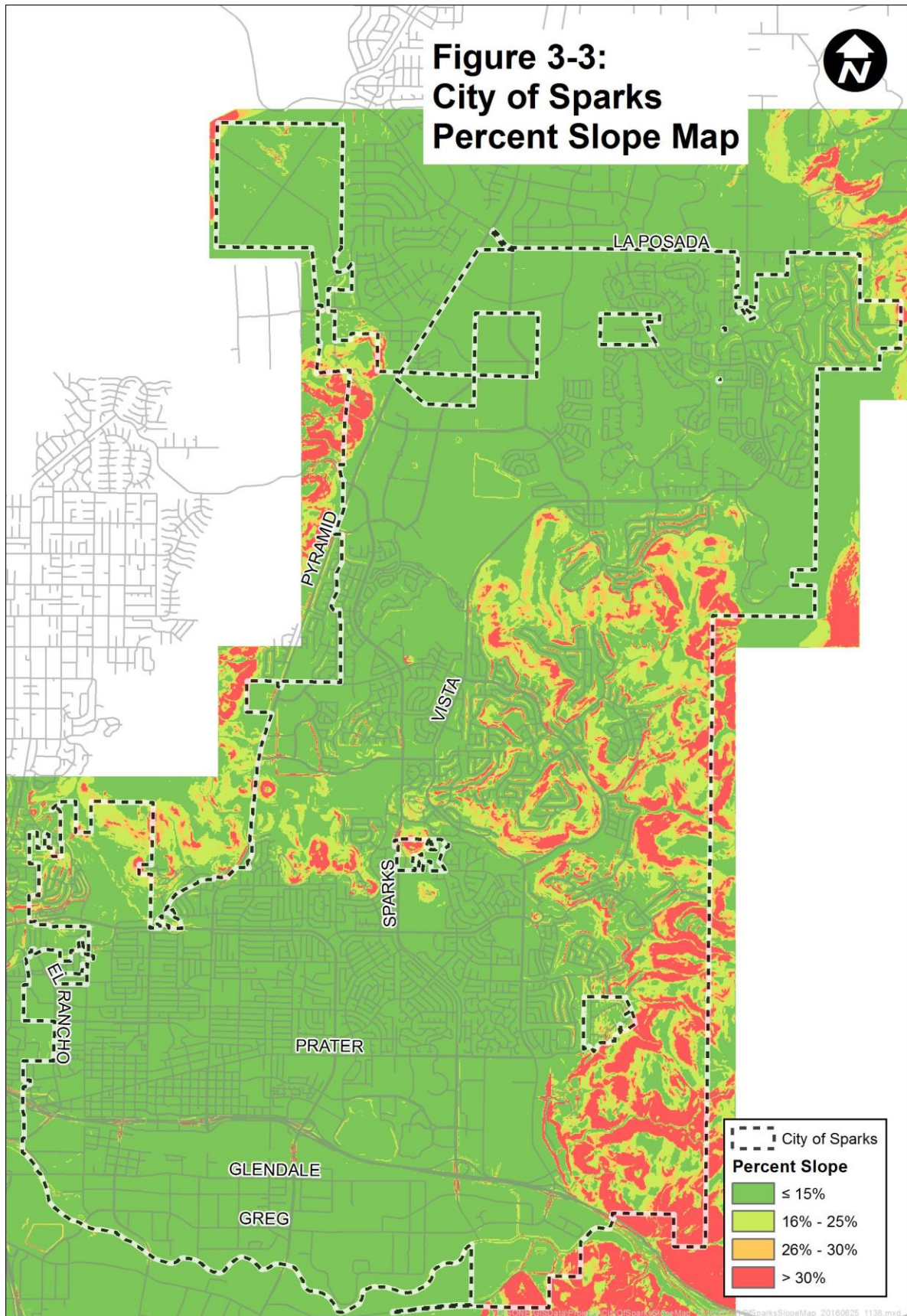
## **Steep Slopes**

Sparks currently regulates hillside development to minimize the potential for erosion, sedimentation, landslides and scenic degradation. For new developments, concept plans shall be submitted for grading, erosion and landscaping. Refer to Figure3-3 Slope Map. For planning purposes, the following rules apply:

- 0 to 15% Slopes: Easily developed
- 16 to 25% Slopes: Require moderate levels of engineering, design and review
- 26% to 30% Slopes: Require high levels of engineering, design and review
- Slopes in excess of 30%: Generally considered not developable







## **Natural Resources**

Natural resources are substances such as soil, aggregate, oil, minerals and other marketable goods that occur naturally and may be extracted from the earth. The value of a natural resource is dependent upon consumer demand and the resource's availability. The only natural resource located within the City limits or Sphere of Influence (SOI) is aggregate. The only aggregate extraction pit located within the City's SOI has stopped operation.

## **Wildlife Resources**

The Truckee Meadows has a wide variety of native wildlife and plant species supported by key natural habitats and key migration corridors. These species, habitats and migration corridors are identified and described in detail for the southern portion of the County by the Washoe Regional Open Space and Natural Resource Management Plan and the Washoe County Conservation Element. Key descriptions from this plan are briefly summarized within this section.

## **Biodiversity**

Biodiversity is the measure of vegetation communities and species present in a region and how the landscape within the region supports the variety of animals and plants while maintaining healthy populations. Biodiversity in the Sparks area faces a number of challenges.

Urban/suburban development, recreational activities, alterations to fire regimes (the patterns that fire follows in particular ecosystems), construction of dams, regulation or diversion of stream flows, industrial discharge and livestock grazing can all alter vegetation communities and impair habitat from supporting native species. These developments and/or environment-altering conditions result in loss of native vegetation; introduction of invasive (non-native) species; soil erosion and pollution; decreased water quality and quantity; and habitat fragmentation. Such conditions cause the conversion or loss of vegetation, directly affecting the displacement or mortality of wildlife. Rare vegetation communities and species may be lost, altering the aesthetics of a landscape area. Wildlife conflicts or encounters can also be a serious threat to both humans and wildlife. The most frequent are wildlife-vehicle collisions. Such conflicts are increased or decreased as a result of the relationship and location of roads; habitat; water and how transportation and infrastructure interact with migratory routes.

Native species, habitats and migration corridors identified within the Sparks Planning Area include the following:

### **Pronghorn Antelope**

Pronghorn antelope live in the mountains east and west of the City. Their habitat is typically gentle rolling to flat, wide-open topography, primarily within valleys between mountain ranges. Areas such as these with low understory allow antelope to see great distances and permit them



quick movement for avoiding predators. These areas also provide the animals' preferred vegetation of low sagebrush and northern desert shrubs. The map in the Washoe County Conservation Element dated September 9, 2010 identifies the Pah Rah Mountains northeast of the City as crucial range for antelope.

### **Mule Deer**

Mule deer move between various zones depending on the season. Many mule deer live in the Pah Rah Mountains, northeast of Sparks. The lower elevations of the Pah Rahs serve as key winter habitat for mule deer with the highest elevations being summer habitat. Mule deer occupy almost all types of habitat within their range, though they prefer arid, open areas and rocky hillsides. In seasons of drought food sources are lost as plants toughen or wither. In addition, mule deer habitat is being lost to land development and wildfires.

### **Coyote**

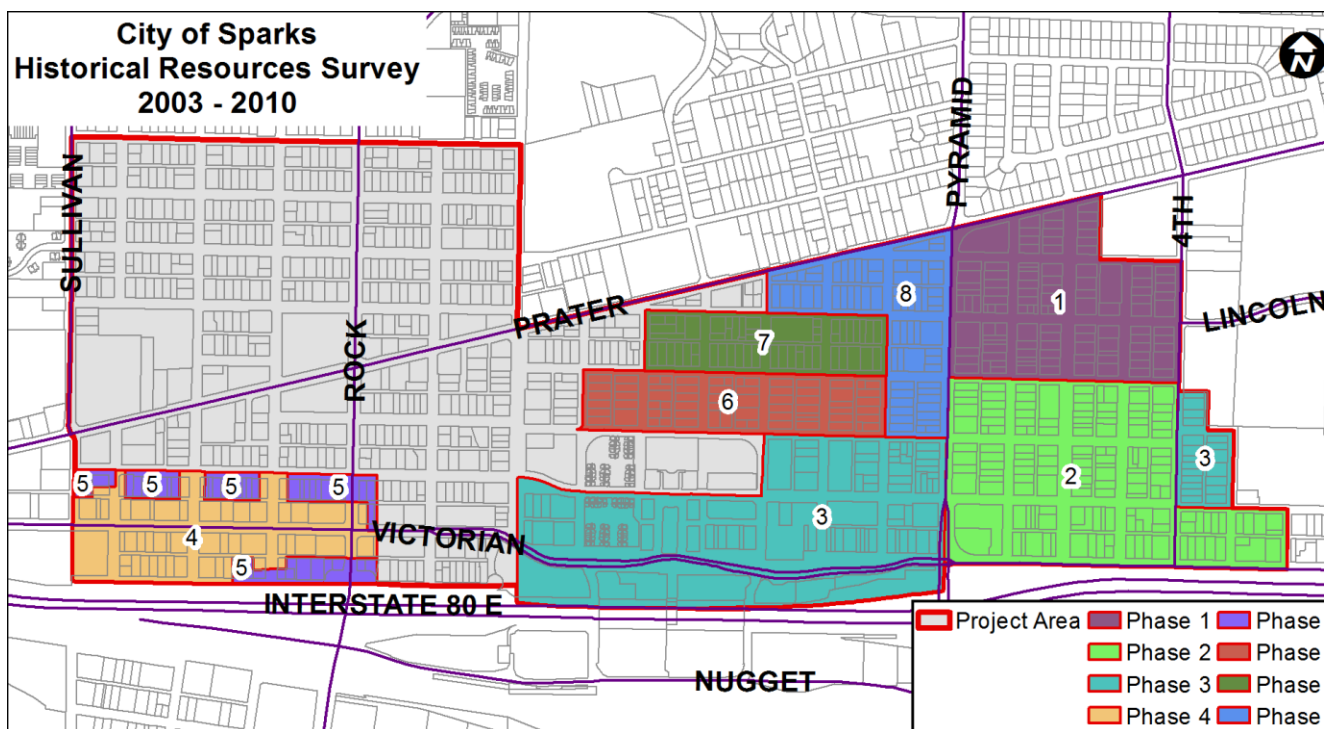
Coyotes live in the mountains surrounding the City. They are also found in green belts and open space within city limits. The coyote is an opportunistic feeder. Rabbits and rodents make up the bulk of their diet, however in urban areas they forage at landfills and from garbage cans and sometimes feed on domestic dogs and cats.

## **Cultural Resources**

Cultural Resources refer to areas previously inhabited by humans from prehistoric times to the immediate past and historic buildings within the City (those older than 50 years). These resources include remnants of built environments, settlement, or occupation. They encompass archaeological sites, where tools, rock rings, or petroglyphs might be found; fishing, hunting, gathering places, seasonal camps, and wintering villages; historic buildings and structures; constructed landscapes, such as irrigation canals, gardens or windbreaks.

One major challenge for protecting these areas is that most cultural sites have not been mapped or surveyed and doing so would involve significant funds and resources for evaluating all the sites within the City's Sphere of Influence (SOI) and Future Service Area (FSA). A second challenge is private development within areas with significant concentrations of cultural resources because the current regulations do not require protection of these resources on private lands. A third challenge is unregulated recreational use. Unregulated off-road vehicles, hiking, etc. can cause degradation of cultural resources or provide easy access for artifact hunting or vandalism. The fourth challenge is coordination between agencies who are trying to preserve these resources.

The City of Sparks received a succession of grants to hire experts to conduct a series of historical resources surveys. The study area was south of Prater Way from Sullivan Lane to just east of 4<sup>th</sup> Street. Eight surveys were conducted from 2003 to 2010.



**Figure 3-4 Historical Resources Map**

## Archaeological Sites

Evidence of long-term human occupation of the Spanish Springs area exists through prehistoric artifacts, rock art, seasonal camps and residential sites. Northern Paiutes utilized a variety of habitats including desert, aquatic, grassland and pinyon communities. They were hunters and gatherers, supplementing seasonal food resources with more predictable aquatic resources. Prehistoric artifacts indicate that both flora and fauna were used as food sources.

Several petroglyphs (prehistoric rock carvings or inscriptions) have been located in the Pah Rah Range in the west-central area of Sparks' Future Service Area; also in Spanish Springs Canyon at the south end of the FSA. Much of the Pah Rah Range, located at the edge of the City's limits, is privately owned, so pressures from potential development may ensue. Any proposed disturbances to the area or changes in use should consider potential impacts to these sites. Close consultation and coordination with the Nevada Department of Conservation and Natural Resources and Nevada State Historic Preservation Office shall be required.

## Natural Hazards

Natural Hazards are defined as events that can threaten lives and property. These include wildfire, flooding, earthquakes, landslides and debris flows. Generally, these events are part of the natural system, but due to land development they can sometimes prove catastrophic.

### Wildfire

Northern Nevada is considered a high fire hazard environment. The weather (arid, with lightning strikes), vegetation (sagebrush, rabbit brush and cheat grass) and topography (mountainous terrain) are elements that increase susceptibility to wildfire. These three components not only determine the ease of fire ignition, but also the speed and direction a fire will travel and the intensity at which it will burn.

As development continues to reach into the foothills, into the zone named the wildland-urban interface, the risk of wildfire damage to homes and structures increases. Short of reducing development into this interface area, the most effective prevention is to reduce development in the most wildfire-prone areas or require the establishment of defensible space between structures and wildland. Wildfires threaten homes by flame contact, radiated heat and flying embers. A minimum of 30 feet of defensible space is recommended, with the optimal being 100 feet. Ornamental plants, especially evergreen shrubs, should be avoided. Non-combustible roofing materials will reduce the risk of fire from flying embers.

### Flooding

Flooding within the Truckee Meadows and surrounding areas is generally the result of rapid snowmelt, heavy spring runoff, or summer thunderstorms. In recognition of the risks and problems in floodplain areas, development is carefully regulated as follows:

#### Floodways

This is the area of a drainage basin which remains open to carry runoff from the floodplain without causing the flood elevation to increase by 1-foot or more at any point along the basin. Development within floodways is extremely hazardous and is restricted. City regulations meet federal guidelines and prohibit floodway development which would cause any increase in flood elevations within the floodway zone.



**1997 Flood of Sparks**

### **100-Year Floodplain**

This is the portion of the drainage basin with a 1% annual chance of flooding but which includes the floodway. This area is also referred to as a Special Flood Hazard Area (SFHA). Development within the 100-year floodplain may be appropriate if adequate measures are taken to protect such development from flood hazards.

### **500-Year Floodplain**

This portion of the drainage basin has a 0.2% annual chance of flooding. Development in the 500-year floodplain may be appropriate if adequate measures are taken to protect such development from flood hazards.

A large portion of the floodplain areas within the City, SOI and FSA have been mapped. The Water Resources Section of this chapter covers what the City of Sparks is doing pertaining to areas subject to flooding.

It should be noted that detailed flood elevations have not been determined for all mapped 100-year floodplain areas because the Flood Insurance Study prepared by the Federal Emergency Management Agency (FEMA) used FEMA's approximate methods to determine some floodplains. Also, the analysis methods used for preparation of the Flood Insurance Study has not caused all localized floodplains to be identified. For these reasons, City floodplain regulations require that persons subdividing or developing land within the floodplain determine floodplain elevations and flood restrictions on their property through appropriate study.

### **Flood Improvements in North Sparks**

The City of Sparks works with land owners and developers to ensure that growth within Northern Sparks includes timely construction of flood improvements to mitigate downstream flooding. These improvements include construction of the Kiley South Flood detention facility and associated flood channel improvements.

### **Critical Zone**

This is the area south of the Truckee River and upstream of the confluence of the Truckee River and the Steamboat Creek that includes the maximum footprint and geographical limits and maximum flood elevation of the peak stage of the 1997 Truckee River flood event.

## **Geologic Hazards**

The Nevada Bureau of Mines and Geology is the authority on geologic hazards issues within this area. In recognition of the risks and problems in geologic hazard areas, development shall be carefully regulated to address the following hazards:



## **Earthquakes**

At the earth's surface, earthquakes manifest themselves by shaking and sometimes displacing ground. Nevada is the third most active state in the United States for large earthquakes (5.5 or higher on the Richter scale). A large number of active earthquake faults have been identified and as reflected in the historical record, earthquakes are a hazard.

## **Landslides / Debris Flows**

Landslides/debris flows are common natural occurrences in Northern Nevada. Occurrences are typically associated with a heavy rainfall or rapid snowmelt and worsen the effects of flooding. Areas prone to landslides/debris flows are steep slopes, bases of drainage channels and developed hillsides.

## **Air Quality**

Four pollutants affect air quality in this area: carbon monoxide, nitrogen oxide, ozone, and particulate matter. These typically result from the use of combustion engines.

The Truckee Meadows is on the leeward side of the Sierra Nevada Mountains, making temperature inversions a common phenomenon. During inversion periods, a layer of dense cold air settles in the basin under a layer of lighter, warm air. Vertical mixing of the air column is inhibited. Without vertical mixing, emissions from cars, wood stoves, and other pollution sources can be trapped under the warm air and become concentrated. During inversion periods, the beautiful blue sky of Nevada is replaced with a brown haze hanging above the valley.

When inversions occur, authorities announce air quality alerts. A number of programs and policies have been initiated in the area to counteract the effect of temperature inversions and to improve air quality in the region. The Truckee Meadows Air Quality Implementation Plan has moved the region closer to attainment of its air quality improvement goals. An annual auto inspection and maintenance program, a ban on the use of non-EPA certified wood burning stoves, and traffic synchronization improvements are just a few of the specific programs that follow from the plan. In addition, a temperature inversion prediction system was developed in the early 1980s to serve as an early warning for those groups who are particularly affected by high levels of air pollution.

Specific recommendations include:

- Large fleet operators should convert to cleaner burning fuels such as natural gas. The City could take the lead in this area.
- Encouraging passive and active solar energy in residential structures and developments
- Aggressively implement requirements that all parking areas and roadways be paved
- Synchronization of traffic signals and circulation system improvements

- Stringent regulation of land grading, dust control and dirt hauling
- Alternative fuels program
- Vehicle inspection and maintenance program
- Wood burning color code program

Washoe County Regional Transportation Commission (RTC) initiatives include:

- Introducing alternative fuel vehicles into Washoe County's fleet
- Introducing queue jumping
- Developing Bus Rapid Transit along Prater Way and Pyramid Way
- Replacing current busses with more fuel efficient versions
- Developing more Park-and-Ride locations
- Developing Ride Share and Trip Reduction programs
- Developing more pedestrian/bicycle trails
- Traffic signal coordination

## Renewable Resources and Sustainable Development

Renewable resources are those generated from sustainable sources. Renewable energy sources include solar power, hydroelectricity, wind generators and harnessing the Earth's geothermal sources to generate energy. Northern Nevada, with an average of 290 sunny days per year, is a prime location for the use of solar energy. Northern Nevada also has significant wind and geothermal resources, making this area prime for harnessing renewable energy sources.



Sustainable development considers how development affects the Earth's environment. It is a pattern of resource use that aims to meet current human needs while preserving the environment for future generations. Sustainable development practices emphasize efficient use of resources such as energy, water and building materials. The practice addresses the design and siting of buildings, construction practices, construction materials, operations, maintenance and removal. Sustainable development is designed to reduce overall impacts by:

- Efficiently using land, energy, water and other resources
- Protecting community and building occupants' health

- Reducing waste, pollution and environmental degradation
- Addressing the quality of the environment people live in

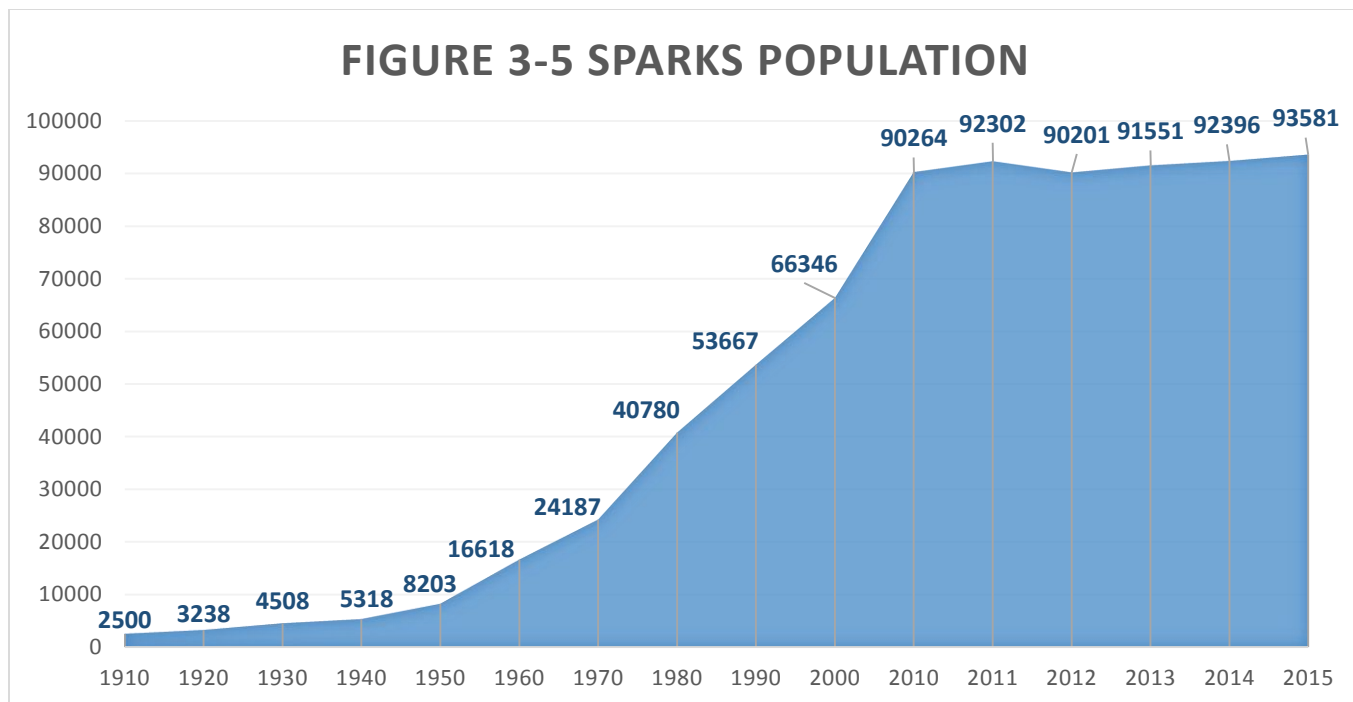
## Population

Sparks has an estimated 2015 population of 93,581. The City grew by 38% between 2000 and 2010 with an increase of approximately 23,900 people. Figure “3-5 Sparks Population” (below) illustrates how Sparks grew gradually until the 1950s when it then experienced a 103% growth rate, the highest in the City’s history. The next highest growth rate came in the 1970s when growth was measured at 67%. Since 1970, Sparks experienced a steady increase in population, averaging 4% annually through 2010. During the Great Recession, the population decreased by 2.3%. Not until 2014 did estimates of the City’s population rebound to near-2010 numbers.

Based on the 2014 U.S. Census from the American Community Survey (ACS), the U. S. Census Bureau estimates the median age of Sparks residents at 37.5. Seventy-five percent of the population is over 18 years of age. Females compose 55.9% of the population while males are 44.1%. Approximately 79.1% of Sparks residents identify themselves as white.

The City’s population forecast is based on historic trends. Population projections for the region are done by consensus forecasting, a methodology that averages the population/employment forecasts from various reliable sources. The estimate for the year, 2036 is 116,629 people (Source: Consensus Forecast).





(Source: U.S. Census and Nevada State Demographer)

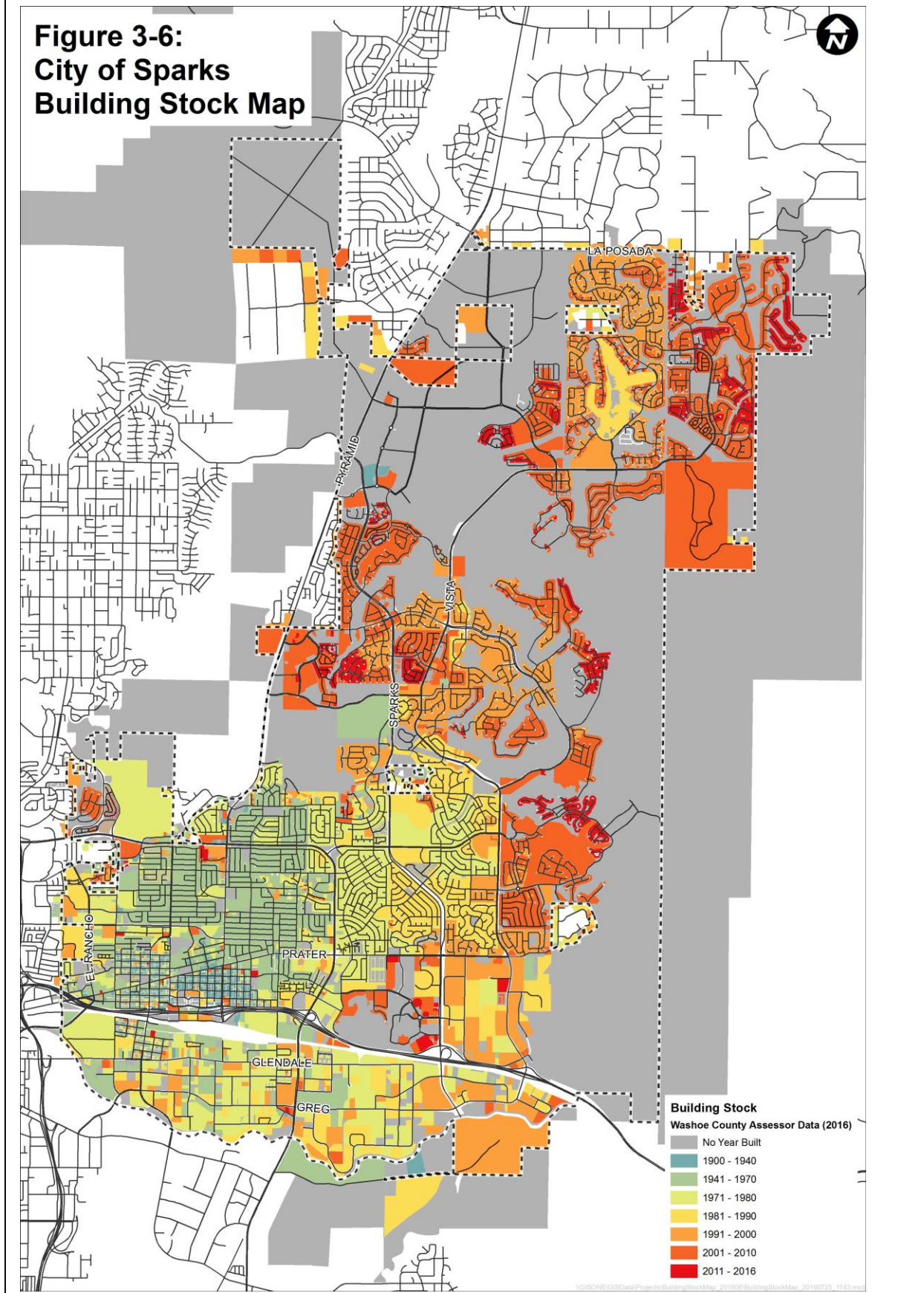
## Housing

Sparks has a wide range of neighborhoods and housing types. Generally, the neighborhoods have developed in rings radiating northward from the core, or downtown area, of Sparks. The oldest (historic) neighborhoods are found in the downtown area. These neighborhoods have been transitioning from single-family residences to mixed densities and housing types. Most historic homes front on a tree-lined street with sidewalks and parkways and alley access at the rear. Generally, the age of the housing stock decreases outward from the City's core with the newest housing located in the Spanish Springs Valley. Housing from the 1950s through the 1980s was developed as standard subdivisions, including apartments and condominiums. Starting in the early 1990s, most housing was constructed within one of 40 planned developments. Each planned development includes a variety of housing types ranging from large single-family lots to cluster or small single-family lots to attached housing (apartments or condominiums).

"Figure 3-6 Building Stock Map" maps the age of structures in Sparks. This map shows the concentric pattern of new construction radiating outward from the city core. The old city center dates generally from 1900 to 1940. Growth generally moved east and northeast; the newest came in the 2000s. The employment/industrial areas east of Sparks Boulevard and south of I-80 represent an age mix with no discernible pattern of growth.



**Figure 3-6:  
City of Sparks  
Building Stock Map**



of Sparks. The majority are single-family detached homes representing 65.7% of housing types. Only 6.3% of residents live in attached single-family homes. Twenty-six percent live in multi-family units of three or more. Approximately 2% live in mobile homes, recreational vehicles or such.

Only 18.7% of current housing was built before 1970. During the 1970s a housing boom spurred growth that now equals 18.8% of housing stock. In the 1980s, 15.6% of current housing stock was built, and in the 1990s, 16.5%. From 2000 to 2014, 30.8% of the City's existing housing stock was built. This means that 62.9 percent of the existing Sparks housing stock was built since 1980.

The City of Sparks has 1,140 housing units that are income restricted or receive assistance. Based on Comprehensive Housing Affordable Strategy (CHAS), the City of Sparks has 9,415 housing units which accommodate low-to-moderate income households (incomes of less than 80% of the area's median income), so 25% of Sparks units qualify as low-to-moderate income.

The City of Sparks participates in the Washoe County Home Consortium (WCHC) with the City of Reno and Washoe County. Formed through an intergovernmental agreement, the WCHC makes available loans from various funding sources for pre-development, development, construction, acquisition, preservation and substantial rehabilitation of affordable, permanent or transitional housing units. Its primary goal is to assist lower income families and individuals, including homeless and special needs groups, in obtaining affordable housing. The original intergovernmental agreement was approved in 1994 between the three jurisdictions and has been operating ever since. The Consortium also allocates funds to housing assistance programs, including down-payment assistance to first-time homebuyers, monthly rental assistance, rental and utility deposit assistance, and homeowner rehabilitation assistance. Individuals must meet program eligibility requirements.

The Reno-Sparks housing market was one of the hardest hit housing markets in the nation during the Great Recession. The issuance of new single family residential building permits bottomed out in 2009. From 1999 to 2008, the average number of building permits for new single family homes was 843. In 2009, the number of single family homes permits issued was 117. The worst year was 2011 at only 73 single family home permits issued. The number of foreclosures skyrocketed, causing a significant inventory of abandoned homes and an exodus of people. In 2015, northern Nevada once again saw growth. After the highs of 2006-2007 and the steep declines that followed, the new trend for the area's housing market is stability. Median house prices are increasing at a moderate pace. New home construction has returned. The apartment market inventory is stressed and the City is experiencing a boom in construction of multi-family units. In the past year, Sparks has reviewed and approved the construction of more than 2,300 units.

# Economic Strength

The Great Recession hit the Reno-Sparks area relatively hard and it was not until 2014 that the region started to recover. The area experienced large job losses and high unemployment during the seven years prior. Now the region is experiencing a period of sustained job growth.

Unemployment is down, though not lower than prior to the recession. Large firms, such as Tesla, Switch, Apple and Amazon have announced investments in the region which causes an anticipated of growth for both the economy and population. With momentum to attract more technology and manufacturing jobs to the region, the majority of employment remains in the service sectors of entertainment, hotel and food services. The next largest sector is education.

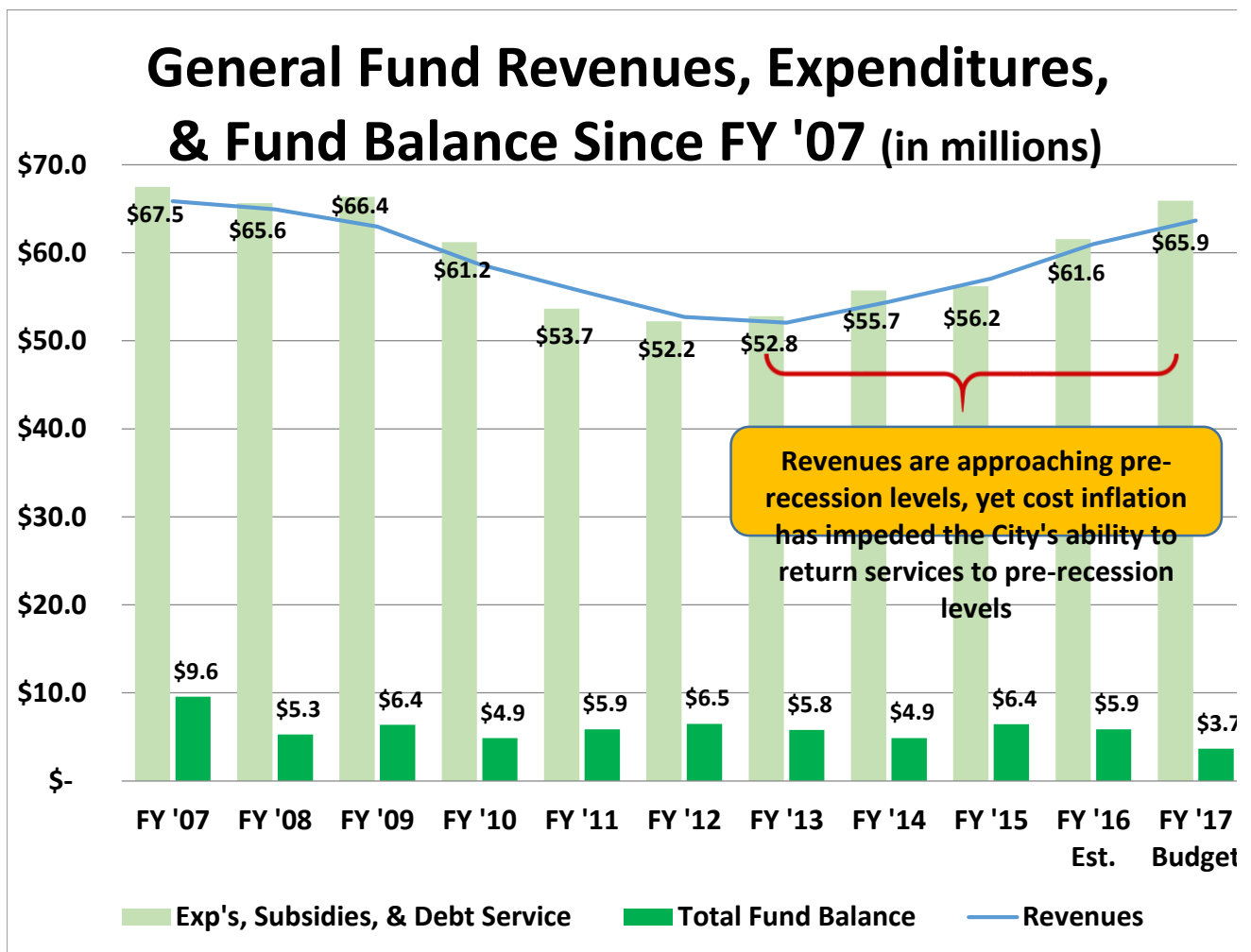


Figure 3-7 General Fund Revenues

# City Services and Facilities

This section focuses on the facilities and services provided by the City to ensure the quality of life, public health, safety and welfare desired by citizens of Sparks. Facility costs, timing and sequencing of facility improvements is detailed in the Capital Improvement Programming (CIP) segment below. Services provided by the City include fire and police protection, sanitary sewer treatment, reclaimed water, storm drainage, street maintenance, planning, permitting, municipal court and parks/recreation. Other service providers furnish schools, libraries, water, electricity, natural gas, telecommunication, solid waste and health care.

On an annual basis, City staff develops a Strategic Plan to prioritize strategic initiatives for the City. The Strategic Plan is drafted by the City's senior staff for review and approval by the City Council. It establishes goals and objectives for City administrative and fiscal operations. This Comprehensive Plan will guide the preparation of future strategic plans and will serve as an instrument for the implementation of the Comprehensive Plan.

## Financing and Capital Improvement Programming

The City's Budget contains 22 governmental funds and eight proprietary funds. The General Fund is the largest fund and is the general operating fund for the City. The General Fund supports functions such as police and fire services, community services, mayor, city council and city administrative functions. The largest portion of the General Fund's revenues comes from Consolidated Taxes (C-Tax), which is the consolidation of six tax components consisting of two types of sales taxes, Real Property Transfer Tax, Cigarette Tax, Liquor Tax and the Governmental Services Tax. Ad Valorem Revenue (property taxes) is a tax levied on the assessed value of real estate and personal property and is based on assessed property values assigned by the Washoe County Assessor. Licenses and permits represent the next largest revenue source and include business licenses, permits, liquor licenses, city gaming licenses and franchise fees. Charges for Services generates revenue through service fees charged to the public or fees charged to other funds within the City. The final revenue sources are fines and forfeits through Court and Bail fines.

The most challenged area for funding is that which supports City facilities and projects. Many current capital projects have focused on rehabilitation/refurbishment of existing facilities, designing/constructing energy-efficient systems at existing facilities, pavement management and finalizing construction of downtown redevelopment projects. The City is experiencing a backlog of capital project needs. Just a few examples include City Hall, Parks and Recreation Building, Victorian Square, Truckee Meadows Water Reclamation Facility and Golden Eagle Regional Park. City Hall is aging and undersized. Sparks' Parks and Recreation Building is aging and in need of improvements. Victorian Square is much used for special events and has been neglected, but future planned municipal investments will use room tax monies to improve it.



Truckee Meadows Water Reclamation Facility is an aging facility with limited space for expansion; it needs to keep up with the treatment technology. Golden Eagle Regional Park is heavily used and needs its artificial turf replaced.

## **Sparks Government**

The City of Sparks has a Council/Manager form of government with the Mayor serving as its executive branch and the City Council as its legislative branch. Together their role is to enact, amend and repeal laws and ordinances and make policy decisions for the City Manager and staff to implement. The Mayor and the five-member Council, who are elected for staggered four-year terms, provide leadership, serve on various regional boards and commissions and adopt the annual budget along with overseeing the City's financial affairs. The City Manager serves as staff for the City Council and oversees six departments: Management Services, City Attorney, Community Services Department, Parks and Recreation Department, Fire Prevention, Police Department and Municipal Court. The City Manager's office is responsible for strategic planning, annual budget preparation and day to day operations, ensuring the City operates in a fiscally responsible and timely manner.

## **Public Services: Administred by the City**

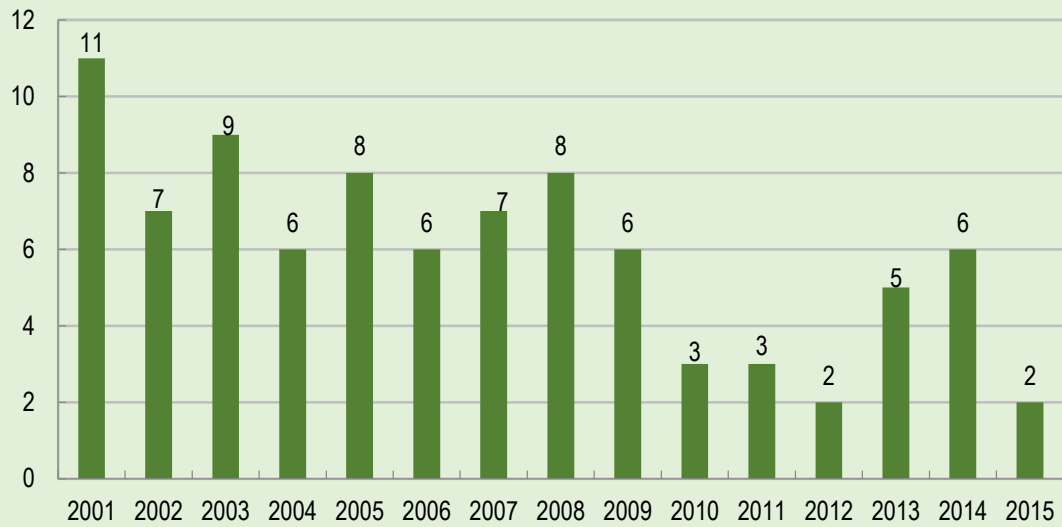
### **Management Services**

The City Manager oversees the five divisions of Management Services including the City Clerk's Office, Community Relations, Customer Service, Contracts and Risk Management, and Human Resources.

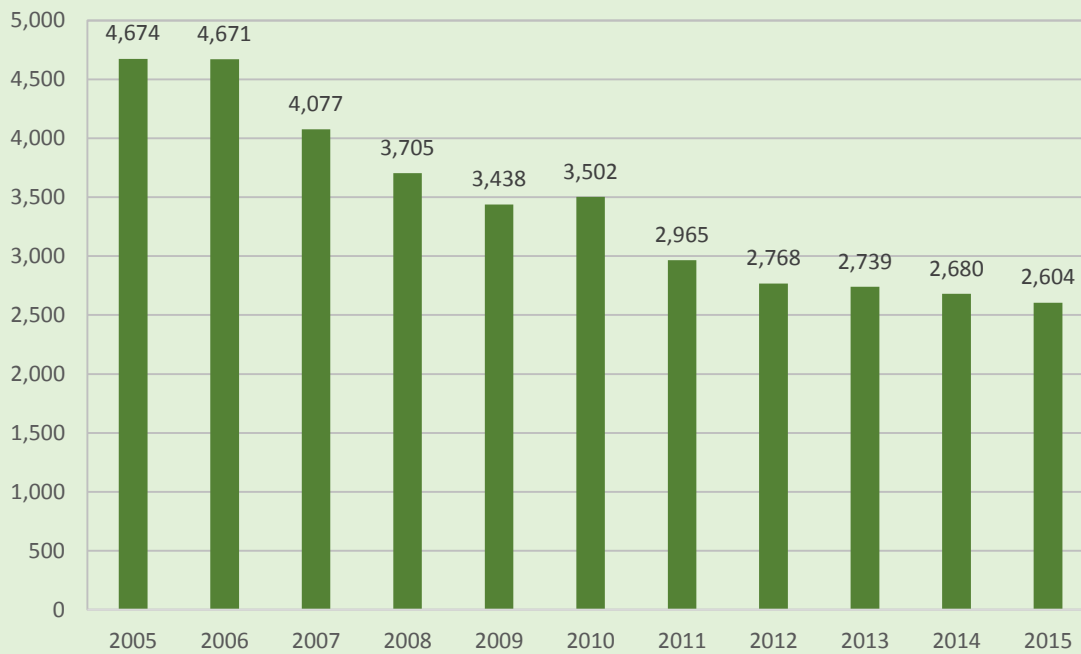
### **City Attorney**

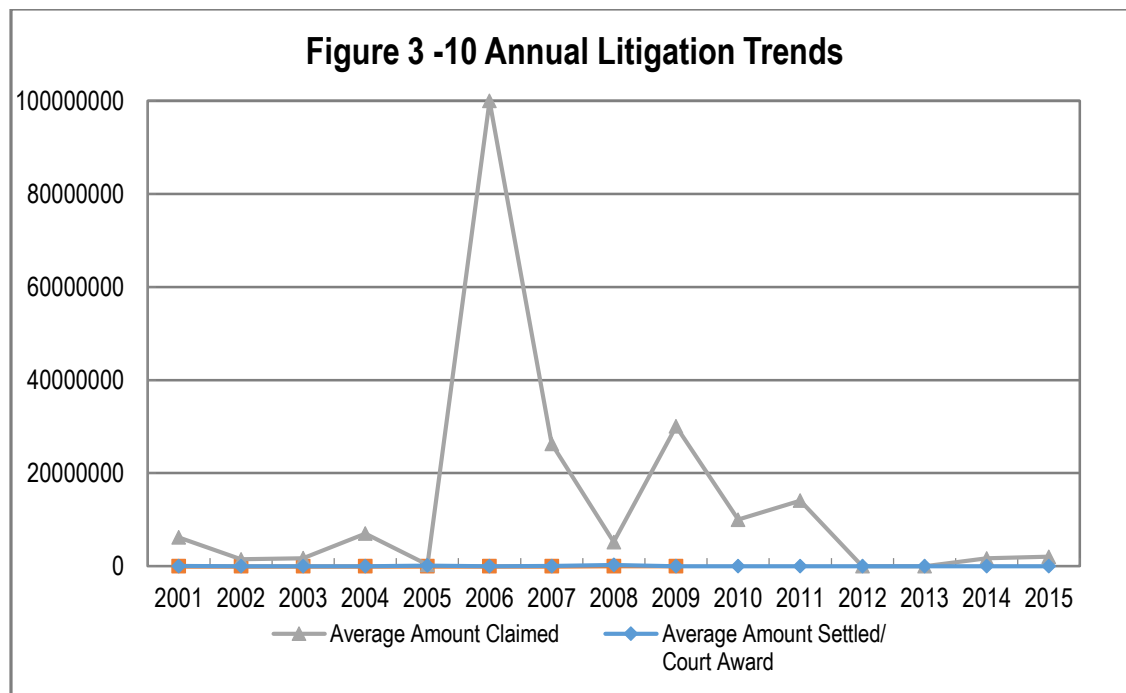
The City Attorney is elected by Sparks voters and oversees a full-service municipal law office. The department is made up of three divisions. The Criminal Division prosecutes adult misdemeanor cases in Municipal Court: DUI's, traffic violations, domestic violence, assault and battery, petty theft, building or fire code violations and public nuisances. It also represents the City in criminal appeals before the Second Judicial District Court of Washoe County. The Civil Division defends the City in federal and state court ligation, including Ninth Circuit Court of Appeals, the Nevada Supreme Court and United States Supreme Court on matters pertaining to employment, civil rights violations, personal injury, property damage, contracts and collection of debts, civil enforcement of ordinances and statutes and real property matters (planning, zoning, easements and eminent domain). The last division is Victim Advocate which provides assistance to victims of crimes, and bilingual and interpretive assistance.

**Figure 3-8 Number of Civil Lawsuits Filed by Year**



**Figure 3- 9 Criminal Charges Prosecuted by Year**





## Financial Services

Financial Services consists of Accounting, Budget Administration processes and Information Technology. The Accounting Division processes invoices and purchase orders, makes payments to vendors, collects accounts receivable, maintains a general ledger and manages cash, investments and debt, maintains a fixed asset inventory and processes payroll. Budget Administration includes financial forecasting, budget management, and department support. Information Technology (IT) manages and coordinates technology services and the electronic network for the City. Budget cuts have drastically reduced technology upgrades.

## Community Services

The Community Services Department is responsible for traditional planning and public works and is divided into five divisions: Engineering, Building and Safety, Planning, Public Works Maintenance, and Truckee Meadows Water Reclamation Facility (TMWRF). Responsibilities of the Engineering Division include transportation system management, capital projects, sewer, storm drainage, flood control, effluent (reclaimed water), new development review, construction management of facilities improvements in the Capital Improvement Programming (CIP), inspection of CIP projects, and inspection of new development. The Building and Safety Division processes all applications for building permits, sign permits, street cut permits, fire sprinkler permits, flood plain permits and sewer tap permits and reviews building construction plans for compliance with the City's current codes and ordinances. Inspection of all building construction ensures compliance with approved plans. Responsibilities of the Planning Division include current planning, advance planning, Redevelopment District administration, grants administration, code enforcement and housing. Public Works Maintenance performs

preventive maintenance and operational maintenance services for all of the City's public infrastructure and assets including:

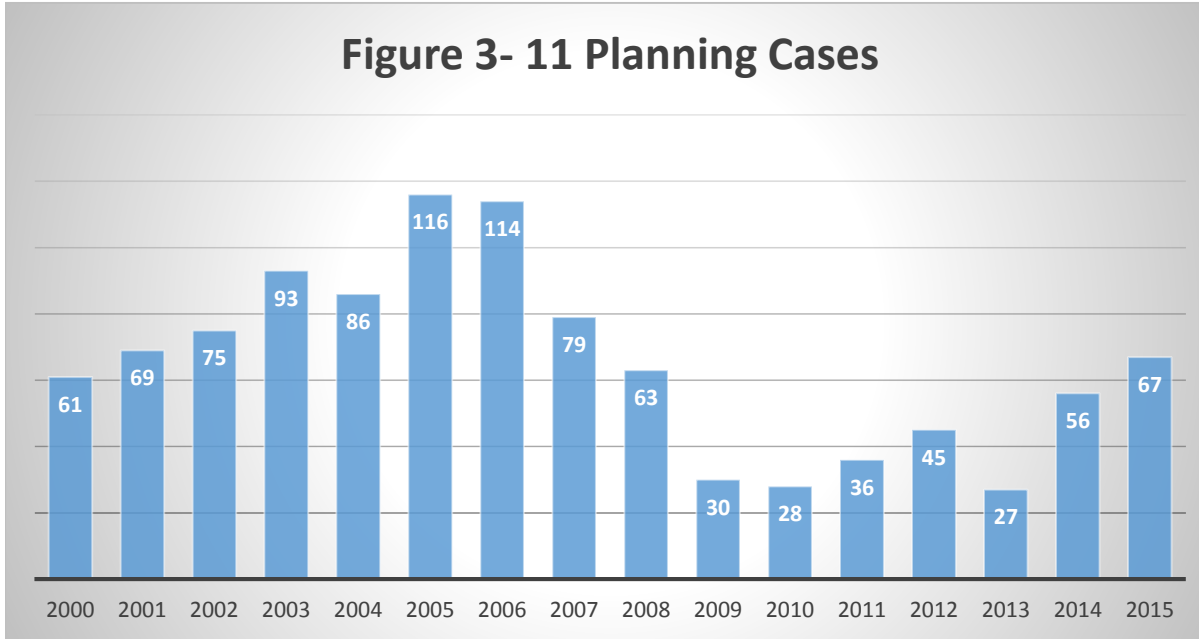
- Building facilities (HVAC, electrical, plumbing, boilers, roofs, interior finishes, doors, locks and janitorial services)
- Streets (crack sealing, pavement patching, sweeping, and snow removal)
- Sanitary sewer/collection lines and lift stations
- Storm drains and irrigation ditches
- Traffic signals, signs and pavement markings
- Electrical (signals, facilities, misc. street lights)
- Fleet management/equipment services
- City parks, landscaping and trails
- Graffiti eradication for public property

Truckee Meadows Water Reclamation Facility (TMWRF) Operations department operates and maintains the sewer plant equipment, maintains computerized process control and management information systems for efficient operations of TMWRF to meet Nevada Department of Environmental Protection (NDEP) /Environmental Protection Agency (EPA) discharge permit requirements. Support functions perform laboratory analyses on treated water to ensure compliance with NDEP/EPA permit requirements.

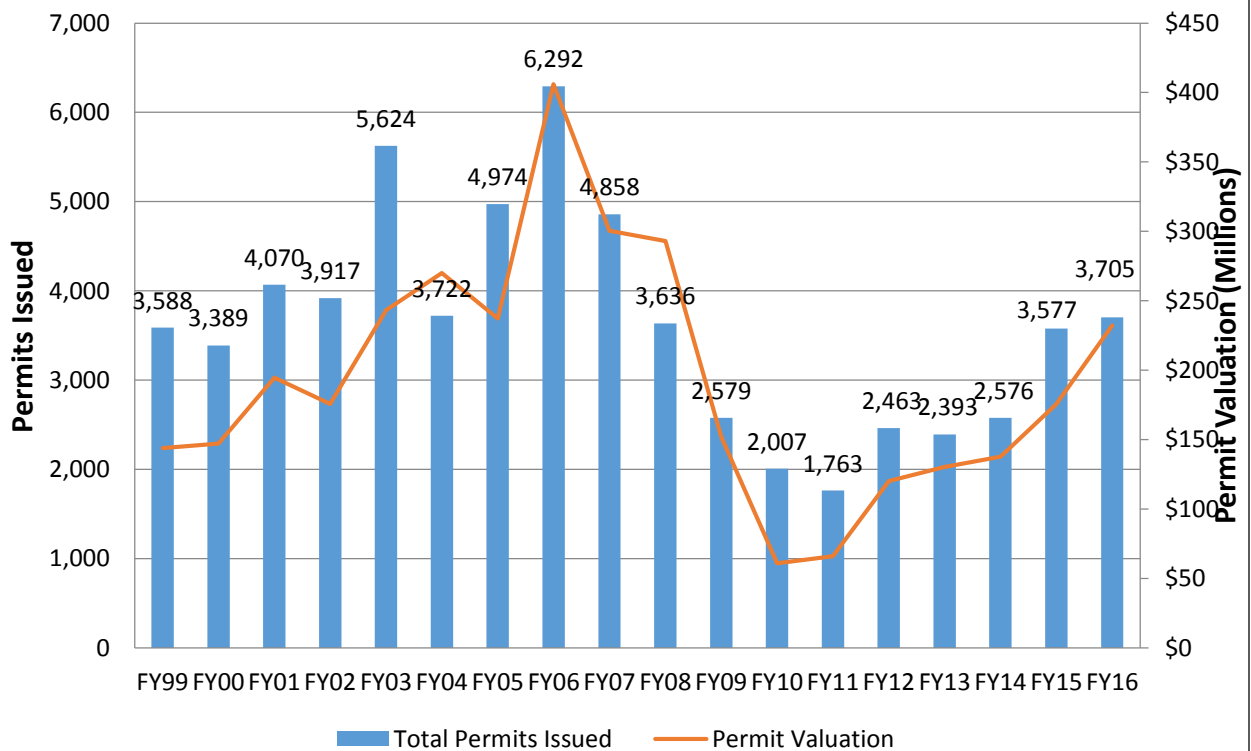




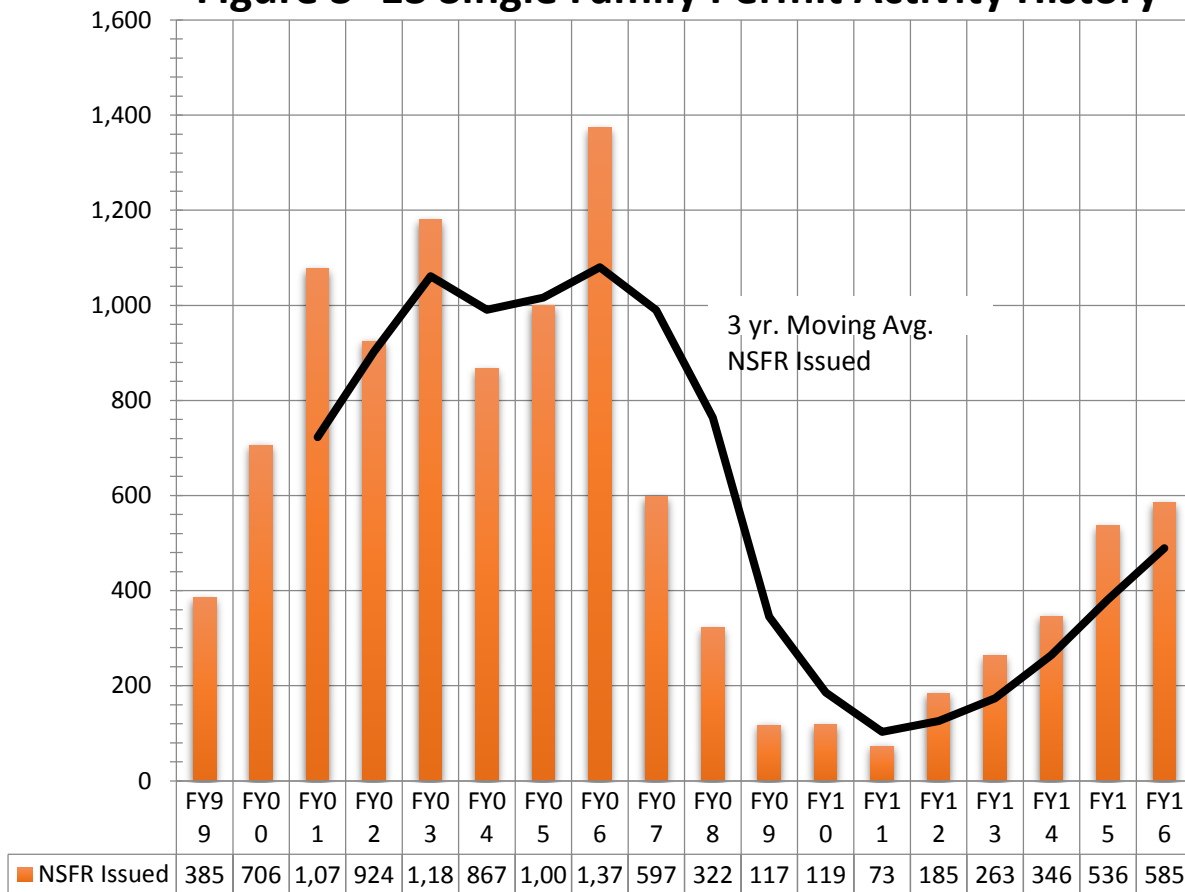
**Figure 3- 11 Planning Cases**



**Figure 3 - 12 Sparks Building Permit Activity**



**Figure 3- 13 Single Family Permit Activity History**



## Parks and Recreation Department

The City has an extensive parks system and offers a wide range of recreation programs for all ages and abilities, including sports leagues, sports camps, sports competitions, aquatics, art classes, dance, gymnastics, leisure and learning programs, youth watch programs, special events and more. The youth watch programs provide a social/recreational experience for children while they are out of school and include a before/after school Kid Konnection program, summer and holiday break programs, teen club, and Small Wonders Learning Centers for pre-school age children.

Sparks is well known regionally for its special events. The objective of events is to give the City of Sparks the opportunity to introduce or reinforce its brand through the promotion of tourism. Events deliver a positive economic impact and stimulate civic pride. Community Survey results revealed that Sparks citizens consider the provision of special events an important City

function. Special events provide family activities year round with some dating back more than 25 years. Special events are offered at Victorian Square, Sparks Marina Park and the sports complexes at Shadow Mountain and Golden Eagle Regional Park. The Recreation Division's special events staff manages the production, marketing and sponsorship development of City-produced events. However, its main focus is to recruit events and coordinate the logistics and services for events produced by private promoters.



In June 2016, the City Council approved the establishment of an Arts and Culture Advisory Committee (ACAC). The vision for the ACAC is the development of a team of art experts and citizens to elicit public input for the creation of a five year plan. Such a plan will guide all arts and culture activities on public property.

## **Fire Protection**

The Sparks Fire Department has two primary missions – reactive emergency response and proactive fire prevention. The Department's Emergency Operations Division provides all-risk emergency response delivering the highest level of service to fire suppression, emergency medical service (EMS), rescue, and hazardous material incidents. The Department's Fire Prevention Bureau supports the concept of fire prevention by providing education, inspection/enforcement, engineering, and fire investigative actions. Supporting the missions of these two divisions are the Training and Administration Divisions. The goal of each division is as follows:



## **Administration Division**

This division's goal is to plan, administer, and coordinate the resources necessary to ensure the cost effective and efficient delivery of Fire Department services.



## **Emergency Operations Division**

Here the goal is to provide effective emergency and non-emergency services to the citizens and businesses of the City of Sparks in order to limit loss of life and reduce property damage.

## **Fire Prevention Bureau**

The Bureau's goal is to save lives and protect property through fire prevention safety education, inspection, fire investigation and engineering efforts.

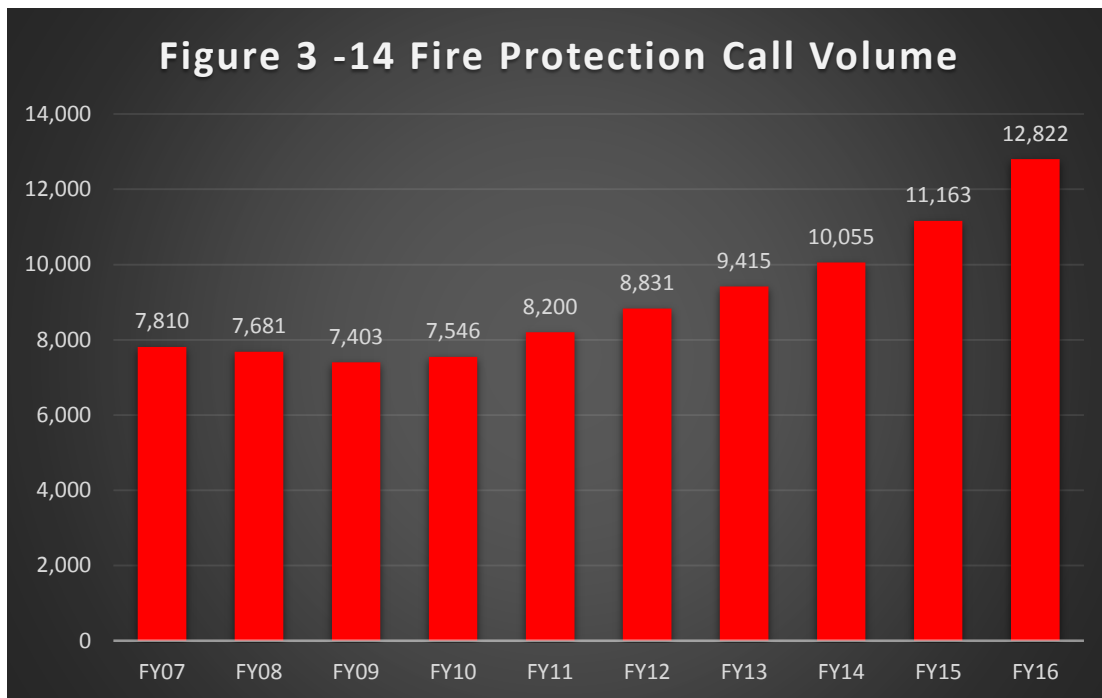
## **Training Division**

This division plans, coordinates, and delivers training, certification programs, and professional development to Sparks Fire Department employees so that they continue to provide safe and efficient fire, rescue, prevention and administrative services.

Eighty-nine personnel make up the Fire Department with 76 employees in Suppression, six in Prevention, three in Training, and four in Administration. All personnel in the Suppression and Prevention Divisions are trained to perform the duties of their specific rank through a task book certification process. The Department continues to certify all firefighters to the EMT-Advanced level and licenses its emergency response vehicles – engines, trucks, and brush trucks at the Intermediate Life Support level. The Department maintains four special teams: Technical Rescue, Water Rescue, Fire Investigation, and Regional Hazardous Material Response. Twelve employees are certified to serve as overhead personnel on wildfire Incident Management Teams and all members of the Fire Prevention Bureau are National Fire Prevention Association (NFPA) Fire Investigator certified.

The Department strives to achieve a six-minute response time as standard for all Priority One emergencies. This standard has three components: a one-minute alarm-processing time in the dispatch center, a one-minute turn-out time, and a four-minute drive time. In fiscal year 2016, the Department responded to 12,822 emergency incidents, an increase of 14.9% over the previous fiscal year. Emergency medical responses represented the highest number of those calls for service at 10,352, or 80.7%.





## Police Protection

The Sparks Police Department serves the community by protecting the safety of life, property and quality of life, and preventing crime. It is comprised of the Office of the Chief and three departmental divisions: Administration, Operations, and Investigations.



### The Office of the Chief

This division consist of the Chief of Police, the Project Development Sergeant and an Administrative Assistant. The Office of the Chief is

responsible for the overall operations of the police department. The Project Development Sergeant is responsible for grant management, policy and procedure development and special projects.

### **Administration Division**

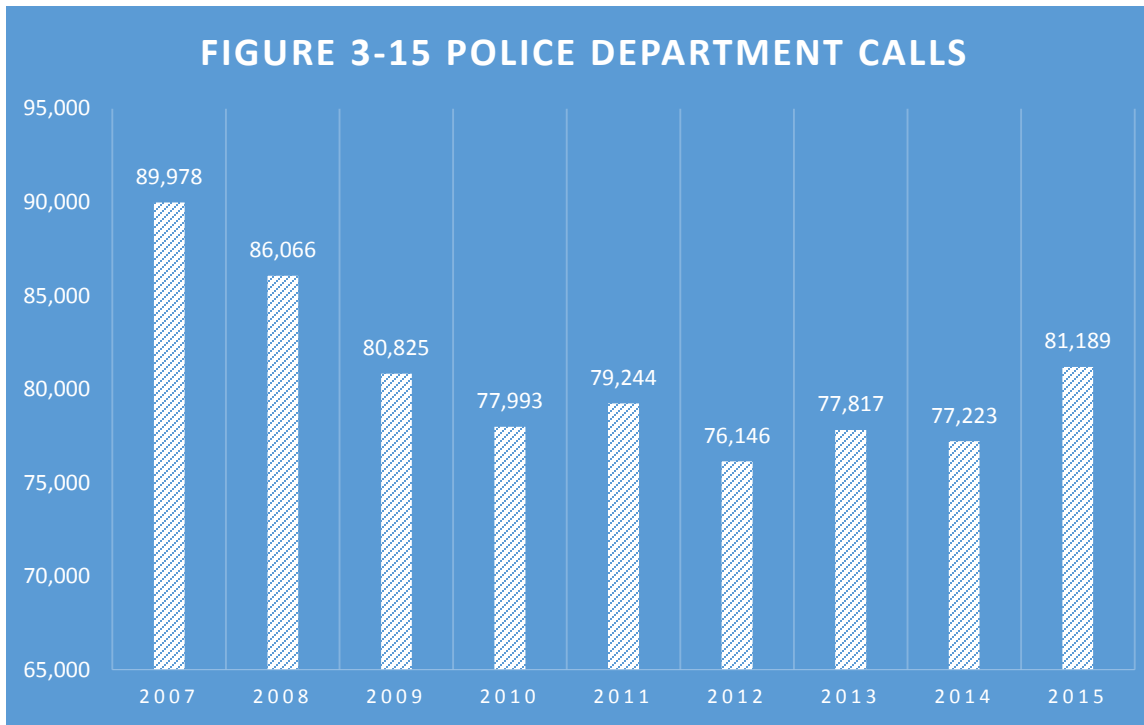
This division consists of a Communications Section, a Records Section, a Terminal Agency Coordinator and Information Technology. Division responsibilities include: dispatching emergency and non-emergency police, fire and medical calls for service; maintaining all official department records with organized filing, microfilming and imaging systems; performing data entry of all police reports, citations and investigations; providing technical support for the department's computer systems; processing Department statistics, compiling and auditing each Uniform Crime Report (UCR); processing a variety of work permits and business license applications including but not limited to alcoholic beverage and gaming; performing data entry of all arrest warrants into the Sparks Police Records Management System (RMS), National Crime Information Center (NCIC), and Nevada Criminal Justice Information Services (NCJIS); providing a terminal agency coordination for the validation of all department warrants; listing missing/unidentified person records and stolen articles in NCIC and NCJIS; providing police assistance for facilitating citizen reports and referrals; and providing information technology support for all computer systems within the Department including but not limited to servers, mobile data computers, personal computers, Computer Aided Dispatch and Records Management Systems.

### **Operations Division**

This Division consists of a Patrol Section, Traffic Section and Support Services Section. The Operations Division is responsible for: delivering uniformed police response to emergency and non-emergency calls for service; performing service delivery through a Community Policing Philosophy and pro-active problem solving strategies including the ComStat model; providing specialized support activities to the department and community through special units such as SWAT, Regional Gang Unit, Consolidated Bomb Squad, K-9 Unit and Mounted Unit; coordinating and performing risk assessment of all special events in the City; providing safe streets and highways through enforcement of traffic laws and investigation of traffic accidents; coordinating mandatory and specialized annual police officer in-service training courses that meet the Nevada Commission on Peace Officers Standards and Training requirements; conducting thorough background investigations for police department applicants.

### **Investigations Division**

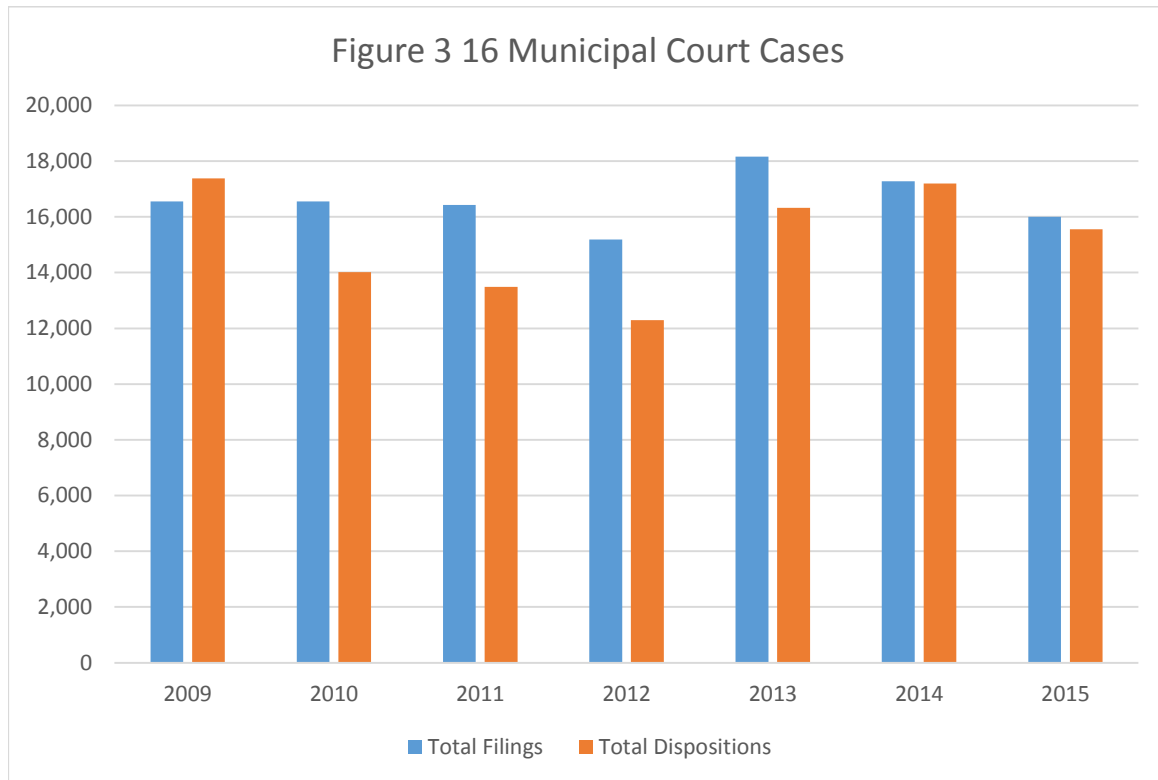
This includes a Detective Section, an Internal Affairs Section and a Property and Evidence Unit. It is responsible for: conducting criminal investigations, preparing cases for prosecution, and preparing weekly crime analysis reports; participating with the Regional Repeat Offender Program (ROP), the Drug Enforcement Administration (DEA) Task Force, the Interdiction Task Force through the High Intensity Drug Trafficking Areas (HIDTA) Initiative, the Fugitive Investigative Strike Team through the HIDTA Initiative, the Regional Street Enforcement Team (SET) and the Regional Sex Offender Notification Unit (RSONU); providing appropriate supervisory levels that are consistent with commonly accepted span of control in unity of command standards and overseeing and managing the Property and Evidence Unit.



## **Municipal Court**

The Sparks Municipal Court adjudicates misdemeanor criminal cases issued by the Sparks Police Department and Sparks City Attorney's Office. The Municipal Court System is comprised of two departments administrated by two elected municipal judges. The judges preside over misdemeanor trials, in-court arraignments, video arraignments and alcohol and other drugs court.





## Infrastructure

### Roads and Traffic

Older parts of Sparks are served by a grid pattern of local, collector or arterial roadways, especially the areas located within the McCarran Boulevard ring road. The newer neighborhoods located north or east of the McCarran Boulevard ring road and into Spanish Springs Valley tend to be of curvilinear design. The City uses the Nevada Department of Transportation (NDOT) classifications. Interstate 80 is classified as the only interstate highway passing through Sparks. Other principal arterials are Pyramid Way, Sparks Boulevard, Vista Boulevard south of Los Altos Parkway, Baring Boulevard, Prater Way, Oddie Boulevard, Glendale Avenue and McCarran Boulevard. NDOT classifies La Posada west of Cordoba Boulevard, Vista Boulevard north of Los Altos Parkway, Los Altos Parkway, Greg Street, Highland Ranch Parkway, El Rancho Drive, Sullivan Lane, Victorian Avenue, Glendale Avenue and Rock Boulevard as Minor Arterials. NDOT classifies 33 streets in Sparks as minor collectors. The City maintains approximately 320 miles of roadways and 107 traffic signals.

### Utilities

The City maintains three types of utilities pipe systems. The first is for reclaimed water, which provides treated water from the sewer treatment plant for re-use. Such water is used to irrigate

golf courses, parks and streetscapes, and for construction dust control. The reclaimed water system substantially reduces the demand for domestic water used for irrigation. The system consists of 37.7 miles of pipeline in sizes ranging from 8 inches to 30 inches in diameter plus one 3.25-million-gallon storage tank. The main system was designed for an annual maximum delivery target of 6,700 acre-feet of water to be shared with the City of Reno. Pipeline materials are primarily ductile iron (50.6%) and PVC (49.2%).

The City's sanitary sewer system consists of 344.8 miles of pipeline ranging in size from 4 inches to 60 inches in diameter. Seventy-five percent of the pipes are 8 inches in size. Pipeline materials vary widely with the majority being PVC (52%). The system has seven sewage lift stations and two syphons. Generally, wastewater is collected through 8-inch pipes, which combine into larger trunk pipelines (12-inch to 15-inch). These flows are eventually conveyed by interceptor pipelines (18-inch and larger) which flow to the Truckee Meadows Water Reclamation Facility (TMWRF). A single large interceptor conveys all of the wastewater generated by the City of Sparks beneath the Truckee River (to the west of Veteran's Parkway) and to TMWRF. This same interceptor also serves the City of Reno (for approximately 1/5 of its wastewater), the Sun Valley General Improvement District and unincorporated areas of Washoe County (Spanish Springs). The City is currently updating its sanitary sewer system model in order to evaluate the system's capacity.

The storm drain system is designed to capture precipitation runoff for flood control within the City. It consists of 247.3 miles of pipelines, ranging in size from 3 inches to 121 inches. The system typically uses inlets (catch basins and open-ended pipes) to collect storm runoff into the storm drain conveyance system. This conveyance system generally consists of a combination of open ditches, pipes, and box culverts to convey runoff to the Truckee River. Retention and detention facilities are used throughout the City to moderate and reduce storm runoff rates and provide water quality benefits. Three major flood storage facilities (Sun Valley Dam, Kiley Dam, and Kiley Wetlands Dam) are used to store runoff during major storm events.

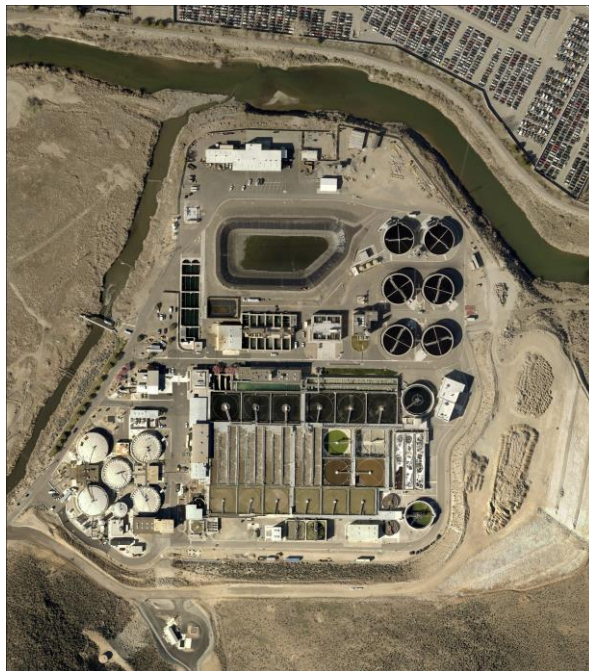
## **Facilities**

### **Truckee Meadows Wastewater Reclamation Facility (TMWRF)**

Wastewater generated within the Truckee Meadows flows through a system of sewer lines to the Truckee Meadows Wastewater Reclamation Facility where it is treated and discharged to the Truckee River via Steamboat Creek. The plant is located on the east side of the Truckee Meadows on the south bank of the Truckee River, east of the Steamboat Creek. The facility, which began operation in 1966, is jointly owned by the cities of Sparks and Reno. Originally designed to treat 20 million gallons per day (MGD), the facility has been expanded several times to increase capacity as well as improve the treatment process. In the mid-1980s, nutrient loads from treated water returned to the Truckee River became a serious concern with regards to protecting indigenous threatened and endangered species that call the river home. TMWRF



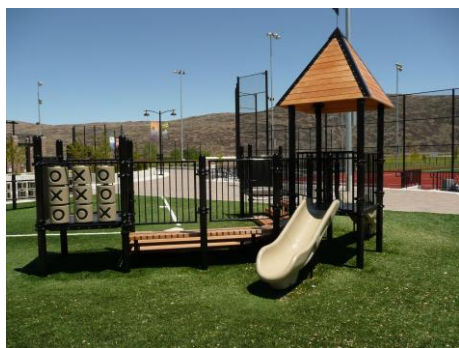
added major new treatment processes to remove more nitrogen and phosphorus from the wastewater, thus minimizing nutrient loading. The current capacity of the facility is 46 MGD. Average flow to TMWRF in 2015 was approximately 28 MGD. Approximately 25 MGD is returned to the Truckee River while 3 MGD of treated effluent is used for the irrigation of local parks, golf courses and the University of Nevada experimental farm.



The most restrictive discharge limit for the plant is the Total Nitrogen limit of 500 lbs/day. Plant staff is continuously investigating new processes and measures to improve TMWRF's ability to remove nitrogen from wastewater.

## Parks

Sparks has 613 acres of developed park land in the form of 48 parks and four greenbelts managed by the Parks and Recreation Department. Plans for future parks include four



community parks (totaling approximately 72 acres), five neighborhood parks (18.6 acres) and a regional park (250 acres developed with a total of 270.4

acres to be improved). When complete, total park land will include 61 parks encompassing 828.9 acres.

### **Alf Sorensen Community Center**

Alf Sorensen Community Center has served citizens for more than 25 years, offering a gymnasium, indoor swimming pool, tot pool, fitness center and meeting rooms. It is located at 1400 Baring Boulevard. The pool is 25 yards in length and heated year round. The facility offers one one-meter diving board. All of the swimming activities are supervised by American Red Cross-certified lifeguards. The gymnasium is open for drop-in use during a variety of times throughout the week and hosts basketball and volleyball programs. The fitness center provides free weights and cardiovascular equipment for personalized workouts.



### **Larry D. Johnson Community Center**

The Larry D. Johnson Community Center, located at 1200 12th Street, officially opened its doors to the public in 2007. It is named for fallen Sparks police officer Larry D. Johnson, who lost his life in 1995 in the line of duty. The facility features a modern design with plenty of natural light, with two multi-purpose rooms, a Mt. Rose Fitness Center, a teen drop-in center called The Club and a dance/aerobic room.



The Parks and Recreation Department has collaborated with the Boys and Girls Club of Truckee Meadows to provide the 1,900 square-foot, second floor teen drop-in center. Teens have access to special programs and an area for playing pool, working out and interacting with other members. The Club also contains a computer lab and a quiet area for homework.

Phase one construction the \$4.5 million project began in June 2006. Two additional phases will be built when the funds become available. In 2009, a solar photovoltaic system was installed to assist in reducing the center's energy consumption. The system generates an estimated 29 kilowatts per hour.

### **Parks and Recreation Administrative Building**

The City's Parks Administrative Offices are located at 98 Richards Way. These offices are located on a nearly five-acre parcel which includes a gymnasium and a 5.4-acre neighborhood park with

a playground, basketball courts, NEOS 360 electronic game and picnic facilities. The office building is 3,566 square feet and was built in 1964.

## City Hall

Sparks City Hall is located on a four-acre property at 431 Prater Way, on the southwest corner of Prater Way and Fourth Street. City Hall was originally constructed on this site in 1965 consisting of 13,840 square feet of office space. In 1979 the buildings were expanded and connected with an additional 19,316 square feet. The current assessor's records show the total square footage at 37,101 square feet, not including the basement area. In 2011 City Hall was remodeled to consolidate employees by relocating Community Services staff and eliminating leased space. The City Hall complex houses the following departments or functions:

- Council Chambers
- Manager's Office
- Clerk's Office
- Management Services
- City Attorney's Office
- Financial Services
- Community Services



The existing City Hall can accommodate these departments, however, projected regional growth suggests there will eventually come a need for more staff. For planning purposes, City staff are conducting a needs assessment.

## **Fire Stations**

The Sparks Fire Department serves the City from five fire stations. Fire Station 1 serves as the headquarters to the Department and is located at 1605 Victorian Avenue. The station was constructed in 1982, and is approximately 25,000 square feet in size, consisting of a basement and three above-ground stories. The Administration, Fire Prevention Bureau, and Training Division are located there, as are the Shift Commander, two engine companies and one truck/aerial company. Other apparatus includes a reserve truck and engine, a brush truck, a heavy rescue van and trailer, and two inflatable boats for water rescue.

Station 2 is located at 2900 N. Truckee Lane. This building was constructed in 1974 and is 5,012 square feet in size. One engine company is located there, as are a reserve engine and a brush truck.

Station 3 is located at 1750 E. Greg Street. Constructed in 1988, this building is 6,653 square feet in size. One engine company is located there, as is a Hazardous Materials Tractor/Trailer, the response vehicle for the department's Regional Hazardous Material Response Team.

Station 4 is located at 1450 Disc Drive. This building was constructed in 1997 and is 8,414 square feet in size. One engine company is located there and operates Ladder 41, a Quint (combination pumper and aerial) apparatus. A reserve engine and brush truck are also housed there.

Station 5 is located at 6490 Vista Boulevard. Constructed in 2005, this building is 8,480 square feet in size. One engine company is located there, along with a reserve engine, a brush truck, and a 3400-gallon tender.

Stations 4 and 5 have supplemental 30 kilowatts per-hour photovoltaic systems.

## **Police Station**

The Sparks Police Station is located at 1701 E. Prater Way on a property just over six acres. The station building is two stories with a basement and total square footage of 38,987 square feet. The Police Department first occupied the building in 1992. More recently, the City installed a carport-top solar photovoltaic system which generates an estimated 300 kilowatts per hour.

## **Corporation Yard**

The Corporation Yard located at 215 S. 21<sup>st</sup> Street is the storage and maintenance facility for the City's operations. Numerous buildings occupy its 4.9-acre site. The City's trucks and other



heavy equipment are stored at the Corporation Yard. The yard houses vehicle and equipment repairs operations, shops handling electrical repairs and woodworking, and the storage of spare parts and materials. This location is the headquarters for parks, street repair and electrical maintenance crews. City vehicles can also be refueled there. The City's needs and functions are well served at the Corporation Yard and it is anticipated that this facility will serve the City adequately through the foreseeable future. The City has a satellite maintenance yard located in Golden Eagle Regional Park.



## **Municipal Court**

The Municipal Court is located at 1450 C Street in a 10,311 square-foot building constructed in 1982. The facility is anticipated to adequately serve the City's needs into the foreseeable future.





# Public Services: Not Administrated by the City

## Schools

The public school system is operated by the Washoe County School District (WCSD), an independent public body governed by an elected board of trustees. The WCSD operates schools in Reno, Sparks and unincorporated areas of Washoe County.

Within the City are the following schools and shown below is the approximate 2015–2016 enrollment along with school capacity:

**Table 3- 1 Elementary Schools**

School	Enrollment (2015 – 2016 )	Capacity
Bud Beasley	817	781
Lloyd Diedrichsen	403	531
Florence Drake	296	512
Katherine Dunn	522	639
Greenbrae	409	392
Lena Juniper	484	603
Lincoln Park	409	496
Alice Maxwell	593	496
Robert Mitchell	430	392
Marvin Moss	587	718
Agnes Risley	482	530
Sepulveda	793	701
Kate Smith	320	278
Van Gorder	791	750
Jerry Whitehead	492	531
<b>Total</b>	<b>7,828</b>	<b>8,350</b>

**Table 3-2 Middle Schools**

School	Enrollment (2015 – 2016 )	Capacity
Dilworth	592	740
Mendive	1,056	1,072
Portion of Shaw	1,016 (includes more than Sparks students)	972
Sparks	774	836
<b>Total</b>	<b>3,438</b>	<b>3,620</b>

**Table 3-3 High Schools**

<b>School</b>	<b>Enrollment (2015 – 2016 )</b>	<b>Capacity</b>
Reed	2,075	1827
Portion of Spanish Springs	2,319 (includes more than Sparks students)	1910
Sparks	1,217	1,325
<b>Total</b>	<b>5,611</b>	<b>5,062</b>

There are 15 elementary schools, four middle schools and three high schools serving the students of Sparks. Based on estimated enrollment for the 2016-2017 school year, there were 7,969 elementary school students, 3,397 middle school students and 5,681 high school students. Looking at school capacity, seven elementary schools exceeded capacity while overall elementary school enrollment is 381 students below the combined capacity of those schools. Two middle schools and two high schools exceeded capacity. Dilworth Middle School and Sparks High School have enrollment figures below capacity. For 2015-2016 there were a total of 16,877 students attending all Sparks schools. Not all school-age children attend public schools so these numbers do not include students attending charter schools, School District specialty schools, home schooling or private schools.

The School District does not anticipate new construction of schools to serve Sparks in the near future. Facility planning and school zoning is managed by the School District.

## **Libraries**

Two libraries serve the City of Sparks. The Sparks Library opened its doors in January of 1932 at its first location on B Street (now Victorian Avenue). It later moved to its current location near Oddie Boulevard and 12th Street in Sparks. Mendive Community Library became the fifth and last partnership library in Washoe County when it opened in 1995, serving the East Sparks community until 2008 when the library closed due to budget constraints. In 2005, the Spanish Springs Library opened in the Lazy 5 Regional Park on the Pyramid Highway.

Sparks Library is a large full-service library located in the heart of Sparks and is the busiest in the Washoe County Library System for materials checked out. Located at 1125 12th St., the library is 23,000 square feet with approximately 145,000 items. It provides wireless computer access, 20 public stations and word processors, one Express Station, test proctoring, a large DVD and audio-book collection, 24-hour book return, and specialized collections of auto repair and Rail City books.

Spanish Springs Library is located at 7100 Pyramid Highway. It is an octagonal building with open spaces set off by a 64-foot ceiling over an atrium, comfortable seating and twenty-eight public-access computers. The atmosphere is enhanced by comfortable seating and a cozy

fireplace. The 30,000 square-foot building was funded by a 2000 bond issue that Washoe County voters passed for libraries, parks, trails and open spaces. Library features include free Wi-Fi, a drive-through service point for picking up and dropping off materials; Nell J. Redfield Foundation Young People's Library with a unique oversized stack of books; a teen zone containing six of the 28 public-access computers and an area for group study and projects; and E.L. Cord community meeting rooms. Self-serve features include express check-out, the picking up of items on hold, online registration for library privileges and printing.

These two libraries adequately serve the needs of the Sparks. It is anticipated no new libraries will be constructed. Facility planning is by Washoe County Library Board of Trustees.

## **Water**

Truckee Meadows Water Authority (TMWA) provides water service for the City of Sparks. TMWA is a not-for-profit, community-owned water utility overseen by elected officials and citizen appointees from Reno, Sparks and Washoe County. The seven-member Board of Directors consists of three representatives from the City of Reno, two from the City of Sparks and two from Washoe County. TMWA is responsible for water treatment, availability and delivery of high-quality drinking water. It was created in June 2001 through a Joint Powers Authority between the cities of Reno and Sparks, and Washoe County.

The water supply derives from a mix of surface water and groundwater sources. The Truckee River provides surface water which is treated at the Chalk Bluff or Glendale treatment plants before distribution into the system. Surface water is stored in upstream reservoirs and includes Lake Tahoe, Boca and Stampede Reservoirs, Independence Lake and Donner Lake. Groundwater is pumped from wells throughout the service area.

The total water storage capacity of the system is 131 million gallons. TMWA's 20-Year Facility Plan (currently spanning 2010-2030) identifies all new facilities that will be required to accommodate future growth within the Truckee Meadows. New developments pay for the full cost of new facilities and the fees collected from developers cover the costs of new water mains, pumps and tanks, plus expansion of water treatment plants. It is the responsibility of TMWA to plan, establish water resource public policies, provide residences and businesses of Sparks with high-quality water and keep the distribution system functioning.



## **Electricity and Natural Gas**

Electricity is provided to the citizens of Sparks by NV Energy which has been serving northern Nevada and northeastern California for over 150 years. NV Energy was the result of a 2008 merger between Sierra Pacific Power (serving northern portions of the state and northeastern California) and Nevada Power (serving southern portions of the state). The merger created one energy company serving 93% of Nevada. NV Energy has a service territory of 46,000 square miles or approximately 2.4 million customers throughout Nevada and northeastern California.

Northern Nevada's energy needs date back more than 150 years with the discovery of gold and silver deposits on Virginia City's Comstock Lode. Electrical generation for the ensuing mining operations started with three hydroelectric plants built along the Truckee River. These three hydroelectric plants are still in operation today. As the mines prospered and people moved to the state, the demand for electricity grew. In 1928, electricity was purchased from other utilities and was imported to northern Nevada over high-voltage electric transmission lines. In 1963, Sierra Pacific Power Company began constructing its own natural gas and oil-fired power plants, reducing its dependence on imported power. Later in the 1980s, coal-fired generation was added to the system.

Today, NV Energy customers are served by a combination of imported power and electricity produced by the company's power plants. In 2006-2008, the company expanded capacity to 2800 MW, double its previous capacity.

NV Energy is actively involved and in and committed to adding renewable energy generation facilities to its system. It currently operates 20 geothermal projects, 13 solar projects, five biomass projects, six hydroelectric projects, one wind project and one waste heat recovery project. More than 157,142 customers in the Reno-Sparks area receive natural gas supplied by NV Energy, made possible by the construction of a natural gas pipeline delivering fuel to the Tracy Power Plant east of Sparks. NV Energy does the planning, expansion and maintenance of their facilities as regulated by the State of Nevada Public Utility Commission.

## **Telecommunications**

These days the primary means of communication for businesses, households and individuals is via telecommunications. Telecommunication is divided into four main sectors: wired, wireless, satellite and other establishments. The largest sector of the telecommunication industry continues to be wired telecommunications. This sector mainly provides wired (landline) telephone, digital subscriber line (DSL) and cable TV. The telecommunications industry routes TV, voice, data and other content over a network of wires and cables. They own and maintain their own networks; however, they do not create the content (such as TV programs)

transmitted over the networks. The main telecommunications companies serving Sparks are Charter and AT&T. Charter provides TV and telephone. AT&T provides TV, telephone and wireless telephone. Cellular or wireless phone services are provided by numerous carriers within Sparks. Planning, expansion and maintenance of telecommunications networks are the responsibility of individual providers.

## **Solid Waste**

The City of Sparks executed an exclusive franchise agreement with Waste Management in 2008. The franchise agreement calls for the collection and disposal of garbage within the City limits including a curbside recycling program. Per Section 7.12.030 of the Sparks Municipal Code, “All persons residing in the city in a single-family dwelling, all owners or managers of multiple-family dwellings, all business establishments, and all public buildings shall subscribe to the collection, hauling and disposal of solid waste.” Waste Management is the only company permitted by the Washoe County Health Department to haul garbage.

Garbage is defined as putrescible animal and vegetable waste resulting from the handling, storage, preparation, cooking, and sale and serving of food and beverages, plus infectious waste as defined by Washoe County District Health. Garbage is disposed of in the Lockwood Regional Landfill, located in the East Truckee Canyon east of Sparks. The landfill, at 555 acres, receives an estimated 2,200 tons of waste per working day from northern Nevada and California. The recycling transfer station for the Truckee Meadows is located on Greg Boulevard in Sparks. Residential curbside recycling is included in garbage collection rates while the service is optional for commercial and industrial businesses. Curbside recycling includes collection of aluminum, plastic, glass and newspapers. Waste Management is responsible for projecting the needs of their customers and managing the Lockwood Regional Landfill.

## **Health Care**

Northern Nevada Medical Center, located east of Vista Boulevard at 2375 East Prater way, is the only full-service hospital located in Sparks. It is a 100-bed acute care hospital owned and operated by a subsidiary of Universal Health Services, Inc., one of the largest healthcare management companies in the nation. Two other full-service hospitals serve the Truckee Meadows – Renown Health/Renown Regional Medical Center operates three emergency rooms, three acute care hospitals and a rehabilitation hospital, totaling 946 licensed beds located in the City of Reno. Renown Health is a privately-owned, not-for-profit, integrated health network. Renown operates two urgent care facilities in Sparks – at 910 Vista Boulevard and 202 Los Altos Parkway. Approved in Phase 3 of the planned development known as Kiley Ranch North is a medical campus with potential build-out of a 300 bed hospital and 240,000 square feet of medical office and associated spaces.



Saint Mary's Medical Center, also located in Reno, is at 235 West Sixth Street. It is a 390-bed full-service hospital owned by Prime Healthcare. Saint Mary's operates an urgent care facility in Sparks at 5070 Ion Drive.

Ambulance service is provided by REMSA (Regional Emergency Medical Services Authority), a consolidated emergency transportation service created in 1986. REMSA's mandate is to respond to life-threatening emergencies within 8 minutes at least 90% of the time. It operates both ground services and a fleet of four helicopter ambulances. REMSA is funded through user fees with no taxpayer or government subsidies. The District Board of Health oversees REMSA.

Generally, the Sparks Fire Department is the first responder to medical emergencies within the City. While department staff do not transport patients, they provide prompt on-site emergency medical treatment before REMSA provides transport.





# **CHAPTER FOUR**

## **FRAMEWORK FOR THE FUTURE**

## CHAPTER FOUR: FRAMEWORK FOR THE FUTURE

This Comprehensive Plan reflects the community's vision and is organized into seven topics referred to collectively as the Policy Framework. Each topic, addressed in sections within this chapter, contains a narrative plus goals and policies. This approach utilizes the Policy Framework to promote the Sparks Comprehensive Plan holistically, making it a wide-ranging plan rather than a collection of individual elements. The seven topics are:

- Managing Growth
- Connectivity
- Community Facilities and Services
- Community Character
- Housing and Affordability
- Resiliency and Sustainability
- Economic Vitality

### **Managing Growth**

Sparks' population is projected to grow from 93,581 in 2016 to 116,629 in 2036. Public outreach community survey results indicate that residents desire managed growth and maintenance of the City's current "small town feel." A majority of survey respondents want development focused in existing areas while leaving areas surrounding the city boundaries for open spaces and/or parks. They want a vibrant Victorian Square area with a mix of uses including housing, shopping, dining and special events. How Sparks manages growth affects the character of the community's neighborhoods, its traffic, the City's financial condition and the ability of the City and other public agencies to provide public services, facilities and amenities. Conversely, how the City chooses to invest in public infrastructure will affect the pattern and timing of growth.

### **Land Use and Development**

A city with a balanced land use pattern provides an adequate inventory of land for employment, as well as for diverse housing, recreational opportunities and commercial services. A balanced land use pattern promotes longevity and economic endurance.

The Sparks Land Use Plan represents the City’s official position on the development of public and private lands within the City and its Sphere of Influence. Land use planning allows the City to manage population growth, guide commercial and industrial development, mitigate environmental impacts and plan for public services and infrastructure. Land use goals and policies aim to provide for the efficient use of land and resources, encourage infill and redevelopment, foster economic vitality and facilitate multi-modal transportation between land uses. In addition to addressing land use within Sparks, the policies set herein provide criteria for evaluating the potential expansion of Sparks’ city limits.

This section includes goals and policies for managing growth. The tables describing land use within the Land Use Plan assign all properties in the City to one of the categories located at the end of this chapter. From a previous count of 61 Land Use Categories there are now 14 designations plus 6 Mixed Use Development (MUD) land use designations. The 14 designations are broader in nature allowing a greater range of residential densities and primary uses. Provided in Tables 1-5 are descriptions of the new land use designations. For each land use designation, the tables identify: the density and intensity of development; primary allowed uses; other or secondary uses; and the general characteristics of that land use designation. The fourth column of these tables identifies how the former city land use designations convert to the new land use categories. The land use conversions represent land use designations that are similar in density, intensity and general characteristics to the adopted map. The last column is the Zoning District associated with the land use category.

## **Mixed Use District**

The Mixed Use District (MUD) contains many key City attractions including Victorian Square, city government and administrative offices, the Sparks Marina and a significant amount of retail and employment activity, including the Nugget Casino Resort. While geographically small, the area is very diverse. The MUD is envisioned as the heart of civic engagement, entertainment and employment, representing the City’s past, present and future in an integrated and active environment. Quality building design, active civic spaces and coordinated transportation systems combine to offer residents and visitors a high-quality experience that defines and highlights Sparks within the region.

The 2012 Truckee Meadows Regional Plan requires that local jurisdictions define such mixed use corridors where higher land use densities and intensities are expected. This helps to determine planning and maintenance of logical extensions of transit service. Sparks initially adopted the Transit Oriented Development corridor (now known as Mixed Use District) in 2002, until a more thorough effort provided design standards for approval in 2009. This was further refined through a significant zoning code update in 2014. Through all of these processes Sparks

maintained four distinct districts as well as an “Employment” designation for a portion of one district and the downtown center within another.

The **Mixed Use Commercial** district primarily coincides with designated activity centers and should contain a mix of integrated, pedestrian-friendly uses (such as retail, offices and residential). Its development and design standards emphasize pedestrian comfort and safety and include direct pedestrian and bicycle linkages to adjacent neighborhoods. Mixed-Use Commercial areas should contain a mix of integrated, pedestrian friendly uses, such as restaurants with outdoor spaces, plazas, and walkable retail streets. This district includes properties with an **Employment** designation.

The **Mixed Residential** district includes development with a residential emphasis where site size, visibility or access constraints may limit the feasibility of a concentrated activity center such as in between activity center nodes or where existing multi-family neighborhoods exist. Mixed Residential regulations encourage a broad mix of housing types and connections to surrounding neighborhoods and activity centers. These areas are oriented to provide direct access to adjacent transit corridors, adjacent neighborhoods and activity centers.

**Sparks’ Downtown**, more commonly known as Victorian Square, is a district that includes a range of retail, employment, casino, civic and entertainment uses along with a variety of medium to high-density housing types. Retail and commercial uses should be concentrated at the street level within the **Downtown Sparks Center**, along Victorian Avenue, and in other locations where high levels of activity are desired. Residential units and office spaces are generally concentrated above retail uses.

**Residential Neighborhood** applies to established neighborhoods that will evolve to include a mix of single and multi-family housing types over time. There will be infill and redevelopment activity which will include more density and intensity.

The **Mixed Use District’s** boundaries are defined in the Land Use Map that follows. The map also defines a series of activity centers at various locations within the MUD area. Activity centers are compact, mixed-use areas that offer pedestrian and transit-friendly environments for people to shop, work, live and gather. Given the relatively low-intensity and single use patterns of development within the MUD area today, these activity centers make ideal locations for targeting future infill and reinvestment activity as well as future rapid transit stations.

Major activity centers are designated where more intensive patterns of development or concentration of activity are planned or are currently in play (e.g., Downtown, Sparks Marina), or where the opportunity exists to transition current uses to a more transit-oriented pattern of



development over time (e.g., McCarran and Prater Way). In several cases, major activity centers are distinguished by a consolidated pattern of ownership that may enhance future redevelopment opportunities. Major activity centers are larger in scale and intensity and are generally intended to serve both the immediate neighborhood and surrounding community. In some cases, major activity centers are a regional draw, particularly where visible from I-80. Although sizes may vary, a general range of 30-60 acres is appropriate. Seven major activity centers are identified on the Land Use Map.

Minor activity centers are designated where a concentration of activity is desired to serve a surrounding neighborhood, but available land is limited. Minor activity centers provide an opportunity to transition current uses to a more transit-oriented pattern of development over time, though on a smaller scale than with major activity centers. Minor activity centers are smaller in scale and intensity and are intended to primarily serve the immediate neighborhood. Size will vary based on availability of land and the surrounding neighborhood context. A general range of 15-30 acres in size is appropriate; in some instances, minor activity centers may be as small as 3-5 acres.

## **Other Considerations**

The Comprehensive Plan and the Land Use Map must comply with the Truckee Meadows Regional Plan. Land use designations establish uses for all the areas within Sparks' municipal boundaries and its Sphere of Influence (SOI). The boundaries of the SOI conform to current Truckee Meadows Regional Planning Maps. In conformance with the Regional Plan, this Comprehensive Plan promotes infill development, redevelopment of the older sections of the City, and higher densities within the Mixed Use District. It defines the downtown center and encourages preservation and revitalization of neighborhoods.

There are two Cooperative Planning Areas: West Pyramid Area and a section east of Cimarron East (off La Posada Drive). The Regional Plan identifies Cooperative Areas as "areas within the Truckee Meadows where more than one jurisdiction has an interest in the density, intensity, or character of development ..." The criteria for Cooperative Planning is specified in an agreement between the City of Sparks and Washoe County. For reference, the 2012 Regional Plan Map 7 depicts areas subject to cooperative planning.

The Regional Plan defines Emerging Employment Centers (EEC) as "areas to be identified in local government master plans where rapid employment growth is currently occurring or planned, and areas where job centers are needed to provide a jobs-housing balance within the region." Emerging Employment Centers are generally areas located where large tracts of undeveloped land are available for new employment development. In Sparks, the Spanish

Springs EEC is located generally north of Los Altos Parkway and its extension to Pyramid Highway, and a minimum one-half mile south of La Posada Drive. The East Sparks EEC is generally located north of 1-80, east of Sparks Boulevard, south of Prater Way, and generally located within two miles of Vista Boulevard.



## **Managing Growth Goals and Policies**

### **Goals**

- ❖ Goal MG1: Support economic vitality by providing a non-residential land use base.
- ❖ Goal MG2: Foster diversity in the land use mix including residential, commercial, industrial, employment and recreational areas citywide.
- ❖ Goal MG3: Maintain a land use plan which integrates land uses and facilitates access by multiple modes of transportation.
- ❖ Goal MG4: Facilitate infill and redevelopment.
- ❖ Goal MG5: Prioritize development and enhancement of the Downtown Sparks Center.
- ❖ Goal MG6: Promote compact development to reduce the per capita cost of providing infrastructure, public facilities and public services

### **Policies**

- ◆ Policy MG1: The Land Use Plan will provide for a diverse and integrated mix of residential and non-residential land uses which, in the aggregate, are fiscally positive.
- ◆ Policy MG2: Maintain the area south of Interstate 80 for industrial, office and commercial uses.
- ◆ Policy MG3: Retain and promote emerging employment centers.
- ◆ Policy MG4: Maintain an adequate supply of land for employment-generating uses.
- ◆ Policy MG5: When reviewing master plan amendments for sites over five acres, the City will evaluate or cause to be evaluated: a) the impacts on existing and planned public facilities and infrastructure; b) the impacts on existing and planned public services; c)

the proposed land use in relationship to existing land uses; and, d) the fiscal implications for public service providers of the proposed land use changes as documented in a fiscal impact analysis.

- ◆ Policy MG6: Maintain a current Seven Year Annexation Program.
- ◆ Policy MG7: When reviewing annexation requests, the City will consider whether the proposed annexation: a) is included in the City's Seven Year Annexation Program; b) is needed for the City's growth within seven years; c) represents a logical extension of city limits; d) allows for efficient and cost effective provision of public services and capital facilities; and e) would be fiscally positive for a period of at least 20 years. When reviewing land use entitlements (e.g., master plan amendments, zone changes, tentative maps, conditional use permits) for land annexed within the previous 10-year period, the City may require an updated fiscal analysis if the proposed development materially varies from the development contemplated in the fiscal analysis prepared for the annexation.
- ◆ Policy MG8: When identifying lands for expansion of the City's Sphere of Influence, the City must determine that the proposed expansion: a) represents a logical expansion of the City's Sphere of Influence; b) is located within the Truckee Meadows Service Area (TMSA) as identified in the Truckee Meadows Regional Plan, or could reasonably be added to the TMSA; c) could be efficiently and cost effectively provided capital facilities and public services. The City's determination will be based on preliminary infrastructure and facilities plans and a fiscal analysis addressing the cost of providing city services.
- ◆ Policy MG9: Promote compact development to reduce the number of miles of roads, sidewalks, sewers and other infrastructure needed per capita and to manage the geographic area to which the City and other public agencies must provide services such as police and fire protection, emergency medical services and code enforcement.
- ◆ Policy MG10: Facilitate infill, redevelopment and functionally-integrated mixed-use development through targeted infrastructure improvements, additional zoning code amendments (if necessary) and, when feasible and appropriate, public/private partnerships. The identified activity centers on the Land Use Map will promote a broad mix of uses.

- ♦ Policy MG11: Require new infill development to consider and be sensitive to the character of existing neighborhoods in regard to zoning, building mass, structure placement, height transitions, landscaping, streetscape, access and other physical features of the existing neighborhood.
- ♦ Policy MG12: Encourage reinvestment in existing employment centers such as the area south of Interstate 80 and the Prater Way, Victorian Avenue and Oddie Boulevard corridors.
- ♦ Policy MG13: Work with the Union Pacific Railroad to plan for compatible development adjacent to railroad facilities.
- ♦ Policy MG14: Work with Reno-Tahoe International Airport to enhance the compatibility of existing and proposed uses located within noise contours and airplane approaches to the airport.
- ♦ Policy MG15: Continue to implement the Victorian Square Development Plan as it may be amended.
- ♦ Policy MG16: Enhance Victorian Avenue west of the Downtown Sparks Center.





# Connectivity

The Connectivity Section of the Comprehensive Plan identifies how the City of Sparks wants to move people and goods. This system considers numerous modes of transportation including but not limited to pedestrians, bicycles, busses, and autos. The system focuses on providing the community with travel options that are safe and efficient.

Importance needs to be placed on the incorporation of these modes on all arterial roadway networks in the City of Sparks. Connecting neighborhoods, recreation, schools, employment and shopping create vibrant areas and encourage social interaction. Consideration and incorporation of these modes also can increase access to the outdoors making the City a healthier place to live.

The City of Sparks is connected to the western United States by U.S. Highway 395, Interstate 80, the Reno-Tahoe International Airport and the Union Pacific Railroad. There are six interchanges in Sparks: Vista Boulevard, Sparks Boulevard, McCarran Boulevard, Pyramid Way, Rock Boulevard, and Prater Way. The Union Pacific Railroad is one of America's leading transportation companies. Its main tracks run east and west through the City of Sparks which serves as one of Union Pacific's main rail yards. Amtrak, with a station in downtown Reno, also utilizes these tracks.

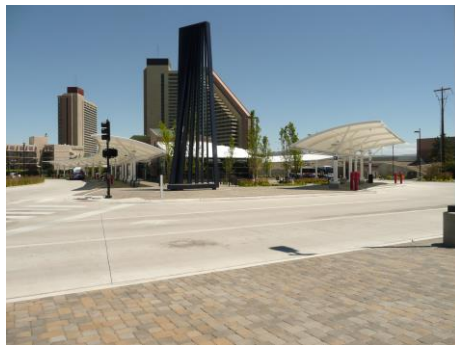
The Regional Transportation Commission of Washoe County (RTC) provides public transit in Sparks. Sparks' main transit station is at Centennial Plaza in Victorian Square. RTC's bus routes include but are not limited to service to the Industrial area, Northern Nevada Medical Center, Prater Way, Reed High School and Victorian Avenue.

RTC in coordination with the City of Sparks has completed two corridor studies that will significantly enhance the Prater Way and Oddie Boulevard corridors. Design of both projects is underway and the Prater Way project should begin construction in 2017 with Oddie Boulevard to follow in 2019 or 2020. Prater Way will change from a predominately auto-oriented corridor to a multi-modal transportation network with wider sidewalks, bike lanes and auto lanes. As the City of Sparks continues to rehabilitate older street networks with the support of RTC, the policies of the 2016 Comprehensive Plan shall be considered including, but not limited to, providing pedestrian connectivity on both sides of every street.

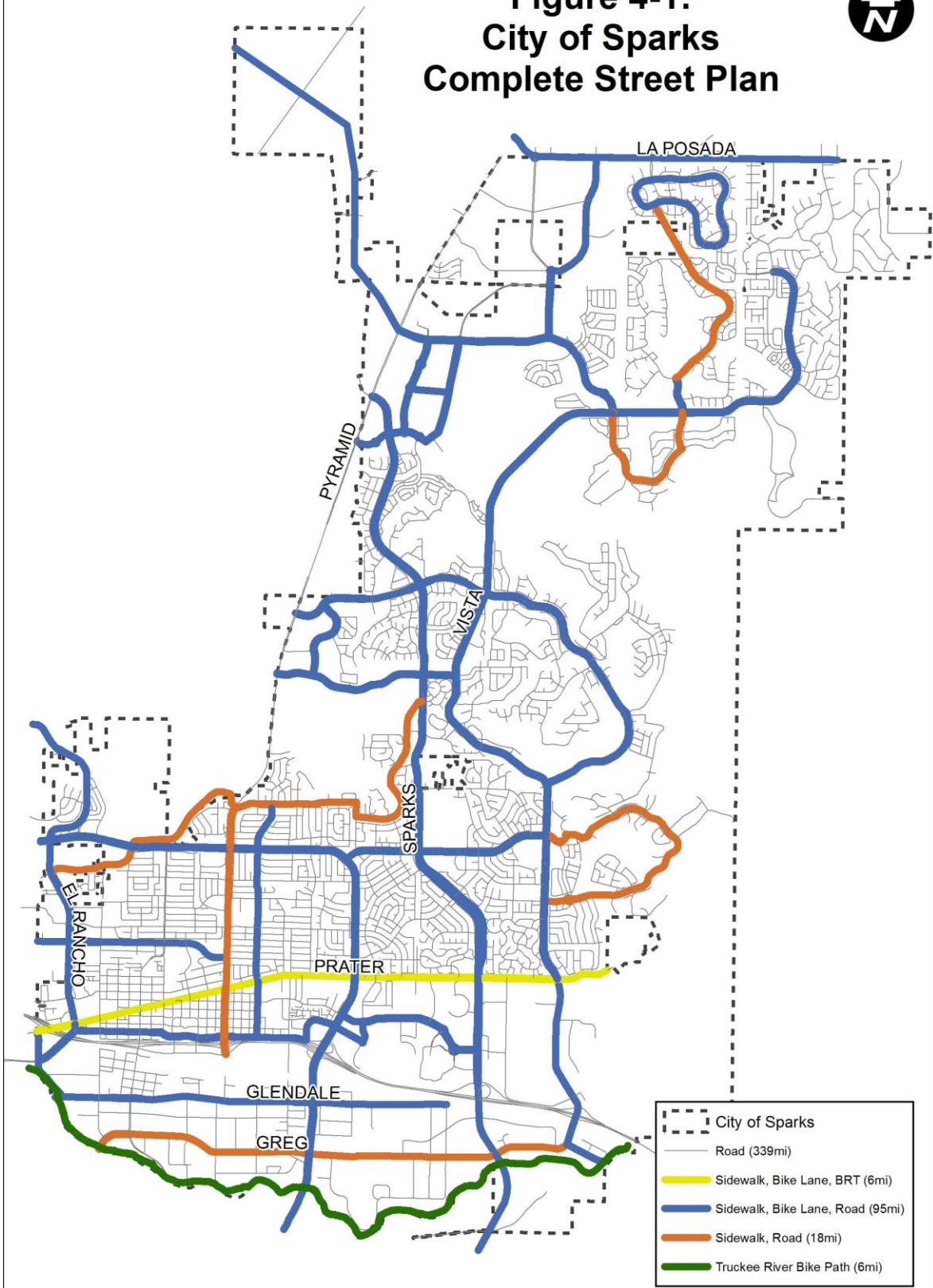
Oddie Boulevard is a former Nevada Department of Transportation (NDOT) Highway. With the City of Sparks recently assuming jurisdiction of Oddie Boulevard from NDOT, the City in coordination with RTC plans to remake the corridor as one that includes a multi-modal network

of transportation options. Currently the road only provides for auto-oriented movements, whereas the redesigned corridor will accommodate bicyclists, pedestrians and autos.

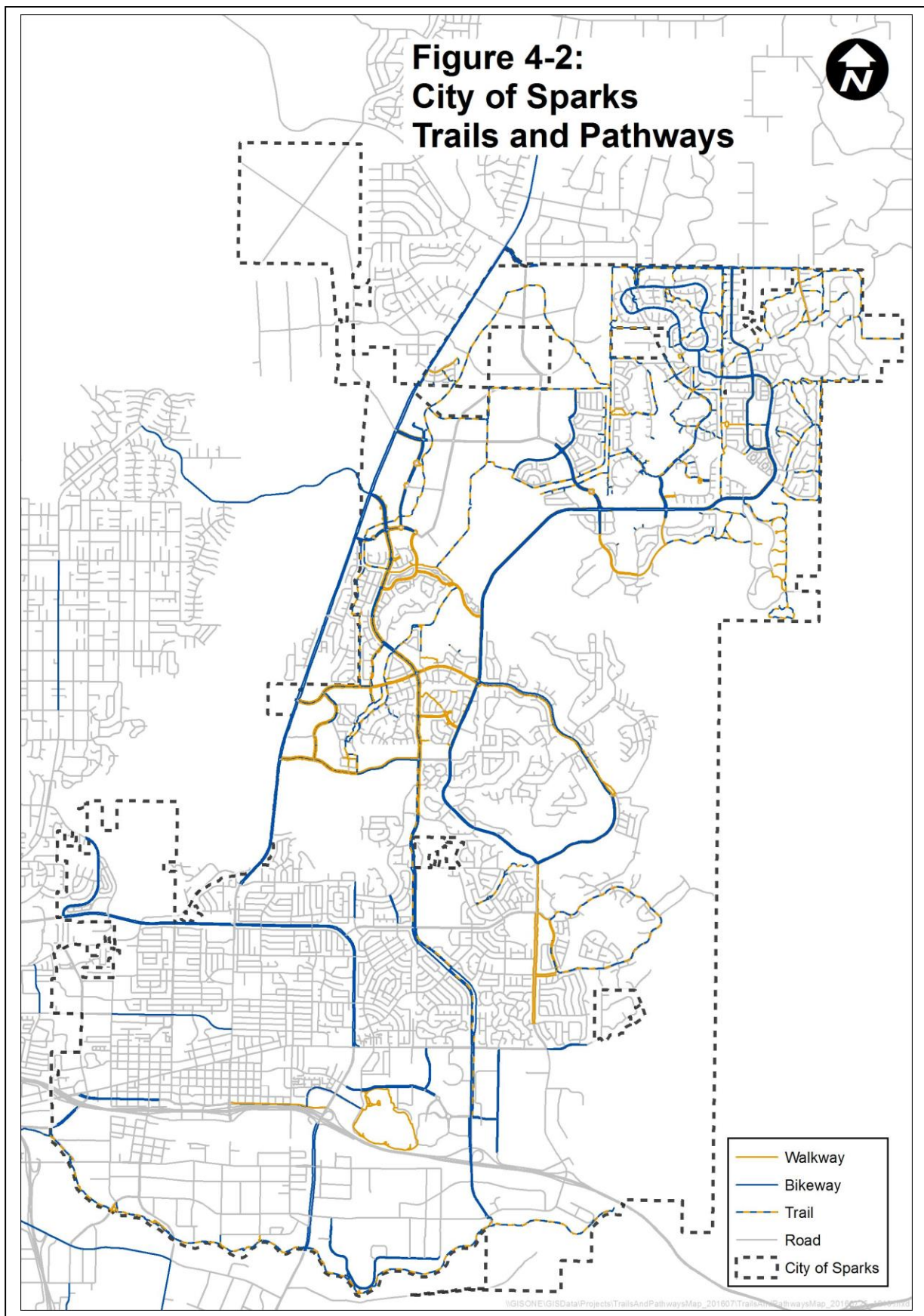
To ensure connectivity options are included in Sparks' transportation network, Figure 4 -1 identifies which roads are planned as complete streets and the types of transportation they will accommodate. Not every street need include all transportation modes, but the network as a whole should facilitate multi-modal travel across Sparks plus connections to the rest of the metropolitan area. The City will also maintain its plan for the continued development of the pathway and trail network. The current trail network, as shown in Figure 4-2 Trails and Pathways Map, is a mix of designs and standards and has connection gaps. Some of the network has received the designation "Regional Trail," requiring a ten-foot wide concrete path which shall be maintained.



**Figure 4-1:  
City of Sparks  
Complete Street Plan**



\\GISONE\GISData\Projects\ConnectedCityCompleteStreetPlanMap\_201606\ConnectedCityCompleteStreetPlanMap\_20160809\_0845.mxd





## Looking Forward

The RTC prepares and maintains a transportation plan referred to as the Regional Transportation Plan (RTP), which is updated every five years. This long-range plan focuses on highways, streets, bicycle routes, pedestrian facilities and public transportation. The RTP considers regional road traffic congestion and the level of service on the roadway network. The creation of this plan requires significant coordination with the City of Sparks. It is imperative that Sparks identify in its Comprehensive Plan, policies that address the design of future roads and the reconstruction of existing roads.

Of those surveyed, 26% of Sparks residents requested improved pedestrian paths and sidewalks and additional bike lanes within existing streets. Previously, roadway design emphasized making streets functional for motor vehicles, including freight haulers. More recently, a growing number of communities have adopted the “Complete Street” philosophy. The basic premise of complete streets are that they are safe, accessible and convenient for all users regardless of transportation mode, age, or physical ability. They adequately provide for bicyclists, pedestrians, transit riders and motorists and may include features such as raised medians, pedestrian refuge islands within medians, sidewalks, bicycle lanes, transit shelters, raised crosswalks, audible pedestrian signals, enhanced lighting, landscaping, public art and street furniture.

Sparks has identified on Map 4-1 where complete street design is most appropriate. The map designates differing levels of complete street design for various routes in Sparks. It also identifies 4th Street as a new north-south bicycle route; the City will coordinate with RTC to transition 4th Street into a “Bike Boulevard.” This boulevard will continue to provide for pedestrians but auto-oriented movements may not be as efficient as those on parallel streets such as Pyramid Way.

As mentioned above, a key component of connectivity is public transit. Survey results from public outreach for the 2016 Comprehensive Plan indicate that over 15% of the public would like to utilize public transit in the year 2030. This would represent a substantial increase over the number of persons utilizing the bus system today. To accommodate this interest, Sparks will need to continue pushing higher density and intensity in the Mixed Use District and coordinate with RTC to increase service frequency and the dependability of the transit system. To encourage public transit and complementary development, Sparks adopted a Mixed Use District, addressed in detail in the Managing Growth section of this plan, to support the City’s long term vision for its transit corridors.

Investment in the Mixed Use District continues to grow as the demand for higher density residential development increases. This was not always the case, but with the City’s



commitment to the area through the redevelopment process, significant investment in infrastructure and civic spaces has occurred. Sparks is beginning to realize returns on this investment as developers bring to fruition multi-family residential projects such as downtown's The Square, the Fountainhouse at Victorian Square, and in the Marina area, the Waterfront Apartments.

Portions of the Mixed Use Development corridor lie under the flight path to the Reno-Tahoe International Airport and therefore residential as well as higher floor area ratio (FAR) commercial development will be evaluated for impacts to the airport and to citizens who will ultimately utilize them. Notifications to the Airport Authority of any proposed development within the Mixed Use Development area will occur at the time of official submittal to the City.

The Mixed Use Development district has specific development standards set forth in the zoning code. These standards promote and require street design to promote use of walkable areas and the transit system. Many areas within the Mixed Use District are required to provide for multi-modal transit systems including biking, pedestrian and auto-oriented amenities. Zoning code standards include but are not limited to pushing building design toward the street and shifting parking to the side and rear of commercial buildings. Such standards facilitate the creation of vibrant downtown and activity centers; the areas become more pedestrian-oriented due to being developed on a human scale with less orientation toward autos.

Sparks will also work with RTC to identify express routes for special events. This would allow people who drive their own vehicles to work to also use the transit system for entertainment or recreational destinations. Providing the occasional bus ride to people who might otherwise never utilize the system may ultimately attract new riders, permitting RTC to enhance its transit service. Over 15% of those polled in the Sparks community outreach survey identified improvement to the public bus service as a priority. Inclusion of the policies discussed above will help to make it just that.

As more residents use the transit system maintenance and enhancement of the pedestrian system will become more important. Trails provide recreational opportunities, connections between land uses and alternatives to auto-oriented routes. (See Figure 4-2)

The Connectivity goals and policies below are meant to emphasize the movement of people, not just vehicles, from one point to another. While Sparks residents still see their cars as their primary transportation for the foreseeable future, they also envision using other modes of transportation significantly more than at present. Connectivity policies are therefore intended to assure that all users of streets are considered when the City plans, designs and builds new transportation routes or reconstructs previously established roads.

## **Connectivity Goals and Policies**

### **Goals**

- ❖ Goal C1: Develop a complete, efficient transportation system that gives Sparks residents of all ages and visitors access to employment, housing, services and recreation throughout urban Washoe County.
- ❖ Goal C2: Provide a transportation network that supports business formation and attraction and economic vitality.
- ❖ Goal C3: Facilitate non-motorized travel throughout the community.

### **Policies**

- ◆ Policy C1: Work with the Regional Transportation Commission to ensure completion of Prater Way and Oddie Boulevard corridor enhancements.
- ◆ Policy C2: Work with the Regional Transportation Commission to add roadway capacity as necessary to accommodate Sparks' growth.
- ◆ Policy C3: Ensure streets with multiple modes of transportation remain multi-modal. If a transportation mode is removed from a street, it must be provided in another facility that provides for comparable multi-modal connectivity in the same area.
- ◆ Policy C4: Require sidewalks for pedestrians on all street networks within the City.
- ◆ Policy C5: Convert 4<sup>th</sup> Street to a bike boulevard.
- ◆ Policy C6: In Spark's Transit Corridor promote infill development and create a pedestrian-friendly environment that facilitates walkability and transit ridership.
- ◆ Policy C7: Encourage bus service for special events.
- ◆ Policy C8: Ensure the completion and maintenance of the trail network (Figure 4-2).
- ◆ Policy C9: Ensure the transportation system meets the needs for all persons including children and seniors.

# Community Facilities and Services

Community facilities, including infrastructure, and services affect the daily life of all citizens of Sparks. The City of Sparks is comprised of eight departments with about 690 employees who provide services to residents. The departments are Management Services, Community Services, Financial Services, City Attorney, Municipal Court, Parks and Recreation, Fire and Police.

Results from the public surveys revealed that Sparks citizens place a premium on the maintenance of roads and parks, even as the City grows. They want the Truckee River protected through continuing investment in Truckee Meadows Water Reclamation Facility. The most important recreational activities are special events and outdoor field sports (e.g., baseball, lacrosse, soccer and football).

The City is in the process of establishing an asset management program for the operations of the Truckee Meadows Water Reclamation Facility (TMWRF). The program is called ER Portal. Its function is the provision of computerized management and capital improvements of TMWRF. The City is working on establishing a city-wide Asset Management System which will streamline internal processes and reporting of city facilities and amenities. The Asset Management System will address all facilities, amenities and infrastructure maintained and constructed by the City. This will help the City prioritize the timing of and type of necessary capital improvement investments identified in the Capital Improvement Plan.



## **Community Facilities and Services Goals and Policies**

### **Goals**

- ❖ Goal CF1: Maintain or, as necessary, upgrade the condition of City-owned facilities and infrastructure while maximizing their utilization.
- ❖ Goal CF2: Revenues permitting, maintain and enhance the level of public services provided to City residents, visitors and businesses.

### **Policies**

- ◆ Policy CF1: When reviewing new development, the City will not approve an application unless City services can be provided at acceptable service levels.
- ◆ Policy CF2: Any intensification of development within the City or its Sphere of Influence requires connection to city sewer.
- ◆ Policy CF3: Adopt criteria based on the Managing Growth Land Use Policies of the Comprehensive Plan, for how to allocate excess sewer capacity, if available. The criteria will prioritize allocating any such excess capacity to, in order of priority: 1) serve additional density within the existing city limits of Sparks; 2) areas identified in the City's Seven Year Annexation Program; 3) areas within the City's Sphere of Influence not included in the Seven Year Annexation Program; 4) areas outside the City's Sphere of Influence.
- ◆ Policy CF4: Manage recreation services to achieve the financial goals of the entire recreation program and allocate recreation programming to reflect residents' priorities.
- ◆ Policy CF5: When city parks are eliminated due to development, equivalent replacement facilities must be provided in a location agreed upon by all parties.
- ◆ Policy CF6: The City will strive to increase its internet/web presence and to create a more user-friendly system for permitting and application processes.
- ◆ Policy CF7: Continue to identify potential cost savings to reduce per capita administrative costs.

- ♦ Policy CF8: The City will minimize debt and increase cash reserves and fund balances to optimal levels.
- ♦ Policy CF9: Strive to provide a six-minute fire response time for 85% of the City, which will require a sixth fire station.
- ♦ Policy CF10: Establish an asset management system to proactively monitor and manage facilities, infrastructure and other capital investments for use in the Capital Improvement Plan. The establishment of the asset management system will require an Asset Management Department which will streamline predetermined internal City processes/reporting by historical analyzation of City assets through a suitable asset management software solution.
- ♦ Policy CF11: Explore providing a satellite office for the Police Department manned by civilian staff for public access.
- ♦ Policy CF12: Work in cooperation with Washoe County and the City of Reno to maintain and improve joint-use facilities.
- ♦ Policy CF13: Work in cooperation with the Washoe County School District to maintain and improve joint-use facilities as directed in the Joint Use Agreement.
- ♦ Policy CF14: Work with the Washoe County School District to strategically plan the location of new public schools.
- ♦ Policy CF15: New schools will not be located on streets designated as arterials.
- ♦ Policy CF16: Work with the Reno-Tahoe Airport Authority to develop noise overlay zoning or similar measures to ensure compatibility of surrounding development to the operation of the airport.
- ♦ Policy CF17: Strive to install new electrical transmission infrastructure in existing utility corridors.



- ♦ Policy CF18: Work with utility companies to place new electrical transmission infrastructure underground, especially when doing so may mitigate the safety risk of above-ground construction.
- ♦ Policy CF19: Foster the placement of infrastructure in utility corridors.



# Community Character

Sparks is a family-oriented community and many of its residents define their city as a place that feels like a small town. Many want Sparks to maintain that sensibility as the City grows. Public input to this Comprehensive Plan has made evident that the best mechanisms to protect the small town feel while moving forward are parks and playgrounds located near homes. The addition of shopping and commercial services in proximity to residential areas will also help to promote a sense of place.

Sparks has become a City known for its special events. Many popular special events occur in the City's downtown, known to locals as Victorian Square. A central gathering place creates a more cohesive community as residents have a common area to gather for occasions such as the Sparks Hometown Christmas Parade. Hot August Nights and the Best in the West Rib Cook-off are also significant events that citizens are proud to host and participate in. Participation includes the highlighting of local talent in many forms and fashions. Whether it is local dance studios presenting their latest recital at the amphitheater or the Sparks City Council riding on a float in the Christmas parade, locals feel a close connection to their neighbors.

Downtown Sparks is not only a place to celebrate the present but is where the city has its deepest roots. As described earlier, Sparks was created as a railroad town and in fact, some of its structures were relocated from the former railroad town of Wadsworth. To preserve its history, the City is considering the feasibility of a historic district. Recently adopted zoning codes included language enabling just that. As redevelopment occurs downtown, considerations for historic buildings should be examined for incorporation into the design of new projects.

The Urban Land Institute and the Lincoln Institute for Land Policy studied the effect of urban design on property values. Four key elements were identified:

1. Architecture
2. Green Spaces
3. Water Settings
4. Good Transportation

Special attention to design will promote a more attractive environment for sustaining a sense of community. Design can encourage people to interact with their neighbors as they tend to spend more time in community spaces.

## **Community Character Goals and Policies**

### **Goal**

- ❖ Goal CC1: Ensure that Sparks' physical environment, services and amenities make it a city of choice for residents and businesses.

### **Policies**

- ◆ Policy CC1: Continue providing parks within proximity to all residential areas of Sparks following adopted park land standards.
- ◆ Policy CC2: Promote a mix of uses, including restaurants and shopping, to create a vibrant downtown district at Victorian Square.
- ◆ Policy CC3: Evaluate the creation of a historic district.
- ◆ Policy CC4: Increase, as feasible, the number of special events held in Sparks.
- ◆ Policy CC5: Coordinate with private partners to make affordable arts and culture programs available to all citizens.
- ◆ Policy CC6: Encourage public art in major private and public works projects and provide opportunities for the display of art in public spaces.
- ◆ Policy CC7: Provide equitable access to recreation, children's and other activities and programming to all areas of Sparks.
- ◆ Policy CC8: Foster neighborhood diversity and design by permitting varied lot sizes, building materials, building styles and color.
- ◆ Policy CC9: Promote quality of design for new construction through development standards that provide well-articulated building facades, defined entrances, clear pedestrian connections and landscaping.

- ♦ Policy CC10: Work with the Regional Transportation Commission (RTC) and Nevada Department of Transportation (NDOT) to plan and design major road capacity expansions to minimize the degree to which the widening of roads divides neighborhoods or adds barriers for pedestrians, bicyclists and other non-motorized travel.



# Housing and Affordability

The Housing and Affordability Section of this Comprehensive Plan addresses the current and future housing desires of the community. This section is taken from the current Sparks Housing Plan. The plan presents the current and future housing needs of the city and proposes solutions for the provision of housing. The Housing Plan identifies goals, policies and programs which offer actions for addressing housing needs within city boundaries. Those goals, policies and programs aim to provide solutions to housing needs for all economic segments of the community. For the complete Housing Plan for the City of Spark, see the Appendix.

As the City grows, housing needs to be available for Sparks' entire population. This includes ensuring areas are zoned for a variety of housing with the respective infrastructure to support them.

As the City considers future residential development, it must create opportunities to promote economic growth while ensuring fiscal sustainability. It is imperative to review impacts to City facilities and expenditures to serve the development. This needs to come in the form of fiscal impact analysis throughout the development process.

Considerations for sustainability are not limited to fiscal implications for the City's general fund but include connectivity in terms of transportation options. To make the City of Sparks the "City of choice" for new residents the City must ensure a variety of transportation modes are available to all areas of the City while not solely favoring autos. These types of commitments to transportation alternatives promote a variety of housing types being made available in Sparks; housing need not rely on personal vehicles. Developments should continue to utilize the incentives provided by the Washoe County Home Consortium to support affordable housing options. Many of the projects utilizing "Home funds" depend on other sources as well as monetary incentives from Sparks and the Regional Transportation Commission to ensure a variety of transportation offers are provided. Washoe County Home Consortium supports affordable housing options. Many of the projects utilizing "Home funds" depend not just on monetary incentives from Sparks but also commitments by Regional Transportation Commission to ensure a variety of transportation offers are provided.

Much of the text above identifies considerations or policy directions for new development. As the City promotes housing, it needs to consider existing housing stock. Ensuring older areas of the City remain attractive is imperative to continued investment in those areas. Enforcement of the property maintenance ordinances creates neighborhoods that attract revitalization as well as preserving older established neighborhoods within the City's core.



Providing a variety of housing choices within the City of Sparks expands choices for its citizens while meeting the financial and lifestyle needs of a diverse population and workforce that choose to make Sparks their “City of Choice.”



# **Housing and Affordability Goals and Policies**

## **Goals**

- ❖ Goal H1: Facilitate development of housing that is available, affordable and accessible to a diverse and growing population, including senior citizens.
- ❖ Goal H2: Promote a strong, diverse housing market that supports economic growth and vitality while ensuring environmental and fiscal sustainability.
- ❖ Goal H3: Ensure that Sparks residential and mixed-use neighborhoods are desirable locations to live.

## **Policies**

- ◆ Policy H1: Ensure there are sufficient appropriately zoned areas with the infrastructure, public facilities and services necessary for the production of new housing.
- ◆ Policy H2: Promote a variety of housing types throughout Sparks, including within mixed-used settings, to expand the choices available to meet the financial and lifestyle needs of a diverse population and workforce.
- ◆ Policy H3: Connect housing with multiple transportation options.
- ◆ Policy H4: Enforce property maintenance ordinances in residential areas.
- ◆ Policy H5: Utilize the Washoe County Home Consortium as a vehicle for the development and retention of rent- and income-restricted affordable housing.
- ◆ Policy H6: The City will create a Housing Plan that addresses the eight components in NRS 278.160(8), including but not limited to maintaining and developing affordable housing to meet the housing needs of Sparks.
- ◆ Policy H7: Comply with NRS 278.235 by implementing at least six of the 12 specified measures relating to affordable housing.

- ♦ Policy H8: Facilitate development of multi-generational housing options and products.
- ♦ Policy H9: Facilitate housing communities for seniors, including aging in place options.



# Resiliency and Conservation

For purposes of this Comprehensive Plan, resiliency refers to the capacity to absorb disturbances or disruptive change while retaining – or having the ability to restore – the community’s environmental, social and economic health. Concerns include those posed by increased climate variability, non-climate related natural disasters such as earthquakes, mass casualty events arising from civil unrest or terrorism and the spread of infectious diseases. Population growth magnifies all of these concerns to varying degrees. Change may also arise as the result of economic disruption, such as the recession that began in 2007. The recession was more severe and lasted substantially longer in this region than in many parts of the United States.

In 2014 the Washoe County Office of Emergency Management & Homeland Security prepared the *Washoe County Regional Resiliency Study*. It includes a synthesis of climate studies conducted by the Western Regional Climate Center of the Nevada System of Higher Education’s Desert Research Institute. The analysis indicates the region’s climate is undergoing a gradual shift. This will primarily affect the frequency (decreasing), amount (less over an extended period of time) and form (more winter rain versus snow) of precipitation falling in the Sierra Nevada and Great Basin. The study emphasizes that the region’s water infrastructure is based on a historic pattern of snowfall. The resulting snowpack has provided relatively dependable flows in the Truckee River and other streams and for the recharge of groundwater aquifers. While climate studies indicate that total precipitation in future years may be the same or greater, the region presently lacks adequate facilities to store rainwater water for later use.

Washoe County’s study and the federal government’s third National Climate Assessment (also released in 2014) identify various impacts from climate variability that may affect northern Nevada over the coming decades. These include:

- Decreasing water supply reliability for cities, agriculture, and ecosystems resulting from reduced snowpacks and more frequent and prolonged drought.
- Flooding from more frequent and wetter winter storms and summer flash floods.
- More numerous and severe wildland fires, including fires burning at the edges of urbanized areas.
- Projected temperature increases that, combined with the way urban areas amplify heat, will pose increased threats and costs to public health in cities and strain power grids.
- Reduced air quality as result of increased ozone levels in the summer, more smoke from fires and more days with stagnant air.
- Damage or destruction of infrastructure (transportation, sanitary sewer, electrical, communications, energy) due to flooding, wildfire and severe weather events.

- Diminished desirability of the region as a place to live, work, do business, visit and recreate. This includes, for example, the decline of the region's winter sports industry as the snowpack declines or becomes increasingly unreliable.
- Increased business costs due to interruptions or damage resulting from increased frequency and severity of events such as fires and floods, the cost to operate and maintain facilities and supporting infrastructure, capital and liability costs, etc.
- Resource scarcity, including that of energy sources, food and workers.
- Regulatory changes and/or costs attributable to efforts to mitigate or respond to climate variability and its impacts. Examples include compliance with ozone limits or increases in the cost of carbon-based energy.

How Sparks fares depends on the magnitude and frequency of these impacts and the associated costs. It also depends on the preparedness and capacity of the region's businesses, public agencies and nonprofit sector to adjust and recover.

A majority of respondents to the survey undertaken to inform the Comprehensive Plan favor the City adopting policies and allocating resources to increase the community's sustainability. Majorities favor the City supporting the use of solar and other renewable energies to enhance sustainability and to increase the community's ability to withstand and manage disruptive change.

Many of the best strategies for building community resiliency are tied to good planning and conservation policies and practices for the protection and judicious use of resources, including land, water and energy. Accordingly, this section of the Policy Framework focuses on policies for the protection of water resources, preservation of natural features (wetlands, floodplains) that provide protection against flooding, the diversification of energy sources, the conservation of natural resources, adding appropriate redundancy in systems, reducing the impacts of a warming climate, and avoidance of and preparedness for natural disasters such as flooding and wildfire. These policies are complemented by those in other sections of the Policy Framework:

- ✓ Managing Growth policies to limit the premature expansion of Sparks and assure that the City has the financial resources to fulfill its responsibilities.
- ✓ Connectivity policies to provide businesses and residents more diverse, and less polluting, options for moving about Sparks and the region.
- ✓ Community Facility policies to provide for the efficient and cost effective provision of infrastructure, facilities and services.
- ✓ Economic Vitality policies to support the community's economic capacity to prepare for and respond to change.



Sparks should remain mindful that while change can be disruptive and adversely impact the community, it also presents opportunities. New industries and business opportunities will arise as the regional, national and global economies evolve due to technological innovation, demographic shifts and climate variability. Just as industries and businesses can prosper by recognizing and acting on emerging opportunities, so can cities.



## **Resiliency and Conservation Goals and Policies**

### **Goals**

- ❖ Goal RC1: Conserve and protect natural resources needed to provide for current and future residents, businesses and visitors.
- ❖ Goal RC2: Assess, prepare for and mitigate the impacts of environmental changes, including extended droughts and extreme weather events.
- ❖ Goal RC3: Identify and anticipate potential environmental, regulatory and other constraints on Sparks' growth and economic vitality.
- ❖ Goal RC4: Evaluate and prepare for natural disasters and mass-casualty events.

### **Policies**

- ◆ Policy RC1: Reduce per capita potable water use through conservation, water reclamation and reuse and other water resource stewardship programs.
- ◆ Policy RC2: Protect the water quality of the Truckee River, drainages, lakes and aquifers.
- ◆ Policy RC3: Maintain the Truckee River corridor as a trail and open space system and require new development to accommodate public trail and river access.
- ◆ Policy RC4: Reduce pollution from stormwater runoff, overflow and other non-point sources.
- ◆ Policy RC5: Protect groundwater quality through land use management that safeguards recharge areas from inappropriate disturbances and contamination.
- ◆ Policy RC6: Implement "Best Management Practices," including but not limited to Low Impact Development Practices (LID), to control urban stormwater runoff.

- ◆ Policy RC7: Prevent and mitigate the degradation or destruction of wetlands.
- ◆ Policy RC8: Plan for and adapt to increased drought, severe weather and other potential impacts of climate variability on the water supply.
- ◆ Policy RC9: Coordinate with regional agencies to improve air quality by reducing emissions resulting from motor vehicle use, traffic and congestion, and industrial sources.
- ◆ Policy RC10: Increase Sparks' urban tree canopy through the addition of trees in existing developed areas and by requiring trees in new developments.
- ◆ Policy RC11: Reduce the disposal of solid waste and increase reuse and recycling to conserve natural resources.
- ◆ Policy RC12: Work with county, state, tribal and federal agencies to minimize potential impacts to natural habitats and migration corridors.
- ◆ Policy RC13: Support regional efforts to develop and implement a strategy to diversify the energy sources, especially solar energy, available to Sparks residents and businesses.
- ◆ Policy RC14: Reduce per capita energy use through conservation and by periodically updating building codes and development standards to make buildings and transportation more energy efficient.
- ◆ Policy RC15: Reduce the threats flooding poses to public safety and property.
- ◆ Policy RC16: Evaluate and mitigate the impacts on surrounding areas of new development within floodplains.
- ◆ Policy RC17: Maintain infrastructure and enhance programs to keep the public safe during emergencies.
- ◆ Policy RC18: Protect the public from the impacts of earthquakes and landslide/debris flow areas through compliance with building codes and federal standards.

- ♦ Policy RC19: Protect the urban-wildland interface from wildfire hazards and require developments to reduce intrusion into fire-prone areas by clustering or other design methods.
- ♦ Policy RC20: Prohibit the use of diesel oil-fueled, internal combustion power generation units synchronized with the regional electric grid within the Truckee Meadows Service portion of Sparks, except for emergency conditions such as weather related acts of nature, unforeseen grid disturbances, maintenance activities including testing or transmission limitations.
- ♦ Policy RC21: Evaluate the feasibility of decentralized wastewater treatment site options, including package plants and satellite facilities, to complement the Truckee Meadows Water Reclamation Facility.
- ♦ Policy RC22: Maintain development restrictions and standards in the Sparks Municipal Code as necessary to conform to policies in the Truckee Meadows Regional Plan pertaining to Development Constraints Areas and for slopes with gradients over 30%.
- ♦ Policy RC23: Require new development to preserve and protect significant natural amenities, unique features (e.g., rock outcroppings and drainage ways) and other natural features.
- ♦ Policy RC24: Promote the protection of and minimize potential impacts on cultural resources within the City's jurisdiction.
- ♦ Policy RC25: Require development to minimize hillside scarring and the impacts of increasing access in roadless areas.



# Economic Vitality

Economic vitality refers to the economic well-being of Sparks. It is usually pursued through economic development efforts that entail job creation, job retention, building the tax base and quality of life. Over the last 20 years Sparks has made a concerted effort and achieved progress in diversifying its land use and economic base. It needs to continue doing so by adding commercial and industrial uses and development. Particularly important to the City is attracting capital investment, employment-dense and higher-paying industries. Doing so provides economic opportunities for residents, including the community's young people, bolsters existing industries, improves residents' quality of life, and heightens the community's ability to capitalize on future opportunities and deal with negative changes. Maintaining a strong economic base is necessary for the City and other public agencies serving Sparks to provide the high quality public safety services, infrastructure and other services and amenities, such as parks and recreation programs, desired by Sparks residents.

The City's foremost economic development responsibility is to assure that Sparks is an appealing place to live, work and do business. Sparks does so by providing municipal infrastructure, facilities and services in an efficient and cost-effective basis. Given the interrelated and overlapping nature of this plan's Policy Framework, many aspects of the City's economic development role are addressed in other sections of this document. The Economic Vitality policies therefore focus on more typical economic development goals such as attracting and retaining investment and jobs. The policies also reflect input from persons participating in the survey undertaken for this plan, who favor attracting new businesses and industries as well as the use of technology and online services to facilitate doing business with the City.

One challenge for Sparks is formulating a strategy to capitalize on the many locational advantages of the industrial and commercial area located between Interstate 80 and the Truckee River. This area, where over 20 million square feet of building space is located, is close to not only highway I-80 but I-580/U.S. 395 and the Reno-Tahoe International Airport. It is also served by rail and is readily accessible to the region's workforce. However, that area developed over several decades and there are numerous older industrial buildings that are functionally obsolete or of diminished utility for would-be users. Redevelopment and investment has been inhibited, in part, because significant portions of the area are subject to Truckee River flooding, as has occurred twice since 1998. Sparks has sought to address flooding issues by participating in a regional Truckee River flood control project. To date the regional effort has not produced the funding needed to construct its recommended improvements. In the absence of a regional flood control solution, it behooves the City to define an alternative strategy for attracting new investment and jobs to this strategically located area of Sparks.



More broadly the City needs to assure that there is sufficient land for industrial development. Sparks previously pursued expansion for this purpose east of the current city limit along the I-80 (East Truckee River Canyon) corridor. In 2010 the City concluded that the cost of maintaining the necessary facilities and infrastructure and providing public safety and other services to this area would exceed potential development revenues. Based on this conclusion the City detached property it had annexed in that area and removed the East Truckee River Canyon corridor from its Sphere of Influence. However, given recent demand for industrial sites in Storey County's Tahoe Reno Industrial Center (e.g., for the Tesla Gigafactory, Switch Supernap Data Centers, etc.), Sparks and other Washoe County officials have indicated interest in obtaining federal land to create another large industrial area within Washoe County. This new area of interest is located east of Sparks and the Pah Rah mountain range. To address this possibility, an Economic Vitality policy calls for Sparks to undertake the analysis necessary to determine the feasibility of expanding into this area.

Economic Vitality policies do not address the need for Nevada to modify its tax structure to reduce provisions (property tax caps and depreciation formulas in particular) that undermine the financial capacity of local governments and other public agencies (e.g., school districts) to provide services to existing residents and businesses, accommodate population growth and serve new development. Such changes would, however, substantially bolster the ability of the City and other local public service providers to address community needs and support economic development and vitality.



## **Economic Vitality Goals and Policies**

### **Goals**

- ❖ Goal EV1: Grow and diversify Sparks' economy.
- ❖ Goal EV2: Attract capital investment and new, higher-paying jobs.
- ❖ Goal EV3: Attract and retain sought-after employers and a skilled workforce.
- ❖ Goal EV4: Maintain a physical and regulatory environment that facilitates innovation, entrepreneurship and small business development while providing for long-term environmental and fiscal sustainability.
- ❖ Goal EV5: Identify and respond to potential economic development opportunities, including emerging industries, which may arise from environmental and regulatory changes.
- ❖ Goal EV6: Provide the facilities and public services necessary to support a vibrant economy by maintaining fiscal strength.

### **Policies**

- ◆ Policy EV1: Build on Sparks' position as a leader in special events by investing additional resources in event venues and adding events, including family-friendly events.
- ◆ Policy EV2: Enhance Sparks' appeal to visitors to the region by strengthening arts and entertainment offerings.
- ◆ Policy EV3: Promote the availability of land designated for business and office park uses within master planned developments.
- ◆ Policy EV4: Develop and implement a strategy for attracting new investment and more employment-dense and higher-paying industries to the area between the Truckee River and Interstate 80.

- ◆ Policy EV5: Undertake the analysis necessary to determine the feasibility of expanding the city limits to include the area east of the City’s corporate boundary and north of Interstate 80 for job-generating land uses.
- ◆ Policy EV6: Support entrepreneurs by providing appropriately zoned areas with the infrastructure, public facilities and services necessary to start and grow small businesses.
- ◆ Policy EV7: Optimize the use of technology and online services to facilitate obtaining information, land use approvals, licenses and permits from the City.
- ◆ Policy EV8: Advocate for and support public and private investments in Sparks that improve quality of life while providing critical services and facilities to retain current residents and attract a skilled workforce.
- ◆ Policy EV9: Promote a balanced and sustainable land-use mix that fiscally and environmentally benefits the City.
- ◆ Policy EV10: Require, prior to or with applications for land-use approval (Tentative Map, Administrative Review or Conditional Use Permit), all development projects on greenfield sites of 20 or more acres to demonstrate they are fiscally positive to the City for a period of at least 20 years.



## LAND USE CATEGORIES

The following tables summarize the land use categories identified on the Land Use Map, describing the Land Uses designation shown on the Land Use Map. The tables summarize the primary uses and other uses, residential density, floor area ratio (FAR) requirements, the criteria for location, and translation of existing land use category and zoning districts. Primary Uses are defined as the principal type of activity allowed within the Land Use category. Other Uses are defined as a secondary type of activity allowed within the Land Use category and may be considered as an ancillary use and/or have additional standards imposed by the Zoning Code (Title 20). Residential densities are assumed to be based on gross acreages. For areas located in planned developments master plans, these areas were assigned one of the City's 14 land uses designations. Refer to the planned development handbook for the specific development standards and requirements.

TABLE 1 - RESIDENTIAL LAND USES				
Land Use Category	Uses and Density	Characteristics and Location	Existing Land Use Category	Zoning Districts
LARGE LOT RESIDENTIAL (LLR)	<p><b>Primary Uses:</b> Single family detached residences</p> <p><b>Other Uses:</b> Open Space, trails, schools, religious institutions, private recreational facilities, public facilities.</p> <p><b>Maximum Density:</b> Up to 3 DU/AC</p>	<ul style="list-style-type: none"> <li>• Applies to areas where conventional large lot subdivisions have been established.</li> <li>• It is the City's intent to minimize establishment of new LLR areas.</li> <li>• This designation generally occurs on the fringe of the city and may or may not have existing urban services.</li> <li>• This land use category is the most consumptive land use.</li> <li>• In exchange for open space, which may include environmentally constrained areas, LLR developments are encouraged to cluster housing near improved roads and available services. However, the net density of the entire development cannot exceed 3 dwelling units per acre.</li> </ul>	EDR 1-3 DU/AC 1 DU/AC 1-3 DU/AC 2 DU/AC VHS 1-3 DU/AC EDR 1.9 DU/AC	A-5 A-40 NUD PD SF-40 SF-20 SF-15



TABLE 1 - RESIDENTIAL LAND USES				
Land Use Category	Uses and Density	Characteristics and Location	Existing Land Use Category	Zoning Districts
LOW DENSITY RESIDENTIAL (LDR)	<p><b>Primary Uses:</b> Single family detached residences, zero lot line single family residences</p> <p><b>Other Uses:</b> Open Space, trails, schools, religious institutions, private recreational facilities, public facilities.</p> <p><b>Density Range:</b> 3 to less than 6 DU/AC</p>	<ul style="list-style-type: none"> <li>• Suburban character with full range of urban services.</li> <li>• Locations are generally located adjacent to rural neighborhoods.</li> <li>• Supports principles of reinforcing existing neighborhoods.</li> <li>• Serves as appropriate transition between single family and mixed residential land uses.</li> <li>• Residences should be sited so as to provide privacy to the occupants while providing connectivity to adjoining commercial or other uses.</li> <li>• The LDR category contains a number of established neighborhoods—change is not anticipated or encouraged in these areas.</li> </ul>	LDR 3-7 DU/AC 3 DU/AC 3-7 DU/AC 4 DU/AC 5 DU/AC LDR EXC 3-7 DU/AC ELR 3-7 DU/AC LDR1 3.8 DU/AC LDR2 4.4 DU/AC LMR	SF-9 SF-12 NUD PD

TABLE 1 - RESIDENTIAL LAND USES				
Land Use Category	Uses and Density	Characteristics and Location	Existing Land Use Category	Zoning Districts
INTERMEDIATE DENSITY RESIDENTIAL (IDR)	<p><b>Primary Uses:</b> Single family detached residences, zero lot line single family residences</p> <p><b>Other Uses:</b> Open Space, trails, schools, religious institutions, private recreational facilities, public facilities.</p> <p><b>Density Range:</b> 6 to less than 10 DU/AC</p>	<ul style="list-style-type: none"> <li>• This designation is the highest density category of single-family uses existing without a significant mixing of two-family, multi-family and nonresidential uses.</li> <li>• Generally located near more urban areas with activity centers.</li> <li>• Supports principles of reinforcing existing neighborhoods.</li> <li>• Residences should be sited so as to provide privacy to the occupants while providing connectivity to adjoining commercial or other uses.</li> <li>• The IDR category contains a number of established neighborhoods—change is not anticipated or encouraged in these areas.</li> </ul>	LMDR 7-14 DU/AC 5-10 DU/AC 6 DU/AC 7 DU/AC 8 DU/AC 10 DU/AC LDR3 6.1 DU/AC SF7 LDR/MDR LMR	SF-6 SF-7 NUD PD

TABLE 1 - RESIDENTIAL LAND USES				
Land Use Category	Uses and Density	Characteristics and Location	Existing Land Use Category	Zoning Districts
MULTI-FAMILY RESIDENTIAL (MF14)	<p><b>Primary Uses:</b> Single-family detached and attached residences, duplexes, 3 or more attached units, townhouses/row-houses, apartment buildings, condominiums</p> <p><b>Other Uses:</b> Open Space, trails, schools, religious institutions, private recreational facilities, public facilities.</p> <p><b>Density Range:</b> 10 to less than 14 DU/AC</p>	<ul style="list-style-type: none"> <li>• This designation tends to be found near activity centers.</li> <li>• This designation should be accompanied by higher residential densities, recreational facilities, pocket parks or other amenities.</li> <li>• Serves as appropriate transition between IDR and HDR land uses.</li> <li>• Residences should be sited so as to provide privacy to the occupants while providing connectivity to adjoining commercial or other uses.</li> <li>• MF14 neighborhoods could contain a mix of housing types.</li> <li>• Should have access to public transit.</li> </ul>	MDR 14-20 DU/AC 12 DU/AC MR MHR LMDR 7-14 DU/AC	MF-2 NUD PD

<b>TABLE 1 - RESIDENTIAL LAND USES</b>				
<b>Land Use Category</b>	<b>Uses and Density</b>	<b>Characteristics and Location</b>	<b>Existing Land Use Category</b>	<b>Zoning Districts</b>
MULTI-FAMILY RESIDENTIAL (MF24)	<p><b>Primary Uses:</b> Single-family, attached residences; duplexes, 3 or more attached units, townhouses/row-houses, apartment buildings, condominiums</p> <p><b>Other Uses:</b> Open Space, trails, schools, religious institutions, private recreational facilities, public facilities.</p> <p><b>Density Range:</b> 14 to less than 24 DU/AC</p>	<ul style="list-style-type: none"> <li>• This designation tends to be found near activity centers.</li> <li>• This designation should be accompanied by higher residential densities, recreational facilities, pocket parks or other amenities.</li> <li>• Serves as appropriate transition between IDR and HDR land uses.</li> <li>• Residences should be sited so as to provide privacy to the occupants while providing connectivity to adjoining commercial or other uses.</li> <li>• Should have access to public transit.</li> </ul>	15 DU/AC LMDR 14 14 DU/AC HR	MF-3 MF-4 NUD PD
HIGH DENSITY RESIDENTIAL (HDR)	<p><b>Primary Uses:</b> Mid to high rise residential apartment buildings and condominiums, assisted living facilities</p> <p><b>Other Uses:</b> Open Space, trails, schools, religious institutions, private recreational facilities, public facilities.</p> <p><b>Density Range:</b> Min. 24 DU/AC</p>	<ul style="list-style-type: none"> <li>• This designation is generally located at activity centers along major collector, arterial roads or transit centers.</li> <li>• This designation should be accompanied by recreational facilities, pocket parks or other amenities.</li> <li>• This designation can serve as transitional use between MF14/MF24, MU, Commercial, Tourist Commercial and Employment Center uses.</li> <li>• Should have access to public transit.</li> <li>• Should be sited so as to provide privacy to the occupants while providing connectivity to adjoining commercial or other uses.</li> </ul>	HDR	MF-5 NUD PD

**TABLE 2 - MIXED USE AND COMMERCIAL LAND USES**

Land Use Category	Uses	Characteristics and Location	Existing Land Use Category	Zoning Districts
MIXED USE (MU)	<p><b>Primary Uses:</b> Commercial services such as banks and restaurants, retail, offices, day care, assisted living, medical/ veterinary clinics, hotel/motels, theaters, parks, plazas, personal services, Higher density residential is encouraged including live-work units</p> <p><b>Other Uses:</b> Residential uses (10-24 du/ac), Open Space, trails, schools, private recreational facilities, public facilities, religious institutions</p> <p><b>Minimum Density:</b> 0.35 FAR 10 DU/AC No maximum</p>	<ul style="list-style-type: none"> <li>• Intended to allow for and encourage a mix of uses including high-density residential.</li> <li>• The intent is to allow for vertical and/or horizontal mixing of uses on sites, including higher-density residential.</li> <li>• Intended to create an efficient and compact development pattern which is a mix of uses that encourages shared parking and economical use of land.</li> <li>• Should transition higher density and intensity away from established neighborhoods.</li> <li>• Developments should integrate usable open space, pocket parks, plazas/courtyards which act as community gathering places.</li> <li>• These areas should be connected to the adjacent uses through a system of sidewalks and trails.</li> <li>• For areas located within the TOD area, refer to the TOD Area Plan for development standards.</li> <li>• For areas located within Planned Development's (PD) refer to that PD for development standards.</li> </ul>	OP GC/HDR MIXED USE VC VILLAGE CENTER	PO MF-2 MF-3 MF-4 MF-5 C1 C2



**TABLE 2 - MIXED USE AND COMMERCIAL LAND USES**

Land Use Category	Uses	Characteristics and Location	Existing Land Use Category	Zoning Districts
COMMERCIAL (C)	<p><b>Primary Uses:</b> Commercial services such as banks and restaurants, retail, offices, day care, assisted living, medical/veterinary clinics, hotel/motels, theaters, parks, plazas, personal services, religious institutions, outdoor sales and service operations, health clubs, wholesale stores, mini-storages, self storage facilities, multi-family residential</p> <p><b>Other Uses:</b> Open Space, trails, schools, private recreational facilities, public facilities, religious institutions</p> <p><b>Minimum Density:</b> None</p>	<ul style="list-style-type: none"> <li>• Mix of retail and other commercial services in concentrated centers that serves the local community.</li> <li>• May also include larger retail centers that serve as a regional draw.</li> <li>• Single-use or “strip center” commercial pattern of development is discouraged.</li> <li>• Will vary in scale and character.</li> <li>• Smaller, limited use centers should be integrated into the surrounding neighborhood.</li> <li>• Commercial centers should provide access with pedestrian or bicycle in addition to motor vehicle access.</li> <li>• Should be within easy walking distance from IDR, MF14, MF24 and HDR neighborhoods.</li> <li>• Office uses are found scattered throughout the urbanized area but are especially common in the vicinity of clinics, hospitals, commercial activities and major streets between residential land uses. Offices should serve as a transitional land use between single family and more intense retail uses.</li> </ul>	<p>OP NC GC AC CC MINI STORAGE/ RV STORAGE MINIWAREHOUSE CHILD DAY CARE GOLF COMM. Mixed Use</p>	<p>PO C1 C2 NUD PD</p>

**TABLE 2 - MIXED USE AND COMMERCIAL LAND USES**

Land Use Category	Uses	Characteristics and Location	Existing Land Use Category	Zoning Districts
TOURIST COMMERCIAL (TC)	<p><b>Primary Uses:</b> Tourist-oriented activities, restricted and unrestricted gaming, commercial services including, banks, restaurants, retail and offices, hotel/motels, theaters, parks, plazas, health clubs, truck stops</p> <p><b>Other Uses:</b> Higher density residential is encouraged including live-work units, Open Space, trails, schools, private recreational facilities, public facilities, religious institutions</p> <p><b>Minimum Density:</b> None</p>	<ul style="list-style-type: none"> <li>• Generally located adjacent to I-80 freeway corridor and the Truckee River.</li> <li>• Promotes a variety of tourist related facilities and activities, including commercial, hotel and gaming.</li> <li>• Coordinated vehicular, pedestrian, transit and bicycle circulation system is an important part of TC use.</li> <li>• Truck stops service the interstate commerce transportation system. Typically these facilities have gaming associated with the operation. Also associated are restaurants, truck maintenance facilities, fueling, lodging, driver personal services, etc.</li> <li>• Can incorporate as ancillary uses as outdoor sales and service operations and wholesale stores</li> </ul>	TC TC/GC	TC NUD PD

**TABLE 3 - EMPLOYMENT AND INDUSTRIAL LAND USES**

Land Use Category	Uses	Characteristics and Location	Existing Land Use Category	Zoning Districts
EMPLOYMENT CENTER (EC)	<p><b>Primary Uses:</b> Office parks, technology parks, manufacturing processing, medical complex, data center</p> <p><b>Other Uses:</b> Supporting commercial and service uses, lodging (no unrestricted gaming), warehousing and distribution (maximum 35% of total floor area), open space, trails, private recreational facilities, public facilities</p> <p><b>Minimum Density:</b> None</p>	<ul style="list-style-type: none"> <li>• Intended for development that supports major non-retail employment uses including business parks and technology parks.</li> <li>• Can incorporate limited ancillary commercial uses.</li> <li>• Should occur within areas with large parcels and excellent transportation access.</li> <li>• Can be found at various scales, from single use buildings to large mixed use buildings and / or multiple-building complexes.</li> <li>• Can be appropriate adjacent to residential uses provided design and buffering standards are applied.</li> <li>• Commercial services and lodging only allowed as ancillary use after establishment of Employment Center uses.</li> </ul>	OP BP OBP OP/I PF GC/I	PO PF C2 I NUD PD

<p><b>INDUSTRIAL (I)</b></p>	<p><b>Primary Uses:</b> Manufacturing and processing, small to medium scale wholesale, warehousing and storage, distribution, outdoor storage, salvage, mineral extraction and operations, co-generation facilities, commercial renewable energy production, recycling plant – outdoor operational storage</p> <p><b>Other Uses:</b> Offices, open space, trails, commercial restricted to the area described in Characteristics and Location column, animal hospital and kennels, private recreational facilities, public facilities, religious institutions as an interim use</p> <p><b>Minimum Density:</b> None</p>	<ul style="list-style-type: none"> <li>• Generally located south of I-80 along between the western / eastern City boundaries and southeast Prater Wy and Sparks Blvd..</li> <li>• Typically involves more intensive work processes and may involve manufacturing or basic resource handling.</li> <li>• Higher-intensity industrial uses should have convenient access to freeway, highway, and/or rail.</li> <li>• Lower-intensity industrial uses are appropriate along major arterial corridors.</li> <li>• The uses permitted in the Industrial land use category are intense and should be designated for areas where there are large parcels.</li> <li>• Integrated industrial development can result in productive and well-planned industrial parks with minimum adverse effect upon surrounding land uses.</li> <li>• Within the Industrial land use category, but location restricted generally to Sparks Boulevard, McCarran Boulevard, Rock Boulevard, Greg Street, Glendale Avenue, and north of Greg Street to Glendale Avenue, west to the Truckee River, east to Deming Way as to support the predominant uses of the Industrial area are commercial uses</li> </ul>	<p>I</p>	<p>I MUD NUD</p>
----------------------------------	---	--	----------	--------------------------

		including but not specifically limited to sales and service, office, personal service and restaurants.		
--	--	--	--	--

TABLE 4 – OTHER LAND USES				
Land Use Category	Uses	Characteristics and Location	Existing Land Use Category	Zoning Districts
RURAL RESERVE (RR)	<p><b>Primary Uses:</b> Not developed or unimproved</p> <p><b>Other Uses:</b> Public utility structures</p> <p><b>Minimum Density:</b> None</p>	<ul style="list-style-type: none"> <li>• These areas are expected to remain as rural for the foreseeable future.</li> <li>• This designation will preserve existing land for future development beyond the planning horizon.</li> <li>• The demand for public services levels will remain at or below what is deemed acceptable for rural communities.</li> <li>• This designation may also be considered as an interim use with the intent that some time in the future these areas will transition to urban uses.</li> </ul>	OS/RURAL RESERVE	A-5

**TABLE 4 - OTHER LAND USES**

Land Use Category	Uses	Characteristics and Location	Existing Land Use Category	Zoning Districts
OPEN SPACE (OS)	<p><b>Primary Uses:</b> Passive and active open space, golf courses, common areas, green space, wetlands, other environmentally sensitive areas, parks, trails</p> <p><b>Other Uses:</b> Support structures and facilities, agriculture, public utility structures</p> <p><b>Minimum Density:</b> None</p>	<ul style="list-style-type: none"> <li>• Generally lands dedicated by the government, property owner or developer to preserve open space or environmentally sensitive areas.</li> <li>• Appropriate structures and facilities to support and enhance the use of the open space are allowed.</li> <li>• Functions as either a location for passive recreational use or as a buffer between uses.</li> <li>• Designated throughout the City in variety of locations such as steep terrain, along streams and drainages, designated wetlands and federally controlled lands.</li> <li>• Can also be used on active recreational uses, generally when part of a planned development.</li> </ul>	OS/RURAL RESERVE PF	A40 A5 NUD PD PF



<p><b>COMMUNITY FACILITIES (CF)</b></p>	<p><b>Primary Uses:</b> Government offices, police stations, fire stations, public schools, parks, libraries, community centers, cemeteries, public services such as electrical substations, water and wastewater facilities and other similar uses, religious institutions, golf courses, community gardens</p> <p><b>Other Uses:</b> Public utility structures</p> <p><b>Minimum Density:</b> None</p>	<ul style="list-style-type: none"> <li>• Lands and buildings intended to be used for public and civic use, utilities and/or religious institutions.</li> <li>• These uses are located and planned throughout the City.</li> <li>• The uses may be regional or city wide in scale and intensity (such as large athletic fields, community parks, biking and hiking trails) while others are intended to serve surrounding neighborhood needs such as playgrounds and pocket parks or public schools.</li> <li>• Generally compatible with most other urban land uses, especially residential.</li> <li>• Parks and schools should have pedestrian and bike trail access.</li> </ul>	<p>PARK PF PI SCHOOL SCHOOL/PARK</p>	<p>PF</p>
---	--	--	--	-----------

**TABLE 5 – MIXED USE DISTRICT (MUD)**

Land Use Category	Uses	Characteristics and Location	Existing Land Use Category	Zoning Districts
MIXED USE DISTRICT (MUD) - RESIDENTIAL NEIGHBORHOOD (RN)	<p><b>Primary Uses:</b> Single-family detached and attached residences, duplexes, 3 or more attached units, townhouses/row-houses, apartment buildings, condominiums</p> <p><b>Other Uses:</b> None</p> <p><b>Minimum Density:</b> Min. of 24 dwelling units/acre for development adjacent to BRT route Min. of 12 dwelling units/acre for development not located adjacent to BRT route Refer to MUD Corridor plan for exceptions.</p>	<ul style="list-style-type: none"> <li>• Refer to the MUD Area Plan for development standards.</li> <li>• Intended to consist primarily of existing single-family detached and attached residences.</li> </ul>	MUD-RN	MUD

<p>MIXED USE DISTRICT (MUD) - MIXED - RESIDENTIAL (MR)</p>	<p><b>Primary Uses:</b> Single-family detached and attached residences, duplexes, 3 or more attached units, townhouses/row-houses, apartment buildings, condominiums</p> <p><b>Other Uses:</b> Retail, office, live work units</p> <p><b>Minimum Density:</b> Min. of 24 dwelling units/acre for development adjacent to BRT route Min. of 12 dwelling units/acre for development not located adjacent to BRT route Refer to MUD Corridor Plan for exceptions</p> <p>Min. FAR of 0.75 for development located adjacent to BRT route Min. FAR of 0.5 for development not located adjacent to BRT route Refer to MUD Corridor Plan for exceptions.</p>	<ul style="list-style-type: none"> <li>• Refer to the MUD Area Plan for development standards.</li> <li>• Intended to provide opportunities for transit-supportive, mixed-use development with a residential emphasis.</li> </ul>	MUD-MR	MUD
--	--	---	--------	-----

<p>MIXED USE DISTRICT (MUD) - DOWNTOWN/ VICTORIAN SQUARE (D/VS)</p>	<p><b>Primary Uses:</b> Retail, office, live work units, employment, casino, civic and entertainment uses</p> <p><b>Other Uses:</b> Medium to high density housing types</p> <p><b>Minimum Density:</b> Min. of 30 dwelling units/acre for development within the Downtown Sparks Center Min. of 18 dwelling units/acre for development not located within the Downtown Sparks Center Refer to MUD Corridor Plan for exceptions</p> <p>Min. FAR of 1.5 for development located within the Downtown Sparks Center Min. FAR of 1.0 for development not located within the Downtown Sparks Center Refer to MUD Corridor Plan for exceptions.</p>	<ul style="list-style-type: none"> <li>• Refer to the MUD Area Plan for development standards.</li> <li>• Intended to be a high-energy, mixed-use Regional Center that serves as a gathering place for the community and a desirable place for residents to live, work and play.</li> <li>• This category includes the Sparks Downtown Center.</li> </ul>	<p>MUD-D/VS</p>	<p>MUD</p>
---	---	---	-----------------	------------

<p>MIXED USE DISTRICT (MUD)</p> <p>-</p> <p>MIXED-USE COMMERCIAL (MUC)</p>	<p><b>Primary Uses:</b> Retail, office, live work units, employment, casino, civic and entertainment uses</p> <p><b>Other Uses:</b> Medium to high density housing types</p> <p><b>Minimum Density:</b> Min. of 24 dwelling units/acre for development adjacent to BRT route Min. of 18 dwelling units/acre for development not located adjacent to BRT route Refer to MUD Corridor Plan for exceptions</p> <p>Min. FAR of 0.75 for development located adjacent to BRT route Min. FAR of 0.5 for development not located adjacent to BRT route Refer to MUD Corridor Plan for exceptions.</p>	<ul style="list-style-type: none"> <li>• Refer to the MUD Area Plan for development standards.</li> <li>• Primarily coincide with designated activity centers and should contain a mix of integrated, pedestrian-friendly uses (such as retail, offices and residential).</li> </ul>	MUD-MUC	MUD
--	--	--	---------	-----

<p>MIXED USE DISTRICT (MUD) - EMPLOYMENT (E)</p>	<p><b>Primary Uses:</b> Light industrial, professional services, medical and office</p> <p><b>Other Uses:</b> Restaurants, retail services and personal services</p> <p><b>Minimum Density:</b> Min. FAR of 0.35 for development not located adjacent to Prater Way, Sparks Boulevard and Vista Boulevard</p>	<ul style="list-style-type: none"> <li>• Refer to the MUD Area Plan for development standards.</li> <li>• Primary purpose of Employment designation is to reinforce the well-established and largely built-out employment area east of Sparks Boulevard, between I-80 and Prater Way.</li> <li>• To increase diversity of employment options.</li> <li>• Provides large ridership base for existing transit routes.</li> </ul>	MUD-E	MUD
<p>MIXED USE DISTRICT (MUD) - CIVIC</p>	<p><b>Primary Uses:</b> Parks, schools, library, community facilities</p> <p><b>Other Uses:</b> None</p> <p><b>Minimum Density:</b> None</p>	<ul style="list-style-type: none"> <li>• Refer to the MUD Area Plan for development standards.</li> <li>• Primary purpose of Civic designation is to identify the public facilities.</li> </ul>	MUD-CV	MUD





## **CHAPTER FIVE**

# **IMPLEMENTATION AND MEASURING SUCCESS**

## CHAPTER FIVE: IMPLEMENTATION AND MEASURING SUCCESS

The Ignite Sparks Comprehensive Plan includes a policy framework comprised of 121 goals and policies across seven topics. The City will review the implementation status of the goals and policies annually in conjunction with the yearly update to the strategic plan. The following matrix is by framework topic listing all the goals and policies in Chapter 4 – Framework for the Future. The purpose of the matrix is to allow the City to better evaluate the effectiveness of the Ignite Sparks Comprehensive Plan and highlight areas that need attention or modification along with showing accomplishments.

The matrix identifies the city department(s) or in some instances other agencies such as Regional Transportation Commission, that will take the lead and/or have a key role in implementing the goal/policy. The second set of columns identify the current status of the implementation of the goal/policy as future, underway or completed. The matrix also addresses the resources required to implement the goal/policy.



Implementation and Measuring Success

Managing Growth								
Goal/ Policy #	Goal/Policy	Priority	Lead Responsibility	Implementation			Cost to Implement	Comments
				No Action	Underway	Completed		
Goal MG1	Support economic vitality by providing a non-residential land use base.	High	Planning		X		Staff time	
Goal MG2	Foster diversity in the land use mix including residential, commercial, industrial, employment and recreational areas citywide.	High	Planning		X		Staff time	
Goal MG3	Maintain a land use plan which integrates land uses and facilitates access by multiple modes of transportation.	High	Planning		X		Staff time	
Goal MG4	Facilitate infill and redevelopment.	High	Planning		X		Potential infrastrure improvement costs	
Goal MG5	Prioritize development and enhancement of the Downtown Sparks Center.	High	Planning and Engineering		X		Staff time	
Goal MG6	Promote compact development to reduce the per capita cost of providing infrastructure, public facilities and public services.	High	Planning and Engineering		X		Potential infrastrure improvement costs	
Policy MG1	The Land Use Plan will provide for a diverse and integrated mix of residential and non-residential land uses which, in the aggregate, are fiscally positive		Planning			X	Staff time	
Policy MG2	Maintain the area south of Interstate 80 for industrial, office and commercial uses.					X		
Policy MG3	Retain and promote emerging employment centers.					X		
Policy MG4	Maintain an adequate supply of land for employment-generating uses.							
Policy MG5	When reviewing master plan amendments for sites over 5 acres, the City will evaluate or cause to be evaluated: a) the impacts on existing and planned public facilities and infrastructure; b) the impacts on existing and planned public services; c) the proposed land use in relationship to existing land uses; and, d) the fiscal implications for public service providers of the proposed land use changes as documented in a fiscal impact analysis.							
Policy MG6	Maintain a current Seven Year Annexation Program.	High						
Policy MG7	When reviewing annextion requests, the City will consider whether the proposed annexation: a) is included in the City's Seven Year Annexatio Program; b) is needed for the City's growth within seven years; c) represents a local extension of the city limits; d) allows for efficient and cost effective provision of public services and capital facilities; and e) would be fiscally positive for a period of at least 20 years. When reviewing land use entitlements (e.g. master plan maendments, zone changes, tentative maps, conditional use permits) for land annexed within the previous 10 years period, the City may require an updated fiscal analysis if the proposed development materially vvaries from the development contemplated in the fiscal analysis prepared for the annexation.		Planning, Engineering, Finance				None	
Policy MG8	When identifying lands for expansion of the City's Sphere of Influence, the City must determine that the proposed expansion: a) represents a logical expansion of the City's Sphere of Influence; b) is located within the Truckee Meadows Service Area (TMSA) as identified in the Truckee Meadows Regional Plan, or could reasonably be added to the TMSA; c) could be efficiently and cost effectively provided capital facilities and public services. The City's determination will be based on preliminary infrastructure and facilities plans and a fiscal analysis addressing the cost to provide city services.							
Policy MG9	Promote compact development to reduce the number of miles of roads, sidewalks, sewers and other infrastructure needed per capita and to manage the geographic area to which the City and other public agencies must provide services such as police and fire protection, emergency medical services and code enforcement.							
Policy MG10	Facilitate infill, redevelopment and functionally-integrated mixed-use development through targeted infrastructure improvements, additional zoning code amendments (if necessary) and, when feasible and appropriate, public/private partnerships. The identified activity centers on the Land Use Map will promote a broad mix of uses.							
Policy MG11	Require new infill development to consider and be sensitive to the character of existing neighborhoods in regard to zoning, building mass, structure placement, height transitions, landscaping, streetscape, access and other physical features of the existing neighborhood.							
Policy MG12	Encourage reinvestment in existing employment centers such as the area south of Interstate 80 and the Prater Way, Victorian Avenue and Oddie Boulevard corridors.							
Policy MG13	Work with the Union Pacific Railroad to plan for compatible development adjacent to railroad facilities.							
Policy MG14	Work with Reno-Tahoe International Airport to enhance the compatibility of existing and proposed uses located within noise contours and airplane approaches to the airport.							
Policy MG15	Continue to implement the Victorian Square Development Plan as it may be amended.							
Policy MG16	Enhance Victorian Avenue west of the Downtown Sparks Center.							

Connectivity							
Goal/ Policy #	Goal/Policy	Responsible Department	Implementation			Resources Required	Comments
			Future	Underway	Completed		
Goal C1	Develop a complete, efficient transportation system that gives Sparks residents of all ages and visitors access to employment, housing, services and recreation throughout urban Washoe County.	Community Services and RTC		X		Infrastructure improvements	
Goal C2	Provide a transportation network that supports business formation and attraction and economic vitality.	Community Services and RTC		X		Infrastructure improvements	
Goal C3	Facilitate non-motorized travel throughout the community.	Community Services and RTC		X		Infrastructure improvements	
Policy C1	Work with the Regional Transportation Commission to ensure completion of Prater Way and Oddie Boulevard corridor enhancements.	Community Services and RTC		X		Infrastructure improvements	
Policy C2	Work with the Regional Transportation Commission to add roadway capacity as necessary to accommodate Sparks’ growth.	Community Services and RTC		X		Infrastructure improvements	
Policy C3	Ensure streets with multiple modes of transportation remain multi-modal. If a transportation mode is removed from a street, it must be provided in another facility that provides for comparable multi-modal connectivity in the same area	Community Services and RTC	X			Staff Time and infrastructure improvements	
Policy C4	Require sidewalks for pedestrians on all street networks within the City.	Community Services and RTC		X		Staff Time and infrastructure improvements	
Policy C5	Convert 4 <sup>th</sup> Street to a bike boulevard.	Community Services and RTC	X			Staff Time and infrastructure improvements	
Policy C6	In Spark’s Transit Corridor promote infill development and create a pedestrian-friendly environment that facilitates walkability and transit ridership.	Community Services		X		Staff time	
Policy C7	Encourage bus service for special events.	Parks and Recreation		X		Staff Ttme	
Policy C8	Ensure the completion and maintenance of the trail network (Figure 4 – 2).	Community Services		X		Infrastructure improvements	
Policy C9	Ensure the transportation system meets the needs for all persons including children and seniors.	Community Services		X		Staff time	

Community Facilities and Services							
Goal/ Policy #	Goal/Policy	Responsible Department	Implementation			Resources Required	Comments
			Future	Underway	Completed		
Goal CF1	Maintain or, as necessary, upgrade the condition of City-owned facilities and infrastructure while maximizing their utilization.	Community Services		X		Staff time and facility investments	
Goal CF2	Revenues permitting, maintain and enhance the level of public services provided to the City residents, visitors and businesses.	All City Departments	X			Additional operational budget	
Policy CF1	When reviewing new development, the City will not approve an application unless City services can be provided at acceptable service levels.	Community Services, Police and Fire	X			Staff time	
Policy CF2	Any intensification of development within the City or its Sphere of Influence requires connection to city sewer.	Community Services		X		Staff time	
Policy CF3	Adopt criteria based on the Managing Growth Land Use Policies of the Comprehensive Plan, for how to allocate excess sewer capacity, if available. The criteria will prioritize allocating any such excess capacity to, in order of priority: 1) serve additional density within the existing city limits of Sparks; 2) areas identified in the City's Seven Year Annexation Program; 3) areas within the City's Sphere of Influence not included in the Seven Year Annexation Program; 4) areas outside the City's Sphere of Influence.	Community Services	X			Staff time	
Policy CF4	Manage recreation services to achieve the financial goals for the entire recreation program and allocate recreation programming to reflect residents' priorities.	Parks and Recreation		X		Staff time	
Policy CF5	When city parks are eliminated due to development, equivalent replacement facilities must be provided in a location agreed upon by all parties.	Community Services and Parks and Recreation	X			Staff time	
Policy CF6	The City will strive to increase its internet/web presence and to create a more user-friendly system for permitting and application processes.	Administrative Services		X		Technology investment	
Policy CF7	Continue to identify potential cost savings to reduce per capita administrative costs.	All City Departments		X		Staff time	
Policy CF8	The City will minimize debt and increase cash reserves and fund balances to optimal levels.	Financial Services		X		Staff time	
Policy CF9	Strive to provide a six-minute fire response time for 85 % of the City, which will require a sixth fire station.	Fire	X			Capital investment and increase operational budget	
Policu CF10	Establish an asset management system to proactively monitor and manage facilities, infrastructure and other capital investments for use in the Capital Improvement Plan. The establishment of the asset management system will require an Asset Management Department which will streamline predetermined internal City processes/reporting by historical analyzation of City assets through a suitable asset management software solution.	Community Services and Administrative Services	X			Staff time and technology investment	
Policy CF11	Explore providing a satellite office for the Police Department manned by civilian staff for public access.	Police	X			Increase operational budget	
Policy CF12	Work in cooperation with Washoe County and the City of Reno to maintain and improve joint-use facilities.	Parks and Recreation and Community Services		X		Staff time and Capital investment	
Policy CF13	Work in cooperation with the Washoe County School District to maintain and improve joint-use facilities as directed in the joint use agreement.	Parks and Recreation and Community Services		X		Staff time and Capital investment	
Policy CF14	Work with the Washoe County School District to strategically plan the location of new public schools.	Community Services	X			Staff time	
Policy CF15	New schools will not be located on streets designated as arterials.	Community Services	X			Staff time	
Policy CF16	Work with the Reno-Tahoe Airport Authority to develop noise overlay zoning or similar measures to ensure compatibility of surrounding development to the operation of the airport.	Community Services	X			Staff time	
Policy CF17	Strive to install new electrical transmission infrastructure in existing utility corridors.	Community Services	X			Staff time	
Policy CF18	Work with utility companies to place new electrical transmission infrastructure underground, especially when doing so may mitigate the safety risk of above-ground construction.	Community Services			X	Staff time	
Policy CF19	Foster the placement of infrastructure in utility corridors.	Community Services		X		Staff time	

Community Character							
Goal/ Policy #	Goal/Policy	Responsible Department	Implementation			Resources Required	Comments
			Future	Underway	Completed		
Goal CC1	Ensure that Sparks’ physical environment, services and amenities make it a city of choice for residents and businesses.	All Departments		X		Staff time and capital and operational investments	
Policy CC1	Continue providing parks within proximity of all residential areas to Sparks following adopted park land standards.	Parks and Recreation and Community Services		X		Staff time and capital and operational investments	
Policy CC2	Promote a mix of uses, including restaurants and shopping, to create a vibrant downtown district at Victorian Square.	Community Services		X		Staff time	
Policy CC3	Evaluate the creation of a historic district.	Community Services	X			Staff time	
Policy CC4	Increase, as feasible, the number of special events held in Sparks.	Parks and Recreation		X		Staff time and event subsidies	
Policy CC5	Coordinate with private partners to make affordable arts and culture programs available to all citizens.	Parks and Recreation		X		Staff time	
Policy CC6	Encourage public art in major private and public works projects and provide opportunities for the display of art in public spaces.	Parks and Recreation		X		Staff time	
Policy CC7	Provide equitable access to recreation, children’s and other activities and programming to all areas of Sparks.	Parks and Recreation		X		Staff time	
Policy CC8	Foster neighborhood diversity and design by permitting varied lot sizes, building materials, building styles and color.	Community Services		X		Staff time	
Policy CC9	Promote quality of design for new construction through development standards that provide well-articulated building facades, defined entrances, clear pedestrian connections and landscaping.	Community Services		X		Staff time	
Policy CC10	Work with the Regional Transportation Commission (RTC) and Nevada Department of Transportation (NDOT) to plan and design major road capacity expansions to minimize the degree to which the widening of roads divides neighborhoods or adds barriers for pedestrians, bicyclists and other non-motorized travel.	Community Services		X		Staff time	



Housing and Affordability							
Goal/ Policy #	Goal/Policy	Responsible Department	Implementation			Resources Required	Comments
			Future	Underway	Completed		
Goal H1	Facilitate development of housing that is available, affordable and accessible to a diverse and growing population, including senior citizens.	Community Services and Washoe County Home Consortium		X		Staff time and subsidies	
Goal H2	Promote a strong, diverse housing market that supports economic growth and vitality while ensuring environmental and fiscal sustainability.	Community Services		X		Staff time	
Goal H3	Ensure that Sparks residential and mixed-use neighborhoods are desirable locations to live.	Community Services, Parks and Recreation, Police and Fire		X		Staff time	
Policy H1	Ensure there are sufficient appropriately zoned areas with the infrastructure, public facilities and services necessary for the production of new housing.	Community Services		X		Staff time and capital improvements	
Policy H2	Promote a variety of housing types throughout Sparks, including within mixed-used settings, to expand the choices available to meet the financial and lifestyle needs of a diverse population and workforce.	Community Services		X		Staff time	
Policy H3	Connect housing with multiple transportation options.	Community Services and RTC		X		Staff time and capital improvements	
Policy H4	Enforce property maintenance ordinances in residential areas.	Community Services and City Attorney		X		Staff time	
Policy H5	Utilize the Washoe County Home Consortium as a vehicle for the development and retention of rent- and income-restricted affordable housing.	Community Services		X		Staff time	
Policy H6	The City will create a Housing Plan that addresses the eight components in NRS 278.160(8), including but not limited to maintaining and developing affordable housing to meet the housing needs of Sparks.	Community Services		X		Staff time	
Policy H7	Comply with NRS 278.235 by implementing at least 6 of the 12 specified measures relating to affordable housing.	Community Services and Washoe County Home Consortium	X			Staff time and may require hiring a consultant	
Policy H8	Facilitate development of multi-generational housing options and products.	Community Services and Washoe County Home Consortium	X			Staff time and may require housing subsidies	
Policy H9	Facilitate housing communities for seniors, including aging in place options.	Community Services and Washoe County Senior Services	X			Staff time and may require housing subsidies	

Resiliency and Conservation							
Goal/ Policy #	Goal/Policy	Responsible Department	Implementation			Resources Required	Comments
			Future	Underway	Completed		
Goal RC1	Conserve and protect natural resources needed to provide for current and future residents, businesses and visitors.	Community Services		X		Staff time and capital improvements	
Goal RC2	Assess, prepare for and mitigate the impacts of environmental changes, including extended droughts and extreme weather events.	Community Services		X		Staff time and capital improvements	
Goal RC3	Identify and anticipate potential environmental, regulatory and other constraints on Sparks' growth and economic vitality.	Community Services and City Attorney	X			Staff time	
Goal RC4	Evaluate and prepare for natural disasters and mass-casualty events.	Community Services, Police, Fire and Administrative Services		X		Staff time	
Policy RC1	Reduce per capita potable water use through conservation, water reclamation and reuse and other water resource stewardship programs.	Community Services and Truckee Meadows Water Authority		X		Staff time and capital improvements	
Policy RC2	Protect the water quality of the Truckee River, drainages, lakes and aquifers.	Community Services		X		Staff time and capital improvements	
Policy RC3	Maintain the Truckee River corridor as a trail and open space system and require new development to accommodate public trail and river access.	Community Services and Parks and Recreation		X		Staff time and capital improvements	
Policy RC4	Reduce pollution from stormwater runoff, overflow and other non-point sources.	Community Services		X		Staff time and capital improvements	
Policy RC5	Protect groundwater quality through land use management that safeguards recharge areas from inappropriate disturbances and contamination.	Community Services		X		Staff time	
Policy RC6	Implement "Best Management Practices", including but not limited to Low Impact Development Practices (LID), to control urban storm water runoff.	Community Services		X		Staff time	
Policy RC7	Prevent and mitigate the degradation or destruction of wetlands.	Community Services		X		Staff time	
Policy RC8	Plan for and adapt to increased drought, severe weather and other potential impacts of climate change on the water supply.	Community Services and Administrative Services	X			Staff time	
Policy RC9	Coordinate with regional agencies to improve air quality by reducing emissions resulting from motor vehicle use, traffic and congestion, and industrial sources.	Community Services, Washoe County District Health and RTC				Staff time	
Policy RC10	Increase Sparks' urban tree canopy through the addition of trees in existing developed areas and by requiring trees in new developments.	Community Services and Parks and Recreation		X		Staff time and additional operational resources	
Policy RC11	Reduce the disposal of solid waste and increase reuse and recycling to conserve natural resources.	Administrative Services		X		Staff time	
Policy RC12	Work with county, state, tribal and federal agencies to minimize potential impacts to natural habitats and migration corridors.	Community Services		X		Staff time	

Goal/ Policy #	Goal/Policy	Responsible Department	Implementation			Resources Required	Comments
			Future	Underway	Completed		
Policy RC13	Support regional efforts to develop and implement a strategy to diversify the energy sources, especially solar energy, available to Sparks residents and businesses.	Community Services, Administrative Services and City Attorney		X		Staff time	
Policy RC14	Reduce per capita energy use through conservation and by periodically updating building codes and development standards to make buildings and transportation more energy efficient.	Community Services		X		Staff time	
Policy RC15	Reduce the threats flooding poses to public safety and property.	Community Services		X		Staff time and capital investments	
Policy RC16	Evaluate and mitigate the impacts on surrounding areas of new development within floodplains.	Community Services		X		Staff time and capital investments	
Policy RC17	Maintain infrastructure and enhance programs to keep the public safe during emergencies.	Community Services, Police, Fire and Administrative Services		X		Staff time and capital investments	
Policy RC18	Protect the public from the impacts of earthquakes and landslide/debris flow areas through compliance with building codes and federal standards.	Community Services		X		Staff time	
Policy RC19	Protect the urban wildland interface from wildfire hazards and require development to reduce intrusion into fire-prone areas by clustering or other design methods.	Fire and Community Services		X		Staff time	
Policy RC20	Prohibit the use of diesel oil-fueled, internal combustion power generation units synchronized with the regional electric grid within the Truckee Meadows Service portion of Sparks, except for emergency conditions such as weather related acts of nature, unforeseen grid disturbances, maintenance activities including testing or transmission limitations.	Community Services	X			Staff time	
Policy RC21	Evaluate the feasibility of decentralized wastewater treatment site options, including package plants and satellite facilities, to complement the Truckee Meadows Wate Reclamation Facility.	Community Services	X			Staff time and consultants costs	
Policy RC22	Maintain development restrictions and standards in the Sparks Municipal Code as necessary to conform to policies in the Truckee Meadows Regional Plan pertaining to Development Constraints Areas and for slopes with gradients over 30 %.	Community Services		X		Staff time	
Policy RC23	Require new development to preserve and protect significant natural amenities, unique features (e.g., rock outcroppings and drainage ways) and other natural features.	Community Services		X		Staff time	
Policy RC24	Promote the protection of and minimize potential impacts on cultural resources within the City's jurisdiction.	Community Services	X			Staff time	
Policy RC25	Require development to minimize hillside scarring and the impacts of increasing access in roadless areas.	Community Services		X		Staff time	

Economic Vitality							
Goal/ Policy #	Goal/Policy	Responsible Department	Implementation			Resources Required	Comments
			Future	Underway	Completed		
Goal EV1	Grow and diversify Sparks’ economy.	Community Services		X		Staff time	
Goal EV2	Attract capital investment and new, higher-paying jobs.	Community Services		X		Staff time	
Goal EV3	Attract and retain sought-after employers and a skilled workforce.	Community Services		X		Staff time	
Goal EV4	Maintain a physical and regulatory environment that facilitates innovation, entrepreneurship and small business development while providing for long-term environmental and fiscal sustainability.	Community Services, Administrative Services, City Attorney and Fire		X		Staff time	
Goal EV5	Identify and respond to potential economic development opportunities, including emerging industries, which may arise from environmental and regulatory changes.	Commuity Services, Administrative Services and City Attorney		X		Staff time	
Goal EV6	Provide the facilities and public services necessary to support a vibrant economy by maintaining fiscal strength.	All Departments		X		Staff time, capital investments and potential additional operational resources	
Policy EV1	Build on Sparks’ position as a leader in special events by investing additional resources in event venues and adding events, including family-friendly events.	Parks and Recreation and Community Services		X		Staff time and capital investments	
Policy EV2	Enhance Sparks’ appeal to visitors to the region by strengthening arts and entertainment offerings.	Parks and Recreation	X			Staff time	
Policy EV3	Promote the availability of land designated for business and office park uses with master planned developments	Community Services		X		Staff time	
Policy EV4	Develop and implement a strategy for attracting new investment and more employment-dense and higher-paying industries to the area between the Truckee River and Interstate 80.	Community Services	X			Staff time	
Policy EV5	Undertake the analysis necessary to determine the feasibility of expanding the city limits to include the area east of the City’s corporate boundary and north of Interstate 80 for job-generating land uses.	Community Services and Administrative Services	X			Require consultant resources	
Policy EV6	Support entrepreneurs by providing appropriately zoned areas with the infrastructure, public facilities and services necessary to start and grow small businesses.	Community Services		X		Staff time	
Policy EV7	Optimize the use of technology and online services to facilitate obtaining information, land use approvals, licenses and permits from the City.	Administrative Services and Community Services		X		Technology investment	
Policy EV8	Advocate for and support public and private investments in Sparks that improve quality of life while providing critical services and facilities to retain current residents and attract a skilled workforce.	Community Services and Parks and Recreation		X		Staff time	
Policy EV9	Promote a balanced and sustainable land-use mix that fiscally and environmentally benefits the City	Community Services		X		Staff time	
Policy EV10	Require, prior to or with applications for land-use approval (Tentative Map, Administrative Review or Conditional Use Permit), all development projects on greenfield sites of 20 or more acres to demonstrate they are fiscally positive to the City for a period of at least 20 years.	Community Services	X			Staff time	



# APPENDIX



# THE CITY OF SPARKS

## 2016 Housing Plan

**The City of Sparks Housing Plan presents the current and future housing needs of the City and proposes solutions for the provision of housing. The Housing Plan identifies the goals, policies and programs, which offer actions to address the housing needs for the City of Sparks. The goals, policies and programs aim to provide solutions to housing needs for all economic segments of the community. The Housing Plan for the City of Sparks applies to the City's boundaries within the region.**

This Housing Plan contents discusses a wide range of demographic, housing, and economic data. The data was collected from the U.S. Census Bureau, state economic and employment forecasts, the Nevada Small Business Development Center, and other local sources.

### HOUSING PLAN REQUIREMENTS

State law Chapter 278 specifies criteria for Housing Plans. There are eight Housing Plan components that guide the data collection for the Housing Needs Assessment, each of which is described below. State law also calls for goals, policies, and programs to address those needs identified in the Housing Needs Assessment. Recent legislation added another layer of requirements more relevant to the development of policies in the Housing Plan. NRS Section 278.235 mandates jurisdictions with Housing Plans to incorporate six out of twelve potential program measures. These are also described in further detail below.

First, Chapter 278 of the Nevada Revised Statutes requires jurisdictions in counties with populations between 100,000 and 700,000 that adopt Master Plans to include a Housing Plan. The law requires Housing Plans to "include a plan for maintaining and developing affordable housing to meet the housing needs of the community" (NRS 278.150 and 278.160). The Housing Plan must include the following eight components (as modified by AB 359):

1. An inventory of housing conditions, needs, plans, and procedures for improving housing standards and for providing adequate housing to individuals and families in the community, regardless of income level;
2. An inventory of existing affordable housing in the community including, without limitation, housing that is available to rent or own, housing that is subsidized whether directly or indirectly by this State, an agency or political subdivision of this State, or the Federal Government or an agency of the Federal Government, and housing that is accessible to persons with disabilities;



3. An analysis of projected growth and the demographic characteristics of the community;
4. A determination of the present and prospective need for affordable housing in the community;
5. An analysis of any impediments to the development of affordable housing and the development of policies to mitigate those impediments;
6. An analysis of the characteristics of the land that is suitable for residential development. The analysis must include, without limitation: a) a determination of whether the existing infrastructure is sufficient to sustain the current needs and projected growth of the community; and b) an inventory of available parcels that are suitable for residential development and any zoning, environmental, and other land-use planning restrictions that affect such parcels;
7. An analysis of the needs and appropriate methods for the construction of affordable housing or the conversion or rehabilitation of existing housing to affordable housing; and
8. A plan for maintaining and developing affordable housing to meet the housing needs of the community for a period of at least five years.

In addition to these eight components, a recently passed law, NRS 278.235) set forth more specific requirements for the Housing Plan. Housing Plans in Nevada must also contain policies and programs directing jurisdictions to “adopt at least 6 of 12 specified measures relating to the maintenance and development of affordable housing in the jurisdiction” (NRS 278.235). The twelve measures outlined in statute are as follows:

- a) At the expense of the city or county, as applicable, subsidizing in whole or in part impact fees and fees for the issuance of building permits collected;
- b) Selling land owned by the city or county, as applicable, to developers exclusively for the development of affordable housing at not more than 10 percent of the appraised value of the land, and requiring that any such savings, subsidy, or reduction in price be passed on to the purchaser of housing in such a development. Nothing in this paragraph authorizes a city or county to obtain land pursuant to the power of eminent domain for the purposes set forth in this paragraph;
- c) Donating land owned by the city or county to a non-profit organization to be used for affordable housing;
- d) Leasing land by the city or county to be used for affordable housing;
- e) Requesting to purchase land owned by the Federal Government at the discounted price for

the creation of affordable housing pursuant to the provision of section 7 (b) of the Southern Nevada Public Land Management Act of 1998 (SNPLMA);

- f) Establishing a trust fund for affordable housing that must be used for the acquisition, construction, or rehabilitation of affordable housing;
- g) Establishing a process that expedites the approval of plans and specifications relating to maintaining and developing affordable housing;
- h) Providing money, support, or density bonuses for affordable housing developments that are financed, wholly or in part, with low-income housing tax credits, private activity bonds, or money from a governmental entity for affordable housing;
- i) Providing financial incentives or density bonuses to promote appropriate transit-oriented housing developments that would include an affordable housing component;
- j) Offering density bonuses or other incentives to encourage the development of affordable housing;
- k) Providing direct financial assistance to qualified applicants for the purchase or rental of affordable housing; and
- l) Providing money for supportive services necessary to enable persons with supportive housing needs to reside in affordable housing in accordance with a need for supportive housing identified in the 5-year consolidated plan adopted by the U.S. Department of Housing and Urban Development for the city or county.

The following descriptions indicate how and where each of the Nevada Revised Statutes (NRS) Housing Plan requirements are fulfilled.

## ADDRESSING EIGHT NRS REQUIREMENTS

**1) An inventory of housing conditions, needs, plans, and procedures for improving housing standards and for providing adequate housing to individuals and families in the community, regardless of income levels.**

The City shall identify a mechanism to provide for the creation of an inventory of housing. This inventory shall identify housing conditions in the City of Sparks include housing of all unit types, tenure, size, age and overcrowding of existing housing. Formerly, this has been completed through a Housing assessment which addresses all of the eight requirements identified in this Housing Element.

**2) An inventory of existing affordable housing in the community including, without**

**limitation, housing that is available to rent or own, housing that is subsidized either directly or indirectly by this State, an agency or political subdivision of this State, or the Federal Government or an agency of the Federal Government, and housing that is accessible to persons with disabilities.**

The City of Sparks offers several resources of subsidized affordable housing options to the Sparks community; and one of the primary partners and outlets is the local regional housing authority – Reno Housing Authority (RHA). RHA owns a total of 764 units which includes 475 family units and additionally has approximately 2,382 Housing Choice Vouchers at its disposal. There are a total of thirteen subsidized properties in the City of Sparks and owned and/or operated by RHA. The RHA is responsible for administering the Public Housing properties and Section 8 Housing Choice Voucher Program for all of Washoe County. Other affordable housing resources are as follows:

- Nevada Housing Division (NHD)
- Nevada Rural Housing Authority (NRHA)

The NHD offers several products in homeownership programs (e. g. “Home Is Possible” homebuyer program and “Home is Possible” for HEROS which is designed to assist honorably discharged veterans and families) and first-time homeowner and down payment assistance programs. Additionally, the NHD provides a rental housing locator website (NVHousingSearch.org). This rental locator service is a free resource helping Nevadans find affordable rental homes and apartments which fit their needs and budgets.

The NRHA offers first-time home buyer and down payment assistance programs for the Sparks community and other qualifying areas throughout the State of Nevada.

Sparks will create an inventory to demonstrate the resources available for affordable housing.

### **3) An analysis of projected growth and the demographic characteristics of the community.**

The demographic profile of the City of Sparks is analyzed through demographic information population growth, population projections, household incomes and poverty rates. Populations of special needs groups, such as the elderly, disabled, large families, the homeless and female-headed households, are also examined.

In 2015/2016 The City of Sparks population is estimated to be approximately 94,708 versus 90,264 population in 2010 (an increase of approximately 5%). The gradual population incline coincides with an incline of the median income for the City of Sparks which currently stands at \$52,581. The projected population of the City of Sparks by year 2034 is estimated to be approximately 120,077. The vast amount of the anticipated growth can be directly attributed to the influx of manufactures relocating and/or expanding in the Reno-Sparks region. The female-headed household (no husband present) represents approximately 13 % of all families in the City of Sparks and 5% of the female-headed households is considered to be living in poverty. The percent of Sparks’ population living below the poverty line (13%)

remains below that of Washoe County (15%).

The most recent "Point in Time" homeless count of Washoe County totaled 769 individuals, 9% are consisting of families and 15% are consisting of veterans in Washoe County. The vast difference of homeless persons count since 2005 figure of 2,430 homeless can be interrelated to a decrease of the number of motels to house the homeless population, the homeless population being very transit in nature and the initiative of the Department of Housing and Urban Development (HUD) to "End Homelessness".

#### **4) A determination of the present and prospective need for affordable housing in the community.**

The aim of a Housing Needs Assessment is to illustrate the current and future need for affordable housing. A Housing Needs Assessment provides an inventory of subsidized housing and the demand for those units. The assessment also analyzes income information and the gap between current prices of market rate homes and how much people are able to spend on housing.

The City of Sparks current unemployment rate stands at 11% and the number of people that are identified as mental or physically disabled is also 11%. The vacancy rate of available units for rental in the region is less than 1% based on recent data provided by the Nevada Housing Division (NHD). As of year 2013; the housing stock of the City of Sparks was comprised of 71% of single-family, 27% multi-family and 2% mobile homes, RV's, vans, etc.. Of the available housing stock; 46% was built in year 1990 or later, 43% was built in years 1960 to 1989 and 11% was built in 1959 or prior. Most of the older housing stock is comprised in the "West end" of the City and Renter-occupied housing units totals 13,907 (41.5%) while Owner-occupied units totals 19,595 (58.5%). Based on American Community Survey estimates (2014 Data) 42% of Homeowners living in the City of Sparks are cost burdened and 53% of Renters residing in the City of Sparks are cost burdened.

Currently, there are limited vacancies in local mobile home parks. Mobile home owners pay between \$300 and \$560 a month for their lots in addition to a loan payment and utilities.

#### **5) An analysis of any impediments to the development of affordable housing and the development of policies to mitigate those impediments.**

Zoning requirements and other land use controls that determine the size and intensity of development can potentially impede affordable housing development. Other barriers include high land costs, high material costs and the ability to get financing for an affordable housing project. Policies to mitigate impediments are outlined in the Policies section.

The current zoning code doesn't present any obvious constraints to development, and it was recently overhauled to include updated policies to direct development in the desired pattern. A variety of housing types are now allowed, and the code includes updates improving the flexibility of the code which should provide for more housing types. Design standards are applied to each

development to ensure well-designed, high quality developments. Trends in Sparks reflect most building permits issued were for single-family detached homes. The cost of raw, developable land creates a direct impact on the cost for a new home and is considered a possible constraint. In a recent survey to identify what types of housing Sparks' residents desired by the year 2030, the overwhelming choice was medium to large lot subdivisions. To provide this housing choice, Sparks will need to maintain the housing stock currently depicted in the Planned Developments in the northern part of the City.

**6) An analysis of the characteristics of the land that is suitable for residential development. The analysis must include, without limitation: I) A determination of whether the existing infrastructure is sufficient to sustain the current needs and projected growth of the community; and II) An inventory of available parcels that are suitable for residential development and any zoning, environmental, and other land-use planning restrictions that affect such parcels.**

The City will conduct an assessment that identifies land appropriate for affordable housing development, including land that is zoned for multi-family, mobile homes and mixed-use development.

Most of the City's recent housing construction is occurring within planned developments. These large developments represent thousands of new single-family and multi-family units in the City of Sparks. In addition, the Truckee Meadows Regional Plan determined that both the water and solid waste facilities had the capacity to handle the planned future growth in the region. However, there has been a substantial uptick in the amount of approved Multi-Family Residential in the Mixed Use District. The Truckee River should be able to continue to handle the water needs of the region and the existing landfill should be viable for approximately another 50 years.

**7) An analysis of the needs and appropriate methods for the construction of affordable housing or the conversion or rehabilitation of existing housing to affordable housing.**

Funding for affordable housing development is limited and providing incentives to developers is a good way to encourage affordable housing development. The Constraints to Availability and Affordability section of the Housing Needs Assessment discusses regulatory changes that can positively affect affordable housing development in Sparks, such as adjusting setback, density, and parking requirements to encourage redevelopment and/or infill development. Other incentives that foster the construction of affordable units are priority processing, and fee waivers or deferrals.

The City's zoning code allows for single- and multi-family development as well as planned unit developments, which provide opportunities for development flexibility. The costs of developing on the available land that is appropriate for affordable housing development may be too high. Implementation of the policies developed as part of the Housing Plan will reduce the costs to develop affordable housing which may encourage affordable housing development.

**8) A plan for maintaining and developing affordable housing to meet the housing needs**

of the community for a period of at least 5 years.

The policies developed as part of the Housing Plan serve as the City's plan for ensuring the availability affordable housing

## ADDRESSING NRS CHAPTER 278.235

The following lists the measures from NRS Chapter 278.235 that are goals of the Housing Element policies:

- b) Selling land owned by the city or county, as applicable, to developers exclusively for the development of affordable housing at not more than 10 percent of the appraised value of the land, and requiring that any such savings, subsidy, or reduction in price be passed on to the purchaser of housing in such a development. Nothing in this paragraph authorizes a city or county to obtain land pursuant to the power of eminent domain for the purposes set forth in this paragraph;
- c) Donating land owned by the city or county to a non-profit organization to be used for affordable housing;
- d) Leasing land by the city or county to be used for affordable housing;
- e) Requesting to purchase land owned by the Federal Government at the discounted price for the creation of affordable housing pursuant to the provision of section 7 (b) of the Southern Nevada Public Land Management Act of 1998 (SNPLMA);
- h) Providing money, support, or density bonuses for affordable housing developments that are financed, wholly or in part, with low-income housing tax credits, private activity bonds, or money from a governmental entity for affordable housing;
- l) Providing money for supportive services necessary to enable persons with supportive housing needs to reside in affordable housing in accordance with a need for supportive housing identified in the 5-year consolidated plan adopted by the U.S. Department of Housing and Urban Development for the city or county.



## CONSISTENCY WITH THE 2012 TRUCKEE MEADOWS REGIONAL PLAN (TMRP)

The Sparks Housing Plan policies are consistent with, and reflect the housing goal and accompanying policies contained in the 2012 Truckee Meadows Regional Plan (TMRP). The following outlines how the Housing Plan policies align with those in the Master Plan.

Goal 1.4 and its supporting policy 1.4.1 of the Truckee Meadows Regional Plan outline the region's approach to ensuring affordable housing availability. The Sparks Housing Plan contains policies that are consistent with the regional plan as described below.

### Goal 1.4

Within one year of the adoption of the Regional Plan local government master plans must include strategies based on quantifiable goals set by the jurisdiction to a) increase affordable housing opportunities for persons earning less than 80% AMI and b) increase workforce housing opportunities for persons earning between 80 and 120% of the AMI. The goals will be measurable, with a timeline that covers at least the five-year planning period.

### Policy 1.4.1

To conform to the Regional Plan local government master plans must promote and not conflict with NRS 278.160, and include strategies that address jurisdiction regulations addressing the creation of new and the maintenance of existing, housing, coordination efforts, financial tools, and community education with the aim of:

- 1) Identifying the needs of the community regarding affordable and workforce housing.

The City of Sparks shall adopt a mechanism to identify the housing needs of the community by exploring the housing characteristics including the number of housing units, type, size, and level of overcrowding. This appendix also identifies income information and compares incomes to housing costs.

- 2) Reducing regulatory barriers to the provision of affordable housing.

Goal 1 directs the City to remove regulatory barriers to increase the availability of affordable and workforce housing. Its supporting policies consist of allowing more flexibility in the zoning code, creating an affordable housing development manual for developers, streamlining and expediting residential development review, monitoring development fees, and providing development standards for more housing options. All of these policies were addressed in the overhaul to the Sparks

Zoning Code in 2015.

- 3) Preserving or rehabilitating current affordable and workforce housing stock when possible.

Goal 2 directs the City to “preserve and rehabilitate affordable and workforce housing” by providing quality rental housing and by operating an owner-occupied rehabilitation program.

- 4) Increasing new affordable and workforce housing stock.

Goals 1, 2, 3, and 4 have policies and programs geared toward the creation of additional housing affordable to affordable and workforce households. These goals put forth approaches to removing regulatory barriers that will allow developers to build more affordable housing, rehabilitating housing for affordable or workforce households, providing incentive for developers to build affordable housing, and identifying funding sources to help create affordable housing.

- 5) Providing for a diverse range of housing types.

Goal 1 guides the City to monitor its zoning code in a way that will enable the development of a variety of housing types.

- 6) Documenting existing and new affordable and workforce housing.

The City shall document the existing affordable housing by discussing subsidized housing including public housing and the number of Housing Choice Vouchers in use. Including but not limited to creating a needs assessment which provides market-rate prices for rental and for-sale homes. Goal 7 contains a policy and program that discusses the development of a regional clearing house to keep track of all affordable housing.

- 7) Developing incentives, partnerships, and processes to facilitate the creation of additional affordable and workforce housing stock.

Policies under Goal 1 call for processes that help induce the development of affordable housing. These processes include more flexible zoning regulations, streamlined permit processing, fee evaluation and possible development of new standards to allow innovative housing types. Goal 3 policies call for the extension of incentives – both regulatory and financial to developers of affordable housing.

## OVERVIEW

The City of Sparks acknowledges that some of these goals and policies will be realized in the long term because the housing needs of the City may exceed the staffing or financial resources currently available.

The policy section of the Housing Plan is composed of seven overarching policies:

- Preserve and rehabilitate affordable and workforce housing;
- Provide developer incentives;
- Identify funding sources for affordable housing;
- Promote housing for special needs;
- Encourage sustainable development and energy efficiency for new and existing housing;
- Increase homeownership opportunities; and
- Coordinate regional housing initiatives.

Sparks housing policies include preserving and rehabilitating dilapidated housing, identifying potential developer incentives, finding funding for affordable housing, developing affordable housing programs for special needs residents, and coordinating with other jurisdictions in the region. Policies provide a more specific description of a proposed action and identify which City department will carry primary responsibility in implementing the program.

Sparks will create an Affordable Housing Development Manual. This manual will provide a process to review projects with affordable housing and make adjustments on a project-by-project basis. The manual shall identify Sparks will continue the “one-stop” permit process for residential developments for affordable housing and continue to coordinate between different City departments to provide corresponding reviews of permits associated with projects and to expedite the project review process. The City shall continue to review the fees associated with all housing development including affordable housing

## PRESERVE AND REHABILITATE AFFORDABLE AND WORKFORCE HOUSING

The City will investigate the development a Rental Housing Inspection and Code Enforcement Program. The basic components of the program are: 1) the inspection of housing units to identify housing code violations, and require correction of the deficiencies; 2) develop a responsive program

that provides inspection of housing on a demand-driven basis.

Develop programs to rehabilitation owner-occupied homes for households making less than 80 percent of the area median income.

The City will continue its Owner-occupied Housing Rehabilitation Program(s).

The City will coordinate with Truckee Meadows Regional Planning to identify vacant and under-utilized land suitable for residential development. The supply of developable land with adequate infrastructure that is also zoned for residential use can support the development of housing in the City. Identification of vacant and under-utilized residential land and its development potential will help to determine the residential development options in the City and assist in identifying ways to remove any constraints.

The City shall promote affordable and workforce housing in the Mixed Use Districts, Downtown Center and Emerging Employment Centers. With the recently adopted zoning code, there are numerous incentives to development within the mixed use district and downtown center. There are no specific limits to density in the Mixed Use District so a density bonus structure would not be applicable. This district will promote the development of affordable housing near services, transportation routes, schools, jobs, and child care by encouraging infill development that includes affordable housing.

A majority of the infill areas in the City are within the Mixed Use District. The standards in this area promote infill residential development within the urban area and older parts of the City where small projects that can be integrated with existing neighborhoods.

The City will consider the use manufactured housing developments to promote affordable housing. Manufactured housing refers to homes that are built with materials that are manufactured and then delivered and assembled on-site rather than built completely on-site. By considering this method, the zoning code will allow "by right" the development of manufactured homes on single-family lots.

## GOAL : PROMOTE HOUSING FOR SPECIAL NEEDS

The City shall continue to cooperate with developers in the production of dwelling units accessible to persons with disabilities. The City shall encourage developers to consider incorporating minimal changes in a percentage of new units, which would make them more usable for persons with disabilities while not otherwise affecting their marketability.

Work with non-profit agencies to allow residents to continue living in their homes.

Work with local housing groups to assist disabled persons with accessibility modifications to their

homes. Continue funding the Minor Housing Modification Program for disabled persons.

Encourage housing development identified for lower-income senior households.

To encourage affordable senior projects, the City will help interested developers apply for government financing and/or other government subsidies, assist interested developers in acquiring surplus government land suitable for multi-family development, expedite permit processing, reduce parking standards and lot size, and where possible subsidize fees for low-income dwelling units.

## ENCOURAGE SUSTAINABLE DEVELOPMENT AND ENERGY EFFICIENCY FOR NEW AND EXISTING HOUSING

The City will promote sustainable, energy efficient practices for housing stock by encouraging residential developers to employ energy conserving measures for building sites, landscaping, and solar access through development standards. This will include encouraging developers to adopt "green" development practices. The City will examine regulatory and other incentives to encourage developers to engage in sustainable practices, including but not limited to:

- Pursue Green Building certification programs such as the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED).

- Adopt water conservation policy including landscape techniques, materials or equipment.

- Practice low impact grading techniques that minimize the amount of cut and fill, use alternatives to large block retaining walls, and generally result in an appearance that mimics the natural slope.

## GOAL: INCREASE HOMEOWNERSHIP OPPORTUNITIES

The City will investigate methods to increase owner-occupied units in the City. Options such as deed restrictions, increasing the down payment assistance to a possible first-time homebuyer program, lease-to-own programs, and sweat-equity programs, among others, will be investigated.

Support programs available to Sparks' residents that increase homeownership opportunities.

Continue to work with the nonprofits to use private activity bonds for first time home buyers programs and the development of a regional clearing house to keep track of existing affordable housing units.

## COORDINATE REGIONAL HOUSING INITIATIVES

The three jurisdictions will work cooperatively, when financially feasible, to pursue regional efficiencies in all matters related to affordable housing. This will include pursuing funding regionally to:

- Develop a regional housing trust fund
- Develop a regional housing clearing house for housing data and education
- Develop education and outreach programs

The City in cooperation with Reno and Washoe County will work to educate the public about the rehabilitation opportunities by holding workshops with housing advocacy groups and neighborhood organizations to keep the public and developers informed on regulations affecting affordable housing development.

It may be that citizens aren't aware of the current programs the City of Sparks offers. Therefore, the City will publicize and market the housing rehabilitation funding opportunities throughout the region.

The City will continue to support efforts to end homelessness throughout the region through coordinating with the other jurisdictions in Washoe County and complying with the regional plan to end homelessness entitled "Housing For All: A Plan to End Homelessness".



# #IgniteSparks

Igniting the Conversation for Sparks' Future

## Phase 1 Vision Survey Summary Report March 22, 2016

Ronele M. Dotson, RAD Strategies Inc.  
Karen Craig, Creative Cities



# CITY OF SPARKS #IGNITESPARKS COMMUNITY OUTREACH PROGRAM

## COMPREHENSIVE PLAN DEVELOPMENT

### PHASE 1 SUMMARY

#### OVERVIEW

The City of Sparks is embarking on a year-long process to update its current master plan to a comprehensive plan that will guide the city through 2030. This dynamic public outreach program is designed to engage residents where they live, work and play to really gauge where the opportunities are for our city 15 years from now in order to develop city policy to meet the projected growth.

The **#IgniteSparks Phase 1 Vision Survey** officially began at the 2015 Sparks Hometowne Christmas Parade. An interactive and engaging resident outreach that resulted in more than 250 completed surveys. Continuing through December, January and early February, the goal for Phase 1 was to complete 600 surveys. By February 10, 2016, 743 surveys were completed, 23.83 percent above the goal, which resulted in a 5 percent margin of error and 99 percent confidence rating. The survey remains open and is approaching 800 responses.

The results from the Phase 1 Vision Survey established the groundwork for the Phase 2 survey designed to dive deeper into the results from Phase 1.

The timeline for the comprehensive plan is as follows:

- **Phase 1 – December 2015:** Vision survey, evaluation of strengths, challenges and improvements
- **Phase 2 – February – May 2016:** Second phase of the survey, continued evaluation, data collection and summarization
- **Phase 3 – Summer 2016:** Draft plan, test draft elements with stakeholders and connectors
- **Phase 4 – Fall 2016:** Plan presented, plan adopted and public-friendly version complete

Data received from the survey will be incorporated within the comprehensive plan that will guide the city's strategic direction including that of the City Council and carry throughout all departments.



## EXECUTIVE SUMMARY

As the region and City have grown, the need to drive the City's future is quite evident. This is especially true in light of several major economic development projects, including Tesla, Switch and many others, that are significantly changing the way we do business but also where we choose to live and the amenities that comprise the community.

In order to secure feedback and information from residents, several traditional and non-conventional methods were implemented. Beginning with the initial survey collection at the Sparks Hometowne



Christmas Parade, the surveys were made available online and as hard copies through a variety of resources including: City Council, Department Heads, all city staff, city offices and facilities as well as through email distributions to nearly 10,000 emails addresses.

A significant finding in the results is how much residents love their city and community. It's home. Overwhelmingly this community has done it right and the challenge going forward is to maintain what works while planning for projected growth.

While a majority of the results supported existing areas of concern, the desire for a downtown rose to the top as a priority with survey takers. A downtown that incorporates entertainment, dining and retail. The Phase 2 questions will focus on what this looks like for residents.

Starting in March, the Phase 2 survey questions will be available. The effort focuses on a boots-on-the-ground approach with outreach to residents at events, through community bus tours, industrial businesses, residents at all economic and socioeconomic levels, online through the website with an interactive component and social media engagement.

## CHAMPIONS TEAM

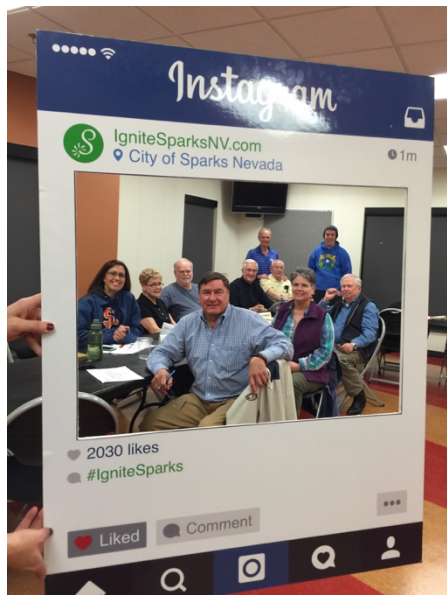
A Champions Team was established to support the entire process with a dedicated network of individuals that desire to contribute to the success of the plan by promoting the survey and program through their extended network of resources. The first Champions Team meeting took place before the survey was distributed in early November 2016. The nearly 40-member hand-picked team is comprised of representatives from a variety of backgrounds and demographics and includes Sparks residents and non-residents. The Champions Team continues to serve as advocates for the outreach program connecting individuals to the effort to incorporate the complete fabric of the community in the comprehensive plan.





## COMMUNITY OUTREACH

The approach taken for the Phase 1 Vision Survey included an emphasis to connect with residents where they live, work and play.



During this phase, reaching out to community groups and networks was a priority with a combination of in-person presentations or survey collection methods.

Included in Phase 1 were the following:

Sparks City Council, Sparks Planning Commission, Sparks Citizens Advisory Committee, Champions Team Meetings, Mexican Consulate, 39 North Merchants Association, Washoe County Food Policy Council, Sparks Hometowne Christmas Parade, Grow Nevada radio interview, Rotary Club of Sparks, Centennial Sunrise Rotary, Nevada First Toastmasters, Downtown Sparks Kiwanis Club, Sparks Sertoma Club and Boys & Girls Club.



## DEMOGRAPHICS

In order to ensure the surveys reached the demographic profiles of the residents, analysis of census documentation was used. In total, the Phase 1 survey is on target.

Age	Census Goal Range	Survey Percentage
Under 19	6.72%	7%
20-34	20%	21%
35-54	28%	36%
55-74	20%	31%
75 plus	2.84%	6%

Overall the age demographics match those from the census bureau for the City of Sparks. While a majority of the age demographics align, the survey results garnered 1.44 percent above the census for ages 75 plus.

Focusing in on reaching the city's diverse population was critical to ensure that the residents that call Sparks home have a voice in its future.

Ethnicity	Census Goal Range	Survey Percentage
White	73.47%	76%
Hispanic/Latino	14.32%	14%
African American	2.12%	2%
Native American	1.18%	0.87%
Asian American	1.86%	2.6%
Other/Mixed	3.36%	4.78%

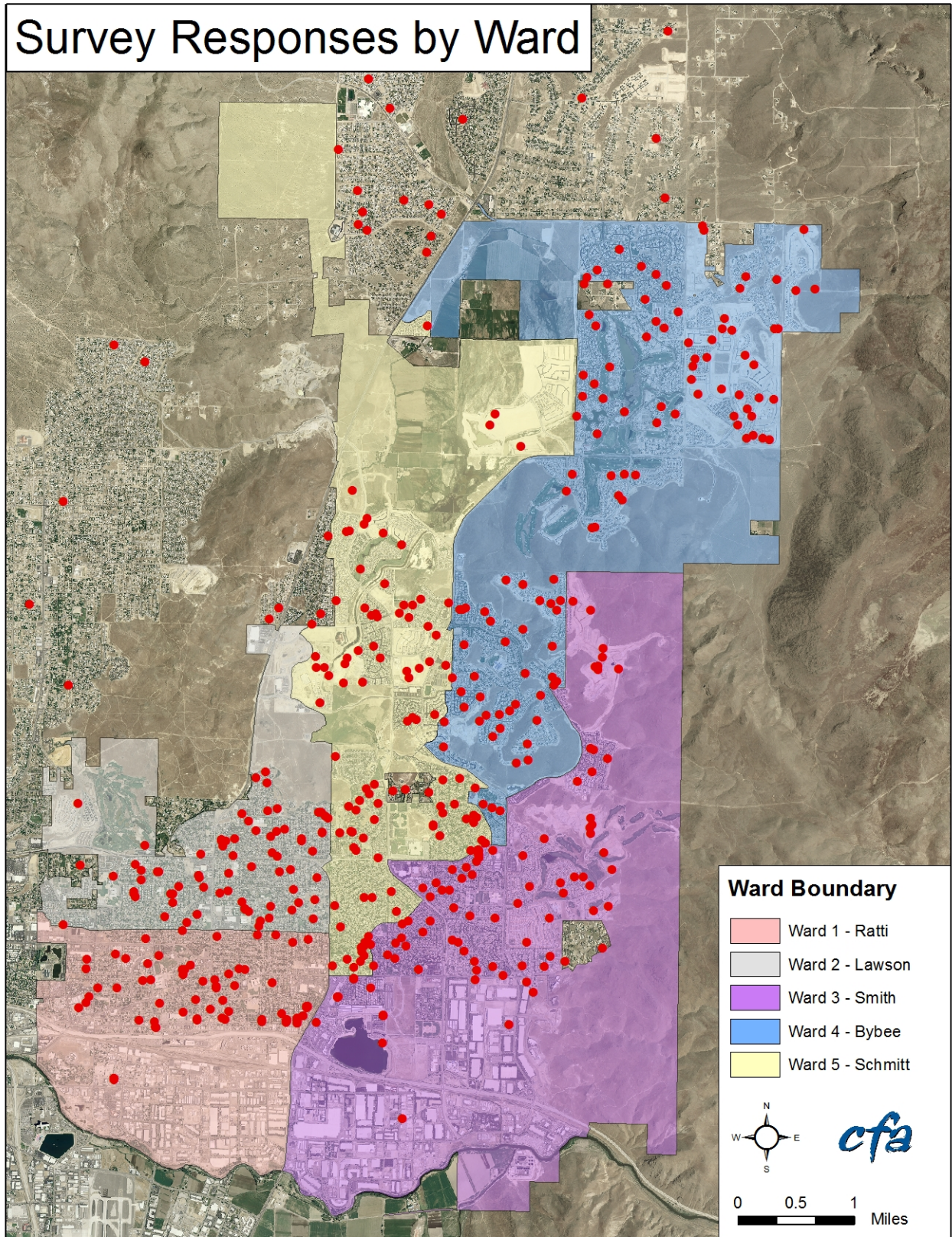
Survey respondents were 76 percent white and 14 percent Hispanic/Latino, with other ethnicities and mixed races making up the remainder. These results are in line with current census data for the city, demonstrating that a solid cross-section of the City's population has been surveyed.

With Sparks neighboring Reno, we know that some residents live in Sparks and work in Reno and visa versa. Capturing both residents and frequent visitors to our community is important in developing the comprehensive plan especially when establishing future policy. Respondent address locations were plotted to ensure a cross section of residents were represented by city wards. The following shows that resident's responses were secured from across the city's five wards.





# Survey Responses by Ward



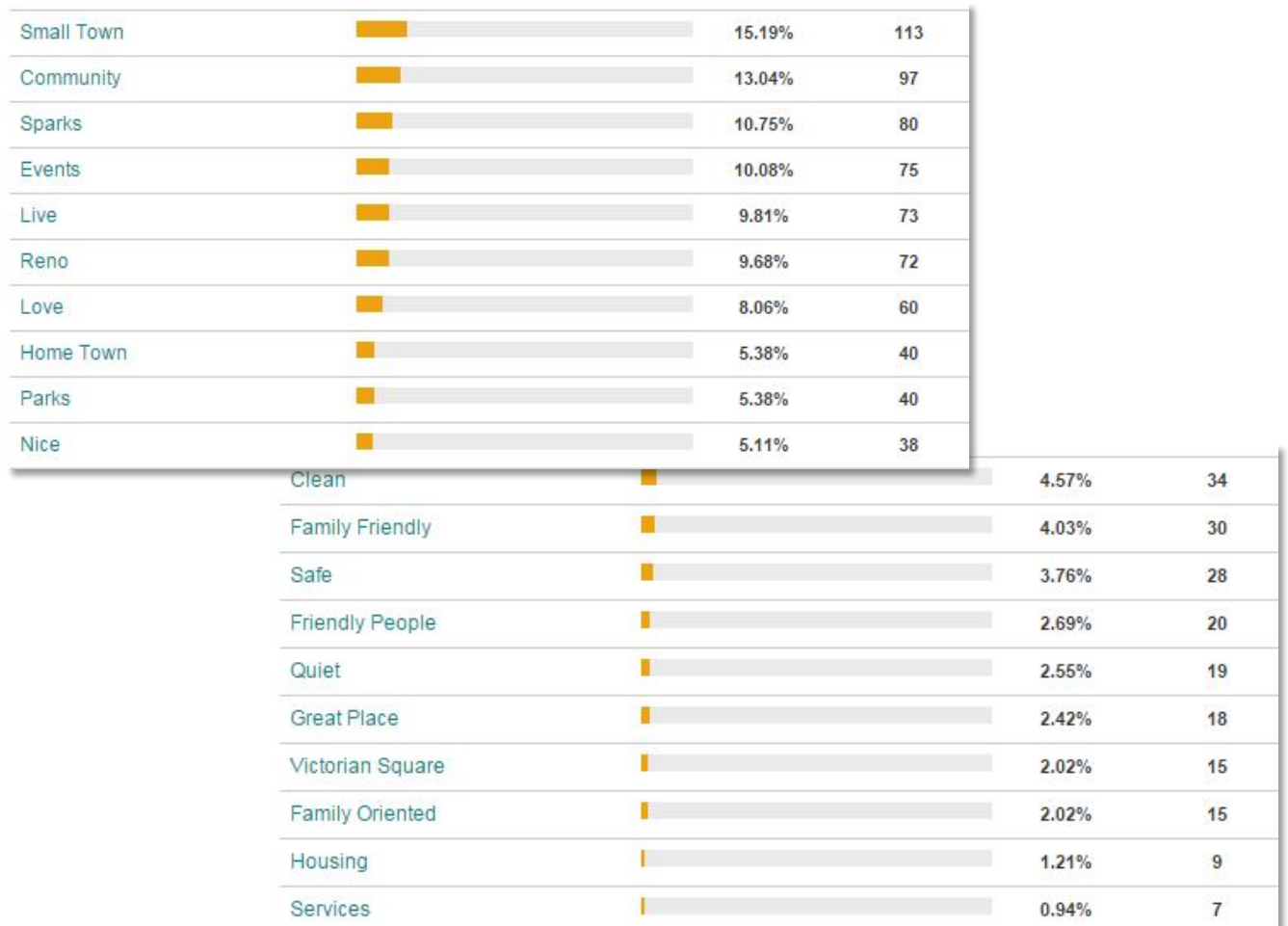


The Phase 1 Vision Survey was designed to be simple yet visionary. Only three questions were asked. Each were open ended in order to provide freedom for the respondent to not feel constrained by multiple choice options or that the city was driving the discussion. The results provided a genuine and authentic representation of the community and why they choose Sparks.

The following summarizes the key data from the survey questions with an emphasis on the results that rose to the top.

**Question: I love Sparks because...**

**Answers:** Small town (15.06 percent), community (13.16 percent) and events (10.04 percent)



The largest percentage of results focused on the 'small town' 'community' feel supported by 'family friendly,' 'home town' and 'love' for the community's special events and amenities including the parks. As is evident by the word cloud showing words that were mentioned most, respondents love their community and desire it to remain a place they can continue to be proud of.

In fact, one respondent cited, "The city has the sophistication of the 21st century, yet maintains its 'small town' feeling of community and connectedness. Living in Sparks is a choice, not an accident."



Friendly People Shopping Opportunities Family Friendly  
 Tranquil Nice City Government Home Town Services  
 Reno Family Oriented Events Great Place  
 Community Quiet Small Town  
 Victorian Square Sparks Housing Live Weather  
 Love Rural Parks Not Too Big Clean Safe

Additional respondent responses included:

- **Respondent #302:** "It's laid back, a little country, a little rock and roll. Great neighborhoods, love walking the Marina. Good shopping."
- **Respondent #334:** "I love Sparks because of the great vibe and the artsy scene beginning to form."
- **Respondent #367:** "It has a small town feel but includes amenities that large towns have."
- **Respondent #356:** "It's all about family...whether it's in business, neighborhoods, or recreation. It has a hometown vibe, yet remains contemporary and hip. Hard to do. It has lots of places to create and we LOVE the marina, which we feel is the jewel of our city."

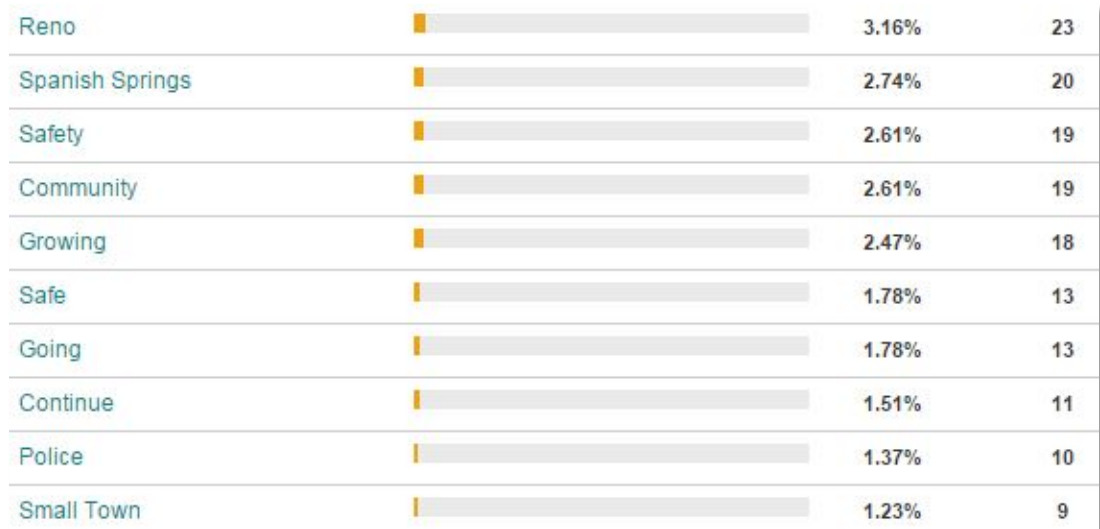
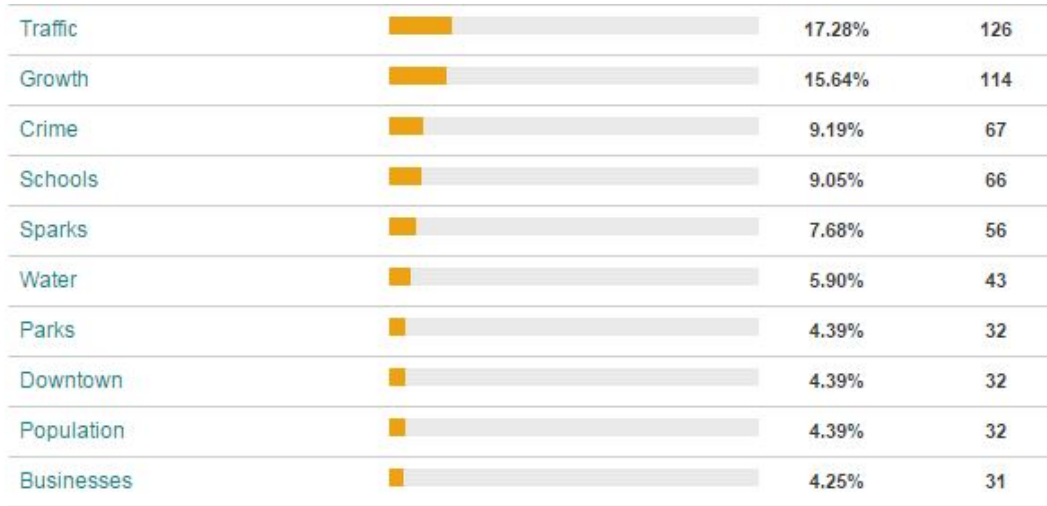
The key takeaways from Question 1 included:

- Remaining the community that everyone loves.
- Create environment where the 'vibe' that contributes to a vibrant community is developed and embraced.
- Focus on community entertainment offerings that residents feel contribute to the community feel including special events and those that incorporate the outdoors.
- Explore opportunities for economic development and planned expansion community-wide and within neighborhoods.
- Expand on the types of neighborhoods desired.
- Consider the resources required to ensure a clean safe community.



**Question: My biggest concern for Sparks in the year 2030 is...**

**Answers:** Traffic (17.17 percent), growth (15.51 percent), schools (9.14 percent) and crime (9.14 percent)



The areas that showed the strongest percentages were actually no surprise. Residents are concerned about current and future traffic, the anticipated growth, crime in neighborhoods and schools and the education system. While the city can address several areas with policy, the city will work closely to convey the residents concern to the governmental agencies charged with county planning from the the Regional Transportation Commission, Nevada Department of Transportation, Washoe County School District and Truckee Meadows Water Authority, to name a few. The city will be the voice to those entities while continuing to work with the agencies in advocating for Sparks and its residents.

Safety Victorian Square Reno Poor Businesses Gangs  
Downtown Small Town Water Continue  
Schools Safe Growth Growing Traffic  
Going Crime Police Sparks Kids Parks Activities  
Population Overgrowth Housing Older Neighborhoods  
Spanish Springs Community

Feedback from one resident stated concerns relating to growth, “Future growth. While the potential growth is great for the city and the local economy, control of growth is very important.” This was a common thread among the respondents. Growth will happen and responses indicate that they know this, in fact, they understand and are supportive of it for future sustainability. However, residents are looking to the city to plan for it in a way that continues to maintain the community, small town feel that comprises the fabric of the community.

A sampling of respondent responses include:

- **Respondent #1:** “Adequate planning for growth. Pyramid Highway makes me grouchy during rush hour.”
- **Respondent #186:** “Too much and too rapid growth without adequate infrastructure, water, schools to keep the same quality of life here.”
- **Respondent #377:** “Infrastructure, it’s in dire need of modernization, fiber optics, state of the art travel ways and clean energy should be the norm, not the exception.”

The key takeaways included:

- Hearing the residents’ concerns related to traffic and growth and managing the process.
- Determine what planned growth looks like including how and where it would be located.
- How growth will impact the character of neighborhoods, traffic and even financial stability.
- Determine how growth will be met through public services, facilities and amenities that the residents currently enjoy while looking forward.
- Explore public safety and enhancements for resident’s safety.
- Determine how the community will respond to environmental and outside influences.
- Continuing to advocate on behalf of the residents concerns with county and regional governmental agencies.



**Question: My wish to make Sparks even better by 2030...**

Answers: Parks (8.62 percent), community feel (8.48 percent), schools (8.48 percent) and a downtown (7.93 percent)

Sparks	<div><div></div></div>	10.74%	78
Parks	<div><div></div></div>	8.82%	64
Community	<div><div></div></div>	8.40%	61
Schools	<div><div></div></div>	8.40%	61
Downtown	<div><div></div></div>	8.13%	59
Businesses	<div><div></div></div>	7.85%	57
Growth	<div><div></div></div>	6.06%	44
Family	<div><div></div></div>	5.10%	37
Roads	<div><div></div></div>	5.10%	37
Traffic	<div><div></div></div>	4.41%	32

Respondents wish for Sparks is to maintain and expand upon the current quality of life while at the same time anticipating projected growth. Grow, but grow in a way that provides for outdoor recreation through the parks, a strong community feel, enhanced educational opportunities and a downtown. The residents desire of a central location to meet, explore and enjoy the community they love came through in this question. In Phase 2, the survey will explore what residents desire in a downtown and where they see it. Currently many identify with the Victorian Square to Sparks Marina as the downtown due to the number of events that take place in those areas. The next phase will further develop this issue and provide necessary components that will drive future policy.

Police Better Public Transportation Friendly Better Education Traffic  
Small Town Family Stores Businesses Water  
Schools Crime Parks Streets Sparks  
Spanish Springs Community Industrial  
Downtown Stop Growth Victorian Square Roads  
Affordable Housing Place Better Infrastructure Center





When residents are provided the opportunity to dream about their future city, it opens up the world to possibilities, however maintaining the city's fiscal health ensures that the community will continue to develop in a positive and forward thinking manner.

A sampling of respondent responses include:

- **Respondent #56:** "Lots of new local businesses to benefit our community."
- **Respondent #122:** "More shopping and small coffee shops. More active downtown."
- **Respondent #128:** "Downtown area needs an identity, clean up and more businesses. A clean up of abandoned buildings would help people feel safe and bring in more businesses. [Use] the money we make from the events for cleaning up and improving our area."
- **Respondent #133:** "Encourage small business development and celebrate the ethnic diversity of our city. I'd love to see Sparks become a virtual hotspot of international stores, cuisine and arts. I'd love to see artist studios, a gallery, a nice Lebanese restaurant, a celebration of the unique, individual and independent nature of our city."

The key takeaways included:

- Explore the city's economic vitality and future potential as a desirable place to live, work, play and visit.
- Developing a dynamic, diversified and thriving environment for continued economic growth.
- Determine future neighborhood areas and what those look like including exploring housing types and affordability.
- Continued exploration into the development of a vibrant and active downtown corridor.
- Role of education in the development of current and future residents.
- Continuing to and grow police, fire and medical response as well as other public services in an effort to protect and provide a safe resident environment.
- Work with outside government entities advocating for the resident's concerns in relation to traffic, streets, water resources and education.

## SUMMARY

This summary report was completed using results from the Phase 1 Vision Survey lead by the City of Sparks Planning Department with support from project consultants RAD Strategies Inc., Creative Cities and CFA.





**#IgniteSparks**  
**IgniteSparksNV.com**



# Phase 1 Survey Complete Results



## Sparks Outreach Phase 1 "What's Your Vision"

### Q1 I love Sparks because...

Answered: 777 Skipped: 7

#	Responses	Date
1	1) Activities, and 2) family-oriented focus, 3) ensuring safety and security of citizens	6/8/2016 10:46 AM
2	i work here	5/12/2016 2:14 PM
3	It's a small city close to a big one, Golden Eagle Park, lots of parks, north edge borders on high desert open space	3/30/2016 4:46 PM
4	small town atmosphere	3/28/2016 2:01 PM
5	It has everything I need but still keeps a small town feel.	3/27/2016 6:11 PM
6	it has a small town feel	3/25/2016 12:03 PM
7	Sparks has been home my entire life - nearly 54 years. It still has that smaller town feel.	3/23/2016 10:35 AM
8	It's still small and fairly safe.	3/23/2016 9:09 AM
9	I was born and raised here. Love the sense of community and it's still small enough where people know each other.	3/23/2016 7:07 AM
10	Small & homey feel but still have the amenities of city life	3/22/2016 5:25 PM
11	small community feel in wide open spaces	3/22/2016 1:18 PM
12	It is quiet, fairly small, and where I have made my home with my family. I've lived in Sparks since 1998	3/22/2016 11:01 AM
13	Clean, safe and affordable.	3/22/2016 9:16 AM
14	Not really...	3/17/2016 7:55 PM
15	There's an open community with a lot more diversity. I think it has a lot of potential to have huge parks, local shops and more community based art events. WE visit a lot when there's nothing to do in Reno.	3/16/2016 4:47 PM
16	It's a cute little town that offers more housing for students and families	3/16/2016 4:45 PM
17	of the old traditional feel and old buildings! I grew up here and I feel like we lost what we stood for. Please bring it back.	3/16/2016 4:44 PM
18	It is home. I have lived here for 21 years, graduated from Sparks HS and love the community feel	3/16/2016 4:42 PM
19	The landscape	3/16/2016 4:41 PM
20	convenient access to people, places and things of interest to me - hiking, biking, theater, parks, education, museums, library, airport, etc	3/14/2016 10:36 AM
21	It has a small-town atmosphere.	3/7/2016 10:08 AM
22	my family lives here.	3/5/2016 7:32 AM
23	People seem friendlier than other areas, it's small yet we have a lot to offer in the way of shopping, parks, etc	2/29/2016 3:19 PM
24	I still has a lot of open area.	2/26/2016 8:36 AM
25	Its a nice clean and safe community with plenty of conveniences	2/26/2016 12:53 AM
26	It has a small town feel yet, has easily accessible open space.	2/24/2016 3:31 PM
27	Still has that small town feel	2/24/2016 12:46 PM
28	It's my hometown.	2/24/2016 8:54 AM
29	It's where I grew up.	2/24/2016 8:52 AM
30	of the parks and the resources Sparks has	2/24/2016 8:51 AM
31	Wide open spaces and surrounding hills, small town feel	2/23/2016 9:27 AM
32	Of the small town feel and the open air feel.	2/18/2016 8:55 PM
33	it is not metropolitan	2/18/2016 5:12 PM

## Sparks Outreach Phase 1 "What's Your Vision"

34	Sparks is a diverse and affordable city	2/17/2016 11:40 AM
35	It loves its residents too. Everyone is helpful, friendly, & kind. We all get along and enjoy the events downtown without all the drama of downtown Reno.	2/13/2016 9:18 PM
36	Small town, well maintained, has a wide variety of business. The city as a whole is very convenient.	2/13/2016 8:03 AM
37	It's a medium sized city with a small town feel. Also because I appreciate the planning that has gone into the newer sections for Sparks.	2/12/2016 9:22 AM
38	It is a friendly part of a larger urban area that offers easy access to activities of the university and culture. I like its railroading heritage. I am impressed with its city government and services. I like its ethnic and cultural variety.	2/11/2016 5:35 PM
39	It's where I live	2/11/2016 1:46 PM
40	It's small and decentralized	2/11/2016 11:55 AM
41	The special events and the friendly business environment	2/11/2016 11:26 AM
42	I like living in Sparks.	2/11/2016 10:08 AM
43	it's becoming family oriented.	2/11/2016 10:07 AM
44	clean, well maintained. People are generally nice and friendly. Less crime.	2/11/2016 10:06 AM
45	stuff to do.	2/11/2016 10:04 AM
46	It's peaceful and quiet and friendly most of the time. Very friendly store owners. Clean as well.	2/11/2016 10:03 AM
47	Sparks is a family friendly community; it holds a lot of regional history.	2/11/2016 10:02 AM
48	there is always an event going on!	2/11/2016 10:00 AM
49	I love that I live near my school.	2/11/2016 9:59 AM
50	It has the best schools and people and teachers. I love Sparks.	2/11/2016 9:58 AM
51	Its very well kept clean. Great place to live.	2/11/2016 9:57 AM
52	it is really fun and parents get to have their own fun at the casino.	2/11/2016 9:56 AM
53	Northern Nevada Hospital is great. Staff and food.	2/11/2016 9:55 AM
54	It is a nice city to live in and it seems to be getting better like the direction	2/11/2016 9:54 AM
55	It is a growing community with a good family friendly atmosphere.	2/11/2016 9:53 AM
56	It is very clean, calm. Small town. Has every store you need. Library and everything else is close by.	2/11/2016 9:49 AM
57	the park on the corner of baring blvd.	2/11/2016 9:48 AM
58	I was born here. I love the river.	2/11/2016 9:46 AM
59	of the cars. Farmers market. Rib Cook Off. The water fountain!!	2/11/2016 9:45 AM
60	I was born here and I love it here because it is fun here . I love it here that's why.	2/11/2016 9:42 AM
61	<b>Parks</b> there's a lot of programs for children through parks and rec.	2/11/2016 9:40 AM
62	It's a very convenient location to live in. The schools are great. The Boys and Girls Club is nearby.	2/11/2016 9:38 AM
63	I lived here all my life and continue to be a part of the community.	2/11/2016 9:36 AM
64	There are many things to do with friends and love the shopping center	2/11/2016 9:35 AM
65	<b>Friendly People</b> It's a great place to live. Lots of friends.	2/11/2016 9:32 AM
66	I have lived here my entire life and have helped out the community starting with the youth.	2/11/2016 9:31 AM
67	the river	2/11/2016 9:29 AM
68	I love the Marina, lived in Sparks for 15 years, I just love Sparks	2/11/2016 9:28 AM
69	they seem family friendly	2/11/2016 9:26 AM
70	it is pretty, clean, and because of the Legends Outlet	2/11/2016 9:24 AM
71	<b>Parks</b> Lower cost of housing, lots of family parks, diverse population, Terrific dog park and walks, convenient shopping, beautiful skies and views, open space	2/10/2016 8:32 AM

## Sparks Outreach Phase 1 "What's Your Vision"

72	It's history.	2/9/2016 7:20 PM
73	Quiet, small	2/9/2016 6:34 PM
74	The Marina	2/9/2016 6:03 PM
75	It is geared around family	2/9/2016 3:07 PM
76	<b>Events</b> it is family oriented, there are lots of fun events, great things happen in Sparks!	2/9/2016 2:44 PM
77	Of its hometown feel	2/9/2016 1:56 PM
78	it is still a small town, but it is open to being more progressive.	2/9/2016 1:40 PM
79	It is a nice suburban city.	2/9/2016 12:42 PM
80	<b>Activities</b> lots to do: city events, parks and recreation, police patrol, business opportunities, Marina, Legends, Coconut Bowl.	2/9/2016 11:59 AM
81	it's a wonderful place to be born and also where I raised my kids	2/9/2016 11:57 AM
82	It is an up and coming area bringing new blood to greater Reno!	2/9/2016 9:58 AM
83	People are real and it's a smaller town.	2/9/2016 9:20 AM
84	Home values	2/9/2016 8:59 AM
85	it is a tranquil community.	2/8/2016 1:49 PM
86	of the weather and the people.	2/8/2016 1:47 PM
87	there is a lot of security	2/8/2016 1:46 PM
88	there is a mall.	2/8/2016 1:45 PM
89	there are casinos and it is tranquil	2/8/2016 1:43 PM
90	it's tranquil	2/8/2016 1:43 PM
91	<b>Parks</b> there are a lot of parks and stores, it is a tranquil community.	2/8/2016 1:41 PM
92	it is safe	2/8/2016 1:40 PM
93	the people are nice	2/8/2016 1:38 PM
94	it's pretty.	2/8/2016 1:36 PM
95	schools are teaching more languages, Spanish, French, Italian	2/8/2016 1:35 PM
96	of the pools and Wild Island.	2/8/2016 1:32 PM
97	it is hospitable and a very pretty city	2/8/2016 1:30 PM
98	it's a safe and secure area	2/8/2016 1:29 PM
99	the tax rate is pretty good. The streets are in usually good shape. Geno Martini is pretty much available.	2/8/2016 1:26 PM
100	Quite, peaceful	2/8/2016 1:25 PM
101	it has a small town feel and is the rad city of NV	2/8/2016 1:24 PM
102	it is a small town and friendly.	2/8/2016 1:22 PM
103	it feels like a small town. So many good people.	2/8/2016 1:21 PM
104	rural attitudes	2/8/2016 1:19 PM
105	it's well kept, bicycle friendly (except for Stanford between Prater Way and Victorian - no response from councilman).	2/8/2016 1:18 PM
106	the nice people, there are so many stores and events	2/8/2016 1:16 PM
107	It has a community feel as opposed to a big city feel	2/8/2016 1:15 PM
108	close to SNC for employment	2/8/2016 1:13 PM
109	cost of living	2/8/2016 1:12 PM
110	It's clean, comfortable - people are friendly and pleasant to be around	2/8/2016 1:11 PM
111	clean and easy getting around	2/8/2016 1:10 PM

## Sparks Outreach Phase 1 "What's Your Vision"

112	everyone is very nice	2/8/2016 11:38 AM
113	it's a caring community	2/8/2016 11:37 AM
114	of the people are very friendly.	2/8/2016 11:36 AM
115	it feels still like a small town and that is a good thing.	2/8/2016 11:35 AM
116	It's a great place to live	2/8/2016 11:34 AM
117	senior services	2/8/2016 11:32 AM
118	I live here and enjoy the activities that are offered to seniors.	2/8/2016 11:31 AM
119	my friends and activities are here.	2/8/2016 11:30 AM
120	it is a friendly, well kept community	2/8/2016 11:27 AM
121	I live in Sparks.	2/8/2016 11:25 AM
122	of the people, I actually live in the country. I like the city council.	2/8/2016 11:24 AM
123	small with all amenities	2/8/2016 11:23 AM
124	it has small town feel but progressing well.	2/8/2016 11:19 AM
125	it has a community spirit in it.	2/8/2016 11:17 AM
126	The Marina, great parks, small town feeling	2/8/2016 11:15 AM
127	I am a native of Reno, Sparks. It has the best of every thing. Out doors and family entertainment.	2/8/2016 10:49 AM
128	I love Wingfield Springs and I love the Farmers Market.	2/8/2016 9:51 AM
129	It's a great place to work with an easy commute	2/8/2016 7:31 AM
130	Victorian Square, the Marina, the freeway on and off ramps, etc. are visually pleasing and temper the hard lines of buildings.	2/8/2016 6:00 AM
131	It's not Reno	2/7/2016 5:34 PM
132	I'm actually not quite sure.	2/7/2016 11:32 AM
133	my neighborhood is quiet, I'm close to Reno but part of my own community, and we are now home owners.	2/7/2016 10:05 AM
134	<b>Small City / Small Town</b> for many reasons. It's a small town atmosphere with lots of things to do in the surrounding areas. I also like all the festivals.	2/7/2016 9:34 AM
135	It is not the Coty of Reno, and seeks input from it's citizens unlike the dictator Muir Hillary Scheiveand her poor political choices. The Reno City council is just as corrupt as her. Oscar Delgado continually lies to the public and my family is grateful that the Sparks City Council and government does not act like them.	2/7/2016 8:58 AM
136	Is there anything to actually LOVE about it??? It use to be a great city 20 years ago.	2/7/2016 8:36 AM
137	Affordable housing	2/7/2016 7:33 AM
138	Small town feel with larger city amenities.	2/7/2016 7:08 AM
139	It offers a small town feeling with big town services, and some of the best parks for kids in the region.	2/7/2016 7:00 AM
140	It is a family friendly community: great neighborhoods, events, and recreation.	2/7/2016 6:50 AM
141	It has the small town USA feeling. . .	2/7/2016 6:40 AM
142	The town is clean. You don't see trash, broken down vehicles and any graffiti is cleaned up immediately	2/7/2016 5:59 AM
143	It's personal. I have input. City crews take care of it.	2/7/2016 5:03 AM
144	Because it has a small town feel to it. It's more family oriented than Reno. I love the Sparks events more than the Reno ones. I don't feel the need to go to the Reno events. I love how much it has grown over the years.	2/7/2016 12:53 AM
145	I moved here from the Bay Area to seek a better lifestyle. Less of a commute and a more hometown community feeling.	2/6/2016 10:40 PM
146	It's a mid size town with a small town feel that has local events that revolve around families.	2/6/2016 9:33 PM
147	It still has that small town atmosphere	2/6/2016 9:16 PM
148	family friendly	2/6/2016 9:13 PM



## Sparks Outreach Phase 1 "What's Your Vision"

149	live here for 55 years. seen growth increase. well planned and also help with growth	2/6/2016 9:12 PM
150	accessibility, main street feel	2/6/2016 9:10 PM
151	business friendly	2/6/2016 9:09 PM
152	the events downtown, can easily get from one end of the city to the other without traffic issues, citizens are friendly	2/6/2016 9:08 PM
153	my opinion of the city of sparks is that it is a very progressive community that is family oriented	2/6/2016 9:06 PM
154	of all the festivities that take place throughout the year - farmers markets, ribs, Hot August Nights	2/6/2016 9:03 PM
155	friendly city	2/6/2016 9:00 PM
156	it's my hometown where I live and where I was raised	2/6/2016 8:58 PM
157	It has a bunch of nice neighborhoods	2/6/2016 8:57 PM
158	Legends at Sparks Marina	2/6/2016 8:56 PM
159	it's a great community	2/6/2016 8:55 PM
160	it's cool	2/6/2016 8:54 PM
161	it's a good place to live	2/6/2016 8:53 PM
162	the boys and girls club	2/6/2016 8:53 PM
163	the boys and girls club	2/6/2016 8:51 PM
164	It's my hometown	2/6/2016 8:50 PM
165	Because it's where I'm from and its just a good place to live	2/6/2016 8:49 PM
166	it's a nice and fun small town	2/6/2016 8:47 PM
167	people are so kind and friendly	2/6/2016 8:46 PM
168	it has a small town feel with the ability to experience a larger city enjoyment; the weather never stays the same. I love the change.	2/6/2016 8:43 PM
169	it has a small town feel. Downtown Sparks doesn't have panhandlers on every corner like Reno. The marvelous sports complexes and parks.	2/6/2016 8:41 PM
170	I grew up here and still live here. Love the community feel.	2/6/2016 8:39 PM
171	Its got character and people who care	2/6/2016 8:37 PM
172	it is my hometown where I went to elementary, middle and high school. It is also where I live today and I'm raising my family. It is home.	2/6/2016 8:36 PM
173	it has a hometown relaxed feel	2/6/2016 8:33 PM
174	I'm a 4th generation Nevadan and have deep roots. I like Sparks because it isn't snooty and doesn't emphasize gaming. Family atmosphere. More rural.	2/6/2016 8:31 PM
175	community is family friendly, coming from Ireland I find people are very open and genuinely seem to care	2/6/2016 8:25 PM
176	fun events, shopping, food	2/6/2016 8:21 PM
177	it is a comfortable place to be and Victorian Square has such potential	2/6/2016 8:19 PM
178	because of 39 North and the community	2/6/2016 8:17 PM
179	family friendly community, safe areas, nice places to live work and play	2/6/2016 8:16 PM
180	it has a hometown vibe, friendly faces	2/6/2016 8:14 PM
181	family friendly, small town feel, two degrees of separation	2/6/2016 8:10 PM
182	It's happening here, have to get 200 event days	2/6/2016 8:08 PM
183	family friendly city, accessible government	2/6/2016 8:06 PM
184	the people, friendly community	2/6/2016 8:04 PM
185	The business community, citizens and government work together to create a fun, safe and event rich environment	2/6/2016 8:02 PM
186	It's a small community feel, every one sees to know each other	2/6/2016 8:00 PM

## Sparks Outreach Phase 1 "What's Your Vision"

187	it's family oriented, we have a strong, clean community that you can tell cares about its residents. its the right mix of small town and city. we appreciate and embrace our heritage and history. it's well taken care of with good roads.	2/6/2016 7:57 PM
188	Sparks Marina	2/6/2016 7:57 PM
189	small town feeling, friendly	2/6/2016 7:54 PM
190	family friendly, small town, friendly, accessible	2/6/2016 7:53 PM
191	local restaurants, easily accessible business parks, Wild Island	2/6/2016 7:50 PM
192	just good people, relaxed business forum each and every day	2/6/2016 7:48 PM
193	of its hometown feel, it is a small town with a great sense of community	2/6/2016 7:46 PM
194	<b>Small City / Small Town</b> It has lots of cool stuff like the Nugget, movie theater and restaurants, that's why I love Sparks	2/6/2016 7:45 PM
195	of all the rehab you have done, I enjoy the marina and Victorian Square. Very nice areas to get out and walk and enjoy the local businesses	2/6/2016 7:44 PM
196	of all the shopping opportunities there area and all the different stores	2/6/2016 7:43 PM
197	<b>Activities</b> There's a lot of activities throughout the year	2/6/2016 7:42 PM
198	It is a family friendly city with great activities, I enjoy Sparks Marina and Golden Eagle	2/6/2016 7:41 PM
199	It is more family oriented, the streets are better maintained	2/6/2016 7:39 PM
200	Because I love the people of Sparks	2/6/2016 7:37 PM
201	The parks are nice. Love the events downtown sparks	2/6/2016 7:36 PM
202	small town	2/6/2016 7:36 PM
203	I came here from California in 1975 with three children one in high school (Reed) and two in elementary, loved the quaintness of the town and now I love all that it offers in shopping and the special events for families, I worked for the Nugget for 30 years and saw that grow also	2/6/2016 7:34 PM
204	upgrading of shopping opportunities	2/6/2016 7:32 PM
205	I grew up here. I love the "Sparks" events, there is a strong community feel, I love the view of the mountains and the city from east Sparks	2/6/2016 7:31 PM
206	Sparks has been a great place to raise a family; sparks offers a small town feel with big town things (shopping)	2/6/2016 7:28 PM
207	Local events. New shopping centers. Victorian square.	2/6/2016 7:26 PM
208	this is where I work and most importantly, where I live; special events, Golden Eagle	2/6/2016 7:26 PM
209	Friendly, not a lot of casinos	2/6/2016 7:24 PM
210	It's a small town without the hub-bub	2/6/2016 7:23 PM
211	<b>Parks</b> small town, it has lots of parks	2/6/2016 7:22 PM
212	It is friendly	2/6/2016 7:22 PM
213	It seems to use its tax base to sustain better development, events and planning in comparison to Reno	2/6/2016 7:20 PM
214	It's friendly, nice people, I'm a retired Maxwell Elementary School teacher	2/6/2016 7:17 PM
215	No parking meters	2/6/2016 7:16 PM
216	A great place to live, small town atmosphere, Eagle Canyon facility is fantastic	2/6/2016 7:14 PM
217	It's quite, safe, comfortable and friendly	2/6/2016 7:12 PM
218	It's a healthy place to live and play, wish it were close to our jobs, that's why we're in Sparks Kiwanis	2/6/2016 7:11 PM
219	It's an old western railroad twon	2/6/2016 7:07 PM
220	community friendly, small business	2/6/2016 7:06 PM
221	The marina is close to our home and allows our family, including two young children and two dogs, to go somewhere nice and get exercise.	2/6/2016 7:06 PM
222	It has the feel and look downtown of a small 1950's town. Needs a diner downtown!	2/6/2016 4:29 PM

## Sparks Outreach Phase 1 "What's Your Vision"

223	It's cheaper to live than reno	2/6/2016 3:57 PM
224	of the small town feel. I still feel safe in my neighborhood and love the fact that access to our high desert public lands are a mere 15 minute walk from my front door. I have seen owls, quail and hawks in my backyard and can hear coyotes in the wee hours.	2/6/2016 3:50 PM
225	Its a small community feel	2/6/2016 3:05 PM
226	It's nice and quite	2/6/2016 2:12 PM
227	Its clean, quiet, friendly.	2/6/2016 1:53 PM
228	It's not Reno.	2/6/2016 12:08 PM
229	It's so close to hell that you can see sparks!	2/6/2016 11:23 AM
230	The laid back nature of the people, the cleanliness of the city and things to do. The Sparks Marina, revamping where the old factory outlets mall was and the Imax theatre is absolutely wonderful!	2/6/2016 11:10 AM
231	Of the small community feel.	2/6/2016 10:50 AM
232	Of the small community feel.	2/6/2016 10:50 AM
233	Limited population gives me the Hometown feel. I am ashamed of some neighborhoods so do not take visitors in certain areas.	2/6/2016 10:38 AM
234	Sparks is old and slow like some backwoods hamlet, a good old boy place.	2/6/2016 9:58 AM
235	it's affordable, relatively crime free, and has a friendly small town feel.	2/6/2016 9:48 AM
236	The people here are kind to each other and we are close to the mountains lake and desert.	2/6/2016 9:23 AM
237	It's beautiful.	2/6/2016 9:22 AM
238	It is comfortable, friendly and love the marina.	2/6/2016 9:19 AM
239	It has a mix of modern convenience and retains its roots around Victorian square.	2/6/2016 9:11 AM
240	It is still like a small town but has many city amenities.	2/6/2016 8:27 AM
241	Everything	2/6/2016 8:22 AM
242	It's location, the high mountain desert & proximity to Tahoe	2/6/2016 8:17 AM
243	Family Oriented Community	2/6/2016 8:12 AM
244	Because it use to be quite & low crime	2/6/2016 8:09 AM
245	people start things here. tiny businesses like brewchatter, public art workshops like the generator, you can find a place here.	2/6/2016 7:52 AM
246	It's more spread out than reno but still close enough to attractions	2/6/2016 7:40 AM
247	it still feels like a small town in many ways..	2/6/2016 7:39 AM
248	It's close to everything. I can go do things in Tahoe or else out in the rural areas and I like that.	2/6/2016 7:23 AM
249	The friendliness of the local business owners	2/6/2016 12:02 AM
250	The city government doesn't screw things up like Reno.	2/5/2016 11:59 PM
251	okay	2/5/2016 11:37 PM
252	I feel safe	2/5/2016 10:59 PM
253	the "mood" is so different from reno and fees so much more safe.	2/5/2016 10:23 PM
254	it is a small town	2/5/2016 10:03 PM
255	The population isnt so high that i never run into someone i dont know , although its getting less frequent and it sadens me . I have always love the small town Sparks has been and i dont like the population increase such as the fountian house complex being built . I love Pawrah Park and its brilliant that its covered so the equipment doesnt get blistering hot .I love our parades and celebrations and never want to go to Reno for what we have here .We have wonderful schools here .I love that Sparks wants my opinion !!!!!	2/5/2016 10:02 PM
256	I grew up here.	2/5/2016 9:44 PM
257	It feels like a small town. You can go out to dinner and always run into someone you know.	2/5/2016 9:25 PM

## Sparks Outreach Phase 1 "What's Your Vision"

258	Of the small town community feel	2/5/2016 9:11 PM
259	it is family oriented	2/5/2016 9:09 PM
260	It's a small town with big town features	2/5/2016 9:07 PM
261	This is my home town. I went to the same schools and had many of the same teachers as my mother	2/5/2016 9:03 PM
262	I enjoy the peace and quiet and I'm close to my work	2/5/2016 9:03 PM
263	You have the luxury of living in a city, but you're not in a big city. You also have the convenience of being I close to so much open land.	2/5/2016 9:01 PM
264	I feel safe in my home. Saying I live in Sparks gives me a hometown feel even though Reno is just a stone throw away.	2/5/2016 8:58 PM
265	It's a newer, less disgusting/run down Reno!	2/5/2016 8:38 PM
266	It has character.	2/5/2016 8:35 PM
267	My family is here	2/5/2016 8:32 PM
268	<b>Activities</b> There's a small town feel but lots to do.	2/5/2016 8:27 PM
269	Suburban area but close to major big Box stores; Costco, Home Depot. Need a whole foods or Traders Joes in this area and more major restaurants	2/5/2016 8:14 PM
270	It feels "small town friendly"	2/5/2016 8:02 PM
271	It's hometown community. And I grew up here.	2/5/2016 8:01 PM
272	<b>Activities</b> Lots of family things to do.	2/5/2016 7:58 PM
273	There aren't too many people . Well maintained by city officials. Friendly businesses	2/5/2016 7:55 PM
274	It's calm. People here are way friendlier then the other side of town "reno"	2/5/2016 7:49 PM
275	Quiet, home grown	2/5/2016 7:44 PM
276	it is less congested and like living in the country	2/5/2016 7:41 PM
277	I'm new to the area, so have loved the marina for walking my dog ( until it started to smell bad and the fish died.. that was off outing)	2/5/2016 7:40 PM
278	Small and clean. I love the diversity. It just feels like home.	2/5/2016 7:38 PM
279	It's small but still has so much to offer	2/5/2016 7:36 PM
280	It's home, has well developed neighborhoods	2/5/2016 7:21 PM
281	OF THE WEATHER	2/5/2016 7:20 PM
282	It still has a small-town feel.	2/5/2016 7:19 PM
283	It is very welcoming, old fashioned real "neighborhood" feel, and a park on almost every corner is a great touch.	2/5/2016 7:14 PM
284	<b>Activities</b> it's beautiful with lots of cool things to do for all ages indoors and outdoors.	2/5/2016 7:13 PM
285	It feels clean and safe	2/5/2016 7:01 PM
286	It feels like a small town, great schools, all the family events.	2/5/2016 7:01 PM
287	It's still a relatively small city.	2/5/2016 6:58 PM
288	Family friendly culture	2/5/2016 6:56 PM
289	It is close to outdoor activities	2/5/2016 6:52 PM
290	It had my home for the last 25 years. Love Victorian Square.	2/5/2016 6:51 PM
291	It's big enough to provide great services but small enough to be cozy.	2/5/2016 6:43 PM
292	It has a verity of culture among its population	2/5/2016 6:41 PM
293	If the home town feel	2/5/2016 6:41 PM
294	Even with growth, it has kept open-air parking, malls, etc. The Marina is beautiful and fun.	2/5/2016 6:40 PM
295	It is Family Friendly and there's always something to do.	2/5/2016 5:43 PM

## Sparks Outreach Phase 1 "What's Your Vision"

296	It's in my rear view Mirror	2/5/2016 5:07 PM
297	The City is fairly well run. Elected and appointed officials seem to take an interest in the citizens of Sparks	2/5/2016 2:42 PM
298	It's a wonderful community. Everything I need is nearby. I love seeing the snow capped hills. The neighbors are great. There is plenty of open space.	2/3/2016 6:48 AM
299	I love the parks. I love the friendly people. The police and fire departments are concerned with the citizens welfare.	2/2/2016 9:13 AM
300	They have good parks. Its not too large yet and not overrun with people.	2/2/2016 9:13 AM
301	safe	2/2/2016 7:10 AM
302	Everything is conveniently located. Still has the small town feel. Great Special Events, and activities.	2/1/2016 3:36 PM
303	city government is not interested in growth for the sake of growth. It generally takes a solid look at quality of life issues which affect those already living and working in established areas. There are several recent things that concern me but overall I am happy. There is also a family feel. The recreational programs are great!	1/31/2016 7:48 PM
304	The most civil place I've lived	1/31/2016 7:55 AM
305	It's not Reno.	1/30/2016 8:12 PM
306	It's big and small...has a small-town feel with access to shopping, restaurants, and events.	1/29/2016 3:42 PM
307	Small town feel, big city amenities	1/29/2016 2:58 PM
308	It's city government seems in control and it's making an effort to keep spending under control.	1/28/2016 7:33 PM
309	The feeling of the city which is not too small and not too big.	1/28/2016 6:20 PM
310	Housing for sale/rent at all levels of affordability; convenient post offices, banks, stores, libraries throughout the area.	1/28/2016 10:18 AM
311	<b>Activities</b> Small town feel, but access to a lot of larger city activities.	1/28/2016 8:02 AM
312	Was born here	1/27/2016 11:56 AM
313	Safe, clean and wholesome environment	1/27/2016 8:20 AM
314	It is clean and classy. I also love that we use reclaimed water for watering the public areas.	1/27/2016 8:10 AM
315	city government officials are approachable.	1/26/2016 6:52 PM
316	Everything is easily accessible	1/26/2016 6:06 PM
317	of how clean and quiet it is.	1/26/2016 5:30 PM
318	benefits of a larger city but still homey and friendly	1/26/2016 5:09 PM
319	it is family oriented, still small enough to know people, has an identity different than bigger Reno, does smart things like the Marina and Farmer's Market	1/26/2016 4:43 PM
320	it still has a small town feel, the city is fiscally responsible, great special events	1/26/2016 4:20 PM
321	it is fairly quiet. The stores are convenient.	1/26/2016 4:05 PM
322	It still has that small town feeling	1/26/2016 3:43 PM
323	it is a great place to live and raise a family. I feel safe because we have effective police and fire services.	1/26/2016 3:37 PM
324	location, small town feel	1/26/2016 1:11 PM
325	Affordable housing, smart development.	1/25/2016 11:51 PM
326	It is my home.	1/25/2016 9:38 PM
327	Parks available, kids' sports base, the Marina has a city dog park, and newer shopping opportunities.	1/25/2016 8:19 PM
328	We have a great police and fire department.	1/25/2016 11:47 AM
329	The area feels open versus in town (Reno). We came from a smaller community (Elko) to retire and find that Sparks even though a much larger populous is for the most part people friendly. We chose Sparks to retire due to its milder climate, airport travel, medical, shopping, ease of travel to the Tahoe area and into California bay area.	1/25/2016 9:58 AM
330	the staff wants to find solutions	1/25/2016 8:16 AM
331	It has a quitter expression of NV than it's sister city, Reno...and it has a very close knit community...still somewhat under discovered by transplants from other states	1/24/2016 8:24 PM

## Sparks Outreach Phase 1 "What's Your Vision"

332	it has a hometown appeal. I always see someone I know if I go somewhere.	1/24/2016 6:38 PM
333	I am new to Sparks. I dont really like it because it has such visible industry, few trees and parks, and no downtown to go to. It is very bedroomy going toward Spanish Springs with many big-box stores, but no pedestrian locations.	1/24/2016 1:03 PM
334	Sparks has a wonderful community feeling to it. It feels smaller, and has less transient people than Reno.	1/24/2016 10:25 AM
335	it is next to Reno	1/24/2016 10:18 AM
336	Sparks Marina Park trail and water events held there, more bikepaths being built, downtown events all are fun.	1/24/2016 9:47 AM
337	It's quiet; there's not a lot of traffic.	1/24/2016 9:41 AM
338	It's not Reno, i.e., less people, cars, congestion, esp. less political upheaval	1/24/2016 9:41 AM
339	the hometown feel in the now sprawling valley	1/22/2016 5:18 PM
340	The family atmosphere, plentiful parks, the marina, and great special events.	1/22/2016 10:06 AM
341	it is friendly	1/22/2016 8:05 AM
342	area	1/21/2016 4:43 PM
343	I was raised here and enjoyed the parks, the schools, and the events.	1/21/2016 4:00 PM
344	it is clean and welll taken care of.	1/21/2016 3:38 PM
345	To see it grow and develop, not only for the tourist but also for locals is great.	1/21/2016 2:19 PM
346	Small town feel	1/21/2016 2:05 PM
347	it is the place of my employment	1/21/2016 1:14 PM
348	it still has a small town feel	1/21/2016 12:46 PM
349	Smaller community and easy to navigate.	1/21/2016 12:05 PM
350	Love is not a good description. It's OK and better than the City of Reno. Sparks could be good, but the lack of effort in cleaning up downtown, no one wants to go there. Our parks are susally in really good shape though. Except for the Marina.	1/21/2016 11:52 AM
351	It is quiet and close to Tahoe and shopping	1/21/2016 11:48 AM
352	It's a great community with friendly people and offer many events all year round.	1/21/2016 10:44 AM
353	it's a great place to raise a family.	1/21/2016 10:30 AM
354	All of the great events the Nugget puts together every year	1/20/2016 3:00 PM
355	<b>Events</b> Because it still has a small home town feel, but has a lot of events going on, so it's not boring like a small town.	1/20/2016 11:50 AM
356	It is a safe place for families to enjoy life's events.	1/20/2016 8:19 AM
357	It's a small friendly town	1/19/2016 10:48 PM
358	of new young developments.	1/19/2016 7:48 PM
359	It is small enough to know many residents,easy to get around in and has alot of community programs.	1/19/2016 5:01 PM
360	I live here and enjoy the events such as Rib Cookoff.	1/19/2016 4:55 PM
361	it's a great entertainment environment for visitors and locals!	1/19/2016 8:50 AM
362	Small town with easy access, a no stress town.	1/19/2016 8:02 AM
363	Sparks is a city of integrity and vision for families and opportunities for personal development	1/19/2016 7:52 AM
364	Sparks is a beautiful, sunny, growing community with great potential.	1/19/2016 7:50 AM
365	Easy to get around in - No long lines	1/19/2016 7:47 AM
366	Culture and History.	1/19/2016 7:29 AM
367	It's my CHOSEN home.	1/19/2016 6:55 AM
368	It's where my work is.	1/19/2016 6:20 AM
369	I love the Nugget casino	1/18/2016 7:44 PM



## Sparks Outreach Phase 1 "What's Your Vision"

370	it is next to Reno	1/17/2016 5:09 PM
371	It's been my home since 1963.	1/17/2016 4:41 PM
372	Of their wide variety of lifestyle choices.	1/15/2016 5:19 PM
373	It's a lovely and quiet community.	1/13/2016 9:10 PM
374	of the rich cultural diversity.	1/13/2016 4:18 PM
375	my family lives in Sparks and I grew up in Sparks. I truly believe it is a fantastic city with so much to offer existing and new residents.	1/13/2016 4:10 PM
376	It's a great place to raise a family	1/13/2016 3:58 PM
377	I like the community center and the christmas events. It makes it feel like a small town.	1/13/2016 9:44 AM
378	Small town community feel with big city resources	1/12/2016 8:34 PM
379	It's clean and efficient, and connected to the community.	1/12/2016 7:37 PM
380	Of the weather and proximity to Tahoe.	1/12/2016 6:02 PM
381	There is a "small town" feel in a thriving medium sized city.	1/12/2016 4:39 PM
382	It is smaller than Reno. We have many of the same amenities as Reno, yet everything is closer.	1/12/2016 4:19 PM
383	Such a nice town to raise our kids in. We love all the walking trails and parks. The Legends mall is fantastic.	1/12/2016 4:16 PM
384	It's where I live	1/12/2016 4:11 PM
385	<b>Activities</b> Its a clean and safe place to live with lots of activities available.	1/12/2016 2:56 PM
386	It offers amenities and is safe, comfortable, and beautiful.	1/11/2016 5:05 PM
387	It's more rural than Reno	1/6/2016 8:54 PM
388	it is home.	1/6/2016 12:01 PM
389	It is still a relatively small community made up of with a large amount of people who are involved in their community and love both Sparks and Nevada.	1/6/2016 11:19 AM
390	homes are cheaper, businesses like Costco/Bed Bath & Beyond/restaurants, community aspect in Kiley Ranch, the nice landscaping, away from Reno	1/6/2016 11:16 AM
391	I have lived in my home in Sparks for 50 years, and love Sparks as we have a better outlook on things we are doing in Sparks compared to Reno, plus our taxes are lower than Reno's.	1/5/2016 4:50 PM
392	It still has a small town feel. Everyone is friendly.	1/5/2016 1:32 PM
393	The amount of company's and hospital that has moved in to the area.	1/4/2016 2:19 PM
394	it is a bit more rural but still close to Reno. Love Wingfield Springs!	1/4/2016 11:49 AM
395	it has been home for me and my family since 1965	1/4/2016 11:07 AM
396	It's a hometown feeling	1/3/2016 5:35 PM
397	It is a nice suburban city.	1/3/2016 11:55 AM
398	A small town feel with a large town amnesties.	1/3/2016 11:52 AM
399	It does not have all the issues Reno has and is better run and managed on all levels.	12/29/2015 4:17 PM
400	It's clean and well maintained.	12/29/2015 11:45 AM
401	family community	12/29/2015 10:14 AM
402	It has a responsive government and burgeoning retail and dining options.	12/29/2015 8:14 AM
403	It has more land for housing than Reno.	12/29/2015 3:59 AM
404	Parks	12/28/2015 9:37 PM
405	stable city council; COS is more straight forward in what the city can and cannot do	12/24/2015 12:12 PM
406	Charming	12/22/2015 4:30 PM
407	I do live in Reno but like the events here	12/22/2015 10:39 AM

## Sparks Outreach Phase 1 "What's Your Vision"

408	I like the events in the city center	12/22/2015 10:35 AM
409	It feels safe	12/22/2015 10:33 AM
410	It's grown up in many ways, we have better shopping, nice new home developements, decent parks and local businesses. I love the convenience of my Eastland Hills Sparks neighborhood.	12/22/2015 10:31 AM
411	Housing is affordable	12/22/2015 8:44 AM
412	Plenty of amenities and friendly people.	12/21/2015 4:19 PM
413	<b>Small City / Small Town</b> of its small-town community	12/21/2015 11:43 AM
414	Events	12/20/2015 10:58 AM
415	I like the parade in Sparks very much	12/20/2015 10:57 AM
416	with more events like Christmas and very special to attend events with your children	12/20/2015 10:53 AM
417	It is my hometown	12/20/2015 10:51 AM
418	I feel my family is safe here	12/20/2015 10:50 AM
419	It has so many fun free activities	12/20/2015 10:49 AM
420	For the people and things they do	12/20/2015 10:48 AM
421	<b>Activities</b> Lots to do for kids	12/20/2015 10:47 AM
422	It has improved about 400% over my visit in the 90s, keep it up	12/20/2015 10:46 AM
423	Friendly atmosphere, community oriented	12/20/2015 10:44 AM
424	Rib cook-off, movie theaters, shopping, food trucks	12/20/2015 10:43 AM
425	You can feel welcomed in the community	12/20/2015 10:42 AM
426	Because of the fun events, positive spirits and great team work in keeping Sparks clean	12/20/2015 10:40 AM
427	The community is great, they seems to care about everyone	12/20/2015 10:38 AM
428	<b>Small City / Small Town</b> Lots today without being overly big	12/20/2015 10:37 AM
429	All the great events, especially at Victorian Square	12/20/2015 10:36 AM
430	I like Sparks, especially Victorian Square and the lake. Please develop the Sparks Marina and plants more trees. Oddie Blvd needs help, ugly and lots of closed spaces	12/20/2015 10:35 AM
431	It's a friendly, clean hometown atmosphere	12/20/2015 10:32 AM
432	All the beautiful events held in downtown Sparks	12/20/2015 10:31 AM
433	It's home, I feel comfortable here and know that life is growing for my son	12/20/2015 10:30 AM
434	The great hometown feel, family friendly activities, especially for small children	12/20/2015 10:29 AM
435	I've lived here as long as I can remember and it's amazing. I would love more stuff for kids.	12/20/2015 10:27 AM
436	The marina, parks, great environment	12/20/2015 10:26 AM
437	Of all the fun family friendly activities they do such as drive in more nights, hometowne Christmas, Hot August Nights. I always cove over here to participate rather than Reno	12/20/2015 10:24 AM
438	Sparks is always community first, not too big, not too small	12/20/2015 10:22 AM
439	It's clean and quite, nice nightlife	12/20/2015 10:21 AM
440	<b>Small City / Small Town</b> It's a great small town, friendly people	12/20/2015 10:20 AM
441	Sparks is a beautiful and free city. Not free in price but it is reasonable to live here and people care about each other.The Marina is a very precious gift and I hope it doesn't get overbuilt likethe city is trying to do to the downtown area. I love all the activities in Sparks, especially on the Victorian Square area.	12/20/2015 10:20 AM
442	People are friendly, diversity	12/20/2015 10:18 AM
443	Events, parades, rib cook-off, parks	12/20/2015 10:17 AM
444	It's small and it's not Reno	12/20/2015 10:16 AM

## Sparks Outreach Phase 1 "What's Your Vision"

445	of the family friendly activites	12/20/2015 10:15 AM
446	I love Sparks because of the great vibe and the artsy scene beginning to form	12/20/2015 10:14 AM
447	They have really good churches	12/20/2015 10:10 AM
448	<b>Activities</b> it's a good city with a lot to do	12/20/2015 10:09 AM
449	It provides activities for the kids	12/20/2015 10:08 AM
450	Parks, Lazy 5, Hot August Nights, Farmers Market	12/20/2015 10:07 AM
451	The people are all just so friendly	12/20/2015 10:05 AM
452	Friendly family events, like rib cook-off, farmers market, Christmas parade	12/20/2015 10:04 AM
453	It's a great community and love the events	12/20/2015 10:02 AM
454	The people the events, the people coming together in hard times	12/20/2015 10:01 AM
455	<b>Small City / Small Town</b> small cute town and cinemu	12/20/2015 10:00 AM
456	The events	12/20/2015 9:58 AM
457	<b>Small City / Small Town</b> It has a lot of cool buildings and churches	12/20/2015 9:57 AM
458	<b>Parks</b> The people I run into are all incredibly friendly. There are lots of places to go to relax	12/20/2015 9:55 AM
459	It's very family oriented	12/20/2015 9:53 AM
460	It's a fun city	12/20/2015 9:52 AM
461	Is a beautify place for activities and events for children	12/20/2015 9:51 AM
462	Great place for Hot August Nights	12/20/2015 9:47 AM
463	There's been a big focus on revitalizing Sparks in the past few years which I think is amazing	12/20/2015 9:46 AM
464	<b>Events</b> There are lots of family friendly evetns	12/20/2015 9:45 AM
465	I like all the events in Sparks	12/20/2015 9:44 AM
466	It is convenient and fun for the whole family	12/20/2015 9:42 AM
467	<b>Small City / Small Town</b> It's a lot of fun to walk around and look at all of the buildings and the scenery	12/20/2015 9:41 AM
468	<b>Shopping</b> Very fun town, lots of stores, love all the activities all year long	12/20/2015 9:40 AM
469	Still has a small hometown feel	12/20/2015 9:39 AM
470	Love events like these	12/20/2015 9:38 AM
471	The events Sparks put on are fun for familes	12/20/2015 9:37 AM
472	It's always safe and because they have great education, schools and best of all events	12/20/2015 9:36 AM
473	Cleanliness, events, the planning department	12/20/2015 9:34 AM
474	It hosts family friendly activites	12/20/2015 9:34 AM
475	<b>Activities</b> feels like a community of lots of free family events, nice, clean, newer housing, communities and logs of new shopping, great stores	12/20/2015 9:32 AM
476	The outlieing regions close to the mountains are beautiful, quiet and serene.	12/20/2015 8:22 AM
477	Everything is nearby and its easy to get from one place to another	12/18/2015 7:30 PM
478	It's home!	12/18/2015 3:18 PM
479	It's open.	12/18/2015 12:25 PM
480	<b>Small City / Small Town</b> It has a small town feel	12/18/2015 11:27 AM
481	it has a smaller town atmosphere	12/18/2015 10:04 AM
482	its a nice place to live, doesn't cost as much as Reno does	12/18/2015 9:52 AM
483	It feels like a smaller community than Reno. I love the open, natural areas to walk and hike.	12/18/2015 6:44 AM
484	It is an area with so many different things to do and is a growing, prosperous environment.	12/17/2015 3:07 PM

## Sparks Outreach Phase 1 "What's Your Vision"

485	<b>Small City / Small Town</b> Small town, and where I have lived my whole 47 years!	12/17/2015 1:33 PM
486	A smaller city with Big Time entertainment because of the Nugget	12/17/2015 1:13 PM
487	Nice community with mostly easy access to things	12/17/2015 1:01 PM
488	Family friendly	12/17/2015 12:16 PM
489	the beauty of east sparks and the hometown feel	12/17/2015 11:51 AM
490	It's not Reno.	12/17/2015 11:49 AM
491	Nice little suburb city that is close to Reno, Tahoe, etc. The Marina is nice...	12/17/2015 11:36 AM
492	I grew up in Sparks, its friendly, smaller than Reno, great parks, Sparks Marina, Schools etc.	12/17/2015 11:04 AM
493	Sparks has done a great job of using it's resources and not over reacting but maintaining with the citizens in mind	12/17/2015 10:56 AM
494	<b>Small City / Small Town</b> It has a small town, neighborly feel. I love the weather, too, and the special events.	12/17/2015 10:22 AM
495	it is a blend of country and city lifestyle.	12/17/2015 9:42 AM
496	<b>Small City / Small Town</b> It still has the small town feel	12/17/2015 9:29 AM
497	I grew up in Sparks, and i love the home town feel.	12/17/2015 9:16 AM
498	I rarely go to Sparks	12/17/2015 9:14 AM
499	I grew up here and it is just getting better and better	12/17/2015 8:14 AM
500	its a good mix of city and town.	12/17/2015 8:06 AM
501	It's family friendly feel (family friendly events, parks and activities)	12/17/2015 7:59 AM
502	Sorry I dont, it is an eyesore	12/17/2015 7:29 AM
503	Friendly	12/17/2015 6:59 AM
504	<b>Small City / Small Town</b> Still seems like a small city	12/16/2015 7:54 PM
505	<b>Small City / Small Town</b> It's a small city, with charm. Convenient to Reno and Tahoe.	12/16/2015 7:43 PM
506	Sparks is a great place to raise a family, live and work.	12/16/2015 7:31 PM
507	The size	12/16/2015 5:56 PM
508	It's part of the urban corridor	12/16/2015 4:59 PM
509	It is much closer to my home in Fernley, than Reno.	12/16/2015 4:53 PM
510	<b>Small City / Small Town</b> small town charm in growing economy	12/16/2015 4:53 PM
511	yea	12/16/2015 4:50 PM
512	It has been my home since 1968	12/16/2015 4:32 PM
513	<b>Small City / Small Town</b> because of the small town family feeling.	12/16/2015 4:27 PM
514	<b>Small City / Small Town</b> It's been home since 1969 and it's a great city... not too big/not too small.	12/16/2015 4:22 PM
515	<b>Small City / Small Town</b> the small town feeling!	12/16/2015 4:16 PM
516	It has a family feel to it	12/16/2015 4:10 PM
517	IT IS NOT RENO	12/16/2015 3:56 PM
518	I was born here and Sparks has always been the town to go to.	12/16/2015 3:50 PM
519	I live here and its a beautiful city!	12/16/2015 3:50 PM
520	Its a wonderful quiet community with legends and the marina	12/16/2015 3:48 PM
521	<b>Friendly People</b> lots of friendly people, great community.	12/16/2015 3:45 PM
522	The people are friendly.	12/16/2015 3:45 PM
523	JA Nugget, paved river trail, and outlets/legends	12/16/2015 3:44 PM
524	Is close to Reno	12/16/2015 3:41 PM
525	Of the hometown feel. Feeling of safety (actual or maybe just perceived)	12/16/2015 3:41 PM

## Sparks Outreach Phase 1 "What's Your Vision"

526	it's close to downtown Reno	12/16/2015 3:40 PM
527	It's where I work and live and there is a decent number of shopping and dining options.	12/16/2015 3:40 PM
528	Of the people	12/16/2015 3:39 PM
529	It's a great place to live. Up and coming new restaurants and things to do.	12/16/2015 3:38 PM
530	<b>Small City / Small Town</b> It's a nice small town	12/16/2015 3:33 PM
531	<b>Small City / Small Town</b> It is a clean small city with good shopping and the events are great especially in the summer.	12/16/2015 3:33 PM
532	The cost of living is fair	12/16/2015 3:31 PM
533	I don't particularly like sparks except for the nugget and legends	12/16/2015 3:29 PM
534	<b>Small City / Small Town</b> It is not Reno and it still has the small town feeling. People that grew up in Sparks can understand and appreciate that.	12/16/2015 3:27 PM
535	they cater to the family's and it's quieter	12/16/2015 3:25 PM
536	People are lovely.	12/16/2015 3:24 PM
537	Its mostly clean and easy to deal with City/Depts etc.	12/16/2015 3:21 PM
538	<b>Small City / Small Town</b> Country attitude in a small city.	12/16/2015 3:19 PM
539	cheaper than Reno for the most part	12/16/2015 3:18 PM
540	it's home!	12/16/2015 3:18 PM
541	Its quieter than Reno	12/16/2015 3:18 PM
542	Conservative leadership	12/16/2015 3:15 PM
543	It's where I live!	12/16/2015 3:13 PM
544	The people	12/16/2015 3:12 PM
545	<b>Small City / Small Town</b> Small town atmosphere, pride, beautiful open spaces	12/16/2015 3:12 PM
546	<b>Small City / Small Town</b> It feels like a small town!	12/16/2015 3:12 PM
547	Has a good feel.	12/16/2015 3:11 PM
548	Great community minded	12/16/2015 3:09 PM
549	it is cleaner and calmer than in Reno. My area is very tranquil and I like that for my children. That, and their quality of education.	12/16/2015 9:48 AM
550	they do good things to entertain children.	12/16/2015 9:45 AM
551	It's the first place I lived, it's clean and orderly	12/16/2015 9:38 AM
552	of the quaint neighborhoods, the nice downtown area and all the parks.	12/15/2015 11:36 AM
553	I grew up here. There is so much to see and do around the area. Sparks is friendly with nice folks living here, in general.	12/15/2015 11:07 AM
554	It has larger, flat home lots than most places in the Reno Sparks area. I love the quiet neighborhoods far from the noise of being in town. Seeing the stars at 9pm and hearing crickets while I sleep is wonderful compared to city lights and noise all night long. I enjoy the free concert series at Lazy 5 during the summer.	12/15/2015 10:54 AM
555	THE CITY DEVELOPMENT HAS ALWAYS BEEN MUST BEEN THAN THAT OF RENO	12/15/2015 8:09 AM
556	It is has more of a community feel than Reno and seems to be cleaner overall.	12/15/2015 8:06 AM
557	I don't. I also don't hate it. It's quite a comfortable place to live. And there are exquisite areas like the part of Los Altos Dr. that loops into Vista. I just find the man-made portion of it boring physically.	12/15/2015 12:55 AM
558	It offers many family events.	12/14/2015 11:07 PM
559	<b>Small City / Small Town</b> Small town	12/14/2015 7:58 PM
560	It has affordable housing	12/14/2015 6:23 PM
561	it is a quiet place to live with proximity to many things to do in Reno.	12/14/2015 4:50 PM

## Sparks Outreach Phase 1 "What's Your Vision"

562	<b>Small City / Small Town</b> Small town feel, big city convinces	12/14/2015 4:02 PM
563	Family oriented	12/14/2015 3:27 PM
564	It is a very friendly and beautiful place to live.	12/14/2015 2:45 PM
565	Residential. Warmer than Reno. Less crime and traffic.	12/14/2015 12:49 PM
566	Cost of living, acreage, views	12/14/2015 11:59 AM
567	Sepulveda Elementary school is very good.	12/14/2015 11:25 AM
568	<b>Shopping</b> It's close to everything, and there's lots of places to shop and eat	12/14/2015 10:50 AM
569	<b>Small City / Small Town</b> it is small, quaint and beautiful. It is close to everything... the city, the stores, and the desert.	12/14/2015 8:51 AM
570	people, parks, nice size population	12/13/2015 2:35 PM
571	<b>Small City / Small Town</b> We are a small city but we have it all.	12/12/2015 7:03 PM
572	<b>Activities</b> There is a lot to do here and it feels like home.	12/12/2015 4:21 PM
573	It's clean and family oriented	12/12/2015 3:19 PM
574	Of the community feel within the city.	12/12/2015 12:15 PM
575	It feels like family.	12/12/2015 11:29 AM
576	<b>Small City / Small Town</b> Small Home town atmosphere, don't need to be Vegas	12/12/2015 9:53 AM
577	hometown feel. small yet many things for family	12/12/2015 8:38 AM
578	It's a real community that is for the most part, active yet quiet.	12/12/2015 8:25 AM
579	<b>Small City / Small Town</b> I get a small town feel	12/12/2015 6:27 AM
580	family friendly feel	12/11/2015 9:56 PM
581	It has everything I need without needing to go to Reno	12/11/2015 9:44 PM
582	Safe	12/11/2015 8:25 PM
583	Housing is less expensive than Reno, the marina, the downtown fountain, and the events downtown	12/11/2015 7:35 PM
584	Less traffic	12/11/2015 7:33 PM
585	xxx	12/11/2015 2:39 PM
586	It's a family community.	12/11/2015 12:02 PM
587	<b>Small City / Small Town</b> Sparks is full service city with a small town feel. The sense of "community" is strong and family values hold true. The city has a great reputation for producing quality special events for families as well as for specialty groups.	12/11/2015 10:15 AM
588	<b>Small City / Small Town</b> The small town feeling you get here.	12/11/2015 9:29 AM
589	<b>Small City / Small Town</b> It still feels like a small town. I have had a small business here for 33 years. (MSM)	12/11/2015 6:03 AM
590	<b>Small City / Small Town</b> It still feels like a small town	12/10/2015 5:58 PM
591	<b>Small City / Small Town</b> the city has the sophistication of the 21st century, yet maintains its "small town" feeling of community and connectedness. Living in Sparks is a choice, not an accident!	12/10/2015 4:05 PM
592	It is a friendly homestyle living	12/10/2015 1:49 PM
593	Its a great place to work.	12/10/2015 12:58 PM
594	it's not Reno!	12/9/2015 8:10 PM
595	it has a comfortable lifestyle, convenient access to all shopping needs, well managed development with prudent thoroughfares and a thoughtful planning process.	12/9/2015 1:04 PM
596	It has an at home feeling to it.	12/9/2015 12:50 PM
597	People nice. Good police. Nice kids. People care.	12/9/2015 10:18 AM
598	<b>Small City / Small Town</b> it has all the amenities of a big city, but with a small town feel	12/9/2015 10:17 AM



## Sparks Outreach Phase 1 "What's Your Vision"

599	the great events downtown - Hot August Nights - Rib Cook Off etc	12/9/2015 10:14 AM
600	smaller than reno. better way of life	12/9/2015 10:12 AM
601	my high school is better than reno	12/9/2015 10:11 AM
602	Community. Parks. Schools. Safety. Homes. Business. People!!!!	12/9/2015 10:10 AM
603	<b>Shopping</b> It's a nice place. lots of shopping. things are accessible. good schools	12/9/2015 10:09 AM
604	<b>Events</b> it has a lot of kid-friendly events	12/9/2015 10:07 AM
605	Parks, close to shopping, beautiful views	12/9/2015 10:06 AM
606	<b>Activities</b> there is a lot of fun things going on	12/9/2015 10:04 AM
607	of its community. Very friendly people. Residential communities in outlying Sparks is very clean. Police and fire are great.	12/9/2015 10:03 AM
608	I grew up here and love the local businesses here	12/9/2015 10:02 AM
609	<b>Small City / Small Town</b> small town feeling in a larger city	12/9/2015 10:01 AM
610	it's usually kept clean. It's a quiet, friendly place to raise a family.	12/9/2015 10:00 AM
611	I enjoy all the new areas of homes and close-by shopping so I don't have to go into reno. It has all I need within a reasonable distance. It could use another over 55 house community. Keep up the beautifications	12/9/2015 9:59 AM
612	Sparks is a community that does I feel have a vision for its future. Groups working together to improve the community aesthetically	12/9/2015 9:57 AM
613	all the events downtown	12/9/2015 9:42 AM
614	<b>Small City / Small Town</b> it has a small town feel	12/9/2015 9:39 AM
615	<b>Small City / Small Town</b> it name. I love the traditions and how it has remained a small town feel in a time where big city growth has been such a big deal	12/9/2015 9:38 AM
616	we are a big community that pulls together when we really need it	12/9/2015 9:37 AM
617	there is always something to do here. I love the parks and all the activities we have. The weather has all the seasons.	12/9/2015 9:35 AM
618	<b>Small City / Small Town</b> its a small town with everything & need very close. Also I like the fact that Sparks is working very hard to clean up and beautify all areas. I live in Winfield Springs	12/9/2015 9:33 AM
619	<b>Small City / Small Town</b> it has a nice small town atmosphere and it has so much to offer. We love the marina and dog park!	12/9/2015 9:31 AM
620	bicycle friendly	12/9/2015 9:28 AM
621	family friendly, parades and events on Victorian Square	12/9/2015 9:27 AM
622	it is quiet and safe	12/9/2015 9:26 AM
623	family oriented community	12/9/2015 9:25 AM
624	it is such a close knit community	12/9/2015 9:23 AM
625	everyone is so friendly and welcoming and its very clean and safe	12/9/2015 9:06 AM
626	It's beautiful. all the fun we have another reason. I think Sparks is a lovely place	12/9/2015 9:04 AM
627	the community is looking out for one another	12/9/2015 9:02 AM
628	it is a great place to grow up	12/9/2015 9:01 AM
629	it's friendly. I love the sense of community	12/9/2015 9:00 AM
630	family friendly events to interact	12/9/2015 8:59 AM
631	<b>Events</b> It has a lot of cool and fun events	12/9/2015 8:57 AM
632	I love the good vibes. All the local businesses. Also like Legends Shopping area	12/9/2015 8:55 AM
633	sparks is my second home. it is really nice to live here	12/9/2015 8:16 AM
634	it has community events	12/9/2015 8:14 AM
635	when i first moved here i met and knew friends and they were friendly	12/9/2015 8:05 AM

## Sparks Outreach Phase 1 "What's Your Vision"

636	has good churches, food, and it looks beautiful	12/9/2015 8:03 AM
637	i was raised here. i love all the special events that the city of Sparks puts on. also all the sporting for adults and children	12/9/2015 8:02 AM
638	family activities. great neighborhoods and schools	12/9/2015 8:00 AM
639	clean. we live in a place all the necessary things in community are accessible	12/9/2015 7:58 AM
640	it is the best place to live and work	12/9/2015 7:56 AM
641	victorian square and nugget always have great events for community	12/9/2015 7:54 AM
642	I feel safe	12/8/2015 11:51 PM
643	it is smaller than Reno and I have liked our government and police force better. At times the government is upsetting. I don't agree with things all the time,increase in trash and sewer makes it hard for seniors.	12/8/2015 7:26 PM
644	It's got a great vibe. I love the beautiful historic houses around Victorian Square, and the close knit sense of community. Events and shopping within walking distance to Victorian Square are awesome perks for those of us living in that area.	12/8/2015 7:09 PM
645	It is a well-run, well-thought out city. There are plenty of parks in neighborhoods, enhancing value. And there are excellent public safety personnel in place.	12/8/2015 5:38 PM
646	Because we are a well run community. The PD is far superior to RPD. The fire department is populated by competent,committed professionals. The folks that work the city offices are neighbors instead of know-it-all. I love the life-style, the convenience the community..	12/8/2015 5:01 PM
647	I have lived here all my life. It is home and love it's size and home town feel.	12/8/2015 4:56 PM
648	I love the people in Sparks	12/8/2015 2:31 PM
649	It is the best. The Marina is amazing. Legends and all that area is great. I like how handy and close everything is. I am also excited about the trash system coming through!	12/8/2015 2:30 PM
650	I love sparks because all the people	12/8/2015 2:28 PM
651	it is historical	12/8/2015 2:26 PM
652	I love the people in sparks.	12/8/2015 2:25 PM
653	<b>Small City / Small Town</b> small town, lots of activities, lots of nice people	12/8/2015 2:24 PM
654	the culture and people of the city. The events and history	12/8/2015 2:22 PM
655	the people are fantastic	12/8/2015 2:21 PM
656	there are cool events to attend at Victorian Square	12/8/2015 2:20 PM
657	My kids and I enjoy all the events that are held - very much	12/8/2015 2:19 PM
658	Different activities that are planned, Clean	12/8/2015 2:18 PM
659	it is so good - no harm	12/8/2015 2:16 PM
660	it is so good - no harm	12/8/2015 2:16 PM
661	Water Park and other parks	12/8/2015 2:15 PM
662	<b>Small City / Small Town</b> small town feeling in a larger city	12/8/2015 2:14 PM
663	Family/Children feel	12/8/2015 2:14 PM
664	this is the place I like	12/8/2015 2:13 PM
665	Victorian Square activities, Marina, Legends, Coconut Bowl, many other things	12/8/2015 2:11 PM
666	it snows and I like to play in the snow	12/8/2015 2:10 PM
667	<b>Small City / Small Town</b> it's a small town with big town services close by.	12/8/2015 12:57 PM
668	Not anymore and I was born there. Downtown is old nothing but bars, crime rate high.	12/8/2015 12:41 PM
669	It is asking the people of Sparks for input. That's a good start.	12/8/2015 11:02 AM
670	I love Sparks because it is learning to stretch and grow and develop a new identity. I'm excited to be a part and have a front row seat in watching it grow.	12/8/2015 8:45 AM

## Sparks Outreach Phase 1 "What's Your Vision"

671	the cost of living is affordable	12/8/2015 8:30 AM
672	Sparks is a clean pleasant community with very good resources for children entertainment.	12/8/2015 8:29 AM
673	of the family atmosphere and the great shopping.	12/8/2015 7:45 AM
674	It is laid back, a little country, a little rock and roll. Great neighborhoods, love walking the Marina. Good shopping	12/8/2015 6:03 AM
675	The mayor and council are realistic and responsive and use common sense. The city is run in a very "user friendly" mode. If you call about a problem it is handled!!	12/8/2015 5:04 AM
676	it is a great place to leave	12/7/2015 9:26 PM
677	Many services, good selection of shopping areas, although we could use another grocery store or two.	12/7/2015 8:25 PM
678	It's a hometown community.	12/7/2015 1:15 PM
679	It feels more like a community than Reno	12/7/2015 12:04 PM
680	<b>Small City / Small Town</b> It's a nice small town attitude community.	12/7/2015 11:19 AM
681	It has a home town fill	12/7/2015 9:17 AM
682	of it's hometown feel	12/7/2015 8:11 AM
683	It feels less chaotic and disorganized than Reno, other cities.	12/7/2015 7:36 AM
684	it's a very nice area with great potential for growth	12/7/2015 6:50 AM
685	<b>Small City / Small Town</b> It's has that small town friendliness, without feeling too much like a small town	12/6/2015 10:46 PM
686	community events	12/6/2015 10:28 PM
687	It is the best place to live in this area.	12/6/2015 10:04 PM
688	I don't love sparks; I love family and friends.	12/6/2015 5:33 PM
689	<b>Small City / Small Town</b> It is a small, but friendly town. Easy to navigate.	12/6/2015 1:40 PM
690	variety of events/activities	12/6/2015 11:36 AM
691	It's a small community.	12/6/2015 8:41 AM
692	Maybe I should use past tense on this one. I loved Sparks because it had a smaller hometown feel with nice neat neighborhoods and plenty of opportunities for our family to enjoy activities when we had a young family.	12/6/2015 7:59 AM
693	the neighborhood I live in is nice & we have good restaurants & things to do.	12/6/2015 7:52 AM
694	<b>Small City / Small Town</b> I grew up here. I love the community as well as the small town feel.	12/6/2015 4:16 AM
695	<b>Small City / Small Town</b> It still has a small town feeling while also being modern.	12/5/2015 11:50 PM
696	I don't, because they drown beavers	12/5/2015 11:23 PM
697	the people and officials do a very good job	12/5/2015 11:17 PM
698	The various family oriented activities throughout the year from Star Spangled Sparks, The Rib Cook-off, the Christmas Parade and tree lighting ceremony, to name my favorites.	12/5/2015 6:56 PM
699	<b>Small City / Small Town</b> It's not too big (yet), feels like a small town, has lots of parks, family friendly, nice events on the square, not much traffic congestion	12/5/2015 4:35 PM
700	Because everyone gets to be involved in any changes in there comunity.	12/5/2015 2:52 PM
701	It is close to many family activities and destinations	12/5/2015 2:01 PM
702	It's tranquil	12/5/2015 1:01 PM
703	The community here can be incredible.	12/5/2015 12:54 PM
704	I grew up here	12/5/2015 12:39 PM
705	It's small	12/5/2015 12:31 PM
706	<b>Small City / Small Town</b> Small town	12/5/2015 12:29 PM
707	<b>Small City / Small Town</b> Small town	12/5/2015 12:28 PM
708	City Parks are beautiful, we love to walk at the Marina and then go to Legends for dinner and a movie too.	12/5/2015 11:39 AM

## Sparks Outreach Phase 1 "What's Your Vision"

709	It's family friendly. A great place to raise a family!	12/5/2015 10:59 AM
710	its my home	12/5/2015 10:50 AM
711	Victorian square, food, nugget , and it's beautiful	12/5/2015 10:47 AM
712	<b>Small City / Small Town</b> of the small town feel with benefits of being close to many shops and recreation.	12/5/2015 10:36 AM
713	Christmas lighting and parade	12/5/2015 10:29 AM
714	I am a Reno resident, and Sparks is my close neighbor.	12/5/2015 10:18 AM
715	Of the events it has	12/5/2015 9:41 AM
716	It's my home. I have lived here my whole life.	12/5/2015 9:09 AM
717	<b>Small City / Small Town</b> It has a very small town feeling and the people are amazing!	12/5/2015 8:39 AM
718	<b>Activities</b> Homes are further apart, property taxes are less than Reno and lots of entertainment	12/5/2015 12:51 AM
719	It's not Reno!	12/4/2015 8:22 PM
720	it still feels somewhat rural, yet there's enough businesses to feel like I'm still in a town.	12/4/2015 6:53 PM
721	<b>Small City / Small Town</b> It still provides that small town/ hometown atmosphere with an eye toward thoughtful planned growth.	12/4/2015 6:04 PM
722	<b>Small City / Small Town</b> Old small town flavor	12/4/2015 6:02 PM
723	There are not as many gambling places as a Reno. There are no men's clubs. I like the smaller town feel.	12/4/2015 5:45 PM
724	everything I need is nearby	12/4/2015 5:43 PM
725	People are trying to improve it all the time	12/4/2015 5:21 PM
726	<b>Small City / Small Town</b> small town feel but things here	12/4/2015 4:26 PM
727	Its beautiful community spaces	12/4/2015 3:58 PM
728	<b>Parks</b> It's all about family...whether its in business, neighborhoods, or recreation. It has a hometown vibe, yet remains contemporary and hip. Hard to do. It has lots of places to recreate and we LOVE the marina, which we feel is the jewel of our city.	12/4/2015 3:07 PM
729	there is alot of things to do there	12/4/2015 12:10 PM
730	It's a great place to raise a family and to live. It's a city with deep roots- people are "Sparks Proud".	12/4/2015 10:40 AM
731	It is a great city to live in.	12/4/2015 6:47 AM
732	I moved here 20 years ago to a family oriented town	12/3/2015 9:44 PM
733	It is well located, with a nice layout, with fair house prices and cost of living.	12/3/2015 9:24 PM
734	empty	12/3/2015 8:59 PM
735	<b>Small City / Small Town</b> Still feels like a small town with everyone being accessable	12/3/2015 5:46 PM
736	It's a well manged city with good vision for its size	12/3/2015 4:35 PM
737	It has great events, it is safe, and is not Reno. We are also nimble, compared to larger entities, so we can make decisions, and react to changes quickly.	12/3/2015 3:59 PM
738	The people are great to work with	12/3/2015 9:19 AM
739	<b>Small City / Small Town</b> It has a small town feel but includes amenities that large towns have.	12/2/2015 2:42 PM
740	of the small hometown feel it has, but it close to all essentials like hospitals, shopping, and the many recreational opportunities	12/2/2015 10:11 AM
741	Great people, events, weather	12/2/2015 8:30 AM
742	It's comfortable. It's easy to get around. Parking is easy and I can usually find whatever I need close to home without having to drive across town to Reno.	11/30/2015 10:22 AM
743	it's home	11/30/2015 9:47 AM
744	<b>Small City / Small Town</b> Small town feel, near a larger municipality	11/30/2015 8:59 AM
745	I grew up and raised my family here. There was a time that the city had a vision and promise but that disappeared.	11/27/2015 4:21 PM

## Sparks Outreach Phase 1 "What's Your Vision"

746	Personal touch with business sense	11/25/2015 9:09 PM
747	<b>Small City / Small Town</b> It has a small town-home feel. The City is also fiscally-financially stable.	11/25/2015 2:37 PM
748	It embodies the term "community". Sparks feels "old school" but also has a definite connection to community and family.	11/25/2015 8:24 AM
749	Its a great place to live	11/25/2015 8:16 AM
750	The walking paths, parks and the planning that makes the city attractive and friendly.	11/25/2015 7:51 AM
751	It's scenic beauty, hometown feel, programs, special events, access to public lands, and pride from its residents.	11/25/2015 7:16 AM
752	This is home, rich in history, safe and quiet.	11/25/2015 6:22 AM
753	I feel safe with my family living here.	11/25/2015 5:59 AM
754	I consider it my hometown, my family and friends live there and they have the best events.	11/24/2015 6:28 PM
755	<b>Small City / Small Town</b> Small city feel. Friendly people	11/24/2015 5:45 PM
756	of the Family atmosphere it projects. I've lived here for 38 years and I can't imagine living any where else.	11/24/2015 4:17 PM
757	It's a small town	11/24/2015 4:13 PM
758	It's diverse	11/24/2015 11:54 AM
759	It is the best place I have ever lived.	11/24/2015 11:50 AM
760	family	11/24/2015 10:39 AM
761	<b>Small City / Small Town</b> Small Town feel with alot of amenities	11/24/2015 10:25 AM
762	<b>Small City / Small Town</b> the nature and small home town feel	11/23/2015 4:40 PM
763	Community feel.	11/23/2015 12:20 PM
764	Sense of community.	11/23/2015 12:19 PM
765	It may seem like a large city but it is a very close community.	11/23/2015 12:18 PM
766	<b>Small City / Small Town</b> Tight knit community with big hearts in a small town.	11/23/2015 12:13 PM
767	The sense of community.	11/23/2015 12:11 PM
768	<b>Small City / Small Town</b> Small town feel.	11/23/2015 12:10 PM
769	It is a safe, nurturing community for my family.	11/23/2015 12:08 PM
770	It's progressive, forward thinking, close community, growing.	11/23/2015 12:07 PM
771	<b>Small City / Small Town</b> It has a small town feel and the city is financially responsible.	11/23/2015 12:02 PM
772	It's like home - everything that I need is here.	11/23/2015 12:01 PM
773	Family friendly.	11/23/2015 11:59 AM
774	Diverse community, growing city, location.	11/23/2015 11:58 AM
775	<b>Small City / Small Town</b> It is small town, safe, friendly - It is not Reno and its problems.	11/23/2015 11:51 AM
776	It's in the mountains and near my family.	11/23/2015 11:08 AM
777	it truly has a hometown feel.	11/19/2015 9:37 AM

## Sparks Outreach Phase 1 "What's Your Vision"

### Q2 My biggest concern for Sparks in the year 2030 is...

Answered: 761 Skipped: 23

#	Responses	Date
1	It's not 2030, it's now with the entrenched and out-of-control homeless encampments along the Truckee River walkway; particularly on the north side across from the GSR and the underpass adjacent to the Mental Health and TMWA water treatment facilities.	6/8/2016 10:46 AM
2	drugs in the schools, education generally	3/30/2016 4:46 PM
3	crime, graffiti, litter/trash, homeless, lack of quality of life	3/28/2016 2:01 PM
4	Overgrowth. We have lots of green spaces and parks. Would hate to see that destroyed.	3/27/2016 6:11 PM
5	emergency services - not enough police or fire protection	3/25/2016 12:03 PM
6	Some areas of Sparks have become extremely neglected and some property owners, both residential and commercial, are not required to maintain their properties. The area on and within Rock Blvd, Oddie, El Rancho and Wedekind needs to be addressed.	3/23/2016 10:35 AM
7	Overcrowding, crime and gang infiltration.	3/23/2016 9:09 AM
8	Growth and how city of sparks resources are going to keep up with it. Police, fire and even landscaping resources are stretched now, I cannot imagine if more people move in how will we be able to handle those things then.	3/23/2016 7:07 AM
9	too many people coming in and over crowding	3/22/2016 5:25 PM
10	over development of residential and industrial; residential density zoning; traffic congestion; effective schools	3/22/2016 1:18 PM
11	Traffic congestion, safety, and too much growth	3/22/2016 11:01 AM
12	It will become gheto-ized by gangs and drug dealers.	3/22/2016 9:16 AM
13	Energy and Water waste and consumption	3/17/2016 7:55 PM
14	Pollution, lack of jobs, lack of fun innovative ammenities. My concern is that Reno will take the spotlight, we need to be progressive.	3/16/2016 4:47 PM
15	It will fade away, become less modern and overall not grow	3/16/2016 4:45 PM
16	No more celebrations	3/16/2016 4:44 PM
17	gentrification and affordable housing	3/16/2016 4:42 PM
18	the environment and safety	3/16/2016 4:41 PM
19	Water shortages	3/14/2016 10:36 AM
20	If the blight that is next door to me will still be there and if the drug dealers on either side of my house will still be in business.	3/7/2016 10:08 AM
21	The way the city is developing and lack of interest by city officials to be active in the community.	3/5/2016 7:32 AM
22	Getting some of the areas cleaned up and looking inviting, not like a bunch of run-down decrepit buildings/lots etc.	2/29/2016 3:19 PM
23	roads	2/26/2016 8:36 AM
24	Traffic congestion	2/26/2016 12:53 AM
25	School overcrowding, Water, Growth continuing urban sprawl which will stretch public resources thin, crime	2/24/2016 3:31 PM
26	vacant buildings	2/24/2016 12:46 PM
27	The Public Works Dept. doesn't have enough employees to keep up with growth now!	2/24/2016 8:54 AM
28	all of the events will go away because of city fees & lack of funding to money-making events.	2/24/2016 8:52 AM
29	the ability to maintain & rebuild infrastructure with the resources we have.	2/24/2016 8:51 AM
30	Traffic. Not enough roads in and out of Sparks to lesson the traffice	2/23/2016 9:27 AM



## Sparks Outreach Phase 1 "What's Your Vision"

31	The open space will be filled with buildings.	2/18/2016 8:55 PM
32	downtown, is a complete mess	2/18/2016 5:12 PM
33	Neighborhood infrastructure preservation in parallel to new real estate development.	2/17/2016 11:40 AM
34	Diversity. Continue the revitalising of the downtown area and all the fun events.	2/13/2016 9:18 PM
35	Increase in crime	2/13/2016 8:03 AM
36	Over building & roadways not being capable of handling more traffic. Some of the bike lanes in some areas are too dangerous to use.	2/12/2016 9:22 AM
37	Expanding beyond the capacity of resources- water, transportation, education, and blight of abandoned geographic areas as the city spreads further and further, requiring extension of infrastructure	2/11/2016 5:35 PM
38	Traffic due to growth	2/11/2016 1:46 PM
39	That building will get out of hand due to reno growth	2/11/2016 11:55 AM
40	Lack of Affordable housing	2/11/2016 11:26 AM
41	that there be more parks for kids and less bullying.	2/11/2016 10:08 AM
42	overcrowding	2/11/2016 10:07 AM
43	Population, overcrowding. School/education suffering due to overcrowding.	2/11/2016 10:06 AM
44	roadways.	2/11/2016 10:04 AM
45	better crosswalks.	2/11/2016 10:03 AM
46	economic stratification.	2/11/2016 10:02 AM
47	Inflation. Need more schools and teachers.	2/11/2016 10:00 AM
48	All the trees cut down and all the land taken up.	2/11/2016 9:59 AM
49	a duplex.	2/11/2016 9:58 AM
50	That it's more fun	2/11/2016 9:56 AM
51	More costly to live in the apartments there.	2/11/2016 9:55 AM
52	The size of the city.	2/11/2016 9:54 AM
53	The economy with many different businesses. Coming to town and potential hikes in housing costs.	2/11/2016 9:53 AM
54	crime rate	2/11/2016 9:47 AM
55	all the pollution.	2/11/2016 9:46 AM
56	Roads. To fix the roads...	2/11/2016 9:45 AM
57	I will be really really old.	2/11/2016 9:42 AM
58	schools overcrowding	2/11/2016 9:40 AM
59	juveniles unsupervised.	2/11/2016 9:38 AM
60	traffic and less jobs, homeless? Can we help?	2/11/2016 9:36 AM
61	just bigger and bright!	2/11/2016 9:35 AM
62	if the city of Sparks gets bigger.	2/11/2016 9:32 AM
63	the youth.	2/11/2016 9:31 AM
64	wishing that freeway to Spanish Springs won't be finished	2/11/2016 9:29 AM
65	Overgrowth/traffic	2/11/2016 9:28 AM
66	will we have enough water for everyone	2/11/2016 9:26 AM
67	traffic, overgrowth, shortage of schools	2/11/2016 9:24 AM
68	Crowding, congested freeway - traffic on Sparks Blvd and Vista, lack of services for increased population	2/10/2016 8:32 AM
69	didn't plan ahead for growth.	2/9/2016 7:20 PM

## Sparks Outreach Phase 1 "What's Your Vision"

70	Schools	2/9/2016 6:34 PM
71	Over population, high density, and traffic. Gangs!	2/9/2016 6:03 PM
72	Housing with enough resources to sustain the infrastructure	2/9/2016 3:07 PM
73	Roads out to Wingfield and Spanish Springs, and our over populated schools	2/9/2016 2:44 PM
74	There will be too many apartments in the downtown area	2/9/2016 1:56 PM
75	it will turn into a ghost town or mirror Reno.	2/9/2016 1:40 PM
76	Will there be enough services for such a sprawling city.	2/9/2016 12:42 PM
77	Schools, Washoe County needs better schools.	2/9/2016 11:59 AM
78	that we're at the bottom for high school graduates and education. I want Sparks, NV to be on top.	2/9/2016 11:57 AM
79	Over crowding and not having a main downtown area for its own events	2/9/2016 9:58 AM
80	Dead areas of the city, and no plan for growth that makes sense only guided by economics and not thought about all residents.	2/9/2016 9:20 AM
81	Traffic getting to I-80 in morning, afternoon commutes	2/9/2016 8:59 AM
82	that schools won't be safe enough.	2/8/2016 1:49 PM
83	feeling unsafe and delinquency.	2/8/2016 1:47 PM
84	that it change a lot, and for the worse.	2/8/2016 1:46 PM
85	that there will be gangs.	2/8/2016 1:45 PM
86	nothing	2/8/2016 1:43 PM
87	that it won't be good.	2/8/2016 1:43 PM
88	graffiti.	2/8/2016 1:41 PM
89	that education will still be bad.	2/8/2016 1:40 PM
90	that violence and crime will continue	2/8/2016 1:38 PM
91	schools.	2/8/2016 1:36 PM
92	that all children won't speak very many languages and that there won't be enough recreational parks	2/8/2016 1:35 PM
93	delinquency and discrimination.	2/8/2016 1:32 PM
94	that there will be too much violence	2/8/2016 1:30 PM
95	too much traffic and growth	2/8/2016 1:29 PM
96	Too much growth with no regards to water.	2/8/2016 1:26 PM
97	Too many people no. I won't live that long.	2/8/2016 1:25 PM
98	concern for the structure of the educational system, that the buildings that are presently being used are updated for safety for the children	2/8/2016 1:24 PM
99	It will grow too much.	2/8/2016 1:22 PM
100	Crime	2/8/2016 1:21 PM
101	proper development	2/8/2016 1:19 PM
102	that Stanford will finally be resurfaced.	2/8/2016 1:18 PM
103	slow growth	2/8/2016 1:16 PM
104	Traffic, there needs to be public transportation past York Drive to the business and homes in Spanish Springs area	2/8/2016 1:15 PM
105	Safety	2/8/2016 1:13 PM
106	will I be alive and healthy	2/8/2016 1:12 PM
107	will it be as is	2/8/2016 1:11 PM
108	larger senior center	2/8/2016 1:10 PM

## Sparks Outreach Phase 1 "What's Your Vision"

109	still open to us	2/8/2016 11:38 AM
110	crime and drugs	2/8/2016 11:37 AM
111	more resources for seniors.	2/8/2016 11:36 AM
112	that it will lose its identity. Also lose sight of its citizens needs and be caught up in red tape.	2/8/2016 11:35 AM
113	Condition of street paving	2/8/2016 11:34 AM
114	taxes	2/8/2016 11:32 AM
115	being over built - losing the rural feeling.	2/8/2016 11:31 AM
116	being over built - water.	2/8/2016 11:30 AM
117	seniors will not have S.S.	2/8/2016 11:25 AM
118	That the senior center will be gone.	2/8/2016 11:19 AM
119	that sparks services and small town benefits can grow as fast as its future population.	2/8/2016 11:17 AM
120	Roads, lack of repair	2/8/2016 11:15 AM
121	Is emergency services. Especially police. I am also concerned about our declining education and natural resources.	2/8/2016 10:49 AM
122	I won't be alive but I'm afraid of the consequences of over development and the lack of water.	2/8/2016 9:51 AM
123	blight in areas where businesses left to re-locate in star bond districts	2/8/2016 7:31 AM
124	Water. Can we really support all this growth?	2/8/2016 6:00 AM
125	will we still us star band taxes for the rich and paid for by the poor taxpayers.	2/7/2016 5:34 PM
126	Traffic and how that will shape the city. I am concerned that main streets like Pyramid and Prater will become bigger and bigger...	2/7/2016 11:32 AM
127	if there is too much growth	2/7/2016 10:05 AM
128	Traffic along Pyramid Hwy, as well as traffic in general. I think expressways on Pyramid, Vista, and Sparks could be an option.	2/7/2016 9:34 AM
129	Being overrun but the corrupt government from the city of Reno. If Sparks and Washoe County merge together the benefit to all the citizens would be great.	2/7/2016 8:58 AM
130	Looking too far into the future. Let's clean it up today!	2/7/2016 8:36 AM
131	Aging neighborhoods in central Sparks that need to be revitalized. Also that Sparks no longer has its own recognizable downtown area	2/7/2016 7:33 AM
132	Lack of schools, educational opportunities.	2/7/2016 7:08 AM
133	Infrastructure and parks and recreation services. Parks and rec are the spices of life. Without a dynamic, well funded department, life for the citizens will be bland.	2/7/2016 7:00 AM
134	Rehabilitation of old neighborhoods (commercial and residential); I am worried they will draw crime and decrease value of Sparks if not planned for	2/7/2016 6:50 AM
135	The infrastructure in more established neighborhoods is breaking down. while newer neighborhoods are continuing to expand. . . more crime. . . education for our children is struggling and not really increasing in quality	2/7/2016 6:40 AM
136	Schools.	2/7/2016 5:59 AM
137	It continues to be a safe community where families can enjoy activities.	2/7/2016 5:03 AM
138	The amount of homelessness is spilling over into Sparks. It's concerning because they don't have a place to go because the shelter downtown is full. The price of rentals is also concerning because, for my family of 5, we can barely afford a 2 bedroom apartment. We may have to move out of state because of this. And last, the parks. There are a few nice parks, but the majority of them are run down, the equipment gets scolding hot because we live in a desert and circling back to homeless people, they hang out at the parks. There's broken glass, empty liquor bottles, drug paraphernalia, people smoking cigarettes right next to the park!	2/7/2016 12:53 AM
139	road congestion, having to pay for schools when I am in retirement because the city wasn't prepared for the boom.	2/6/2016 10:40 PM
140	Traffic and limited business diversity.	2/6/2016 9:33 PM

## Sparks Outreach Phase 1 "What's Your Vision"

141	Properties in older Sparks that have been allowed to deteriorate - junk cars, trash in front yards and general maintenance issues, excessive number of vehicles parked on street and front yard	2/6/2016 9:16 PM
142	traffic issue out of Pyramid Highway and Spanish Springs	2/6/2016 9:13 PM
143	traffic	2/6/2016 9:12 PM
144	growth, infrastructure, roads	2/6/2016 9:10 PM
145	congestion	2/6/2016 9:09 PM
146	traffic	2/6/2016 9:08 PM
147	for Sparks not to become overwhelmed in its growth leading to the drawback of sprawl; but all for necessary services (RTC bus routes). to catch up on sustainability.	2/6/2016 9:06 PM
148	It feels like properties are becoming more and more run down and dilapidated. Many areas feel depressed. It would be nice to see some of these areas return with some old luster that is missing as some of the properties have great potential.	2/6/2016 9:03 PM
149	well managed growth, job and wages, affordable housing, traffic flow	2/6/2016 8:58 PM
150	Pollution and crime	2/6/2016 8:57 PM
151	the smell of the marina	2/6/2016 8:56 PM
152	Sparks Marina won't be clean	2/6/2016 8:55 PM
153	drought	2/6/2016 8:54 PM
154	less crime	2/6/2016 8:53 PM
155	crime rate	2/6/2016 8:53 PM
156	crime rate	2/6/2016 8:51 PM
157	nothing	2/6/2016 8:50 PM
158	if they are going to stop rape and stop all other bad stuff	2/6/2016 8:49 PM
159	crime	2/6/2016 8:47 PM
160	water conservation efforts to continue. rid town of blight and vacant buildings. add access to I580/395 from Pyramid. add a bus line that runs on Pyramid to the shopping areas and loops around Sparks to other shopping areas	2/6/2016 8:46 PM
161	a financial base that would support the projected growth of the city; a plan to growth the traffic infrastructure to meet the demand	2/6/2016 8:43 PM
162	traffic and losing the small town feel.	2/6/2016 8:41 PM
163	not enough growth	2/6/2016 8:39 PM
164	affordable housing	2/6/2016 8:37 PM
165	need a more comprehensive plan to develop a core small business environment with support of day to day activities to help the businesses	2/6/2016 8:36 PM
166	the homeless by choice option on how to move them with compassion and how to shift the occurring of Sparks as a cleaner city and safer	2/6/2016 8:33 PM
167	The growth and positive congestion changes with the people; use access to wild places and crowded natural areas	2/6/2016 8:31 PM
168	safety, housing prices, education, family community	2/6/2016 8:25 PM
169	that it needs something more to attract more visitors other than awesome events	2/6/2016 8:21 PM
170	business and infrastructure, meeting housing demands	2/6/2016 8:19 PM
171	affordable housing, better jobs, not losing the small town feel	2/6/2016 8:16 PM
172	not enough diversity in businesses, older commercial real estate that doesn't attract new business, older population that may not support new business	2/6/2016 8:14 PM
173	infrastructure meeting growth needs including traffic, schools, police, fire	2/6/2016 8:10 PM
174	It's not happening here, Sparks special events need to work with 39 North and downtown merchants to form a public/private partnership	2/6/2016 8:08 PM

## Sparks Outreach Phase 1 "What's Your Vision"

175	it will grow too big to be a family oriented city	2/6/2016 8:06 PM
176	losing the small town charm and big events; as we grow hopefully we can keep the friendly atmosphere	2/6/2016 8:04 PM
177	traffic, crime, marketing events	2/6/2016 8:02 PM
178	as a real estate broker living here and working I'm concerned about how the city is going to keep up with infrastructure, the schools, clean up the drugs and gang infested areas	2/6/2016 8:00 PM
179	managed growth, retaining our history, retaining our public lands for recreation	2/6/2016 7:57 PM
180	that it will still be behind in economic growth	2/6/2016 7:57 PM
181	urban sprawl, not focusing on downtown	2/6/2016 7:54 PM
182	losing the family friendly atmosphere	2/6/2016 7:53 PM
183	willingness and desire to get to a vibrant community	2/6/2016 7:51 PM
184	overcoming negative image	2/6/2016 7:50 PM
185	accomplish our goals	2/6/2016 7:48 PM
186	urban sprawl, water, education	2/6/2016 7:46 PM
187	That is turns into Reno	2/6/2016 7:41 PM
188	the lack of resources to continue to the growth, empty commercial buildings	2/6/2016 7:39 PM
189	effects of capitalism, the economy	2/6/2016 7:37 PM
190	Traffic, parking, vacant buildings	2/6/2016 7:36 PM
191	street and sidewalk repairs, crime, neighborhood cleanups	2/6/2016 7:36 PM
192	We need a nice large dog park in East Sparks with grass, shade, a water pad and areas for large and small dogs, our area is way behind other cities in this	2/6/2016 7:31 PM
193	Growth, keeping old parts of Sparks from being run down	2/6/2016 7:28 PM
194	Many areas are becoming run down. Many vacancies on oddie and prater. Need new businesses to drive the area. The town is either nice or run down depending on what block you are on.	2/6/2016 7:26 PM
195	traffic, we to need to make sure our infrastructure is in place to handle growth, concerned about school system and crime with it being a large city	2/6/2016 7:26 PM
196	traffic	2/6/2016 7:24 PM
197	traffic, safety	2/6/2016 7:23 PM
198	Traffic, schools, street conditions in older sections of town	2/6/2016 7:22 PM
199	Having enough police and fire service	2/6/2016 7:22 PM
200	Traffic, Pyramid Way blight, homeless and begging, urban decay, shrinking casino business, lack of jobs close to home, water and tax base	2/6/2016 7:20 PM
201	water, sewage, infrastructure	2/6/2016 7:16 PM
202	Prater Street needs major infusion of excitement, parks needs to be better handled with homeless	2/6/2016 7:14 PM
203	It doesn't change for the worst	2/6/2016 7:12 PM
204	transportation especially to and from Spanish Springs, in-filling instead of more community sprawl	2/6/2016 7:11 PM
205	Traffic was the reason we left Red Hawk to move to Reno	2/6/2016 7:07 PM
206	traffic, cleanliness, fewer signs, more schools to ease overcrowding	2/6/2016 7:06 PM
207	Drugs and crime!!! We are already starting to see drugs lead to crime in our area. For example, we had an 18 year old, who was high on Acid try to break into our home. It was 6:15pm on a Tuesday night. Honestly, I am now afraid to open my front door once the sun goes down. Also, I don't want to see anymore casinos built in Sparks. The more casinos we bring to our area, the more we become like down town Reno. That means more drugs, crime, and homelessness.	2/6/2016 7:06 PM
208	Crime rate. People need to feel safe walking the streets. That takes a well paid police force.	2/6/2016 4:29 PM
209	Traffic lights on mccarran at the I80	2/6/2016 3:57 PM

## Sparks Outreach Phase 1 "What's Your Vision"

210	The potential loss of access to public lands due to more population making this area home.	2/6/2016 3:50 PM
211	Traffic	2/6/2016 3:05 PM
212	Run down neighborhoods, run down shopping centers, and crime rate.	2/6/2016 2:12 PM
213	Zombies	2/6/2016 1:53 PM
214	TOO MANY PEOPLE!!!	2/6/2016 12:08 PM
215	crime, cleanliness and infrastructure	2/6/2016 11:23 AM
216	Over population, crime rate and the run down look of the downtown area.	2/6/2016 11:10 AM
217	Traffic.	2/6/2016 10:50 AM
218	Traffic.	2/6/2016 10:50 AM
219	Over building like they did in early 2000. Too many vacant buildings here. Too much trash in yards, trailer parks.	2/6/2016 10:38 AM
220	Someone might come along and do something good for us.	2/6/2016 9:58 AM
221	unacceptable traffic congestion will come with growth, and we will still have a lack of public bus transportation anywhere north of Baring Ave.	2/6/2016 9:48 AM
222	There is so much growth but not schools being built to help with overcrowding.	2/6/2016 9:23 AM
223	Nothing really, that I know of at least.	2/6/2016 9:22 AM
224	Crowded schools and infrastructure.	2/6/2016 9:19 AM
225	Not to allow the underlying infrastructure to decay, such as the need for sewer improvement now.	2/6/2016 9:11 AM
226	Is overgrowth and lack of water.	2/6/2016 8:27 AM
227	If it is still called Sparks	2/6/2016 8:22 AM
228	Growing pains, traffic, affordable housing, stabile employment oppportunities	2/6/2016 8:17 AM
229	Transportation	2/6/2016 8:12 AM
230	Cost of living & the rise in the crime rate	2/6/2016 8:09 AM
231	transportation (roads are already clogged), education and public services. better recycling programs and preservation of 'green' spaces. water conservation.	2/6/2016 7:52 AM
232	Overcrowding, not just with houses and such, but with traffic too	2/6/2016 7:40 AM
233	decent and affordable housing for young people just starting out on their own.	2/6/2016 7:39 AM
234	That it will no longer be a safe place to live. I don't even feel safe in my neighborhood now.	2/6/2016 7:23 AM
235	Losing events to downtown Reno	2/6/2016 12:02 AM
236	Traffic. The cost of affordable housing.	2/5/2016 11:59 PM
237	increase in crime rates and a compient for vaquiries nightclub on oddie blvd and merchant st. they operate until 6a.m. all spring, summer,and fall. not good fights break out gun shots . owners should be fined and remember to not operate after 2a.m. regardless of anything and reason	2/5/2016 11:37 PM
238	Not enough public transportation. Hate to see people walking McCarran and Pyramid, not safe. Road work in neighborhoods. Not main road but where we live.	2/5/2016 10:59 PM
239	population growth won't be able to keep up with expansion because population grows so fast.	2/5/2016 10:23 PM
240	lack of public transportation	2/5/2016 10:03 PM
241	The population will be so high that we won't be a nice , safe place to live anymore and i will want to move.	2/5/2016 10:02 PM
242	Is downtown and surrounding areas feel/look unsafe.	2/5/2016 9:44 PM
243	keeping up with growth without losing the feel of a small town. Also school overcrowding, keeping great park s and traffic controll	2/5/2016 9:25 PM
244	Traffic and crime	2/5/2016 9:11 PM
245	not enough schools for all of the developing areas	2/5/2016 9:09 PM
246	Traffic, over development in Spanish springs, water supplies, better planning for events in town	2/5/2016 9:07 PM



## Sparks Outreach Phase 1 "What's Your Vision"

247	It's going to die. There's lots of new growth around old Sparks but Old Sparks is all but gone. It's dirty, run down, neglected....empty houses, dead yards	2/5/2016 9:03 PM
248	High traffic areas like pyramid & mccarren	2/5/2016 9:03 PM
249	Our failing schools, and up and coming family oriented local businesses. And the influence big corporations and casinos have in our local government.	2/5/2016 9:01 PM
250	Quick growth now (population) which will lead to road issues, schools, and emergency departments.	2/5/2016 8:58 PM
251	Traffic	2/5/2016 8:38 PM
252	Over population and the infrastructure.	2/5/2016 8:35 PM
253	Pedestrian safety	2/5/2016 8:32 PM
254	Crime that comes with growth	2/5/2016 8:27 PM
255	Traffic. Roads to Reno	2/5/2016 8:14 PM
256	Too much growth, too fast.	2/5/2016 8:02 PM
257	Overcrowding in the public schools and road congestion.	2/5/2016 8:01 PM
258	Big Walmart at Legends, and more commercial retail.	2/5/2016 7:58 PM
259	Crime and Pedestrian safety in Neighborhoods	2/5/2016 7:55 PM
260	No concerns. Very happy.	2/5/2016 7:49 PM
261	Roads and infrastructure	2/5/2016 7:44 PM
262	lack of RTC access out here	2/5/2016 7:41 PM
263	Schools... with the Tesla factory coming in and Sparks being the first large pop west of it... how will the schools accomodate the influx of families	2/5/2016 7:40 PM
264	Quality of education for our children. The fire department thinks very highly of themselves. It took them 14 minutes to get to my house when our car was on fire. The police department seems much more put together.	2/5/2016 7:38 PM
265	Lower the unemployment rate/ help out in our community	2/5/2016 7:36 PM
266	Over population	2/5/2016 7:21 PM
267	THE NUMBER OF TREES ARE BEING CUTTING DOWN	2/5/2016 7:20 PM
268	Too much traffic in older areas created by growing outlying areas.	2/5/2016 7:19 PM
269	Over crowding in our schools, and traffic congestion as the area develops more homes.	2/5/2016 7:14 PM
270	the rising crime rate and the increasing riff raff hanging out in town.	2/5/2016 7:13 PM
271	Not enough plans for increased traffic	2/5/2016 7:01 PM
272	The growth and the schools and property taxes.	2/5/2016 7:01 PM
273	The downtown area blight.	2/5/2016 6:58 PM
274	Safety.	2/5/2016 6:56 PM
275	Don't know	2/5/2016 6:52 PM
276	Growth with all the businesses coming to the area overwhelming the infrastructure.	2/5/2016 6:51 PM
277	Shoddy construction of buildings due to Sparks City Council repealing certification of electrician and plumbers will come back to haunt Sparks citizens.	2/5/2016 6:43 PM
278	Transportation and roadways. The commute is very congested to get in and out of Spanish Springs.	2/5/2016 6:43 PM
279	Too many apartments and not enough single housing units	2/5/2016 6:41 PM
280	Traffic and affordable housing	2/5/2016 6:41 PM
281	Congestion	2/5/2016 6:40 PM
282	Crowding	2/5/2016 5:43 PM
283	Sparks might take over the city of Reno, fire protection, code enforcement, sewer fees, and flood projection fees.	2/5/2016 5:07 PM

## Sparks Outreach Phase 1 "What's Your Vision"

284	How it will handle the projected growth, especially if TRIC continues to expand as is expected	2/5/2016 2:42 PM
285	Services for senior citizens. Transportation. There is no bus service in Spanish Springs. Many retired people are moving into this area and there will be greater need for accessible transportation to allow continued independence for those who should no longer drive, without creating financial hardship.	2/3/2016 6:48 AM
286	Our schools being pushed past capacity to handle large populations of non English speaking minorities.	2/2/2016 9:13 AM
287	Too much growth outstripping planning efforts regarding water and sewage facilities.	2/2/2016 9:13 AM
288	bad roads	2/2/2016 7:10 AM
289	Over crowding of schools. Over building of housing....	2/1/2016 3:36 PM
290	Crime by juveniles. Traffic caused by unfettered growth of Reno. Lack of established inclusive programs for youth of all economic levels. There are too many rentals caused by the downturn which are allowed to become run down, trees and yards dying unnecessarily ruining the value and warm feeling of the neighborhoods especially in the older neighborhoods. Ordinances need to be enforced. I live by rentals and 3 owner occupied homes and it gets worse down the block.	1/31/2016 7:48 PM
291	Water NOT being all chemicaled up	1/31/2016 7:55 AM
292	Continued lack of code enforcement. Pass all the ordinances you want but what good are they if you don't enforce them?	1/30/2016 8:12 PM
293	Too much growth, including urban sprawl, and inadequate provisions for water and traffic (including ped and bike traffic/walkability)	1/29/2016 3:42 PM
294	That the current trend of violent crimes will continue and get worse	1/29/2016 2:58 PM
295	Traffic... we need better access to I-80 and the North Valleys from Spanish Springs. Worried about tax increases.	1/28/2016 7:33 PM
296	That it will continue to have pockets of deterioration...ie...unsightly traffic walls, multi color graffiti painted traffic walls, torn up streets, faded paint in the parks, nasty park bathrooms (with the exception of the marina bathrooms)	1/28/2016 6:20 PM
297	Growth of traffic and speed of cars, esp. Vista between Los Altos No. and Wingfield Springs and Los Altos from Vista to Vista. In the event of a big back-country fire, we'd never get out.	1/28/2016 10:18 AM
298	Significant growth that inundates infrastructure, particularly roadways.	1/28/2016 8:02 AM
299	The lack of attention toward downtown sparks and the family atmosphere. The city is allowing to many tattoo shops mexican restaurants etc to come in just for the money	1/27/2016 11:56 AM
300	Must find way to ease traffic congestion flowing in and out of Spanish Springs	1/27/2016 8:20 AM
301	Property values are only increasing, I worry that it will soon become a snobby area to live.	1/27/2016 8:10 AM
302	staying abreast of predicted growth pattern.	1/26/2016 6:52 PM
303	IS that construction will not be properly controlled	1/26/2016 6:06 PM
304	suburban sprawl.	1/26/2016 5:30 PM
305	water and traffic... oh wait, that's also my concern now!	1/26/2016 5:09 PM
306	liveability--transportation for seniors, closeness of shopping/medical, gang problems controlled or gone (?)	1/26/2016 4:43 PM
307	keeping Sparks a desirable place to live for future generations with clean safe neighborhoods	1/26/2016 4:20 PM
308	keeping the older sections of town up. Not allowing decay of older neighborhoods.	1/26/2016 4:05 PM
309	We will merge with Reno/Washoe County as one governing body	1/26/2016 3:43 PM
310	The roads need to be improved. Not necessarily the major roads, but the roads in some of the neighborhoods are in need of serious repair.	1/26/2016 3:37 PM
311	education and downtown	1/26/2016 1:11 PM
312	Infrastructure, jobs in Sparks	1/25/2016 11:51 PM
313	That we have leaders that truly care about the city and its residents not their personal gains	1/25/2016 9:38 PM
314	Too much housing growth which the water supply cannot support, and too much traffic.	1/25/2016 8:19 PM
315	Water, and roads to accomodate the amount of people moving in here.	1/25/2016 11:47 AM

## Sparks Outreach Phase 1 "What's Your Vision"

316	Overbuilding losing the open feeling in the area to the north towards Pyramid lake. Low profile building keeping height restrictions in check.	1/25/2016 9:58 AM
317	that the victorian Square will be a low inclome/slum area	1/25/2016 8:16 AM
318	Traffic, Urban renewal and decay, housing, equitable and consistent zoning, WATER source	1/24/2016 8:24 PM
319	We don't take care of our parks and neighborhoods. They redid the codes regarding our yards but they still arent enforcing that they be followed. In our parks there are still owners with dogs that arent on a leash and are pooping on the sidewalks. The poor rangers have enough to do but then have to add poop patrol to it. There needs to be more park employees. Why have the marina when they only get to swim a couple of hours in an area as big as an appartment pool? Hire some lifeguards, park staff, code enforcers (that will actually do some enforcing).	1/24/2016 6:38 PM
320	I am optimistic about Sparks. I believe that if they can catch and hold a vision that encompasses the above, Sparks can be a great place by 2030. McCarran and Sparks will someday merge. We need to fight sprawl and have a Master Plan.	1/24/2016 1:03 PM
321	A lack of recreational space, and entertainment for the youth population. In addition, I am concerned about the blight in areas. Code enforcment seems down in many neighborhoods.	1/24/2016 10:25 AM
322	overregulation.	1/24/2016 10:18 AM
323	Traffic will take away the enjoyment of walking and bicycling as a mode of transportation	1/24/2016 9:47 AM
324	No enough open space; too much development	1/24/2016 9:41 AM
325	Unregulated expansion, space and water are, and will be, big issues	1/24/2016 9:41 AM
326	Keeping up with/investing in services needed to accommodate projected growth.	1/22/2016 5:18 PM
327	Quality of public schools, which is a regional concern as well.	1/22/2016 10:06 AM
328	traffic	1/22/2016 8:05 AM
329	Access to highway from north sparks, only 3 ways into town.	1/21/2016 4:43 PM
330	Loss of individuality from Reno	1/21/2016 4:00 PM
331	the pyramid hwy and vista drive with the incomming population with Tesla	1/21/2016 3:38 PM
332	Growth brings jobs and opportuniy, my biggest concern in crime.	1/21/2016 2:19 PM
333	Public safety	1/21/2016 2:05 PM
334	the cost of living will be too high and the salaries will not be in line with cost of living	1/21/2016 1:14 PM
335	the continued growth without enough resorces	1/21/2016 12:46 PM
336	Crime and economy.	1/21/2016 12:05 PM
337	Lack of public saftey, downtown is a complete dump with more residential housing being built with no parking for special events, etc.	1/21/2016 11:52 AM
338	Poor community upkeep. Roads, buildings, parks, common areas and some neighborhoods.	1/21/2016 11:48 AM
339	Over population.	1/21/2016 10:44 AM
340	Crime and traffic.	1/21/2016 10:30 AM
341	There is not enough to do	1/20/2016 3:00 PM
342	The economy is good enough to keep the businesses to keep thriving.	1/20/2016 11:50 AM
343	Getting too big and loose its apeal.	1/20/2016 8:19 AM
344	Energy consumption	1/19/2016 10:48 PM
345	if it won't be crowded	1/19/2016 7:48 PM
346	Too many apartment buildings and too few quaint shops.	1/19/2016 5:01 PM
347	that the businesses continue to thrive in conjunction with special events such as Rib Cookoff.	1/19/2016 4:55 PM
348	lack of development in Victorian Square area.	1/19/2016 8:50 AM
349	To continue to generate the flow of visitors to our City not only for the City but the welfare of the citizens.	1/19/2016 8:02 AM
350	Retaining leadership in growth and foresight and support of small businesses	1/19/2016 7:52 AM

## Sparks Outreach Phase 1 "What's Your Vision"

351	I have concerns about the water supply keeping up with development. I would like to see some more solar options.	1/19/2016 7:50 AM
352	Crime	1/19/2016 7:47 AM
353	Road and highway congestion.	1/19/2016 7:29 AM
354	More moisture to end our drought.	1/19/2016 6:55 AM
355	Poverty levels around here will still be the same as well as it will still not be a safe place for families.	1/19/2016 6:20 AM
356	Water	1/18/2016 7:44 PM
357	too far ahead to truthfully answer. but if the city continues with similar Andy Griffith ^ Gomer Pile leaferhsip..it is lights out compared to RenoAre yo	1/17/2016 5:09 PM
358	The WCSD isn't any better than it is today	1/17/2016 4:41 PM
359	A recession would leave even more business areas decimated and empty.	1/15/2016 5:19 PM
360	Adequate planning for growth. Pyramid highway makes me grouchy during rush hour.	1/13/2016 9:10 PM
361	the lack of cultural representation through events, programming, community building, etc. The lack of diverse people in office.	1/13/2016 4:18 PM
362	effectively managing all of the exciting and continued growth (resources and infrastructure such as medical access, schools, roads, shopping, etc).	1/13/2016 4:10 PM
363	It'll grow too fast	1/13/2016 3:58 PM
364	Traffic and lack of bike and reliable transportation.	1/13/2016 9:44 AM
365	Education	1/12/2016 8:34 PM
366	That with all of the good that we have going on, the aesthetic appeal of the around Interstate and McCarran, and the homeless that post their signs at the off ramps will detract from the good that we do, and deter investors.	1/12/2016 7:37 PM
367	No downtown that will draw people, lower income areas that look really run down.	1/12/2016 6:02 PM
368	This wonderful place in which we've decided to retire turns into a California like environment...over regulated, over populated...you are providing great services...just let us live our lives without government interference.	1/12/2016 4:39 PM
369	LACK OF PLANNING! Roads, GRIDLOCK... We're seriously considering moving out of the area because of traffic gridlocks. I feel we are at least 10 years from where we should be with our major roadways.	1/12/2016 4:19 PM
370	Crowding in our schools	1/12/2016 4:16 PM
371	Traffic	1/12/2016 4:11 PM
372	Crime rate	1/12/2016 2:56 PM
373	Rampant growth may lead to unintended consequences that reduce quality of life in the area (like the loss of natural areas surrounding the City)	1/11/2016 5:05 PM
374	Overcrowded streets, especially Pyramid hwy	1/6/2016 8:54 PM
375	too much growth too fast. We need to have schools & roads to support the projected growth.	1/6/2016 12:01 PM
376	Retail centers will still be located predominately in Reno and downtown Sparks will be nothing but a couple little bars and a lot of closed shops. Congestion on Pyramid/Vista/Sparks Blvd will cause people to relocate and property value will drop.	1/6/2016 11:19 AM
377	Rush hour traffic, roads, businesses sustaining,	1/6/2016 11:16 AM
378	Is the neighbor hood I live is getting run down by people who have yards a mess, I have a forclosure in the corner of 16th and Plymouth which has been vacate for at least 23 years, and the yard and house looks awful, this is bringing my property value down. Also they can park utility trailers on the street and it looks terrible. They need to be alot more stricker on how they keep their property in better shape.	1/5/2016 4:50 PM
379	That it will be gobbled up by Reno.	1/5/2016 1:32 PM
380	Traffic	1/4/2016 2:19 PM
381	Traffic	1/4/2016 11:49 AM
382	a stable ecomony	1/4/2016 11:07 AM
383	Make downtown viable!	1/3/2016 5:35 PM

## Sparks Outreach Phase 1 "What's Your Vision"

384	Will there be enough services for such a sprawling city.	1/3/2016 11:55 AM
385	Better senior living.	1/3/2016 11:52 AM
386	Not letting growth get out of control - slow and gradual is better for all our resources.	12/29/2015 4:17 PM
387	Graffiti	12/29/2015 11:45 AM
388	lack of unique shopping and dinning	12/29/2015 10:14 AM
389	The costs of certain city services, in particular fire, as well as an expanding unfunded liability regarding city employee health and retirement benefits.	12/29/2015 8:14 AM
390	No viable downtown. Still an ugly, low income spot that I don't feel safe or want to come down to with my family.	12/29/2015 3:59 AM
391	Crime	12/28/2015 9:37 PM
392	incomplete delineation of future sewer treatment requirements and compliance costs to meet discharge water quality levels	12/24/2015 12:12 PM
393	manage growth	12/22/2015 4:30 PM
394	Industrial growth within the city	12/22/2015 10:39 AM
395	The bargins	12/22/2015 10:35 AM
396	The police provide security	12/22/2015 10:33 AM
397	My hope is that by that time that Downtown Victorian Square wil include more immenities and that some of the rundown communities will be cleaned up. I hope it will retain that small town feel but with more sophistication.	12/22/2015 10:31 AM
398	The 1 mile diameter zone of death in downtown Sparks. Eveery day or so another pedestrian hit, someone shot, etc...	12/22/2015 8:44 AM
399	Price gouging by greedy landlords due to Tesla and other major business coming to our area.	12/21/2015 4:19 PM
400	(Actually this is my biggest concern now, but will be even bigger if the City of Sparks waits until 2030 to address this.) the debris from the eroding arroyos behind my backyard that is piling up against my back fence, and running off into my dry creek bed. Before his death my husband had already lined the dry creek bed in our back yard with large river rocks, which have already become coated with silt from the run-off from these arroyos. Immediately before his unexpected death in August 2013, my husband had contacted Washoe County engineering about these problems. As one might imagine, I needed to deal with other pressing matters resulting from my husband's untimely passing, and so wasn't able to research this matter until last month. This past November, Washoe County informed me that the undeveloped land behind my yard is owned by D L Sonoma, LLC, which now seems to have been dissolved. At the April 2015 meeting for the North Spanish Springs Floodplain Detention Facility, I had heard that this undeveloped land behind my home had been acquired by the City of Sparks (with future development plans for both a business park, and additional residences), but until I heard about this survey, was uncertain as to how to contact you with my concerns. With every precipitation event, these arroyos wash more and more debris toward and against my back fence and silt into my dry creek bed. Although already this fall, Truckee Meadows is now getting much-needed precipitation, especially with the Godzilla El Niño precipitation, I am extremely concerned that the ever-increasing amount debris from these arroyos that is piling up against my back fence, and the increasing amount of silt coating my dry creek bed, will cause serious and costly damage to my property. This is a problem not only for me, but for other property owners whose property backs up to this undeveloped land. Since I bought my home in 2011, my property taxes are quite high; and I would like to see my property taxes directly applied to resolving this issue, as it will help maintain the value of my property, as well as that of similar property owners in my area.	12/21/2015 11:43 AM
401	violence	12/20/2015 10:58 AM
402	security and jobs	12/20/2015 10:57 AM
403	Traffic	12/20/2015 10:51 AM
404	Schools and roads	12/20/2015 10:50 AM
405	Gangs, band neighborshoods	12/20/2015 10:49 AM
406	The crime rate and the overcrowding of schools	12/20/2015 10:48 AM
407	Not enough kid friendly activities	12/20/2015 10:47 AM
408	It needs to keep the direction of improvement to keep me coming back	12/20/2015 10:46 AM
409	Over growth	12/20/2015 10:44 AM
410	Space, parking	12/20/2015 10:43 AM

## Sparks Outreach Phase 1 "What's Your Vision"

411	There will not be much nature left	12/20/2015 10:42 AM
412	Will Sparks be like it is now or get worse and be deserted	12/20/2015 10:40 AM
413	Crime and gang problems	12/20/2015 10:38 AM
414	Will crime be kept under control	12/20/2015 10:37 AM
415	The many empty businesses in once flourishing areas	12/20/2015 10:36 AM
416	Growth and development	12/20/2015 10:35 AM
417	It doesn't change, secure activities and schools	12/20/2015 10:32 AM
418	Having enough interpreters for the deaf individuals in the community	12/20/2015 10:31 AM
419	Over growth, becoming over baring	12/20/2015 10:30 AM
420	I don't really have concerns	12/20/2015 10:27 AM
421	More jobs	12/20/2015 10:26 AM
422	Growth	12/20/2015 10:24 AM
423	Traffic	12/20/2015 10:22 AM
424	That it will have the same old, same old businesses and no growth	12/20/2015 10:21 AM
425	No longer a small town feel, too crowded	12/20/2015 10:20 AM
426	The city selling property on Victorian square to build apartments. I think that was a very bad idea. I remember when they tore down all the houses there to improve the area now they are back at square one. The apartments will take away the much needed parking for all the events which will probably go away because they will be too noisy or a nuscence for the apartment dwellers. And who would want to live in that area anyway?	12/20/2015 10:20 AM
427	Programs for seniors	12/20/2015 10:18 AM
428	Better life for kids	12/20/2015 10:17 AM
429	Not getting too big	12/20/2015 10:16 AM
430	traffic, crime	12/20/2015 10:15 AM
431	It's goin to be too crowded and filthy	12/20/2015 10:14 AM
432	Gangs and crime	12/20/2015 10:10 AM
433	The schools become totally over crowded	12/20/2015 10:09 AM
434	Too many casinos	12/20/2015 10:08 AM
435	More things for kids to do	12/20/2015 10:07 AM
436	Peach and kindness	12/20/2015 10:05 AM
437	Hopefully crime stays down	12/20/2015 10:04 AM
438	No more violence	12/20/2015 10:02 AM
439	That crime doesn't go up	12/20/2015 10:01 AM
440	not enough attractions, crime	12/20/2015 10:00 AM
441	many gangs and guns	12/20/2015 9:58 AM
442	Not too sure. I haven't been here that long.	12/20/2015 9:57 AM
443	Lack of space with more buildings replacing open areas like parks	12/20/2015 9:55 AM
444	Parking	12/20/2015 9:53 AM
445	Just moved here	12/20/2015 9:52 AM
446	Be a better city for our residents	12/20/2015 9:51 AM
447	Vacant buildings	12/20/2015 9:47 AM
448	Will we finally have a Dave & Busters	12/20/2015 9:46 AM
449	School sizes, education standards	12/20/2015 9:45 AM



## Sparks Outreach Phase 1 "What's Your Vision"

450	Industrial buildings in the city	12/20/2015 9:44 AM
451	People will lose its appreciation for it	12/20/2015 9:42 AM
452	It will get dirty	12/20/2015 9:41 AM
453	Too much growth	12/20/2015 9:39 AM
454	Nothing major	12/20/2015 9:38 AM
455	More abandoned buildings	12/20/2015 9:37 AM
456	A lot of crime	12/20/2015 9:36 AM
457	Parks, keeping order of the growing population	12/20/2015 9:34 AM
458	That all of the businesses (on Victorian) will go out of business	12/20/2015 9:34 AM
459	Pyramid Highway even more congested, some parts of older downtown is getting dirty, junky and dangerous	12/20/2015 9:32 AM
460	That it will look trashier than it does now	12/20/2015 8:22 AM
461	Housing and overpacked neighborhoods	12/18/2015 7:30 PM
462	Traffic coming in and out of the Spanish Springs area (Vista Blvd. Sparks Blvd. Pyramid)	12/18/2015 3:18 PM
463	Overgrowth	12/18/2015 12:25 PM
464	Over population	12/18/2015 11:27 AM
465	Crime and letting many families living in ONE home	12/18/2015 10:04 AM
466	WATER, TRAFFIC,	12/18/2015 9:52 AM
467	Growth with no planning. Our schools are already so overcrowded and there was no vision to raise money to build schools.	12/18/2015 6:44 AM
468	The downtown renovation continuing to bring Sparks into more stable standings economically, financially, and from a crime prevention aspect	12/17/2015 3:07 PM
469	Over growing.	12/17/2015 1:33 PM
470	Community fed back to be part of it's growth	12/17/2015 1:13 PM
471	Overcrowding, lack of infrastructure and crime	12/17/2015 1:01 PM
472	Letting the green areas turn to weeds, like on sparks blvd	12/17/2015 12:16 PM
473	traffic - concern with Vista being only artery from eastern Spanish Springs	12/17/2015 11:51 AM
474	?	12/17/2015 11:49 AM
475	Traffic on surface streets	12/17/2015 11:36 AM
476	To much growth out off Pyramid Highway and Wingfield Springs	12/17/2015 11:04 AM
477	Traffic	12/17/2015 10:56 AM
478	Growth and traffic. Will the infrastructure be able to handle the growth expected with TESLA?	12/17/2015 10:22 AM
479	Availability of water.	12/17/2015 9:42 AM
480	growth	12/17/2015 9:29 AM
481	Down town Sparks, will not be the heart of the town. We need to have a great place to people to gather and have fun with family and friends.	12/17/2015 9:16 AM
482	That it will look like California with masses of track homes, not much to do, and lacking vision	12/17/2015 9:14 AM
483	overcrowding in our schools	12/17/2015 8:14 AM
484	Overgrowth and overpopulation	12/17/2015 8:06 AM
485	Uncontrolled growth and crime	12/17/2015 7:59 AM
486	It will become Renos slum, a lot of homes are rented and not taken care of. Cars parked in front of homes broken down, abandoned trashed. Businesses closed, buildings abandoned and instead of rejuvenating these areas, Sparks just expands out and away from the eyesores.	12/17/2015 7:29 AM

## Sparks Outreach Phase 1 "What's Your Vision"

487	Traffic and growth	12/17/2015 6:59 AM
488	Keeping city clean and safe	12/16/2015 7:54 PM
489	Traffic getting worse due to more people living here.	12/16/2015 7:43 PM
490	traffic congestion on Vista Blvd.	12/16/2015 7:31 PM
491	Traffic	12/16/2015 5:56 PM
492	Not really a downtown or walking downtown	12/16/2015 4:59 PM
493	Roads being too congested for commuting to and from...right now it is ridiculous during rush hours	12/16/2015 4:53 PM
494	infrastructure, lots of older buildings in neighborhoods	12/16/2015 4:53 PM
495	traffic to / from North Sparks.	12/16/2015 4:50 PM
496	deterioration of the downtown corridor	12/16/2015 4:32 PM
497	that growth be controlled and standards be held high	12/16/2015 4:27 PM
498	Education facilities to keep up with the rapid growth from now until then.	12/16/2015 4:22 PM
499	a safe place for my kids to walk to school and ride their bikes around.	12/16/2015 4:16 PM
500	There will be too many apartments in the downtown area	12/16/2015 4:10 PM
501	pollution	12/16/2015 3:56 PM
502	As the cities (Reno/Sparks) grown we will not have the water to service all the new companies and person that move her for jobs.	12/16/2015 3:50 PM
503	the crime and big city problems will be extensive. I see how the neighborhoods have changed over the last 5 years already.	12/16/2015 3:50 PM
504	My biggest concern would probably what they have done with the old D'Andrea golf course.	12/16/2015 3:48 PM
505	Traffic	12/16/2015 3:45 PM
506	Highway congestion.	12/16/2015 3:45 PM
507	street level experience by nugget, trash and overall experience of paved bike/walk river trail	12/16/2015 3:44 PM
508	Over populated, Traffic. Currently street names signs are washed off, imagine in 2030	12/16/2015 3:41 PM
509	it will grow to big and loose what i love. See item 1.	12/16/2015 3:41 PM
510	Overcrowding and traffic concerns	12/16/2015 3:40 PM
511	Still having too many low wage jobs in the city. We do not have enough decent paying jobs to help rid the community of the drug and crime problem we have.	12/16/2015 3:40 PM
512	Education	12/16/2015 3:39 PM
513	Traffic	12/16/2015 3:38 PM
514	safety walking after dark to my car	12/16/2015 3:33 PM
515	Growth with out planning.	12/16/2015 3:33 PM
516	Roads and traffic	12/16/2015 3:31 PM
517	Blighted neighborhoods will encroach into the nugget are neighborhoods exacerbated by low income housing projects.	12/16/2015 3:29 PM
518	<b>control growth &amp; planning</b> future growth. While the potential growth is great for the city and the local economy, control of the growth is very important.	12/16/2015 3:27 PM
519	growing to fast	12/16/2015 3:25 PM
520	that families and family values are strengthened and Sparks schools retain valuable curriculum.	12/16/2015 3:24 PM
521	Growth and Roads	12/16/2015 3:21 PM
522	The city will be too large for my liking.	12/16/2015 3:19 PM
523	water being privatized and ruined	12/16/2015 3:18 PM

## Sparks Outreach Phase 1 "What's Your Vision"

524	making sure the people who are coming in to develop the land are legitimate; influx of people making housing unaffordable.	12/16/2015 3:18 PM
525	Not enough water to sustain growth	12/16/2015 3:18 PM
526	Becoming too much like reno	12/16/2015 3:15 PM
527	uncontrolled growth vs road access/traffic on Pyramid Hwy.	12/16/2015 3:13 PM
528	Economic growth	12/16/2015 3:12 PM
529	Traffic congestion	12/16/2015 3:12 PM
530	Out growing the "small town" feel that makes it special. Water sustainability for all the future growth!!	12/16/2015 3:12 PM
531	that future growth won't be planned smartly.	12/16/2015 3:11 PM
532	Over population, growth, infrastructure, roads	12/16/2015 3:09 PM
533	That their may be bad people near my children.	12/16/2015 9:48 AM
534	There have been a few robberies in my neighborhood. Maybe their needs to be better surveillance.	12/16/2015 9:45 AM
535	It's good	12/16/2015 9:38 AM
536	Our population is not getting healthier (not just in Sparks)	12/15/2015 11:36 AM
537	Some of the older neighborhoods getting taken over by gangs.	12/15/2015 11:07 AM
538	Traffic congestion during commute hours on Pyramid getting to and from Spanish Springs to the freeway.	12/15/2015 10:54 AM
539	TRAFFIC	12/15/2015 8:09 AM
540	Congestion, Over crowded schools and traffic	12/15/2015 8:06 AM
541	more unpleasant projects like "Legends."	12/15/2015 12:55 AM
542	Having enough water for all the people coming to town. Crime in the inner city areas.	12/14/2015 11:07 PM
543	It will continue to decline as it has since 2008.	12/14/2015 7:58 PM
544	Growth, uncontrolled and unregulated	12/14/2015 6:23 PM
545	Too much and too rapid growth without adequate infrastructure, water, schools to keep the same quality of life here.	12/14/2015 4:50 PM
546	schools	12/14/2015 4:02 PM
547	Looks run down	12/14/2015 3:27 PM
548	Growth and what that will look like.	12/14/2015 2:45 PM
549	Too many people and pollution.	12/14/2015 12:49 PM
550	Over-crowding, and a downtown that looks like Detroit	12/14/2015 11:59 AM
551	Climate change	12/14/2015 11:25 AM
552	Not enough places in the downtown area to visit.	12/14/2015 10:50 AM
553	It's going to get too big!	12/14/2015 8:51 AM
554	water, over growth of new residences in Sparks suburban, Spanish Springs area, prospective traffic	12/13/2015 2:35 PM
555	Schools	12/12/2015 7:03 PM
556	Improve the school system. Whitehead is over crowded with no money.	12/12/2015 4:21 PM
557	Traffic	12/12/2015 3:19 PM
558	Cleaning up downtown. I used to live downtown and decided to move due to the deterioration of the area. Downtown is the first and often only impression that tourists, who attend the events, get of Sparks	12/12/2015 12:15 PM
559	Creating a quality mix of housing and commercial.	12/12/2015 11:29 AM
560	Traffic	12/12/2015 9:53 AM
561	unoccupied homes, crime, homeless, drugs... overall	12/12/2015 8:38 AM
562	The streets...pretty disasterous to alignment, tires and wheels. Also, there are many homes in disrepair and in some areas we are beginning to look like the slums of Reno.	12/12/2015 8:25 AM

## Sparks Outreach Phase 1 "What's Your Vision"

563	A properly sized road will not be built out to the Spanish Springs Area	12/12/2015 6:27 AM
564	overcrowding	12/11/2015 9:56 PM
565	Overcrowding in the schools	12/11/2015 9:44 PM
566	Traffic	12/11/2015 8:25 PM
567	Traffic on pyramid highway. Sparks needs better public transportation and bike lanes. Oddie is ugly. It needs to be redone similarly to west mccarran with an offset bike lane and consistently themed wall.	12/11/2015 7:35 PM
568	Only 1 road in and out of Wingfield communities.	12/11/2015 7:33 PM
569	xxx	12/11/2015 2:39 PM
570	Overcrowding and traffic.	12/11/2015 12:02 PM
571	The need for the Nevada Tax sytem to be chnaged to allow for the cost of needed municipapl services to be paid by property and sales taxes that are reasonable for providing the wervices requested by the residents, businesses, and visitors of the city. Monies for law enforcement, fire and rescue, maintenance, and infrastruture growth is critical.	12/11/2015 10:15 AM
572	Crime	12/11/2015 9:29 AM
573	Water, taxes	12/11/2015 6:03 AM
574	traffic	12/10/2015 5:58 PM
575	Maintenance of critical infrastructure, traffic congestion, public safety.	12/10/2015 4:05 PM
576	Diversity. How can we not be left behind in terms of our best resource--human diversity	12/10/2015 1:49 PM
577	short term thinking resulting in poor land use decisions.	12/10/2015 12:58 PM
578	can't think of a single thing	12/9/2015 8:10 PM
579	the being ready for the pending growth in the transition to a more technological industrial base that will impact infrastructure, schools which are already taxed and the services required to support high growth. I am also concerned too many of the longtime residents are too short-sighted about the need to change and won't support basic funding for needed improvements. Care must be exercised bringing new ideas and needs before the public. Everyone has to buy in recognizing the benefit to future generations.	12/9/2015 1:04 PM
580	That crime, gangs and homeless wandering around are on the rise	12/9/2015 12:50 PM
581	too hot	12/9/2015 10:18 AM
582	schools, we are already so overcrowded	12/9/2015 10:17 AM
583	empty shops and casinos	12/9/2015 10:14 AM
584	crime. education	12/9/2015 10:12 AM
585	safety in the community	12/9/2015 10:11 AM
586	strong vibrant culture centers for small and large businesses, as well as enough schools and services for a growing population	12/9/2015 10:10 AM
587	growth. I want it to grow more, improve infrastructure. Hwy to Wingfield	12/9/2015 10:09 AM
588	all of the gang related crimes	12/9/2015 10:07 AM
589	North / South traffic. Pyramid / Sparks / Vista Blvds.	12/9/2015 10:06 AM
590	no concerns	12/9/2015 10:04 AM
591	to clean up downtown Sparks	12/9/2015 10:03 AM
592	safety. The SPD could be friendlier to its citizens and more personal.	12/9/2015 10:02 AM
593	prices rising	12/9/2015 10:01 AM
594	Safety. The SPD could be friendlier to its citizens and more personal.	12/9/2015 10:00 AM
595	gang activity and grafitti	12/9/2015 9:59 AM
596	growth without proper planning. Lack of expressways, public transportation, proper zoning residential vas commercial	12/9/2015 9:57 AM
597	not enough parking	12/9/2015 9:42 AM
598	need more police. need more liter pick up	12/9/2015 9:39 AM

## Sparks Outreach Phase 1 "What's Your Vision"

599	the changes coming with the Pyramid highway construction of the new round about	12/9/2015 9:38 AM
600	the town going back and turning into a "poor town"like Sullivan St. Making the Bourbon Square into a hotel is a ad idea brings the wrong people closer	12/9/2015 9:37 AM
601	I have no concerns	12/9/2015 9:35 AM
602	Traffic is going to be a big problem with growth. I live in Wingfield Springs. I already see traffic being a big problem.	12/9/2015 9:33 AM
603	Safety for pedestrians - cars are going to fast and not following traffic	12/9/2015 9:31 AM
604	water in the river	12/9/2015 9:28 AM
605	traffic along pyramid way, more schools, quality education	12/9/2015 9:27 AM
606	managing rapid growth	12/9/2015 9:26 AM
607	growing the infrastructure to meet the demands of the growing population / traffic needs	12/9/2015 9:25 AM
608	over population	12/9/2015 9:23 AM
609	that technology will have taken over and no one will care to do things like hometown Christmas faire	12/9/2015 9:06 AM
610	I would like it to be safer with more and bigger parks	12/9/2015 9:04 AM
611	violence	12/9/2015 9:02 AM
612	not enough parks	12/9/2015 9:01 AM
613	History - will it still be alive and thriving	12/9/2015 9:00 AM
614	crime especially those involving kids	12/9/2015 8:59 AM
615	events will end	12/9/2015 8:57 AM
616	local businesses	12/9/2015 8:55 AM
617	is the security of our community and especially at of kids	12/9/2015 8:16 AM
618	the rate it is growing, the schools' capacity for many students	12/9/2015 8:14 AM
619	that there won't be any more crime	12/9/2015 8:05 AM
620	population, pollution	12/9/2015 8:03 AM
621	the growth	12/9/2015 8:02 AM
622	can we handle the growth?	12/9/2015 8:00 AM
623	traffic along pyramid way, more schools, quality education	12/9/2015 7:58 AM
624	traffic, crimes	12/9/2015 7:56 AM
625	community events not enough, parking	12/9/2015 7:54 AM
626	Lack of business and Commerece.	12/8/2015 11:51 PM
627	Then Doors that have never been opened and the businesses that move out leaving more empty space. If I were in charge a business would not move until another would take the space. Huge waste!	12/8/2015 7:26 PM
628	That they will try to expand Victorian Square too much and try to rip down some of the historic houses that give Sparks it's history and make it stuck a neat place to explore.	12/8/2015 7:09 PM
629	The amount of public safety (particularly police) personnel. The department is already severely understaffed. Given the projected population explosion in the next few years, how is this issue going to be corrected? What is the plan to get public safety where it MUST be--AHEAD of time.	12/8/2015 5:38 PM
630	Forced growth versus organic growth. I worry that businesses that have to have a tax break to be convinced to locate here will have no real tie to the community. Some of our policy regarding that needs to be looked at again.	12/8/2015 5:01 PM
631	The influence of unions on the budget. The over influence of the State of Nevada over local decisions.	12/8/2015 4:56 PM
632	diversity	12/8/2015 2:31 PM
633	That they are paying for a sex change for a city employee	12/8/2015 2:30 PM
634	i would improve by adding more parks	12/8/2015 2:28 PM
635	there are parks	12/8/2015 2:26 PM

## Sparks Outreach Phase 1 "What's Your Vision"

636	make it nice	12/8/2015 2:25 PM
637	that people may be a little antisocial	12/8/2015 2:24 PM
638	better schools	12/8/2015 2:22 PM
639	better schools	12/8/2015 2:21 PM
640	keeping a clean and safe community	12/8/2015 2:20 PM
641	Crime rate. And that events won't be held as often or be as nice	12/8/2015 2:19 PM
642	Overcrowdedness	12/8/2015 2:18 PM
643	don't know	12/8/2015 2:16 PM
644	don't know	12/8/2015 2:16 PM
645	not going to be a lot of water left	12/8/2015 2:15 PM
646	Growth and housing concerns, new developments in TRIC area and being able to build the necessary infrastructure to support all the additins needed	12/8/2015 2:14 PM
647	Lack of concern for business progress	12/8/2015 2:14 PM
648	activities for kids	12/8/2015 2:13 PM
649	education	12/8/2015 2:11 PM
650	even worse school lunch	12/8/2015 2:10 PM
651	Building on all the hilltops and allowing the weeds to grow in medians and roadsides will destroy its visual appeal	12/8/2015 12:57 PM
652	Nobody can guess at whats going to happen in 2030. World changes too fast.	12/8/2015 12:41 PM
653	Property taxes. Some old properties pay only \$ 600.00-800.00 a year. Newer ones \$ 2000.00 and up !	12/8/2015 11:02 AM
654	I'm worried about unorganized growth that will overwhelm the city, and I don't want to see crime, graffiti and traffic become the main topics of concern.	12/8/2015 8:45 AM
655	traffic congestion, no money to upkeep parks, rec programs, walkways, etc. growth too much for area - soon there won't be anywhere to take your pet or walk in the great outdoors.	12/8/2015 8:30 AM
656	Security of the public. Population has risen and the area has expanded with incorporation of Wingfield and Spanish Springs. Police services have deminished as community patrols are consumed with high risk situations. Burglaries, Family Disputes, Car Crashes, Fights, Home Invasions...et. al. require several officers for several hours. If our City has 8 officers on duty, only 2 maybe 3 such incidents can be handled at any given time. For this reason, I rearely see officer's slowly driving through the neighborhoods or checking parks and businesses. Community Safety and the presence of officers is what I see dwindling away.	12/8/2015 8:29 AM
657	litter	12/8/2015 7:45 AM
658	empty commercial spaces and big box stores move away from central Sparks areas Empty buildings contribute to urban blight. Also all the dead and dying trees in our neighborhoods.	12/8/2015 6:03 AM
659	Traffic heading north to Spanish Springs and beyond.	12/8/2015 5:04 AM
660	Traffic	12/7/2015 9:26 PM
661	Overcrowding of public areas, roads & traffic, quality of infrastructure.	12/7/2015 8:25 PM
662	Housing and schools	12/7/2015 1:15 PM
663	Crime in Sparks seems to be increasing	12/7/2015 12:04 PM
664	Tennis/Pickleball courts now and in the future. The soccer players who use these courts are ruining the nets and disrupting tennis/pickleball players play. My concern is the violence that is beginning to show up in our neighborhoods, and the concern for my own safety.	12/7/2015 11:19 AM
665	that the marina is no longer a priority.	12/7/2015 9:17 AM
666	Traffic	12/7/2015 8:11 AM
667	Losing its identity. Victorian Ave., for example. Seems the city has let that wonderful idea slip away. Forgetting the city's roots (railroad, Gov. John Sparks). Sprawl!!!	12/7/2015 7:36 AM
668	it may become over crowded due to the expected increase in population.	12/7/2015 6:50 AM



## Sparks Outreach Phase 1 "What's Your Vision"

669	Not enough recreation services, and too much build-out.	12/6/2015 10:46 PM
670	Crime	12/6/2015 10:28 PM
671	Traffic.	12/6/2015 10:04 PM
672	Water and pollution	12/6/2015 5:33 PM
673	The terrible Marina Gardens Apartments on the corner of Prater and ? I feel so sorry for the poor souls who have to live there. This place must have a slum landlord for an owner. A major blight for the city of Sparks. Also, the huge concrete tiered garage, on Prater, next to the Marina, which has been standing since the downturn of the economy. And on McCarran, from Baring to Pyramid....build a barrier wall that is uniform, not the terrible half up, half down fences that dot the area.....	12/6/2015 1:40 PM
674	infrastructure as population grows	12/6/2015 11:36 AM
675	Traffic and congested roads mainly in the Spanish springs area	12/6/2015 8:41 AM
676	The city is now getting cluttered and activities for young families seem to be lacking now. The city is more junky looking and neighborhoods are deteriorating. If it takes until 2030 for things to happen I am afraid that this 20 year sparks resident will no longer be a sparks resident. Washoe County animal services is a joke and if left the way it is our town will be completely overrun with pit bulls running the streets. I am a dog walker and I probably report 3 per week many times the same ones. Sometimes the same ones week after week so obviously the owners are not being punished for their at large dogs even if the owners address is known.	12/6/2015 7:59 AM
677	will the road infrastructure be able to handle the population	12/6/2015 7:52 AM
678	Traffic from Spanish Springs.	12/6/2015 4:16 AM
679	The size, I really don't want to see Sparks become big city like. Growth is inevitable, but I think we need to try to preserve our open spaces.	12/5/2015 11:50 PM
680	Stop drowning beavers	12/5/2015 11:23 PM
681	keeping up the roads	12/5/2015 11:17 PM
682	Too much growth, too fast. The lack of water to handle the additional growth that is expected. Insufficient numbers of police officers to assist when needed.	12/5/2015 6:56 PM
683	Growth will happen too fast and outpace ability for community to provide enough affordable housing, classroom space, traffic capacity...	12/5/2015 4:35 PM
684	Is the safety and crime problems in the community	12/5/2015 2:52 PM
685	It does not have its own theater group, but Sparks could support Restless Artists' Theater, which is trying to find a home location in Sparks.	12/5/2015 2:01 PM
686	Growth	12/5/2015 1:01 PM
687	The school system will be great for my sons future.	12/5/2015 12:54 PM
688	Overgrowth	12/5/2015 12:39 PM
689	School	12/5/2015 12:31 PM
690	Crime	12/5/2015 12:29 PM
691	Crime	12/5/2015 12:28 PM
692	The current leadership seems to really care about the community. Our biggest concern is we will become Reno and lose Hometown feel.	12/5/2015 11:39 AM
693	Education for my kids. Safety, in light of increased mass shootings	12/5/2015 10:59 AM
694	growth and the city's ability to continue providing high quality emergency services	12/5/2015 10:50 AM
695	Overpopulation	12/5/2015 10:47 AM
696	overcrowding and traffic	12/5/2015 10:36 AM
697	More activities throughout the year.	12/5/2015 10:29 AM
698	The lack of non-gaming, cultural and/or educational activities in the area.	12/5/2015 10:18 AM
699	The old buildings will be vacant and will look trashy like downtown Reno was until they started fixing them up and revamping.	12/5/2015 9:41 AM

## Sparks Outreach Phase 1 "What's Your Vision"

700	The affordability of housing.	12/5/2015 9:09 AM
701	People not maintaining their property, car racers speeding down the streets with no consequences.	12/5/2015 8:39 AM
702	homeless, crime and gangs, water shortages, property prices, tax increases	12/5/2015 12:51 AM
703	Change of ownership of the Nugget. Hope to continue Star Spangled & other Victorian events/traditions	12/4/2015 8:22 PM
704	traffic	12/4/2015 6:53 PM
705	Traffic flow; utilizing existing buildings before building new ones.	12/4/2015 6:04 PM
706	Some young council into a art /university town like Reno is trying to do.	12/4/2015 6:02 PM
707	Public transportation, run down buildings	12/4/2015 5:45 PM
708	too much growth, become urban sprawl in the valley	12/4/2015 5:43 PM
709	Poor or bad political people in charge	12/4/2015 5:21 PM
710	traffic	12/4/2015 4:26 PM
711	The population growth will overwhelm the infrastructure	12/4/2015 3:58 PM
712	Inability to sustain the growth that Tesla is brining. My mother is 74 years old and is able to afford a small apartment in Sparks. Her complex was recently purchased as was several others in Sparks by the same company. She and several other seniors rely on affordable rent to remain independent. Our worry is that they will increase rent fees so much that seniors such as herself can no longer sustain independent living. Vulnerable populations such as our Seniors can be adversely affected by "Tesla Fever." Our other concern is that we will get so big, we will loose that caring-compassionate-hometown feel reputation.	12/4/2015 3:07 PM
713	crime and terrorists	12/4/2015 12:10 PM
714	Handling the growth while maintaining the small town feeling and sense of belonging. Traffic and infrastructure.	12/4/2015 10:40 AM
715	Traffic and growth.	12/4/2015 6:47 AM
716	Being so close to Reno	12/3/2015 9:44 PM
717	The expansion of the population and the impact on our schools, and the major roadways (I80, pyramid, sparks, and vista).	12/3/2015 9:24 PM
718	destruction of Truckee River, turning it into another LA River	12/3/2015 8:59 PM
719	Planning and Building Departments are out of touch with needs of builders and have too many layers of controversial rules that make it almost impossible to work in the city. Every builder and developer in town has a vivid story to tell about how difficult it is to work with the city.	12/3/2015 5:46 PM
720	That we don't maintain that vision and don't keep abreast of the important technological changes in our future	12/3/2015 4:35 PM
721	Reliance on growth to determine our economic feasibility.	12/3/2015 3:59 PM
722	That the freeway corridor get cleaned up.	12/3/2015 9:19 AM
723	Traffic out of the Pymd Hwy corridor.	12/2/2015 2:42 PM
724	that there won't be enough forethought on infrastructure to accomdate growth in population, ie: planned road expansion, bicycle paths, commuter train from Fernley to Sparks, etc. AND unfortunately with population growth the reality of increase crime rate.	12/2/2015 10:11 AM
725	Schools, housing, controlled growth	12/2/2015 8:30 AM
726	Growth. With the building going on downtown, what is going to happen with the reduction of parking spaces for the special events? and what about the traffic congestion with the new housing going in? I feel that the Pyramid Way expansion is only a very expensive band aid unless there is more under review that I haven't heard of yet.	11/30/2015 10:22 AM
727	Quality education - graduation rates from high school and college	11/30/2015 9:47 AM
728	Will it be clean and safe	11/30/2015 8:59 AM
729	to have an identity and city center. The present logo looks like a business logo not a municipal insignia.	11/27/2015 4:21 PM
730	infrastructure needs in the face of growth	11/25/2015 9:09 PM
731	our growth and how we wil handle the infrastructure, roads, sewer, water and schools	11/25/2015 2:37 PM
732	Dealing with growth and the impacts to parks, roads, traffic, sewer capacity, schools, and overall quality of life	11/25/2015 8:24 AM

## Sparks Outreach Phase 1 "What's Your Vision"

733	Traffic	11/25/2015 8:16 AM
734	traffic	11/25/2015 7:51 AM
735	Long term and sustainable funding for parks and recreation	11/25/2015 7:16 AM
736	Infrastructure, it's in dire need of modernization, fiber optics, state of the art travel ways and clean energy should be the norm not the exception.	11/25/2015 6:22 AM
737	That I wont be able to afford a house	11/25/2015 5:59 AM
738	Over involvement of staff and council members in planning decisions, aggressive zoning regulations that discourage growth and lack of developable land.	11/24/2015 6:28 PM
739	Grow too fast to keep up with services.	11/24/2015 5:45 PM
740	Traffic and crime.	11/24/2015 4:17 PM
741	Lack of entertainment	11/24/2015 4:13 PM
742	Infrastructure and traffic	11/24/2015 11:54 AM
743	Forced consolidation	11/24/2015 11:50 AM
744	growth	11/24/2015 10:39 AM
745	Making sure they have infrastructure to handle the growth that is coming	11/24/2015 10:25 AM
746	crime, higher homeless rate, worsened education	11/23/2015 4:40 PM
747	Well planned growth and has a great sense of community.	11/23/2015 12:20 PM
748	Not enough culture and unique diverseness.	11/23/2015 12:19 PM
749	How to cope with the growth.	11/23/2015 12:18 PM
750	creating a downtown infrastructure.	11/23/2015 12:13 PM
751	How are we helping our underrepresented communities.	11/23/2015 12:11 PM
752	If we do get population burst that we are expecting how well will our infrastructure handle it.	11/23/2015 12:10 PM
753	Homelessness and displaced people. Are all voices heard?	11/23/2015 12:08 PM
754	Growth.	11/23/2015 12:07 PM
755	Is infrastructure with growth and how we are going to be able to provide for roads, sewer, water, and schools.	11/23/2015 12:02 PM
756	Still a great place to live.	11/23/2015 12:01 PM
757	The infrastructure, job dependency on Reno and how to keep people here. (Health).	11/23/2015 11:59 AM
758	Letting key areas deteriorate (Nugget/Victorian Square/Schools), commuting, the Marina.	11/23/2015 11:58 AM
759	Water availability.	11/23/2015 11:51 AM
760	Traffic into Reno.	11/23/2015 11:08 AM
761	if we dont appreciate and take care of our parks now they will be in such bad shape by 2030 we CAN"T use them. We need more staff to maintain them to a level that will sustain the use they are undergoing.	11/19/2015 9:37 AM

## Sparks Outreach Phase 1 "What's Your Vision"

### Q3 My wish to make Sparks even better by 2030 is...

Answered: 758 Skipped: 26

#	Responses	Date
1	Cleaning up the river and walkway to encourage everyone to enjoy it.	6/8/2016 10:46 AM
2	drugs, education	3/30/2016 4:46 PM
3	center in on quality of life issues	3/28/2016 2:01 PM
4	Better water usage by all. We don't have a lot of water so it's misuse needs to be addressed.	3/27/2016 6:11 PM
5	fix what we have before expanding	3/25/2016 12:03 PM
6	to clean up the blight and restore the older areas.	3/23/2016 10:35 AM
7	Keeping Sparks clean and well kept. Studies show the better a city looks, the better the community feels about it. Sparks does not do a good job keeping Sparks Blvd / Orr ditch clean, weeded, and garbage free. It's a eye sore when it could be amazing. I'm also worried you are going to allow 30,000 more homes/apartments and not do anything about traffic issue which are already a huge problem during rush hour traffic.	3/23/2016 9:09 AM
8	Keep community activities like rib cook off, etc. keep the community safe and beautiful. Hoping city of Sparks doesn't give up on the little things that make this city wonderful.	3/23/2016 7:07 AM
9	Keep it small and encourage growth of small business by keeping real estate as reasonable pricing; keep having events downtown sparks - farmers market, craft fairs, etc. something to do every weekend	3/22/2016 5:25 PM
10	enhancing traffic flow; get a hospital facility in spanish springs; keep residential densities consistent with existing neighborhood densities	3/22/2016 1:18 PM
11	Providing more transportation options where it currently isn't available.	3/22/2016 11:01 AM
12	The residential nature of teh neighborhoods is preserved while providing safe and affordable housing across a wide spectrum of socio-economic levels. Without sacrificing security and pride of residence.	3/22/2016 9:16 AM
13	Educate all children in the scientific method and critical thinking skills	3/17/2016 7:55 PM
14	Clean energy and events.	3/16/2016 4:47 PM
15	seeing a more modern twist make Oddie Street better! Grow a downtown area, more shopping!	3/16/2016 4:45 PM
16	More fireworks, more festivals, more love!	3/16/2016 4:44 PM
17	To create more community events, safer bike lanes, quicker public transportation	3/16/2016 4:42 PM
18	clean energy	3/16/2016 4:41 PM
19	Keeping taxes low (property, sales, etc) by carefully prioritizing and coordinating expenditures	3/14/2016 10:36 AM
20	More concentration on blight	3/7/2016 10:08 AM
21	Pick up the trash and hopefully see positive development for Sparks and the Truckee River.	3/5/2016 7:32 AM
22	Add better dog park areas-more off leash- also get all areas - from neighborhoods to commercial to look clean, inviting and colorful	2/29/2016 3:19 PM
23	Finish the South East corridor.	2/26/2016 8:36 AM
24	Develop D Andrea golf course into a community park with a nice community events center, picnic areas, playground areas, hiking and biking trails, frisbee golf, etc	2/26/2016 12:53 AM
25	Approve higher density development near public transportation, and major traffic corridors.	2/24/2016 3:31 PM
26	to have its own Veterans and Military Museum	2/24/2016 12:46 PM
27	Reorganize and hire more employees so we can keep pace with the work load.	2/24/2016 8:54 AM
28	college educated elected officials	2/24/2016 8:52 AM
29	to have the funding for maintenance and capital improvements when needed.	2/24/2016 8:51 AM

## Sparks Outreach Phase 1 "What's Your Vision"

30	Bike/walk trails through the marsh lands. Could be made by building trails above the ground so not to disturb the marsh. More small retail shops and a shopping mall near Spanish Springs/Sparks area	2/23/2016 9:27 AM
31	More trails and city sponsored events like trail rides and runs to get it residents more active.	2/18/2016 8:55 PM
32	re-build the slummy areas and update	2/18/2016 5:12 PM
33	Developments of green space and a focus on installations of sidewalks and bicycle lanes.	2/17/2016 11:40 AM
34	Keep the special events that are downtown and at the Marina among other places.	2/13/2016 9:18 PM
35	Have fiber internet available at all residential, commercial, and industrial addresses	2/13/2016 8:03 AM
36	Continue to create & improve parks & open areas around the city. Reevaluate & better plan where bike lanes are and their safety.	2/12/2016 9:22 AM
37	Smart development. Gradually replacing decaying residential neighborhoods with new housing and new infrastructure at the same time. There should be an incentive to eliminate undesirable residences as they become vacant, while preserving those with character that could be updated. Target and repurpose abandoned shopping centers - urban hydroponic farms? "Village" centers hospitable to small business with renovation of old parking lot areas with drought tolerant trees. Improved transportation, making it easier to take a direct route with public transportation, ie a direct busroute to the airport at times flights come and go and using Centennial station as a hub for the eastern part of the valley.	2/11/2016 5:35 PM
38	To have the Downtown area be a destination venue for locals (similar feel to Mid town in Reno)	2/11/2016 1:46 PM
39	More áreas that are pedestrian friendly with better transit	2/11/2016 11:55 AM
40	Continued revitalization of the downtown area, and better schools.	2/11/2016 11:26 AM
41	better education and more activities for kids.	2/11/2016 10:08 AM
42	more family activites	2/11/2016 10:07 AM
43	More/better parks and rec for children.	2/11/2016 10:06 AM
44	schools.	2/11/2016 10:04 AM
45	mores stores, keep it clean and friendly.	2/11/2016 10:03 AM
46	I'd love to see more municipal spaces that celebrate our state and regional history and more parks.	2/11/2016 10:02 AM
47	more affordable!	2/11/2016 10:00 AM
48	more stores and malls.	2/11/2016 9:58 AM
49	More parks or upgrade in some areas of Sparks like ponds and lakes	2/11/2016 9:57 AM
50	That its really close to schools.	2/11/2016 9:56 AM
51	More stores, more big stores and better choices.	2/11/2016 9:55 AM
52	More community events and clean streets.	2/11/2016 9:54 AM
53	More local businesses. Affordable housing. Recreational activities for kids.	2/11/2016 9:53 AM
54	peace	2/11/2016 9:47 AM
55	water in area.	2/11/2016 9:46 AM
56	Roller skating ring!!	2/11/2016 9:45 AM
57	to pick up trash and to help Sparks be better.	2/11/2016 9:42 AM
58	that they reincorporate outside Washoe county for school district purposes.	2/11/2016 9:40 AM
59	affordable housing.	2/11/2016 9:38 AM
60	More jobs and less homeless.	2/11/2016 9:36 AM
61	Its a great place to be!	2/11/2016 9:35 AM
62	be more helpful to others.	2/11/2016 9:32 AM
63	to reach out to as many troubled youth and have a positive input in their lives.	2/11/2016 9:31 AM
64	the bus system	2/11/2016 9:29 AM
65	stop building houses	2/11/2016 9:28 AM

## Sparks Outreach Phase 1 "What's Your Vision"

66	be a super green city! Focus on sustainability.	2/11/2016 9:26 AM
67	more jobs, clean Sparks Marina	2/11/2016 9:24 AM
68	Another LIBRARY or TWO, a bookstore, a Trader Joes.....	2/10/2016 8:32 AM
69	Find it's niche as the valley grows.	2/9/2016 7:20 PM
70	Small businesses, local restaurants	2/9/2016 6:34 PM
71	Beautify	2/9/2016 6:03 PM
72	More retail and dining establishments	2/9/2016 3:07 PM
73	Work on our schools.	2/9/2016 2:44 PM
74	To add more businesses	2/9/2016 1:56 PM
75	I'd like to keep the small town feel, but incorporate more local business. I'd especially like to see more local artists and local restaurants. Continue to promote local agriculture. I'd also like to see Sparks encourage bike commuting. Possibly a park and ride.	2/9/2016 1:40 PM
76	More of the Arts included...galleries, exhibits, performances, etceteras.	2/9/2016 12:42 PM
77	A farmers market like it used to be. It hasn't been the same since the change.	2/9/2016 11:59 AM
78	better schools and education for our kids.	2/9/2016 11:57 AM
79	Hosting community events bringing everyone closer with a sense of pride for our community	2/9/2016 9:58 AM
80	Sustained positive improvement while keeping what makes it a good place to livd	2/9/2016 9:20 AM
81	expanding roads	2/9/2016 8:59 AM
82	that it be a clean and safe place.	2/8/2016 1:49 PM
83	better education and to encourage sports.	2/8/2016 1:47 PM
84	that it stay the same because it's nice how it is.	2/8/2016 1:46 PM
85	that it become better in everyway.	2/8/2016 1:45 PM
86	more parks and casinos	2/8/2016 1:43 PM
87	that there no longer be racism.	2/8/2016 1:43 PM
88	by adding restrooms at all parks, and improving them, such as by adding more soccer fields.	2/8/2016 1:41 PM
89	to have better roads.	2/8/2016 1:40 PM
90	better sense of security in the community	2/8/2016 1:38 PM
91	more schools.	2/8/2016 1:36 PM
92	that all children grow to get good careers.	2/8/2016 1:35 PM
93	I would like it if they put another park for winter activities that is larger and to embrace cultures.	2/8/2016 1:32 PM
94	more jobs	2/8/2016 1:30 PM
95	more and safer roads, less traffic	2/8/2016 1:29 PM
96	make senior discounts available in all areas of service, sewer-trash-taxes (home).	2/8/2016 1:26 PM
97	Limit expansion	2/8/2016 1:25 PM
98	I would like to see positive action taken on what my concerns are above	2/8/2016 1:24 PM
99	use careful and thoughtful planning in coming years.	2/8/2016 1:22 PM
100	More involvement with community - safe and educational activities to bring all in community together.	2/8/2016 1:21 PM
101	planned development - proper environmental concerns.	2/8/2016 1:19 PM
102	more dedicated bike lanes and paths.	2/8/2016 1:18 PM
103	more businesses and keeping our same events and adding to them	2/8/2016 1:16 PM
104	more recreation options for teenagers, better public transportation, more restaurants as opposed to fast food	2/8/2016 1:15 PM



## Sparks Outreach Phase 1 "What's Your Vision"

105	make diverse population	2/8/2016 1:12 PM
106	help one another and love one another	2/8/2016 11:38 AM
107	a larger senior center. Mores swimming pools, dancing activities for both young and old.	2/8/2016 11:37 AM
108	bring more people to this center.	2/8/2016 11:36 AM
109	it can expand but done in a caring and though through way.	2/8/2016 11:35 AM
110	more bike paths	2/8/2016 11:34 AM
111	Sparks senior center open on weekends	2/8/2016 11:32 AM
112	to keep on living here and keep the small town atmosphere.	2/8/2016 11:31 AM
113	maybe another pool-covered.	2/8/2016 11:30 AM
114	Get rid of the government.	2/8/2016 11:25 AM
115	We need to think about expanding our center or build another.	2/8/2016 11:24 AM
116	To make the senior center on Richards larger.	2/8/2016 11:19 AM
117	A larger senior center that will accommodate the ever growing seniors that are retiring, moving here from many other states and even just getting out of Reno.	2/8/2016 11:17 AM
118	Plentiful water supply by not over building	2/8/2016 11:15 AM
119	Better traffic flow and planning for futer growth.	2/8/2016 10:49 AM
120	Keep improving our educational system. It is awful today.	2/8/2016 9:51 AM
121	job opportunities from tech companies	2/8/2016 7:31 AM
122	Need this now, not in 2030: A dedicated freeway into the Spanish Springs area NOT merely a revamped intersection at Pyramid & McCarran.	2/8/2016 6:00 AM
123	eliminate the RNC gas tax and the river restoration fund tax.	2/7/2016 5:34 PM
124	A diverse range of transportation options. More bike-friendly streets, more walkable streets, fewer mega streets.	2/7/2016 11:32 AM
125	more family friendly events and locations.	2/7/2016 10:05 AM
126	To have/build an aquatic facility to accommodate the growth of our city. The entire Reno/Sparks area is severely lacking in adequate pool space and needs to be able to keep up with the growth.	2/7/2016 9:34 AM
127	See continued growth and expansion of services with the city. Seek economic growth and development, by luring businesses to the city. Similar to Storey County bringing in the major companies there, not as large but similar in acquiring revenue through taxes. Redevelopment of older neighborhoods and making them look better by enforcing the City Code and holding homeowners accountable for the blight. Have D'Andrea golf course opened and maintained as a golf course that the city can assist in the initial operation until the HOA can take over.	2/7/2016 8:58 AM
128	Get rid of the gangs, violence, filthy neighborhoods, improve schools (put the money where it's needed, NOT where the administrators who have never been in a classroom want to spend it), clean up the parks and make it a family community like it once was.	2/7/2016 8:36 AM
129	Attract quality stores such as Trader Joes to keep dollars in Sparks instead of driving to RENO to access them	2/7/2016 7:33 AM
130	Revitalize Victorian avenue and make it a destination area once more.	2/7/2016 7:08 AM
131	More recreation centers, especially pools, which are badly needed in the region. These programs and services allow residents, especially younger kids and teens a creative outlet for their energies, instead of finding something possibly unsafe or illegal to channel their energy	2/7/2016 7:00 AM
132	expand educational opportunities by partnering with businesses to offer vocational training to high school graduates	2/7/2016 6:50 AM
133	better repair and upgrades of infrastructure in older areas of town. . . improved law enforcement. . . quality schools with quality teaching	2/7/2016 6:40 AM
134	Better relationship between law enforcement and the citizens of Sparks. As it stands, Sparks P.D. is not approachable, not friendly and don't talk to children in passing not even a smile. I have friends/co-workets in Reno who say they will never live in Sparks because of the police department	2/7/2016 5:59 AM
135	Maintenance and planning for growth, so it is focused on families.	2/7/2016 5:03 AM

## Sparks Outreach Phase 1 "What's Your Vision"

136	Bring on the retail stores and restaurants! It's great to have more job opportunities! Definitely fix up the parks, maybe have those awesome canopies like the ones at pah rah park. Build a family homeless shelter. It's sad that when a family with child become homeless, they have to be separated. I understand that the kids stay with the mother, but the father has to go to a separate shelter. In those hard times, families need to stick together. There is an empty building across from Rred high school that has been empty for years, I personally think that would be a great area for a family shelter.	2/7/2016 12:53 AM
137	to vote to elect politicians who understand how to support rapid growth but care about the environment and open space.	2/6/2016 10:40 PM
138	Improve traffic while advancing job opportunities with high profile companies hiring local talent.	2/6/2016 9:33 PM
139	fiscal responsibility, improve urban sprawl, transparency and integrity of elected officials	2/6/2016 9:16 PM
140	More downtown events that draw visitors	2/6/2016 9:13 PM
141	working with State of Nevada, Federal Government, RTC on expanding and widening main arteries	2/6/2016 9:12 PM
142	a sense of place	2/6/2016 9:10 PM
143	more robust downtown area	2/6/2016 9:09 PM
144	infrastructure to alleviate possible traffic issues. more shopping, more entertainment opportunities.	2/6/2016 9:08 PM
145	seek additional funding to maintain the older viable housing stock in the westend of the city	2/6/2016 9:06 PM
146	I'd like to see the downtown/Nugget area develop some culture. I envision an area with local shops where people could meet, have a nice meal, do business, etc. Some of that is there, I'd like to see more.	2/6/2016 9:03 PM
147	people that want to help Sparks	2/6/2016 9:00 PM
148	Have an annual factory shutdown day	2/6/2016 8:57 PM
149	Cleaning up the marina	2/6/2016 8:56 PM
150	Clean Sparks Marina	2/6/2016 8:55 PM
151	clean	2/6/2016 8:54 PM
152	a cleaner safer place	2/6/2016 8:53 PM
153	better policemen	2/6/2016 8:53 PM
154	more events	2/6/2016 8:51 PM
155	making less roads and parking lots	2/6/2016 8:50 PM
156	to stop the bad things that are going on now	2/6/2016 8:49 PM
157	a better town with no crime	2/6/2016 8:47 PM
158	add more places to eat. it would be nice to have a few more places to eat out at that are in local shopping areas	2/6/2016 8:46 PM
159	continue the Sparks experience while growing the community	2/6/2016 8:43 PM
160	to be able to say I'm from Sparks and not have to explain that it's next to Reno	2/6/2016 8:41 PM
161	better community and natural growth	2/6/2016 8:39 PM
162	well planned and slightly restrained growth	2/6/2016 8:37 PM
163	arts through the city, recreation and parks for kids (marketing them), making Sparks a place where people will travel around the world to come to	2/6/2016 8:36 PM
164	a top 10 city to want to live in	2/6/2016 8:33 PM
165	reducing all gaming to zero; have real businesses to work in; highly educated public; more sports and recreation areas; see Provo Recreation Center as an example	2/6/2016 8:31 PM
166	Washoe County puts money into the education system. We need more schools in Sparks, we need more gifted schools. Reno has three schools with magnets/gifted, Sparks has just Mendive. All the abandoned stores are rented with new businesses	2/6/2016 8:25 PM
167	to grow its year round attractions for locals and visitors	2/6/2016 8:21 PM
168	walkability and transit systems	2/6/2016 8:19 PM
169	more businesses, more things to do	2/6/2016 8:17 PM

## Sparks Outreach Phase 1 "What's Your Vision"

170	better jobs, more ways to help the community, more events for locals	2/6/2016 8:16 PM
171	more young business energy and creativity, more business diversity, higher end retail, more community cohesiveness, more focus on tech, creation of neighborhoods	2/6/2016 8:14 PM
172	vibrant downtown, live work play, strong economy	2/6/2016 8:10 PM
173	365 event days	2/6/2016 8:08 PM
174	public transportation covering all Sparks, walking and bike friendly, more recreational facilities	2/6/2016 8:06 PM
175	more parking garages downtown and east public transit between downtown Reno and downtown Sparks; safe, clean and nice community public transit like a train or trolley	2/6/2016 8:04 PM
176	sustain workable growth	2/6/2016 8:02 PM
177	clean up the rough neighborhoods, brighten Victorian Avenue	2/6/2016 8:00 PM
178	I live here because its already a community I love because it cares about community. I want it to stay that way.	2/6/2016 7:57 PM
179	more guest friendly	2/6/2016 7:57 PM
180	great events, great downtown	2/6/2016 7:54 PM
181	transportation, easy to get around without a car, walking, biking, shuttle buses	2/6/2016 7:53 PM
182	vibrant downtown, good dining, shopping, atmosphere of "I want to be here", a local destination for the Truckee Meadows	2/6/2016 7:51 PM
183	pride, art, highlight local business	2/6/2016 7:50 PM
184	progress forward to make sparks a better place that people want to come to	2/6/2016 7:48 PM
185	have significantly more community participation	2/6/2016 7:46 PM
186	Continuing community events and keep a family feel	2/6/2016 7:41 PM
187	a government that works together to utilize our resources, better infrastructure	2/6/2016 7:39 PM
188	Widen roads build more parking downtown	2/6/2016 7:36 PM
189	Keep Sparks different from the City of Reno, our council members work together	2/6/2016 7:36 PM
190	traffic when McCarran and Pyramid is done will be a great start, identify where downtown really is located	2/6/2016 7:32 PM
191	nice large dog park	2/6/2016 7:31 PM
192	Hometown feel is still part of Sparks	2/6/2016 7:28 PM
193	New businesses. More housing options(apartments/town homes)	2/6/2016 7:26 PM
194	controlled growth with more parks	2/6/2016 7:26 PM
195	more on the river	2/6/2016 7:24 PM
196	traffic	2/6/2016 7:23 PM
197	Interconnection for all forms of transportation	2/6/2016 7:22 PM
198	To promote urban renewal through sustainable economic development in the aging areas and curb sprawl past Spanish Springs, have a strong voice on the RTC and proper representation on the County Commission	2/6/2016 7:20 PM
199	To involve Sparks High School students as part of the project to help garner info	2/6/2016 7:16 PM
200	More access from Spanish Springs to I80	2/6/2016 7:14 PM
201	creative growth, creative use of space, recreation, libraries so there is less need for police and fire and more fun and healthy living for all	2/6/2016 7:11 PM
202	Push the history of Sparks to encourage tourism and sense of community pride	2/6/2016 7:07 PM
203	Pyramid highway traffic flow	2/6/2016 7:06 PM
204	To Crack down on drug use and users in our area!! Also, no more casinos. We can create growth in other ways.	2/6/2016 7:06 PM
205	Downtown living condos	2/6/2016 4:29 PM
206	Fixing traffic lights and better policing.	2/6/2016 3:57 PM

## Sparks Outreach Phase 1 "What's Your Vision"

207	Massive cleanup and renovation of the downtown Victorian area. There is nothing appealing in the area and the garbage left after events is disgusting. There is NO reason for locals to spend sny time in that area.	2/6/2016 3:50 PM
208	Better flow of traffic. These lights that trigger whem a car cpmes to the intersection make more people wait. Time the lights to the speed limit. And flash them between non busy hours Traffic is the worst part of living in sparks because theres a school on most all streets that lead to the freeway. Please get traffic flowing better	2/6/2016 3:05 PM
209	Newer shopping centers with restaurants and healthy options. And for homes that are run down to be made to clean up their property.	2/6/2016 2:12 PM
210	Food. We need more people places to eat	2/6/2016 1:53 PM
211	Widen roads to two lanes on each side, and put and STICK TO HARD limits on construction and population.	2/6/2016 12:08 PM
212	to focus on more diversity. Victorian and the marina have so much potential. They're always dirty, trashy, and overgrown with weeds. The motels along Victorian make the area unsafe and riddled with crime. I feel safer walking around in Mexico than I do in my own neighborhood. Make them clean up their act or shut their doors for business. It's embarrassing, especially when we utilize Victorian Ave for so many events.	2/6/2016 11:23 AM
213	Keep the crime rate down, continue to beautify the city espically the downtown area, have more themed activities downtown and get the old Silver Legacy occupied and my Husband says put a swingers club on every corner! :) lol	2/6/2016 11:10 AM
214	Have better schools.	2/6/2016 10:50 AM
215	Have better schools.	2/6/2016 10:50 AM
216	Limit population and find businesses that can use vacant buildings. Ask residents to clean up their neighborhoods.	2/6/2016 10:38 AM
217	Build a fence to keep Reno out.	2/6/2016 9:58 AM
218	to pass an ordinance prohibiting the placing of all those campaign signs on the corners of intersections at election time.	2/6/2016 9:48 AM
219	I wish we could have chickens. It would be nice to have fresh eggs daily.	2/6/2016 9:23 AM
220	Modernize abandoned buildings Downtown. Make use of them. Do citizen involved clean up walks. More trees.	2/6/2016 9:22 AM
221	Make sure congestion doesn't ruin lifestyle.	2/6/2016 9:19 AM
222	Keep development from reaching to high into the hills.	2/6/2016 9:11 AM
223	Improve the number of small businesses and protect the resources from over use.	2/6/2016 8:27 AM
224	New name	2/6/2016 8:22 AM
225	Improve education-	2/6/2016 8:17 AM
226	Improve traffic corridors from I-80 & 395	2/6/2016 8:12 AM
227	Keep Sparks clean , With Dump days at the high schools ,you could bring in dumpster , events for seniors	2/6/2016 8:09 AM
228	cleaner and safer	2/6/2016 7:52 AM
229	Bring diverse restaurants and businesses Reno doesn't have, like steak and Shake, Joe's crab shack, cracker barrel	2/6/2016 7:40 AM
230	clean up the parks and fill the empty commercial buildings in the shopping centers.	2/6/2016 7:39 AM
231	please crack down on crime harder. Also maybe fill in some potholes because that is ridiculous how many there are around my area.	2/6/2016 7:23 AM
232	Having more people involved in the city projects	2/6/2016 12:02 AM
233	Get rid of the gangs.	2/5/2016 11:59 PM
234	improve everything	2/5/2016 11:37 PM
235	Public transportation and road work in neighborhoods.	2/5/2016 10:59 PM
236	more bus lines.	2/5/2016 10:23 PM
237	public transportation, better schools	2/5/2016 10:03 PM

## Sparks Outreach Phase 1 "What's Your Vision"

238	I know not everyone visits our parks or has kids in school but my wish is for our schools to have a national rating for graduates and they graduate with a thirst for higher learning , with saying that I believe our teachers should be paid as much as C.E.Os of larger companies Our parks should be clean and safe and our residents find that our parks are a enjoyable place to be, our parks need more shade , sometimes the play equipment gets so hot so that they can't actually be played on during hot desert days . I have gone to a few different parks and had to leave due to broken glass , needles , trashy bathrooms or none at all when a kid needs to go or when a baby needs to be changed a little privacy is a must, Ive seen people there who are high or drunk and it makes me wonder why it isnt allowed at adult gatherings in public but we cant give the same protection for our children . Also i would like no smoking signs so that i can point to the sign while telling someone to walk 20 feet or more away from the play area to smoke .	2/5/2016 10:02 PM
239	Revitalize Downtown, more parks and green areas.	2/5/2016 9:44 PM
240	controlled growth	2/5/2016 9:25 PM
241	Add more parks	2/5/2016 9:11 PM
242	build more schools asap	2/5/2016 9:09 PM
243	Better traffic flow,	2/5/2016 9:07 PM
244	The core of the city need to be awake again, business needs to be back on B street. There's nothing there but bars and a couple restaurants. We need beauty shops, shoe stores, clothing stores, grocery...there needs to be a reason to go down town. Right now it's a slum....	2/5/2016 9:03 PM
245	More travel routes to get from here to there	2/5/2016 9:03 PM
246	To have more year round events geared for locals, both for adults and families. We need to do better for our schools.	2/5/2016 9:01 PM
247	Continue to grow and never lose the small town feel. Always get feedback from locals and offer great things for people to do in their community :)	2/5/2016 8:58 PM
248	Connector from Vista (my Raleys) to Pyramid	2/5/2016 8:38 PM
249	Timing all lights and having more yield on yellow turns.	2/5/2016 8:35 PM
250	Have more kid/teen activities during winter breaks	2/5/2016 8:32 PM
251	Increased property values, jobs for all those who want them	2/5/2016 8:27 PM
252	Major roadways and more restaurants and assorted specialty stores	2/5/2016 8:14 PM
253	Traffic control	2/5/2016 8:02 PM
254	Better master planning for our roadways.	2/5/2016 8:01 PM
255	More local businesses thriving.	2/5/2016 7:58 PM
256	Better Police Presence near Busy Neighborhood Intersections . As a runner I've been Hit numerous times by careless drivers who don't obey the law in neighborhoods ..even seen bicyclist Almost hit.	2/5/2016 7:55 PM
257	I am happy with the way things are now, just hope nothing but good things for 2030	2/5/2016 7:49 PM
258	Improve congested roads; manage flood waters and drainage	2/5/2016 7:44 PM
259	better public transportation	2/5/2016 7:41 PM
260	I wish actually for the whole state of Nv to participate in a lottery... the amount of money that goes to education is so beneficial.. Unless casinos want to start paying more towards schools I dont think we can afford to NOT be apart of a national lottery... We plan to hv a family and unless Nv/Reno/Sparks cleans up its act I'll not hesitate to homeschool	2/5/2016 7:40 PM
261	Bring in a Trader Joes! Offer even more activities for residence. Abolish home owner associations.	2/5/2016 7:38 PM
262	Create more jobs/secure a future for new generations.	2/5/2016 7:36 PM
263	Keeping parks up kept along with creating new ones in new neighborhoods	2/5/2016 7:21 PM
264	REDUCE GAS EMISIONS AND PLEASE PLANT MORE TREES	2/5/2016 7:20 PM
265	Enforce code violations and force people to clean up trashed houses and stop illegal parking on properties.	2/5/2016 7:19 PM
266	Keep that small town feel, keep developing our sense of community while bringing in more ethnic foods, and hopefully support an organic grocery.	2/5/2016 7:14 PM
267	to see bus transit running all the way down Pyramid Hwy to Spanish Springs to help reduce cars on the roads.	2/5/2016 7:13 PM
268	More parks close to homes	2/5/2016 7:01 PM

## Sparks Outreach Phase 1 "What's Your Vision"

269	Build more schools, keep down town looking small town and nice. Continue the family events.	2/5/2016 7:01 PM
270	Spend more effort fixing downtown than building outside of town.	2/5/2016 6:58 PM
271	Better parks and open areas for the family.	2/5/2016 6:56 PM
272	Entice more upscale restaurants and 1372	2/5/2016 6:52 PM
273	Protect the industrial area from flooding.	2/5/2016 6:51 PM
274	Have an ordinance that is enforced that requires trained electricians and plumbers	2/5/2016 6:43 PM
275	More restaurants that use fresh ingredients. Better infrastructure.	2/5/2016 6:43 PM
276	A more safe environment for the young and old	2/5/2016 6:41 PM
277	More affordable housing and better traffic patterns	2/5/2016 6:41 PM
278	Continue planning as we have been.	2/5/2016 6:40 PM
279	I hope for more schools, dining. I also hope the current parks will be preserved, it's so great to have the parks and splash pads.	2/5/2016 5:43 PM
280	Dry up, and blow away... Picture a opening screen of Zane Grey Theater, Sparks... Where people once lived	2/5/2016 5:07 PM
281	Keep the City clean in appearance. Have well maintained public places such as parks and walk/bikeways. Continue to support rather than suppress business.	2/5/2016 2:42 PM
282	Assure better maintenance of common areas in developments and business areas. This area is so beautiful! Sidewalks are becoming overgrown and crowded out by unruly shrubs and weeds and no one seems to be doing the needed maintenance as the recently planted areas develop.	2/3/2016 6:48 AM
283	Better road maintenance & paving plans that coordinate with utilities.	2/2/2016 9:13 AM
284	Keeping up with growth by making sure we have the facilities available to meet the demands of an ever increasing population.	2/2/2016 9:13 AM
285	for dining and retail	2/2/2016 7:10 AM
286	Better Public Transportation System.	2/1/2016 3:36 PM
287	Many programs for youth including boxing programs, community gardens for youth and families. Establishing programs to keep the older neighborhoods intact and in good condition, such as low cost home improvement loans, a cooperative agreement with the university cooperative extension to help folks with their yards with free evening classes being paid for by the city with credits to those who got loans perhaps. More skate parks in the inner/older areas. Jobs for youth or internships for youth 14 and up since there are a lot of kids who need the money and discipline and it gives them something productive to do keeping them out of trouble. Many of them could use their money to help their families. Also, I would love to see a paved walkway along Oddie Boulevard. So many handicapped try to get along that street all the way to Paradise Park. It is so dangerous and difficult for them to traverse along there. Many seniors are trying to cross Oddie to get to McDonalds or the bank by just taking a chance because it is shorter. They push their loved one's wheelchair through the rocks on the south side and try to get across without getting hit then muscle the chair over the curb. I think we should treat them better since the lost cost housing they can afford is right there by the park.	1/31/2016 7:48 PM
288	Make sure the police don't go violent like other cities. The Police here are relaxed and of service to the people. They work with the people. People appear to want to work with the Police when criminals strike. To me, this is a direct indicator of Police who are NOT going around making work, that is being violent to the people. Not like Chicago, NY, LA and San Francisco.	1/31/2016 7:55 AM
289	In fill growth instead of sprawl.	1/30/2016 8:12 PM
290	Smart growth, including a plan that has components allowing residents to access healthy foods, and places to be active and have fun (parks, trails and open spaces). More conservation efforts.	1/29/2016 3:42 PM
291	Grow our local economy, get citizens involved, more neighborhood get togethers to meet your neighbors.	1/29/2016 2:58 PM
292	Keep keeping taxes under control. Better access to Spanish Springs	1/28/2016 7:33 PM
293	Get an impartial eye to see the things that need improvement. I am fairly new to the area and I see these things which I think need to be addressed. Also, address Inner city urban renewal.	1/28/2016 6:20 PM
294	Improve traffic flow; improve schools, attract business to Victorian area, attract Trader Joe's to the old Target or Scolari building or the Galleria. Build out archaeology park at the old rest stop, I-80, just east of Sparks.	1/28/2016 10:18 AM
295	Better freeway type roadways into Sparks and Reno from Wingfield Spring and Spanish Springs	1/28/2016 8:02 AM

## Sparks Outreach Phase 1 "What's Your Vision"

296	Start enforcement actions with codes get housing back up and beautify the city of sparks its turning into a complete dump	1/27/2016 11:56 AM
297	Continued peace and harmony	1/27/2016 8:20 AM
298	More schools in Spanish/Wingfield area.	1/27/2016 8:10 AM
299	lower property taxes.	1/26/2016 6:52 PM
300	More industry with higher paying jobs	1/26/2016 6:06 PM
301	more entertainment options...currently I have to go to Reno for any "real" entertainment options.	1/26/2016 5:30 PM
302	(recurring theme) traffic flow. Main arterials like Sparks, Blvd, Vista, and Pyramid should be synchronized. It makes no sense to have to stop at every intersection. Technology exists to improve traffic flow, let's use it.	1/26/2016 5:09 PM
303	transportation and affordable housing	1/26/2016 4:43 PM
304	keeping the city fiscally responsible,	1/26/2016 4:20 PM
305	continue keeping all of the recreation facilities in good repair and well staffed.	1/26/2016 4:05 PM
306	To see a balanced combination of residential, commercial and industrial areas.	1/26/2016 3:43 PM
307	I would like to see a revitalization of the Victorian square area of town. My wife's family is from Greenville South Carolina and they have done a tremendous job of revitalizing the downtown core that jumps with activity from the afternoon on. It has taverns, restaurants, and shops that make the atmosphere someplace where people want to enjoy themselves. We could do the same.	1/26/2016 3:37 PM
308	clean up neighborhoods, better independent restaurants, dog parks, occupy empty businesses	1/26/2016 1:11 PM
309	Develop a culture that is self sustaining. We rely on Reno for many amenities that Sparks doesn't have yet.	1/25/2016 11:51 PM
310	Managing our funds correctly to better insure its future	1/25/2016 9:38 PM
311	There is alot of empty retail space in Sparks. Lets freeze retail expansion and try to use existing properties. Release traffic congestion on Pyramid hwy, Sparks Bl, and Vista Bl.	1/25/2016 8:19 PM
312	Get rid of the billboards along Interstate 80.	1/25/2016 11:47 AM
313	Expansion of the Sparks area which seems would be north needs to include parks spaced accordingly as we have now. An additional community center such as the Alf Sorensen center, attraction of another golf course or better yet reopen D Andrea.	1/25/2016 9:58 AM
314	Downtown resurgence, events, more business friendly regulations, to encourage businesses to locate in Sparks	1/24/2016 8:24 PM
315	Make the residents accountable for their having such a wonderful place to call home. Everyone should have pride in their home, yard, neighborhood, and recreational areas.	1/24/2016 6:38 PM
316	Create the above. Reinvigorate the river area so it is more like downtown Reno. Make changes to Bourbon Square as planned, with upscale shops, restaurants like Campo, and residences. Make planting of trees part of any planning process. The rest will come!	1/24/2016 1:03 PM
317	More recreational areas, a cleaner city, and a strong sense of community.	1/24/2016 10:25 AM
318	get rid of walmarts, clean up the Oddie Blvd area, and provide a freeway access from 395 to the Spanish Springs area.	1/24/2016 10:18 AM
319	Trails which lead to the river path and downtown Sparks and to the Legends and out to Golden Eagle Park	1/24/2016 9:47 AM
320	Fix up Victorian Square and have more events; a small town environment.	1/24/2016 9:41 AM
321	Manage the existing business climate by staying favorable, but be open to new options, like a Midtown area. Encourage small shops and eateries with good incentives.	1/24/2016 9:41 AM
322	Increased community engagement/involvement from all sectors	1/22/2016 5:18 PM
323	Improved quality of businesses and housing opportunities along Oddie Blvd. corridor.	1/22/2016 10:06 AM
324	true light rail between spanish springs and main sparks shopping areas at Legends and Disc drive	1/22/2016 8:05 AM
325	Better access out of local areas to access streets, we only have 3.	1/21/2016 4:43 PM
326	Less gang/more school improvements	1/21/2016 4:00 PM
327	to have more outlets to main roads off pyramid hwy	1/21/2016 3:38 PM



## Sparks Outreach Phase 1 "What's Your Vision"

328	To strengthen the community by involving the community more, we all live here.	1/21/2016 2:19 PM
329	better roads, more police	1/21/2016 2:05 PM
330	continuously promoting the area I work in	1/21/2016 1:14 PM
331	to have a lot more police officers and personnel to be able to serve the citizens of our community. we currently don't have enough personnel to give the people of Sparks the best service they deserve.	1/21/2016 12:46 PM
332	Get the "bedroom community" quality back.	1/21/2016 12:05 PM
333	Not sure, more events like the wakeboard pro event at the Marina. Clean the marina up, clean up downtown, better mix of dining options and reatil besides Legends.	1/21/2016 11:52 AM
334	To have a robust business industry. A safe, clean and crime-free city.	1/21/2016 11:48 AM
335	Expanding the city and our Police force to maintain it as safe as possible.	1/21/2016 10:44 AM
336	More police and parks and recreation staff to keep the City safe and beautiful.	1/21/2016 10:30 AM
337	Make more friendly for all day hangouts	1/20/2016 3:00 PM
338	To have more entertainment kind of like they have in Austin Texas (6th street). like a live band in every bar and Casino all days of the week and small local shops.	1/20/2016 11:50 AM
339	Continue to upgrade surrounding properties that are left abandon.	1/20/2016 8:19 AM
340	That we Install more solar panels over our buss stops to help fuel the street lamps and street lights.	1/19/2016 10:48 PM
341	to have more recreation areas	1/19/2016 7:48 PM
342	More use of the ampitheatre, festivals, contests and clean-up groups.	1/19/2016 5:01 PM
343	to allow Rib Cookoff to continue to expand, bringing increased business to the area. The Nugget is one of the largest, if not the largest employer in Sparks.	1/19/2016 4:55 PM
344	Revitalize downtown Sparks to bring more good business and get rid of the less desirable business.	1/19/2016 8:50 AM
345	Have more features to cause a visiter draw for fun, relaxing and enjoying a simple getaway.	1/19/2016 8:02 AM
346	More family oriented growth and business	1/19/2016 7:52 AM
347	My concern is coming up with a development plan that sets Sparks apart so that we are not just "that neighborhood next to Reno" but that we becommo our own. I would like to see better options for restaurants, activities, health and lifestyle improvement.	1/19/2016 7:50 AM
348	Control the growth	1/19/2016 7:47 AM
349	Growth with proper planning.	1/19/2016 7:29 AM
350	Clean up the water in the Sparks marina so fish can live in it and children can swim safely.	1/19/2016 6:55 AM
351	Control the danger of the area.	1/19/2016 6:20 AM
352	Better traffic light timing	1/18/2016 7:44 PM
353	Better city admin..see sbove answer.	1/17/2016 5:09 PM
354	Better schools, less slum lords, keep kids off the streets and provide jobs for young people.	1/17/2016 4:41 PM
355	Controlled growth but sensible growth	1/15/2016 5:19 PM
356	Continue to maintain those small town ideals but know you'll have to balance growth in order to maintain a healthy economy.	1/13/2016 9:10 PM
357	more public schools with the adequate resources they need to have great education. More hang out spots for youth, particularly troubled youth. More parks and recreation areas that feature all types of activities for all people of different ages.	1/13/2016 4:18 PM
358	to apply appropriate resources and efforts to allow for continued development. I believe through strategic planning, leadership and collaborative efforts we can make make our city one of the best in the nation. This will require improvement to the existing infrastructure and a deeper commitment to local grassroots efforts such as within schools, etc.	1/13/2016 4:10 PM
359	A vibrant downtown that people want to hang out in.	1/13/2016 3:58 PM
360	That we can continue to grow but have services for all families.	1/13/2016 9:44 AM

## Sparks Outreach Phase 1 "What's Your Vision"

361	Better education	1/12/2016 8:34 PM
362	Work to improve the visual appear of Interstate 80 at McCarran Blvd area and assist the homeless I programs that help and deter them from panhandling at this entry point to our city.	1/12/2016 7:37 PM
363	More shopping and family things to do. Beautiful downtown that has an identity - see Geneva or Naperville, Illinois as a model.	1/12/2016 6:02 PM
364	Continue to recruit thriving commercial and retail establishments.	1/12/2016 4:39 PM
365	Improved roadways. A more polished and tidy appearance. Better code enforcement to ensure properties are kept tidy.	1/12/2016 4:19 PM
366	A more traditional homey downtown, and to build more schools.	1/12/2016 4:16 PM
367	Quality shopping cleaned up blight	1/12/2016 4:11 PM
368	Revitalize the older areas of town - more coordinated efforts like 39 North	1/12/2016 2:56 PM
369	To provide live/work opportunities and amenities while maintaining beautiful areas with recreational and scenic value, to create the most stability for the City.	1/11/2016 5:05 PM
370	Better roadways, more premium restaurants	1/6/2016 8:54 PM
371	Better roadways & schools.	1/6/2016 12:01 PM
372	Galleria is a booming area for retail. There is a section of Sparks that rivals the mid-town district. There will be more main roads into town other than Pyramid, Vista and Sparks Blvd.	1/6/2016 11:19 AM
373	Expand Sparks Blvd in 6 lanes, make a road that goes from GERP to USA Parkway/Wadsworth.	1/6/2016 11:16 AM
374	Keep the city cleaner and I am very upset that you can hire contractors to do work on your home without any license and we have no recourse. This is really terrible. Anyone who votes for this will not have my support.	1/5/2016 4:50 PM
375	Strengthen our police and fire departments, repair roads, attract new businesses and renew neighborhoods.	1/5/2016 1:32 PM
376	Making more jobs for the area	1/4/2016 2:19 PM
377	Better restaurants, more restaurants better shopping	1/4/2016 11:49 AM
378	to participate in the community	1/4/2016 11:07 AM
379	Make it a destination location!	1/3/2016 5:35 PM
380	More of the Arts included...galleries, exhibits, performances, etceteras.	1/3/2016 11:55 AM
381	I don't think I'll be around then. But for my family I think more entertainment, to bring more visitors to Sparks. We are losing a lot to Las Vegas.	1/3/2016 11:52 AM
382	Better access to main arteries. We need a way to get from Pyramid Hwy to Sun Valley or Golden Valley and US 395 besides having to drive south to McCarran, turn right and have to drive all the way to the freeway in order to be able to head north. We need quicker access, less lights and way less driving time. It is frustrating to spend so much time and gas getting nowhere.	12/29/2015 4:17 PM
383	Not so many coding runs for emergency vehicles	12/29/2015 11:45 AM
384	hometown downtown with events and activities	12/29/2015 10:14 AM
385	Finish the Legends development and bring more commercial development into Sparks in a effort to broad and more stabilize the tax base.	12/29/2015 8:14 AM
386	Make downtown a showcase! Upscale architecture and shopping with lots of pedestrian areas.	12/29/2015 3:59 AM
387	Walkability	12/28/2015 9:37 PM
388	the future will be constrained by available land to develop commercial/industrial properties to generate sufficient future revenues; need to consider very low to no growth scenarios in future plans with associated cost impacts to COS and its services;	12/24/2015 12:12 PM
389	reduce crime, poverty living	12/22/2015 4:30 PM
390	I do not like the industrial companies in the city. They should be outside the city.	12/22/2015 10:39 AM
391	More parks for the children	12/22/2015 10:35 AM
392	Safe	12/22/2015 10:33 AM

## Sparks Outreach Phase 1 "What's Your Vision"

393	Well planned shopping and business areas. Upgrading of Victorian Square, good schools and industry growth. More attention to local parks and public areas. More code enforcements as well. One of my concerns is that people who rent properties would need to keep those properties up. Don't let Sparks become the new slum.	12/22/2015 10:31 AM
394	Improved roads: Pyramid, Sparks Blvd and Visa are currently overloaded and need expansion to keep up with the housing growth	12/22/2015 8:44 AM
395	Clean-up downtown, and get the Ice rink open on Victorian Av. Saw the pipes being laid a couple of years ago so. wondering what the hold up is.	12/21/2015 4:19 PM
396	for the City of Sparks, so as to protect my property values and those of similar property owners, to take whatever action necessary, (and as soon as possible. I don't want the City of Sparks to wait until 2030 to do this.) to proactively end and mitigate the current and future debris and silt problems I have described in item 2 above.	12/21/2015 11:43 AM
397	More events for kids	12/20/2015 10:58 AM
398	the cleanest city create more jobs, security	12/20/2015 10:57 AM
399	Happiness	12/20/2015 10:51 AM
400	Better business, economic growth	12/20/2015 10:50 AM
401	Better school programs	12/20/2015 10:49 AM
402	My school and funding for better teacher pay	12/20/2015 10:48 AM
403	More parks	12/20/2015 10:47 AM
404	How about an amusement park, more kids stuff	12/20/2015 10:46 AM
405	Keep it friendly	12/20/2015 10:44 AM
406	More Farmers market	12/20/2015 10:43 AM
407	Have all the schools have better technology	12/20/2015 10:42 AM
408	Good teamwork, good help continuing to make Sparks better	12/20/2015 10:40 AM
409	More police presence	12/20/2015 10:38 AM
410	To keep bringing in more family oriented events and activities	12/20/2015 10:37 AM
411	Lots of new local businesses to benefit our community	12/20/2015 10:36 AM
412	Fix Oddie Blvd. ugly	12/20/2015 10:35 AM
413	love for our fellow citizens	12/20/2015 10:32 AM
414	Create equality for all individuals	12/20/2015 10:31 AM
415	Better teacher student ratio	12/20/2015 10:30 AM
416	Expand options for activities available at Alf Sorensen's, that the city is able to keep up with the growth/expansion of incoming business	12/20/2015 10:29 AM
417	More events for the kids and the community	12/20/2015 10:27 AM
418	Beautiful	12/20/2015 10:26 AM
419	more family friendly activities	12/20/2015 10:24 AM
420	Widen roads	12/20/2015 10:22 AM
421	That they do more local events to promote small business, focus on families	12/20/2015 10:21 AM
422	More work opportunities	12/20/2015 10:20 AM
423	I would like to see more activity in the downtown area like more restaurants and eating areas or now that Adams is gone, it would be nice to have another gift shop there. Infrastructure needs improving and hopefully the Mccaran, pyramid intersection will be done by then and also the Disc drive extension to 395.	12/20/2015 10:20 AM
424	Better schools	12/20/2015 10:18 AM
425	Better economy, more jobs that pay better, better schools, better travel options	12/20/2015 10:17 AM
426	Stay small and diverse	12/20/2015 10:16 AM
427	more family friendly events	12/20/2015 10:15 AM

## Sparks Outreach Phase 1 "What's Your Vision"

428	To add more coffee places, paneras, cool food areas for everyone to hand out because casinos are not really the place for teenagers. add more diversity.	12/20/2015 10:14 AM
429	More churches	12/20/2015 10:10 AM
430	More schools built	12/20/2015 10:09 AM
431	More activities for kids	12/20/2015 10:08 AM
432	More events and activities for kids	12/20/2015 10:07 AM
433	We really love Sparks just moved here and love it	12/20/2015 10:05 AM
434	More events, family activities, summer events	12/20/2015 10:04 AM
435	more families come together	12/20/2015 10:02 AM
436	More event, more parks	12/20/2015 10:01 AM
437	more events, parks, activities	12/20/2015 10:00 AM
438	more Hispanic events	12/20/2015 9:58 AM
439	To be more diverse	12/20/2015 9:57 AM
440	More coffee shops and places to get together, diversity of the community	12/20/2015 9:55 AM
441	Parking	12/20/2015 9:53 AM
442	Not sure	12/20/2015 9:52 AM
443	as the city grow the violence decreases	12/20/2015 9:51 AM
444	Keep it cleaned, more events	12/20/2015 9:47 AM
445	Build a Dave & Busters	12/20/2015 9:46 AM
446	More schools, more teachers, more pay for teachers, our kids need to be prepared for the changing world	12/20/2015 9:45 AM
447	More restaurants, places to socialize	12/20/2015 9:44 AM
448	Advertise the events more	12/20/2015 9:42 AM
449	For it not to get dirty	12/20/2015 9:41 AM
450	Continue local events	12/20/2015 9:39 AM
451	Want to see more family events	12/20/2015 9:38 AM
452	open up more businesses, family oriented	12/20/2015 9:37 AM
453	better schools and more scholarships	12/20/2015 9:36 AM
454	More activities for children and teenagers	12/20/2015 9:34 AM
455	creating even more family friendly activities	12/20/2015 9:34 AM
456	Pyramid Highway, growing more housing communities	12/20/2015 9:32 AM
457	I would like to see the Oddie Blvd. corridor from Oddie at Pyramid to Oddie at Ninth St. have a total revamp. The backs of the houses are fenced with broken down (if any fencing) fences which hardly give the people in the homes any privacy. New fencing at the city's expense (the people here can hardly expect to have to pay in this low income housing area) and trees need to be planted along with desert plants to enhance the appearance of this area. The people in this area deserve a nicely decorated area so that they can feel better about where they live. Plus, an enhancement of this roadway would greatly benefit the appeal of living in Sparks.	12/20/2015 8:22 AM
458	Higher end living area, like Damonte	12/18/2015 7:30 PM
459	To be active in the community however I can to help as we grow.	12/18/2015 3:18 PM
460	More in-town recreational opportunities especially for youths.	12/18/2015 12:25 PM
461	Limit Growth, continue to develop Victorian Square area	12/18/2015 11:27 AM
462	better traffic control	12/18/2015 10:04 AM
463	I have 2 dogs that live behind me. All they do is BARK, 24/7.....THE OWNERS DONT CARE. THE CITY NEEEDS TO DO SOMETHING NOW.....	12/18/2015 9:52 AM

## Sparks Outreach Phase 1 "What's Your Vision"

464	People with integrity, not personal agendas, leading our community. Build schools, limit sprawl. Preserve natural, open areas.	12/18/2015 6:44 AM
465	Grow the business climate, invest in challenged areas, and provide improved opportunity in our schools.	12/17/2015 3:07 PM
466	More family fun events.... Nugget Ribs, water park, etc...	12/17/2015 1:33 PM
467	>	12/17/2015 1:13 PM
468	regional planning to alleviate traffic due to growth (i.e. southeast connector, Vista Blvd. to/from Red Hawk)	12/17/2015 1:01 PM
469	Beauties sparks boulevard trim trees, landscape missing areas in center divider, water trees more.	12/17/2015 12:16 PM
470	keep the hometown feel; don't overcrowd with tall apartment buidlings and casinos; add quality department stores	12/17/2015 11:51 AM
471	More commercial industry and improving the roadways like pyramid highway. If you are able to get out to the Spanish springs- red hawk area faster there will be more people willing to come to sparks. Faster commutes.	12/17/2015 11:49 AM
472	start road widening projects now - Vista and Sparks Blvds need to become three lanes in both directions from the 80 all the way out to Spanish Springs- better to do that now. Also, Los Altos needs to become two lanes both directions from Vista to Vista - the growth on the hill has cars backing up for two or three lights in the AM on workdays. Three lanes on Vista and two lanes on Los Altos.... do it now and life will be better for everyone by 2020.	12/17/2015 11:36 AM
473	No more growth	12/17/2015 11:04 AM
474	Flood control	12/17/2015 10:56 AM
475	That the trash on roads and in fields will be cleaned up, and that the empty buildings would be leased and businesses thriving in them.	12/17/2015 10:22 AM
476	Conservation and reclamation policies that protect and control water useage.	12/17/2015 9:42 AM
477	is the people	12/17/2015 9:29 AM
478	To keep the feel of a small home town but with all the trimmings of a modern city.	12/17/2015 9:16 AM
479	Plan, Plan, Plan. Be sensitive to water, home irrigation, focus on quality versus quantity.	12/17/2015 9:14 AM
480	more schools, more parks and more great community events. We need to get our community engaged!	12/17/2015 8:14 AM
481	More Earth friendly/Green (Accessible Recycling, Solar power, etc)	12/17/2015 8:06 AM
482	More community involvement with police and more proactive in regards to addressing traffic issues.	12/17/2015 7:59 AM
483	Stop expanding, which is easier and probably cheaper than trying to come up with a plan to rejuvenate. But these areas need to be dealt with, some pride restored into the community for their homes and places they shop within their local area. The Midtown area in Reno has been very successful in doing all of that in that area, old buildings revamped for new shops and innovative designs.	12/17/2015 7:29 AM
484	Traffic	12/17/2015 6:59 AM
485	Better look for Victorian ave	12/16/2015 7:54 PM
486	Housing close to the freeways and business centers to reduce traffic and congestion	12/16/2015 7:43 PM
487	continue economic development in Sparks and expand transportation corridors.	12/16/2015 7:31 PM
488	Good growth	12/16/2015 5:56 PM
489	Tranforming industrial river corridor	12/16/2015 4:59 PM
490	Freeway that goes over the old Sparks to the new Spanish Spring area with appropriate access roads on/off from freeway	12/16/2015 4:53 PM
491	Start prepping students now to training/recruit for community serivce jobs like Policy, Fire, EMS, Teacher, etc. Invest in our youth, so they stay in the community.	12/16/2015 4:53 PM
492	an indoor multi-sports facility.	12/16/2015 4:50 PM
493	Revitalize the downtown corridor	12/16/2015 4:32 PM
494	to close off downtown (B St./Victorian) to vehicle traffic and make it a food/cultural/event center. Make it like a Reno Midtown with Sparks values.	12/16/2015 4:27 PM
495	Education commencing with elementary.	12/16/2015 4:22 PM
496	accredited schools and more school police patrolling around and during school time.	12/16/2015 4:16 PM

## Sparks Outreach Phase 1 "What's Your Vision"

497	Less empty businesses	12/16/2015 4:10 PM
498	stop pollution	12/16/2015 3:56 PM
499	To get redd of the old ran down building.	12/16/2015 3:50 PM
500	Have more of a Mid Town Reno feeling to the downtown Victorian strip area.	12/16/2015 3:50 PM
501	To reopen D'Andrea Golf Course or turn into something amazing	12/16/2015 3:48 PM
502	better downtown and more family recreational.	12/16/2015 3:45 PM
503	Solve the highway congestion problems.	12/16/2015 3:45 PM
504	enhance restaurants, shopping in victorian square; enhance paved river trail (it just ends, it should lead to outlets)	12/16/2015 3:44 PM
505	Control guns. Too many shootings right off the roads! Piles of empty cartridges, there is no control!	12/16/2015 3:41 PM
506	Control growth. Preserve parks and public space. Keep litter to a minimum	12/16/2015 3:41 PM
507	make it more bike friendly and cleaner near residential properties	12/16/2015 3:40 PM
508	To see more businesses move in with higher wage jobs offered.	12/16/2015 3:40 PM
509	Faster way to the 80 freeway and better testing by the students	12/16/2015 3:39 PM
510	As an artist, I hope to see more sculpture in the parks, on the meridians of major fairways.	12/16/2015 3:38 PM
511	More stuff for families to do	12/16/2015 3:33 PM
512	Vibrant downtown district.	12/16/2015 3:33 PM
513	Better roads, more dining choices.	12/16/2015 3:31 PM
514	Gentrify downtown similar to Reno's midtown and bring in some new shops and hip establishments, limit new housing growth around victorian square so it's still a nice place for events.	12/16/2015 3:29 PM
515	More infrastructure and schools that will accommodate the growth.	12/16/2015 3:27 PM
516	better streets, more police and fire	12/16/2015 3:25 PM
517	Serve in charitable organizations operating in the Reno Sparks area.	12/16/2015 3:24 PM
518	Roads and Infrastructure	12/16/2015 3:21 PM
519	Currently empty commercial spaces occupied with thriving businesses.	12/16/2015 3:19 PM
520	not having water being privatized and ruined	12/16/2015 3:18 PM
521	continuing to support special events, like the Rib Cook-Off and Star Spangled Sparks.	12/16/2015 3:18 PM
522	Keeping the roads well paved and enough lanes to accommodate the new commuters.	12/16/2015 3:18 PM
523	Keep focused on safety and not be swayed by liberal politicians giving out surplus away or spending on needless items or activities.	12/16/2015 3:15 PM
524	an interchange from Pyramid Hwy to Hwy 395 in the Costco/Walmart area of town	12/16/2015 3:13 PM
525	More local events (art, music, education, etc.)	12/16/2015 3:12 PM
526	Synchronize traffic lights and make more flashing yellow yield lights (Sparks Blvd.)	12/16/2015 3:12 PM
527	Walkable shopping and dining expanded in the Victorian Ave. corridor. Keep the old fashioned buildings/feeling. Look at other communities that have kept their downtown like it's still the 50's/60's. More parking downtown!	12/16/2015 3:12 PM
528	A true vision for the downtown. Not a deluge of low-income housing but a true quality blend of retail/office/residential	12/16/2015 3:11 PM
529	safety	12/16/2015 3:09 PM
530	that it remain as orderly and clean as it is now.	12/16/2015 9:48 AM
531	To have more street lamps on my street to illuminate it at night.	12/16/2015 9:45 AM
532	I like how it is now.	12/16/2015 9:38 AM
533	Include efforts to promote healthy food access	12/15/2015 11:36 AM
534	Have more to offer residents and neighbors in rural areas. We need to encourage a book store, ice rink, etc.	12/15/2015 11:07 AM

## Sparks Outreach Phase 1 "What's Your Vision"

535	Improved traffic flow on the currently 3 main roads: Pyramid, Sparks Blvd, Vista. Lazy 5 park could be further developed to provide walking and bike riding paths. Further develop Victorian Avenue and the surrounding area into more of a downtown/city center with a small town feel consisting of more than bars and restaurants.	12/15/2015 10:54 AM
536	BETTER ROADS AND COMMUNITY SHOPPING	12/15/2015 8:09 AM
537	Increase the quality and number of schools including private and Catholic options, improve bus lines and routes out to Spanish Springs and McCarran Nevada to improve traffic and increase employment options for those without transportation.	12/15/2015 8:06 AM
538	Better architecture, primarily. There's more to it, but I can't explain myself concisely. And the following is not part of what I cannot explain; I'll try to make my case in person to someone soon. I'm suggesting Sparks could be far more lovely and could put itself on the map by following the course of the City of Columbus, Indiana. Briefly, they made it possible to have some of the greatest architects design a large number of their buildings. Please see this link: <a href="https://en.wikipedia.org/wiki/Columbus,_Indiana">https://en.wikipedia.org/wiki/Columbus,_Indiana</a> Any questions, feel free to call Will Logan 425-6061.	12/15/2015 12:55 AM
539	Keep revamping the downtown area and make it user friendlier	12/14/2015 11:07 PM
540	Clean up the city, the neighborhoods, the streets and make downtown a viable place for people to visit. Add shopping entertainment, and business' to enhance the quality of life for residents.	12/14/2015 7:58 PM
541	Control traffic speed, bolster infrastructure, control crime. This survey is worthless.	12/14/2015 6:23 PM
542	More sensible planning so the developers/ businesses have to pay for the infrastructure required from the growth.	12/14/2015 4:50 PM
543	that it accommodates for all our growth	12/14/2015 4:02 PM
544	Clean up and redevelop	12/14/2015 3:27 PM
545	Celebrate all diversity and make people feel comfortable and have the ability to call it their community.	12/14/2015 2:45 PM
546	Encourage hiking and biking and open space.	12/14/2015 12:49 PM
547	Revitalized Downtown area, a complex that invites professional sports, musicians, etc.	12/14/2015 11:59 AM
548	New building codes for Blue Homes (google it) as part of carbon-neutral, net-energy producing communities.	12/14/2015 11:25 AM
549	A big amusement park, and more indoor shopping	12/14/2015 10:50 AM
550	keep it small. We love the family events and the activities. Our community is awesome!	12/14/2015 8:51 AM
551	reduce crime, reduce residential blight	12/13/2015 2:35 PM
552	More schools and teachers	12/12/2015 7:03 PM
553	don't know	12/12/2015 4:21 PM
554	Expand roads and build more schools	12/12/2015 3:19 PM
555	Be careful of sprawl and growth.	12/12/2015 12:15 PM
556	Master planned communities that provide not only quality housing but need services (parks, shopping, etc).	12/12/2015 11:29 AM
557	Continued controlled growth and a awareness by city government to act responsibly	12/12/2015 9:53 AM
558	more things to encourage community participation	12/12/2015 8:38 AM
559	Help neighbors/landlords take care of their homes and property. Repair and renew instead of replace.	12/12/2015 8:25 AM
560	Build a properly sized freeway out to Spanish springs	12/12/2015 6:27 AM
561	more community events	12/11/2015 9:56 PM
562	More arts and culture events	12/11/2015 9:44 PM
563	Better pay for teachers	12/11/2015 8:25 PM
564	Better public transportation and bike lanes.	12/11/2015 7:35 PM
565	Perhaps a second arterial from Golden Eagle Park to I80 Mustang exit. This would help with the anticipated Tesla "residents."	12/11/2015 7:33 PM
566	Clean up the center island of Sparks Blvd. between Ion and Pyramid Way.	12/11/2015 2:39 PM
567	Keeping it safe, taxes low and keeping g the hometown feel.	12/11/2015 12:02 PM



## Sparks Outreach Phase 1 "What's Your Vision"

568	To have a fair balance between housing and business. Sparks needs more commercial and industrial businesses housed within the corporate boundaries of the city. We cannot afford to be just a "bedroom community". We need improvement in government access; arts and culture; youth activities both educational and recreational; and we need the citizens of Sparks to be engaged in everyday life and become the line of defense on not allowing "bad behaviors" to gain footholds within the city.	12/11/2015 10:15 AM
569	Be tough on criminals. We need more police.	12/11/2015 9:29 AM
570	By then I will be 75, retired, playing golf.	12/11/2015 6:03 AM
571	promoting local businesses	12/10/2015 5:58 PM
572	to be mindful of my role as a Sparks resident and city ambassador!	12/10/2015 4:05 PM
573	To get involved with the community and make it MY community.	12/10/2015 1:49 PM
574	Good long range planning.	12/10/2015 12:58 PM
575	more restaurants and shopping	12/9/2015 8:10 PM
576	to have a better lower/higher educational school system effort that ultimately supports the new workforce requirements of new industry, to continue well planned communities in the same manner as Winfield Springs and DeAndrea and not to overextend when duplicating recreation and services now provided.	12/9/2015 1:04 PM
577	Gear our town to a cleaner and safer enviroment	12/9/2015 12:50 PM
578	school!	12/9/2015 10:18 AM
579	building more schools and parks	12/9/2015 10:17 AM
580	more downtown activities	12/9/2015 10:14 AM
581	let's get the best schools in the region. Even more family events	12/9/2015 10:12 AM
582	more events like in reno	12/9/2015 10:11 AM
583	revitalization of key areas and continued community growth	12/9/2015 10:10 AM
584	Better shopping in downtown. Better infrastructure. Less crime	12/9/2015 10:09 AM
585	higher security	12/9/2015 10:07 AM
586	Keep revitalizing downtown	12/9/2015 10:06 AM
587	streets cleaned up more	12/9/2015 10:04 AM
588	involve community in clean-up projects	12/9/2015 10:03 AM
589	more funding for schools	12/9/2015 10:02 AM
590	more family events	12/9/2015 10:01 AM
591	Have law enforcement interact more positive and friendlier and warmer	12/9/2015 10:00 AM
592	less street people	12/9/2015 9:59 AM
593	more senior communities, parks, green areas, walking and biking trails	12/9/2015 9:57 AM
594	more parking for events	12/9/2015 9:42 AM
595	safer area, more street lights	12/9/2015 9:39 AM
596	more community involved events so we can get out of the shadow of Reno	12/9/2015 9:38 AM
597	use more money to help the poor - leave no one behind	12/9/2015 9:37 AM
598	to move public areas for the kids to go swimming in the summer	12/9/2015 9:35 AM
599	More schools in Spanish Springs area. Very unhappy with WCSD!!!	12/9/2015 9:33 AM
600	how about a racquetball court somewhere in town?	12/9/2015 9:31 AM
601	less crime and drugs	12/9/2015 9:28 AM
602	fix Pyramid & McCarran	12/9/2015 9:27 AM
603	really pay attention to proper infrastructure	12/9/2015 9:26 AM
604	adding a park by living stones on los altos	12/9/2015 9:25 AM

## Sparks Outreach Phase 1 "What's Your Vision"

605	weekly activities around the area	12/9/2015 9:23 AM
606	that the community will continue to grow close together and celebrate with others when they celebrate and mourn when other mourn	12/9/2015 9:06 AM
607	by helping make or build things	12/9/2015 9:04 AM
608	update our schools with a better education plan	12/9/2015 9:02 AM
609	is to have a better community	12/9/2015 9:01 AM
610	more youth based programs to prepare our future	12/9/2015 9:00 AM
611	more family friendly events to all get together and enjoy our city	12/9/2015 8:59 AM
612	get teens involved	12/9/2015 8:57 AM
613	more diversity in food	12/9/2015 8:55 AM
614	to have more help for homeless people for them to not be living in the streets and for them to have a warm meal everyday	12/9/2015 8:16 AM
615	a safe community	12/9/2015 8:14 AM
616	adding more fun things for the kids	12/9/2015 8:05 AM
617	zoo, more free wifi	12/9/2015 8:03 AM
618	keeping everyone a part and involved in the community	12/9/2015 8:02 AM
619	make it more awesome	12/9/2015 8:00 AM
620	prosperous and strong community	12/9/2015 7:58 AM
621	lessen the traffic and crime rates	12/9/2015 7:56 AM
622	more parking	12/9/2015 7:54 AM
623	Truly make sparks a happening place with robust nightlife, dinning, shopping, museums and activities.	12/8/2015 11:51 PM
624	That the code will be unforced, not allowing junk cars, weeds and dead yards. Trees cut down when they die, not leaving them standing forever. Our town is The City of Trees. Not dead ones.	12/8/2015 7:26 PM
625	Encourage small business development and celebrate the ethnic diversity of our city. I'd love to see Sparks become a virtual hotpot of international stores, cuisine and arts. I'd love to see artist studios, a gallery, a nice Lebanese restaurant, a celebration of the unique, individual and independent nature of our city.	12/8/2015 7:09 PM
626	Intelligent, long-term thinking that maintains what we have now and ensures it stays that way. Not short term band-aid fixes that only hurt us in the long run.	12/8/2015 5:38 PM
627	I'd like to see better jobs available. I think that would lessen the transience and would reinforce the sense of community for everyone.	12/8/2015 5:01 PM
628	A more secure city and upgrade of west Sparks. More young people wanting to live in Sparks. More commercial & industrial projects.	12/8/2015 4:56 PM
629	bringing more diversity in restaurants and stores, etc	12/8/2015 2:31 PM
630	Downtown area needs an identify, clean up and more businesses. A clean up of abandoned buildings would help people feel safe and bring in more businesses. Ut the money we make from the events for cleaning up and improving our area.	12/8/2015 2:30 PM
631	make it nice, laser tag	12/8/2015 2:28 PM
632	clean water	12/8/2015 2:26 PM
633	I would improve Sparks y adding more skate parks, laser tag	12/8/2015 2:25 PM
634	would be nice if the people interacted more together. Create activity to band the neighborhoods	12/8/2015 2:24 PM
635	more active downtown and ore things to do, coffee shops	12/8/2015 2:22 PM
636	more shopping and small coffee shops. More active downtown	12/8/2015 2:21 PM
637	Improving crime around the city and vehicle/pedestrian accidents	12/8/2015 2:20 PM
638	More parks, cleaner grounds.	12/8/2015 2:19 PM

## Sparks Outreach Phase 1 "What's Your Vision"

639	More Housing. More jobs	12/8/2015 2:18 PM
640	more video games	12/8/2015 2:16 PM
641	more video games	12/8/2015 2:16 PM
642	build more stuff	12/8/2015 2:15 PM
643	Traffic control and school improvements	12/8/2015 2:14 PM
644	More diverse businesses and industry. Unique shopping and dining alternatives Better and unique soecauk events	12/8/2015 2:14 PM
645	more festivals	12/8/2015 2:13 PM
646	better education, more kid friendly activities	12/8/2015 2:11 PM
647	to have better school lunch	12/8/2015 2:10 PM
648	Expanding bus service, taking care of existing parks and roads, adding a large dog park, limiting growth so air quality is not decreased.	12/8/2015 12:57 PM
649	Give the young more education in values, pride and how to help each other.	12/8/2015 12:41 PM
650	Older parks need to be looked at. Upgraded, cleaned,landscaped, lawns edged and trimmed, rework drains.	12/8/2015 11:02 AM
651	I wish to see Sparks become a unique, sustainable, healthy and fun City to live in. Also - we need a nice, big bookstore.	12/8/2015 8:45 AM
652	Stop approving Wal-Mart stores and stop allowing big box stores to leave large buildings vacant just to take over new land and redevelop it.	12/8/2015 8:30 AM
653	Installing water play facilities such as Lazy 5 and the fountains at Century 14/Sheels in the inner city parks. Improve care of park facilities to repair or replace and not just remove attractions. Similar to what was done to Shelly Park and Pah Rah park. Children	12/8/2015 8:29 AM
654	Let's paint the sound walls on Baring Blvd between McCarran and Vista, especially between Sparks and Vista. It looks like the ghetto with all the different paint colors used to cover the Graffiti. Sherwin Williams has paint grant programs that provide paint and the residents can provide the labor. I'll be out there to help!	12/8/2015 7:45 AM
655	Clean up the neighborhoods, get businesses into empty buildings, plant more trees	12/8/2015 6:03 AM
656	See the bus routes expanded farther north.	12/8/2015 5:04 AM
657	more high tech jobs for my family	12/7/2015 9:26 PM
658	I would hope to see an improvement in the Prater & McCarran area, especially the shopping center on the east side of McCarran. Hopefully long before 2030!	12/7/2015 8:25 PM
659	Have enough affordable housing and improve education standards	12/7/2015 1:15 PM
660	Clean up the older portions of the city	12/7/2015 12:04 PM
661	I would like to see soccer areas created so those who play soccer can use a soccer backdrop (like baseball but shorter) and stop using the tennis nets. Or even a code to open a gate to enter the tennis/pickleball courts.	12/7/2015 11:19 AM
662	That we would put fountains in to aerate the water and keep the fish alive to stop the smell and make it a destination for local and events again.	12/7/2015 9:17 AM
663	Road repair and traffic flow	12/7/2015 8:11 AM
664	Better transit. More mixed use (housing/commercial) on/near downtown. Better urban planning and less expansion into Spanish Springs. More civic pride.	12/7/2015 7:36 AM
665	more effective road/travel situation. There is currently, only two ways into sparks/spanish springs from either Pyramid HWY or Vista. With the expected spike in population in the coming years these travel options will be a cause for future road delays in commutes and travel in general.	12/7/2015 6:50 AM
666	Backfill the empty spaces in the sparks region before building out, and build new Rec facilities including pools before the existing ones fall apart and we don't have any.	12/6/2015 10:46 PM
667	Crime reduction. Community policing improvements	12/6/2015 10:28 PM
668	Keep the city quiet (neighborhoods, not events). But when I lived next to the Marina, loud events invaded my apartment despite being a quarter-mile away.	12/6/2015 10:04 PM
669	adaquate water supply and clean air	12/6/2015 5:33 PM

## Sparks Outreach Phase 1 "What's Your Vision"

670	A cleaner, better kept city than it is now.	12/6/2015 1:40 PM
671	how about a live theater company, maybe near Victorian Square (not casino-based)	12/6/2015 11:36 AM
672	Keep a handle and crime and gangs, and keep our city clean and well groomed. Take care of our seniors and get more transportation out to the Spanish Springs area. Darkene	12/6/2015 8:41 AM
673	Clean up the neighborhoods, ordinances about junk and keeping properties up being put in place and taking animal control back from the county because they are not doing an adequate job.	12/6/2015 7:59 AM
674	clean up the neighborhoods that have junk & cars in their front yards.	12/6/2015 7:52 AM
675	Build a homeless shelter by the water treatment facilities to combat the vegrancy and panhandling epidemic.	12/6/2015 4:16 AM
676	The beauty of the Norther Nevada Desert and the ability to drive about 5 minutes to 'get lost' in the desert is something that we need to preserve.	12/5/2015 11:50 PM
677	Stop drowning beavers	12/5/2015 11:23 PM
678	to have better road maintance	12/5/2015 11:17 PM
679	Get rid of the gangs and drugs. Many people have already commented that they love the many parks here. Personally, I'm afraid to be alone in one in particular. Deer Park is near my home and has a small playground and the pool for the kids. The drug-dealing is blatantly obvious, out in the open in broad daylight and no one seems concerned. After my last uncomfortable visit there I've quit taking my walks around that park. How many other parks are the same?	12/5/2015 6:56 PM
680	Somehow spur investment for affordable new apartment/housing construction, new businesses for jobs, more restaurants and small shops, CLEAN UP the litter and blighted areas, especially in "old" Sparks	12/5/2015 4:35 PM
681	Make all the crime to go away. And make l the number 1 safest place for everyone to live.	12/5/2015 2:52 PM
682	By the City of Sparks supporting local theater groups, such as Restless Artists' Theate, which is trying to find a home in Sparks.	12/5/2015 2:01 PM
683	No issues	12/5/2015 1:01 PM
684	To have business and job opportunities to grow.	12/5/2015 12:54 PM
685	To become safer	12/5/2015 12:39 PM
686	Feed the hungry	12/5/2015 12:31 PM
687	Safer	12/5/2015 12:29 PM
688	Safer	12/5/2015 12:28 PM
689	Please help the Silver Club and Victorian flourish.	12/5/2015 11:39 AM
690	More Police. Having more educational events and programs for at risk youth. More Parks!	12/5/2015 10:59 AM
691	Sparks need to consider putting some money into downtown. It has such great potential...it would make more sence to have City Hall downtown.....maybe in the old Burbon Square building.	12/5/2015 10:50 AM
692	Not sure, maybe enough resourses	12/5/2015 10:47 AM
693	alleviate traffic and congestion	12/5/2015 10:36 AM
694	Cleaner enviroment	12/5/2015 10:29 AM
695	The availability of live stage productions NOT in a casino; year round activity not just an event; more family friendly opportunities outside of Reno.	12/5/2015 10:18 AM
696	Have more events	12/5/2015 9:41 AM
697	To ensurre that my children will be safe and have a nice region to live in.	12/5/2015 9:09 AM
698	Have more dump days,keep neighborhoods clean and well lit.	12/5/2015 8:39 AM
699	less taxes, more police,	12/5/2015 12:51 AM
700	The best, more modern casinos than Reno and nightlife	12/4/2015 8:22 PM
701	Add additional road and routes out of Spanish Springs	12/4/2015 6:53 PM
702	Year round live theater/stage productions in venue other than a casino - more family oriented site.	12/4/2015 6:04 PM
703	Do not try to copy reno ,it is small friendly home town, let's keep that way. I have lived here years	12/4/2015 6:02 PM

## Sparks Outreach Phase 1 "What's Your Vision"

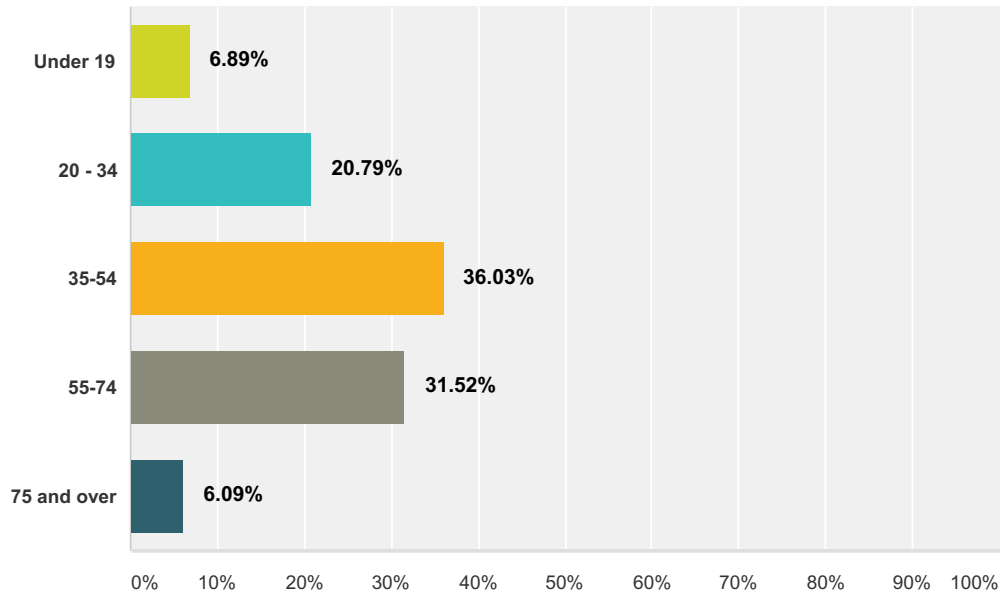
704	that current buildings are updated and occupied before new buildings are built	12/4/2015 5:45 PM
705	utilize existing structures fully before building more	12/4/2015 5:43 PM
706	Clean up all the empty buildingspace downtown,get more business there, not casinos	12/4/2015 5:21 PM
707	schools	12/4/2015 4:26 PM
708	Take advantage of open spaces with multiuse in mind.	12/4/2015 3:58 PM
709	Create more spaces like the Marina. Develop more green belts to further beautify our wonderful city.	12/4/2015 3:07 PM
710	employ more police and allow CWP	12/4/2015 12:10 PM
711	A vibrant downtown where people live and work- a district with cool shops and restaurants. Trader Joe's!	12/4/2015 10:40 AM
712	Good planning	12/4/2015 6:47 AM
713	Do something about the panhandling I don't go to the sizzler / Applebee's / old albertsons area because of all the panhandlers.	12/3/2015 9:44 PM
714	Ensure we have a enough schools to support our population, expansion of the roadways, and perhaps a hiking/mountain biking network similar to keystone canyon in Reno.	12/3/2015 9:24 PM
715	restore natural environment	12/3/2015 8:59 PM
716	Make the building and developing requirements more user friendly.	12/3/2015 5:46 PM
717	Maintain an apolitical approach to insuring our city continues to grow and prosper in a way best for irs residents	12/3/2015 4:35 PM
718	Be versatile in our economic resources.	12/3/2015 3:59 PM
719	Better residential areas close to the freeway.	12/3/2015 9:19 AM
720	Work on traffic flows.	12/2/2015 2:42 PM
721	My wish is for Sparks is for it to be a destination place, however, support law enforcement to ensure that the city remains one of the safest in the nation, and to install some of the suggestions above.	12/2/2015 10:11 AM
722	Make it a top notched education area	12/2/2015 8:30 AM
723	Family friendly. Things to do for all ages year round. keep the small town atmosphere with some of the city comforts.	11/30/2015 10:22 AM
724	Gang elimination	11/30/2015 9:47 AM
725	Reduce crime and the run-down feel of some areas.	11/30/2015 8:59 AM
726	to hold the city officials accountable for not assuring that developers fulfill their promises when plans for development are approved. The D'Andrea and Kiley Ranch developments are examples of the city allowing developers to make money from developments and then walk away from the promised golf courses that served as the focal point of the development.The city did nothing to protect those homeowners who purchased homes in a "golf course community" and still do nothing while the golf course and improvements continue to deteriorate.	11/27/2015 4:21 PM
727	By keeping a balance of the resources and healthy atmosphere to work, play, and raise our families	11/25/2015 9:09 PM
728	Have a vibrant Victorian Square and surroundings areas and solve the issues in Number 2.	11/25/2015 2:37 PM
729	Improve Downtown Sparks and provide shopping, restaurants and amenities that will keep the residents in Sparks, rather than going to Reno for fun.	11/25/2015 8:24 AM
730	Redevelop older areas into a vibrant part of Sparks that it once was	11/25/2015 8:16 AM
731	cleanup lower income areas, more code enforcement of yard cleanup	11/25/2015 7:51 AM
732	Focus on infrastructure preservation and revitalization of older areas, rather than new growth.	11/25/2015 7:16 AM
733	Recreation, I wouldn't mind seeing something like rancho San Rafael in sparks.	11/25/2015 6:22 AM
734	To keep the level of professionals you have working for the city that make this city a great one to be at. Expecially the law enforcement	11/25/2015 5:59 AM
735	To encourage a more diverse business tax base and continue our efforts to plan events in the downtown core.	11/24/2015 6:28 PM
736	Stop sprawl and develope inter city	11/24/2015 5:45 PM
737	Improve road ways and fill vacant shopping centers.	11/24/2015 4:17 PM
738	Create more entertainment and sporting venues for residents to enjoy	11/24/2015 4:13 PM

## Sparks Outreach Phase 1 "What's Your Vision"

739	more trees!!!	11/24/2015 11:54 AM
740	Continued growth and planned develop	11/24/2015 11:50 AM
741	better roads	11/24/2015 10:39 AM
742	Create a Downtown	11/24/2015 10:25 AM
743	bigger downtown area more small businesses MORE ART	11/23/2015 4:40 PM
744	A better sense of community, public art, not urban sprawl, great downtown.	11/23/2015 12:20 PM
745	Roads.	11/23/2015 12:19 PM
746	Increase opportunities, manage growth, opportunities for the under-served.	11/23/2015 12:18 PM
747	To find a way to balance growth, infrastructures - roads, water, sewer, schools, public safety and parks to create a vibrant downtown.	11/23/2015 12:13 PM
748	Strong community, able to grow at a healthy rate, safe and secure.	11/23/2015 12:11 PM
749	Public art, resource centers and design style district.	11/23/2015 12:10 PM
750	A more robust downtown Sparks.	11/23/2015 12:08 PM
751	Maintain our style of living.	11/23/2015 12:07 PM
752	Greater community connectivity between north and south parts of the city. Bringing people together.	11/23/2015 12:02 PM
753	Prepare for growth.	11/23/2015 12:01 PM
754	Creating more resources for our Latino community.	11/23/2015 11:59 AM
755	New, innovative, destination, fun, clean.	11/23/2015 11:58 AM
756	To develop a greater awareness and care for all people. (Hospitality).	11/23/2015 11:51 AM
757	Build sustainable projects; be environmentally friendly but keeps the muscle cars.	11/23/2015 11:08 AM
758	follow through on the new ordinances. Enforce that the residents care for their neighborhoods by improving their yards and the trash on roads etc.	11/19/2015 9:37 AM

## Q5 Age range

Answered: 755 Skipped: 29



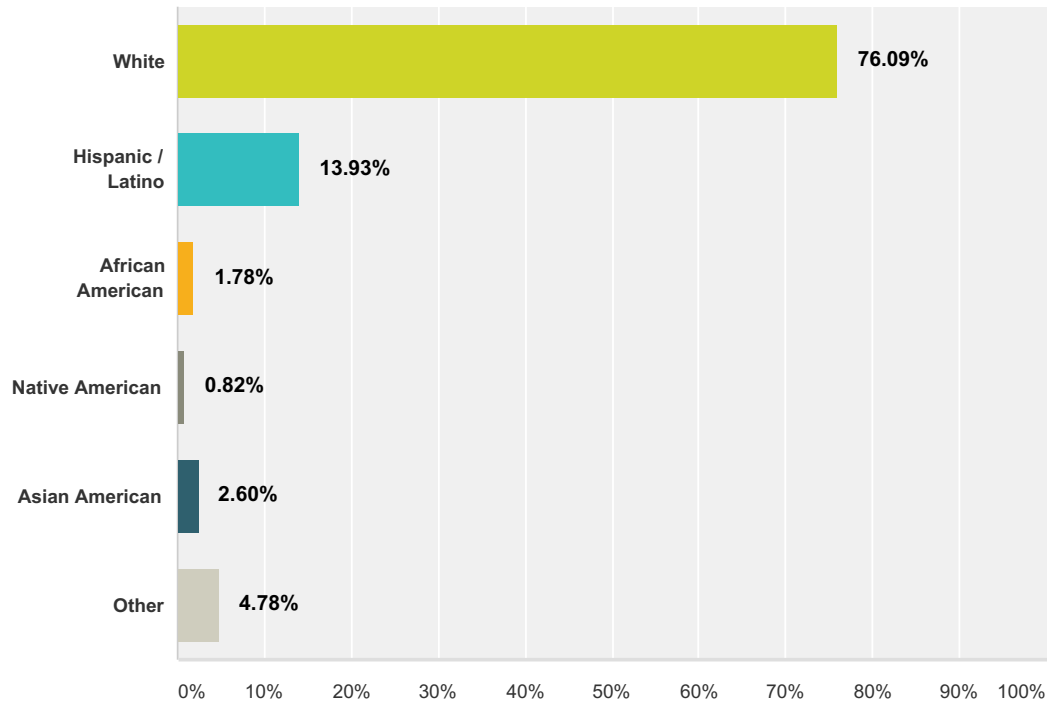
Answer Choices	Responses
Under 19	6.89% 52
20 - 34	20.79% 157
35-54	36.03% 272
55-74	31.52% 238
75 and over	6.09% 46
Total Respondents: 755	

Basic Statistics				
Minimum 2.00	Maximum 10.00	Median 6.00	Mean 6.15	Standard Deviation 2.01



## Q6 Ethnicity

Answered: 732 Skipped: 52



Answer Choices	Responses
White (1)	76.09% 557
Hispanic / Latino (2)	13.93% 102
African American (3)	1.78% 13
Native American (4)	0.82% 6
Asian American (5)	2.60% 19
Other (6)	4.78% 35
<b>Total</b>	<b>732</b>

Basic Statistics				
<b>Minimum</b> 1.00	<b>Maximum</b> 6.00	<b>Median</b> 1.00	<b>Mean</b> 1.54	<b>Standard Deviation</b> 1.27

# #IgniteSparks

Igniting the Conversation for Sparks' Future

## Phase 2 Deeper Dive Summary Report July 8, 2016

Ronele M. Dotson, RAD Strategies Inc.  
Karen Craig, Creative Cities



## #IGNITESPARKS PHASE 2 SUMMARY

### OVERVIEW

The City of Sparks embarked on a year-long process to update its current master plan to a comprehensive plan that will guide the city through 2030. The **#IgniteSparks Public Outreach and Education Program** was designed to engage a wide range of residents from Sparks in developing a vision and planning priorities for the city's 15-year future. Beginning in 2015, the city solicited public input on existing hopes, challenges and opportunities and how the city should respond and prepare for a future different from today.

The #IgniteSparks Phase 2 survey began in March 2016. An interactive and engaging resident outreach that resulted in 1,800 completed surveys through a combination of two surveys – a long and short version. The Phase 2 survey resulted in 15 times as many people choosing to take the longer version. The goal for Phase 2 was to complete 1800 that with a 5 percent margin of error and 99 percent confidence rating. The survey remains open as it surpasses the 1,800 goal as of the writing of this summary.

The timeline of the comprehensive plan education and outreach program was:

- Phase 1 – December 2015: Vision survey, evaluation of strengths, challenges and improvements
- Phase 2 – February through June 2016: Deep-dive survey, continued evaluation, data collection and summarization
- Phase 3 – July through August 2016: Draft plan, test draft elements with stakeholders and connectors, provide to Planning Commission for review
- Phase 4 – Fall 2016: Plan presented, plan adopted and public-friendly version complete



Data received from the survey will be incorporated within the comprehensive plan that will guide the city's strategic direction including that of the City Council and carry throughout all departments.



## PHASE 2 EXECUTIVE SUMMARY

As the region and city have grown, the need to drive the city's future is quite evident. This is especially true in light of several major economic development projects, including Tesla, Switch and many others, that are significantly changing the way we do business but also where we choose to live and the amenities that comprise the community.

The results from the Vision Phase 1 survey established the groundwork for the Phase 2 Deeper Dive analysis which began in early March and concluded in June. The process was built on two fundamental ideas. First, give as many people as possible the opportunity to participate, in whatever venue, with as much time as they had to give. Secondly, work iteratively, so that each phase of participation took up where the last left off, building on the prior work.

A number of tools for engagement were used at different times through the process. A boots-on-the-ground approach with outreach to residents at events, through community bus tours, residents at all economic and socioeconomic levels, online through the website with an interactive component and social media engagement. The questions asked of the public were tailored in each step to match the tool being used.

### By the numbers:

- 30 question long survey
- 19 question short survey
- 3 bus tours with a total of 35 participants to visualize the interim findings and generate conversation
- 2 champion and stakeholder meetings to launch Phase 2 and review the draft report

Three significant findings were identified in Phase 1 Vision process while Phase 2 took a deep-dive analysis to ask, understand and clarify what these significant findings mean and what they could look if implemented in the future.

### 1. Small Town

- Residents do not want to grow outside the city limits. They want to see infill and redevelopment in older areas of the city. Gathering places are important on both a neighborhood scale, including parks and playgrounds, and community scale, such as events, recreation and entertainment.
- Residents want the friendliness and security of knowing their neighbors. Having neighborhood watch programs, local beat cops and firemen who know the families and rhythm of the different neighborhoods was valued.
- Residents want the intensity of their neighborhoods to be reduced with slower local traffic and alternative opportunities to travel between home and play. People clearly want to drive a vehicle to commute to work.
- Residents are asking for more neighborhood-owned businesses and are expressing there exists plenty of access to excellent big-box retail.
- Defined by the greenways and open space in the community including the parks, playgrounds, ballfields, landscape buffers on major thoroughfares, as well as the 2-3 story scale of buildings.
- Easy connectivity between the city and region's great assets including the Truckee River, The Legends at Spark Marina, Sparks Marina, Victorian Square, Centennial Plaza Transit Station, downtown Reno, and the University of Nevada, Reno among others.



## 2. Vibrant Downtown

- Cultivation of Victorian Square to ensure it has all the right elements is superb. The downtown is now in need of all the activation and activities expressed in Phase 2 question to embrace a true life, work, play atmosphere desired. It's happening here!
- Opportunity exists to expand retail and dining along the Prater Way Corridor (from El Rancho Boulevard to The Legends at Sparks Marina) for ethnic specialty among other locally owned businesses.
- Conversion in another area of Sparks will be evident as Renown brings nearly 800 employees to the old Lowe's store on Oddie Boulevard. Preparing for the influx of people will support redevelopment and business opportunities.

## 3. Planned Growth

- Residents believe growth is good as long as it is well managed by utilizing and maintaining what we already have and not through sprawl beyond the current city limits.
- New opportunities to rebrand and revitalize what is considered an industrial area of sparks along the river into a technology hub along with alternatives to large-box warehouses were noted.
- Redevelop efforts in harmony with green construction for the industrial area along with parking in flood area with elevated office and retail above, with some housing, should be explored.
- Little to no interest in Sparks developing more large-scale warehousing but rather work with the local transportation officials to ease commutes and support the workforce, especially as growth is projected to the Tahoe Reno Industrial Center and South Meadows, as the Southeast Connector is complete.

## CHAMPIONS TEAM

#IgniteSparks outreach was initiated in conjunction with a Champions Team of 50 plus individuals who were selected to help activate the process through their networks. Comprised of people from a variety of backgrounds and demographics, including Sparks' residents and non-residents, the Champions contributed to the success of the plan by promoting the survey and program to their extended network of contacts and resources. Throughout the process the Champions Team continued to serve as advocates for the outreach program by connecting individuals to the effort to incorporate the complete fabric of the community in the comprehensive plan.

## COMMUNITY OUTREACH & EDUCATION

The approach taken for the Phase 2 Deep Dive Survey included connecting with residents where they live, work and play by striking out into the community for in-person group discussions and activating those networks to take the survey. The #IgniteSparks website ([IgniteSparksNV.com](http://IgniteSparksNV.com)) was the hub for both education, communication and input. Throughout the process, resident's emails were requested for those that may want to continue to remain involved and informed. In total 842 names were secured from the surveys and online website. A stakeholder and community list of 104 was managed as well and included those businesses and individuals that are directly or indirectly impacted by the Comprehensive Plan and subsequent policies. Prior to taking the survey respondents are able to review the #SparksProud infographic showcasing city facts. This interactive visual provides a comprehensive overview for residents to understand some of the trade-offs that could be required in creating. Examples of some of these factoids include:

- 93,000 people live in Sparks
- 13,824 people live AND work in Sparks





- 15,240 Sparks residents are foreign born
- Single-family new house construction building permits:
  - 2003: 1337 buildings, average cost: \$144,400
  - 2012: 209 buildings, average cost \$238,60
- 7% population boom projected in EDAWN's EPIC report between 2015 and 2019 with Sparks Suburban zone seeing 4,352 in new population between 2015 and 2019
  - Average home value in 2013: \$179,700
  - Average rental cost in 2013: \$891
- 12.5% employment growth projected in EDAWN's EPIC report
  - 6,500 jobs between 2015-2019 with 4,428 in the Sparks Industrial Zone alone
- 22 minutes is the average commute time



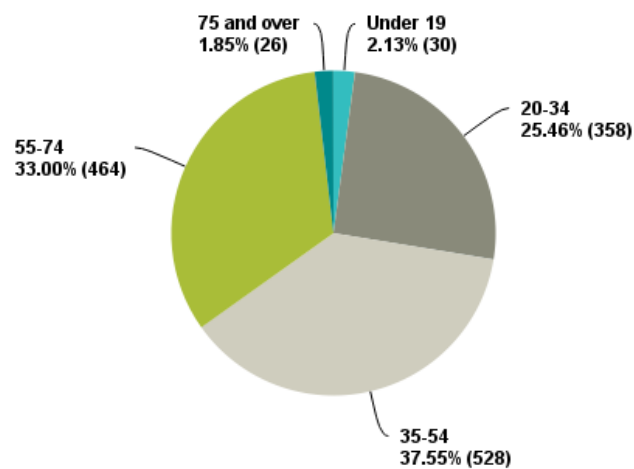
## DEMOGRAPHICS

In order to ensure the surveys reached the demographic profiles of the residents, analysis of census documentation was used to keep the Phase 2 survey on target.

The demographics of participants were monitored throughout the process. As gaps were identified, additional outreach was developed to overcome any deficits. The results below show the total demographics from the Phase 2 Survey that focused on the ethnicity mirroring the demographic makeup of Sparks residents while keeping the balance equal among all age groups. Additional analysis was conducted to ensure there was equal representation by city ward.

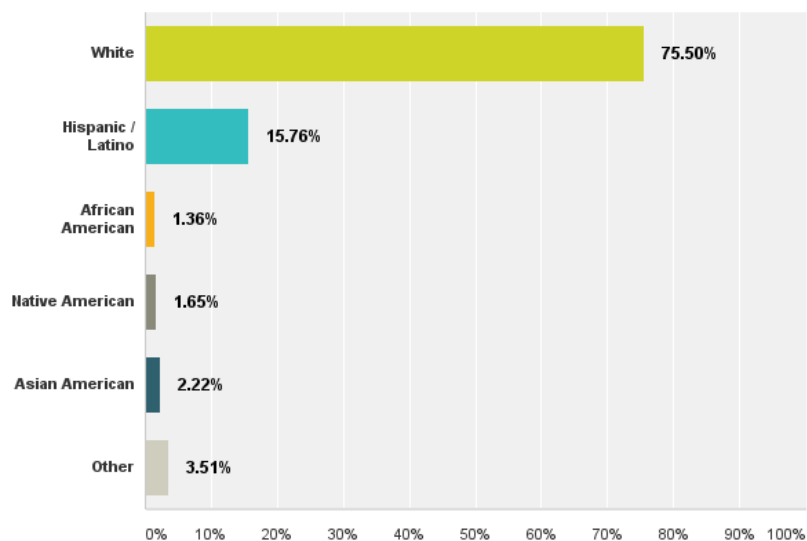
### Q28 Age range

Answered: 1,406 Skipped: 284



### Q29 Ethnicity

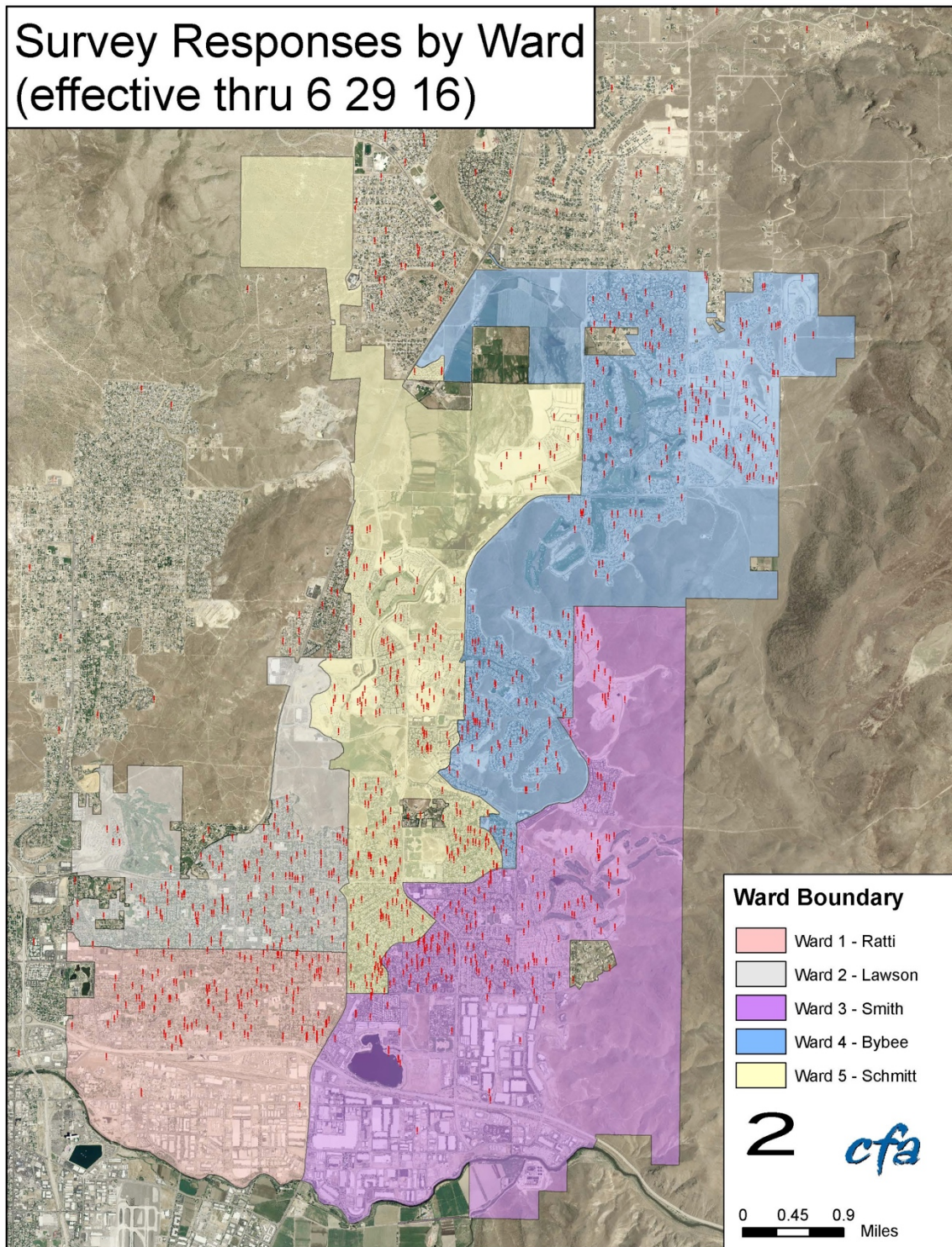
Answered: 1,396 Skipped: 294





## RESPONSE BY WARD

The following shows the responses by ward to the Phase 2 survey. The actual responses break down as follows, based on the addresses supplied by the respondents: Ward 1: 124; Ward 2: 142; Ward 3: 189; Ward 4: 271; and Ward 5: 241.



## SURVEY RESULTS

The following summarizes and groups key data with an emphasis on results that rose to the top from the respondents.

Phase 1 Vision	Phase 2 Analysis
<i>Residents Plan Priorities</i>	<i>Residents Clarification Opportunities</i>
<b>Small Town / Community</b>	Don't grow outside Sparks city limits  Focus new development in existing areas by redeveloping and revitalizing the older part of the city
<b>Plan for Growth / Traffic</b>	Planned and managed growth is good  Maintaining our roads, water treatment and parks are the priorities
<b>Downtown</b>	Victorian Square is the heart of the city. People want to dine and go to special events there.  A secondary district of ethnic restaurants and store could develop along the Prater Way corridor from Victorian Square to Legends



## COMPARISONS AND EVALUATION

Phase 1 Vision Question: **“I LOVE SPARKS BECAUSE...”**

Phase 1 Top 2 Responses: **Small Town (15%), Community (14%)**

Phase 2 Clarification and Analysis based on priorities identified:

*What does “small town/community” mean to you? (Question #11):*

- 58% identified a neighborhood with parks and playgrounds
- 49% cited a vibrant downtown with shopping, restaurants, events, etc.

*How Should Sparks **Grow?** (Question #1):*

- 53% indicated Sparks should focus new development in existing areas by redeveloping and revitalizing the older part of the city

*If we plan for **growth** outside the city’s current boundaries, should Sparks annex land for? (Question #2)*

*Select 2 options:*

- 53% would annex land for more parks and open space
- 25%, the second highest response, was Sparks should not grow outside the city limits
- Annexing land for development had weak support:
  - 17% residential
  - 12% retail/commercial
  - 11% industrial

*In 2030, what characteristics do you want Sparks to have (select 2) (Question 12):*

- 51% saw a Victorian Square with high density of residential housing, shopping, jobs and dining
- 46% noted neighborhoods with a mix of uses including single-family homes, apartments, dining and shopping

*In 2030, what quality of life features are most important to you? (select 2 options) (Question 25):*

- 55% Feel their home, business or family is adequately protected by the police and fire departments.
- Virtual 3-way tie for second choice:
  - 42% special Events
  - 42% shopping and dining
  - 43% Access to Truckee River
- Further analysis by age group reveals another snapshot:
  - Seniors of 75+ have a much different desire with much higher response for safety
  - By contrast, 25% of ages 20-34 selected public art

*Respondent 32: City growth is key, public safety (fire/police) is a #1 priority. We can grow into a safe and desirable community if we avoid developing low income housing. Let's not turn into a mini Reno. Let's develop higher income housing with unique developers that focus on large customizable lot sizes instead of the cookie cutter home developers that stack as many homes into a neighborhood as they can. Let's make it a rich, bold, up and coming city that still has a small town feeling to it. Safe, Better Unique developers, bigger residential lots!*





Respondent 125: *Please don't change Sparks too much. There's a reason we live here – "it's not Reno". I want to purchase a nice home here and prefer the way its set up now. Don't fix things that aren't broken, but flooding and lights on Vista are issues. Small business is key to Sparks to focus on. We thrive off of a small town feel with a modern approach. The police do a great job here and would like current small business to thrive as well as see more small business's open up and revamp some of the older buildings.*

Respondent 385: *I have lived in Sparks since 1966. We always had the friendly small town feel. Downtown needs to be reinvented. New developments should be made to go back the old way of laying houses out so they have depth to the front and not stacked tight. Should be street, grass, sidewalk, grass to house. Give it that small town USA feel.*

The key takeaways from the questions that sought to clarify what the traits of a small town, community are and should be preserved include:

- Small town means no sprawl beyond current city boundaries
- Small town means you know your neighbors and police and fire
- Use and reuse the empty buildings and vacant lots in the city center
- Desire for a vibrant downtown at Victorian Square
- Access to the natural environment and recreation are important
- Events are special and important because they provide the opportunity for people to gather
- Preserve, conserve and maintain the city's assets before building more



Phase 1 Vision Question: **“My Biggest Concern for Sparks in the Year 2030 is...”**

Phase 1 Top 4 Responses: **Traffic (17%), Growth (17%), Schools/Crime (9%)**

Phase 2 Clarification and Analysis based on priorities identified by X categories: traffic, growth, public safety, future planning, and fiscal health and sustainability:

### TRAFFIC

*In 2030, how would you prefer to (primarily) commute to work? (Question 3):*

- 77% will drive their own vehicle to work
- 15% of all respondents will also ride share
  - Increasing to 35% of age 75+
- 15% of all respondents will also use the bus
  - Increasing to 22% of age 55-75
- 23% of all respondents will bicycle
  - Increasing to 30-35% for ages under 19 to 34

*Note: The corresponding commute options cited as the second choice by the different age groups.*

### GROWTH

*In 2030, what should the city prioritize for **public works**? (Question #9):*

- A resounding 67% would prioritize road maintenance (paving, striping, sweeping, snow removal, etc.) as a priority
- A near tie for distant second was for park maintenance at 34% and traffic light timing at 32%

*Do you support continued **investment** in the city’s **sewer treatment plant** to protect the **Truckee River** (Question 10):*

An astounding 96% answered yes to this question that asked if they were willing to invest (allocate dollars) on sewer treatment; frankly, the least interesting type of public infrastructure. They clearly see the Truckee River as one of the important assets in our community and are willing to protect it at a significant cost.

*In 2030, which **services** are most important for the City of Sparks to prioritize when planning for growth? Select 2 options. (Question 23):*

- 52% responded to street maintenance, cleaning and snow removal
- 38% indicated community planning
- 32% cited maintenance of parks
- Code enforcement was highly rated by the age groups of 55+

It is interesting to note that this is completely consistent with the three vision questions: small town with parks and gathering places, concern for growth and maintenance of existing assets.

## PUBLIC SAFETY

*Should the city add additional **fire** station(s), as necessary, to maintain the six (6) minute response time? (Question 6):*

- Resounding yes from 85% of respondents

*As a follow up, In 2030 what Fire Department emergency services are needed most? (select 2 options) (Question 5):*

- Emergency response (including rescue, hazardous materials spills, vehicle accidents, etc.) and Emergency medical services (EMS) are the top two choices far ahead of fire suppression at 38% and 27% for wildfire suppression.

As evident from community conversations and online comments Sparks firemen are respected and beloved by our residents

*Should the city provide additional location for access to the Sparks **Police** Department? (Question 8):*

- 56% answered yes
- 41% answered no

The comments and conversation reflect that people do not necessarily want to go to a police location as much as they would like to see more friendly and proactive presence with their neighborhood cops, at 62%.

In the age group under 19-years-old, responses were high that traffic enforcement was most needed at 50% and gang and officer units are least needed at 20%. The theory being that the presence of law enforcement would curb the later.

There was a very high response at 37%, especially in conversations with different ethnic and lower income communities, that are currently very frustrated with response to service calls. Many are confused by the different jurisdictions between Sparks and Washoe County and who to call for what issues.

## FUTURE PLANNING

*What should the City of Sparks focus on to increase the ability to withstand and to manage disruptive change? Select 2 options (Question 19):*

- 51% indicated to diversify energy sources
- 41% drought resources
- 38% followed by flood control
- 38% citing public health/mass casualty events

*What should the City of Sparks focus on to increase the community's sustainability? (select 2 options) (Question 20):*

- 58% noted solar and renewable energy as the top choice
- 47% responded to water conservation
- 42% indicated protection of Truckee River
- 37% cited access to fresh and local food which was rated much higher among younger and Hispanic populations

## FISCAL HEALTH & SUSTAINABILITY

*What policies should the City of Sparks pursue to maintain **fiscal health**? Select 2. (Question 18):*

- 57.33% indicating to aggressively pursue growth that enhances tax revenues
- 57% saying to increase the city's cash reserves and reduce debt

*Should the City of Sparks adopt policies and allocate resources to increase the community's **sustainability**? (Question 21):*

- 55% said yes
- 4% said no
- 41% responded only if such efforts do not limit development and economic growth

**Respondent 138:** *I would like to see more diverse uses and businesses in the Victorian Square/Prater Way corridor. So much of the recent development seems to be primarily high density residential, without the commercial uses to support it. Sparks should thrive in all aspects of growth and not just become a sleeper community.*

**Respondent 150:** *The City needs to focus on ensuring growth both neighborhood or business doesn't cause increased traffic congestion which will negatively affect the quality of life for all of the citizens.*



**Respondent 312:** *I love Sparks! Great special events! It's much cleaner and safer than Reno, but the commute is getting pretty long. We really need new roads, more lanes and bus service for seniors. Spanish Springs is not the right place for commercial and industrial and commercial development. The trucks associated with this type of growth make the commute even worse. Thanks for this survey.*

### Planning for Growth key takeaways:

- No growth beyond the city's current boundaries with infill and redevelopment as the desired priorities
- Increased traffic and road maintenance are the biggest concerns of Sparks residents
- People still want to drive their cars for work, but appear very interested to use alternative transportation for recreation, entertainment and access to downtown
- Big-box and parking lot opportunities along Oddie Blvd where a complete street program will add wider sidewalks, bike lanes, landscape and increased transit is a great opportunity for adding density with horizontal mixed-use development
- People would like to know and see city police and first responders in their neighborhood as neighborhood safety is a high priority
- Investing in existing infrastructure to protect both the city's and the community's natural assets are evident throughout the survey





Phase 1 Vision Question: **“My Wish To Make Sparks Even Better By 2030 Is...”**

Phase 1 Top 5 Responses: **Parks (9%), Community Feel (8%), Schools (8%), Downtown (8%), Business**

Phase 2 Clarification and Analysis based on priorities identified by two categories: parks and business:

### **PARKS**

*In 2030, which city **utilities and facilities** are most important for Sparks to prioritize when planning for growth? Select 2 options. (Question 22):*

- Consistency among all age groups and ethnicities result in a tie
  - 45% cited parks and community centers (e.g. Alf Sorensen)
  - 44% indicated new new roads

### **COMMUNITY FEEL**

*In 2030, what quality of life features are most important to you? Select 2 options. (Question 25):*

- 52.67% feel that their home, business or family are adequately protected by the police and fire
- 42.3% indicated special events are important
- 41.66% cited shopping and dining
- 39.95% referenced access to the Truckee River as important



## DOWNTOWN

*What do you consider downtown? (Question 13):*

Overwhelmingly 73 percent answered Victorian Square as the place they most identify with downtown. This provides an opportunity to establish a downtown for Sparks that the residents will embrace.

## BUSINESS

*What strategies should the City of Sparks adopt to increase economic vitality? (Question 17)*

A resounding 59% responded to optimize technology and online services to become more business friendly.

*What is the most important for the City of Sparks to Support? (Question #16)*

50% of respondents want Sparks to attract new business and industries. This answer is almost twice the response for retain existing businesses which was 27% and increasing tourism and special events 23%.

*What should Sparks expand for? (Question #2):*

- 12% cited retail
- 11% industrial
- 1% noted Office

*Question #17: What strategies should the City of Sparks adopt to increase economic vitality?*

- 56% of all respondents and 49% of Latino/Hispanic would like the City of Sparks to optimize technology and online services to become more business friendly
- 33% of all respondents and 43% of Latino/Hispanic would like to permit large warehousing and distribution facilities (like Amazon) in Spanish Springs portion of Sparks

Respondent 316: *I believe the city of Sparks should upgrade its existing infrastructure, attract new business by creating good policies (for taxes, revenue, etc.), to attract more art and life into town and improve its technology city-wide. Sparks should become a top city in technology to enhance the quality of life here. Upgrade computers, libraries, schools, etc., with a focus on mobile.*

Respondent 373: *Economic feasibility vs. quality of life is always the issue with burgeoning communities. Viable tax base is important, we get it, but please don't take away our open spaces!*

Respondent 150: *The City needs to focus on ensuring growth both neighborhood or business doesn't cause increased traffic congestion which will negatively affect the quality of life for all of the citizens.*

Quality of Life key takeaways:

- Parks are a top priority of respondents because of the “gathering place” mentality that provides a quality of life aspect and access to beauty and nature. Respondents are highly interested in maintaining these important assets.
- Continuing to activate Sparks excellent downtown in Victorian Square is among the biggest surprises found from this survey. The community is passionate about seeing Victorian Square become a vibrant gathering place for people to live, work and play year-round.



## COOL OPPORTUNITIES IDENTIFIED

- Rebrand industrial area, adaptive reuse, flood/parking solutions, some housing along River.
- Vacant lot and Brownfield Study to clearly identify areas of opportunity to focus new development and redevelopment in existing areas and revitalizing the older part of the city.
- Develop an ethnic corridor of restaurants and shops along Prater Way between Victorian Square and The Legends at Sparks Marina with a look and feel similar to the Midtown/Wells Avenue District in Reno. The RTC recently reported that more than 30% of trips in the 4th Street/Prater Way Corridor were made using alternative modes of transportation like walking, biking or via transit.
- People clearly want to commute to work in their private vehicle. In analyzing the second highest option, it appears that many residents are willing to attend entertainment or participate in recreational experiences using alternative transportation.

**It's happening here!** This is clearly the sentiment and a perfect tag line for Sparks as it continues to evolve and focus on a vibrant community fabric.



## BUS TOUR FOCUS GROUPS

The following summary supports how the resident recommendations would look and feel. The Appendix provides the complete summary reports.



### Marina Gateway Area - Area is currently approved for High Apartment Density

- **Housing:** Currently approved for hundreds of apartments. Apartments bring kids who will need parks, centers and mixed-use activities, including satellite community center for youths and seniors.
- **Mixed-use Opportunity:** Area is conducive for recreation uses, restaurants, walking, office space and open space.
- **Connectivity:** Bike path, as part of Southeast connector, will connect Truckee River path with The Legends at Sparks Marina and Sparks Marina to South Meadows.

### Industrial Sparks

- **Rebranding:** Rebranding to an employment or technology district will change image and use from industrial area to new opportunities to attract business and activate people. Remove the word industrial; in the Bay Area they are taking old industrial buildings and repurposing for tech space; large buildings work for that industry; the buildings are functionally obsolete leaving the choice to know them down or convert to open area environments. Opportunity to lighten up the code to allow ease of transition to office, manufacturing and indoor recreation that have different code, parking requirements and time of highest activity/use.
- **Truckee River Threats and Opportunities:** The Flood Control Project is a priority that needs to be addressed on a grander scale; possibly at the Legislative level. Develop a river walk concept with a campus feel with the river and the natural environment right at the doorstep of burgeoning technology. Everyone agreed that industrial development along a river is inconsistent with quality of life. There are some nodes along the river in Sparks that scream for cool residential as long as segmented from the conflict of the industrial area utilities. Vacant buildings in Sparks should be filled before we approve sprawl to build new ones.
- **Building Reuse and Redevelopment:** Opportunity to rebuild some of the oldest buildings using updated code.





- **Transit and Transportation:** RTC Greg Street, Route 18, is on one of the most popular routes. The new Southeast Connector will provide needed vehicle and bike service to the area by the end of 2017. Sparks is a truck hub and that needs to be accounted for as well.

#### Old Historic Residential Part of Sparks (Wadsworth homes relocated to Sparks)

- **Increasing Density:** Time to increase density rather than expand out enabling us to maximize the infrastructure is already in place. Developers are interested in revitalization as long as they are not met with legal roadblocks. Sparks has done an excellent job proactively changing zoning, standards for parking and other issues that previously would need variances to allow for revitalization of older areas. Multi-family housing works in this area but may be more appropriate to replace the vacant box-buildings such as along Oddie Blvd. and less obtrusive to single family residents that exist now.
- **Historic Resources:** Take a Carson City approach and have office use mixed with single family use. The character and compatibility with the historic character of the neighborhood is critical. Architectural Standards should be used.
- **Connectivity:** The opportunity is the highest in this area for a network of quick and efficient public transit within the NSEW grid network of historic Sparks.



#### Victorian Square

- **Downtown Core:** Victorian Square is the core. As housing comes online, the retail will come with it. New focus toward enticing the retail, services and programming. A variety of dining, retail, galleries, offices and events of all sizes are desirable. A live, work, play environment will attract millennials, entrepreneurs, artists and the businesses. Condominiums and Town-homes are an important produce along with apartments.
- **Business Attraction:** Potential

for office satellites for Tesla, Switch and other large companies with industrial footprints at TRI. Offices in Sparks are most convenient to serve these major employers.

- **Character:** Architectural Standards should be used.
- **Connectivity:** Centennial Plaza transit hub less than 1/4 mile walk to catch public transit and Bus Rapid Transit (BRT) with electric bus service every 10- minutes between downtown Reno and Pyramid for an easy commute to work.

#### Oddie Boulevard Corridor

- **Business Attraction:** Large parcels are available for redevelopment and primed for redevelopment and infrastructure including increased transit, landscaping, lighting, bike lanes and walk ways. Renown is buying the old Lowes building for offices and administrative use. Perhaps up to 800 employees will work from that location. Provides an opportunity for increased services, retail and dining.
- **Density:** This area has high density. Future plans need to consider spreading out housing and residential needs.
- **Evaluation:** Consider surveying the residents about what needs are not being met. Ask the residents



around this area for what would make sense and then take what they say to look for opportunities.

- **Character:** Determine the landscaping standards the city wants. It's important to help maintain that small town feel and landscaping adds to the community and lifestyle.

### Spanish Springs Area of Sparks



- **Business:** There are still several vacant lots within the Galleria. What needs to be done to attract business there and provide residents with the resources they desire in proximity to their neighborhoods.

- **Density:** With projections looking up to 120,000 people living here, the area will need all the services it can get. To have everything centralized, cuts down on the driving and vehicle miles outside the area. Like The Grove in LA, what is needed is the critical mass. Patio homes offer a mix to the development.

- **Character:** Possibly consider building a

concert hall or place for residents to gather to contribute to that community feel. It's a great example of what the city is doing in regards to open space and recreation. There's great opportunity for more recreational amenities.

### Kiley Ranch Development and Surrounding Area

- **Residential Development:** Kiley Ranch Development is one of the larger parcels of land available for more single family homes, apartments, etc., and growth. The question is, do we want to see more residential development or should it be business and amenity focused.
- **Transportation:** Long term, if the funds are available, this area is absolutely a priority for the Regional Transportation System. Currently however, RTC is operating at a \$3 million deficit; the financial forecast shows a loss of approximately \$3 million a year just to keep the existing bus service operating. RTC is looking at reducing current service where it can to grow areas that are in higher demand. Another consideration is access. This area of Sparks makes it very tough to provide transit service with the sound walls preventing easy access to bus routes and requires better street network planning.
- **Density:** Desire to maintain a balance with residential and lifestyle amenities.
- **Character:** The character of the community could continue to improve with enhancement of open space, parks, etc. There needs to be a balance to add to resident's quality of life.



## **PUBLIC DISCONNECTS**

The following provides details on the opportunities and exists for further public education.

- Residents may be willing to “invest/pay” for a “specific project” that will have a “specific result” that appeals to their highest priorities
- Roads and transportation information, city and agency leadership and interface, transit priorities and limitations, and implementation of RTC’s 15-year plan for Sparks.
- Washoe County School District information, city and agency leadership and interface, transit priorities and limitations, and implementation of WCSD’s 15-year plan for Sparks.

## **OUTREACH AND EDUCATION**

The **#IgniteSparks Public Outreach and Education Program** was designed to engage a wide range of residents from Sparks in developing a vision and planning priorities for the city’s 15-year future. Beginning in 2015, the city solicited public input on existing hopes, challenges and opportunities and how the city should respond and prepare for a future different from today.

The approach taken for the #Ignite Sparks Phase 1 Vision Survey and the Phase 2 Deep Dive Analysis included an emphasis to connect with residents where they live work and play. Reaching out through community connectors and community groups and networks were a priority with a combination of in-person presentations and survey collection methods.

### **Public Meetings**

- City of Sparks Planning Commission
- City of Sparks City Council
- Sparks Citizen Advisory Committee
- Sparks Parks and Recreation Commission

### **Neighborhood Workshop (Per Nevada Revised Statutes)**

- 36,333 residents noticed
- Workshops held on July 26 and July 27, 2016

### **Champions and Stakeholders Meetings (Appendix includes complete list of Champions, stakeholders and other participants)**

- Champions (5)
- Stakeholders meetings – individual and one group discussion
- Reno-Tahoe Airport
- Regional Transportation Commission
- Reno-Sparks Chamber of Commerce
- Truckee Meadows Regional Planning
- Sparks senior staff and department heads
- Bus Tours – (3) tours / focus groups

### **Online and Paper Surveys**

- Narrative Vision Phase 1 survey (784)
- Deep Dive Analysis Phase 2 - Full Version (1,689)
- Deep Diver Analysis Phase 2 - Brief Version (112)
- Total completed surveys = 2,585





### Communications Outreach

- Public Relations
- Media coverage
  - Television: KOLO, KTVN, KRNV
  - Radio: KKOH, KUNR, Grow NV, Tom Jacobs Community Radio
- RGJ advertorials (2)
- Social media
- Website
- Email communications to 970 combined email addresses and audiences
- Infographic

### Major Events and Gathering Places

- Sparks Hometown Christmas Parade
- 39 North Pole
- Boys & Girls Club of Truckee Meadows (2)
- Mexican Consulate
- El Rancho Flea Market
- Prater Way Hispanic businesses

### Group Meetings

- 39 North (2x)
- Sparks Centennial Sunrise
- Downtown Sparks Kiwanis
- Sparks Centennial Sunrise Rotary Club
- Sparks Sertoma Club
- Washoe County Food Policy Council
- Latino Student Advisory at UNR
- Sparks Rotary
- Sparks Toastmasters
- Greenbrae Lions
- Sparks Heritage Museum



### Survey Emails to Group Membership

- Reno-Sparks Chamber of Commerce (two distributions; 5,000 quantity)
- Reno-Sparks Chamber of Commerce Hispanic outreach distribution
- Washoe County Sheriff's Department (two distributions)
- Latino Leadership Council
- Mexican Consulate (two distributions)
- Community groups (Sparks Rotary, Sparks Centennial Sunrise, Downtown Sparks Kiwanis, Sparks Centennial Sunrise Rotary Club, Sparks Sertoma Club)
- 39 North



**#IgniteSparks**  
**IgniteSparksNV.com**

This summary report was completed using results from the Phase 2 Survey lead by the City of Sparks Planning Department with support from project consultants RAD Strategies Inc., Creative Cities and CFA.



# Appendix



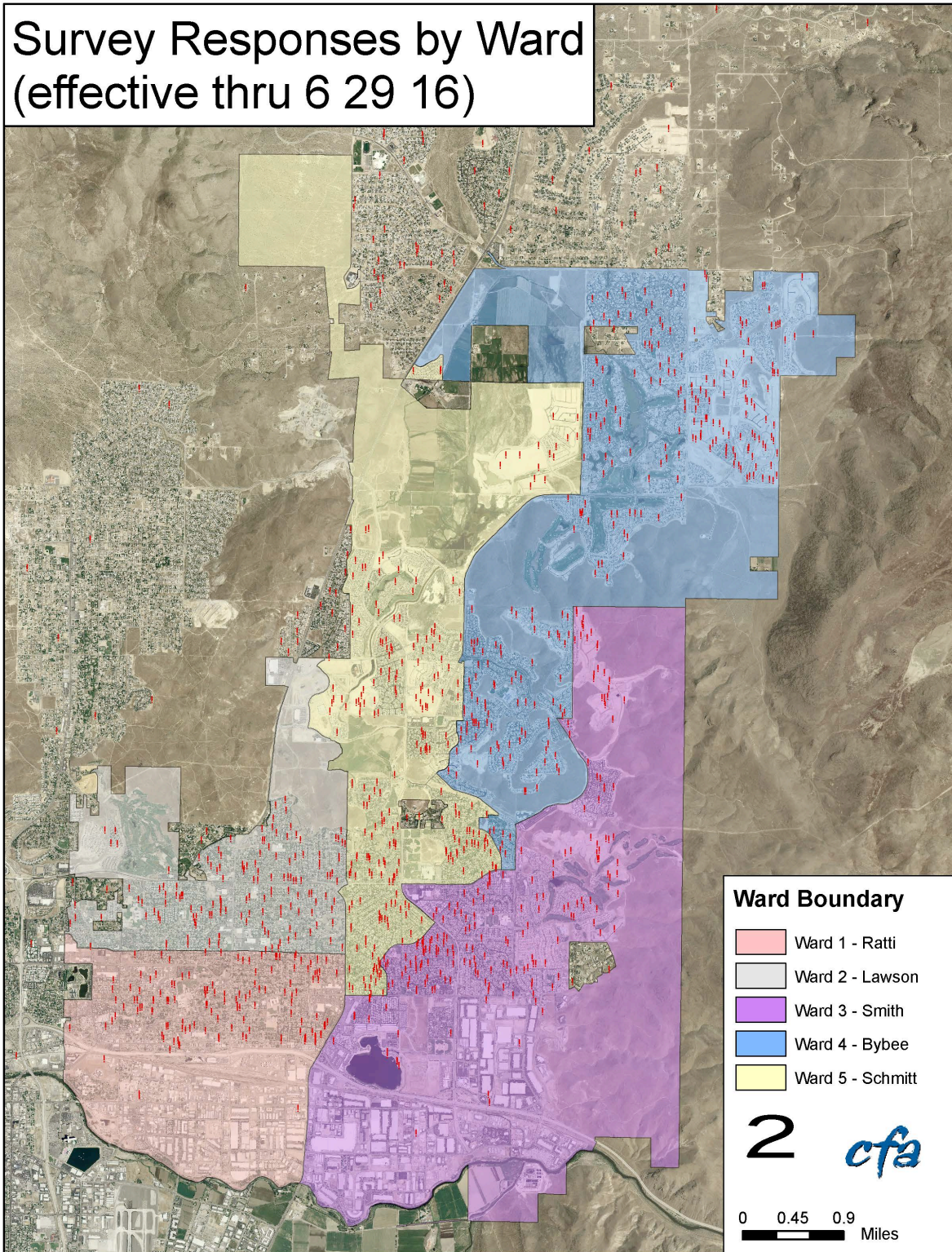
## APPENDIX

Includes the following:

- Responses by Ward
- Infographic
- Ignite Sparks Bus Tour/Focus Group 1
- Ignite Sparks Bus Tour/Focus Group 2
- Ignite Sparks Bus Tour/Focus Group 3
- Ignite Champions List
- Ignite Stakeholder and Community List
- Ignite Sparks Bus Tour List
- Ignite Sparks Boys and Girls Club Outreach
- Phase 2 Survey Results – Complete









## INFOGRAPHIC



## **IGNITE SPARKS – BUS TOUR #1**

**Monday, May 16, 2016 – 9 to 11 a.m.**

### **TOPIC:** Marina Gateway

**DETAILS:** Approved for 100 apartments on east side and application for the west side in process.

**DISCUSSION:** What is an appropriate use for this amount of space?

- Apartments will bring kids so you need parks and access for them. This is in good proximity to Sparks Marina so that's good, but what about other projects?
- Need both mixed uses and active uses for youth

### **TOPIC:** Industrial Sparks

**DETAILS:** The South East Connector is scheduled for completion at the end of 2017 and includes the addition of the Nevada Veterans Memorial Plaza, funded entirely through private funds

**DISCUSSION:** What's next for industrial Sparks. Based on code standards, the city is looking at possibly rebranding to an employment district to bring more people. Buildings are too expensive to update in some cases, parking standards were different when built and it's been tough to bring new businesses. However, some are starting to transition to indoor large space uses which brings another set of circumstances with kids next to industrial building and possible hazmat concerns. So what type of uses are appropriate?

- Fixing the flooding issue is a priority on a legislative level.
- If you're not going to fix the flooding issue, transitioning to a recreation need would make
- Incentivize business to come to the industrial area to invest; the incentive doesn't have to be a tax incentive, but some type of incentive, cutback or something would help spur interest.
- Possibly transition to more retail or outlet type of shopping development.
- Capitalize on the Truckee River more but it's not moving fast enough.
- Incorporate regulations to remove homeless and provide for more family friendly, multi-use and better use of resources we have.
- The South East connector added flood mitigation and mercury removal.
- There is very little interest in office development.
- RTC Greg St, Route 18, is one of the most popular routes.
- For the Hispanic/Latino population, access and use of the river and parks is a number one priority
- Develop a River walk concept, connecting attractions along the river walk
- Sparks is a truck hub and consideration for this transportation needs to be figured in the equation.
- As an outdoorsman, fishing the Truckee is a great resource and more access along the river would be important; it's a beautiful place.
- Retail could be successful positioned between I-80 with its good exposure and the draw of the Truckee River
- Ability to redevelop with impacts of historic hazardous uses

### **TOPIC:** Old historic part of Sparks (relocated homes from Wadsworth)

**DETAILS:** New development and growth including new options for seniors.

**DISCUSSION:** What do you envision for this type of neighborhood?

- A transition to multi-family housing and senior living
- When you bring in the density there is an impact on sewer lines and other public services that needs to be considered
- According to the survey, most see themselves as driving a car as commuters.





- As baby boomers age, public transit will grow in use, especially because of the ADA uses. However, there are limitations based on the current street network.
- See people living in these areas and commuting out for work but walking to events and retail/shopping on weekends; there will be a strong need for services and updates to support this.
- Public transit is like a field of dreams, and increases with more flexible spending, when more options are given and better development access is considered.
- Possible to create a network for quick and efficient trips within the NSEW grid network of streets in historic sparks

**TOPIC:** Victorian Square

**DETAILS:** One of the surprises that emerged from the Vision Survey was the desire by residents to have a downtown.

**DISCUSSION:** Where does everyone think is your downtown?

- Respondents to the survey say Victorian Square to Marina, whereas segmenting Hispanic/Latino's shows the 4<sup>th</sup> Street and Prater corridor.
- Where's our vision? Why can't we have it all including casinos, offices, special events and housing? To make that work there has to be more jobs to underpin the economy.
- Where do they go to work? There needs to be jobs in the downtown corridor.
- Need to also think where will people park with all this new development.
- That's where public transit comes in as well as a connected transit system. Take a bus from outlying Sparks areas to Victorian Square, enjoy the amenities and then return home safe.
- 4<sup>th</sup> street Bus Rapid Transit project is designed to provide easy access from downtown Reno to Centennial Plaza and from Evans to Pyramid Highway.
- Provide business that are on the ground floor to support the resident needs who live above.
- Support for conversion of old casinos to new uses
- With redevelopment taking place the parking for special events will become a concern
- Increase PR to promote strengths of area, reuse and redevelopment

**TOPIC:** Oddie Boulevard Corridor

**DETAILS:** Area was developed a long time ago and growth moved and to new areas of Sparks. However, there is redevelopment taking place. The old Lowes building is being transitioned to a new Renown facility employing 500 people. This will bring a lot of new people to the neighborhood which will require more services.

**DISCUSSION:** What type of uses do you see here?

- No big box retailers but smaller retail with locally owned businesses and a range of dining options.
- Transition from big boxes to narrow uses.
- Area is accessible, provides easy access and has room for parking, unlike Midtown or even what is happening in Victorian Square
- Hopefully it won't take away from downtown but need to plan on how it mixes with population centers
- RTC Corridor Study for Complete Street development project is slated to begin construction in 2017. The 2-year process will run from Sutro to Pyramid Lane and include bike lanes, wider sidewalks, enhanced street lights, resurfacing and changing of lane configuration.
- We live in a society where people want what services but they don't pay for them. There needs to be a way to educate the public about what will be required including paying more. We are unsustainable where we are now and need to have a new tax or change in legislation.



- Have also talked about using the area for schools however it would need to be ADA compliant and provisions made for updates (asbestos abatement). More importantly, parents don't want schools where there is heavy traffic.
- Oversized buildings and parking lots could be converted to multi-family (40-50 units) of family affordable housing.
- Mixed-use with restaurants and retail below with residential above.
- Enhance area activity to keep crime down
- Downtown could be Victorian Square while Oddie could become an ethnic district of mixed uses - horizontal mixed use and/or vertical mixed-use

**TOPIC:** Spanish Springs area of Sparks

**DETAILS:** Lots of growth over the last several years and that tailed off. From an economic development standpoint, there is support from EDAWN but more needs to happen.

**DISCUSSION:** What are appropriate uses for the undeveloped areas?

- Sparks should have an economic development section on the website and start selling ourselves to potential developers about what we have. Provide a list a hot zones and show them what is available and where projected growth is anticipated.
- Need to have policies for public transit; no policy or legislation for the transit issues currently.
- Residents with large lots out of town, still expect fire, police and other services like they would in denser neighborhood.
- Kiley Ranch offers an appropriate use for mixed use development.
- For bus access, the streets with long sidewalks and sound barrier walls are not compatible for bus route.
- Need to work with the city and provide residents with more education on how transit systems work. If there is limited access to street network with large walls and barriers, there will be a resistance.
- A lot of seniors in Spanish Springs want the public transit, but they are stuck because it's not in the plans or economically feasible.
- Residential transit operational index looks at census numbers, low income, households with zero vehicles, high use for density and usage; currently shows a \$1.325 million investment for the low density Sparks route.
- Policy could be developed that require public transit and services such as libraries, police and fire to accompany suburban development. Residents don't understand why these services are a long way away.
- Meandering street layout of suburban developments do not work well for public transit.
- Inquiry about what is currently taking place on the mid-to-large lots, such as if they

**Did this meet your expectations?**

- Participants agreed it did.

**Suggestions:**

- Provide education on tax issues and impacts.
- How much sales tax would be required to meet our demands?



**IGNITE SPARKS – BUS TOUR #2**  
**Tuesday, May 17, 2016 – 3 to 5 p.m.**

**INTRODUCTIONS**

- Most attendees are Sparks residents
- Everyone has taken the Phase 2 survey
- Ana Crib: Sparks resident for 20 years. Works for Sparks Christian Fellowship. They want to be the hub of the community.
- Sandy Foster: Also with Spark Christian Fellowship. Resident since 1970.
- Amy Cummings: RTC planner
- Laurel Williams: Resident for 1.5 years in Sparks. Moved to Sparks to be near family. Been coming for a while and love it.
- Barbara Young: Has lived in Sparks for 45 years and is on the board of the Sparks Museum.
- Scott Carey: 25-year resident of sparks, also on the board of the Sparks Museum.
- Donald Abbot: Running for City council, with the Sparks Museum
- Frank Peterson: Sparks Planning Commission, residents for 65 years off and on.
- David Dahl: Real estate developer, lived in Sparks since 2004. Was involved in the 3-story commercial building. Parking garage will be covered up. It will be surrounded by apartments so you can't see the parking structure.

**TOPIC:** Marina Gateway

**DISCUSSION:**

Marina Gateway approved for 100 apartments. Do you think there are other uses for this area?

- Scott Carey: Office space
- Warren Call: Restaurants
- Ana Cribb: With more restaurants, I'd be concerned about more traffic in the area.

What brings you to Sparks Marina?

- Sandy Foster: Walking and the dog park

**TOPIC:** Industrial Sparks

**DISCUSSION:**

Southeast Connector will help ease traffic in this area.

- Warren Call: Southeast Connector update – construction is in Phase 2 and expected completion is Dec. 2017.
- Amy Cummings: Sparks Blvd. is planned for widening in the future (10-year plan). Bike lane gaps will be fixed so there is a consistent bike lane throughout the whole road.
- Sandy Foster: Vista is also very backed up and should be planned for widening.
- Amy Cummings: On SE Connector, bike/walking path will run the length.
- Warren Call: SE Connector should relieve pressure on 395 which gets overloaded.
- David Dahl: Sparks is over-endowed with retirees

None of the attendees commute to Reno for work. All work in Sparks or are retired

Issues noted are flooding and lack of parking for employees. The large buildings have great opportunity for large businesses with a lot of employees but parking is a challenge.



What do we do with this area? Should we rebrand as employment district? Should we change the type of industrial uses? A lot of the buildings are now indoor soccer, gymnastics, etc. which brings challenges of mom and dad dropping off kids among all the trucks and industrial traffic.

- Michael Delude: Our route 18 that services the industrial area is one of the more productive routes for RTC. Mostly due to lower income and no vehicles people looking for a cheaper way to get to/from home to where they work. It makes a very productive route in this area.
- Amy Cummings: We don't have funding to extend transit to other outlying areas.

#### Truckee River

- Does industrial development next to the Truckee say "Quality of Life" to you? No, attendees agreed
- Scott Carey: I don't think the existing uses that we have here make sense for people to be living in this area. I'd love for the region to do something about flood control but I think it should stay as industrial. It made sense originally with the railroad coming through and I think it would cost a lot of money to change. I agree with the City's plan to lighten up the code to allow different uses.
- David Dahl: Lower the flood plane to get the area out of the flood zone. Maybe there are things that can be done on a grander scale. Maybe they'd (existing businesses) go for a tax if it meant getting them out of the flood zone. Is there opportunity for a parking garage?
- David Dahl: I think there are some notes along the river that scream for cool residential as long as it stays away from the conflict of the utilities like the gas and industrial.
- David Dahl: Flood Control Project is a priority that we need to do everything and anything to get the issue addressed on the grander scale
- Sandy Foster: The river is a waste out there where it's not being used.

#### Vacant buildings and reuse

- Sandy Foster: There are a lot of vacant buildings in Sparks. We would like to see those buildings filled before new ones are built. Is there a plan to deal with those first? Let's utilize what we already have before building new.

**TOPIC:** Old historic part of Sparks (relocated homes from Wadsworth)

#### **DISCUSSION:**

One new project is a 3-story apartment complex, affordable senior housing project that will have a low traffic impact. Picture 30 years from now... this won't be the only apartment complex in this area. This is an example of growing up and using the land that we already have rather than expanding out to new areas. Increasing density rather than expanding out.

- Barbara Young: you have to increase the density within the city. People can't expect to drive miles and miles to get to the city or grocery stores
- Scott Carey: Multi-story apartment isn't very conducive to the existing SFR use. (Pointed out houses that are historic and have been here for 60 years.) The teal house is a perfect example of how we have lost a lot of historic resources within the historic city corridor. We are down to one or two houses that have been moved from Wadsworth and it's important to protect the history.
- Michael Delude: Dealing with baby boomers and aging population... the more they age the more they will want to use transit. We must consider ADA and a street network that is conducive to public transit.
- Amy Cummings: If we have a lot of vacant buildings, is that a better location for family or senior housing rather than the historic part of town? Attendees agreed.



- Armando: In terms of preserving historic preservation in the neighborhoods, how would you advance them? There has to be a compromise.
- Scott: Take a Carson City approach and have office use mixed with single family use. If we do increase the density, it should be in character and compatible with the historic character of the neighborhood. Architectural standards should be used.

**TOPIC:** Victorian Square

**DISCUSSION:**

With new development going on, there will be mixed use with coffee shops, boutique shops and apartments on the second floor. Silver Club is converting to apartments. Bourbon Square is looking at being reutilized for office space in the upper floors and dining on the ground floor.

- Michael Delude: This project makes perfect sense with the RTC centennial plaza right here. Residents can have a fairly easy commute to/from work.

Would you want to live in this downtown?

- Sandy Foster: I would do it if I could own, like a condo or townhome
- David Dahl: I would love to live downtown.

What would you like to see downtown?

- All: Restaurants, entertainment, galleries, shops, bars, art museums
- Scott Carey: Look at what's going on in Midtown, that's what millennials are looking for.
- Donald: I'd love to come down in the morning to have coffee, but there's nothing here yet.

Where is downtown and shopping?

- All: Galleria is shopping
- Sandy Foster: We don't have a vibrant downtown but I see that it's coming (referenced new apartments in Victorian Square)

4<sup>th</sup> street corridor plan is coming to fruition: Evans Ave to Pyramid Way will have widened sidewalks, street lights and traffic calming and four pairs of Rapid Transit stations. Rapid Transit is an attempt to replicate a rail system on rubber tires. Floor is same height as sidewalk so people can easily get on and off bus, which increases speed of the bus. Expected to be start in January 2017 through March 2019. 6-8 feet wide sidewalks with landscape and bike lanes.

**TOPIC:** Oddie Boulevard Corridor

**DISCUSSION:**

Renown is buying old Lowes building for offices and administrative use. Perhaps up to 500 employees. Where will employees go to lunch, run errands, get dry cleaning? Hopefully this will revitalize this area. There's a 3-story apartment project recently built and one more on the books. This area is a good example of increasing density and using what we have to grow.

- David Dahl: This area has to be apartments. This shopping center was designed when there was a lot of traffic on Oddie and that traffic hopefully shouldn't come back so high density makes sense here.
- Attendees agreed, high density apartments make sense in this area.
- Amy Cummings: Plan for bike lanes and sidewalks in this area. Funding for design starting next summer. Planning for 2020 construction.
- Michael Delude: Having bikeable sidewalks lends well to public transit.



- Armando: There's a mobility trade off when you have expanded roads that makes it harder to incorporate bike lanes and sidewalks. It makes safety an issue with pedestrians crossing larger roads, and is harder to preserve the small town character.
- Amy Cummings: There is a long distance to walk from the sidewalks to the buildings.

**TOPIC:** Spanish Springs area of Sparks

**DISCUSSION:**

- Amy Cummings: Pyramid Way, 20 years out planning for widening from Queen Way north.
- Scott Carey: I think a great example of the city doing open space and recreation (siting the Wedekind Regional Park). There's great opportunity for more recreational amenities.

There are still several vacant lots within the Galleria. What are some good uses for this area?

- Scott Carey: Schools! We need a lot of new schools.

Do you think Sparks is doing a good job promoting special events?

- David Dahl: I think they're doing a great job

When you eat out or go shopping, do you stay in Sparks?

- Sandy Foster: There's a lot more dining than there used to be. Usually stay in Sparks to eat out.
- Most attendees stated they stay in Sparks when they go shopping as well.

**Kiley Ranch Development**

This is one of the larger chunks of land available for more single family homes, apartments. This is the area that's available for more growth. Do you want to see more residential development or should it be business?

- Sandy Foster: You have to know what the needs are. If this is developed would RTC come out here?
- Michael Delude: Long term, if the funds are available, absolutely. Currently we are operating at a \$3 million deficit. Looking at the financial forecast we are losing about 3 million dollars a year just to keep the existing bus service. We're looking at reducing current service. This area of Sparks makes it very tough to provide transit service with sound walls preventing easy access to bus routes, street network planning. RTC has to operate like a business and be mindful of our service and resources. Yes, we could provide service here right away but we would have to remove service somewhere else.
- Ana Crib: If we are adding low income housing and apartments, those people might want public transit.

Many residents are not willing to move into a more developed and dense corridor. Do you feel there's a conflict in putting medium to large lots within the city center like Marina corridor or historic Sparks?

- Attendees agreed yes
- Armando: How do we get people who have a car and have an option to ride the bus?
- Amy Cribb: In the marina and Victorian square, beautiful houses and apartments are right next to the transit stations.
- Michael Delude: Frequency makes transit more desirable. The more you see the bus the more you'll feel it's an attractive option.
- Armando: Are we exploring park and ride options?



- Michael: Yes, that's a peak service. The cost is the guy behind the wheel. The buses are expensive but relatively inexpensive if you're looking at them amortized over 12-15 years.
- Amy Cummings: Route to Carson City is just during peak hours. That's one of the most unproductive routes.

What's being envisioned between Sparks and TRI?

- Amy Cummings: We have put in a grant for more electric buses to make it more cost effective.
- Michael: Elon Musk is public transit oriented. He's not building a lot of parking spaces around his plant to encourage van pooling.
- Amy Cummings: Currently we have van pools out to TRI that are growing rapidly.
- Karen Craig: We're expecting a lot of people moving to Sparks to work at TRI and there's a disconnect with transportation. How are they getting there?
- Amy Cummings: We are trying to ramp up advertising about van pools to get the word out. They've been very successful.
- David Dahl: There is now a demand for housing here. The Tesla effect hasn't hit yet and I think there will be twice as many people looking for an upscale apartment this fall than there are today. Approved in Sparks already 2,000 new apartments in this year. Now we need construction workers to actually get them built in the next year.

#### **Did this meet your expectations?**

Absolutely.

Is there anything you feel like we're not listening to?

- Sandy Foster: Ask people what would you be willing to compromise money-wise? I think we need to talk about what you can do to compromise what you are willing to give up. Parks already have been cut. We can't get everything we want because there has to be compromise and we have to pay.





## **IGNITE SPARKS – BUS TOUR #2**

**Thursday, May 19, 2016 - 11 a.m. to 1 p.m.**

### **INTRODUCTIONS:**

Tour was comprised of elected and appointed officials, a pastor, a member of the Sparks Citizen's Advisory Committee and a local developer

### **TOPIC: Marina Gateway**

#### **DISCUSSION:**

- Ron – Bikes, Segway's, canoes were discussed at one point as to have available at the marina, but nothing has happened
- David – What is the status of the garage at the marina? Karen Melby describe the concept as well as where the project currently is in the process
- Don – The open space is wonderful, it's paradise, and we don't want to ruin it
- Charlene – Have discussed having a satellite community center in the area, especially as we add more population; an example might be the Larry Johnson facility; need to have a place for parents, kids, seniors, also arts and culture.
- Connectivity between fishing, swimming, boating, special events and races, and the commercial node.
- Bike path as part of the SE connector will also connect Truckee River path with Legends/Sparks Marina to South Meadows; connector and bike path provides open space and access to wetlands.

### **TOPIC: Industrial Sparks**

#### **DISCUSSION:**

- Ron – likes the re-branding from industrial to "employment district" — every excited by the concept of re-branding from industrial to "tech district"
- Joe – technical area mentioned the opportunity for technology
- Mayor – Agreed and felt that the opportunity lies with technology or finding something that we all need. Technology jobs are better paying jobs
- Blake - Remove the word industrial as it does leave a bad connotation; in the Bay Area they are taking old industrial buildings and repurposing for the tech space; large buildings work for that industry; the buildings are functionally obsolete leaving the choice to knock them down or covert to open area environments
- Don – Refer to the area as East Sparks; if the city is going to rebrand the corridor it needs to be some appealing, especially with the river; associate the river with Sparks and it brings everything together. Re-branding will need to consider the homeless who are numerous living along the Truckee River in Sparks.
- Charlene – If you look at the river corridor, there is an opportunity to create a campus feel with the river and the natural environment right at the doorsteps; excellent opportunity to have tech district with huge campuses along the river; opportunity to rebuild some of the oldest building using updated code
- Dave - Kresge / KMART distribution facility is a 3.5 block opportunity; they are taking the steel out of the building this spring
- Ron – Would like to see bus shelters in the industrial area especially with the large number of people that use the service; adding bus shelters helps to encourage more activity



Other discussions:

- Discussion on public art – City is looking at better ways to engage artists; they may even pay for it themselves
- Discussion on redoing bus stops with shelters, and out of the dirt of the right-of-way on route 18 in the industrial area

**TOPIC:** Old historic part of Sparks (relocated homes from Wadsworth)

**DISCUSSION:**

- Geno - Gentrification
- Blake – Developments like this are spot on. From the city's standpoint, the infrastructure is already there and this allows for city cleanup. We're maximizing our utilities in place. We're doing this in Reno. Dealing with zoning and variances (such as parking spaces); developers are trying to revitalize, but are being met with legal roadblocks. Need to find designated or targeted areas and facilitate the conversation from there.
- Jim – Did zoning first and Sparks took care of the issues for enhancing this district, changed standards (parking) and other variances to make it work for what developers were trying to achieve.
- Warren –When we look at building density, incorporating good transit is important
- Don – Need to improve public transit in our minds; as a society we don't think about it.

**TOPIC:** Victorian Square

**DISCUSSION:**

- Geno – We have played our hand in downtown. Now we need services and retail and something for people to go to and shop. I think we're on the track to where we're going
- Charlene – It's about live, work, and play. It's a vibrant area. Need office space, bring a market, gallery and shops for the people. It needs to feel like something is happening all the time – dining, events of all sizes. As a city, have talked with TRI businesses and Switch about having satellite offices in Sparks? Could be an opportunity.
- Amy – Live, work, and play will bring in entrepreneurs, artists and the businesses

Other discussions

- Blake – Victorian is the core. As housing comes online, the retail will come with it. About programming, what other amenities can be added to it? Downtown is your programming route. What else can happen there to keep it a place where everything happens. Make sure the architecture is something that you are proud of and happy to have.
- Transit Network Hub - less than 1/4 mile walk to catch public transit and BRT with electric bus service very 10 minutes between Evans (downtown Reno) and Pyramid.
- Charlene - look to industrial developments going into TRI, such as Switch, want to attract their office needs to downtown Sparks

**TOPIC:** Oddie Boulevard Corridor

**DISCUSSION:**

- Amy - Huge parcels available for redevelopment that will soon have great transit, landscape, and lighting
- Don – This area is already high density or some of the lower incomes in the area. Spreading around the vacant housing, high density, lower income, would be better
- David – What is the plan for the trees in the redevelopment? Keeping the trees is important so it doesn't look so industrial and looks appealing.



- Charlene – What are the needs that are not being met? Can we survey the residents around this area for what would make sense and then take what they say to look for opportunities?
- Blake – Determine the landscaping standards you want; it's important to help maintain that small town feel. Having landscaping is a critical component to help create the community feel.

Other discussions:

- Coming up in the area: With the 800 Renown employees, the area quickly becomes a large employment district and there's additional impacts to consider. Other possibilities include large affordable housing project or a multifamily project. Not a lot of high use but more horizontal infill, smaller (fast food, market, etc.).
  - Ron – Restructuring the road will create an openness and will bring interest to the area. Oddie has a great opportunity to infill before extending beyond the city limits
  - Amy – How walkable and nice the place is a big quality of life issue
- Pyramid Hwy and McCarran Boulevard is the areas highest impact/congested areas in the city with 60,000 cars each day; the current expansion, which took ten years in the making, is scheduled to be complete by mid-2017.
- Blake - pointed out the excellent landscaping and character standards of the Sparks Mercantile Center that provide the small town feel; contrasted with the experience of driving McCarran with sound walls on both sides of the road, no trees or landscape, no sidewalks. Green space adds the sense of Small Town - Community.

**TOPIC:** Spanish Springs area of Sparks

**DISCUSSION:**

- Ron – 120,000 people living here, will need all the services we can get
- Don – Consider building a concert hall or place for residents to gather
- Charlene – To have everything centralized, cuts down on the driving and vehicle miles outside the area. Like The Grove in LA, what is needed is the critical mass; patio homes offer a mix to the development
- Don – Larger the lot the larger the garbage

Other discussions:

- Discussion of the Tesla effect – has a managed growth impact. How is RTC looking at servicing between here and TRC? Currently operating a Van Pool for 15 people, park and ride. Gets them to the front door of their jobs and they coordinate it themselves.
- Discussion and agreement that Kiley Ranch development is the appropriate vision for horizontal mixed use.
- Transportation infrastructure improvements on Pyramid Hwy will be important; plans for be another connector via Dandini to US-395; options for park-n-rides

**Did this tour meet your expectations?**

- Met expectations, felt it was good; anytime there is cross dialogue is important
- Is there anything you feel like we're not listening to?
- Can send you details after the thoughts



## Ignite Sparks Champions: Participate List

First Name	Last Name	Title	Business
Trey	Abney	Director of Government Relations	The Chamber
Lisa	Bonie		Northern Nevada Center for Independent Living
Mike	Boster	School Planner	Washoe County School District
Jen	Budge	Park Operations Superintendent	Washoe County Regional Parks and Open Space
Jack	Byrom	Sparks Citizens Advisory Committee	TMWA
Scott	Carey		
Kevin	Carroll	Principal	Sparks High School
Kathy	Carter		
Evelyn	Chiang	General Manager	Haws Integrated
Pastor Jorge	Cifuentes		Sparks Nazarene Church
Tami	Cummings	Administrator/Community Relations	Washoe County Sheriff
Britt	Curtis		Holland Project
Sherif	Elfass	President	Northern Nevada Muslim Community Center
Doug	Erwin		EDAWN
Jason	Evanchak		Realty Corner
James	Fewins		
Joshua	Fink		Remax
Angela	Fuss	Sparks Parks & Recreation Commissioner / Planning Director	CFA
Gia	Gallegos	President	Northern Nevada Home School
Sylvia	Garcia		Mural Salon
Ron	Gribble	Superintendent	The Resort at Red Hawk
Blane	Harding	Director	The Center for Cultural Diversity (0144)
Mike	Hillerby		Kaempfer Crowell
Jess	Horning		Liquid Blue Events
Lisa	Jansen	Director of Special Events & Entertainment	Nugget Casino Resort
Charles	Johns	Chairman Sparks Citizens Advisory Committee	Dickson Realty
Kraig	Knutson	Chairman Sparks Brand Leadership Team	Tanamera Construction
Gina	Laputz	Program Director	IMPACT Home School Coop, c/o Sparks Nazarene Church
Bob	LaRiviere	Chairman Sparks Charter Committee / President	CFA
Frank	Lepori		Lepori Construction

Ryan	Long		Spanish Springs Soccer Club
Jessica	Longley		
Guillermina	Martinez		
Jen	Mavis		Legacy Football Club
Terry	McAfee		Nevada Bicycle Coalition
Sean	McCaffrey		Education Alliance
Lisa	O'Berry		Sparks Citizens Advisory Committee
Ryan	O'Donnell	Founder	IMI (Institute of Meaningful Instruction)
Pastor Omar	Palmer		Sparks Seventh-Day Adventist Church
Scott	Parker		Sparks Christian Fellowship
Tariq	Quraishy		Northern Nevada Muslim Community Center
Jeanene	Raffanelli		Remax
Janet	Roman	President	UNR Latino Student Advisory Board
Len	Stevens	CEO	The Chamber NV – Reno, Sparks, and Northern Nevada
Angela	Swindells	Chairman 39 North	LoKa Tile Group Inc.
Stanton	Tang	News Director	KOLO TV News Now
David	Taylor		Boys & Girls Club
Bill	Williams		Sparks Citizens Advisory Committee
Tom and Bonda	Young		Great Basin Brewing Company in Sparks
J. Diego	Zarazua		UNR Reynolds School of Journalism



## Ignite Sparks Stakeholders/Community: Participate List

First Name	Last Name	Title	Business/Organization
Cynthia	Albright		Stantec
Rick	Abend		Heritage Bank Nevada
Forrest	Aragon		10 Designs Inc.
Ken	Barlett		United Construction
Michelle	Beck	39 North	
Frank	Bidart		Odyssey Engineering
Brian	Bonnenfant	Project Manager	Center for Regional Studies
Mike	Boster	Planner	Washoe County School District
Ashley	Carrigan-Jonkey		US Senator Heller's Office
Scott	Christy		Christy Corp
Tom	Ciesynski	39 North	WCSD
Andrew	Clinger	City Manager	Reno
Mary	Conelly		US Senator Reid's Office
Amy	Cummings	Director of Planning	RTC
Jennifer	Cunningham		RSCVA
David	Dahl		Landcapp
Skylo	Dangler		Dickson Commercial Group
Jill	Dickman		State Assembly
Andy	Durling		Wood Rodgers
Sue	Eckes		Food Policy Council
Lisa	Everett Bridgewater		Food Policy Council
Bill	Fleiner		Rialto
Mark	Foree	General Manager	TMWA
Angela	Fuss		CFA
Jim	Gaba		
Patricia	Gallimore	President	NAACP
Heidi	Gansert	Executive Director, External Relations	University of Nevada, Reno
Lee	Gibson	Executive Director	RTC
Lance	Gilman	Broker/Owner	Reno-Tahoe Industrial Center
Kelli	Gowley Seds		Food Policy Council
Allen	Gray		Gray & Associates
Jon	Greene		
Martha	Greene	39 North	
Tim	Griffin		Sparks Rotary
Don	Gustavson		State Senate
Ira	Hansen		State Assembly
Ryan	Hansen		LA Studio
Jeff	Hardcastle	Demographer	State of Nevada

Dane	Hillyard		Green Street
Daphne	Hooper	City Manager	City of Fernley
Cory	Hunt	Northern Regional Director	Governor's Office Economic Development
Mike	Kazmierski	President & CEO	EDAWN
Ken	Krater		mtk limited
John	Krmpotic		kls planning & design group
Leeland	Langhans		Greebrae Trophy Shop
Frank	Lepori		Lepori Construction
Melissa	Lindell		Wood Rodgers
Ann	Louhela	39 North	Nevada Grown
Bart	Lydon, Jr.	Owner, Sparks Fabrication Shop	
Don	Mackey		Mackey Architects
Joe	Mayor		Mayor Realty
Dennis	McGovern	General Manager	The Legends at Sparks Marina
Kristen	McNeill	Deputy Superintendent	Washoe County School District
Marily	Mora	President & CEO	Reno Tahoe Airport Authority
Gary	Nelson		Wild Island
Jim	New	Dean	Truckee Meadows Community College
Shalese	Palmer	39 North	Copy Express
Stacy	Parobek		US Senate Representative
Greg	Peitzmeier		Silverado Homes
Lee	Piaioiski	39 North	O'Skis Pub
Mike	Railey		Rubincon Design Group
Victor	Rameker		Desert Wind Homes
Kim	Robinson	Executive Director	Truckee Meadows Regional Planning
Barbara	Scott		Food Policy Council
Mary	Simmons	VP, Business Development	NV Energy
John	Slaughter	County Manager	Washoe County
G. Blake	Smith		S3 Development Company
Kelly	Smith	39 North	Websmith
Paul	Soleagui		Solaegui Consulting
David	Sour	39 North	VFW Post 3391
Mike	Sprinkle		State Assembly
Roxanne	Stevenson		Colliers International
John	Sutton	39 North	Thompson Doors
Lacey	Tisler	39 North	
Carlos	Vasquez		Art Advertising Associates
Randy	Walter		PLACES
Pat	Whitten	County Manager	Storey County



J Carter	Witt	Silver Wing
Don	Young	Retired Planner
		Food Policy Council
William	39 North	Northern Light
Naly	39 North	

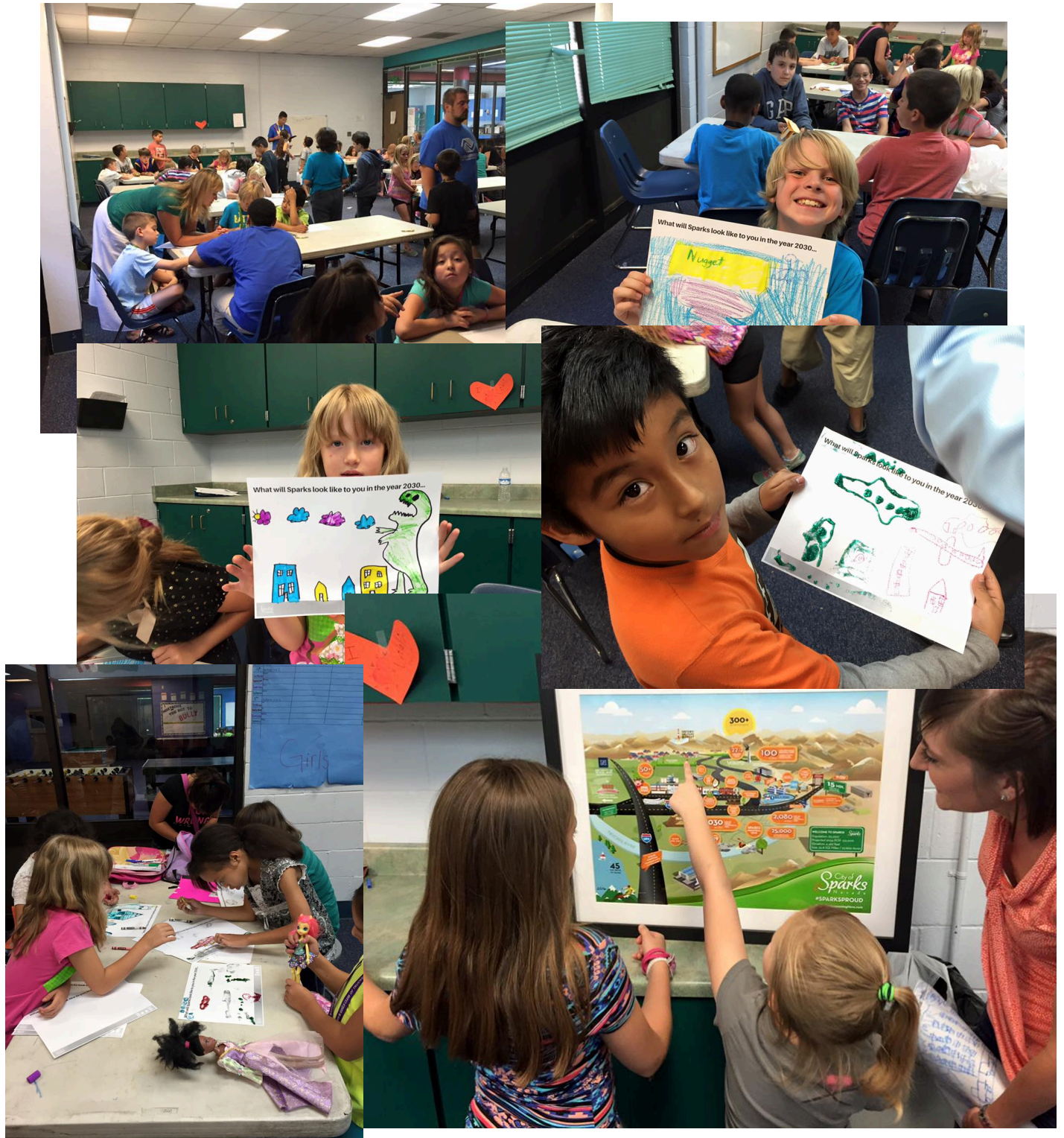


## Ignite Sparks Bus Tours: Participate List

Tray	Abney	tabney@thechambersnv.org
Donald	Abbott	donaldabbott28@gmail.com
Charlene	Bybee	cbybee@cityofsparks.us
Warren	Call	WCall@rtcwashoe.com
George	Cammarota	reg12345@sbcglobal.net
Scott	Carey	shcarey@sbcglobal.net
Karen	Craig	karencraig.nv@gmail.com
Ana	Cribb	anac@scf.net
Amy	Cummings	acummings@rtcwashoe.com
Kristopher	Dahir	kristopher@dahir.net
David	Dahl	ddahl@landcapip.com
Amy	Demuth	amy@radstrategiesinc.com
Ronele	Dotson	ronele@radstrategiesinc.com
Steve	Driscoll	sdriscoll@cityofsparks.us
Michael	Dulude	mdulude@rtcwashoe.com
James	Fewins	jfewins@amfam.com
Sandy	Foster	anc@scf.net
Angela	Fuss	afuss@cfareno.com
Patricia	Gallimore	patriciagallimore1@gmail.com
Don	Gallimore	Donaldgallimore1@gmail.com
Martha	Greene	martha@wabenzi.net
Don	Gustavson	Don.Gustavson@sen.state.nv.us
David	Hansen	dlshansen@charter.net
Joe	Harrington	jharrington@rtcwashoe.com
Geno	Martini	gmartini@cityofsparks.us
Adam	Mayberry	amayberry@cityofsparks.us
Karen	Melby	kmelby@cityofsparks.us
Armando	Ornelas	
Omar	Palmer	Omar_palmer@yahoo.com
Frank	Peterson	frankpetersen@att.net
Patty	Peterson	
Mike	Railey	mrailey@rubicondesigngroup.com
Jim	Rundle	
Blake	Smith	blake@s3devco.com
Ron	Smith	rsmith@cityofsparks.us
David	Sousa	vfwsousa@gmail.com
Commissioner	Sperber	dvanderwell@gmail.com
Commissioner	VanderWell	dvanderwell@gmail.com
Bill	Williams	billgale@sbcglobal.net
Barbara	Young	

**IGNITE SPARKS – BOYS AND GIRLS CLUB OUTREACH**  
**Wednesday, July 13 from 4 – 5 p.m.**

Exercise with youth about what they see their city being like in the year 2030. Age range was 4 – 10.

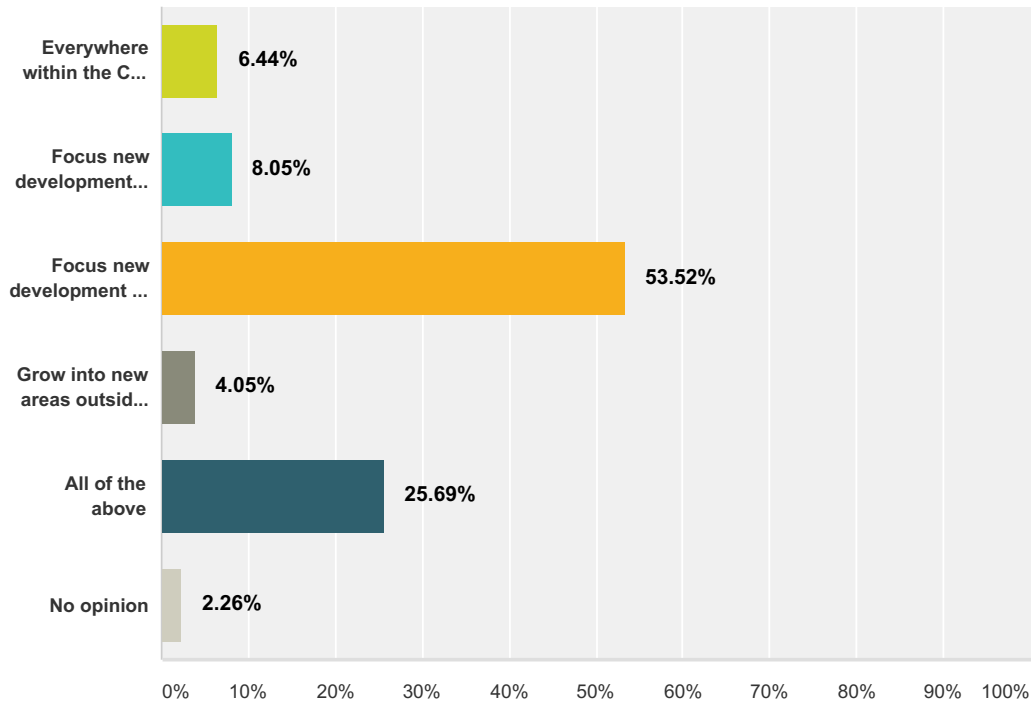


# Phase 2 Survey Complete Results



## Q1 How should Sparks grow?

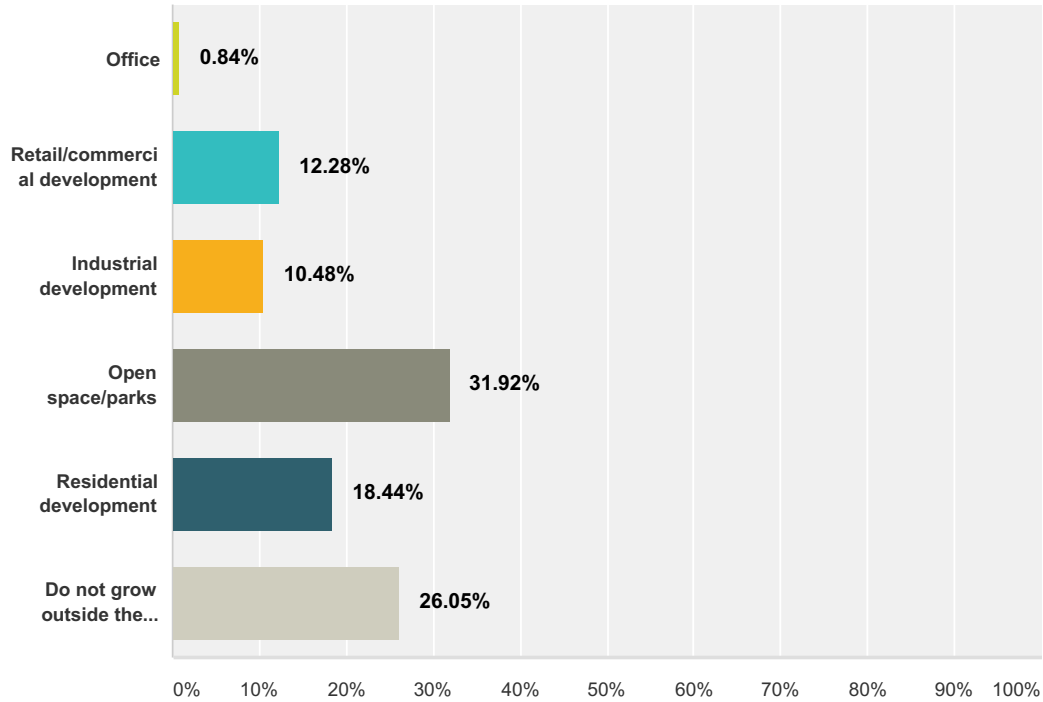
Answered: 1,678 Skipped: 14



Answer Choices	Responses	
Everywhere within the City limits	6.44%	108
Focus new development along major highways and boulevards (e.g. Pyramid Way, Vista Blvd., Sparks Blvd.)	8.05%	135
Focus new development in existing areas by redeveloping and revitalizing the older part of the City	53.52%	898
Grow into new areas outside City limits	4.05%	68
All of the above	25.69%	431
No opinion	2.26%	38
<b>Total</b>		<b>1,678</b>

## Q2 If we plan for growth outside the City's current boundaries, should Sparks annex land for:

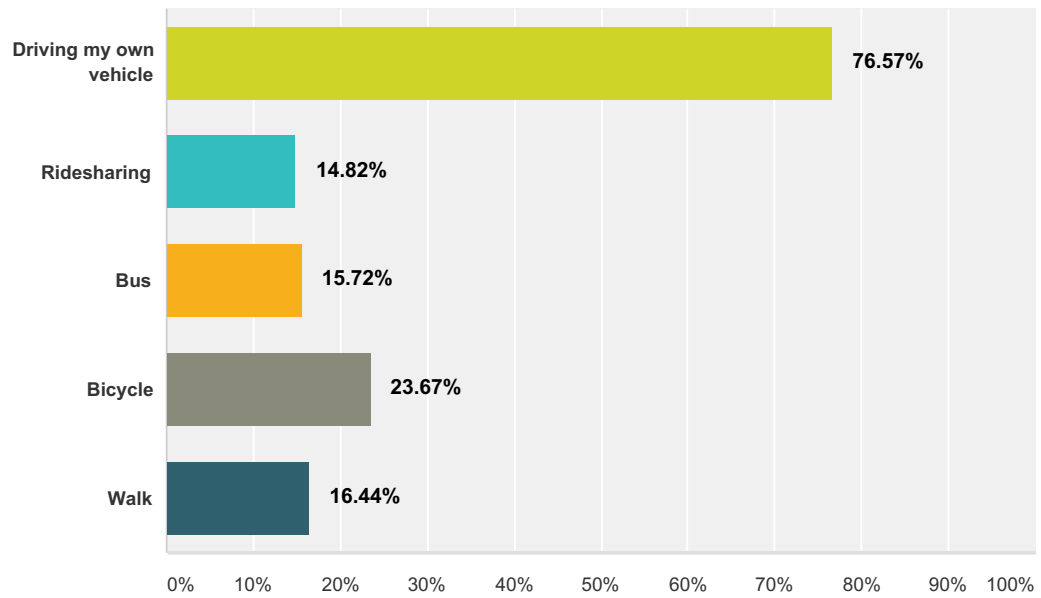
Answered: 1,670 Skipped: 22



Answer Choices	Responses	
Office	0.84%	14
Retail/commercial development	12.28%	205
Industrial development	10.48%	175
Open space/parks	31.92%	533
Residential development	18.44%	308
Do not grow outside the current city limits	26.05%	435
<b>Total</b>		<b>1,670</b>

### Q3 Select 2 options: In 2030, how would you prefer to (primarily) commute to work?

Answered: 1,673 Skipped: 19

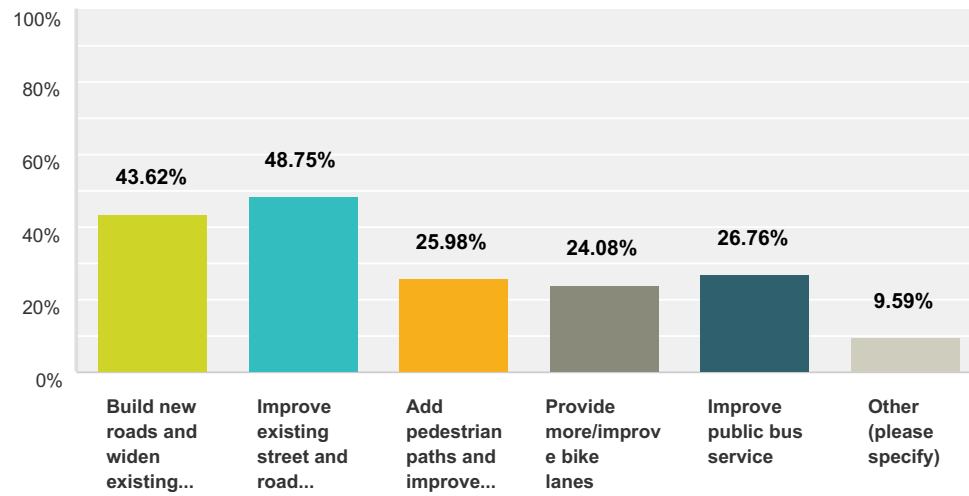


Answer Choices	Responses	
Driving my own vehicle	76.57%	1,281
Ridesharing	14.82%	248
Bus	15.72%	263
Bicycle	23.67%	396
Walk	16.44%	275
Total Respondents: 1,673		



## Q4 Select 2 options: What transportation issues should be priorities in Sparks?

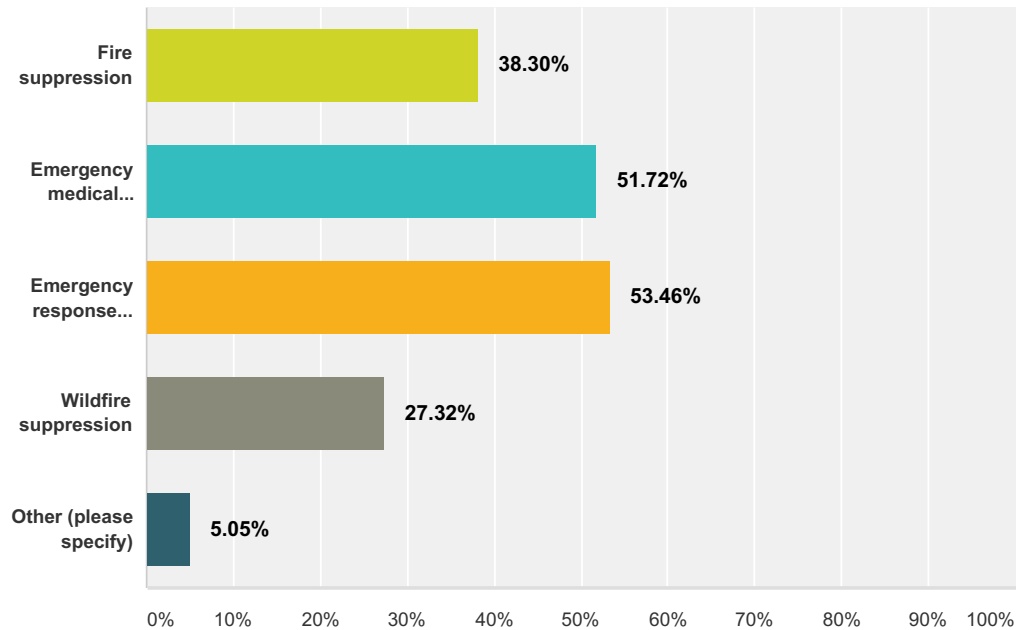
Answered: 1,678 Skipped: 14



Answer Choices	Responses	
Build new roads and widen existing roads	43.62%	732
Improve existing street and road pavement conditions	48.75%	818
Add pedestrian paths and improve existing sidewalks	25.98%	436
Provide more/improve bike lanes	24.08%	404
Improve public bus service	26.76%	449
Other (please specify)	9.59%	161
Total Respondents: 1,678		

## Q5 Select 2 options: In 2030, what Fire Department emergency services are needed most?

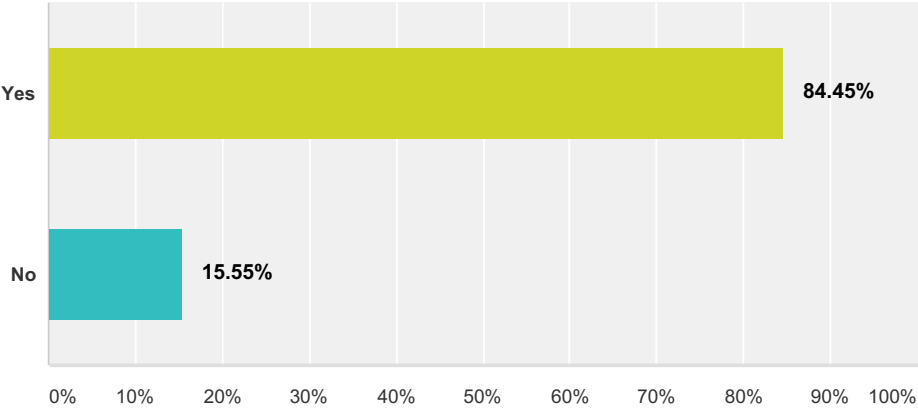
Answered: 1,603 Skipped: 89



Answer Choices	Responses	
Fire suppression	38.30%	614
Emergency medical services (EMS)	51.72%	829
Emergency response (including rescue, hazardous material spills, vehicle accidents, etc.)	53.46%	857
Wildfire suppression	27.32%	438
Other (please specify)	5.05%	81
Total Respondents: 1,603		

**Q6 Should the City add additional fire station(s), as necessary, to maintain the six (6) minute response time?**

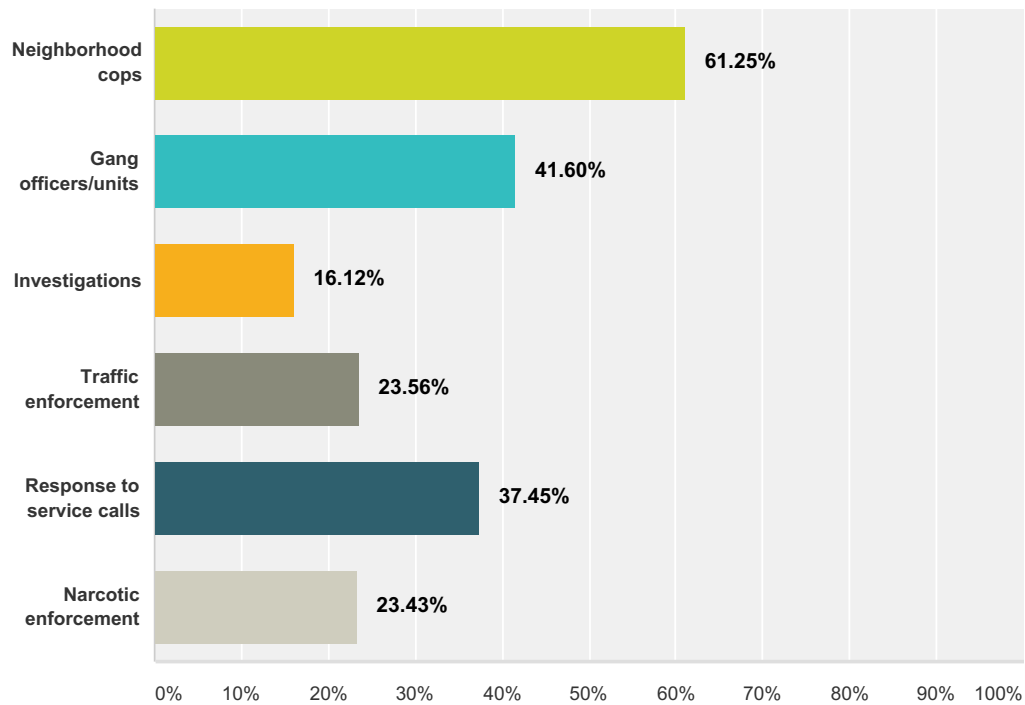
Answered: 1,608 Skipped: 84



Answer Choices	Responses	
Yes	84.45%	1,358
No	15.55%	250
Total		1,608

## Q7 Select 2 options: In 2030, what Police Department services are needed most?

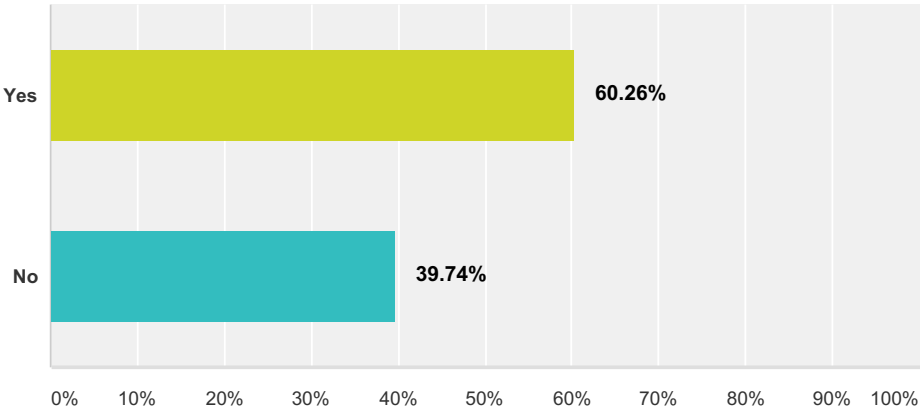
Answered: 1,613 Skipped: 79



Answer Choices	Responses	
Neighborhood cops	61.25%	988
Gang officers/units	41.60%	671
Investigations	16.12%	260
Traffic enforcement	23.56%	380
Response to service calls	37.45%	604
Narcotic enforcement	23.43%	378
Total Respondents: 1,613		

Q8 Should the City provide additional locations for public access to the Sparks Police Department?

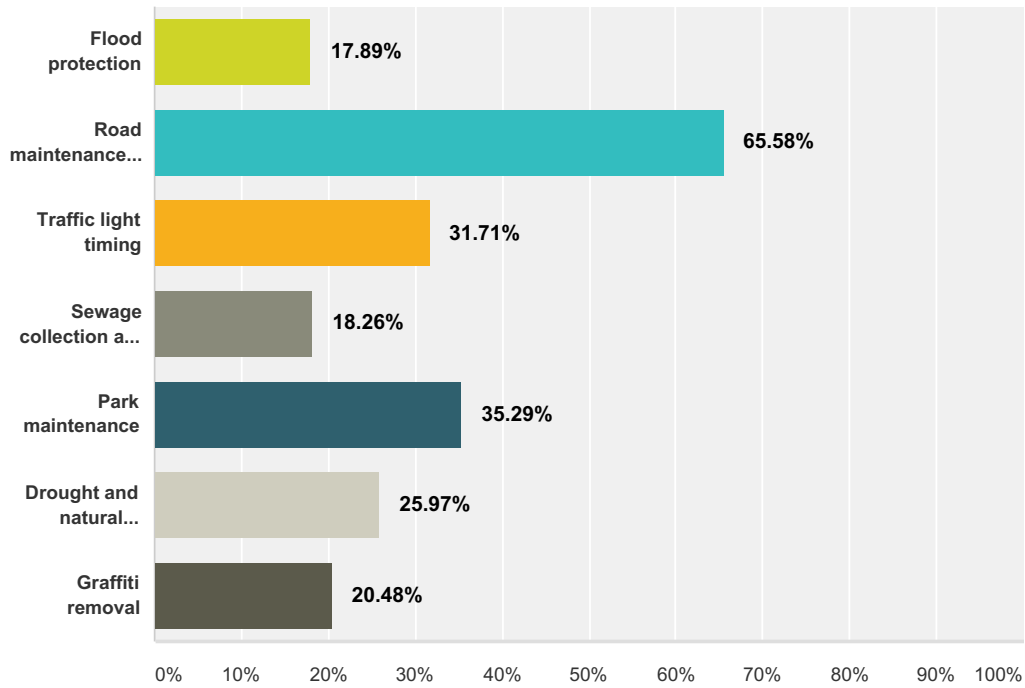
Answered: 1,603 Skipped: 89



Answer Choices	Responses	
Yes	60.26%	966
No	39.74%	637
Total		1,603

## Q9 Select 2 options: In 2030, what should the City prioritize for public works?

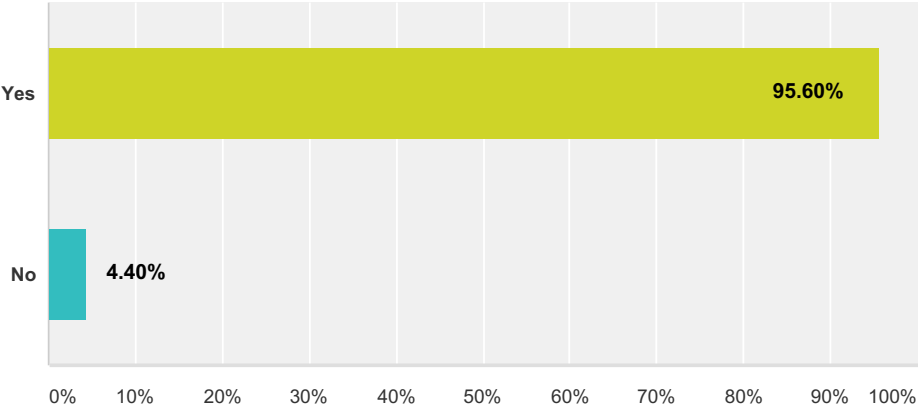
Answered: 1,621 Skipped: 71



Answer Choices	Responses	
Flood protection	17.89%	290
Road maintenance (paving, striping, sweeping, snow removal, etc.)	65.58%	1,063
Traffic light timing	31.71%	514
Sewage collection and treatment	18.26%	296
Park maintenance	35.29%	572
Drought and natural disaster preparedness	25.97%	421
Graffiti removal	20.48%	332
Total Respondents: 1,621		

**Q10 Do you support continued investment in the City’s sewer treatment plant to protect the Truckee River?**

Answered: 1,614 Skipped: 78

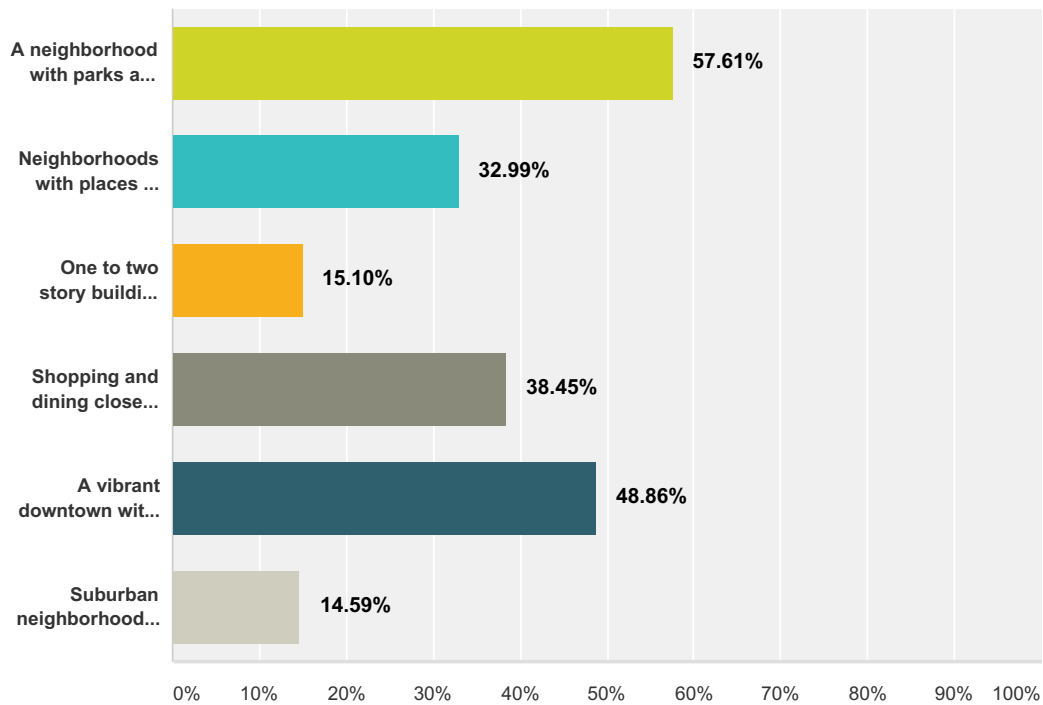


Answer Choices	Responses	
Yes	95.60%	1,543
No	4.40%	71
Total		1,614



## Q11 Select 2 options: What does “small town/community mean to you?

Answered: 1,576 Skipped: 116

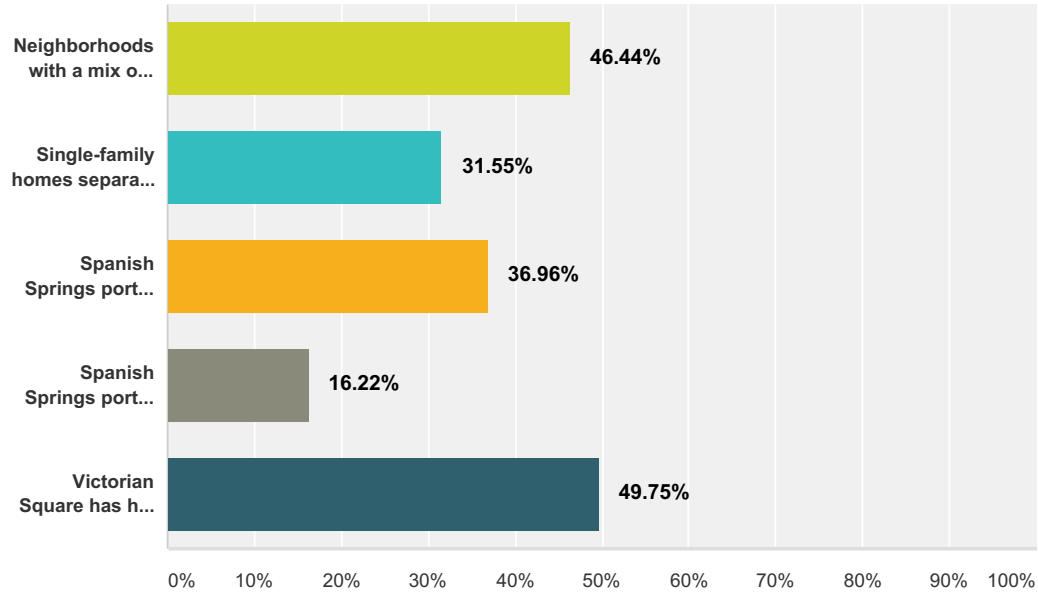


Answer Choices	Responses	
A neighborhood with parks and playgrounds (1)	57.61%	908
Neighborhoods with places to gather (2)	32.99%	520
One to two story buildings rather than taller buildings (3)	15.10%	238
Shopping and dining close to homes (4)	38.45%	606
A vibrant downtown with shopping, restaurants, events, etc. (5)	48.86%	770
Suburban neighborhoods on large lots (6)	14.59%	230
<b>Total Respondents: 1,576</b>		

Basic Statistics				
<b>Minimum</b>	<b>Maximum</b>	<b>Median</b>	<b>Mean</b>	<b>Standard Deviation</b>
1.00	6.00	3.00	3.15	1.73

## Q12 Select 2 options: In 2030, what characteristics do you want Sparks to have?

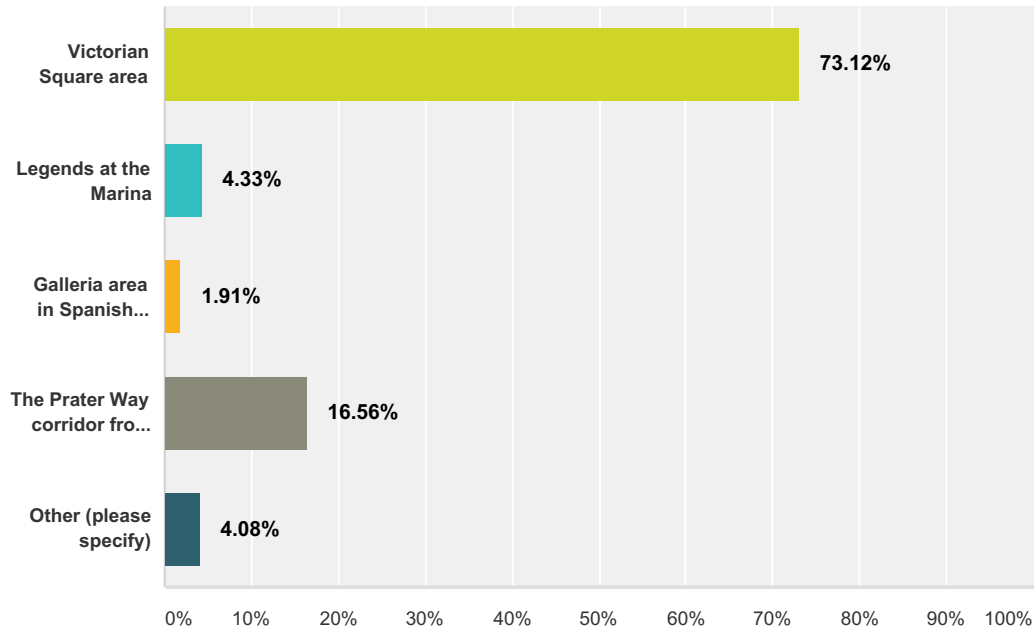
Answered: 1,572 Skipped: 120



Answer Choices	Responses	
Neighborhoods with a mix of uses including single-family homes, apartments, dining and shopping	46.44%	730
Single-family homes separated from other uses such as shopping, commercial and industrial	31.55%	496
Spanish Springs portion of Sparks retains its suburban character	36.96%	581
Spanish Springs portion of Sparks evolves from suburban to urban development	16.22%	255
Victorian Square has high density residential housing, shopping, jobs and dining	49.75%	782
Total Respondents: 1,572		

## Q13 What do you consider downtown?

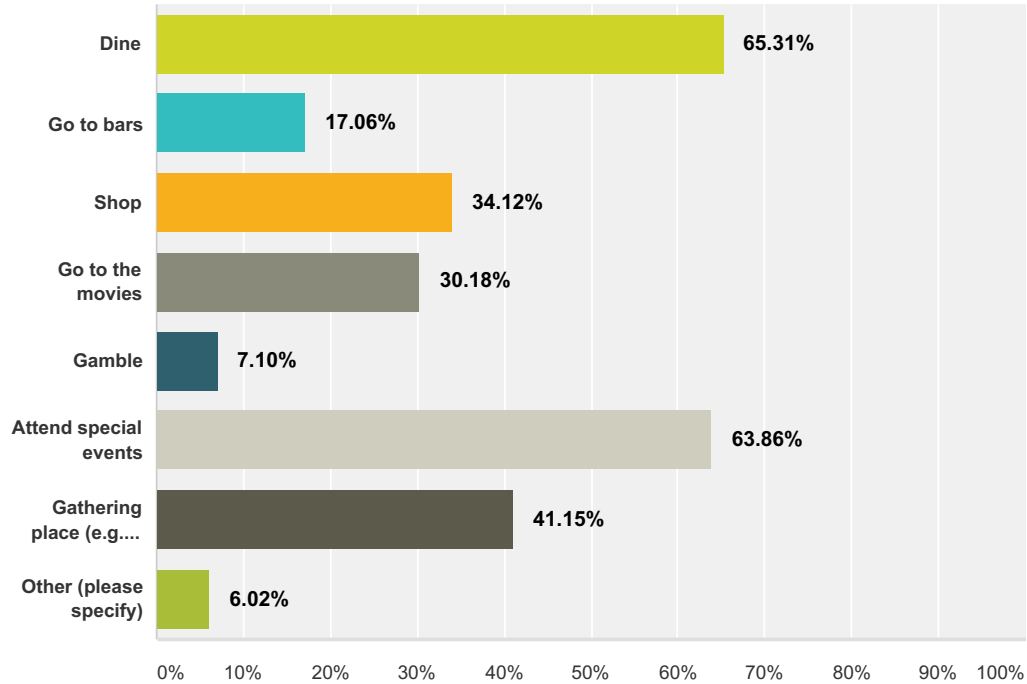
Answered: 1,570 Skipped: 122



Answer Choices	Responses	
Victorian Square area	73.12%	1,148
Legends at the Marina	4.33%	68
Galleria area in Spanish Springs	1.91%	30
The Prater Way corridor from Victorian Square to the Legends at Sparks Marina	16.56%	260
Other (please specify)	4.08%	64
<b>Total</b>		<b>1,570</b>

## Q14 Select 2 options: What do you want to be able to do in the future when you go to downtown Sparks?

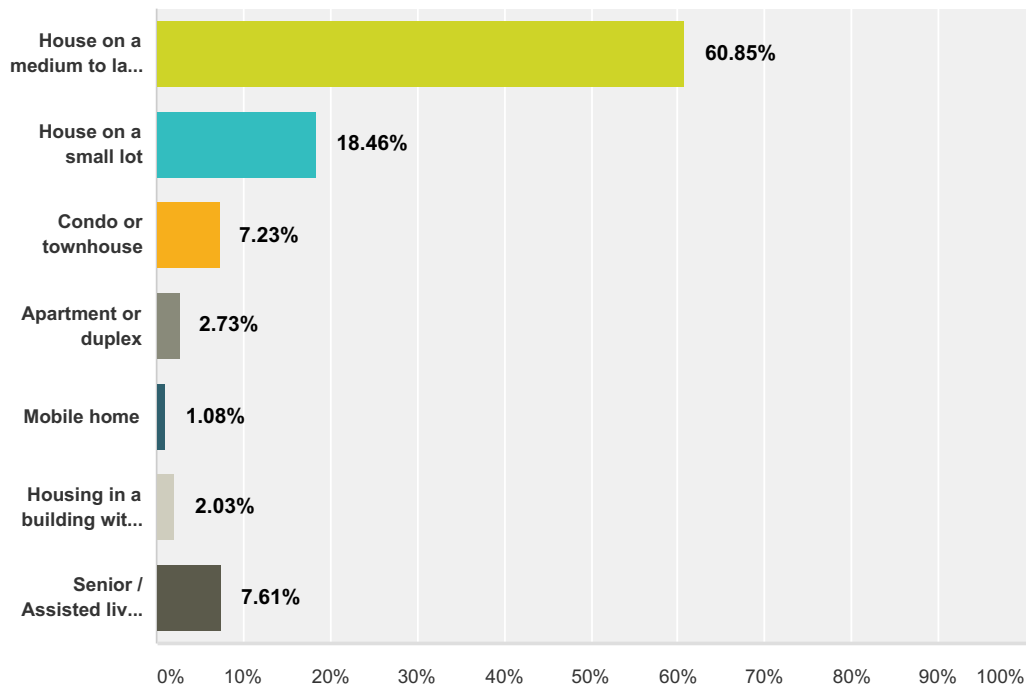
Answered: 1,577 Skipped: 115



Answer Choices	Responses	
Dine	65.31%	1,030
Go to bars	17.06%	269
Shop	34.12%	538
Go to the movies	30.18%	476
Gamble	7.10%	112
Attend special events	63.86%	1,007
Gathering place (e.g. concerts)	41.15%	649
Other (please specify)	6.02%	95
Total Respondents: 1,577		

## Q15 In 2030, what type of housing do you expect to be living in?

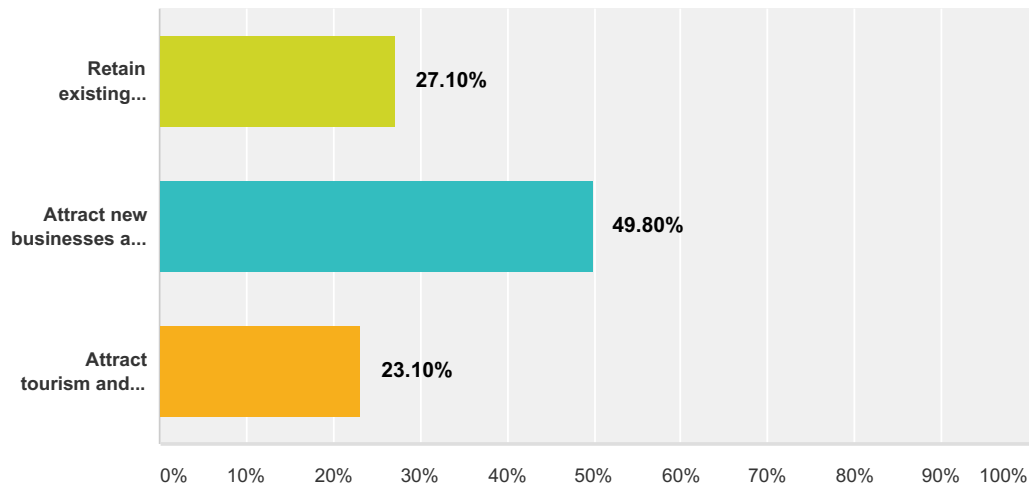
Answered: 1,576 Skipped: 116



Answer Choices	Responses
House on a medium to large lot	60.85% 959
House on a small lot	18.46% 291
Condo or townhouse	7.23% 114
Apartment or duplex	2.73% 43
Mobile home	1.08% 17
Housing in a building with other uses (e.g. offices, restaurants, stores, etc.)	2.03% 32
Senior / Assisted living Community	7.61% 120
<b>Total</b>	<b>1,576</b>

## Q16 What is most important for the City of Sparks to support?

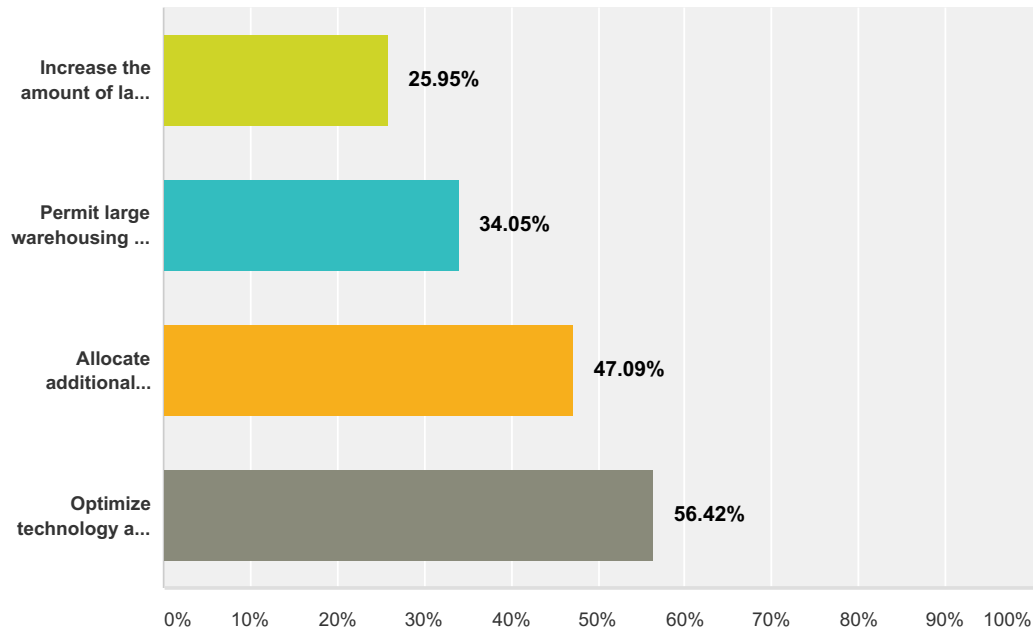
Answered: 1,502 Skipped: 190



Answer Choices	Responses	
Retain existing businesses	27.10%	407
Attract new businesses and industries	49.80%	748
Attract tourism and special events	23.10%	347
<b>Total</b>		<b>1,502</b>

### Q17 Select 2 options: What strategies should the City of Sparks adopt to increase economic vitality?

Answered: 1,480 Skipped: 212

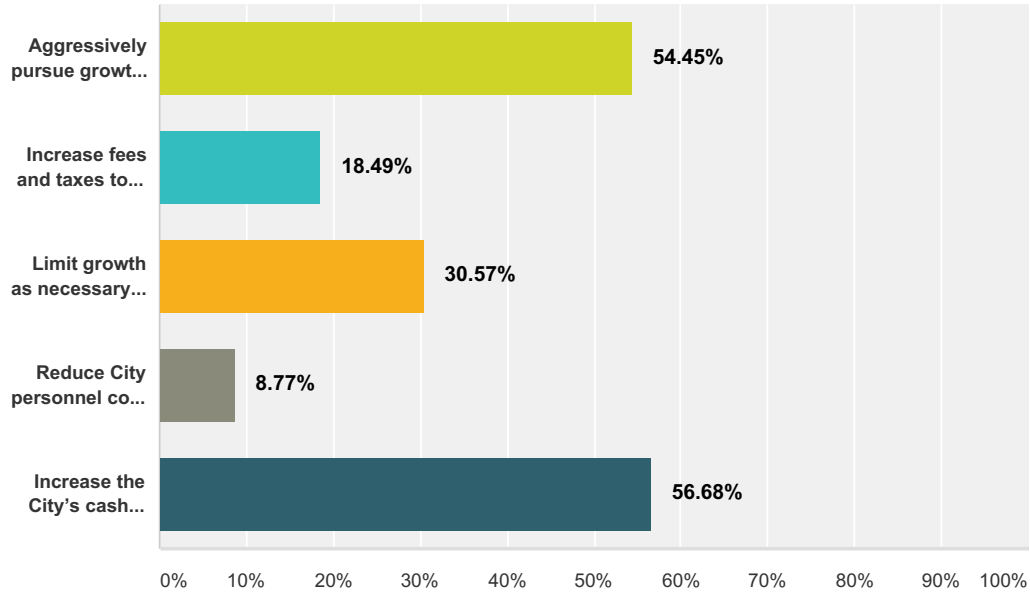


Answer Choices	Responses	
Increase the amount of land zoned for commercial and industrial activities	25.95%	384
Permit large warehousing and distribution facilities (like Amazon) in Spanish Springs portion of Sparks	34.05%	504
Allocate additional City funds to support special events	47.09%	697
Optimize technology and on-line services to become more business friendly	56.42%	835
Total Respondents: 1,480		



## Q18 Select 2 options: What policies should the City of Sparks pursue to maintain fiscal health?

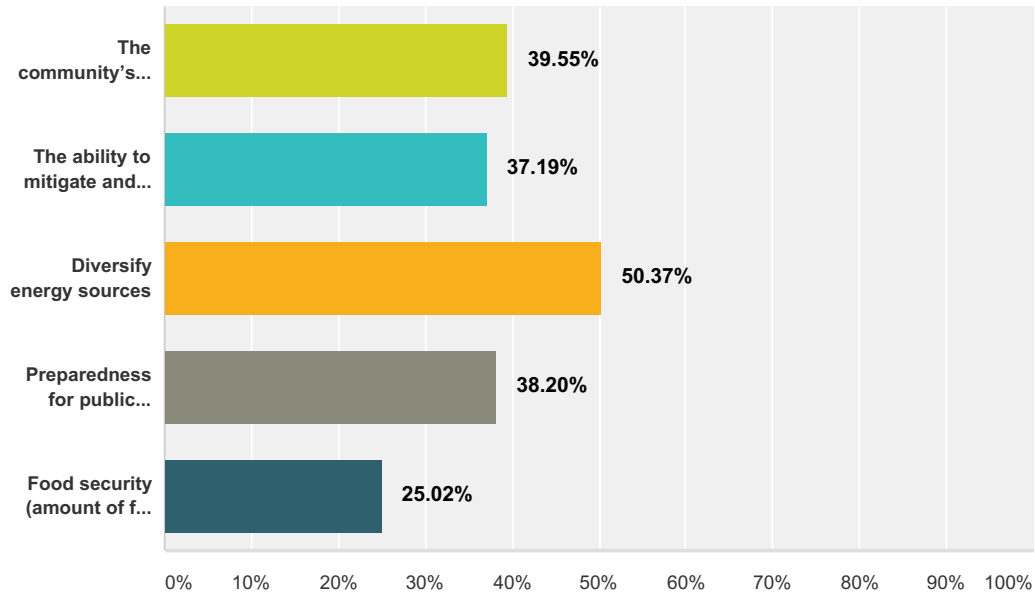
Answered: 1,482 Skipped: 210



Answer Choices	Responses	
Aggressively pursue growth that enhances tax revenues	54.45%	807
Increase fees and taxes to maintain or enhance services	18.49%	274
Limit growth as necessary to maintain current service levels	30.57%	453
Reduce City personnel costs even if it reduces service levels	8.77%	130
Increase the City's cash reserves and reduce debt	56.68%	840
Total Respondents: 1,482		

## Q19 Select 2 options: What should the City of Sparks focus on to increase the ability to withstand and to manage disruptive change?

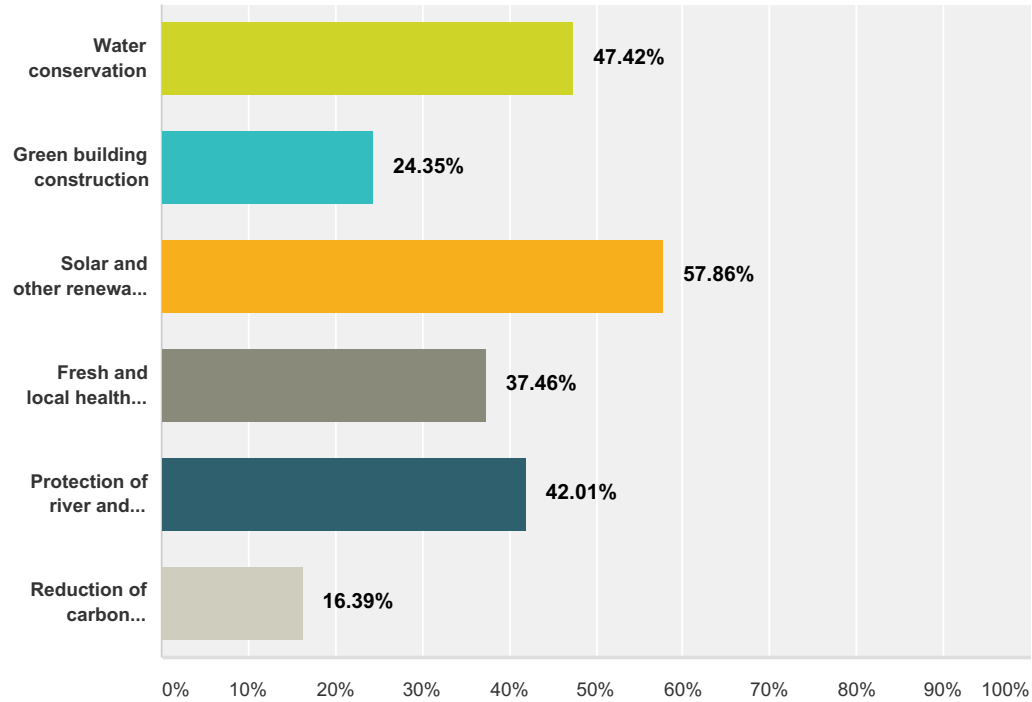
Answered: 1,479 Skipped: 213



Answer Choices	Responses	
The community's ability to cope with extended/more frequent droughts	39.55%	585
The ability to mitigate and recover from extreme weather events, such as flooding	37.19%	550
Diversify energy sources	50.37%	745
Preparedness for public health emergencies and mass casualty events	38.20%	565
Food security (amount of food available for the community during an emergency)	25.02%	370
Total Respondents: 1,479		

## Q20 Select 2 options: What should the City of Sparks focus on to increase the community's sustainability?

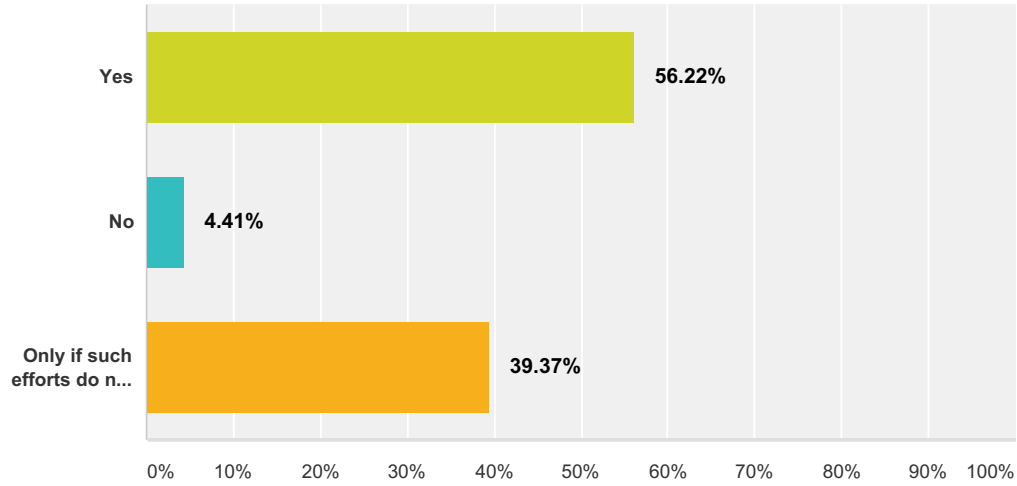
Answered: 1,495 Skipped: 197



Answer Choices	Responses
Water conservation	47.42% 709
Green building construction	24.35% 364
Solar and other renewable energy	57.86% 865
Fresh and local healthy food	37.46% 560
Protection of river and wetlands	42.01% 628
Reduction of carbon emissions	16.39% 245
Total Respondents: 1,495	

## Q21 Should the City of Sparks adopt policies and allocate resources to increase the community's sustainability?

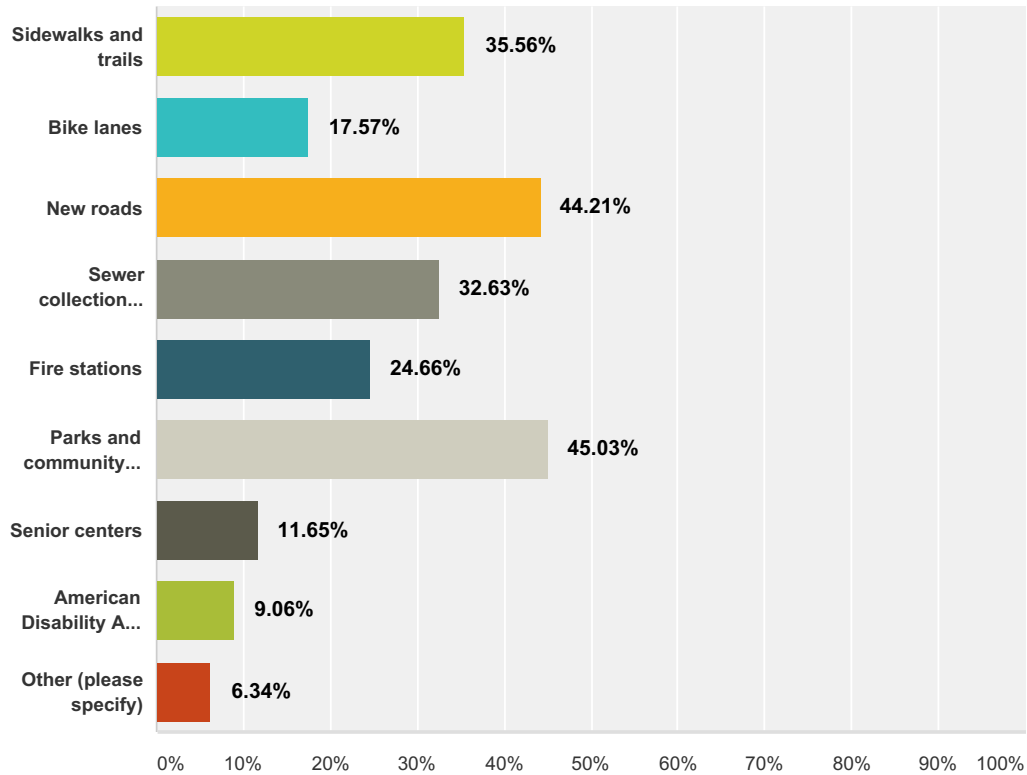
Answered: 1,496 Skipped: 196



Answer Choices	Responses	
Yes	56.22%	841
No	4.41%	66
Only if such efforts do not limit development and economic growth	39.37%	589
<b>Total</b>		<b>1,496</b>

**Q22 Select 2 options: In 2030, which city UTILITIES AND FACILITIES are most important for Sparks to prioritize when planning for growth?**

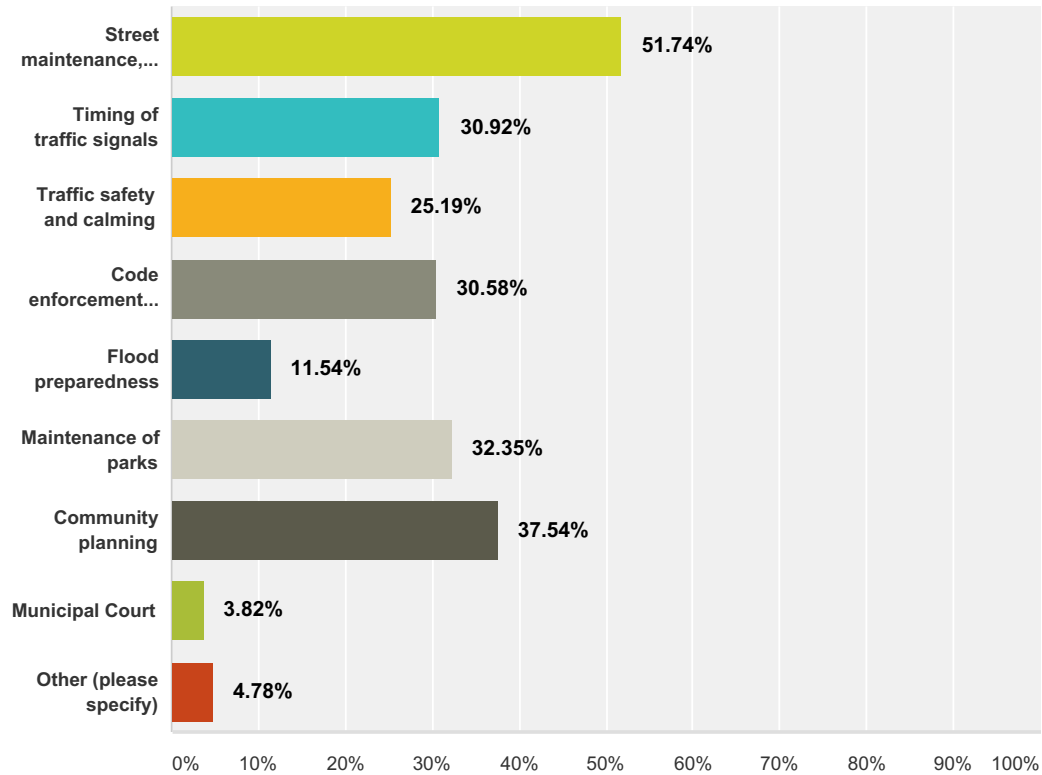
Answered: 1,468 Skipped: 224



Answer Choices	Responses	
Sidewalks and trails	35.56%	522
Bike lanes	17.57%	258
New roads	44.21%	649
Sewer collection lines and sewer treatment plant	32.63%	479
Fire stations	24.66%	362
Parks and community centers (e.g. Alf Sorensen)	45.03%	661
Senior centers	11.65%	171
American Disability Act (ADA) compliance	9.06%	133
Other (please specify)	6.34%	93
<b>Total Respondents: 1,468</b>		

**Q23 Select 2 options: In 2030, which SERVICES are most important for the City of Sparks to prioritize when planning for growth?**

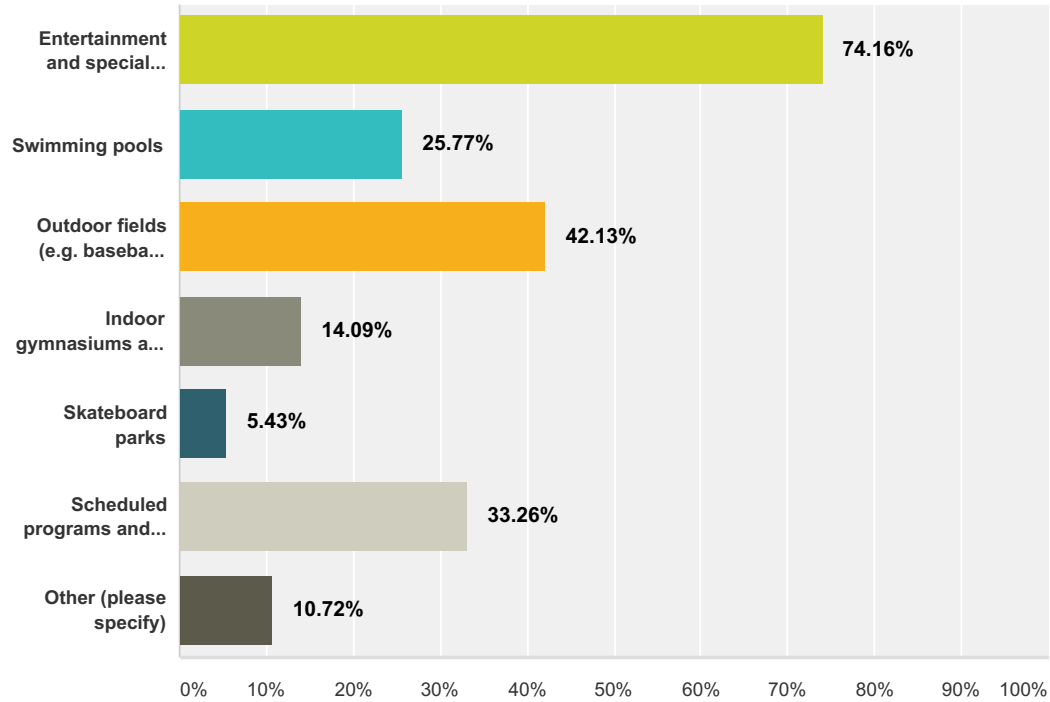
Answered: 1,465 Skipped: 227



Answer Choices	Responses	
Street maintenance, cleaning and snow removal	51.74%	758
Timing of traffic signals	30.92%	453
Traffic safety and calming	25.19%	369
Code enforcement (e.g. clean yards, graffiti removal)	30.58%	448
Flood preparedness	11.54%	169
Maintenance of parks	32.35%	474
Community planning	37.54%	550
Municipal Court	3.82%	56
Other (please specify)	4.78%	70
Total Respondents: 1,465		

## Q24 Select 2 options: In 2030, what recreation activities are most important to you?

Answered: 1,455 Skipped: 237

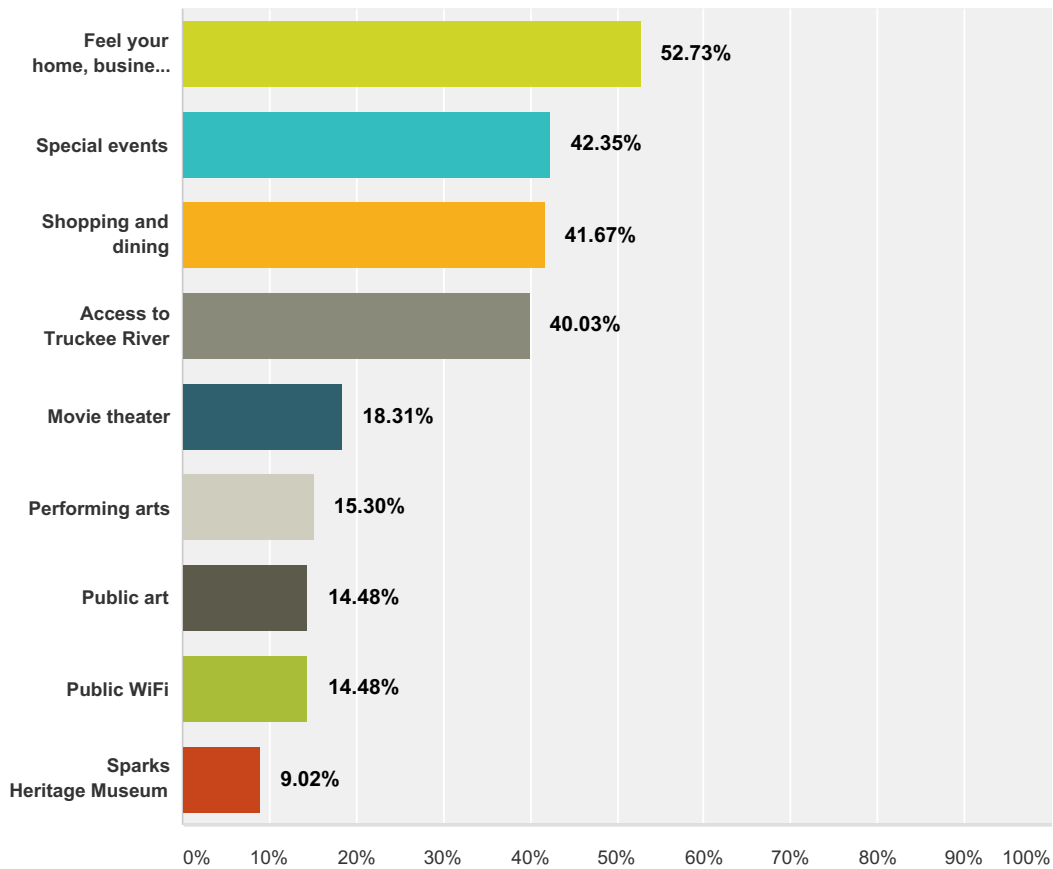


Answer Choices	Responses	
Entertainment and special events	74.16%	1,079
Swimming pools	25.77%	375
Outdoor fields (e.g. baseball, lacrosse, soccer fields)	42.13%	613
Indoor gymnasiums and exercise equipment areas	14.09%	205
Skateboard parks	5.43%	79
Scheduled programs and community classes	33.26%	484
Other (please specify)	10.72%	156
Total Respondents: 1,455		



## Q25 Select 2 options: In 2030, what quality of life features are most important to you?

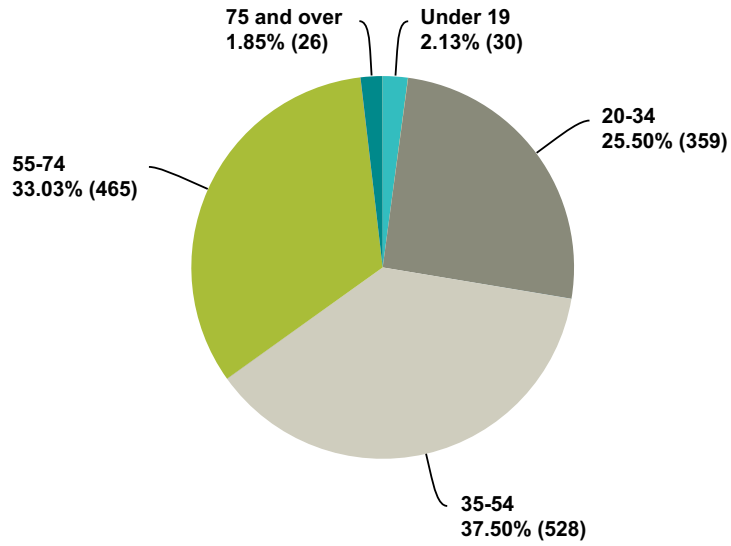
Answered: 1,464 Skipped: 228



Answer Choices	Responses
Feel your home, business or family is adequately protected by the police and fire departments	52.73% 772
Special events	42.35% 620
Shopping and dining	41.67% 610
Access to Truckee River	40.03% 586
Movie theater	18.31% 268
Performing arts	15.30% 224
Public art	14.48% 212
Public WiFi	14.48% 212
Sparks Heritage Museum	9.02% 132
<b>Total Respondents: 1,464</b>	

## Q28 Age range

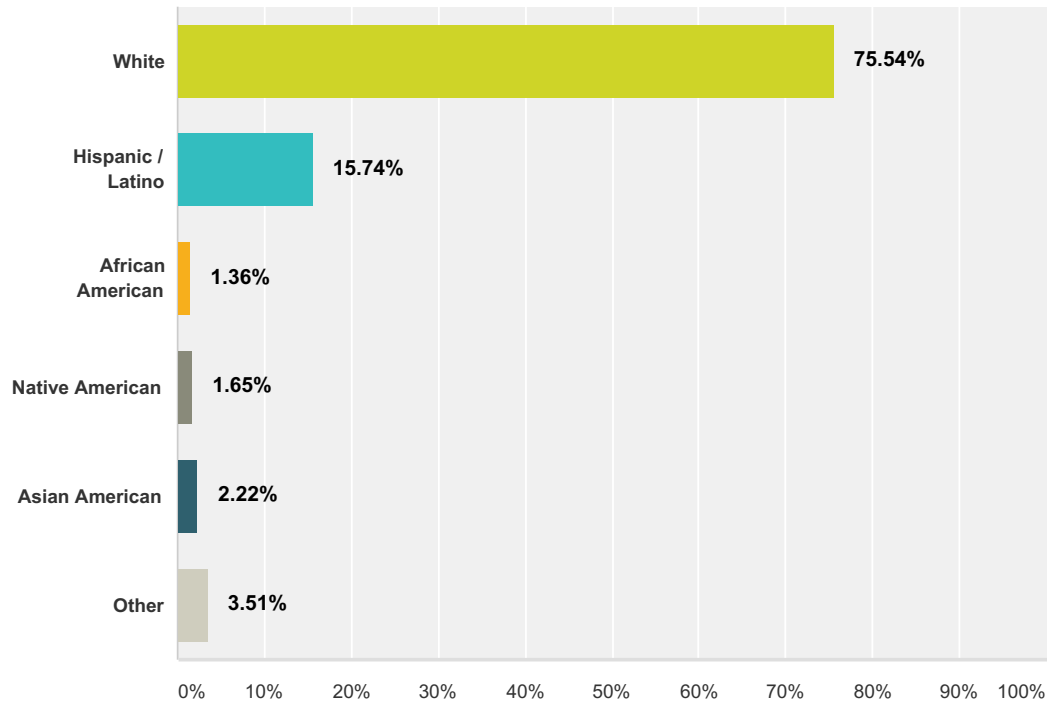
Answered: 1,408 Skipped: 284



Answer Choices	Responses
Under 18	0.00% 0
Under 19	2.13% 30
18-29	0.00% 0
20-34	25.50% 359
30-44	0.00% 0
35-54	37.50% 528
45-64	0.00% 0
55-74	33.03% 465
65 and over	0.00% 0
75 and over	1.85% 26
<b>Total</b>	<b>1,408</b>

## Q29 Ethnicity

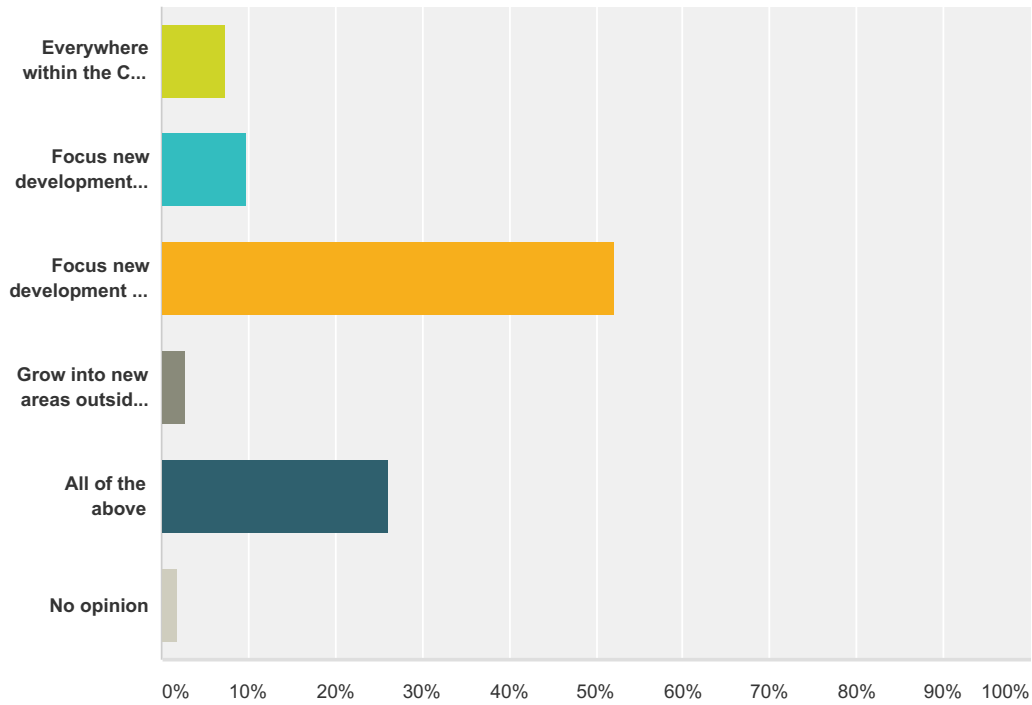
Answered: 1,398 Skipped: 294



Answer Choices	Responses	
White	75.54%	1,056
Hispanic / Latino	15.74%	220
African American	1.36%	19
Native American	1.65%	23
Asian American	2.22%	31
Other	3.51%	49
<b>Total</b>		<b>1,398</b>

## Q1 How should Sparks grow?

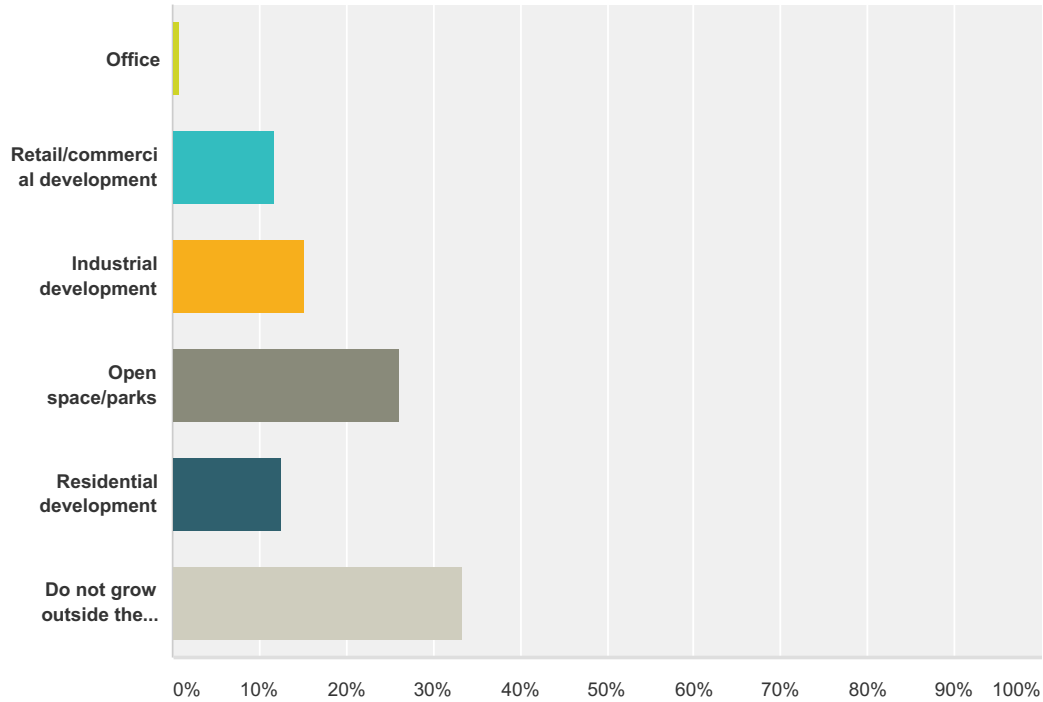
Answered: 111 Skipped: 1



Answer Choices	Responses	
Everywhere within the City limits	7.21%	8
Focus new development along major highways and boulevards (e.g. Pyramid Way, Vista Blvd., Sparks Blvd.)	9.91%	11
Focus new development in existing areas by redeveloping and revitalizing the older part of the City	52.25%	58
Grow into new areas outside City limits	2.70%	3
All of the above	26.13%	29
No opinion	1.80%	2
<b>Total</b>		<b>111</b>

## Q2 If we plan for growth outside the City's current boundaries, should Sparks annex land for:

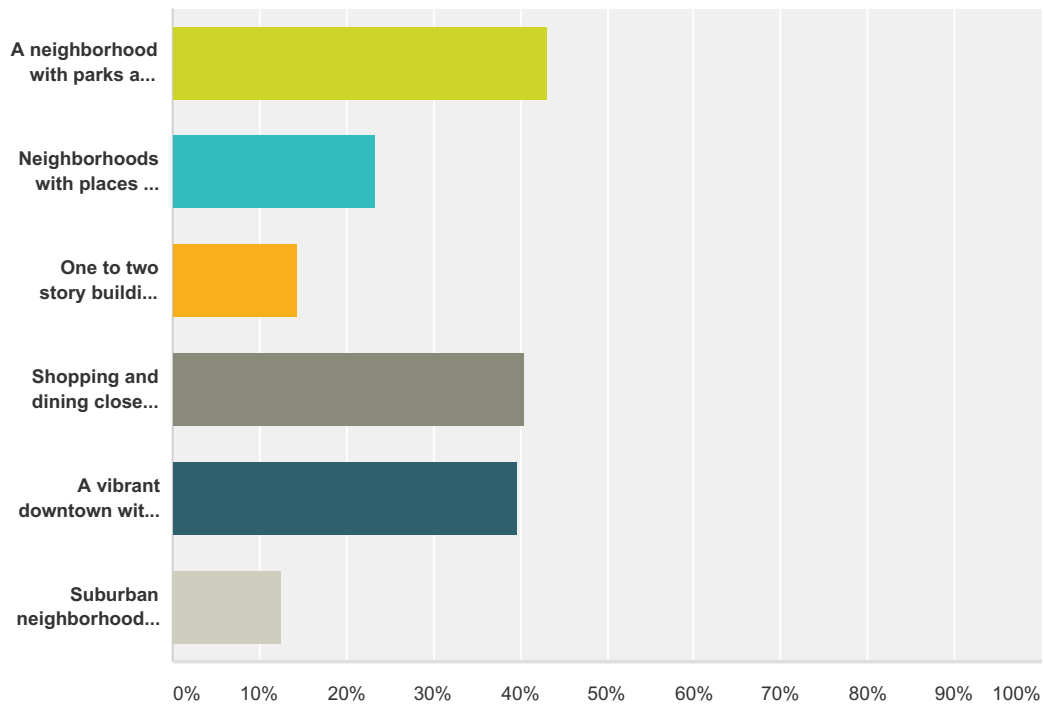
Answered: 111 Skipped: 1



Answer Choices	Responses	
Office	0.90%	1
Retail/commercial development	11.71%	13
Industrial development	15.32%	17
Open space/parks	26.13%	29
Residential development	12.61%	14
Do not grow outside the current city limits	33.33%	37
<b>Total</b>		<b>111</b>

### Q3 Select 2 options: What does “small town/community mean to you?

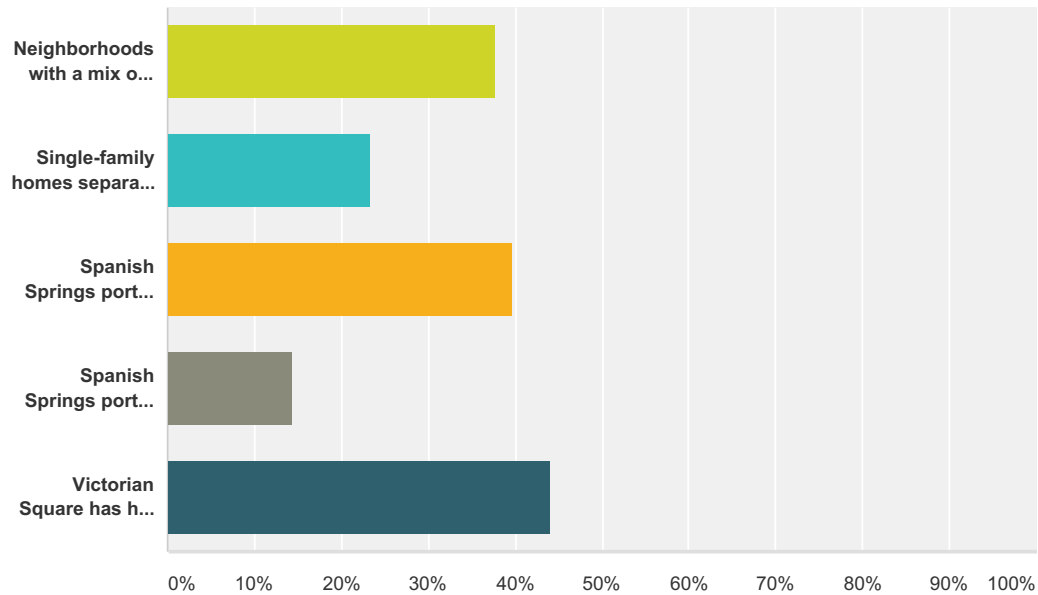
Answered: 111 Skipped: 1



Answer Choices	Responses	
A neighborhood with parks and playgrounds	43.24%	48
Neighborhoods with places to gather	23.42%	26
One to two story buildings rather than taller buildings	14.41%	16
Shopping and dining close to homes	40.54%	45
A vibrant downtown with shopping, restaurants, events, etc.	39.64%	44
Suburban neighborhoods on large lots	12.61%	14
Total Respondents: 111		

## Q4 Select 2 options: In 2030, what characteristics do you want Sparks to have?

Answered: 111 Skipped: 1

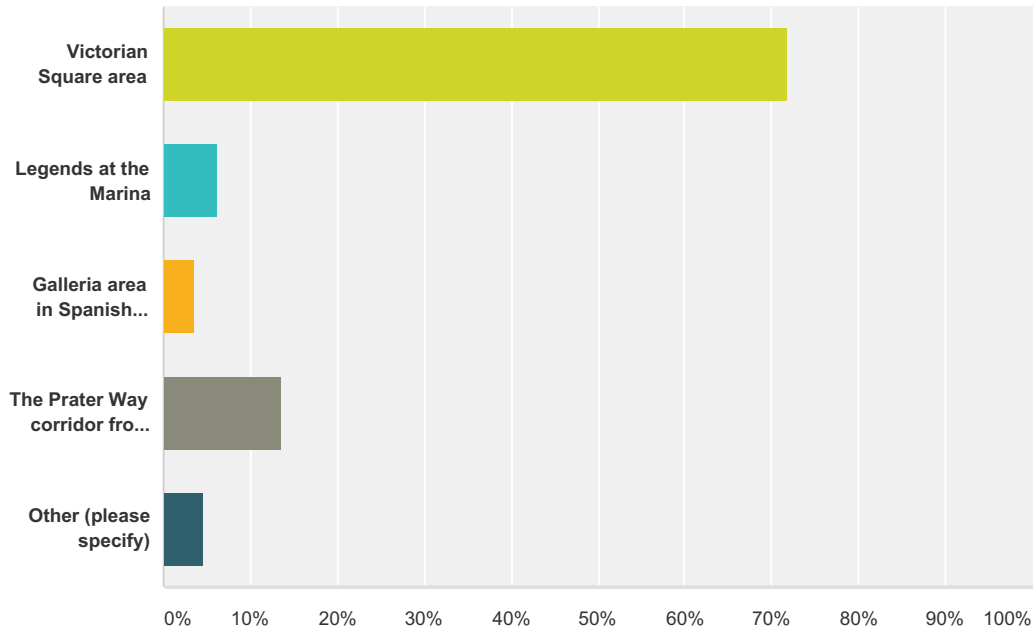


Answer Choices	Responses	
Neighborhoods with a mix of uses including single-family homes, apartments, dining and shopping	37.84%	42
Single-family homes separated from other uses such as shopping, commercial and industrial	23.42%	26
Spanish Springs portion of Sparks retains its suburban character	39.64%	44
Spanish Springs portion of Sparks evolves from suburban to urban development	14.41%	16
Victorian Square has high density residential housing, shopping, jobs and dining	44.14%	49
Total Respondents: 111		



## Q5 What do you consider downtown?

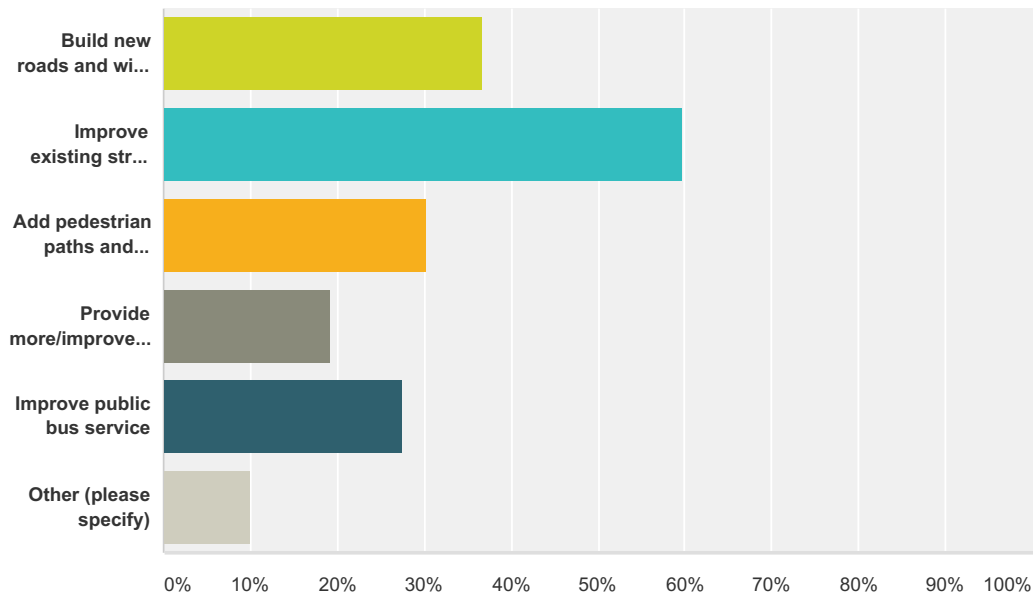
Answered: 110 Skipped: 2



Answer Choices	Responses	
Victorian Square area	71.82%	79
Legends at the Marina	6.36%	7
Galleria area in Spanish Springs	3.64%	4
The Prater Way corridor from Victorian Square to the Legends at Sparks Marina	13.64%	15
Other (please specify)	4.55%	5
<b>Total</b>		<b>110</b>

## Q6 Select 2 options: What transportation issues should be priorities in Sparks?

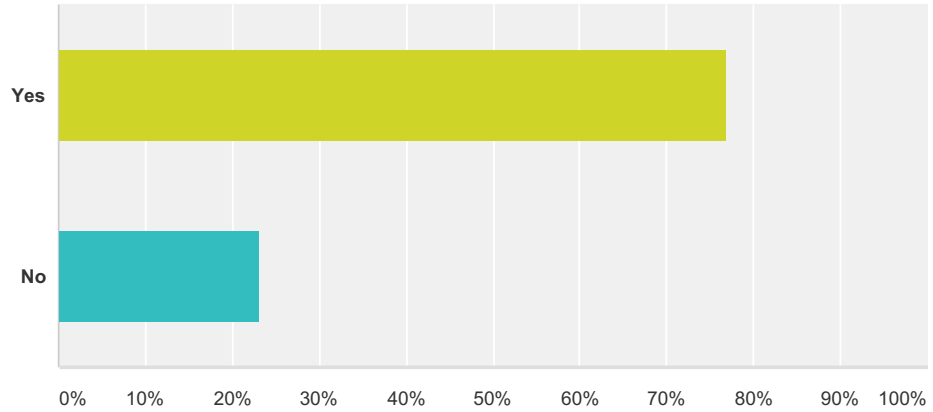
Answered: 109 Skipped: 3



Answer Choices	Responses	
Build new roads and widen existing roads	36.70%	40
Improve existing street and road pavement conditions	59.63%	65
Add pedestrian paths and improve existing sidewalks	30.28%	33
Provide more/improve bike lanes	19.27%	21
Improve public bus service	27.52%	30
Other (please specify)	10.09%	11
Total Respondents: 109		

**Q7 Should the City add additional fire station(s), as necessary, to maintain the six (6) minute response time?**

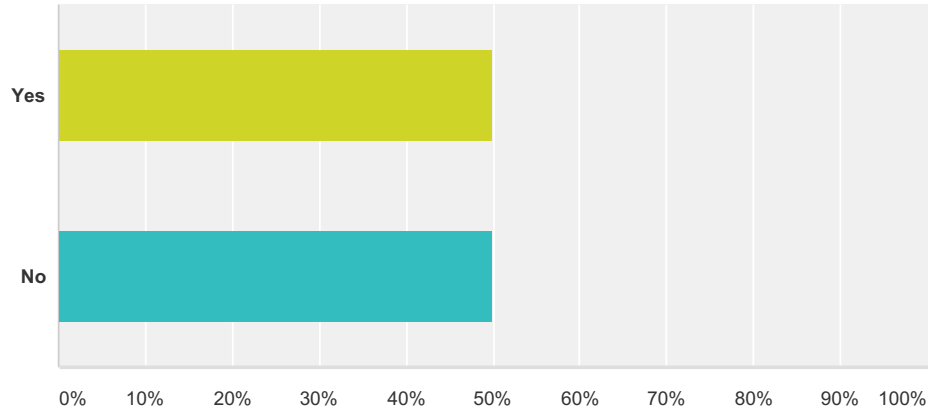
Answered: 108 Skipped: 4



Answer Choices	Responses	
Yes	76.85%	83
No	23.15%	25
Total		108

**Q8 Should the City provide additional locations for public access to the Sparks Police Department?**

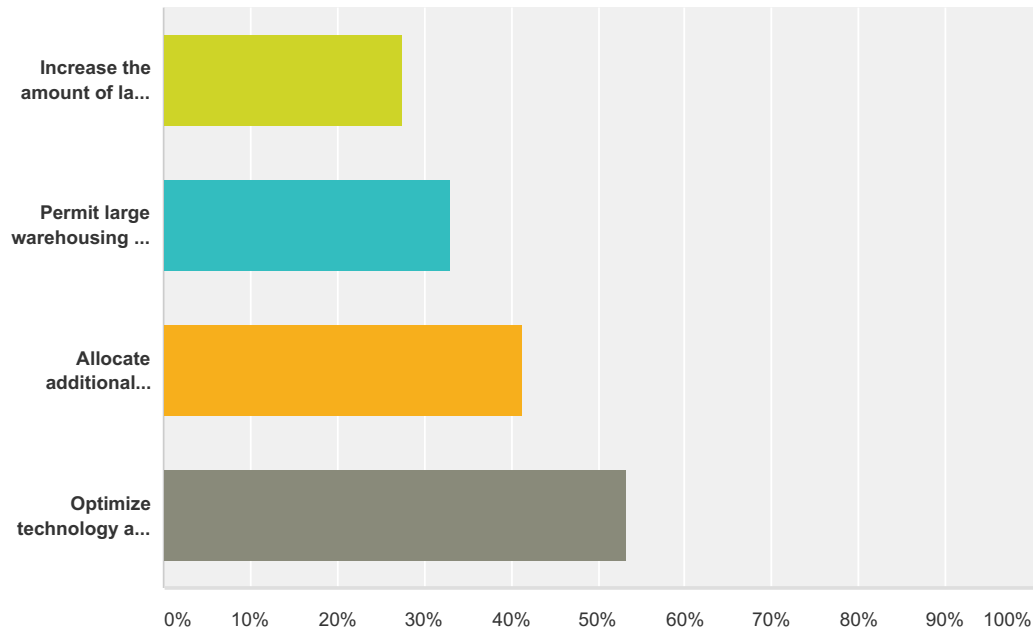
Answered: 108 Skipped: 4



Answer Choices	Responses	
Yes	50.00%	54
No	50.00%	54
Total		108

### Q9 Select 2 options: What strategies should the City of Sparks adopt to increase economic vitality?

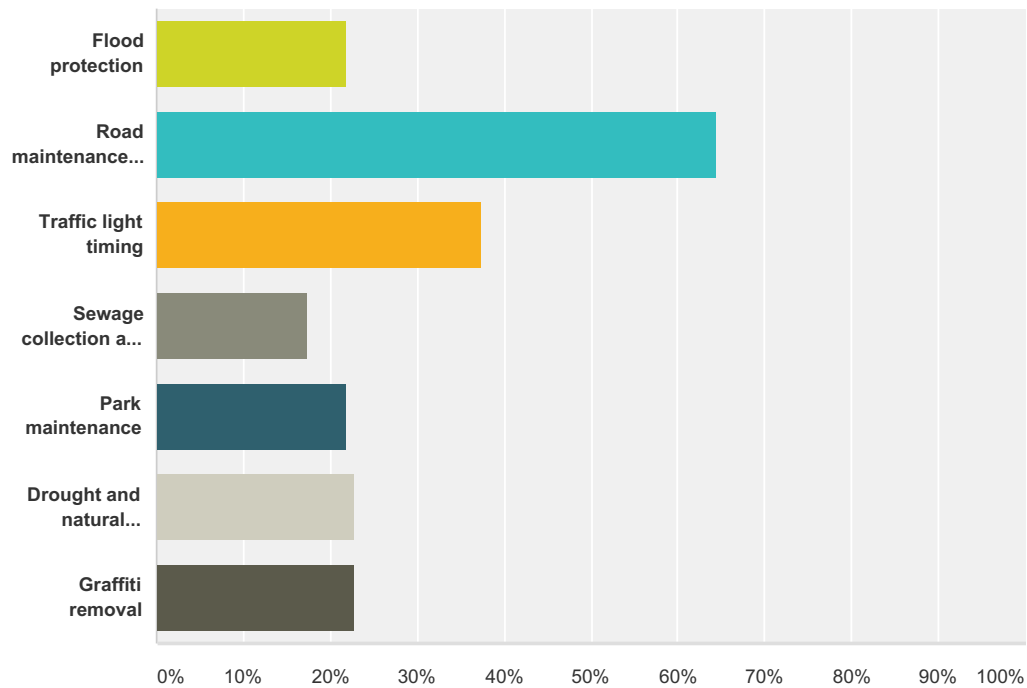
Answered: 109 Skipped: 3



Answer Choices	Responses	
Increase the amount of land zoned for commercial and industrial activities	27.52%	30
Permit large warehousing and distribution facilities (like Amazon) in Spanish Springs portion of Sparks	33.03%	36
Allocate additional City funds to support special events	41.28%	45
Optimize technology and on-line services to become more business friendly	53.21%	58
Total Respondents: 109		

## Q10 Select 2 options: In 2030, what should the City prioritize for public works?

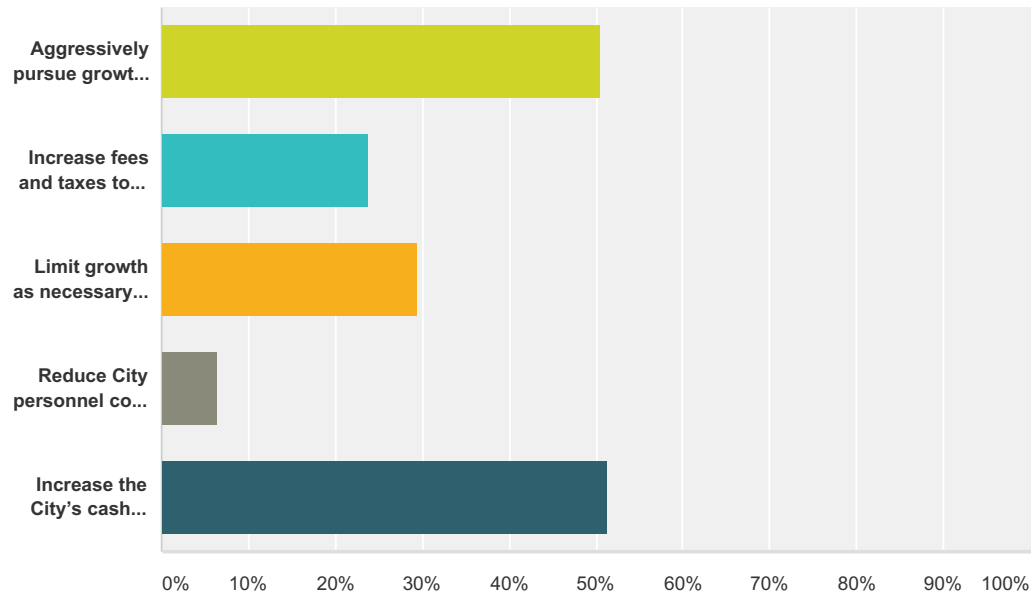
Answered: 110 Skipped: 2



Answer Choices	Responses	
Flood protection	21.82%	24
Road maintenance (paving, striping, sweeping, snow removal, etc.)	64.55%	71
Traffic light timing	37.27%	41
Sewage collection and treatment	17.27%	19
Park maintenance	21.82%	24
Drought and natural disaster preparedness	22.73%	25
Graffiti removal	22.73%	25
Total Respondents: 110		

## Q11 Select 2 options: What policies should the City of Sparks pursue to maintain fiscal health?

Answered: 109 Skipped: 3

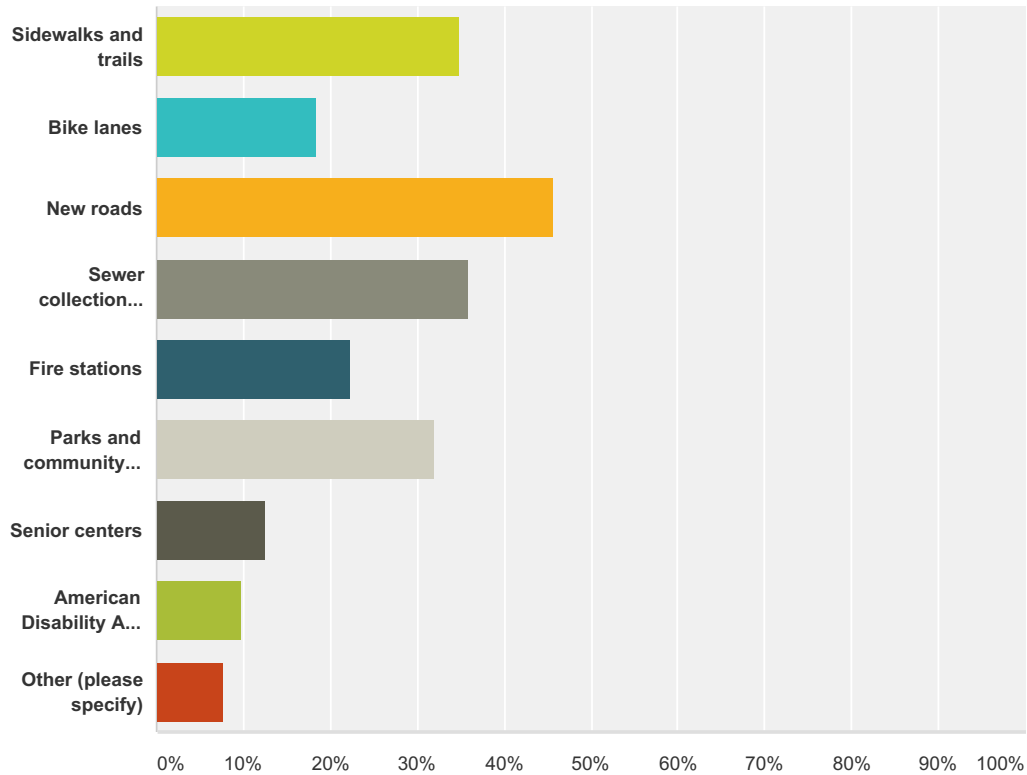


Answer Choices	Responses	
Aggressively pursue growth that enhances tax revenues	50.46%	55
Increase fees and taxes to maintain or enhance services	23.85%	26
Limit growth as necessary to maintain current service levels	29.36%	32
Reduce City personnel costs even if it reduces service levels	6.42%	7
Increase the City's cash reserves and reduce debt	51.38%	56
Total Respondents: 109		



**Q12 Select 2 options: In 2030, which city UTILITIES AND FACILITIES are most important for Sparks to prioritize when planning for growth?**

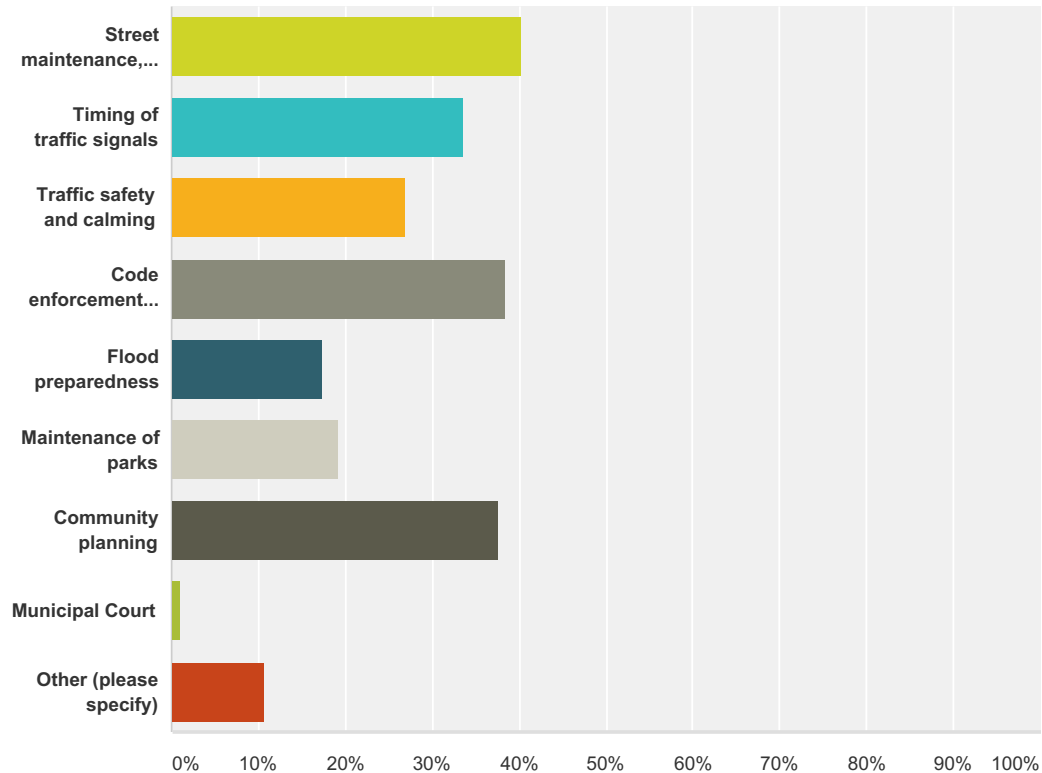
Answered: 103 Skipped: 9



Answer Choices	Responses	
Sidewalks and trails	34.95%	36
Bike lanes	18.45%	19
New roads	45.63%	47
Sewer collection lines and sewer treatment plant	35.92%	37
Fire stations	22.33%	23
Parks and community centers (e.g. Alf Sorensen)	32.04%	33
Senior centers	12.62%	13
American Disability Act (ADA) compliance	9.71%	10
Other (please specify)	7.77%	8
Total Respondents: 103		

**Q13 Select 2 options: In 2030, which SERVICES are most important for the City of Sparks to prioritize when planning for growth?**

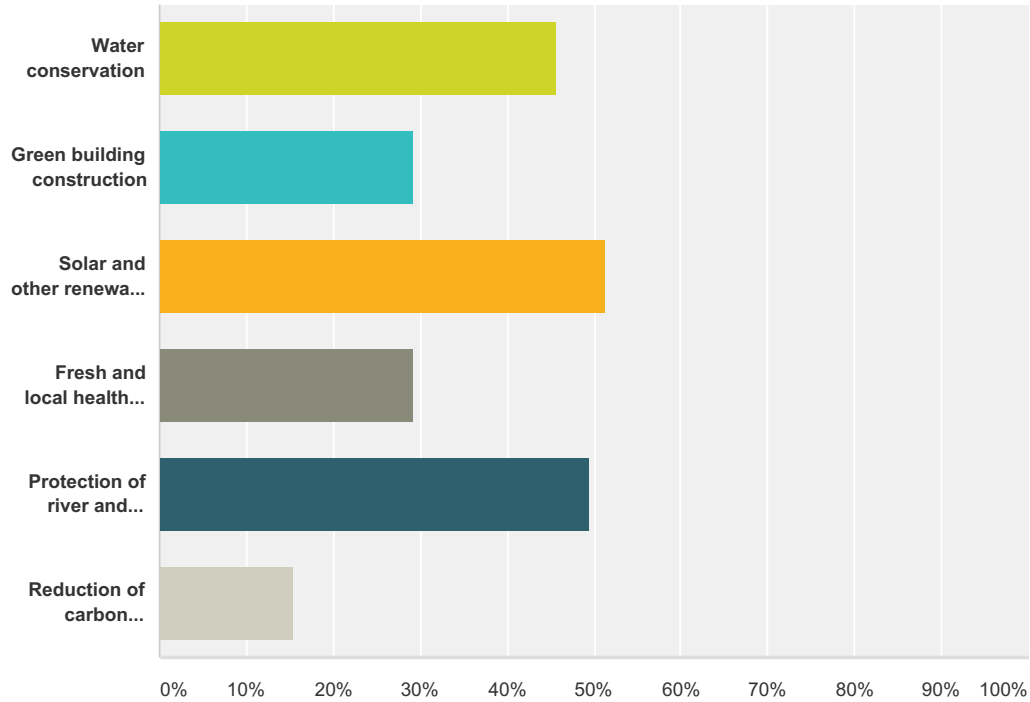
Answered: 104 Skipped: 8



Answer Choices	Responses	
Street maintenance, cleaning and snow removal	40.38%	42
Timing of traffic signals	33.65%	35
Traffic safety and calming	26.92%	28
Code enforcement (e.g. clean yards, graffiti removal)	38.46%	40
Flood preparedness	17.31%	18
Maintenance of parks	19.23%	20
Community planning	37.50%	39
Municipal Court	0.96%	1
Other (please specify)	10.58%	11
Total Respondents: 104		

## Q14 Select 2 options: What should the City of Sparks focus on to increase the community's sustainability?

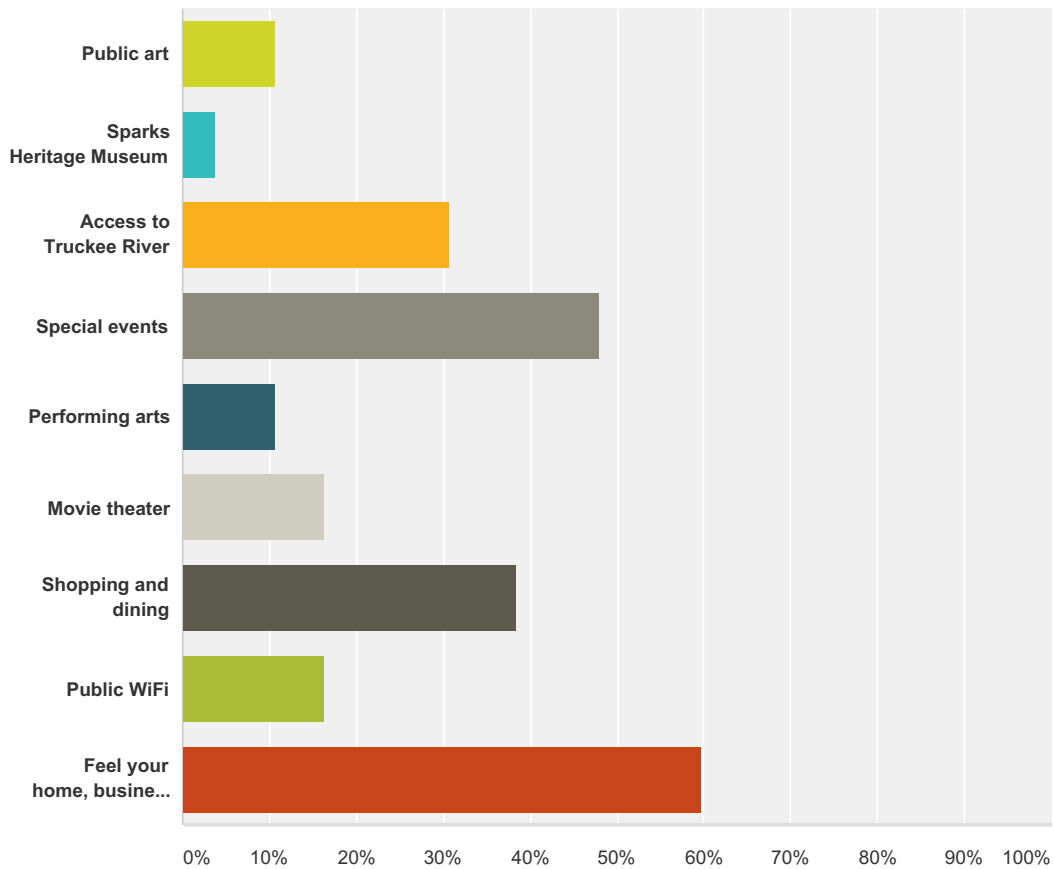
Answered: 103 Skipped: 9



Answer Choices	Responses	
Water conservation	45.63%	47
Green building construction	29.13%	30
Solar and other renewable energy	51.46%	53
Fresh and local healthy food	29.13%	30
Protection of river and wetlands	49.51%	51
Reduction of carbon emissions	15.53%	16
Total Respondents: 103		

## Q15 Select 2 options: In 2030, what quality of life features are most important to you?

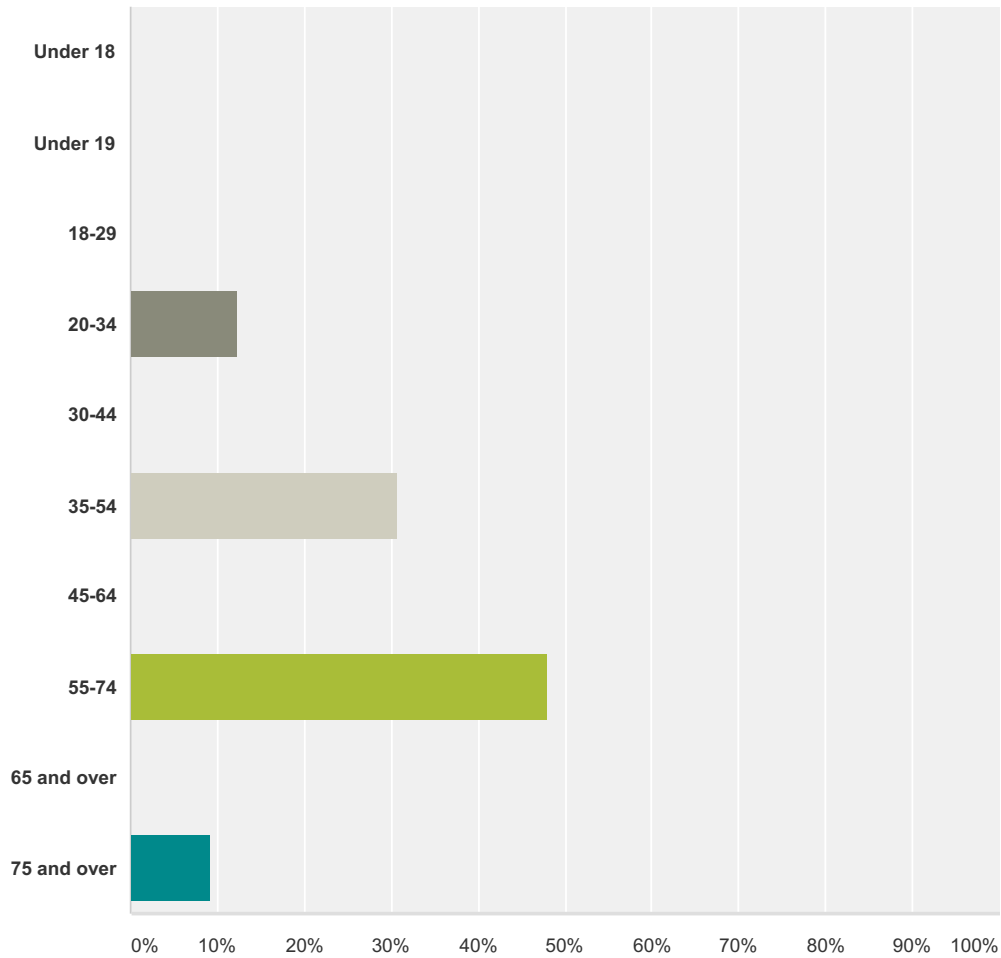
Answered: 104 Skipped: 8



Answer Choices	Responses	
Public art	10.58%	11
Sparks Heritage Museum	3.85%	4
Access to Truckee River	30.77%	32
Special events	48.08%	50
Performing arts	10.58%	11
Movie theater	16.35%	17
Shopping and dining	38.46%	40
Public WiFi	16.35%	17
Feel your home, business or family is adequately protected by the police and fire departments	59.62%	62
Total Respondents: 104		

## Q18 Age range

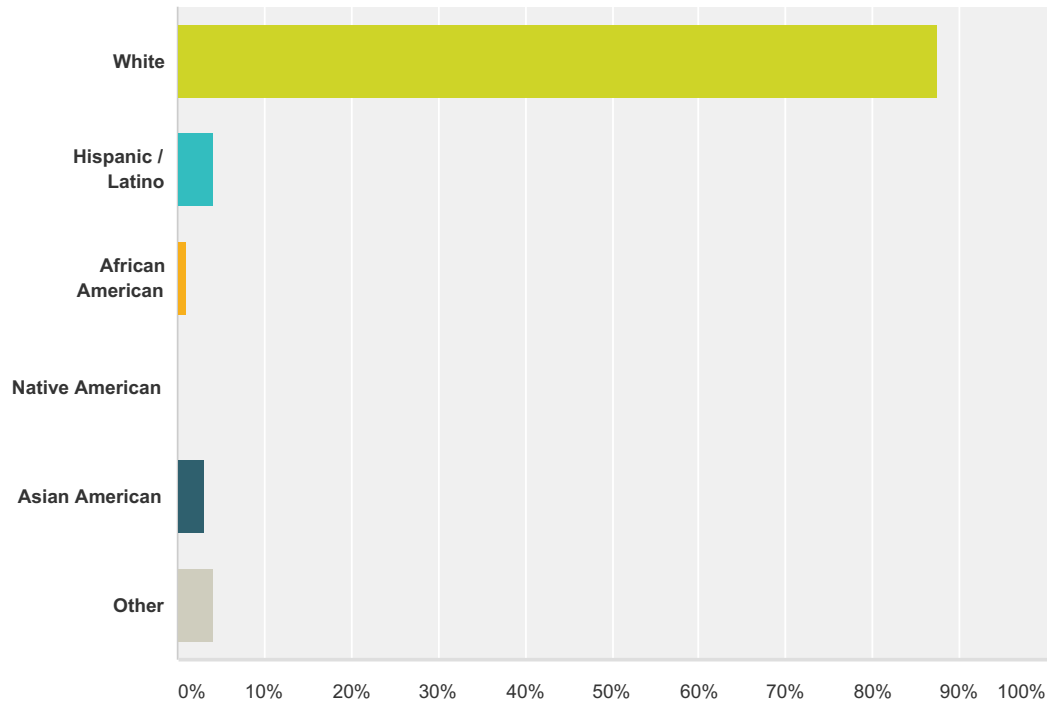
Answered: 98 Skipped: 14



Answer Choices	Responses
Under 18	0.00% 0
Under 19	0.00% 0
18-29	0.00% 0
20-34	12.24% 12
30-44	0.00% 0
35-54	30.61% 30
45-64	0.00% 0
55-74	47.96% 47
65 and over	0.00% 0
75 and over	9.18% 9
<b>Total</b>	<b>98</b>

## Q19 Ethnicity

Answered: 96 Skipped: 16



Answer Choices	Responses	
White	87.50%	84
Hispanic / Latino	4.17%	4
African American	1.04%	1
Native American	0.00%	0
Asian American	3.13%	3
Other	4.17%	4
<b>Total</b>		<b>96</b>