

Prado & Pinion Ranch

• MASTER PLANNED COMMUNITY •



EXCLUSIVE LISTING

±1,579-ACRE PREMIER MASTER-PLANNED COMMUNITY DEVELOPMENT SITE LOCATED IN RENO NEVADA

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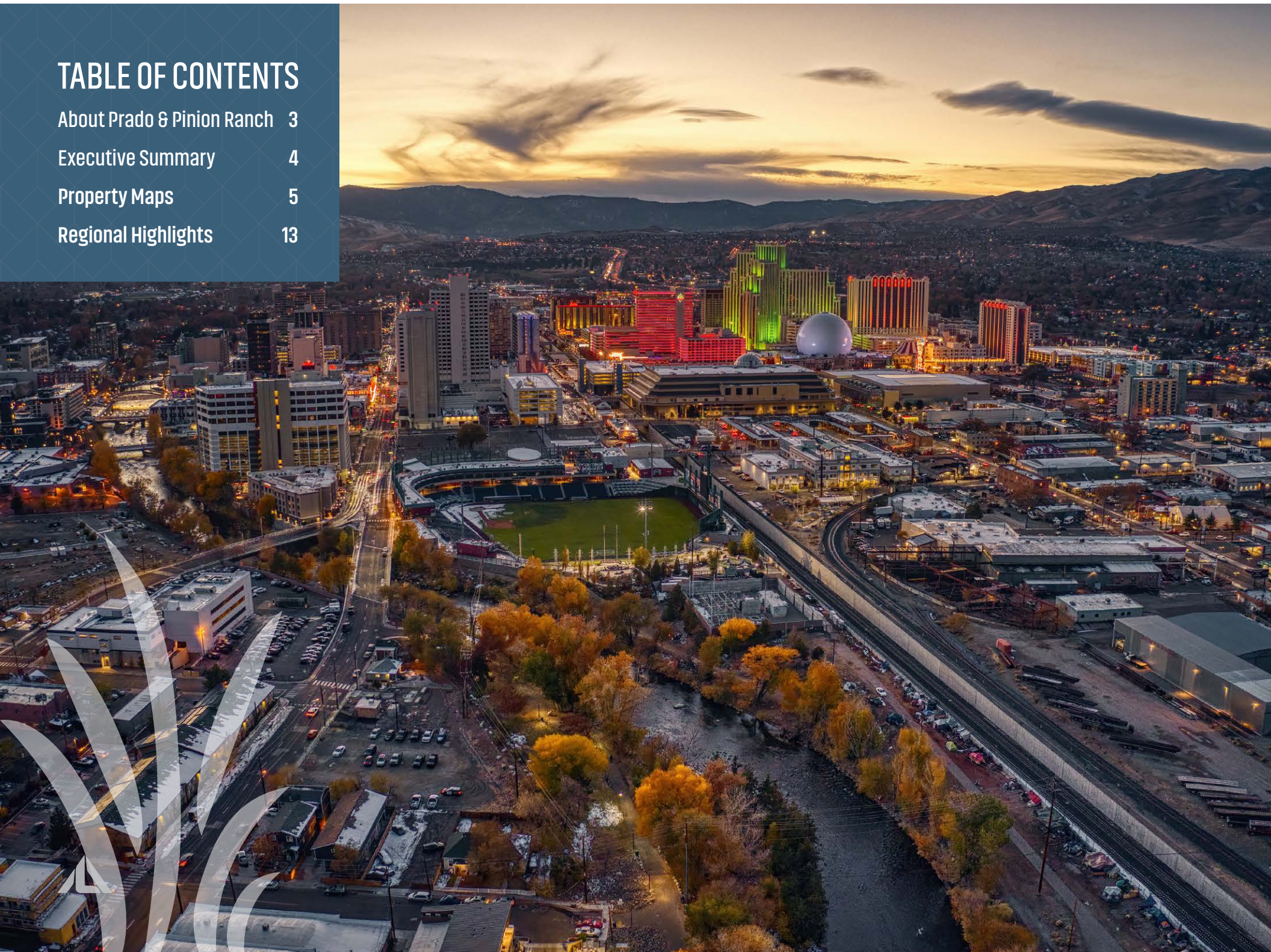
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ABOUT PRADO & PINION RANCH



Discover fresh opportunities, unmatched convenience, and the allure of picturesque rural living at Prado & Pinion Ranch. This innovative development initiative promises to introduce new housing options, employment opportunities, vital infrastructure enhancements, and a realm of possibilities to the area—all while preserving the unique charm that defines Lemmon Valley.



Responsible

Investing in Lemmon Valley's character while enhancing conveniences for Nevada's growth, respecting planning commission and resident standards for community benefit.



Cooperative

Prado & Pinion Ranch is a cooperative effort between the city, county, and local residents, emphasizing transparent communication and essential infrastructure development.



Beneficial

Prado & Pinion Ranch promises to deliver numerous regional benefits, including 2–3K jobs, traffic relief, enhanced disaster resilience, faster emergency services, and a boost to the local economy through new residents and visitors.



Sustainable

Responsibly addressing traffic, regional benefits, the environment, and stormwater improvements, with a focus on enhancing the way of life for all in Lemmon Valley, to ensure lasting safety, cleanliness, and comfort for generations to come.

EXECUTIVE SUMMARY



LOCATION	The property can be accessed from Lemmon Drive, situated to the north of the Deodar Way intersection in the heart of the Reno's North Valley submarket. RTC plans to realign and widen Common Drive in 2026 providing direct access to HWY 395 (8 minutes) and downtown Reno (18 minutes).
PROPERTY SIZE	±1,578.94 Acres - Potential for 3,500 + units!
PRICE	Submit for bulk Price for 490 approved lots - \$12,740,000 (\$26,000 / lot)
MUNICIPALITY	Washoe County, Nevada City of Reno
SCHOOLS	Lemmon Valley Elementary School O'Brien Middle School North Valleys High School
ZONING/LAND USE	SF-3, SF-8 & Open Space (City) & Suburban Residential (County)
ENTITLEMENTS	In 2018, Washoe County granted approval for 490 lots within Area 4 TTM. A 7 lot final map has been recorded to extend the tentative map, and a second final map is in process. Lots are 6000 SF minimum.
HIGH DEMAND	The North Valleys submarket ranks number 2 in the region for new home sales and continues to add new business generating more jobs. With lot supplies dwindling, Prado & Pinion Ranch represents the future lot supply for this growing region!



OBLIQUE MAP | PRADO & PINION RANCH



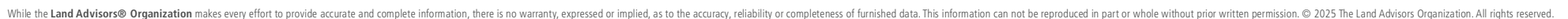
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LEMMON DRIVE RE-ALIGNMENT | PRADO & PINION RANCH





AREA 4

PHASING PLAN PRADO RANCH NORTH

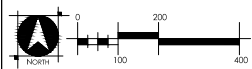
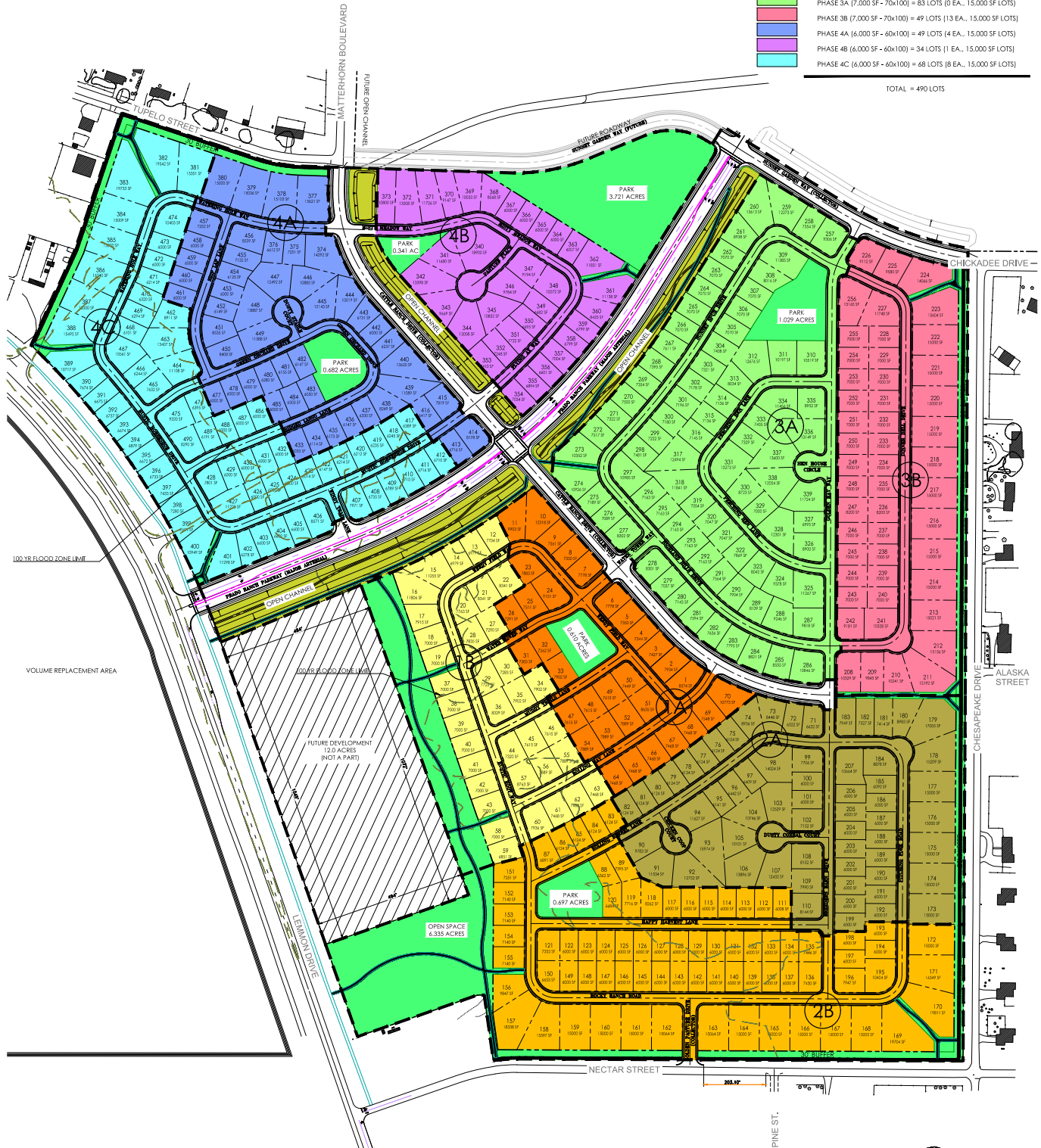
WASHOE COUNTY, NEVADA
JUNE 5, 2018

TOTAL PROJECT AREA = 154,652 AC
OPEN SPACE / COMMON AREA WITHOUT OPEN CHANNELS = 18,441 AC (12.05%)
OPEN SPACE / COMMON AREA WITH OPEN CHANNELS = 24,258 AC (15.68%)

LEGEND

- PHASE 1A (7,000 SF - 70x100) = 33 LOTS (0 EA., 15,000 SF LOTS)
- PHASE 1B (7,000 SF - 70x100) = 37 LOTS (0 EA., 15,000 SF LOTS)
- PHASE 2A (6,000 SF - 60x100) = 42 LOTS (7 EA., 15,000 SF LOTS)
- PHASE 2B (6,000 SF - 60x100) = 75 LOTS (16 EA., 15,000 SF LOTS)
- PHASE 3A (7,000 SF - 70x100) = 83 LOTS (0 EA., 15,000 SF LOTS)
- PHASE 3B (7,000 SF - 70x100) = 49 LOTS (13 EA., 15,000 SF LOTS)
- PHASE 4A (6,000 SF - 60x100) = 49 LOTS (4 EA., 15,000 SF LOTS)
- PHASE 4B (6,000 SF - 60x100) = 34 LOTS (1 EA., 15,000 SF LOTS)
- PHASE 4C (6,000 SF - 60x100) = 68 LOTS (8 EA., 15,000 SF LOTS)

TOTAL = 490 LOTS



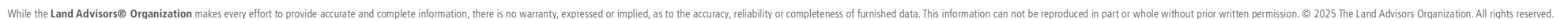
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OVERALL SITE PLAN

PRADO RANCH NORTH

WASHOE COUNTY, NEVADA
JUNE 4, 2018





REGIONAL HIGHLIGHTS



Reno, Nevada, is a captivating gem in the heart of the American West, offering a dynamic blend of natural beauty and vibrant urban experiences for tourists to relish. Known as **"The Biggest Little City in the World,"** Reno boasts a unique charm that combines the excitement of casino gaming with a rich cultural scene, making it an ideal destination for both thrill-seekers and culture enthusiasts alike.

Surrounded by the stunning Sierra Nevada mountains, outdoor enthusiasts can indulge in a plethora of activities, from hiking and skiing to exploring the picturesque Lake Tahoe region nearby. Beyond its natural wonders, Reno boasts a thriving economy, with a diverse range of industries, including tech, manufacturing, and logistics, driving steady job growth and attracting a skilled workforce.

\$646,819 AVERAGE NEW HOME PRICE | **300** DAYS OF SUNSHINE EACH YEAR | **5** MILLION TOURISTS ANNUALLY



Reno Nevada is known as "The Biggest Little City in the World." With a population of over 500,915 Reno is the fourth most populous city in Nevada.

Source: Bureau of Labor Statistics



Tourism across the state of Nevada generated nearly \$91 billion in 2022.

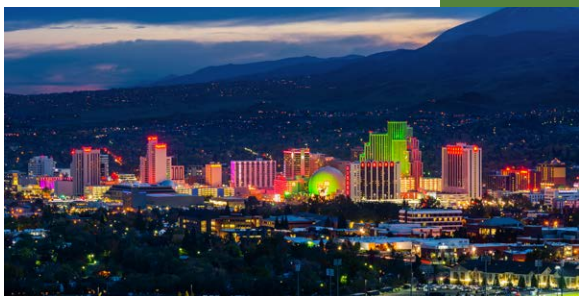
Source: Nevada Resort Association



The University of Nevada, Reno is a prominent educational institution in the city with over 21K students. The university offers a wide range of academic programs and is known for its research and innovation in various fields.

Source: The University of Nevada, Reno

TOP AREA ATTRACTIONS



CASINOS

Reno is renowned for its lively casino scene, offering a wide array of gaming options from slots to table games. Many casinos host entertaining live shows, concerts, and comedy acts for an exciting night-life experience.



VIRGINIA CITY

Virginia City is a well-preserved historic mining town that transports you back to the 19th century. Take a ride on the Virginia & Truckee Railroad, venture into historic silver mines, and soak in the Old West atmosphere of this captivating town.



LAKE TAHOE

Lake Tahoe, a short drive away, offers year-round outdoor adventures such as skiing, hiking, and boating, complemented by the surrounding mountains' excellent hiking, mountain biking, and scenic vistas.



TRUCKEE RIVER WALK

Stroll along the scenic Truckee River Walk, which offers a peaceful urban escape with picturesque views of the river and nearby parks. Numerous cafes and restaurants offer outdoor dining options, allowing you to savor a meal while enjoying the tranquil ambiance.



NATIONAL AUTOMOBILE MUSEUM

For those with a passion for automobiles, a visit to this museum is an absolute must. Inside, you'll discover an extraordinary collection of vintage cars that will transport you on a captivating journey through the annals of automotive history.



NEVADA MUSEUM OF ART

The museum boasts a diverse collection of art, ranging from contemporary pieces to historical works, providing insights into Nevada's cultural heritage.

AREA EMPLOYMENT



Reno, Nevada, boasts a diverse economic landscape, with key sectors including tourism and hospitality, gaming and entertainment, healthcare, manufacturing, and technology. The city is renowned for its vibrant casino industry, drawing tourists from around the world. Additionally, it's becoming a hub for tech companies, thanks in part to the presence of the Tesla Gigafactory. Healthcare and manufacturing also play pivotal roles in Reno's economy. The region's scenic beauty and proximity to Lake Tahoe contribute to its appeal for residents and businesses alike, making it a dynamic and steadily growing economic center in the American West. Top Reno include:



University of Nevada, Reno



Coming Soon

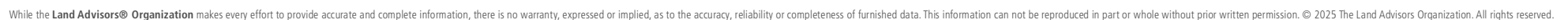


Coming Soon



Coming Soon





SWAN LAKE NATURE STUDY AREA

Just minutes from the property, [Swan Lake Nature Study Area](#) stands as a nationally acclaimed haven for birdwatching enthusiasts. This pristine locale has earned the prestigious title of an Important Bird Area due to its remarkable variety of avian species, including elegant swans.

A 600-foot wooden board-walk (currently under re-construction) extends its welcoming arms to guide visitors through the enchanting wetlands, providing an immersive experience in the heart of this avian sanctuary. Furthermore, the park offers a selection of scenic hiking trails and convenient amenities such as a portable restroom, ensuring a comfortable and enriching outdoor adventure for all who visit.



PRADO & PINION RANCH DEMOGRAPHICS



2025 Total Population

	3 MILES	5 MILES
2025 Total Population	12,085	47,620
2030 Projected Population	13,459	50,081



Workforce Education

	3 MILES	5 MILES
Some College/No Degree	24.9%	22.6%
Associates Degree	9.1%	11.9%
Bachelors Degrees	20.6%	16.3%
Masters/Professional/Doctorate Degrees	8.0%	6.5%



Household Income and Size

	3 MILES	5 MILES
2025 Average Household Income	\$93,096	\$109,423
2030 Average Projected Household Income	\$101,549	\$122,768
2025 Total Households	4,038	16,330
2030 Projected Total Households	4,530	17,301
2025 Average Household Size	2.99	2.91

Population by Year (within 5 miles)

2030 PROJECTED
50,081



2025
47,620



2020
41,416





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