The Washoe County Master Plan Volume #1:

Goal Two: Standards ensure that land use patterns are compatible with suburban development and incorporate mixed-use.

Goal Three: The majority of growth and development occurs in existing or planned communities, utilizing smart growth practices.

Goal Five: Development occurs where infrastructure is available.

Goal Twenty-one: The design of communities and neighborhoods creates a strong sense of place.

Goal Twenty-five: Development review enforces the goals and policies of the Master Plan Policies.

LUT.25.1 Ensure that development proposals are in conformance with appropriate Master Plan policies and the relevant Area Plan policies.

LUT.25.2 Early in the application process, staff shall provide applicants with relevant land use and transportation goals and policies.
Character Planning and Design:

Character Planning

When evaluating future developments applications, approval of applications should only be granted if the applicant can demonstrate compatibility with the existing character of an area.
Existing character of a community does not refer to low density, cul-de-sac sprawled development. Character refers to architectural style, historic and cultural preservation, and maintaining a sense of community.

Design Guidelines

An important element in character planning is creating standards or guidelines that will uphold the sense of place that the community desires.
Introduction:

The Spanish Springs Area Plan responds to a citizen-based desire to identify, implement and preserve the community character that has evolved in the Spanish Springs Valley over time. The result of these workshops has been the development of a comprehensive vision for the Spanish Springs community that identifies an existing and desired community character. The Spanish Springs Area Plan implements and preserves this community vision and character.

Vision and Character Management: Land Use

Goal One: The pattern of land use designations in the Spanish Springs Area Plan will implement and preserve the community character described in the Character Statement.
This is what we call our "Downtown" today. Tomorrow we expect it to grow, to develop into a retail hub for our community even more than it is today.
We, as a community, do not want our downtown to be an industrial/residential mix-match, that is the reason for planning. The planning has been done, your job, as the monitor of the land use, is to honor that planning.

This is the present condition of the site where the "personal Storage" facility is requesting to be built. And this is what the county board is telling us that we must accept to be built there.
Section 110.304.25 Commercial Use Types.

(z) Personal Storage. Personal storage use type refers to storage services primarily for personal effects and household goods within an enclosed storage area having individual access, but excludes workshops, hobby shops, manufacturing or commercial activity. Typical uses include mini-warehouses.

Section 110.100.05 Applicability. All development and subdivision of land within the unincorporated area of Washoe County shall be subject to the provisions of the Development Code. Any use not specifically enumerated as permitted in a regulatory zone pursuant to the Development Code, or interpreted by the Director of Community Development as permitted in a regulatory zone pursuant to Section 110.304.10, Authority and Responsibility, shall be considered to be prohibited in any regulatory zone for which the use is not enumerated.
This is what we will get when storage of “Operable Vehicles" is allowed.