

*Center of Commerce Center of Culture Center of Community One Place®*

## TheOddieDistrict®

Metro Reno/Sparks, Nevada [OddieDistrict.com](http://OddieDistrict.com)

**FOR LEASE – FALL 2022**

**155,000 sf Creative Class Arts & Culture Based R&D·Work·Live·Make® Innovation Hub**  
Flex-Tech-Office / Maker Space / Work-Live Spaces / Food & Beverage & Beer / Events



Anchored in cultural relevance by  
**The Generator**,  
a non-profit Maker-Space  
community of celebrated  
Burning Man artists and engineers,  
and by  
**The Innovation Collective**,  
a community based business accelerator  
and collaborative workplace engaged in  
human capital investment.



*“If Burning Man is fueling a contemporary art renaissance, then Reno is its Florence”— the New York Times*

# The Oddie District<sup>©</sup> - A Work·Live·Make<sup>©</sup> Innovation Hub



The Oddie District<sup>©</sup>  
2450 Oddie Boulevard  
Sparks, Nevada

The Oddie District<sup>©</sup> is an urban infill redevelopment project in Metro Reno/Sparks, Nevada - deconstruction of a vacant 210,000 sf Lowe's big box into a 155,000 sf Innovation Hub.

Located ten minutes from Reno-Tahoe International airport, seven minutes from the University of Nevada, Reno. The Oddie District is the catalyst for a community-centric economic and cultural resurgence.



Foothill Partners, Inc. is a conservation-ethic property developer with a 27-year commitment to Stewardship in the Built Environment and to Healthy Communities. We restore failed properties to vibrant places in our communities. Come join us.

[FoothillPartners.com](http://FoothillPartners.com)

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## Innovation Hub

**Innovation thrives in a stimulating and resourced environment.**

**Not simply office or production space.**

**The Oddie District is a unique culture and community.**

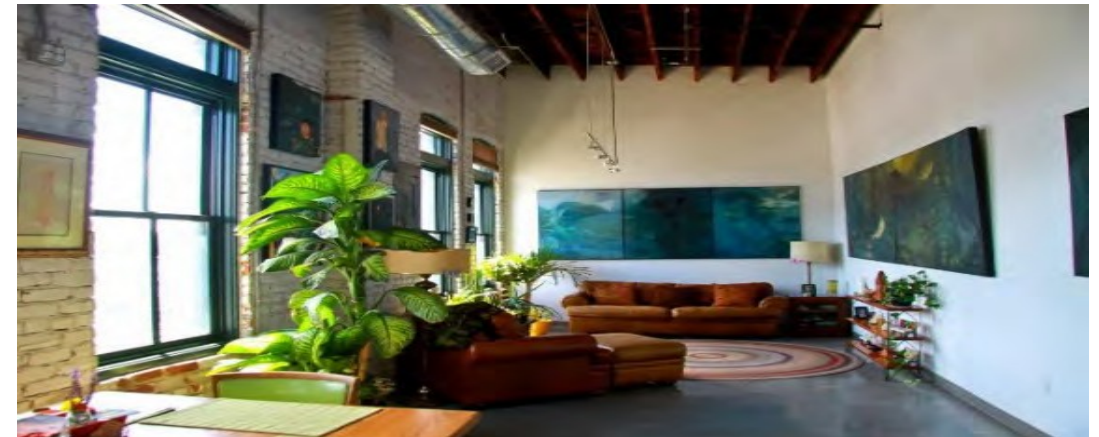
- The Generator's rich maker assets and collaborative members, and
- The Innovation Collective's entrepreneurial bootstrapping, high-level venture connections.



- Grab a beer or a meal with friends and co-workers in our 300-seat open-air Biergarten, catch entertainment on-stage.
- Model that cool idea on a nearby 3-D printer.
- Gather in our black box theater for both live performances and corporate meetings, with food and beverage.



- Work – and live - in this creative environment.



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**Belong here.** We are transforming a discarded Big Box into a multi-use platform of budding entrepreneurs, artisans and small businesses.

**Thrive Here.** Our dynamism is embodied in core diversity where new solutions are drafted and validated. Business, art and stagecraft converge in a community environment unlike any other.



**Successful ventures are disruptive.** Foothill Partners is creating The Oddie District as a business environment designed for creative, innovative, disruptive businesses. **Join our community.**

**Perspective is reality.** The Oddie District is the business place for creators, engineers, designers, and high-tech manufacturers in Northern Nevada. **Join our culture.**



## Space to Grow Your Business, Creative Fuel for Your Inspiration

- ✓ 51,450 sf of flex-tech-office suites, designed for creative-class Tech, Software, R&D, Design & Engineering and Lab uses, centered on indoor-outdoor open-air open-court lobbies. Divisible down to 1,500 sf. High-cube spaces, fiber, parking.
- ✓ Work-Live Flex Office suites to accommodate incubator growth, ranging in size from 800 sf.
- ✓ Community dog park, community garden.
- ✓ **The Generator's** membership-based work space, 3-D printers, shop tables, plasma cutters, welding gear, laser cutters, robotics and artist-engineers.
- ✓ The Generator's Art Park sculpture space.
- ✓ **The Innovation Collective's** membership-based entrepreneurial support & venture connections, small office and private Lair access.
- ✓ 8,000 sf of brewery / distillery / taproom.
- ✓ 8,000 sf / 300+ seats of outdoor, covered Biergarten dining and drinking. Events on a performing arts stage.
- ✓ 10,000 sf of small shop Food & Beverage uses opening onto the Biergarten seating.
- ✓ 9,000 sf of small shop Retail / Service uses.
- ✓ Black box theater / presentation meeting space.



## Metro Reno / Sparks

### A vibrant success of the economy.

- 1<sup>st</sup> in US job growth in 2018.
- #2 market for companies relocating from California, second only to Austin.
- Top in the nation for inbound movers, January 2019.
- In the top 50 of America's Small Best Cities, 2018.
- #11 on the Milken Institute's annual list of best-performing cities.

### Employment growth driven by tech and logistics.

- Tesla, Panasonic, Switch, Google, Apple, Microsoft and many more, large and small and very small.
- Major distribution hub for the Western United States.
- Nevada's largest manufacturing-production and technology-manufacturing location.
- The largest business park in the United States.

#9 in the US in the Top 100 Best Places to Live.



Reno/Sparks is the jumping off point for Burning Man; much of the art and culture of Burning Man originates here. Following The Burn, Reno is the decompression stop for Burning Man's diaspora.

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The Oddie District in  
Business Friendly Sparks, Nevada

The intersection of Oddie Blvd.  
(Reno's Wells Avenue) and  
El Rancho Drive (Reno's Kietzke Lane).

Just east of I-580/US 395,  
just north of Interstate 80.

Walkable. Bikeable. Rapid Bus  
Accessible. Highly accessible.

Close proximity to  
University of Nevada, Reno (UNR),  
Truckee Meadows Community College  
and Desert Research Institute.



## Project Location

The Oddie District is located within the existing Silverada Plaza Shopping Center, a collection of community serving merchants.

The property is centered in one of the last areas in metro Reno/Sparks to gentrify. The Oddie District is a Community Stewardship project of a scale that its critical mass is sufficient to carry itself.

Combined with \$34 million of now underway RTC Washoe County street and streetscape improvements, the City of Sparks has publicly recognized the economic infusion The Oddie District is creating, and our re-imagining of the Oddie Boulevard business district.

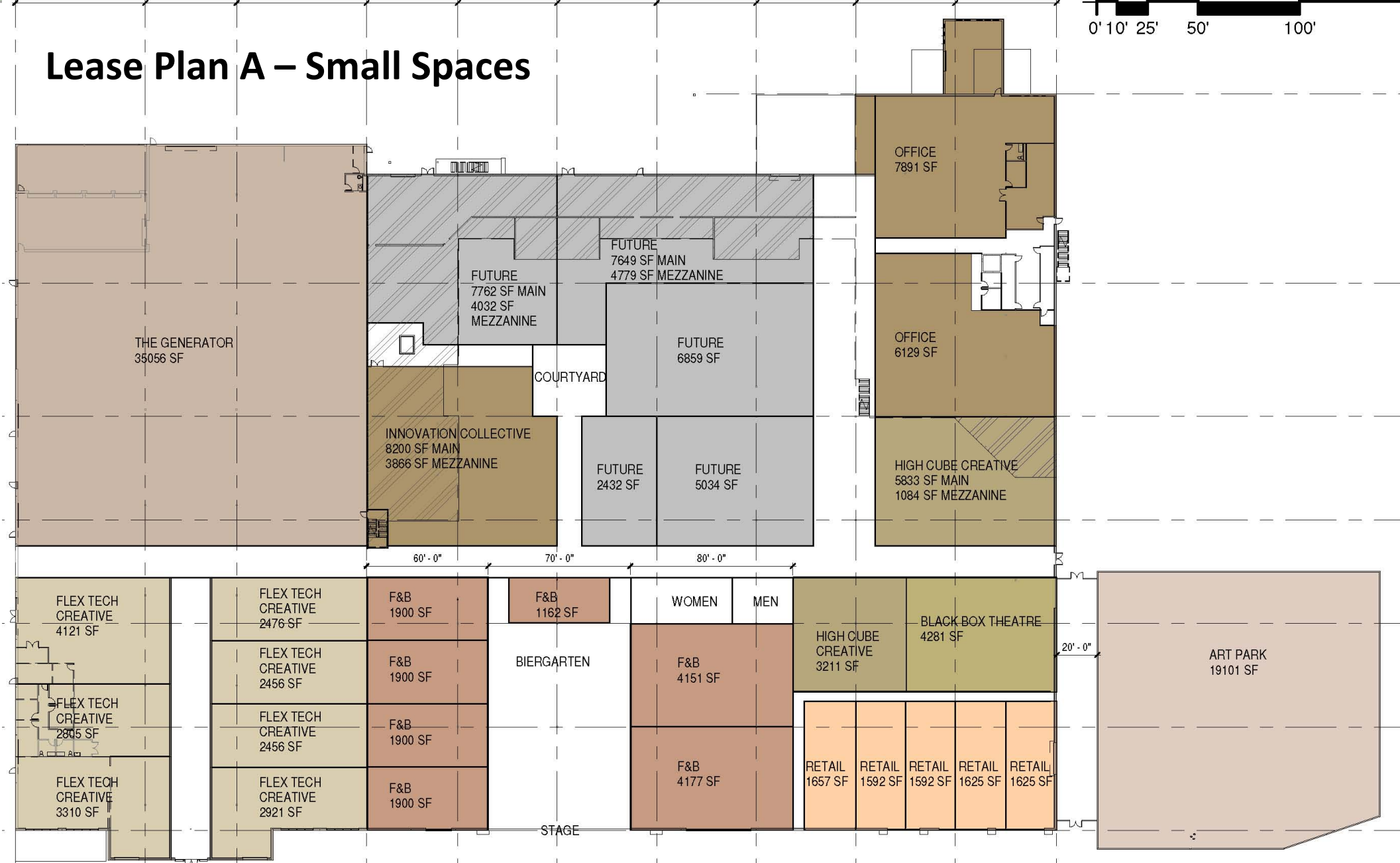
Come be a part of the culture and community we're creating.





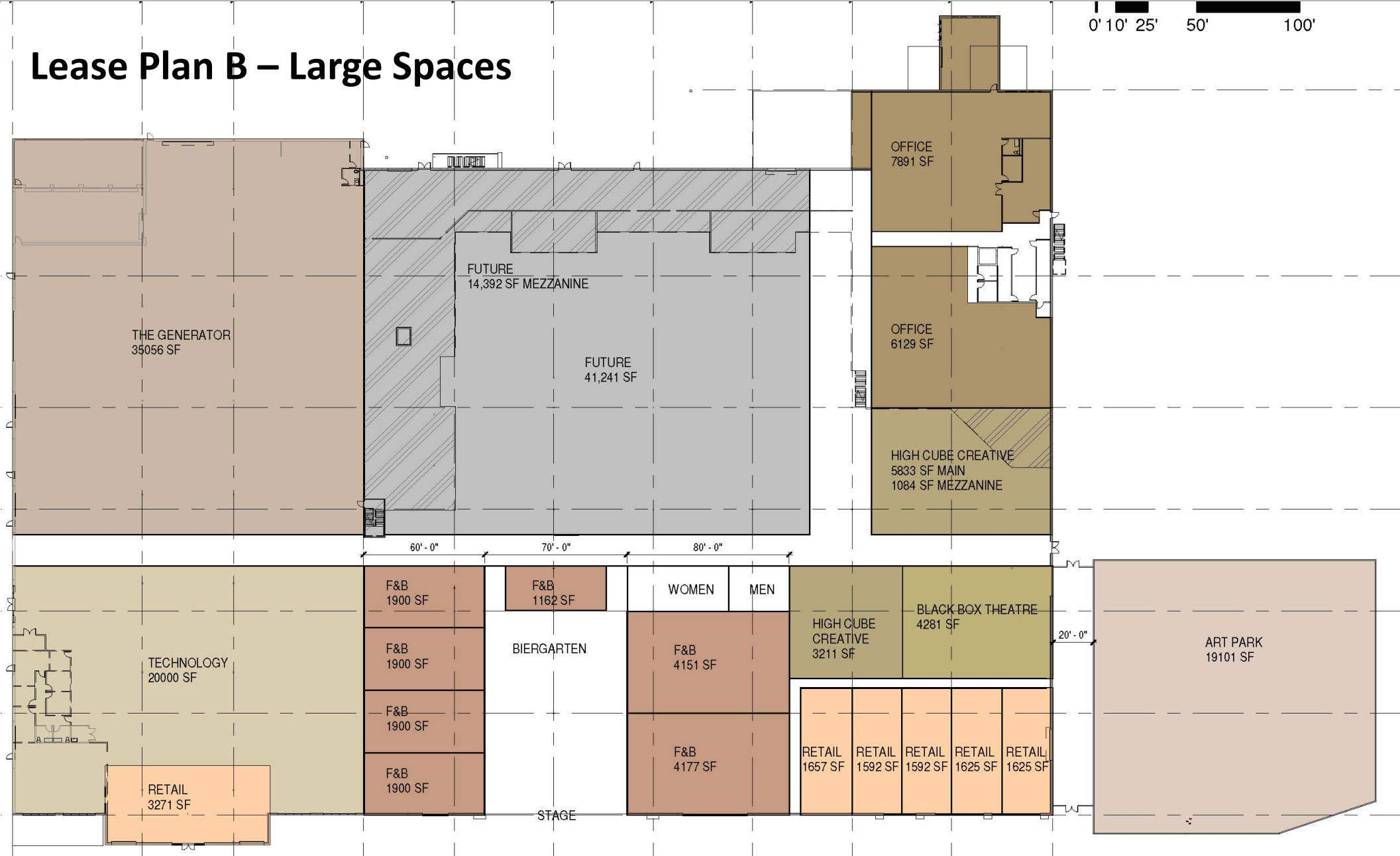


Lease Plan A – Small Spaces





Lease Plan B – Large Spaces





The Generator is an inclusive art space, maker space and community space in greater Reno/Sparks for anyone who wants to make things and be part of a creative community.

We dream. We convene. We create. We make. We're inspired by the magic and inspiration we see in all its enormity at Burning Man each summer, and we want to keep it alive all year. We combine forces and share resources in the name of creative growth and community involvement for all. Never been to Burning Man? No worries. Burner status is not required.

We have industrial equipment and tools, a powerful network of creative minds, 3 phase power, and 35,000 square feet of workspace. We share our collective know-how and we hope to learn from yours. We're here to encourage everyone to unlock their maker potential.

[therenogenerator.com/create](http://therenogenerator.com/create)

The Generator, a 501(c)(3) non-profit, provides a production venue for artists and engineers, some as recipients of Burning Man honorariums whose significant artworks find their way to The Playa and Black Rock City.





## The Innovation Collective®

The Innovation Collective ([www.innovationcollective.co](http://www.innovationcollective.co)), based in Coeur d'Alene, Idaho and operating across the US, is a human capital and education company engaged in regional, community and local economic activation, operating out of an IC-branded Innovation Den co-working studio.

IC activates individuals: The IC deploys curated online and offline experiences, events, meetups, think tanks, trainings, information sessions, and partnerships.

Currently engaged by the **Nevada State Governor's Office of Economic Development (GOED)** to launch inclusive innovation communities across Nevada, IC's innovative programming adds an inclusive and high demand amenity for Oddie District businesses and the surrounding community.



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## Press

The Oddie District is creating a buzz in the local community as well as making headlines in the commercial real estate investment community.



### JV to Transform Vacant Lowe's Into Oddie District

For purposes of redevelopment, Foothill Partners Incorporated in a joint venture with Belay Investment Group received a 209,000-square-foot former Lowe's Home Improvement store in Sparks, NV. The redevelopment project is a R&D/flex campus called The Oddie District.

The Oddie District project site is located at 2450 Oddie Blvd. in Sparks, NV. It is the largest vacant big-box building in the Reno/Sparks area. Foothill will repurpose the building into creative office, flex-tech lab spaces, maker spaces, food and beverage offerings and work studios for artists and entrepreneurs. The construction for this project is scheduled to start late in 2021, with a planned opening date of its first phase in August 2022.

The project has already signed two major tenants: The Generator and The Innovation Collective. The Generator is a nonprofit maker space, which is a creative resource for Northern Nevada community members with artists and engineers whose work frequently appears at






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**BUSINESS**

### Oddie District update: Local black box theater latest to sign up with old Lowe's building





**Jason Hidalgo** Reno Gazette Journal  
Published 7:00 a.m. PT Jun. 8, 2021 | Updated 12:02 p.m. PT Jun. 8, 2021

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TRANSACTIONS - JUNE 22, 2021


### Foothill Partners, Belay JV buys redevelopment project

BY RELEASED

Foothill Partners Inc., in a joint venture with Belay Investment Group, has acquired for redevelopment a vacant 209,000-square-foot former Lowe's Home Improvement in the high-growth market of Sparks, Nevada. The development project will be an environmental, social and corporate governance (ESG), arts-based technology, flex, R&D campus called The Oddie District.

Oddie District project site is located at 2450 Oddie Blvd. in Sparks, Nevada. It is the largest vacant big-box building in the Reno/Sparks area. Foothill will repurpose the building into creative office, flex-tech lab spaces, maker spaces, food-and-beverage offerings and work studios for artists and entrepreneurs. The construction for this project is scheduled to start late in 2021, with a planned opening date of its first phase in August 2022.

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### Developers begin remodeling The Oddie District

The former Lowe's in Sparks will turn into an innovation hub.



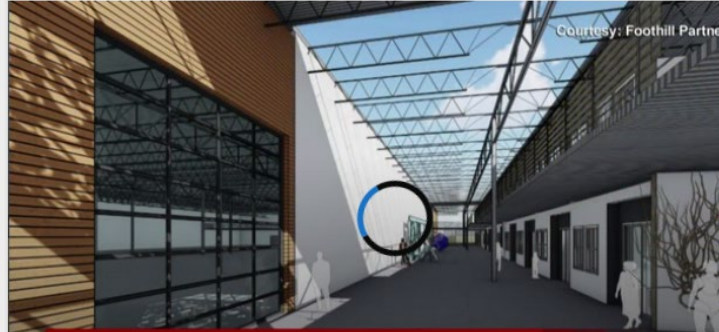


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### New creative space coming to Sparks for entrepreneurs, artists and businesses

by Audrey Mayer | Tuesday, June 22nd 2021

Courtesy: Foothill Partners



**> THE ODDIE DISTRICT COMING TO SPARKS**  
**>> FORMER LOWE'S HOME IMPROVEMENT STORE**





**FOOTHILL PARTNERS**  
REAL ESTATE AND URBAN ECONOMICS

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