



The Center

HOLISTIC WELLNESS FOR ALL AGES



Washoe County Board of Adjustment

July 2020

2500 and 2540 Crossbow Court, Reno, Nevada 89511 ("the Property")

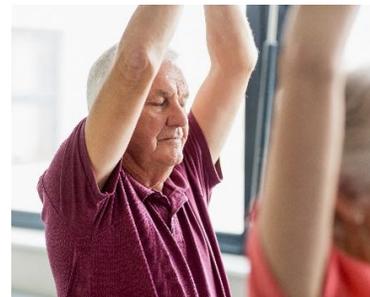
OUR MISSION

To promote and support health and wellness for all ages

OUR COMPANY

We work with individuals and organizations to support long-term behavior change through a multi-faceted approach to health and wellness.

- The Property will serve as the physical Center of the company
- We will serve our community and beyond through a digital platform that includes a virtual studio and digital library that mimics offerings at the Property
- The Property will be a gathering place for our neighborhood to connect with self and one another and to enhance wellbeing across ALL ages
- The Center will bring global thought leaders to share their live teachings with our community



OUR VISION

We support five key pillars of holistic wellness: eat, sleep, strengthen, move, and meditate



The Center will include:

 <p>Functional fitness and strength training studio for adults</p>	 <p>Meditation studio for adults</p>	 <p>Yoga / mindful movement studio for adults</p>	 <p>Meditation and yoga / mindful movement studio for kids</p>
 <p>Local coffee and tea shop, nourishing prepared foods, and retail</p>	 <p>Demonstration kitchen teaching economical nutritious eating</p>	 <p>Flexible space on two levels to allow for community education and corporate training sessions</p>	 <p>Community garden and meditation grounds (labyrinth, vertical garden, outdoor learning space)</p>

The Center • *holistic wellness for all ages*

KEY DETAILS

Daily hours: 7am-8pm weekdays; 7am-5pm weekends

Peak hours: 8-10am and 3-6pm weekdays; 8-11am weekends

Employees during peak hours: 12-15

Studio capacity: 10-15 (10 under social distancing guidelines)

Training capacity: 20, up to 70 for a community lecture

Studio class times: 7am, 8:30am, 10am, 12pm, 2pm, 3:30pm, 5pm (adults, weekdays); 8am, 3pm, 4pm, 5pm (kids, weekdays)

Community garden and meditation grounds: 40,831 sf

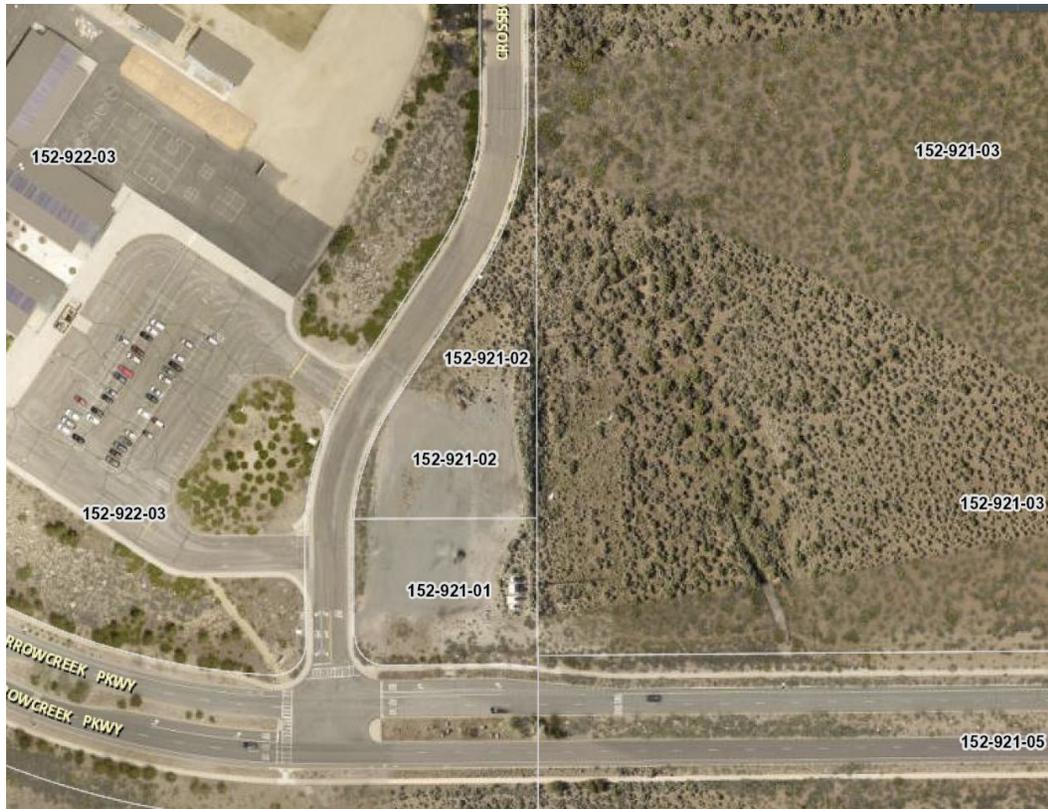
Parking spaces: 48

Community education to be ongoing and will include guest speakers in the evenings and on weekends.

Corporate trainings will be ongoing daily.



2500 and 2540 Crossbow Court (APNs 152-921-01 and 152-921-02)



Site Photographs

- Image 1 (above) is an aerial image of the two parcels and vicinity including Hunsberger Elementary School (west), future site of Marce Middle School (east), and Arrowcreek Parkway (south).
- Images 2 and 3 (right) are views of the site as seen from Arrowcreek Parkway and Crossbow Court.

Special Use Permit requests:

- 1) Development of a 16,015 square foot neighborhood center in a Low Density Suburban zone
- 2) Site grading



Suburban Residential Master Plan Designation



Low Density Suburban Zoning

In Washoe County, neighborhood centers refers to sales of convenience goods (foods, drugs and sundries) and personal services, those which meet the daily needs of an immediate neighborhood trade area and includes convenience retail.

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Proposed Exterior Views*



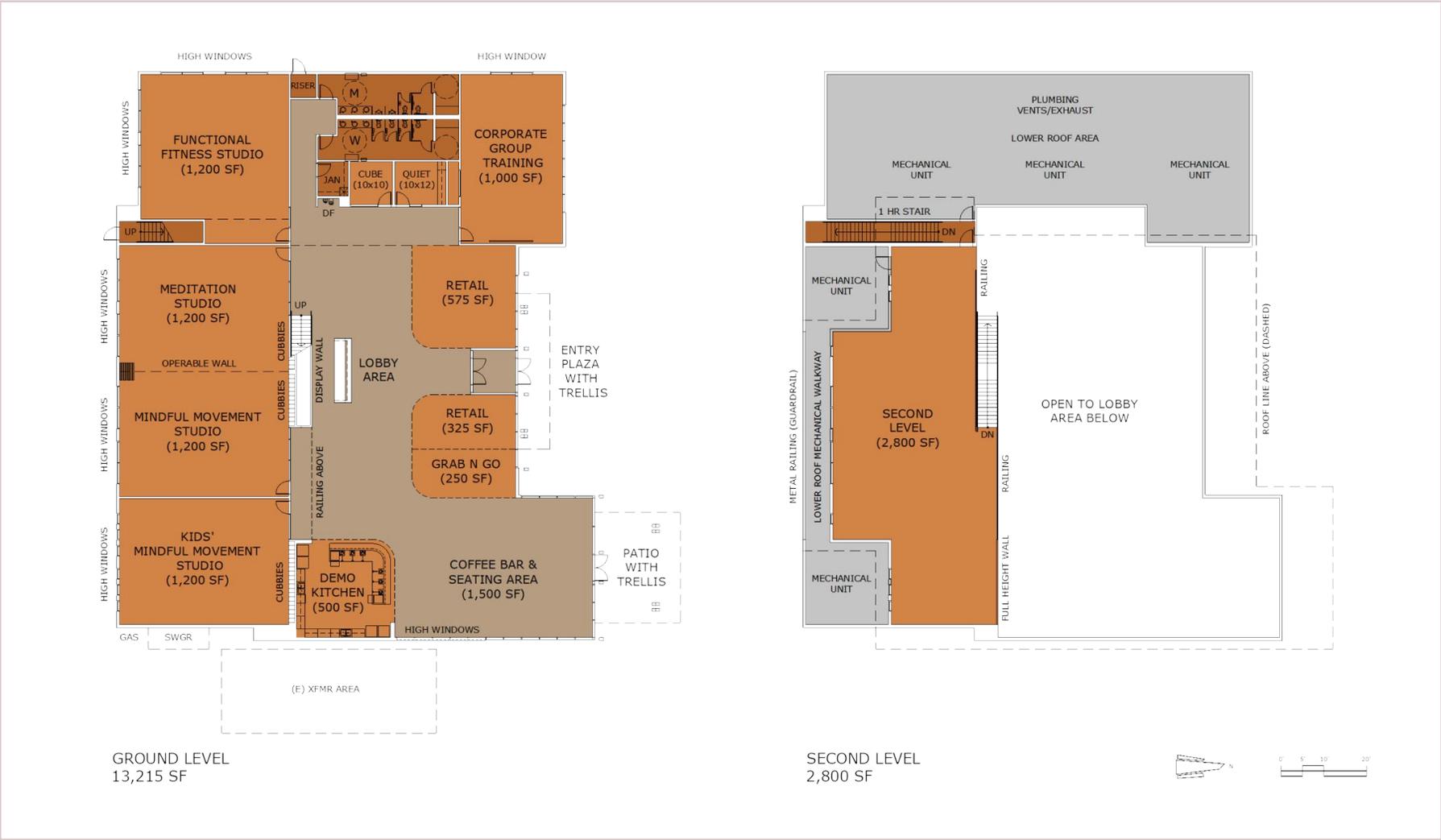
* Photos depict an actual existing structure; the Property will resemble these photos, though actual building will not be identical.

Proposed Community Garden & Meditation Grounds*



* Photos depict actual grounds; the Property's grounds will resemble these photos, though will not be identical.

Conceptual Floor Plan



Conceptual Community Garden & Meditation Grounds



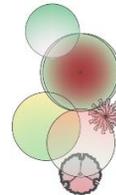
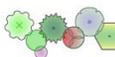
Landscape requirements

Total Gross SF Of Entire Project Site	3 Acres = 79,160-SF
Total Net SF of Landscape Area	40,831-SF
Total Min. Required Landscape	15,832-SF
Total Trees Provided in Landscape Areas	65
1 Tree Per 300-SF of Required Landscape Area	53
1 Tree Per 10 Parking Spaces Required (46)	5
1 Tree Per 30'-LF Street Trees (1,030-LF)	21
Total Shrubs / Perennials Provided in Landscape	338
Total Shrubs Required -	
50% Coverage after 1 year, 100% coverage after 5	

All Plant Material To Be Watered With Drip Irrigation On An Automatic Irrigation System

Key design features

The Site Plan (above) shows a 16,015 square foot building with 48 parking stalls and 40,831 square feet of new landscaping. The north elevation (next slide) demonstrates a contemporary mountain architecture built into the contours and comprised of natural materials and earth tones.

Evergreen trees		Deciduous trees	
	1 5' - HT (weeping evergreen)		8 #10 - CONT (fruit trees)
	6 5' - HT (landscape trees)		1 #20 - CONT (specimen trees)
	16 7' - HT (landscape trees)		1 #15 - CONT (Japanese maple)
			30 2" - CAL (landscape trees)
	1 5' - HT (ornamental)		1 #15 - CONT (ornamental trees)
	Evergreen and deciduous shrubs		
	338 #5/#1 - CONT (assorted shrubs)		

Conceptual Community Garden & Meditation Grounds





Conceptual North & West Elevations

Within the design phase, we will aim to become a WELL™ certified building which promotes environmental friendliness through optimization in air, water, nourishment, light, movement, thermal comfort, sound, materials, mind, community, and innovation.



(Across from Hunsberger Elementary, facing Crossbow Court)



Conceptual South & East Elevations



(View from Arrowcreek Parkway)

Community feedback

“ It is with great anticipation I look forward to the completion of The Center of Reno. It is a step to make Reno a national leader in total health for all ages. I’ve had the opportunity to meet with both Jen and Heather and discuss their plans. As founder of The Change Companies, a national corporation that works with federal, state and local departments and organizations, I envision the programs and practical solutions emerging from The Center will serve as evidence-based models for the United States and beyond. I’m confident The Change Companies can assist in making that happen. Congratulations to Reno for being at the forefront of a movement to bring a more person-centered approach to emotional and physical health.”

— Don Kuhl, Founder and CEO, The Change Companies, Carson City, NV

“ As a Reno native and integrative medicine healthcare provider, I am thrilled for our community to have this unique space. The Center will provide a gathering place for individuals to come together to learn, create, and thrive in their health and wellness journey. I look forward to sharing this brilliant community resource with my patients!”

— Melissa Bachman, ND, MSN, APRN, Reno Health Institute, Reno, NV

“ The Center will be a wonderful resource for the professional health care community of physicians, allied health and other medical providers. It will offer valuable opportunities for continuing education in how we can support wellness in our patients, our colleagues and ourselves.”

— Melissa Piasecki, MD, University of Nevada Reno Medical School, Reno, NV

“ The United States spends more money on healthcare than any other developed nation and yet we have one of the worst healthcare systems and outcomes. We currently have a system of disease management and lack programs for health promotion and wellness. As a women’s health care provider for several decades, I strive to provide value and evidence-based healthcare which includes many integrative modalities of treatment. Our nation needs to move toward providing innovative, holistic, wellness programs which are essential to improving health outcomes and long-term health savings. The residents of Northern Nevada would greatly benefit from the development of a holistic wellness center in Reno.”

— Lynn Tomlinson Anderson, DNP, CNM, APRN, Reno, NV

Community feedback

“ Given the state of our stressful world today, our community would benefit exponentially from a project of this caliber. Not only is it a one-of-kind approach to well-being, it also boasts a well-planned landscape full of trees, green spaces and gardens where we can gather and breathe. It stands to give our neighborhoods, local businesses and tourists alike an opportunity to rest, reduce stress and learn peaceful-living tools. While we live in a progressive town, we are also small enough to unite and support innovative visionaries such as Jen Hutter and Heather Haslem. We strongly encourage the Citizens Advisory Board and Washoe County Commissioners to support this project, so we can all benefit from its comprehensive well-being offerings.”

— Deanna and Scott Gescheider, Reno, NV

“ As a certified Nonviolent Communication trainer, I enthusiastically support The Center. Jen and Heather inspire me with their vision to support the local community and beyond with educational programs and training that will enhance the overall well-being of people of all ages. Their mission is of most importance at these times of health crisis and struggle. I also recognize the role of The Center in building community and bringing people together around the valuable purpose of wellness and health.”

— Aya Caspi, CNVC Certified Trainer, Grass Valley, CA

“ As a meditation and mindfulness teacher I am excited by the prospect of being able to teach in one location. My ability to offer courses has been limited to trying to find available space. I have taught on the UNR campus and at a business in Midtown. I have looked at several locations that rent their space by the hour when that business is not in use. None of these options are ideal. The spaces are not set up for this type of teaching. The hours of availability are not consistent. Parking has been an issue for my students. The Center is proposing a unique opportunity for teachers and students alike. The space will be DESIGNED for teaching and learning both in small groups and for larger trainings. This business is unique in its holistic approach to health and wellbeing. As a member of the community, and a teacher, I would be thrilled to teach and learn in this beautiful space!”

— Theresa B. Skaar, MBSR Meditation Teacher, Reno, NV

“ This is a great opportunity to meet new people and engage in the community! I love the proximity of it to my school and my home. I can easily see The Center complimenting and enhancing my high school sports endeavors.”

— Allyson Perlich, Galena High School Student, Reno, NV (Arrowcreek)

Community feedback

“ This is a visionary shift in the wellness of our community.”

— LuAnne Steininger, Reno, NV

“ I have attended a live wellness retreat from Heather and her Be Well retreat staff. It was life changing for me. She taught me tools that I continue to use to balance my emotions, calm my nervous system, and communicate in a positive way. These tools have been vital to me as I navigate through these challenging times. I have worked with Jen and was immediately swept into her warmth and intelligence. Her ability to convey her caring nature and at the same time bring structure and financial savvy to creating a center like this is a truly wonderful combination. This community center will be a huge asset to any and all who are able to connect with it.”

— Jenn Goff, MSPT NCS, Colfax, CA

“ As active parents who are constantly on the go, finding the time and energy to partake in a holistic approach to our health hasn't always been a viable option. Having The Center close by will be a much welcomed instrumental tool for our family to utilize in adding balance to our hectic schedules. The digital platform is a very appealing option as well.”

— Sarah and Brandon Perlich, Reno, NV (Arrowcreek)

“ I have been a member of this community for nearly 40 years, first in my youth as a student and athlete, and now as a husband, father, and wellness enthusiast. The Center will be a peaceful sanctuary for people of all ages to learn about the many aspects of wellness, grow their ability to maintain a holistic and healthy lifestyle, and develop meaningful connections with neighbors, practitioners, and thought leaders. The Center will be an enduring learning ecosystem that will enhance the quality of life for our residents and contribute uniquely to the sustainability of our community.”

— Ryan Costella, Reno, NV

“ I hope they offer cooking classes for kids, my brother and I enjoying cooking. I also am excited to see the garden area. Nature is beautiful and relaxing to me.”

— Lydia Perlich, Doral Academy 4th Grader, Reno, NV (Arrowcreek)

“ The Truckee Meadows could not be more overdue for a center such as this. A beautiful, serene, easily accessible gathering place for education, relaxation, and mindfulness will be appreciated by all. I'm counting down the days until it opens!”

— Tara Finley, OMD, ND, CGP, MSHN

Community feedback

“ As a Pilates instructor and mother, it is beautiful to see a center focused on the holistic aspects of living - from exercise and nutrition to meditation and mindfulness. The Center’s focus on all ages will provide an ideal environment for youth to form healthy habits early, while also enabling individuals and families throughout our community to discover the lasting benefits of wellness in their daily lives.”

— **Anna Hundtoft, Reno, NV**

“ From the lens of a medical doctor, the five pillars of holistic wellness including eat, sleep, strengthen, move, and mediate are important components to most any care plan. It’s refreshing and easy to see the value this organization will bring to the community.”

— **Bernard Farzin, MD, Prominence Health Plan, Reno, NV**

“ I am writing in support of the above permit application. I believe this center would be an incredible addition to our community that would address not only the whole person but the whole family. As a mom of kindergarten twins, I would value such a resource for my entire family that would be a great experience for us as a family but also to build a stronger, more unified community.”

— **Ann Cazalot, Reno, NV**

“ Health and wellness are essential parts of development. When students are feeling safe, in control, and happy, they are more likely to succeed in the classroom. Through meditation and yoga, students learn life-long skills that they are able to apply to real world situations. I have been teaching mindfulness in my classroom for the last few years and have seen a huge positive impact on students mental health and overall wellbeing. The Center will be an amazing resource in our community for holistic wellness for all ages.”

— **Michelle MacKay, Hunsberger Elementary First Grade Teacher, Reno, NV**

“ We are writing in support of the application for the above special use permit for the Center-Holistic Wellness for all Ages. This is a facility of the highest quality, offering health services to the whole family and community that are virtually unique not only to our neighborhood but also to the fast-growing greater south Reno community. The application touches all buttons: location, quality of the building, comprehensive quality services for all ages, and most importantly, highly qualified and experienced owner/operators. On behalf of ourselves, our children and grandchildren, we confidently ask you to approve this application.”

— **Dave and Judith Collins, Reno, NV (Montreux)**

Community feedback

“ I am thrilled at the opportunity of having a center focused on the mind, body, and soul so close to home and am especially pleased to include my whole family at The Center. Life is often too fast paced and, as we’ve learned, can be filled with uncertainty. The Center’s in person and digital offerings are a wonderful way to maintain balance and offer a sense of community. I fully support the proposed development and cannot wait to engage in the programs to be offered!”

— Janine Nelson, Reno, NV (Galena)

“ This looks incredible, what a cool thing to have in our neighborhood! I love the idea of a community garden and yoga classes (and coffee!!) right near the kids’ schools. Such a great addition to Galena!”

— Chrissy Raman, Reno, NV (Galena)

“ This is a much needed addition to the Reno landscape of health and wellness but at a higher level. We are very excited about the prospect of such a first-class facility being developed in South Reno.”

— Dr. Lali and Simmi Sekhon, Reno, NV (Galena)

“ I am so excited that there is finally going to be a place which my mom and I can both enjoy.”

— Misha Sekhon, Sage Ridge School 7th Grader, Reno, NV (Galena)

“ There is no doubt that an important connection exists between art, public health, and healing; I am so excited for this new opportunity that will bring more art to our community to all ages!”

— Emily Reid, Artist, Reno, NV (Galena)

“ I would like to submit a letter of support for The Center. The building of this facility and its mission would be a welcome addition to south Reno. I live in south Reno and love my community. The presence of a center that supports people across the age continuum for wellness is a great idea. I look forward to actively participating in classes here and even renting space on weekends to offer other courses.”

— Tami U. Brancamp, PhD, Creating Life Excellence, Reno, NV (South Reno)

Community feedback

“ I am writing you to support The Center – Holistic Wellness for all Ages that is coming before your Committee Thursday, June 11, 2020. As you can see from the plans, The Center has been thoroughly planned to enhance not just the mind, body and spirit of the community, it is architecturally very pleasing and well thought out. However, my interest is in the holistic and all age aspects of the project. I have lived in Reno for over 40 years and was a librarian for UNR and Washoe County for 26 of those years. Since my retirement, I have volunteered for Renown, Nevada Museum of Art, OLLI, the Alzheimer’s Assoc, Dementia Friendly and enjoy gardening. The various aspects of The Center, aesthetics, all ages, meditation, yoga and community garden speak to ways that enable people to be engaged, healthy, informed and active in their community.

I worked with Heather Haslem through her former position as Wellness Director at the Sanford Center and her work as an MBSR trainer. She is a very grounded and talented person, who has made wellness, in all its forms, her life’s focus. I have recently met Jen Hutter and her energy and background will just further enhance the project.

My only regret is that I live in another part of town. Thank you.”

– Susan Stewart, Reno, NV

“ I am so excited for The Center to open in my community. The idea that I can have my whole self taken care of in one place is so thrilling. I would love to be able to do physical activity, nutrition, and emotional work all in one place. It would save so much time. I’m also very excited about my children to be able to share all of the wonderful things that The Center can offer.”

– Glenna Milligan, Reno, NV (South Reno)

“ We are writing in support of The Center as it would be a much welcomed addition to South Reno. The idea of having an integrated center that focuses on the 5 pillars of health is incredibly exciting for our family! As parents of two active children we are constantly striving to find balance in our lives. It is exciting to think that there could be a beautiful retreat near our home and school to help us achieve a sense of balance. Wellness is a primary goal of our family and The Center would help to fulfill our needs in one beautiful location. This would provide us the opportunity to surround ourselves with like-minded people and would compliment not only what we practice at home but also what school is providing. I imagine it being a peaceful sanctuary for many students to learn life-long skills to navigate our stressful and constantly changing world. We very much look forward to seeing this come to fruition!”

– Nicole and Eric Gangloff, Reno, NV (South Reno)

Community feedback

“As a parent of a Sage Ridge student, I am grateful that a positive business such as The Center will be across the street from the school. I believe that education extends beyond books in the classroom and The Center offers additional learning for overall well-being. I look forward to the grand-opening with my daughter. ”

— **Wendy Mueller, Reno, NV (South Reno)**

“Our knowledge of good health and wellness is rapidly evolving. As our community expands, we continue to enhance our city with world-class health care solutions. The presence of a vibrant holistic health and wellness center will benefit our residents and companies throughout the region,”

— **Margaret McEwen, Reno, NV (Montreux)**

“The team behind The Center is immensely talented, perpetually growing their knowledge, and passionate about wellness. The Center will be Reno area’s gathering place for people wanting to strengthen themselves and their communities. The vision of providing holistic wellness services through addressing sleep, nutrition, motion, strength, and meditation will maximize participants’ abilities to make impactful and lasting changes.

I eagerly look forward to The Center growing with and improving Reno.

— **Eric Smedberg, Physical Therapist, Colfax, CA**

LEADERSHIP BIOGRAPHIES

Jen Hutter



Co-Founder | Jen has lived in Reno for nearly a decade. She is an entrepreneur, focused on utilizing her expertise in capital raising and business advisory to pursue her passion for holistic health and wellness. Jen spent nearly 20 years raising capital for private real estate funds and joint ventures globally, through her tenure at Credit Suisse and KAP Group, which she founded in 2009 and subsequently sold to the CenterCap Group in 2019. Over the course of her career, Jen advised over 100 real estate managers globally, who collectively secured over \$10 billion in capital commitments. Prior to that, Jen was a founding member of DLJ Strategic Partners, a global private equity fund focused on secondary limited partnership opportunities in private funds. Jen started her career in the Real Estate Finance and Securitization Group at Donaldson, Lufkin, and Jenrette.

Jen earned a Master of Business Administration from the Harvard Business School, where she continues to be involved in alumni fundraising initiatives. She graduated magna cum laude from Southern Methodist University with a Bachelor of Business Administration.

Jen serves as a Nevada Board Member for Communities in Schools, a non-profit organization focused on helping underprivileged children graduate from high school. She is on the Board of Trustees for Sierra Nevada University.

Jen is a private pilot, a certified yoga instructor, and a dedicated student of meditation, nutrition, and holistic wellness. Jen lives in Galena with her husband, Karl, two daughters, Hannah (8) and Marley (6), and their puppy, Peanut.

Heather Haslem



Co-Founder | Heather is a Nevada native. Heather has worked as an entrepreneur, program director, researcher, educator, advocate, leading and teaching others to enhance their own wellbeing. She currently serves as the Director of Aging and Wellness at The Change Companies. Prior to that she served as the Wellness Director at the Sanford Center for Aging at the University School of Medicine (UNR-Med), where she was responsible for the Center's Community Wellness Programs. In addition, she offers mindfulness meditation training, wellness retreats, and integrative health coaching services.

She is a qualified Mindfulness-Based Stress Reduction teacher, a certified yoga instructor, and a Duke University trained Integrative Health Coach and a National Board-Certified Health & Wellness Coach.

Heather received her Bachelor of Science in Psychology, with a Minor in Addiction Treatment and a Master of Science in Human Development & Family Studies, with an emphasis in Gerontology from the University of Nevada, Reno.

Heather lives in Galena with her husband, Brian, son, Sam (6), and their two dogs, George and Bella.

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