

GM-2021-0131

# Metro Carwash

## Growth Management Application

### 3390 S. Carson Street

Ernie Ionno, Metro Carwash Owner and Operator

Michael Cabrera, Esq., Lewis Roca

Gabe Wittler, Odyssey Engineering

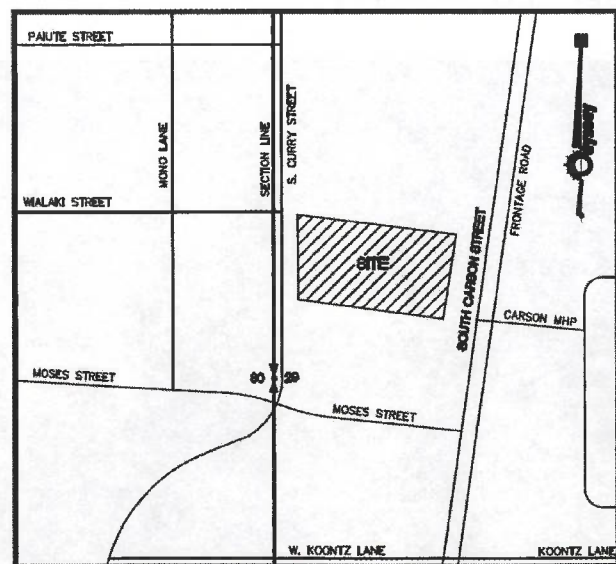
AUGUST 25, 2021

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## PROJECT BACKGROUND

- Proposal calls for state-of-the-art car wash facility that will be a leader in conservation of water and energy
- Project site: 3390 South Carson Street (APN 009-111-28)
- Parcel size: 1.53 acres
- Master Plan designation: Mixed-Use Commercial
- Zoning: Retail Commercial
- Major Project Review conducted on December 15, 2020 and comments issued on December 22, 2020 (MPR-2020-0052)

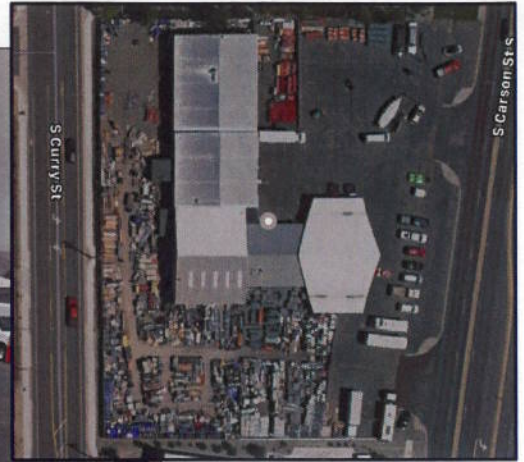


VICINITY MAP  
NOT TO SCALE



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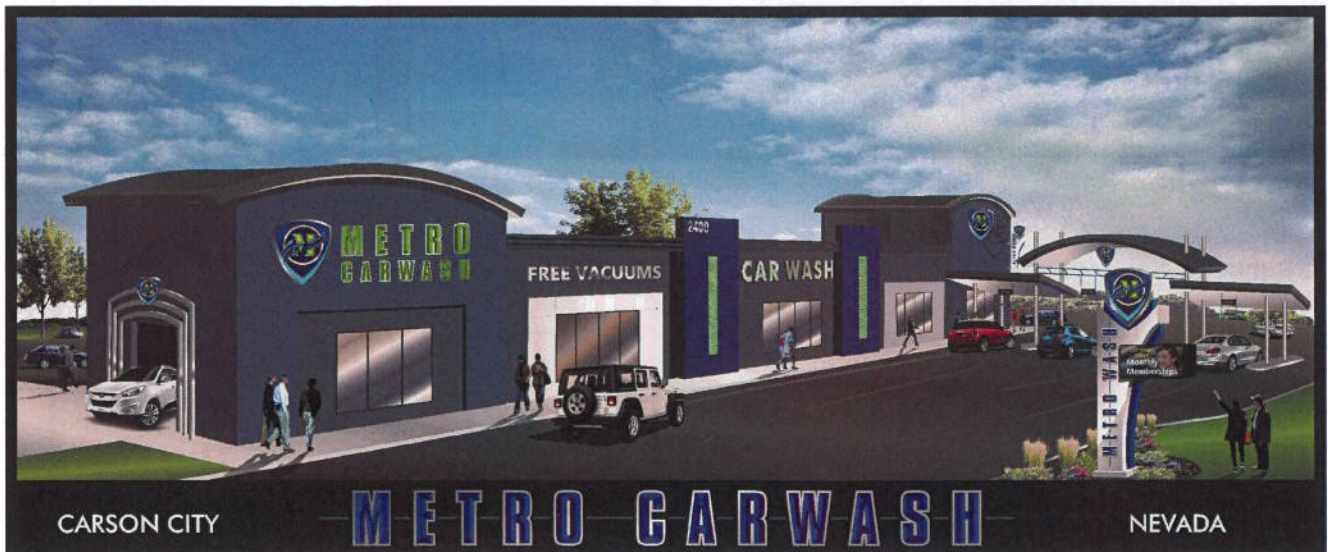
## PRE-EXISTING/FORMER CONDITIONS



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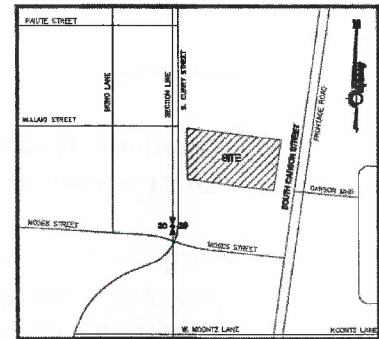
## PROPOSED FACILITY



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**LEGEND:**

- AC. PAVED AREA
- CONCRETE AREA
- LANDSCAPE AREA
- EXISTING AREA



## PROJECT BACKGROUND

- Metro Carwash is a family owned business, which was founded by Ernie Ionno.
- Ernie has previously operated highly successful Metro Carwash facilities in Reno and Sparks.
- Proposed Carson City carwash anticipated to achieve water usage as low as 32 gallons per vehicle.



(Pictured left to Right. Sergio Gomez, Metro Carwash Manager. Ernie Ionno, Founder of Metro Carwash. Circa 2008)



## REQUEST BEFORE GROWTH MANAGEMENT

- Average daily water usage of 46,000 gallons per day.
- Amounts to average flow demand of 32 gallons per minute over a 24-hour period.
- Applicant worked with staff over past several months to ensure request is reasonable and can be provided by the City without any substantial impact.
- Staff recommending conditions of approval to entitlement to ensure this project works for everyone.
  - Note: We do object to Condition #8 (requirement to abandon well) as it is unrelated to this request and we have not had opportunity to fully research implications. We ask Condition #8 not be included as a part of any approval.



## LEGAL FRAMEWORK

Carson City Municipal Code Section 18.12.070 sets forth only legal criteria for consideration:

- 1) Quantity of water consumed by the use for which the building is constructed compared to the availability of water;
- 2) Ability of the city to deliver water service to the structure;
- 3) Other effects of water usage;
- 4) Ability of the city's sewage disposal system to handle the quantity of wastewater generated, including the composition of the wastewater;
- 5) Ability of the City's sewer system to carry the wastewater for treatment; and
- 6) Other effects of wastewater disposal.

- Metro Carwash proposal meets all statutory criteria.
- Request is reasonable and ultimately will assist Carson City in conservation of water resources.
- City staff has confirmed City's ability to deliver water service and handle/carry wastewater.
- Application complies with non-yet-effective criteria.



## LEGAL FRAMEWORK

Metro Carwash proposal meets all subsections of additional, non-binding, not-required, framework from ordinance which goes into effect in 2022:

After ordinance goes into effect, water users will need to demonstrate that the proposed use “utilizes water conservation measures and techniques” and whether “the use will promote health, welfare, safety or quality of life; or create quality jobs; or promote recreation and tourism.”

- Significant conservation of water resources
  - Anticipated to be most efficient car wash in Northern Nevada.
- Promotes health, welfare, safety and quality of life.
  - Removes vacant, unattractive property in South Carson redevelopment area.
  - Ensures water conserving, car wash option available to new and future growth
- Creates 12-15 quality jobs.
- Promotes recreation and tourism by removing former unattractive, vacant structure in place of striking state-of-the-art car wash facility.



## REQUEST BEFORE GROWTH MANAGEMENT

- Nevada Department of Transportation’s TRINA (Traffic Records Information Access) application provides traffic counts for this section of South Carson Street at 22,700 annual average daily traffic (“AADT”) in 2020.
  - Pre-COVID, the traffic counts were 25,100 in 2019. Prior to completion of the I-580 freeway bypass, this section of South Carson Street saw its largest AADT of 48,500 in 2013.
- Metro anticipates capturing approximately 5.8% of AADT, amounting to roughly 1,316.6 vehicles per day.
- At 35 gallons per vehicle, approximately 46,000 gallons per day will be required.





## Metro Carwash: 3390 S Carson St

### Projected Water Use and Carson City Water Savings Table

YEAR 1  
YEAR 3  
YEAR 5

3390 S Carson St	Avg. Daily Traffic	Avg. Daily	Avg. Gallons	Avg. Gallons	Avg. Gallons Saved	Carson City	Carson City
Avg Daily Traffic Count	Capture Rate	Cars Washed	Use per Wash	Use Per Day	Per Home Wash	Avg Gallons Saved Daily	Avg Gallons Saved Annually
22,700	1.5%	341	35	11,918	26	8,853	3,231,345
22,700	2.0%	454	35	15,890	26	11,804	4,308,460
22,700	2.5%	568	35	19,863	26	14,755	5,385,575
22,700	3.0%	681	35	23,835	26	17,706	6,462,690
22,700	3.5%	795	35	27,808	26	20,657	7,539,805
22,700	4.0%	908	35	31,780	26	23,608	8,616,920
22,700	4.5%	1,022	35	35,753	26	26,559	9,694,035
22,700	5.0%	1,135	35	39,725	26	29,510	10,771,150
22,700	5.8%	1,317	35	46,081	26	34,232	12,494,534
22,700	6.5%	1,476	35	51,643	26	38,363	14,002,495
22,700	7.0%	1,589	35	55,615	26	41,314	15,079,610

### Assumptions

- 1) The Southwest Car Wash Association states that driveway washers (home car wash) will use 100-130 gallons per vehicle.
- 2) This model uses the SCWA's most conservative water use estimate for home driveway washing (100 gallons) and assumes 40% of all cars washed at Metro would have washed at home. ie 33 gallons saved avg. (100gpn - 35gpn = 65 gallons saved x .40 driveway capture rate = 26gpn of city water saved)
- 3) Carson Street average daily traffic count (22,700) in this model is static for the purpose of simplicity and understanding.



## Metro Carwash: 3390 S Carson St August 23, 2021

### METRO 5-YEAR Projected Water Use

YEAR 1  
YEAR 3  
YEAR 5

3390 S Carson St	Avg. Daily Traffic	Avg. Daily	Avg. Gallons	Avg. Gallons
Avg Daily Traffic Count	Capture Rate	Cars Washed	Use per Wash	Use Per Day
22,700	1.5%	341	35	11,918
22,700	2.0%	454	35	15,890
22,700	2.5%	568	35	19,863
22,700	3.0%	681	35	23,835
22,700	3.5%	795	35	27,808
22,700	4.0%	908	35	31,780
22,700	4.5%	1,022	35	35,753
22,700	5.0%	1,135	35	39,725
22,700	5.8%	1,317	35	46,081
22,700	6.5%	1,476	35	51,643
22,700	7.0%	1,589	35	55,615

### ESTIMATED comparable sites' water usage based on publically available information.

RACEWAY 3: Carson City. Circa 1988. \*Average Daily Usage: 10,400 gallons / June 2021. Traffic Count: 22,700 Cars Per Day. Handicap: None

SURF THRU 3: Carson City. Circa 2016. \*Average Daily Usage: 11,200 gallons / July 2021. Traffic Count: 23,700 Cars Per Day. Handicap: Wash tunnel perpendicular to the street, poor ingress & visibility.

SURF THRU 2: Reno. Circa 2017. \*Average Daily Usage: 21,100 gallons / July 2021. Traffic Count: 25,100 Cars Per Day. Handicap: Wash tunnel located deep inside a shopping center. Poor ingress & egress and visibility.

RACEWAY 2: Sparks. Circa 1987. \*Average Daily Usage: 22,100 gallons / June 2021. Traffic Count: 19,300 Cars Per Day. Handicap: None  
Note: Average daily usage up

RACEWAY 1: Reno. Circa 2006. \*Average Daily Usage: 39,200 gallons / June 2021. Traffic Count: 34,500 Cars Per Day. Handicap: None

SURF THRU 1: Reno. Circa 2019. \*Average Daily Usage: 26,100 gallons / July 2021. Traffic Count: 25,900 Cars Per Day. Handicap: None. Great traffic visibility, parallel to the street, 40,000 avg. gallons per day trajectory in year 5

## WATER SAVINGS

- Carson City acknowledges that every car washed at a professional car wash saves 2-3 times more water.
- Based on Metro's proposal to utilize 35 gallons per vehicle (highly efficient, most carwashes use more per vehicle) and Carson City's own water conservation tips, then a home wash would use up to 70-105 gallons per vehicle.
- Southwest Carwash Association indicates home car washing can use up to 100-130 gallons per vehicle.

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### Water Conservation Tips

Washing your car at home can use two to three times more water than a commercial car wash, and the water that flows into the street can't be recovered and reused.



## WATER SAVINGS (PROFESSIONAL VS HOME WASHING)

- Each vehicle washed at a professional car wash will thus save anywhere between 65-95 gallons per vehicle compared to home washing – that would otherwise not be recovered or reused.
- Metro's target consumer is presently washing at home.
- **Approx. Projected Water Savings:**  
(compared to home washing; after year 5, assuming 46,000 GPD used)

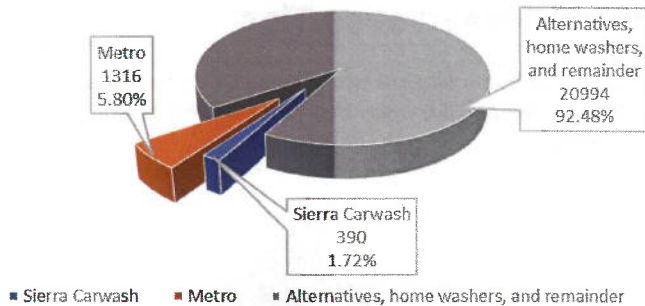
- ❖ Per vehicle: ~65 - 95 gallons saved
- ❖ Per day: ~85,540 - 125,020 gallons saved
- ❖ Per year: ~31.2 million - 45.6 million gallons saved

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## WATER SAVINGS

Approximate Capture of AADT  
(2020 total 22,700 AADT; Metro at 46,000 GPD)



➤ Only one efficient professional conveyor carwash capturing 1.7% of AADT exists today.

- Water savings = ~28,860 GPD

➤ Metro Carwash will capture 5.8% AADT

- Water savings = ~85,540+ GPD

➤ The overwhelming majority of the Carson City motoring public likely washes in the driveway at home, using hundreds of thousands of gallons per day.

### Percentage of AADT if home washed

5% home wash x 100 GPV	= 104,970 GPD
10% home wash x 100 GPV	= 209,940 GPD
15% home wash x 100 GPV	= 314,910 GPD
25% home wash x 100 GPV	= 524,850 GPD
50% home wash x 100 GPV	= 1,049,700 GPD

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Carson Street Traffic	22,700 (2020)
Metro Carwash – Capture 5.8%	1,316
Sierra Carwash – Capture 1.7%	390
Home wash/alternatives/remainder	20,994

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## WATER CONSERVATION MEASURES AND TECHNIQUES

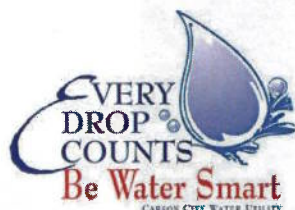
### CARSON CITY PUBLIC WORKS

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### Water Conservation Tips

#### Car Washing

Commercial car washes recycle water on-site or send it to a water treatment facility, where it is cleaned and returned to the water cycle.



➤ Closed system: Brand new, state-of-the-art facility, which will return nearly all water to Carson City for adaptive reuse.

➤ Modern car wash equipment, water reclamation systems, and advanced production line control technology, are anticipated to reduce fresh water consumption by 10-15%.

➤ Assuming that every car washed at the new Metro Carwash would have used home washes or in-bay automatics, Carson City will actually realize and accrue a net gain of water saved with every car washed at Metro.



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## COMPARABLE TO OTHER WASHES

### ➤ Anticipated Carson City Metro Carwash

- Brand new, state-of-the-art facility.
- Anticipated gallons per vehicle ("GPV") used of 32-36 (+/-5).
- Peak hours of demand: 9am – 5pm.



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### ➤ Home washes

- Carson City's Water Conservation Tips indicate that "[w]ashing your car at home can use two to three times more water than a commercial car wash, and the water that flows into the street can't recovered and reused."

### ➤ In-bay automatic washes (available at some gas stations)

- Can use 75-150 GPV.



## COMPARABLE SITES

### ➤ Former Reno Site

- Built in 1999.
- Acquired by Metro in 2005, performed extensive remodeling and reconditioning.
- Highest volume car wash in Northern Nevada by 2008.
- Achieved average 40 GPV.



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### ➤ Former Sparks Site

- Built in 1987
- Acquired by Metro in 2008, performed extensive repairs, reconditionings, needed upgrades, and implemented best practices.
- Achieved average 45 GPV.



## MEETS REQUIREMENT TO “PROMOTE HEALTH, WELFARE, SAFETY OR QUALITY OF LIFE”

- Metro will provide **extensive water conservation and recycling**, which will assist the City in protecting and conserving this natural resource.
- Conserving and recycling the water supply will provide great benefit to the long term overall welfare of Carson City residents by assisting in longevity of water resources.



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## MEETS REQUIREMENT TO “PROMOTE HEALTH, WELFARE, SAFETY OR QUALITY OF LIFE”



- Removes vacant, unattractive property in **South Carson redevelopment area**. New condition will have vehicles exit onto Curry Street, avoiding oncoming traffic on South Carson Street.
- Ensures water conserving, car wash option available to new and future growth.
- Underserved area of Carson City (other users only serving slightly more than 1% of AADT). **Clean cars are safe cars.**

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## METRO WILL CREATE QUALITY JOBS

- Metro will be a new, locally owned and operated employer in Carson City.
- Will create approximately 12-15 new quality jobs on South Carson Street.
- Professional management and maintenance positions; high-quality first jobs for young people; recovery jobs after a setback; production jobs.



(Photo: Daughter Emily Ionno, Metro Carwash with her brother, Pat Ionno, Metro Carwash. "Working the family business on weekends and representing properly." Circa 2007)

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## METRO WILL CREATE QUALITY JOBS

- Annual budgeted payroll anticipated at \$627,100 in new, local jobs.



(Pictured Above: Bailey Allen, daughter of former Washoe County Sheriff Chuck Allen. "Bailey will always remember her 1st job with Metro Carwash. Circa 2007)



Metro Carwash  
3390 S. Carson Street  
Job Creation

Position	Wage & Benefits Compensation
1 General Manager	100,000
2 Asst Manager	75,000
3 Maintenance Mgr	75,000
4 Shift Manager	50,000
5 F/T Administrator	38,500
6 F/T Wash Attendants	36,400
7 F/T Wash Attendants	36,400
8 F/T Wash Attendants	36,400
9 F/T Wash Attendants	36,400
10 F/T Wash Attendants	36,400
11 F/T Wash Attendants	36,400
12 P/T Wash Attendants	23,400
13 P/T Wash Attendants	23,400
14 P/T Wash Attendants	23,400
	<b>627,100</b>

### \*\* ASSUMPTIONS

- 1 Year 5 Payroll based on requested water use of 46,000 gallons and 1,314 avg cars washed per day
- 2 20% Estimated Payroll Cost

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## HISTORY OF COMMUNITY SERVICE

- Metro has a proud history of **donating over 10,000 car washes to nurses** during National Nurses Week by partnering with area hospitals.
- Ernie and the Metro team proudly honors Veterans, active service members, first responders, and their families with **free car washes on Veterans' Day as part of Grace of Vets**.
- Metro Carwash routinely offers reduced price carwashes to government fleet vehicles, including police and fire.



*(Pictured Above from Left to Right: Nurse Jen, Renown. Ernie Ionno, Metro Carwash, Daughter Abigail Ionno, Metro Carwash. "Metro donates 10,000 Free Car Washes to Renown and Local Hospitals for the week long celebration of National Nurses Week." Circa 2018)*



## HISTORY OF COMMUNITY SERVICE

- As a family run business, Metro also has a long and proud tradition of partnering with area high schools to **gift carwashes to local high schools for safe and sober nights and other events**.
- Metro plans to provide **Carson City schools with charity carwashes to assist in raising money** for various school activities.
  - **Schools keep 50% of proceeds to support their causes. In doing so, schools raise more money, the City saves more water, and the water is not lost to storm drains.**



*(Pictured Above from Left to Right: Ernie Ionno, Metro Carwash is with Former Reno Mayor Bob Cashell at a local awards ceremony for R.A.V.E. Volunteers. Circa 2008)*

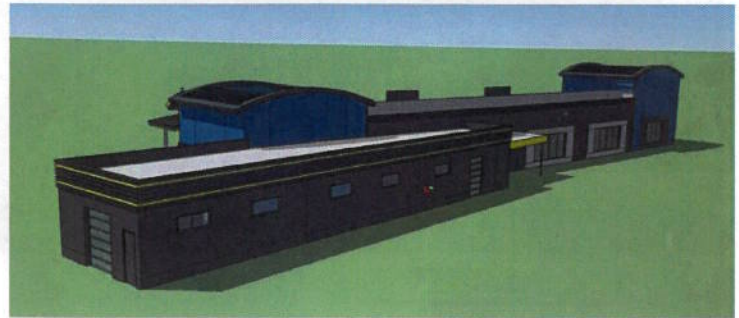


## PROJECT INVESTMENT

METRO CARWASH: 3390 S. CARSON STREET

Cost Estimate: July 1, 2021

Land	\$	2,275,000
Building	\$	2,800,000
site preparation	\$	350,000
Equipment/Freight/install	\$	1,500,000
Architect/Engineering/Testing	\$	170,000
Building Permit/soft cost	\$	350,000
Environmental testing/Alta Survey	\$	55,000
Signage	\$	400,000
Financing cost	\$	126,500
Contingency	5%	\$ 241,000
<b>Total Project Cost</b>		<b>\$ 8,267,500</b>
Equity		\$ (2,066,875)
Loan Amount		<b>\$ 6,200,625</b>
Term		20
Rate		4.00%
Payment	\$	37,450



## SUMMARY

- Request for 46,000 GPD is reasonable, reflects solid investment for Carson City to prevent wasteful home washes (saves 2-3 times the water)
- Meets all requirements of CCMC 18.12.070. Highly efficient, conservation of water.
- Meets all framework of 2022 ordinance, despite not being legally applicable to this project.
- Redevelopment of vacant, eye-sore property in South Carson's commercial corridor.
- Section of town underserved by professional carwashes.
- Creates quality jobs. Local investment and revenues stay local.



## EAGER AND EXCITED TO WORK WITH CARSON CITY

- Thank you for your attention and for your service.
- Special thank you to Carson City's Community Development and Public Works staff.
- Request that you approve the request for 46,000 GPD on this site.



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Questions?

