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FOR IMMEDIATE RELEASE

Builders Association of Northern Nevada Launches FloodPlainFacts.com to Inform Public About Floodplain Development

RENO, Nev. (April 10, 2019) — While floodplain development has occurred throughout Reno’s history, the issue has come back into intense public focus with the rise of regional housing prices, the shortage of middle-class housing and the shrinking amount of developable land within the city.

Against this backdrop, the Builders Association of Northern Nevada decided to inform the public about the advancements in flood protection, the history of floodplain development and the development and design techniques that can allow Reno to balance the need for more middle-class homes with world-class flood mitigation.

The Builders Association of Northern Nevada, FloodPlainFacts.com website puts the issue in perspective, delivering valuable background and data, and highlighting recent advancements in regional flood protection. The purpose of the site is to inform the public about the potential opportunities to build responsibly by increasing flood mitigation, leveraging regional flood control efforts and harnessing the best development techniques.

As Reno struggles with a shortage of middle-class housing and runs up against the limits of developable land left within the city, assessing how and when to develop responsibly along the edges of the floodplain will become a critical question that will determine the city’s future.

“Reno has dealt with flooding since its earliest days and flourished in spite of this challenge,” said Don Tatro, CEO of The Builders Association of Northern Nevada. “Now, with decades of flood protection work and advancements in development design, the city is more prepared than ever for flooding events. FloodPlainFacts.com is a resource for the community to better understand the floodplain issues that will be a critical question as Reno forges into the future.”

FloodPlainFacts.com is not focused on any single housing project but seeks to examine the overarching issue of floodplain development as it relates to the future of housing in Reno.

“Housing is our community’s critical issue. How we respond to our community’s call to house our middle class, our seniors, our entrepreneurs, and our college graduates will shape Reno for years and generations to come,” said Tatro. “Northern Nevada builders want to be part of that solution, providing critical Missing Middle housing while safeguarding our communities from future flood events.”

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About the Builders Association of Northern Nevada: Chartered in 1956, the Builders Association of Northern Nevada (BANN) is a non-profit organization affiliated with the National Association of Home Builders (NAHB) and is committed to educating, and representing our membership and the building industry. This is achieved through a collaborative effort between our membership and the local community to create a better quality of life, housing for our citizens, and economic prosperity.

A major goal of BANN is to enhance the new home building climate in northern Nevada, a primary factor in housing affordability. To facilitate our ability to educate those who regulate our industry, the Builders Association maintains an ongoing dialogue with decision-makers and legislators at the local, state, and national levels.