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## The Legends at Sparks Marina: 13 new tenants announced

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RENO GAZETTE-JOURNAL

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**STORY CHAT** (read or post comments)

As more than a dozen local dignitaries and politicians looked on, 13 new tenants were announced Wednesday for the 148-acre the Legends at Sparks Marina development.

New retailers include Adidas sports footwear, BCBG women's fashion store, BCB Girls, Cantina Corona specialty food store, Forever 21 teen clothing, Lane Bryant clothing, and Sunglass Station, plus the Harry and David fruit and gourmet food store.

Restaurants will include America's Roadhouse, with a theme of "Bikers Blues and Barbecues," and the Hot Dog Hall of Fame, Hash House a Go Go, Chili's Grill and Bar and the SegaWorld Sports Grille.

The America's Roadhouse restaurant and the Hot Dog Hall of Fame are opening their first locations at the marina project, located at the intersection of Interstate 80 and Sparks Boulevard, developers said.

Most of the new tenants plan to open during the development's grand opening in October 2008.

"We are very excited that the first one will be here in Sparks," developer Steven Schussler, CEO of Schussler Creative said about the Roadhouse restaurant. "It is not going to be good food, it is going to be great food. We'll have a huge barbecue pit on the inside. We will be serving 50 different kinds of beers."

Zoom [+]



DUNN/RENO GA

Steve Schussler, founder of the Rain Forest Cafe, works on a custom chopper Wednesday at the Legends at Sparks Marina. Schussler was there to announce that his restaurant is joining the lineup at the new commercial center.



Adidas sports footwear is among the retailers that will be joining the Legends at Sparks Marina.

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Schussler arrived at the news conference at the site of the development riding a custom motorcycle without wearing a helmet to highlight the decor and theme of the roadhouse restaurant.

"We are going to have brand new bikes -- choppers like that one and that's a \$140,000 custom chopper -- next to antique bikes, 1925 Harley-Davidson bikes. We call it motorcycle art."

Even children too young to ride will enjoy the decor, Schussler said.

"Children will be able to get on their own bike inside the place, and through an interactive television screen, they will be able to pick their own engine, own fenders, own mirrors, then press a button and get a picture of what their custom bike will look like," Schussler said.

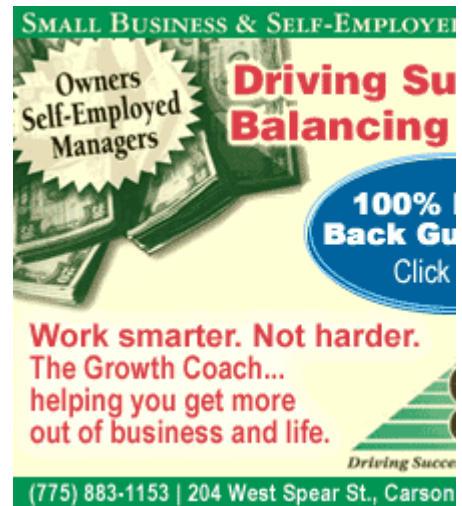
"Our idea is that this is a place for the family with the concentration on incredible food," he said.

**Overall plans**

About 40 to 50 retail outlets are expected for the entire development, which will also include a 1,000-room upscale casino-resort and Scheels, a 248,000-square-foot store that developers boast will have the world's largest selection of sporting goods and sportswear in one location.

Previously announced restaurants include the Saddle Ranch Chop House that will feature rides on a mechanical bull and T-Rex: A Prehistoric Family Adventure, where customers come face-to-face with life-like and life-size dinosaurs.

The first T-Rex restaurant opened this year in Kansas City, Mo. The second T-Rex location is



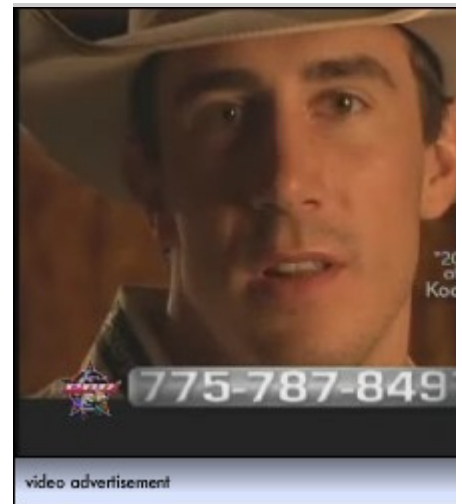
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expected to open next spring at Disney World in Orlando, Fla.

The uniqueness of the retail outlets should help bring thousands to the development a Sparks city officials said.

"We are expecting more than 800,000 visitors here a year, and that will create a lot of revenue," Sparks Mayor Gino Martini said. "We'll have the largest all-sports sporting g in the world and many new restaurants that are not yet in the Truckee Meadows, and t is most exciting to me. We are creating many new businesses and venues that are not

else in the Truckee Meadows."

The Hot Dog Hall of Fame will include hot dogs, sausages, dumplings, fries and 3,600 mustards, Schussler said.

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800,000 visitors a year, huh? That's the same projection we heard for this year's Hot August Month. 800,000 visitors a year would create a lot of tax revenue, but not for the citizens of Sparks or County. With corporate property tax rebates and a 20-year mortgage paid by local sales tax, it will pour right into the pockets of RED development.

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