

RENO PLACEMAKING

CONCEPT DESIGN

MARCH 1ST, 2024



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VIRGINIA STREET

- » CONCEPTUAL PLACEMAKING

PREPARED FOR:



MARCH 1ST, 2024

PREPARED BY:



LOCOMOTION PLAZA



DESIGN OBJECTIVES



Image Courtesy: Caesar's Entertainment

SOCIABILITY

The sociability of a space equates to people gathering. Locomotion Plaza should be viewed with pride and ownership by the community; the evidence of volunteerism is already shining brightly with the vibrant plantings! The empty plaza makes the non-event day and night seem vast and lonely. By crafting flexible outdoor rooms where groups of varying size can gather across generational and socioeconomic boundaries is critical in this next phase of design.



Image Courtesy: Caesar's Entertainment

COMFORT

The comfort level of a space is directly related to overall attractiveness. Locomotion Plaza's lighting design needs to evoke a feeling of safety, while the existing landscape needs proper maintenance and attention. Comfort is also about providing places to sit and pause in the hustle and bustle of urban living. This phase of design is taking the plaza to the next level by crafting an inviting image.

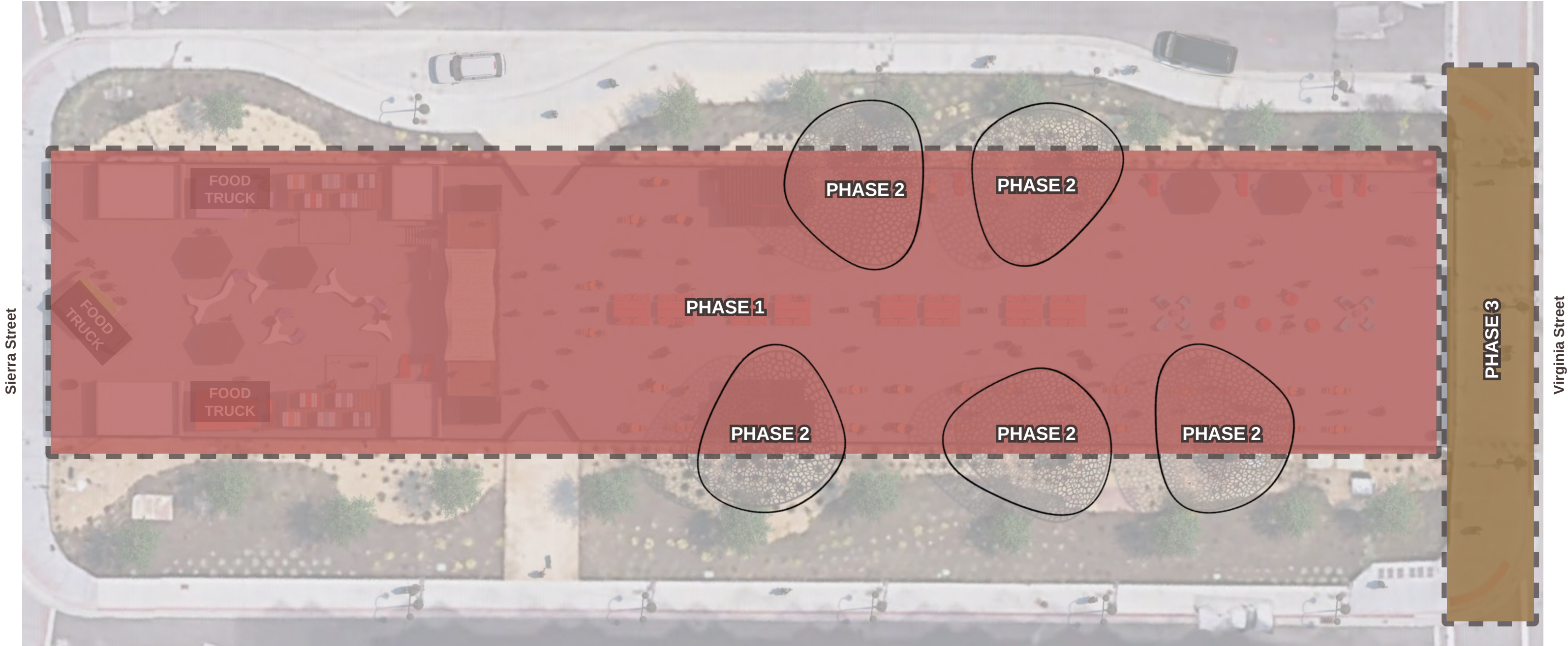


Image Courtesy: Caesar's Entertainment

ACTIVATION

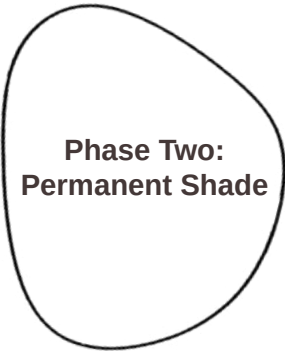
While the City of Reno, the Downtown Reno Partnership, and The ROW all contribute to programming for Locomotion Plaza, the design approach to activation is found in the flexibility of the space. Furnishings must be movable, modular, and versatile. The spatial quality created by the plaza's new design elements must feel appropriate for all scales of activation.

OVERALL PHASING



Phase One: Plaza Infrastructure and Activation Elements

- » Two weekly, one monthly city sponsored activity (June to September)
- » Electrical improvements
- » Umbrellas offering 2,760 sf of movable shade
- » Large stage built on two storage containers
- » Two west side containers for furnishing storage
- » Two containers for bars
- » Food truck pads on west side
- » Movable tables, chairs, and heaters
- » Lighting improvements, including colored LED
- » Removing mural and sealing the surface
- » Fixing the gates and fences
- » Two-year maintenance budget



» Five shade parasols with structural footings (5,250 sf of shade)

Phase Three: Plaza Finishings

- » Pavers with selfie spot on Virginia Street at entrance to plaza
- » Electric upgrades for west side containers
- » West side lighting
- » Additional furnishings
- » Artistic vent covers



CONCEPTUAL PLACEMAKING PHASE I

LOCOMOTION PLAZA

PHASE 1

- Phase One: Plaza Infrastructure and Activation Elements
- » Two weekly, one monthly city sponsored activity (June to September)

» Electrical improvements

» Umbrellas offering 2,760 sf of movable shade

» Large stage built on two storage containers

» Two west side containers for furnishing storage
- » Two containers for bars

» Food truck pads on west side

» Movable tables, chairs, and heaters

» Lighting improvements, including colored LED

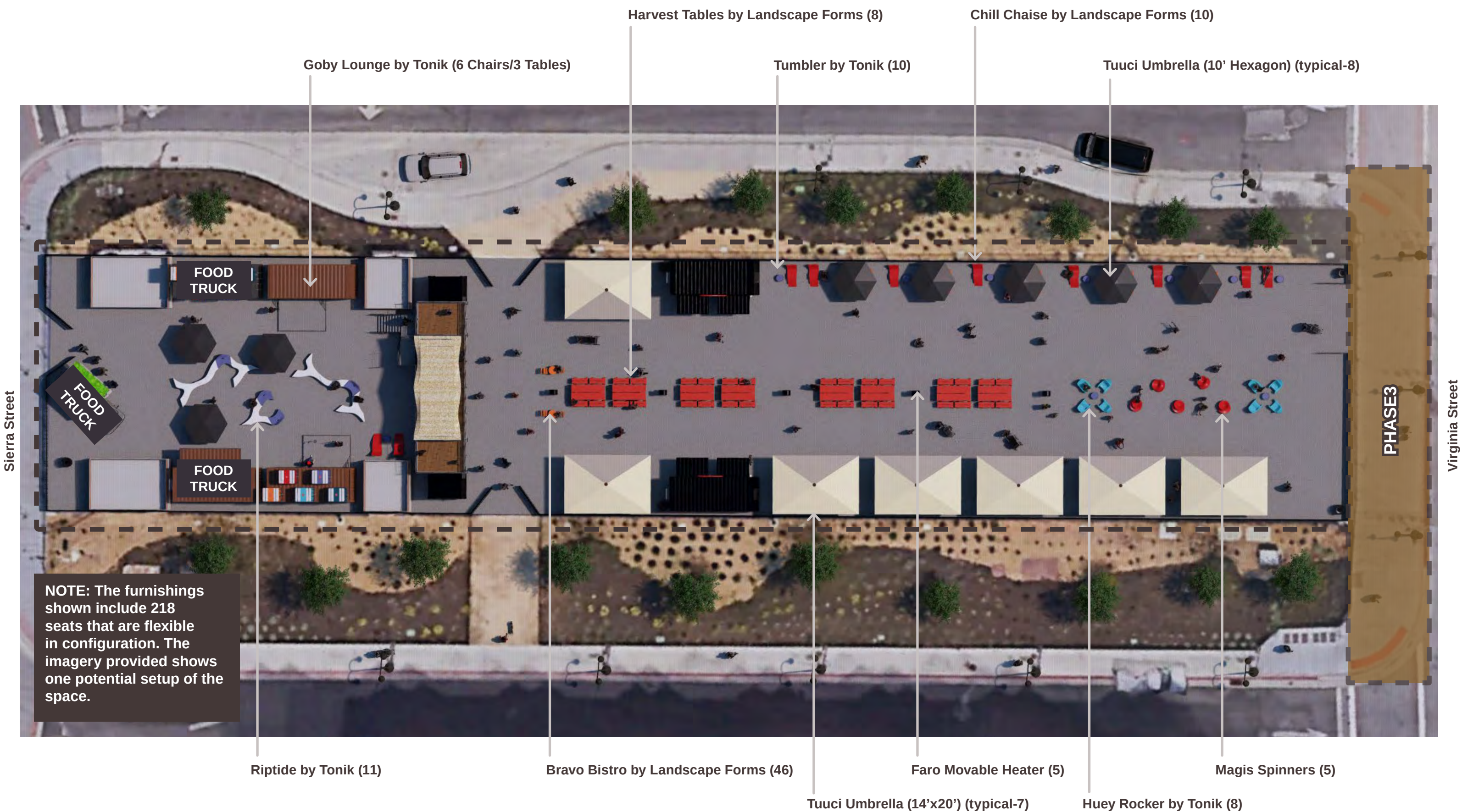
» Removing mural and sealing the surface

» Fixing the gates and fences

» Two-year maintenance budget



FURNISHINGS & SHADE



FURNISHING CONCEPT

The traditional outdoor table and chair approach will not work for Locomotion Plaza. Furnishings need multiple configurations for a range of activation scales. A side table must also be a stool; a single table must transform into a family-style dining experience; and a chair must also be a whimsical piece of art. Seasonal comfort in both extreme heat and cold must be addressed with shade and warmth respectively. The furnishings should have soft, curvilinear edges and appear in a harmonizing palette. The edges of the plaza are lushly planted, so extensive softscape in the plaza is not necessary.



Harvest Standing Table by Landscape Forms (Color-Chili)



Chill Chaise by Landscape Forms (Habanero)



Bravo Bistro Set by Landscape Forms (Color-Cadmium)



Chill Chaise by Landscape Forms (Habanero)



Spinner by Magis (Color-Red)



Movable Plaza Heater by Planika Faro (on wheels)

FURNISHINGS

Designed by Loll Designs, the Harvest table is offered by Landscape Forms in a standing height with four corresponding benches. The standing table weighs 230 pounds, and each bench weighs 60 pounds. The Harvest table is constructed of extruded aluminum legs bolted to steel table top supports, with a high-density polyethylene (HDPE) table top. The table's durable, post-consumer recycled HDPE plastic surface won't get too hot or cold and requires low-to-no maintenance.



Harvest Landscape Forms



Harvest by Landscape Forms



Harvest by Landscape Forms



Harvest by Landscape Forms



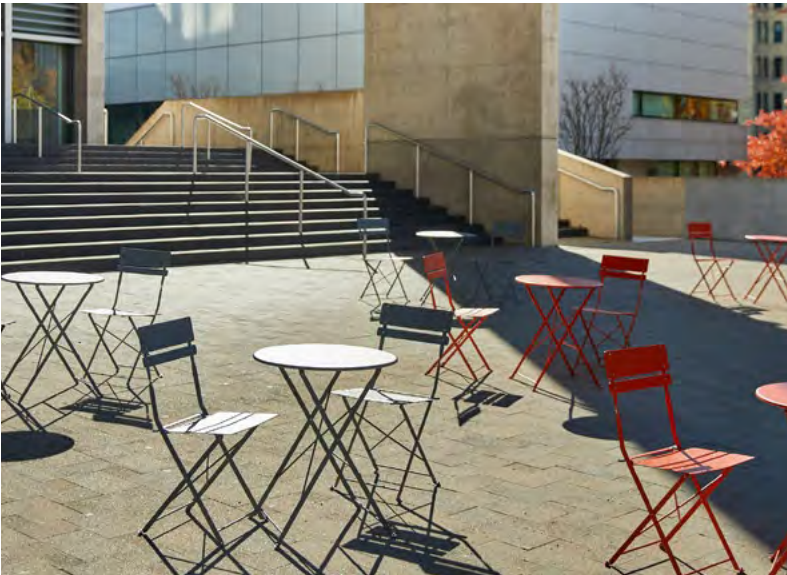
Harvest by Landscape Forms



Harvest by Landscape Forms

FURNISHINGS

Landscape Forms' Bravo Bistro chair and table embodies flexibility. Easily arranged, reconfigured and stowed, Bravo Bistro creates efficient and comfortable spaces. Featuring heavier gauge metal and thicker, wider slats, the set is more stable, secure and comfortable, making both pieces better able to withstand the abuse of repeated set-up, take-down and stowage. Both the table and chair are first e-coated then powdercoated, providing surface durability, resistance to scratching and corrosion, and protection from UV light and other elements. (Color Choice: Cadmium)



Bravo Bistro by Landscape Forms



Bravo Bistro by Landscape Forms



Bravo Bistro by Landscape Forms



Bravo Bistro by Landscape Forms



Bravo Bistro by Landscape Forms



Bravo Bistro by Landscape Forms

FURNISHINGS

The Tonik selections are American-made furnishings that connect people and provide Instagram-worthy scenery. Every selection has Tonik’s signature lightweight durability constructed of rotationally-molded commercial-grade polyethylene. This material is highly impact resistant, durable, and easy to clean.



Swizzle Planter by Tonik (Color-Moonglow & Ivory)



Tumbler by Tonik (Color-Wisteria)



Goby Lounge & Table by Tonik (Color-Midnight Blue & Rust)



Huey Rocker by Tonik (Color-Malibu)



Riptide by Tonik (Color-Ivory & Wisteria)



Riptide by Tonik (Color-Ivory & Wisteria)

SHADE

For Phase 1 implementation, the shade solution for Locomotion Plaza is a series of movable umbrellas by Landscape Forms. The Tuuci Ocean Master Mega Max Classic in a 14' x 20' size combined with the Tuuci Ocean Master Classic in a 10' Hexagon provide nearly 3,000 square feet of shade for the plaza.



MOONSTONE
MXT 9701 / PRICE LEVEL B



Black
4608-0000



Tuuci Ocean Master Mega Max Classic (Color: Moonstone)



Tuuci Ocean Master Mega Max Classic (Color: Moonstone)



Tuuci Ocean Master Mega Max Classic (Color: Moonstone)



Tuuci Ocean Master Classic (Color: Black)



Tuuci Ocean Master Classic (Color: Black)



Tuuci Ocean Master Classic (Color: Black)

LOCOMOTION PLAZA-OVERHEAD VIEW LOOKING WEST



LOCOMOTION PLAZA-VIEW LOOKING WEST



LOCOMOTION PLAZA-VIEW LOOKING WEST



LOCOMOTION PLAZA-VIEW LOOKING EAST TOWARD ARCH



LOCOMOTION PLAZA - VIEW OF MAIN STAGE



LOCOMOTION PLAZA-VIEW FROM STAGE LOOKING EAST



LOCOMOTION PLAZA-WEST

STAGE & STORAGE

Standard container:
20' L x 8' W by 8.6' H

Volume:
1,172 cubic feet each

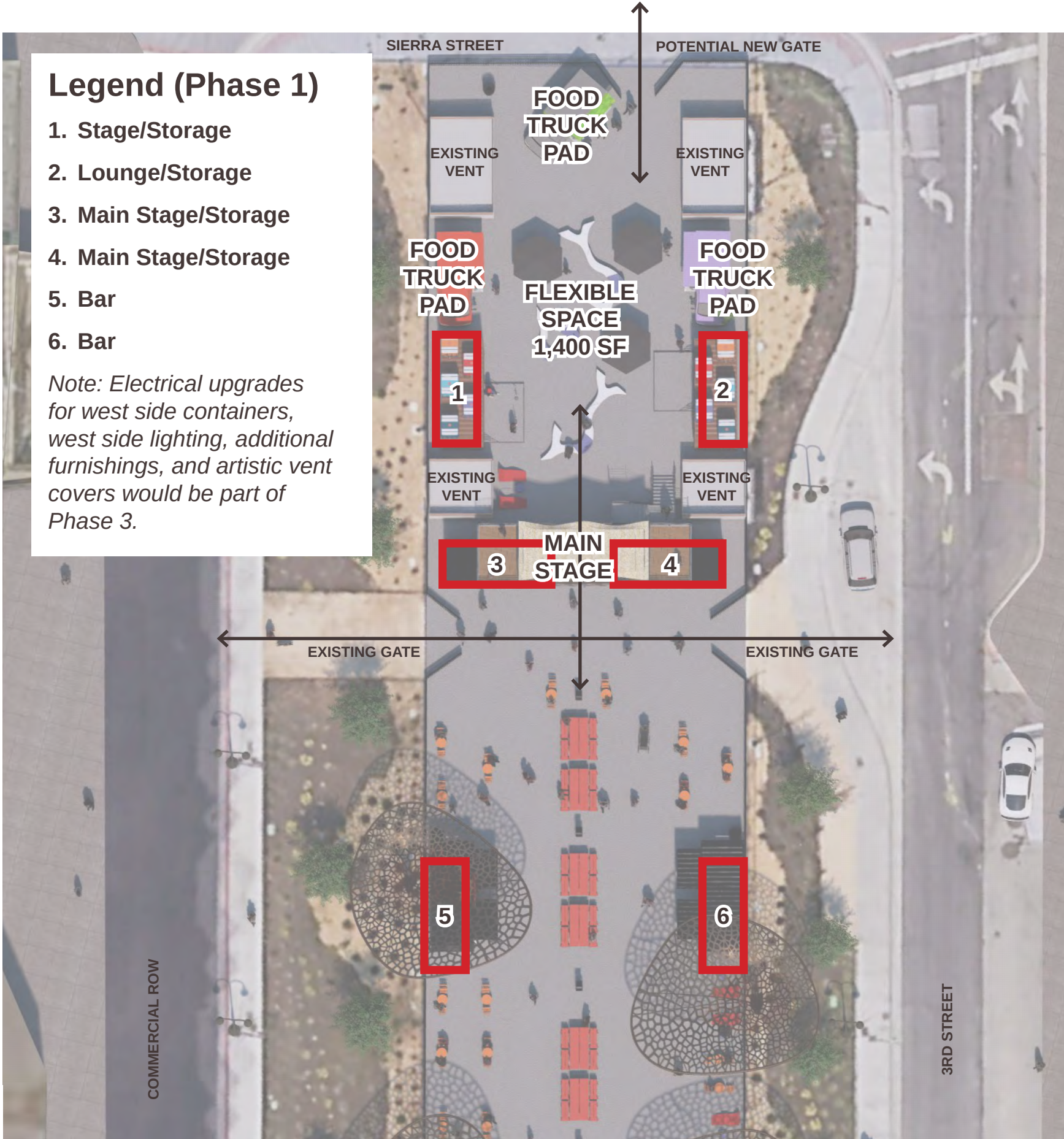
Area:
160 square feet each

Quantity: 6

Total Area of Containers:
960 square feet

Main Stage Area:
475 sf

Flexible Plaza Area:
1,400 sf



The Stage and Storage architecture designs are conceived with a deliberate intent to draw inspiration from the nearby rail and shipping containers, seamlessly integrating these industrial elements into the fabric of the plaza. The plaza is strategically divided into two zones, with the west plaza emphasizing on a more exclusive VIP area, fostering versatility to accommodate a variety of programs. The utilization of 20' shipping containers within this design serves a dual purpose, offering practical storage solutions while also housing amenities such as pop-up vendors, bars, and lounge areas. The rooftop area created by the division of the plaza provides an elevated platform for a versatile stage that can cater to both sides of the plaza, enhancing its functionality.

A key focus on sustainability is evident in the choice of materials for this area. Reusable materials, including colored water jug containers, contribute to an eco-friendly design while adding a vibrant and ambient lighting effect during the evening. Shade elements are strategically incorporated over the stage, providing comfort for both performers and spectators. Additionally, stair access is thoughtfully integrated, preserving the existing lid vents while cleverly concealing and integrating the shipping containers into the overall aesthetic of the space.

This specific area of the plaza is envisioned as a flexible venue capable of hosting smaller and more private events. The design not only provides opportunities for special sponsorships but also introduces a market component to the plaza, enhancing its economic and cultural significance. The Stage and Storage designs represent a thoughtful blend of functionality, sustainability, and versatility, contributing to the dynamic and adaptive nature of Locomotion Plaza.

LOCOMOTION PLAZA

STAGE & STORAGE

The shipping containers can be utilized for a number of functions—from pop-up vendor activation to taps/bars to storage of plaza furnishings. Spanning a platform with railing between the two plaza facing containers creates an elevated stage opportunity that is dual facing.



Elevated stage opportunity that can perform in either direction



Bar areas (3)



Taps for Events



Pop-up vendors



Lounge seating areas



Furnishing storage

LOCOMOTION PLAZA

STAGE & STORAGE

The 1,400 sf space created by the shipping containers on the western end of the plaza offers a variety of programming possibilities. The space offers a more intimate setting suitable to activation that may not work as well in the larger 11,500 sf plaza area.



Yoga



Beer Garden



Temporary ice rink for winter activation



Summer movie screenings



Holiday market and events



VIP Dining & Lounge



Festival petting zoo



Smaller music venue for buskers or private events

STAGE & STORAGE-OVERHEAD VIEW LOOKING WEST



STAGE & STORAGE-OVERHEAD VIEW LOOKING EAST



STAGE & STORAGE-WEST PLAZA

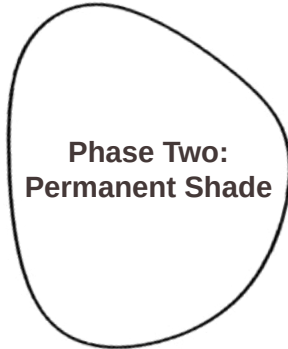




CONCEPTUAL PLACEMAKING PHASE 2

LOCOMOTION PLAZA

PHASE 2



» Five shade parasols with structural footings (5,250 sf of shade)



PARASOL SHADE

A parasol structure is a type of architectural design that resembles a large umbrella or parasol. These structures are primarily used to provide shade and protection from the sun, rain, or other environmental elements. They are commonly found in outdoor spaces, such as parks, gardens, patios, beaches, and outdoor seating areas at restaurants and cafes.



LOCOMOTION PLAZA-PHASE 2

PERMANENT SHADE

The Parasol design option embodies a distinctive and city-centric design philosophy, aiming to create a unique and iconic symbol of public art. Crafted from Corten steel (or powdercoated to appear like Corten), the Parasol intentionally aligns with the city's aesthetic, drawing inspiration from the renowned Believe sculpture.

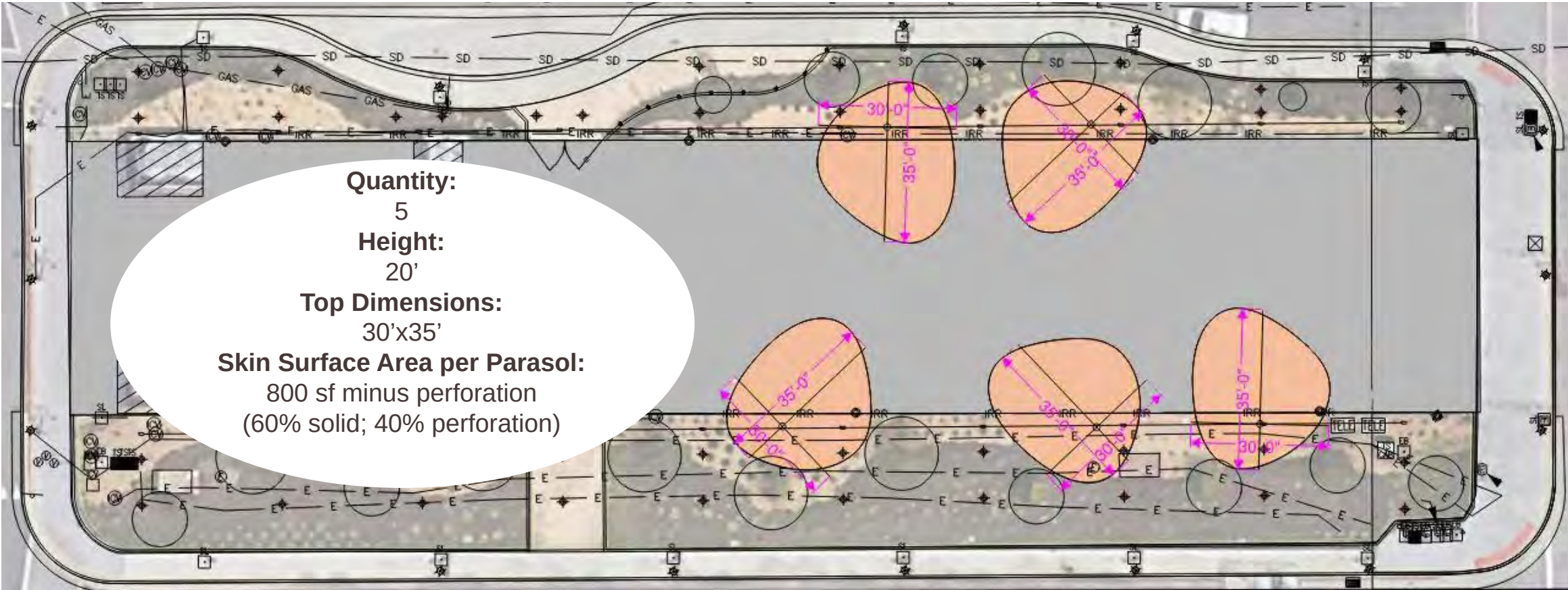
The primary intent of the Parasol is to serve as a multi-functional element within the plaza. Functionally, it provides much-needed shading, offering a respite for individuals seeking a place to rest and relax. Beyond its functional role, the Parasol serves as a key architectural element that defines and frames the plaza. By strategically positioning the Parasols, the design team aims to create a focal point that draws people in, making the plaza an attractive destination within the city. This deliberate framing contributes to the plaza's identity and encourages community engagement.

The uniqueness of the Parasol's design lies in its perforated steel construction. This design choice not only adds an artistic flair to the structure but also serves a dual purpose. The perforations enable the casting of intricate patterns of shade on the ground, creating an engaging interplay of light and shadow. By incorporating lighting into the Parasols, these patterns will also come alive at night. This dynamic visual effect adds an element of surprise and captivation, enhancing the overall aesthetic appeal of the Parasol.

In summary, the Parasol option is a thoughtful and intentional design that goes beyond mere functionality. It embodies the spirit of Reno's public art by seamlessly integrating with the city's aesthetic while offering a visually striking and functional focal point that enhances the overall experience of the plaza for both residents and visitors.



VIRGINIA STREET



VIRGINIA STREET

PARASOL SHADE - LOOKING WEST



PARASOL SHADE - LOOKING WEST



PARASOL SHADE - LOOKING WEST



PARASOL SHADE - LOOKING WEST



PARASOL SHADE-LOOKING EAST





CONCEPTUAL PLACEMAKING PHASE 3

LOCOMOTION PLAZA

PHASE 3

Phase Three: Plaza Finishings

- » Pavers with selfie spot on Virginia Street at entrance to plaza
- » Electric upgrades for west side containers
- » West side lighting
- » Additional furnishings
- » Artistic vent covers



STAGE & STORAGE-OVERHEAD VIEW LOOKING EAST



STAGE & STORAGE-WEST PLAZA



STAGE & STORAGE-WEST PLAZA ENTERING FROM SIERRA STREET



LOCOMOTION PLAZA-PHASE 3

ARCH PHOTO OPPORTUNITY

Taking a photograph with the Reno Arch as the backdrop is a must when visiting Reno. Currently, there is no designated spot and people often venture into Virginia Street alongside moving traffic. The hardscape intervention illustrated here would provide a “Stand Here” space within the word LOCOMOTION. By engraving pavers with this artistic element, the plaza gains a sense of arrival and entry while also giving people a safe area to snap the perfect picture for social media.



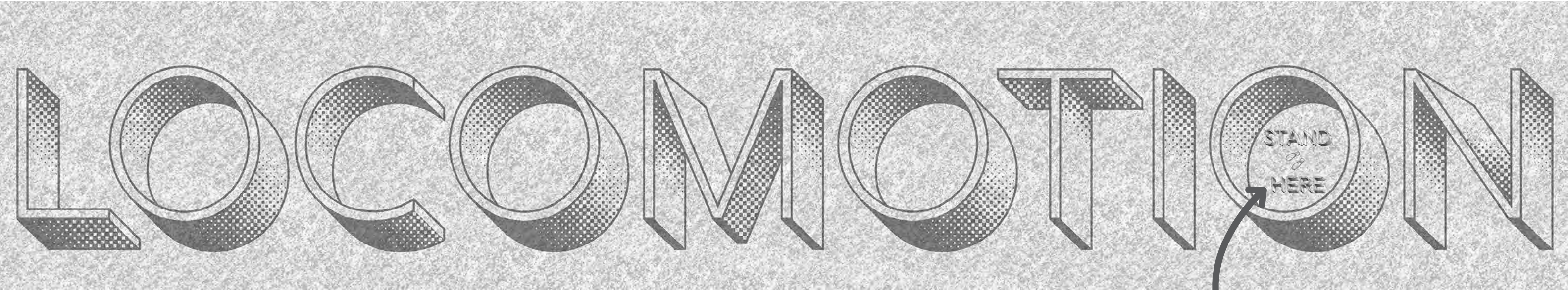
Location of pavers with lettering to spell LOCOMOTION



Instagrammable Moment at Reno Arch



Stand Here indication for taking photo



Hanover Paver Engraving with Rig Solid Light Halftone Font-Artful 3D effect

LOCOMOTION PLAZA-ALL PHASES COMPLETED



VIRGINIA STREET





CONCEPTUAL PLACEMAKING

**THERE IS NOTHING
ORDINARY ABOUT
RENO.**



And it's not just the bright lights, the casinos, or the extravagant festivals. There's also extraordinary found in the natural scenery—the rivers and the mountains. There is a movement and a flow in Reno, and we think Virginia's streetscape should be more than the ordinary approach where each block is a replication of the last. A general driving force of two block typologies gives the street unity and intentionality, but there are nuances to each block...which ultimately craft a journey worthy of Reno's natural beauty, artful spirit, and vibrant culture.



DESIGN OBJECTIVES



SOCIABILITY

The sociability of a street equates to people strolling, patronizing businesses, and community members interacting. The current lack of seating along the journey creates a barrier to sociability. Virginia Street's wide sidewalks offer the ability for both clear walking zones and furnishing zones that increase social interaction opportunities. Businesses should view the sidewalk spaces as a front porch to enhance patron experience and community gathering.



COMFORT

The comfort level of a streetscape is directly related to overall attractiveness. The shade of an urban tree canopy is critical to pedestrian comfort and lower level plantings enhance the street's beauty. Virginia Street needs places to sit and pause in the hustle and bustle of urban living, and the lighting design needs to evoke a feeling of both vibrancy and safety. This phase of design seeks to transform Virginia Street into a journey where people feel comfortable and want to spend time.



ACTIVATION

While one could argue that the numerous destinations along Virginia Street are activating the street, the success of those destinations is directly impacted by the journey between them. The activation of ground floor frontages is perhaps a longer term effort between the City and the private sector, but simple placemaking additions such as seating can be a strong first step in the right direction. The design needs to ensure an ability to activate the street during large scale events, but also ensure the street feels alive on non-event days.

VIRGINIA STREET BLOCK TYPOLOGIES



-  GATEWAY ACTIVATION BLOCKS
MAPLE TO 4TH & MILL TO LIBERTY
-  CORE ACTIVATION BLOCKS
4TH TO MILL

GATEWAY ACTIVATION

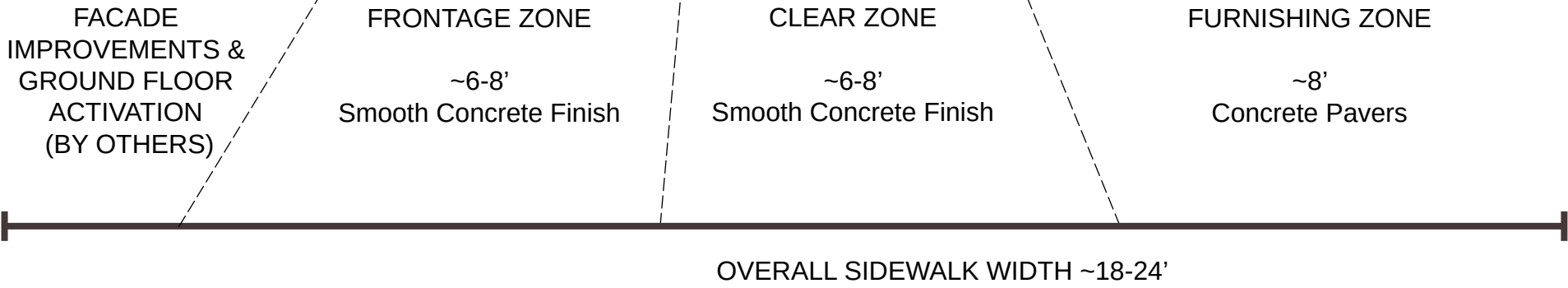
The blocks along Virginia Street identified as **Gateway Activation** vary from as narrow as 5' up to 18' in sidewalk width. The active ground floor uses (retail/restaurants) in these blocks is anticipated to only be between 10 and 20 percent. A larger percentage of these blocks would be categorized as institutional (civic and financial), parking (surface and garage), residential, or vacant. The likelihood of a frontage zone activated by the ground floor uses is far less likely than the core blocks identified. With that in mind, the typical section for these blocks has two basic delineations—a clear zone and a furnishing zone. Pavers in the furnishing zone are an optional improvement, and new street trees planted using soil cell technology are a desirable improvement.

CORE ACTIVATION

The blocks along Virginia Street identified as **Core Activation** vary from 18-24' in sidewalk width. The active ground floor uses (retail/restaurants) in these blocks is anticipated to be upwards of 90 percent. The blocks from 4th Street to Mill Street are a little less than a half mile in length making the core activation blocks walkable within a ten minute time frame. With that in mind, the typical section for these blocks has three basic delineations—a frontage zone, a clear zone, and a furnishing zone. The wider nature of these sidewalk widths allows an approach to placemaking and activation that is more curvilinear in nature. Furnishings include curving benches in multiple configurations, round planters, and elliptical seats with plants and parasols. Bench lengths between armrests will be limited to 4' or less. Pavers in the furnishing zone delineate the space, and new street trees planted using soil cell technology are a desirable improvement. The frontage zone is a space that can be utilized by ground floor businesses in ways that best suit their needs—from sidewalk sales to outdoor dining to sandwich board signage and product displays.

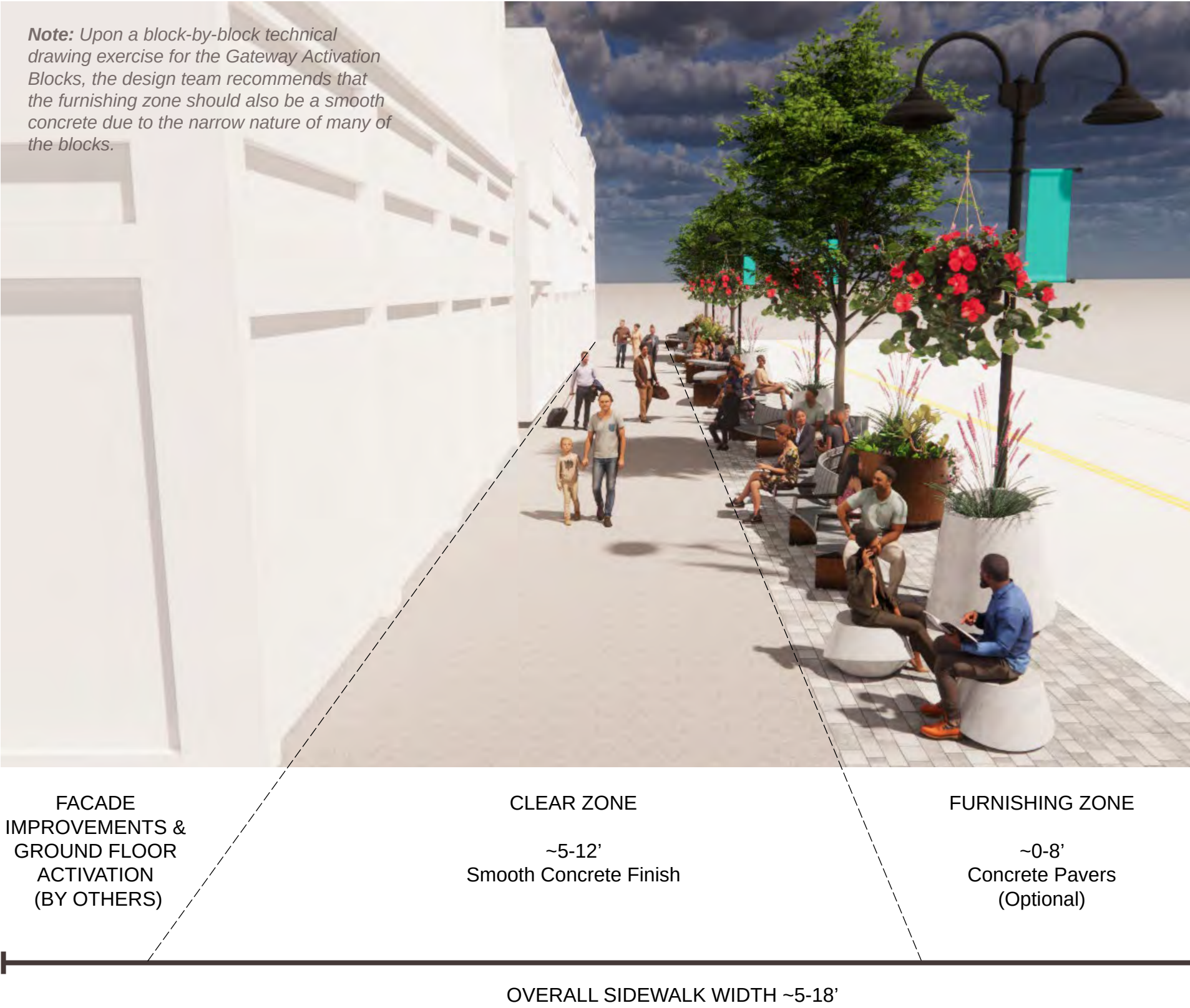
SECTION -
CORE ACTIVATION BLOCKS

MILL STREET TO 4TH STREET



SECTION - GATEWAY ACTIVATION BLOCKS

MAPLE TO 4TH & MILL TO LIBERTY



CORE ACTIVATION BLOCKS
MILL STREET TO 4TH STREET



CORE ACTIVATION BLOCKS MILL STREET TO 4TH STREET



CORE ACTIVATION BLOCKS MILL STREET TO 4TH STREET



CORE ACTIVATION BLOCKS
MILL STREET TO 4TH STREET



CORE ACTIVATION BLOCKS MILL STREET TO 4TH STREET



CORE ACTIVATION BLOCKS MILL STREET TO 4TH STREET



CORE ACTIVATION BLOCK ELEMENTS

GROUND PLANE



Furnishing Zone-Unilock Concrete Pavers-Artline Il Campo Granite and Artline Smooth Premier Steel Mountain



Clear Zone & Frontage Zone-Smooth Concrete Acid Finish



Crosswalks-Ennis Flint Traffic Patterns Thermoplastic Inlay with pattern lasts up to 10 years with normal wear



Curb Transition-Artline Mix with Series Edge for Tactile Change at Street to Help Visually Impaired



Iron Age-Custom Cast Iron Baked On Oil Tree Grate that Mimics Parasol Shape/Design-ADA accessible design with removable tree rings



CORE ACTIVATION BLOCK ELEMENTS

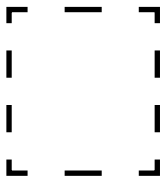
FURNISHINGS



Modular Seating System with Curves for Activation Blocks-Ogden by Maglin for Core Activation Blocks: Multiple configurations to offer viewing both street and sidewalk views with versatile backs/armrests/tables



Material Mock-Up



Color Selections

Panels – Orange Peel Appearance

The recycled plastic panel material is comprised of a UV resistant pigment that is solid throughout the sheet allowing for less noticeable nicks or scratches, full color cut ends, and maintenance free use.

Panel plastic can be used in an array of applications where high durability and no maintenance are desired in both wet and dry applications.

Colors:



Seat Material

Features & Benefits:

- Vibrant Colors
- No Maintenance – except for periodic cleaning
- UV Stabilizing Additives
- BPA Free
- Durable and Versatile
- No VOC Off Gassing



SILVER 14



BLACK



GUNMETAL



TITANIUM



BRONZE 14



CORTEN

* Fine Textured Powdercoating available for an upcharge.

* Fine Textured Powdercoating is NOT available on metal table tops, stacking chairs or with vinyl graphic application.

Base Material

CORE ACTIVATION BLOCK ELEMENTS

FURNISHINGS



Landscape Forms-Jules et Jim by Escofet-Versatile planter/
bench/shade/art



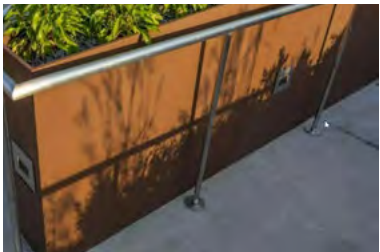
Landscape Forms-Jules et Jim by Escofet-Versatile planter/
bench/art



Landscape Forms Studio 431 can craft the Jules et Jim elements in the US and offer a custom parasol in their nutmeg finish which will have the look of Corten. Misting and lighting can also be incorporated. (Cast concrete to match Paseo Planters/Seats)



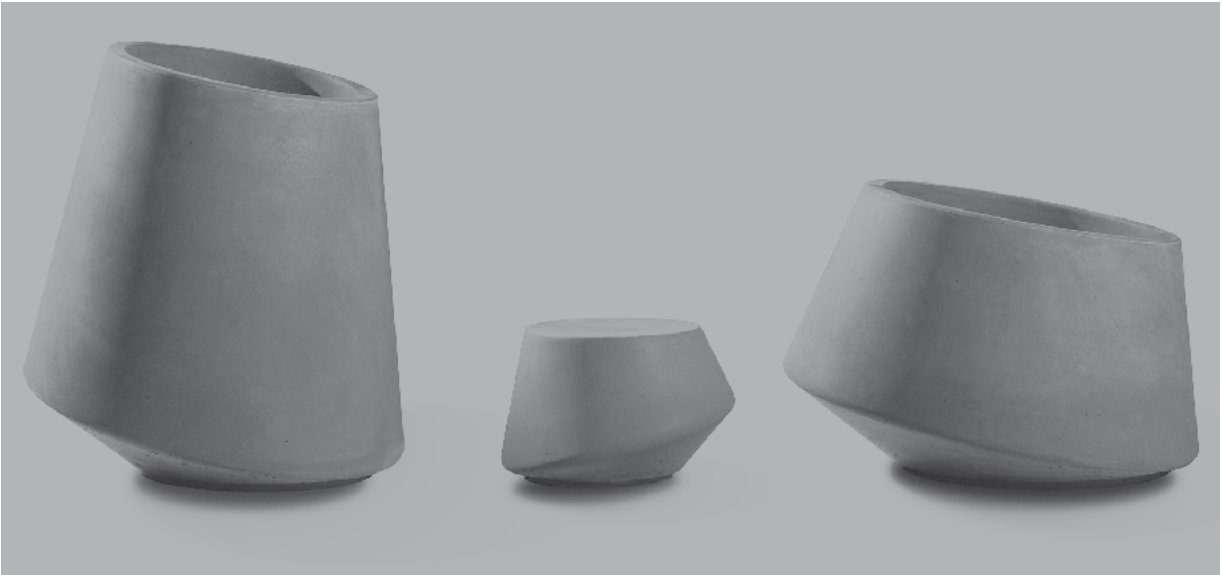
Misting system for cooling



Landscape Forms-Nutmeg finish on a recent installation in Washington, D.C. (look of Corten without the staining)

CORE ACTIVATION BLOCK ELEMENTS

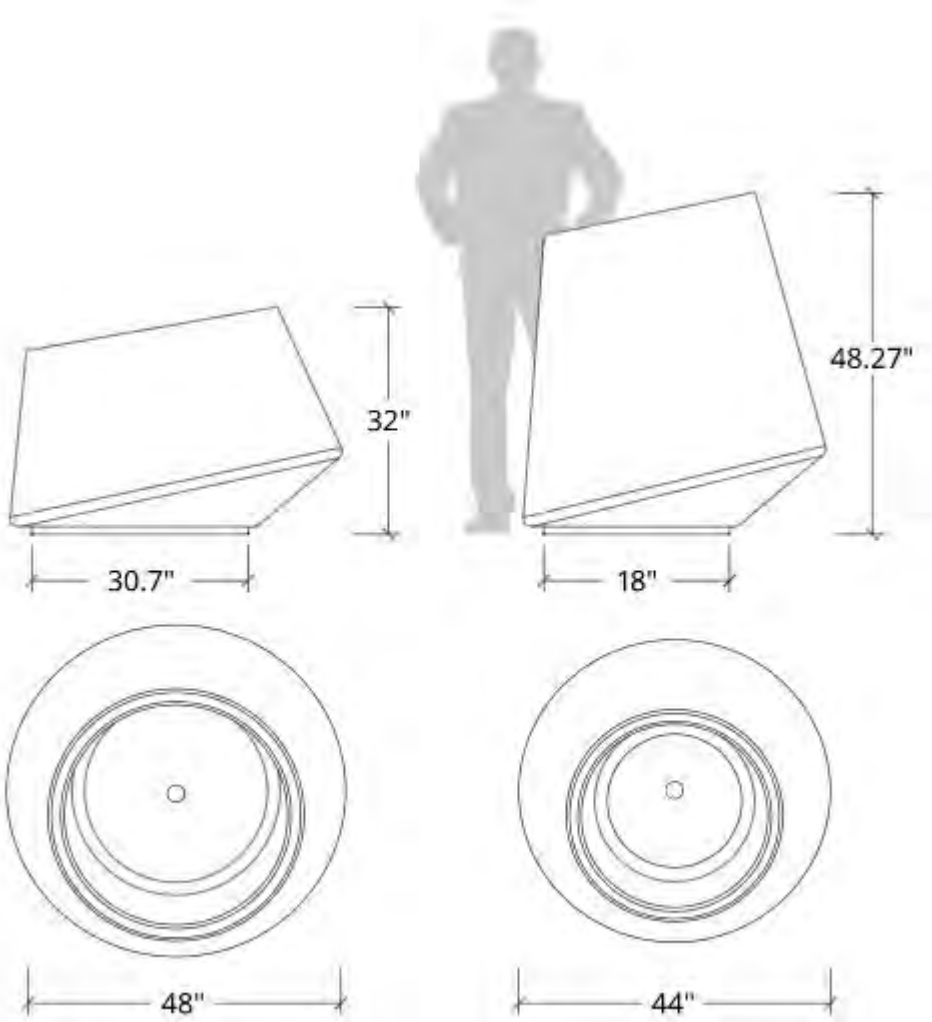
FURNISHINGS



Landscape Forms Kornegay Designs-Paseo Line of Planters & Seats in Natural Gray



Natural Gray



CORE
ACTIVATION
BLOCK
ELEMENTS

FURNISHINGS



Streetlife Tumbling Tubs (5 degree angle provides artful whimsy); Corten Steel or Powdercoat Finishes available (Standard Color-Fawn Brown; Non-Standard RAL 8023)



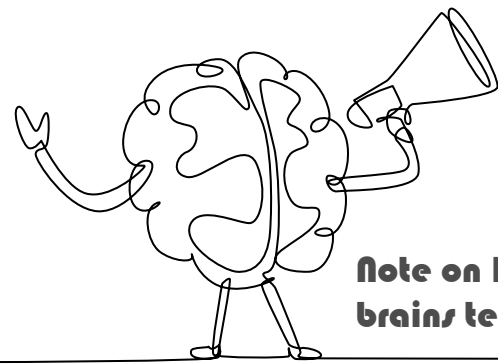
RAL 8007



Fawn Brown



RAL **8023** 49/66070 • 38/60023



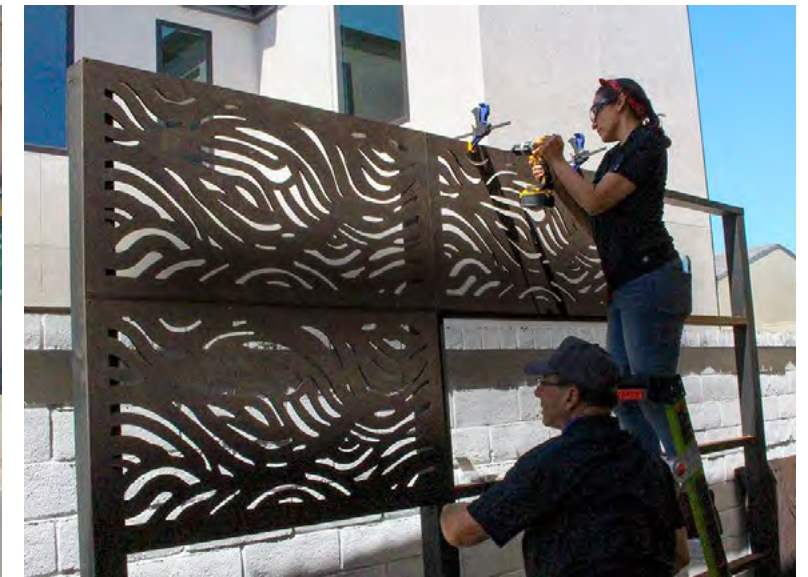
Note on Human Psychology: If a gap is perceived along a street, our brains tell us to turn around and go back the other way.

CORE ACTIVATION BLOCK ELEMENTS

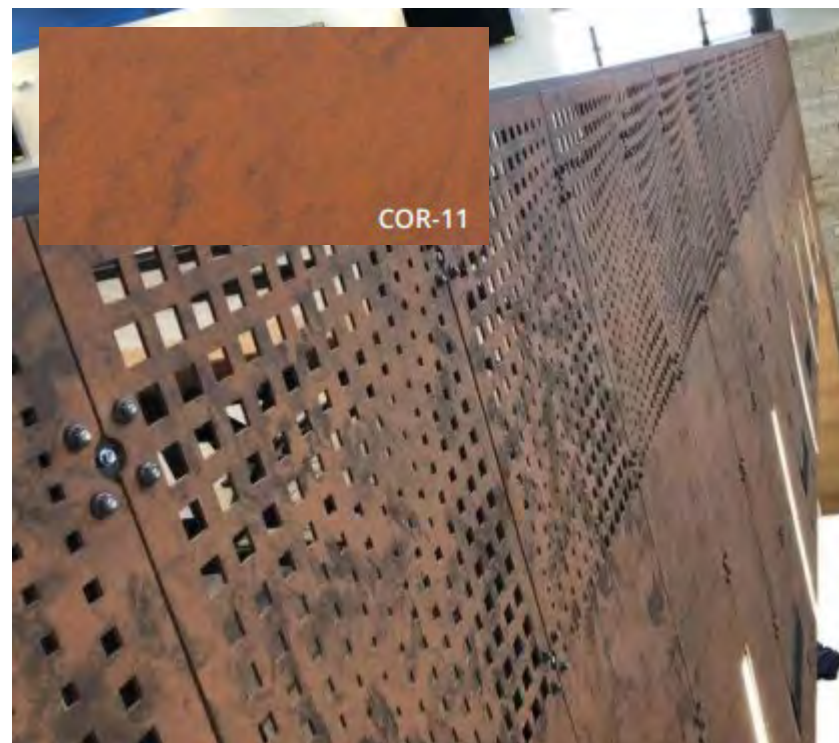
VERTICAL ELEMENTS



Surface Parking Between 3rd and 4th Streets-Potential Artful Screen Extent in Brown (potential to reconfigure parking angle and extend to yellow distance)



Artful Panels for Screening at Surface Parking



Parasoleil Urban Screens in COR-11 Aluminum Powder Coating



*Parasoleil Urban Screens-Height and Perforation TBD; ECLIPSE SERIES™ – LUNAR SCREEN SYSTEM
Designed to withstand up to 165 mph winds in cities and urban areas*



CORE & GATEWAY ACTIVATION BLOCK ELEMENTS

VERTICAL ELEMENTS



Forms & Surfaces-Lit Bollards at Pull-Off/Parking Areas



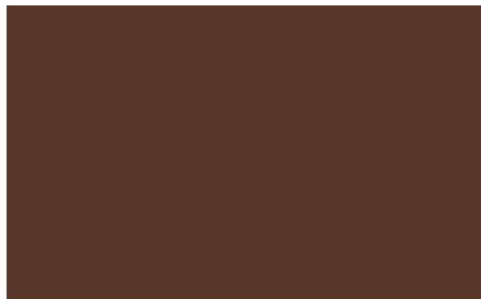
Dark Corten Powdercoat Finish



Seasonal and event banners on one side of lamp posts



Landscape Forms-Connect Bus Shelter with Integrated Lighting in Powdercoated Nutmeg



Nutmeg Powdercoat Finish



Equinox Desert Planters-Self Watering Seasonal Plantings on Existing Light Standards (One Side Only-Leave Banner Opportunity along Street Edge)

CORE & GATEWAY ACTIVATION BLOCK ELEMENTS

STREET TREES

Per Reno's Urban Forestry Commission's Approved Street Tree Species List; Multiple Selections for Virginia Street to encourage species diversity



Phellodendron amurense 'His Majesty'-Corktree



Gleditsia triacanthos 'Shademaster'-Honeylocust



Acer rubrum 'Franksred'-Red Sunset Maple

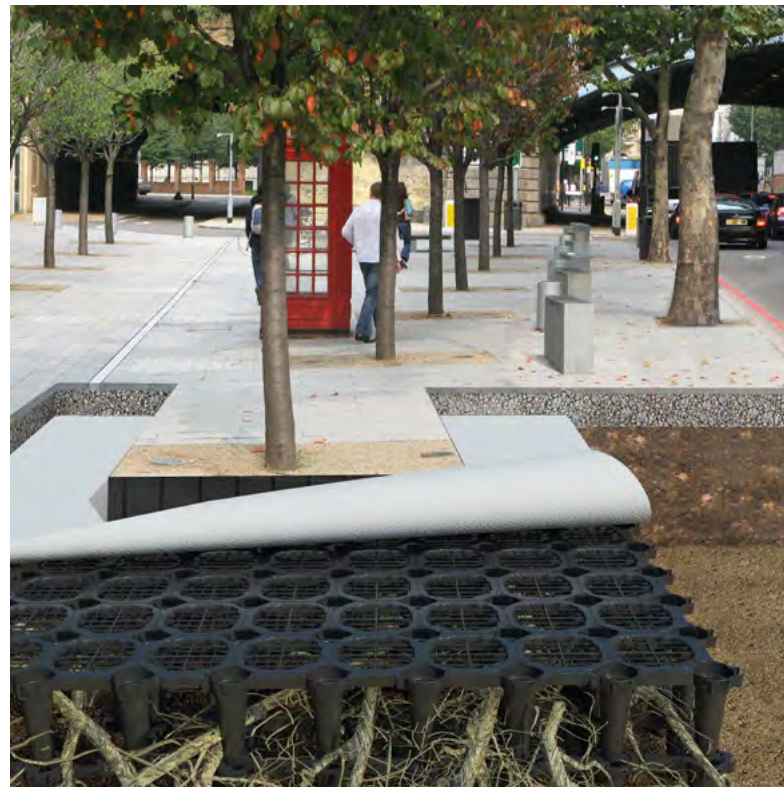


Quercus palustris-Pin Oak



Koelreuteria paniculata-Golden Raintree

UNDERGROUND



Stratavault Soil Cells for Root Growth (Courtesy of Citygreen)



Stratavault soil cells can capture and store stormwater for irrigation, can be cut and work around existing utilities, can be left void.

