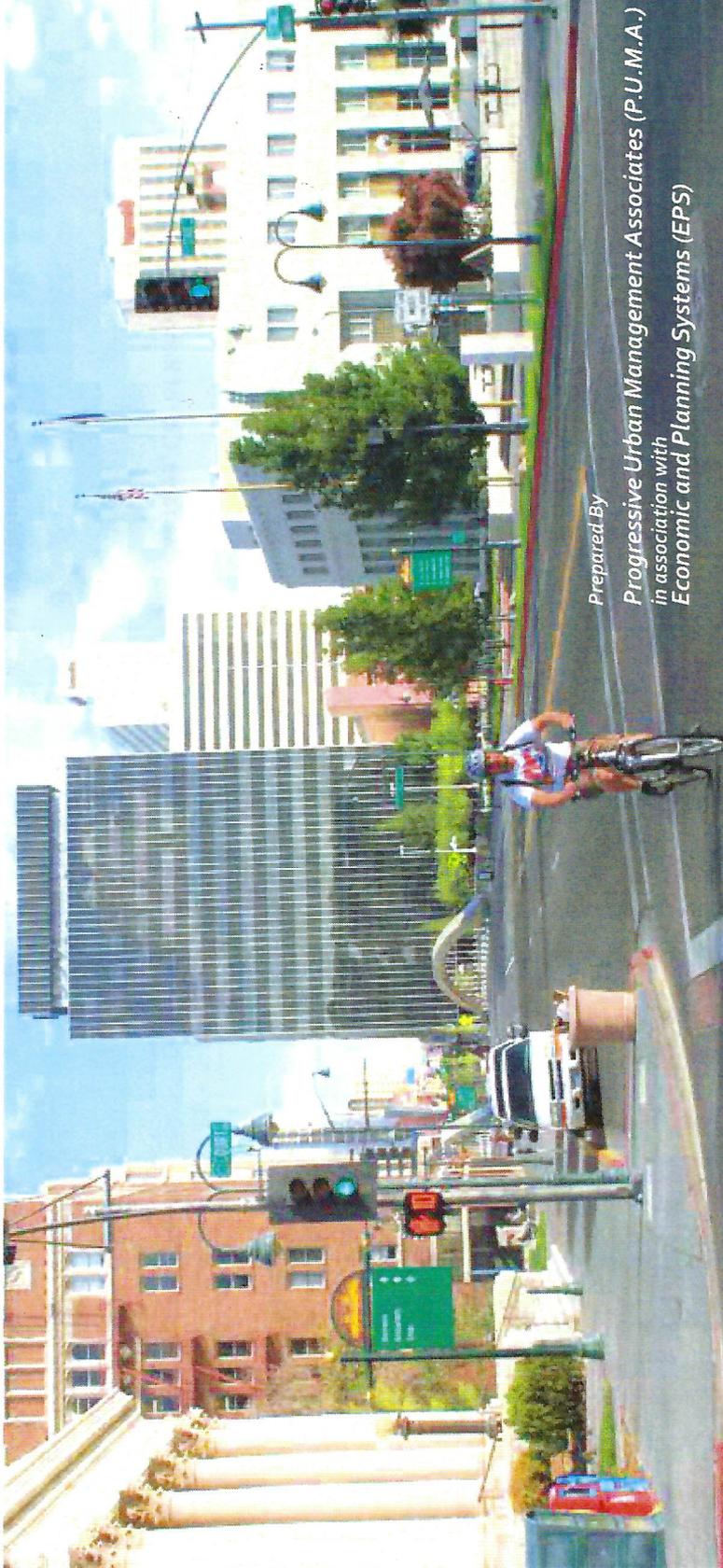


# CITY OF RENO



# DOWNTOWN ACTION PLAN



Prepared By  
Progressive Urban Management Associates (P.U.M.A.)  
in association with  
Economic and Planning Systems (EPS)

APRIL 2017

City of Reno, Nevada



## » DISTRICTS FRAMEWORK

The Districts Framework discussion involved thinking about the study area as six districts, as illustrated in the diagram on page 45.

1. **The Entertainment District** is traditionally the 24 hour gaming area that includes the major hotel casinos in the core, the Events Center and National Bowling Stadium.
2. **Riverwalk District** – The Truckee River is one of Reno’s best natural resources and the catalyst for attracting new mixed use development on both sides of the river.
3. **The Innovation District** encompasses the area east of Evans, north of the railroad, West of Well, and South of Interstate 80. This is already becoming a mixed-use and light industrial environment that is a major attraction to millennials and entrepreneurs similar to what is found in other cities.
4. **The University District** is made up predominantly of the UNR campus and includes physical and economic connections to Downtown south of I-80. There is ample opportunity for student housing and university facilities in Downtown.
5. **The Powning District** is an existing stable and predominantly residential historic neighborhood that should remain intact.
6. **The Northwest Quadrant** is an area that is not ready to be defined as a district. It is generally bounded by the railroad tracks to the south, Keystone to the west, I-80 to the north and Ralston to the east. This area has a mix of uses that include casinos, non-profits, medical offices, apartments, single family homes, retail, light industrial, and small businesses. This area will most likely begin to redevelop in the next development phase after other major projects have been accomplished in the other districts.



Entertainment District



Riverwalk District



Innovation/Industrial District



Northwest Quadrant



Powning District



University District

**DISTRICTS FRAMEWORK**

**UNIVERSITY DISTRICT**

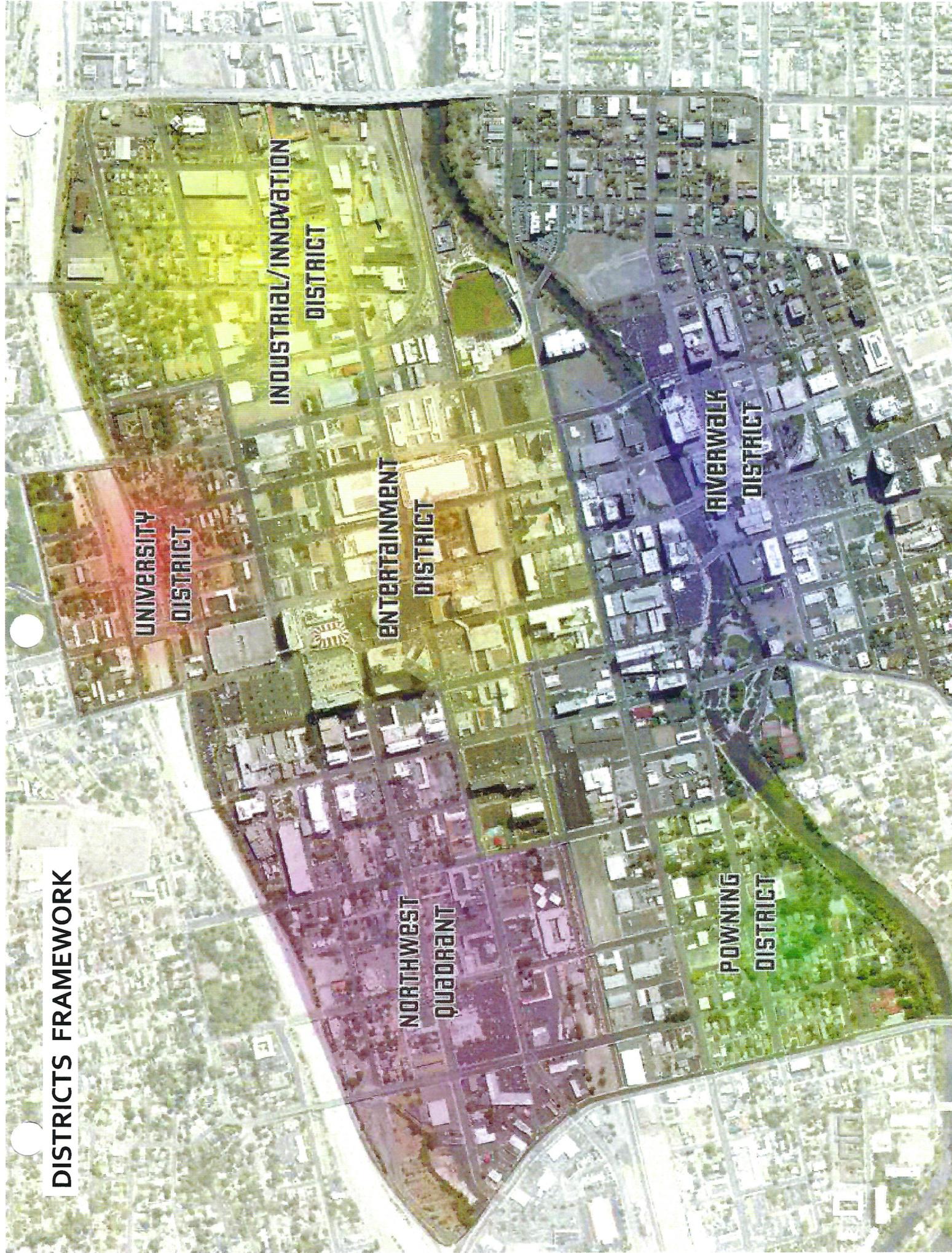
**INDUSTRIAL/INNOVATION DISTRICT**

**ENTERTAINMENT DISTRICT**

**NORTHWEST QUADRANT**

**RIVERWALK DISTRICT**

**POWNING DISTRICT**





Calli Wilsey &lt;wilseyc@reno.gov&gt;

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**notes from the meeting / potential scope**

1 message

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**Nathan (Nate) Cherry** <Nathan.Cherry@crtkl.com>

Tue, Jun 12, 2018 at 4:54 PM

To: "wilseyc@reno.gov" &lt;wilseyc@reno.gov&gt;

Cc: "thomasb@reno.gov" &lt;thomasb@reno.gov&gt;

*Here is a revised version of the email that I sent before. Thanks, I look forward to chatting about this and potential next steps at your convenience.*

Nate

Bill;

Thank you for the opportunity to summarize our meeting held last week with you and representatives from Jacobs Investments. Here is what I heard:

#### PROJECT UNDERSTANDING

Jacobs investments has acquired 50+ parcels in the area labelled "northwest quadrant" in the City of Reno Downtown Action Plan. My general sense is that you want to facilitate a successful outcome for the folks at Jacobs without going into a full proposal for a specific plan. The primary issue that I see is the need to build a level of trust between the community and City Council, which will require a public process driven approach that is based on vision and principles, expanding the study area, and enough community interaction to make everybody feel heard.

The alternative is the incremental approach where they get an "extension" of the entertainment district, but my sense from the conversation is that this project is too controversial for it to be an effective strategy.

#### Boundaries

The boundaries for the study should be expanded beyond the Jacobs acquisitions, and include all the property bounded by the 80 freeway to the north, Arlington to the East, the railroad to the south, and Keystone to the west. The reason for this is fairly obvious; it makes the project less about just

#### Expanding the list of stakeholders

If this is a "Jacobs plan" only, my fear is that a perceived desire to control the outcome will get in the way. The way around that is to interview all the key players; including the local churches, the hospital, City Council members, and others as appropriate. 4<sup>th</sup> street needs to be treated as a special consideration because of its role as a tourist corridor. We need to document their responses and have them available as part of the background analysis for the project.

### Phased approach

You talked about an initial planning strategy where we provide a "first blush" of work for around \$50k. I think for that amount, we can build some consensus by focusing on overall vision and project goals. Perhaps some alternative 3-D massing studies that show how the district could be built out, with documentation that shows the communities preferences.

I think the particulars that Jacobs was looking for- density bonusing, the ability to build skybridges across the street, reduced parking standards, and flexible signage; are all achievable in concept but they will have to be flexible about outcomes- they might get them, they might not, but they all have to be vetted through a public planning process to be successful.

### SCOPE

My recommendation is that we provide the following:

1. Stakeholder interviews: spent a couple days interviewing key people within the city—council members, key staff, developers, landowners, etc. summarize our findings in a memo with key findings - \$5-10k
2. Site analysis: study the site, review existing planning documents, provide a series of diagrams that show site opportunities and challenges. \$10-15k.
3. Community workshop: summarize the findings from the interviews, and the site analysis, engage the community in a visioning exercise. \$20-25k.
4. Plan options: develop plan options that investigate implementation of the vision with a matrix that evaluates how the options might best deliver the vision \$25-35k.

Depending on what makes sense to you, I think we can accommodate your needs for around \$55k to \$75k with expenses. Of course this depends on a detailed scope which we are happy to provide whenever you have time to chat. Lets talk when you have time, hopefully early next week...

Thanks again for the opportunity to think about this potential opportunity, Bill. This is an exciting time in Reno and we are happy to consider playing a part in its growth.

**Nate Cherry** FAIA AICP LEED AP

**CallisonRTKL**

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