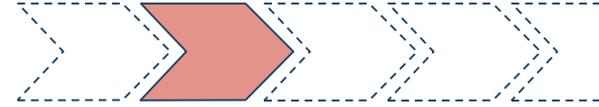


Implementation Plan



Placemaking actions prioritization, phase 1



Linking it all together: Consider piloting an accessible shuttle bus program that connects across downtown as part of phase 1

Streetscape furnishing zone improvements

- Implement public seating on every block of Virginia Street
- Pilot wayfinding signage with walking distances to districts and destinations
- Assess opportunities for integration of shade: trees where not in conflict with underground, other shade
- Assess need for upgrades to event infrastructure

Facade improvement & activation

- Develop program and source funding for facade improvement program to manage vacancies and support groundfloor activation
- Pilot ground floor activation, starting with micro-retail for local businesses in the edge of the Circus Circus parking garage

Locomotion Plaza 2.0

- Site and implement event infrastructure and storage facilities
- Source and implement movable chairs and tables, including lounge style chairs
- Pilot a shade structure
- Develop and communicate a plan for recurring events

The ROW Placita

- Source and implement seating elements, movable by forklift, and include wayfinding with walking distances to districts and destinations
- Coordinate operations and maintenance agreement with the ROW and DRP, consider using this as a pilot for a partnership program for activation of privately owned public space



Placemaking actions prioritization, phase 2

Streetscape improvements across the site

- Implement signal timing for slower speed in preparation for physical improvements to the right of way
- Assess need and feasibility of implementation of PUDDO's in middle and upper area - will require curb adjustments
- Assess impact of proposed intersection upgrades to the wider bike and vehicular network

Streetscape improvements lower area

- Implement continuous on street parking and bollard and buffered protected bike lanes - elimination of turn lane
- Implement bike markings across intersections
- Assess how the Liberty intersection can be upgraded to better serve people walking and wheeling, including removal of slip lane

Streetscape improvements middle area

- Implement two-lane bi-directional vehicle lanes and continuous buffered bike lanes - including elimination of turn lanes and center loading
- Implement intersection improvements; tightened corner radii, bike marking, and planned changes to cross streets within the block

Believe Plaza 3.0 initiation

- Pilot a concession stand and tourist information outpost. Consider implementation of a permanent structure in relation to further planned improvements to the plaza
- Implement movable seating and shade
- Implement bleacher seating and pilot a play feature



Placemaking actions prioritization, phase 3

Streetscape improvements upper area

- Implement continuous bollard and buffered protected bike lanes through redesign of the central median. Include raised bike lanes at the bus stops for bus access
- Implement clear bus lane markings
- Assess how the freeway intersections can be upgraded to better serve people walking and wheeling

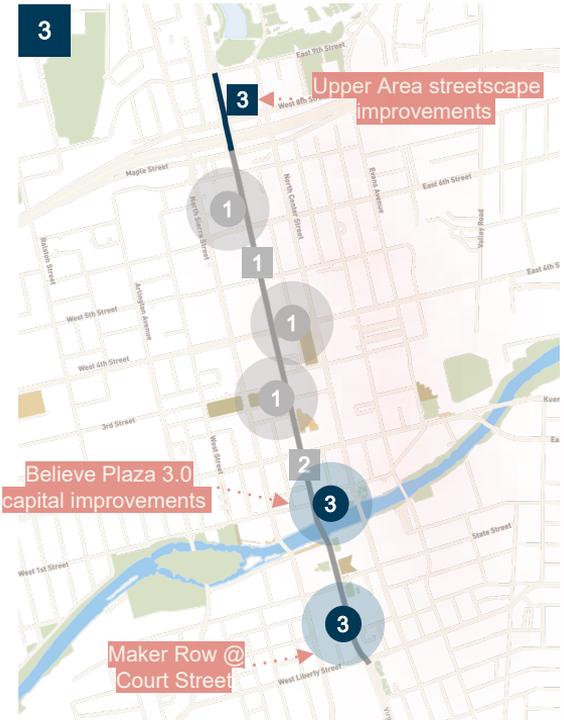
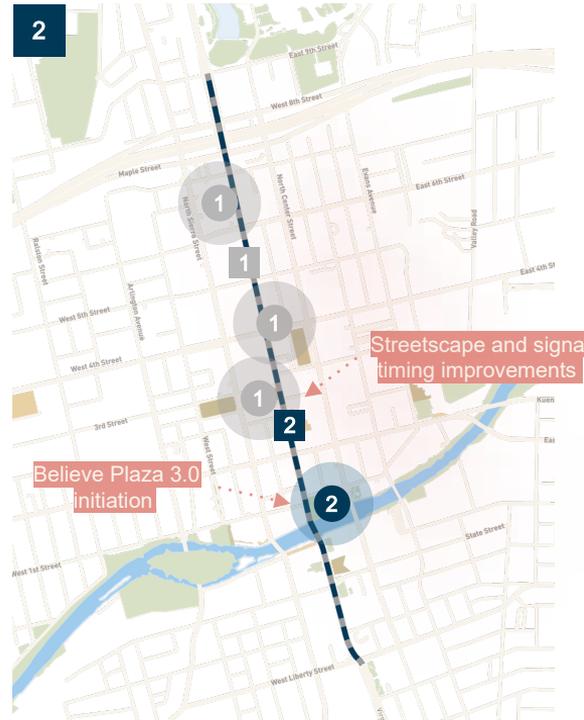
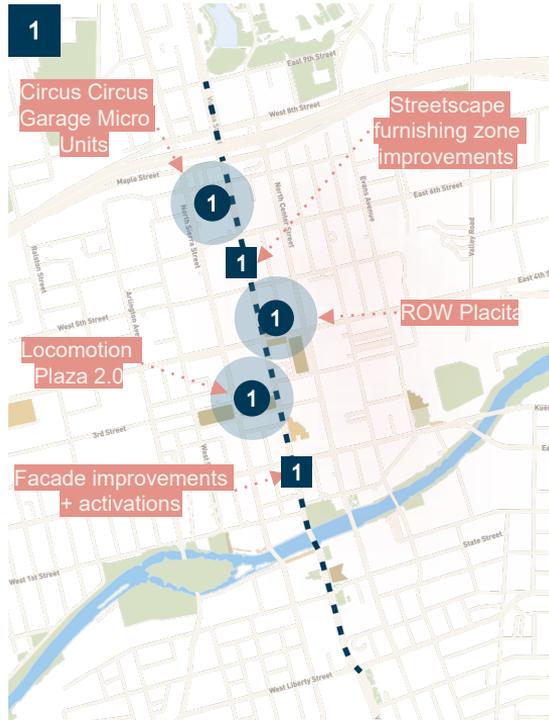
Maker Row @Court

- Pilot edge activation of the county parking lot with micro-units for local makers and artists. Use lessons learned from implementation of the Circus Circus parking garage

Believe Plaza 3.0 capital improvements

- Develop a comprehensive plan for transformation of the plaza
- Include additional greening and trees
- Include permanent play and urban sports and games features. E.G. splashpad, ping-pong, chess, dedicated area for skateboarders

Proposed phasing overview



Timeline for Implementation

**Locomotion
Plaza**

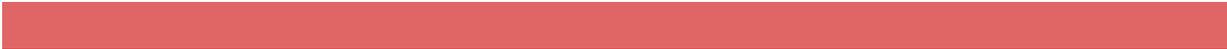
**Virginia St.
Micromobility**



Phase 1 - Streetscape/Facades/Locomotion Plaza/Placita



Phase 2 - Micromobility Lanes/Street Access & Safety/Believe Plaza(Design/Funding)



Phase 3 - Edge Activation/Believe Plaza(Capital Improvements)



Phase 1 Actions

- Streetscape furnishing zone improvements
- Facade improvement & activation
- Locomotion Plaza 2.0
- The ROW Placita



Four Areas of Implementation

Area 1 Action Plan

Step 1 - Urban Design

Area 2 - Action Plan

City launching RE-Store Facade Program
(REvitalization Team leading this)

Area 3 - Action Plan

Step 1 - Urban Design

Step 2 - Council has options for design

Step 3 - Construct

Area 4 - Action Plan

Step 1 - Coordinate with ROW & DRP

Step 2 - Operations & Maintenance agreement

Step 3 - Urban Design

Phase 1 – Areas 1, 3 & 4

Streetscape/Locomotion Plaza/ Placita

July 26, 2023

Phase 1 Action Plan

Council Approval

October 25, 2023

Phase 1 30% Design

Council Approval

March - July 2024

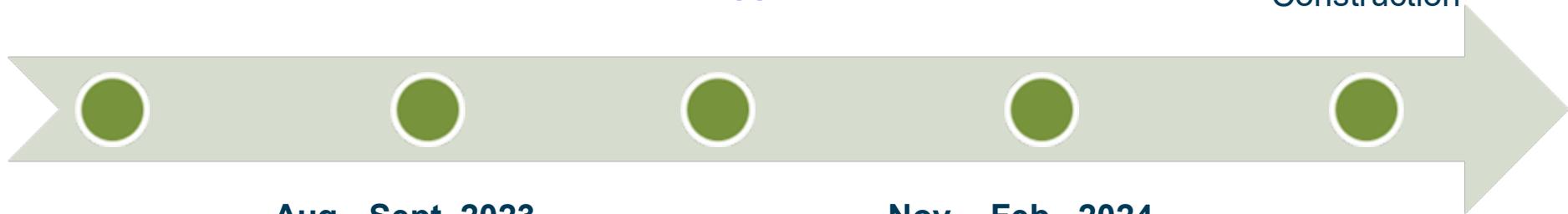
Phase 1
Construction

Aug - Sept. 2023

Schematic design

Nov. - Feb. 2024

Phase 1 100%
Design & Bidding



Locomotion Plaza 2.0

Activation of parking garage frontages

Shade covering and additional lighting

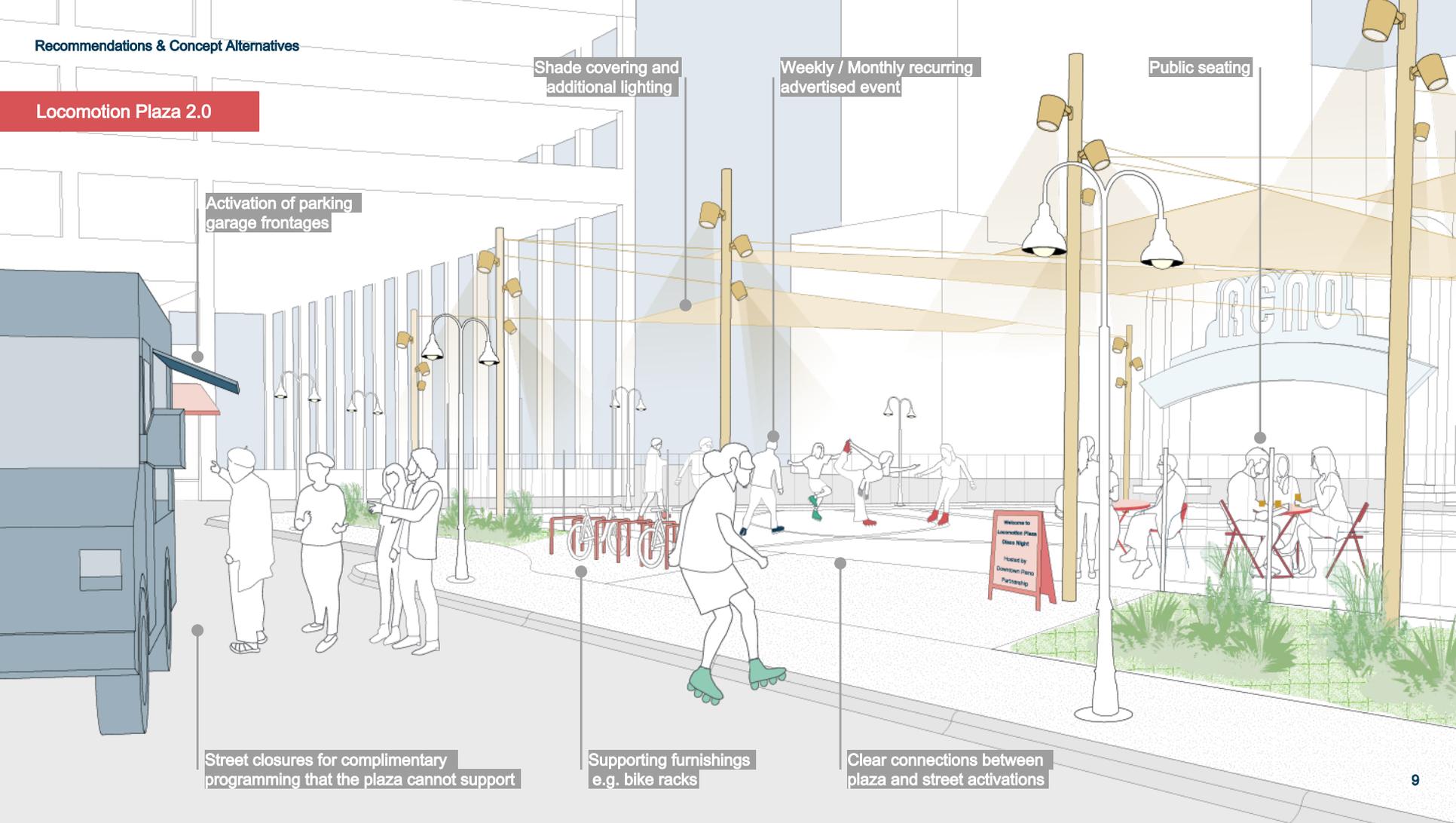
Weekly / Monthly recurring advertised event

Public seating

Street closures for complimentary programming that the plaza cannot support

Supporting furnishings e.g. bike racks

Clear connections between plaza and street activations



Locomotion Plaza 2.0

The location of Locomotion Plaza – situated between draws for visitors and locals such as the iconic Reno Arch, hotels, casinos, the Biggest Little Dog Park, and student housing – makes it a well-suited location for recurring events and enhanced everyday activation.

To support events and everyday activation there is a need for physical improvements, like seating, shade and lighting, coupled with support infrastructure to supply storage, power, and, water for programmed events.

While Locomotion Plaza holds great opportunities, this does not come without challenges. The plaza is a deck that cannot support heavier elements. But by leveraging the adjacent side streets for special events, complimentary amenities like food trucks can be included.

DRP will serve as the programming partner, and events like DJ nights, roller discos, farmers markets, and more are being considered. The City of Reno will be responsible for physical improvements to support events and everyday activation. It is recommended that recurring monthly events are included to establish a cadence that people can work into their routines.

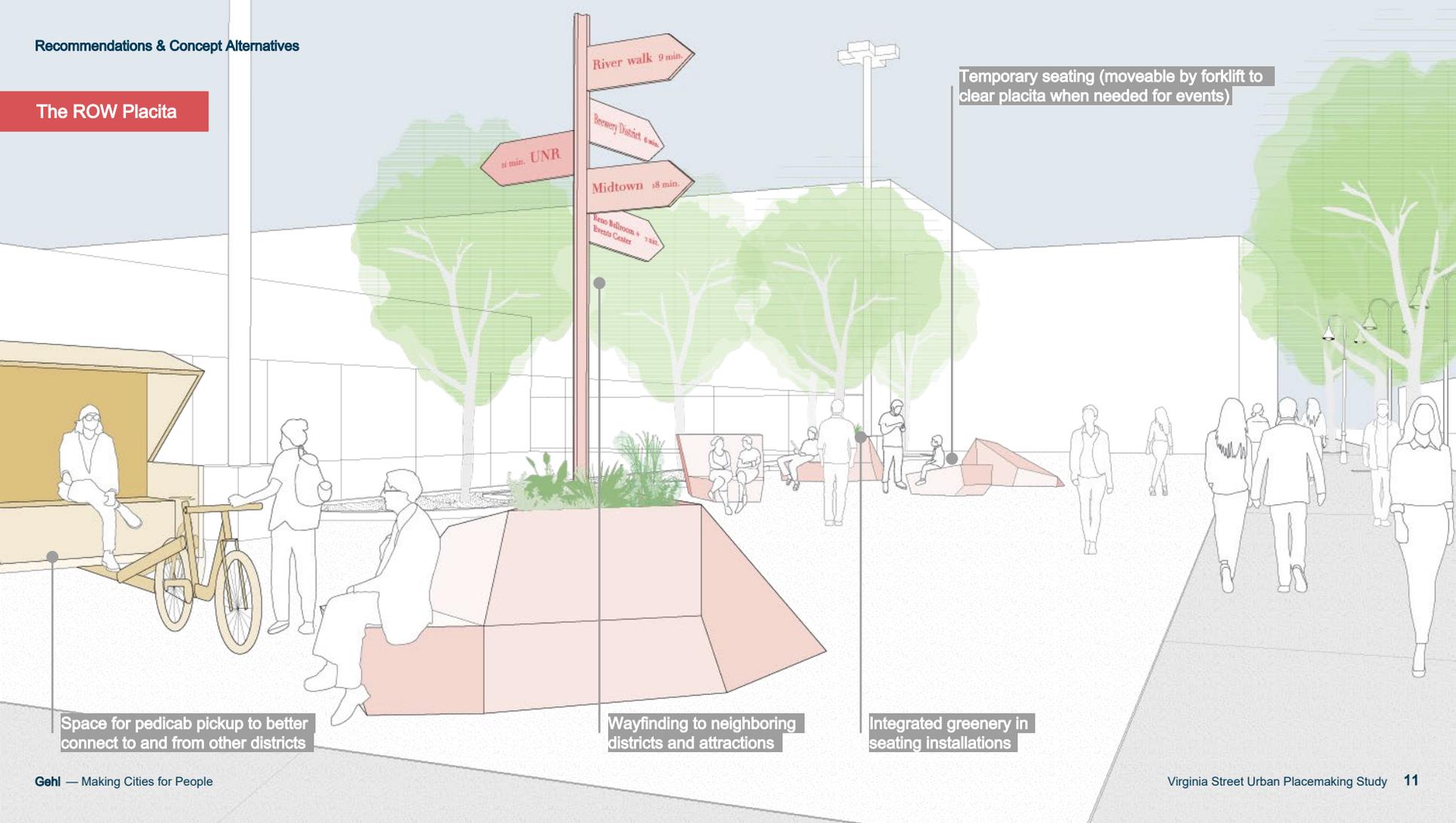
Physical improvements

- On site storage facilities for movable furniture and programming elements
- Event infrastructure, such as electrical hookups and water tap access
- Shade structures
- Improved lighting
- Movable public seating
- Support amenities, such as bike racks and waste bins

Project partner roles and responsibilities

- The City of Reno, to secure funding and install physical improvements
- Downtown Reno Partnership, to steward the space, organize programming, seek out programming partners, and serve as link to local organizers, event communication
- Reno Organizations, to bring their events and programs to Locomotion Plaza 2.0

The ROW Placita



Temporary seating (moveable by forklift to clear placita when needed for events)

Space for pedicab pickup to better connect to and from other districts

Wayfinding to neighboring districts and attractions

Integrated greenery in seating installations

The ROW Placita

The ROW Placita has the opportunity to be a lively destination nexus on Virginia Street. It is centered between multiple districts, including the Brewery District, and key entertainment destinations such as the the Reno Ballroom, Events Center, National Bowling Stadium, and the ROW hotel-casinos.

Today, however, the Placita is an empty lot that is only converted into a spirited hub of activity during large events. Transforming the lot into the ROW Placita is an opportunity to fill in gaps in activation by furnishing a comfortable space for people to linger while they wait for friends and connect between downtown attractions.

Setting the stage for activation will require investments in wayfinding to elevate the site's role as a connecting space, as well as inclusion of public seating, ideally with integrated greenery to enhance comfort. Designing the furniture so it is movable by forklift will preserve the Placita's current role as an event staging ground.

Creating the ROW Placita will require cooperation between the ROW, City, and DRP to coordinate and fund the improvements, operations, and stewardship of the Plaza.

Physical improvements

- ❑ Public seating, with integrated greenery and sculptural forms. The seating should be movable by forklift for events
- ❑ Wayfinding to nearby destinations
- ❑ Designated spaces for pedicab pickup, farthing accenting the Plaza's role as an interchange between destinations

Project partner roles and responsibilities

- ❑ The ROW, to open access to the Placita and coordinate when the seating installation need to be relocated for events
- ❑ The City of Reno, to secure funding to design and install the public seating and wayfinding, including maintenance and operations related to relocation for events
- ❑ Downtown Reno Partnership, to steward the space

2 Placemaking actions

Elevate the baseline

The placemaking actions in Strategic Move 2 focus on improvements to the existing conditions that can be achieved within the public right of way for better access people of all modes, ages and abilities, alongside small-scale placemaking improvements to invite people to stop and stay.



Invest in furnishing zone improvements, with public seating of varying types that invites for shorter and longer stays

Secure continuous, generous, and unobstructed sidewalks, building on today's ample sidewalks

Integrate event infrastructure into the plan for the redesigned streetscape, with electrical access and operational plans for pre and post event staging

Integrate shade and protection from the elements, such as tree canopy, awnings, and free-standing shade structures in targeted locations within the furnishing zone. Identify where tree planting is not a viable solution due to underground utilities or structures and consider shade structures

Implement continuous protected bike lanes for people biking and wheeling, complementing the ongoing downtown-wide plan for a connected micro-mobility network

Pilot a public seating program that invites local artist and entrepreneurs to submit ideas for a 'Reno Bench' through an artist call for submissions

Include short term pick up drop off (PUDO) and loading zones in select locations on each block

Invest in a Downtown Reno branding and identity strategy that showcase the diversity of experiences that Downtown has to offer

Integrate native planting zones within the furnishings zone for improved stormwater management and heat island effect mitigation

Design for slow speeds, with two-way access for vehicles, while limiting through traffic with signal timing that promotes slow speeds and encourages through traffic to take other North / South parallels routes

Consider how new street furniture can complement and enhance the character of the street with its historic facades and iconic signage

3 Placemaking actions

Connect the dots

The placemaking actions in Strategic Move 3 focus on improvements to the existing conditions that can be achieved within the public right of way of Virginia Street itself and the intersect with all cross streets.



Upgrade all intersections along Virginia Street with tightened corner radii and upgraded crosswalk and bike markings

Change the downtown signal timing to slow traffic speeds and better cater to people walking, biking, and wheeling

Consider how further upgrades to special condition intersections along Virginia Street, like the northern freeway access intersections and the southern intersection at Liberty Street, can be implemented to further improve conditions for people walking, biking, and wheeling.

Note: Changes to the complex intersections around the freeway will require further studies and engineering detailing to determine feasibility and design solutions

Develop a wayfinding strategy that leverages the Reno culture of creativity with wayfinding solutions beyond traditional signage. Consider a wayfinding pilot program through an artist call for creative wayfinding

Pilot a shuttle bus program that connects across downtown – East to West and North to South – linking together districts and destinations for non-drivers and promoting less driving. Consider how the program can be tied to reoccurring programming and activation in Downtown, from larger annual events to weekly programming like a farmers' market, to better link Reno residents to Downtown offerings

Tie intersection redesigns to the downtown-wide micro-mobility network planning, and double down on additional safety measures at intersections, such as bollards, staggered signal timing, and vehicle turning restrictions

Include the alleyways in planning for improved connectivity between destinations for people walking

Consider lowering the traffic speed limit across Downtown. Further explore this limit as part long term network planning. Consider convert of one-way streets in Downtown to two-way streets to further promote traffic safety and access for all modes

4 Placemaking actions

Activate the underutilized

The placemaking actions in Strategic Move 4 focus on placemaking opportunities within open spaces directly abutting Virginia Street.



Develop an incentive or partnership program for privately-owned, publicly accessible open spaces and setbacks along Virginia Street in collaboration with businesses, institutions, and property owners. Consider incentivizing: seating, shade, greening, art, and shared public-private operations

Break down the scale of Believe Plaza with sub-areas that invite different uses, such as skateboarding, seating in a shaded and green environment for quiet respite, and play. Consider adding more natural plantings and a more defined riverfront path with water access

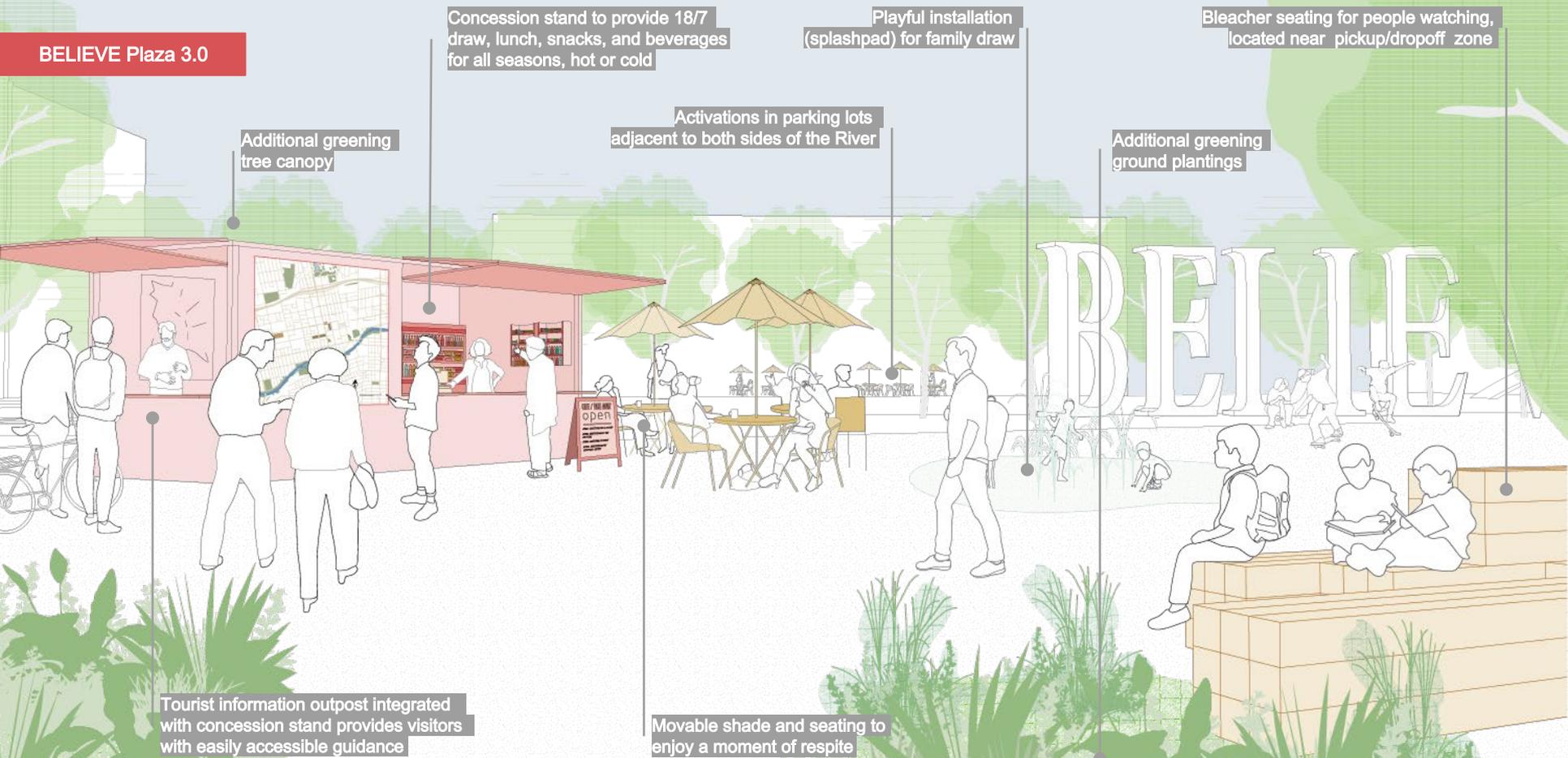
Establish a comprehensive downtown public space plan that promotes streets as public spaces. Plan for how public spaces across Downtown of varying typology and scale can cater to diverse audiences. Include property owners and activation partners in the planning process

Develop a programming plan for open spaces along and adjacent to Virginia Street that includes recurring weekly and monthly activities. Start with Believe Plaza and Locomotion Plaza in parallel with the DRP led initiatives for Partnership Plaza. Develop a plan for needed infrastructure and furnishings to support programming and enhance everyday use

Expand on Believe Plaza programming opportunities by integrating the adjacent parking area as a location for markets and other types of events, and pilot a concession stand on Believe Plaza that doubles as a tourist information outpost. Believe Plaza is well suited for more varied programming, activation, and smaller scale events

Include the alleyways in the comprehensive downtown public space plan, not only as spaces for movement and services, but as locations for targeted activation, programming, and additional integration of art that reflects Reno's culture of creativity. Elevate the storied history of the alleyways and their connection to Reno's development

BELIEVE Plaza 3.0



Concession stand to provide 18/7
draw, lunch, snacks, and beverages
for all seasons, hot or cold

Playful installation
(splashpad) for family draw

Bleacher seating for people watching,
located near pickup/dropoff zone

Additional greening
tree canopy

Activations in parking lots
adjacent to both sides of the River

Additional greening
ground plantings

Tourist information outpost integrated
with concession stand provides visitors
with easily accessible guidance

Movable shade and seating to
enjoy a moment of respite

BELIEVE Plaza 3.0

Between Locomotion Plaza, Partnership Plaza, temporary Virginia Street street closures and more, Downtown hosts ample space for large and medium sized events, while it lacks public space for everyday life. Believe Plaza is well situated to deliver a space for the local community and visitors to come together around outdoor activities, small - scale events, and new amenities. With more diverse activation, the plaza can draw a broader audience, and in return, deliver increased sense of safety.

Installing a concession stand and tourist information outpost will invite local workers and visitors throughout the day and across the week, and ample movable seating and shade to support lunchtime and other activity on the plaza should be provided. A play amenity can bring families to the Plaza and a more extensive tree canopy and permeable surfacing can support a pleasant micro-climate. As part of transforming Believe Plaza it is critical to recognize and include the current skateboarding activity and community as part of the life on the plaza.

The adjacent City parking lot can be included in the transformation, and in interim conditions serve as space for events that require tents and vehicle access, such as Farmers/ Markets

Physical improvements

- Concession stand and tourist information outpost
- A play feature, e.g. splash-pad
- Expanded tree canopy
- Additional ground plantings / permeable surfacing
- Movable seating and shade elements
- Benches and/or bleachers along key entrances of the plaza

Project partner roles and responsibilities

- The City of Reno, to secure funding, guide design, and manage physical improvements
- The RSCVA, to staff and curate the tourist information outpost
- A local food and beverage business, to staff and manage the concession stand*

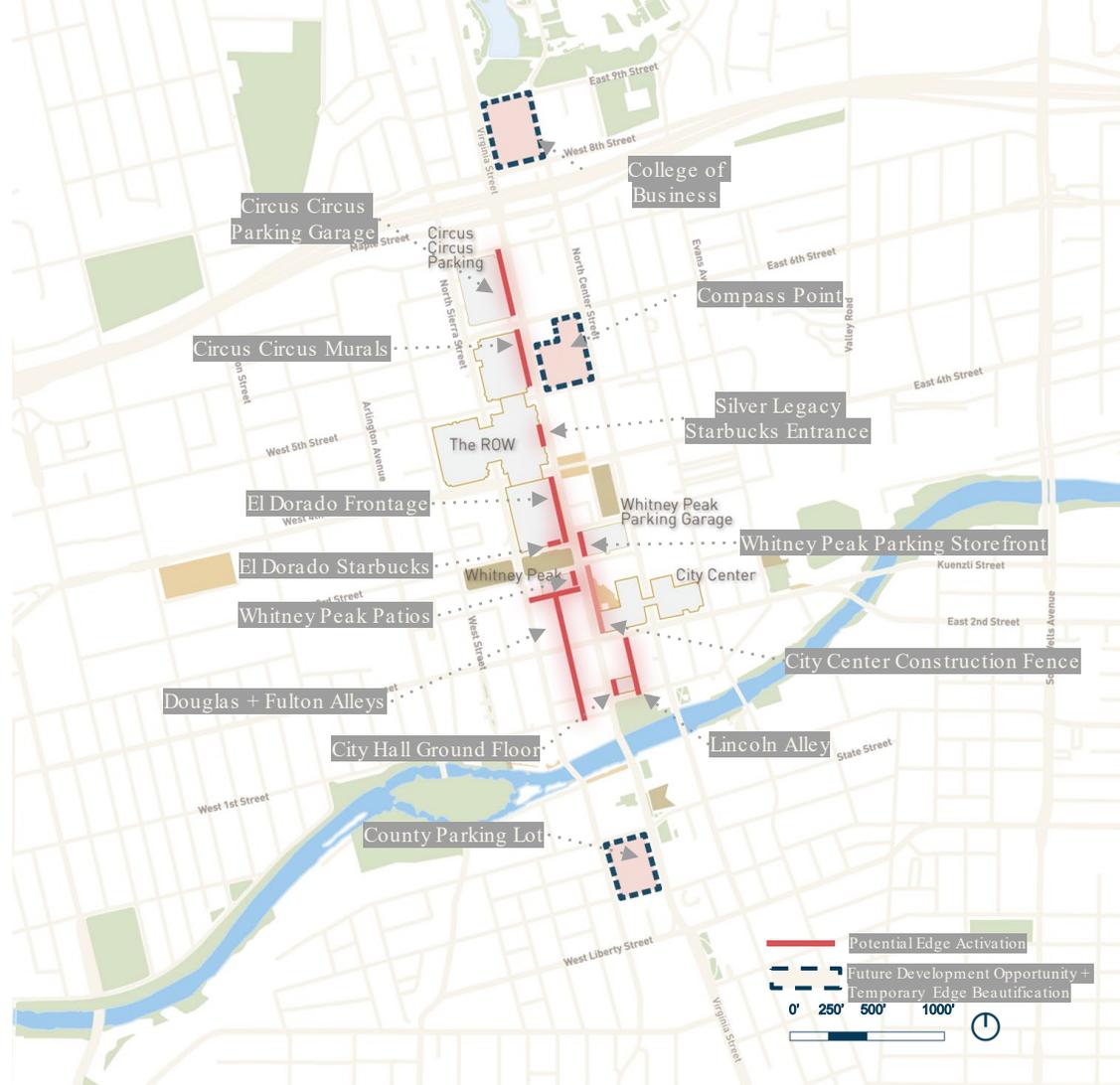
*This can be sourced through the outreach for other efforts led by the City such as the activation of the Circus Circus parking garage

5 Strategic move

Activate the edges

Improve the Virginia Street experience as a place for both locals and visitors, with improved access to existing businesses, activation of underutilized building edges, affordable food and beverage venues, local retail, and other

- Today, there are multiple establishments and businesses along Virginia Street that are not visible nor easily accessible from the street. Locals, much less visitors, may not know what's behind the walls = missed opportunity!
- Local draws and amenities are missing within the Downtown Virginia Street corridor. Both locals and tourists are drawn to other parts of Reno, like Midtown, where these can be found



5 Placemaking actions

Activate the edges

The placemaking actions in Strategic Move 5 focus on placemaking opportunities within the existing and future built edges directly abutting Virginia Street.



Develop a ground floor activation and facade improvement incentive program that promotes well-kept, active, and vibrant building edges while limiting vacancies. Consider vacancy fees on empty commercial properties to further limit vacancies along Virginia Street and across Downtown. Incoming funds can be redirected to the ground floor activation and facade improvement program

Develop ground floor guidelines for new developments to ensure activation to benefit both property owners and create a more thriving downtown main street. Consider how this can inform a downtown-wide effort

Continue the dialogue with the property owners – such as the Circus Circus parking garage, the ground floor of the Whitney parking garage, and other Virginia Street fronting garages and empty commercial ground floors – about the creation of spaces and tenancy directed towards local and anchor businesses that can fill amenity gaps in the Downtown, including affordable healthy food offerings. Consider a program run by the City or the DRP, similar to programs in other cities

Review and update impeding bylaws and zoning ordinances to allow for a broader ground floor activation along Virginia Street

Investigate the feasibility of piloting a micro-unit edge along the County owned parking lot (Court and Liberty). Consider space for and in dialogue with local artists and makers. Use this as a pilot to inform the ground floor incentive program to expand to active construction fencing along vacant lots and lots under construction

Work with property owners and the historical society on plaques, guided tours and preservation measures to elevate notable buildings and signage along the street

Develop a startup program that matches local entrepreneurs and creatives with vacant storefronts for shorter term rentals and pop ups

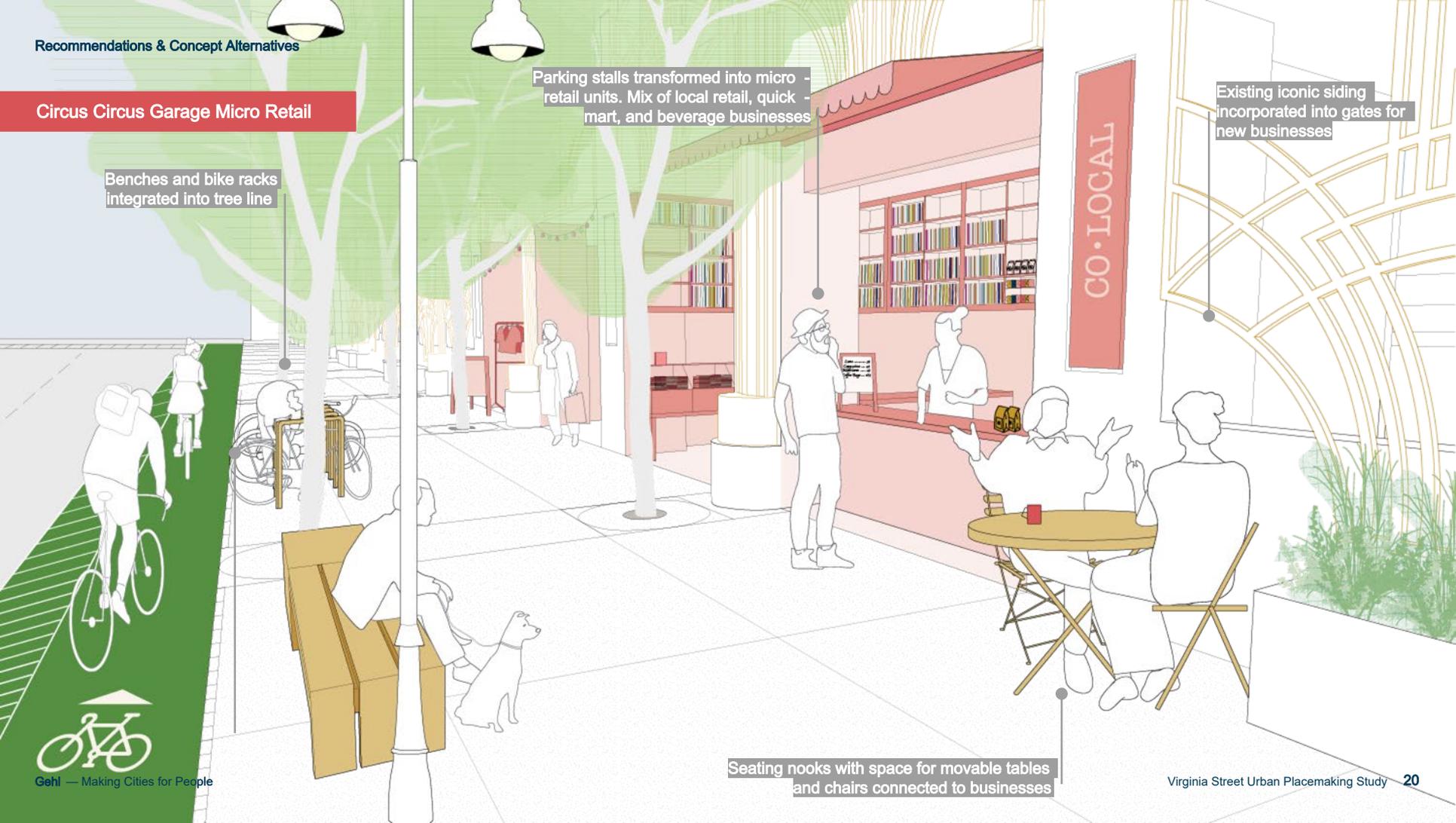
Circus Circus Garage Micro Retail

Benches and bike racks integrated into tree line

Parking stalls transformed into micro-retail units. Mix of local retail, quick mart, and beverage businesses

Existing iconic siding incorporated into gates for new businesses

Seating nooks with space for movable tables and chairs connected to businesses



Circus Circus Garage Micro Retail

As the University Gateway projects, Canyon Flat Apartments, and University Crossing bring more development to the upper area of Virginia Street, the Circus Circus parking garage is well located to be another link in the chain connecting UNR to Virginia Street through an active streetscape. Though the garage is currently a block long inactive facade, it is one of the most pleasant pedestrian experiences along Virginia Street thanks to its wide sidewalk and double row of trees.

Transforming the sidewalk facing parking bays, which are currently storage, into micro retail units can serve as a springboard for local businesses to find an affordable start in the Reno market, with the adjacent students as a clientele base. Upgrades to the sidewalk with benches and bike racks are important supporting features, and the garage facade decorations can be integrated in the building edge to create a visual identity tied to Downtown Reno history.

Further coordination between the ROW and the City to determine project resources is needed. However, this builds on efforts undertaken by the City's Revitalization Manager and provides an opportunity to support local businesses and encourage minority and women led businesses to become a larger part of Downtown.

Physical improvements

- ❑ Adaptive reuse of sidewalk facing parking stalls into micro retail units, with electric hookups and, if not cost prohibitive, water
- ❑ Preservation of existing comfortable characteristics, such as double tree line and decorative garage siding
- ❑ Support amenities, like bike racks and benches

Project partner roles and responsibilities

- ❑ The ROW, to open access to the Circus Circus Garage and coordinate stewardship and maintenance of the retail space with the City
- ❑ The City of Reno, to secure funding to design and build the micro retail units and to seek out and manage small local businesses
- ❑ Small local businesses, to staff and activate the micro retail units

Maker Row @Court Street

Pop up workshop spaces for local makers and artists

Parking lot maintained behind micro shops

Pop up gallery spaces for local makers and artists



Community services

Micro plaza with seating and space for art exhibition

Maker Row @Court Street

Despite their proximity, a long stretch of inactive facades and underutilized lots exaggerates the distance between Midtown, the River Walk, and Downtown Reno. The Maker Row @Court Street offer an opportunity to activate the sidewalk edge of the Washoe County parking lot, provide a more engaging walking experience, and simultaneously provide a venue for Reno's creative community while building on the success of adjacent venues like Basement.

Reno has a robust, diverse creative scene and providing a physical space for local makers and artists can anchor this culture in the Downtown core for both Renoites and visitors to experience. Freestanding workshop and gallery spaces installed parallel to the sidewalk, with space in between for access, seating, and art installations, can provide a place for interaction between patrons and proprietors.

The project focus on the sidewalk facing edge of the parking lot, and the majority of the lot remains parking. Following this model, as more development comes to Downtown, similar projects can be integrated into construction sites to provide interim activation and serve as construction mitigation. Creating the Maker Row requires coordination with Washoe County, with the City taking the lead on improvements and the search for local makers.

Physical improvements

- ❑ Workshop and gallery spaces with electric hookups and, if not cost prohibitive, water
- ❑ Fixed and movable seating along the length of the Maker Row

Project partner roles and responsibilities

- ❑ Washoe County, to open access to the parking lot and coordinate stewardship and maintenance of the with the City
- ❑ The City of Reno, to secure funding to design and build the workshop and gallery spaces and to seek out local artists and makers
- ❑ Local artists and makers, to activate the Maker Row, curate installations

Engagement summary

February 2023

To inform prioritization of the proposed placemaking actions, the project team conducted in person and online engagement in February 2023.

Through the engagement we learned that delivering a safe-feeling, high quality pedestrian experience is key to Renoites. Respondents prioritized basic amenities like seating, shade, and crossings alongside programs to activate ground floors along Virginia Street with small businesses.

Note: For a detailed summary of the survey results and the compiled response data supplement, please refer to the *Engagement Round 3: Survey Data Appendix*.

Over 50% of respondents felt that the vision statement resonated or strongly resonated with them.

Of the four placemaking goals, over $\frac{2}{3}$ of respondents ranked “Enhance Connectivity & Climate” and “Local Economic Development” as their top priorities.

Respondents overwhelmingly agreed that each of the five strategic moves were critical for successful placemaking.

Mirroring prior engagement results, when asked about additional improvements they would like to see respondents expressed concern around safety, improving multimodal infrastructure, preserving vehicular through lanes, and a desire to see more diverse businesses downtown.

The placemaking actions that are most important to Renoites are:

- Maintaining ample sidewalk space
- Enhancing the furnishing zone
- Upgrading intersections for increased pedestrian and cyclist priority and safety
- An incentive program to invite public life to privately -owned, publicly accessible open spaces
- Improved and varied seating, shade, and activation on Locomotion Plaza and Believe Plaza
- A ground floor activation and facade improvement incentive program
- Vacancy fees on empty commercial properties to further limit vacancies
- A startup program that matches local entrepreneurs and creatives with vacant storefronts for shorter term rentals and pop ups

Laying the groundwork

Placemaking funding initiatives

This implementation plan builds off of the ongoing efforts of the City of Reno and Downtown Reno Partnership to create a more successful Downtown Virginia Street and Downtown Reno.

Notably, the City has already kickstarted the placemaking process by allocating federal dollars from the American Rescue Plan Act [ARPA] for physical, programmatic, and capacity building improvements that will benefit the entire Downtown. The City has also designated funding for implementing placemaking on and adjacent to Virginia Street, removing a critical barrier to success.

Allocated funding secures that the recommended placemaking improvements and the Future of Virginia Street can commence. The following pages outlines a proposed phasing plan that takes funding, resources and buy-in into consideration.

\$2 million in funding approved for **Placemaking on Virginia Street!**

Hiring of an **Activation Coordinator Position** , to coordinate and develop events and connect community organizations to \$350,000 in special event sponsorship.

\$550,000 in funding for a **Facade Improvement Program** , improving the visual appeal of buildings Downtown.

\$500,000 Tenant Improvement/Lease Support Program for Small Businesses , fostering more local businesses.

\$500,000 in ADA improvements so **City Hall can host an accessible cafe** and activate their street frontage.

\$3 million for a **River Path Plan and Improvements** , enhancing Downtown's connection to nature and the Truckee River.

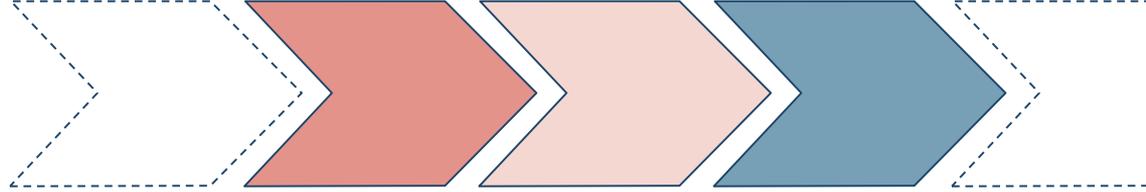
Recurring, on-site walking **meeting between Virginia Street service providers** . These standing meetings help assure nimble coordination between agencies, a speedy response time to safety issues, and a more efficient allocation of resources.

DRP is **expanding the Ambassador Program** to provide night-shift services, improving the sense of safety and Downtown hospitality.

\$45,000 for a **Clean and Safe Truck** and \$100,000 for a **RISE-DRP Van**, facilitating the connection between social services and Downtown Reno.

\$300,000 in improvements for **Downtown Waste Disposal**, cultivating a cleaner Downtown.

A step by step approach to change



Placemaking actions prioritization and phasing

Alongside the engagement input, other factors for prioritization of the approved placemaking actions needs to be considered. This includes the following factors:

- Resources, implementation, maintenance, and operations costs
- Application for funding from federal, state, and other sources
- Project readiness, i.e. how far along is the coordination with impacted property owners and other project partners (identified and to be identified)
- Timing, construction obstruction and mitigation, and coordination with other ongoing and planned projects

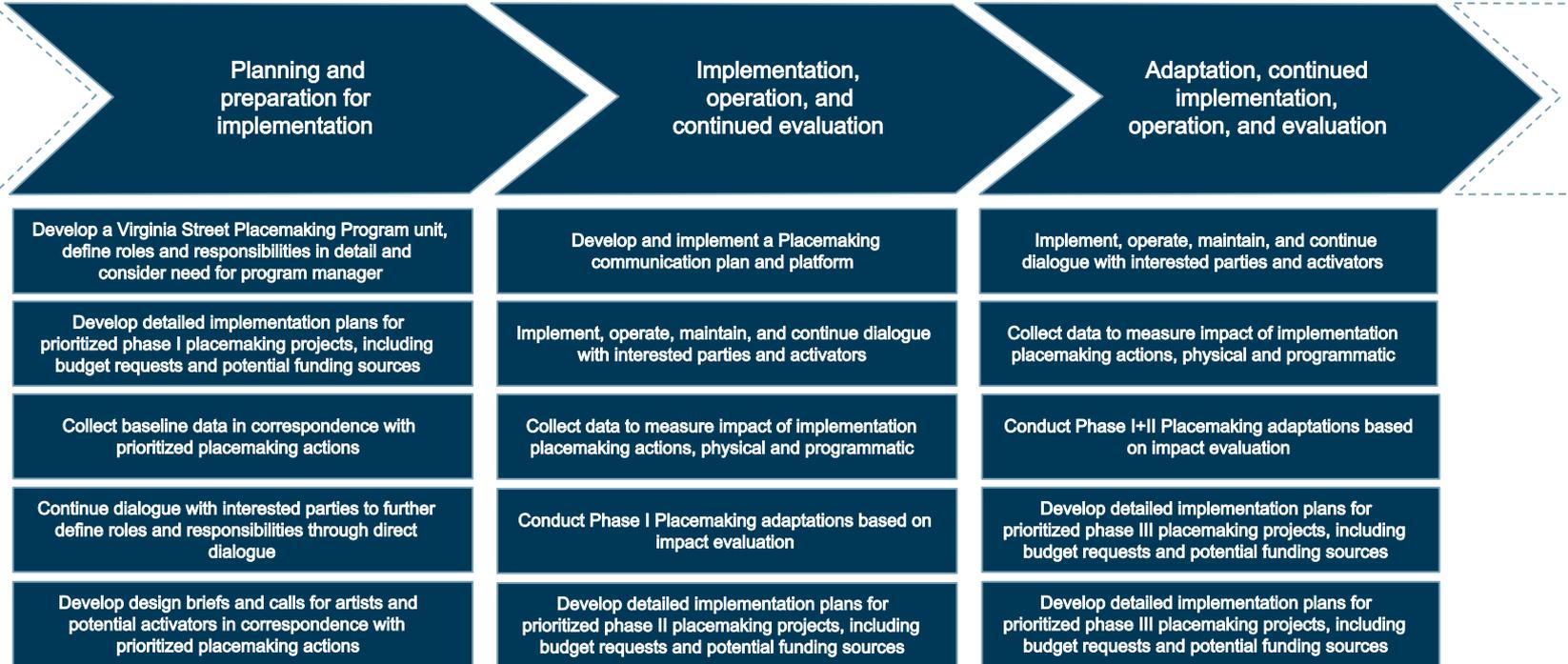
The following 3 pages outlines a proposed prioritization of the proposed placemaking actions as a 3 step process. This is intended to serve as guidance and to be further developed and detailed as part of the continued Virginia Street Placemaking effort.

As a central part of the placemaking effort on and along Virginia Street, it is recommend that a comprehensive downtown public space plan is developed, targeting open space transformations and programming efforts to deliver a variation of experiences across downtown. It is recommended that the alleyways are included in the public space plan and that the history of the alleyways, historic

buildings, and signage is celebrated throughout future transformation of downtown Reno. It is also recommended that the City of Reno develops ground floor guidelines for new developments.

A part of, or alongside the placemaking effort, it is recommended that the City of Reno, in collaboration with other entities such as DRP and Visit Reno, consider investing in a branding and identity strategy that showcase and daylight the diversity of experiences downtown Reno has to offer. For a successful placemaking effort, it is furthermore important to review and consider updates to impeding bylaw or zoning to achieving the placemaking vision for the Future Virginia Street.

Implementation process



Programming & activation cost examples

Project Name	Location	Area Size	Cost Estimate	Details of Activation	Example Photo
The Porch at 30th Street Station	<i>Philadelphia, Pennsylvania</i>	33 parking spaces (30,000 sq ft) transformed into pedestrian-friendly public space	\$320,000 - \$375,000	Custom designed furniture including design and fabrication along with a yearly art and activation budget. The price does not include operations and maintenance.	
Promenade 3.0 Experiment	<i>Santa Monica, California</i>	3 blocks of pedestrian mall	\$185,000 - \$240,000	1 month of activation and programming, including design, fabrication and materials + monitoring impact. The price does not include operations and maintenance. Design utilized in stock city and BID furniture. See spreadsheet for further cost breakdown.	
Meet in the Streets	<i>Denver, Colorado</i>	1 mile transit mall corridor, including cross street blocks	\$100,000 - \$150,000	6 consecutive weekends in the summer of activation and programming, including design, fabrication and materials + monitoring paid for with BID funds + supporting grants from local businesses.	

Capital improvement cost examples

Project Name	Location	Area Size	Cost Estimate	Details of Project	Example Photo
Moment	<i>San Jose, California</i>	Four Micro retail units. Unit size ranges from 275-347 sq ft	\$780,000	\$730,000 in initial costs, including construction and construction of adjacent parklets. \$50,000 in additional funding to support programing and staffing.	
Helen Diller Civic Center Playgrounds	<i>San Francisco, California</i>	Two adjacent playgrounds. 28,000 sf ft total project site	\$10 million	Playgrounds include large custom built climbing structures. Cost estimate includes implementation.	
Cafe Kiosk at Civic Center	<i>San Francisco, California</i>	640 sq ft commercial kitchen and bathroom	\$2.4 million	Kiosk has awnings that fold down into walls at night to prevent vandalism. Cost estimate includes implementation.	

Furnishing cost examples

Furnishing Type	Furnishing	Unit Measure	Cost Estimate (Exclusive of installation cost. Assume ≥150% markup for install)
Standard Chairs And Tables	Cafe chairs and table set	Table and four chairs	\$375
	Adirondack chair	One chair	\$230
	Picnic table	Table with integrated seating	\$1,100
Seating	Presidio loveseat	One extra-large chair, fabricated to order	\$680
	Magis spun chair	One spinning top chair	\$955
	Philadelphia Porch Swing	One swing	\$32,000
	Stephen Ave Bleacher Seating and Custom Deck Chairs	1 bleacher Climbing Structure 5 deck Chairs	\$35,000
Game and Play Installations	Metal Ping Pong Table	One table	\$5,500
	Chess Table	Table and two stools	\$5,500
	Musical Bench	One integrated bench and xylophone	\$19,500
	Foosball	One foosball table	\$4,750
	Seesaw	One seesaw	\$4,500

Streetscape improvement cost examples

Improvement Type	Improvement	Unit Measure	Unit Count	Notes	Cost Estimate
Furniture Zone	Standard public bench	Bench	Design dependent		\$
	Wayfinding - temporary	Sq ft	Design dependent	Vinyl or foil street sticker	\$50 sq ft
	Wayfinding - permanent	Unit	Design dependent	Pole placard or building signage	\$
	Street tree	tree	Design dependent		\$
	Bike racks	1 rack	Design dependent		\$
	Planter Bed	Dq ft	Design dependent	See recent example at Canyon Flats Apartments	\$
Right of Way	Bike lanes	5545 lin. ft.	2	Measure includes paint through intersection	\$
	Bollards	1 bollard	Design dependent		\$
	Bus lane	360 ft	2	Paint treatment for dedicated bus lane	\$
	Parking bay	3 car bay	Design dependent	Consider additional parking bays after other, adjacent parking resources have been exhausted	\$
	Street restriping	5545 lin. ft.	1	Linear measure of corridor through intersections	\$
	Intersection improvements	Intersection	9		\$

Placemaking Profile

Upper area

Virginia Street

Student life meets a local workforce, existing and novel businesses, and new and improved small scale public space. These offerings provide a platform for everyday life with places to comfortably sit, meet, enjoy a quiet moment of respite, and socialize with friends, neighbors, and colleagues

Who is here

- UNR Students & Employees
- Young Adults
- Young Professionals
- Downtown Reno Residents
- Local Businesses & Employees
- Health Employees (St. Mary's)

The Draw

- Local small-scale businesses plus affordable food and beverage offerings
- Amenities that cater to local residents, from daycare to a grocery store
- An active streetscape with places to sit, socialize, wait for transit, and grab a drink or a bite

Measures of success

- Students, young professionals, and local residents feel safe and choose to walk and bike to accessible and affordable local amenities and food and beverage offerings
- Existing Reno businesses are provided with brick and mortar opportunities, increasing the presence of local businesses that drawing locals and visitors while celebrating Reno's entrepreneurial spirit
- Visitors and tourist cite local draws as common interests, expand their sphere of Downtown experiences, and choose to stay longer in Downtown Reno

Placemaking Profile

Middle area

Virginia Street

Downtown Reno's history, present, and future meet as weekly, monthly, and annual events draw locals and visitors alike. Iconic gateways and public art supports an active and engaging public realm where active building edges offer both to -go, quick-bite, and dining patios with a side of people watching.

Who is here

- Visitors / Tourists
- Event-goers
- Young Professionals
- Empty Nesters
- Local Businesses & Employees
- Downtown Reno Residents
- Non-downtown Reno Residents

The Draw

- Memorable gateways with viewing platforms that double as meeting places
- Engaging public art
- Lunch spots, dining, and nightlife
- Weekly/monthly repeat markets, combined with additional programming at Locomotion Plaza
- Continued, larger scale annual events with full street closures

Measures of success

- Downtown Reno's relationship with the City's culture of creativity, entrepreneurship, and the arts increases
- Tourist and event-goers stay longer and report increased satisfaction with their time in Reno and Downtown's offerings
- Local businesses diversify, orient to the street, and see an increase in patrons
- Reported increase in safety and satisfaction, with amenity offerings for residents, employees, and visitors resulting in an increase in walking in Downtown

Placemaking Profile

Lower area

Virginia Street

Reno's civic and cultural life meets the Riverwalk, where local residents, workers, and visitors intersect with local entrepreneurs and creatives to enjoy active recreation and play for all ages in a balanced natural and urban setting

Who is here

- Families and Kids
- Teens / Young Adults
- Local entrepreneurs
- Civic and Cultural Workers
- Local Businesses & Employees
- Downtown Reno Residents
- Non-downtown Reno Residents
- Visitors / Tourists

The Draw

- Cultural programming in key public spaces like Pioneer Center Plaza and Believe Plaza
- Local businesses and eateries
- Natural setting with increased access and connectivity to the Truckee River and the Riverwalk
- Improved connectivity to Midtown
- Play and active recreation for all ages

Measures of success

- Reno's entrepreneurial and innovative spirit is experienced in the public realm and at eye-level through high quality front porches to existing and new businesses
- Employees and patrons of cultural and civic offerings choose to walk between their destinations and local businesses and eateries
- Downtown's relationship to the incredible natural backdrop of the Sierra Nevada is strengthened through improved access to Truckee River, increased nature in the City, and more people participating in active recreation