

Virginia Street Placemaking

April 10, 2024



C I T Y O F
RENO

Alignment with Strategic Plan



Infrastructure, Climate
Change, & Environmental
Sustainability



Arts, Parks, & Historical
Resources



Economic & Community
Development

Previous Council Actions

March 2023:

\$2 million in State and Local Fiscal Recovery Funds (SLFRF) allocated to Virginia Street Placemaking by Council



April 2023:

Placemaking recommendations and phased implementation plan accepted by Council



July 2023:

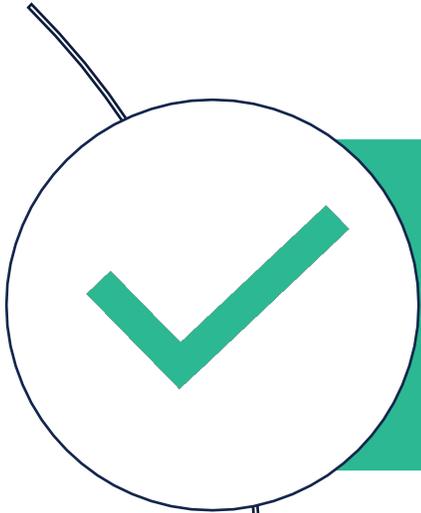
Design contract for Locomotion Plaza and Virginia Street streetscape furnishings authorized by Council

A Reminder about the Approved Phases

Virginia Street Placemaking Implementation Plan

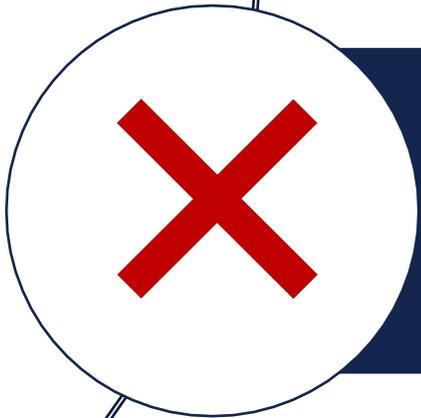
- Phase 1 ← Approve design today (Locomotion Plaza & streetscape furnishings)
 - Locomotion Plaza
 - Stage 1 ← Approve funding today and direct staff to implement
 - Stage 2
 - Stage 3
 - Streetscape Furnishings
- Phase 2
 - Street connectivity and safety improvements (i.e. micromobility)
 - Believe Plaza Design
- Phase 3
 - Believe Plaza Construction

Today's Agenda Item



Today:

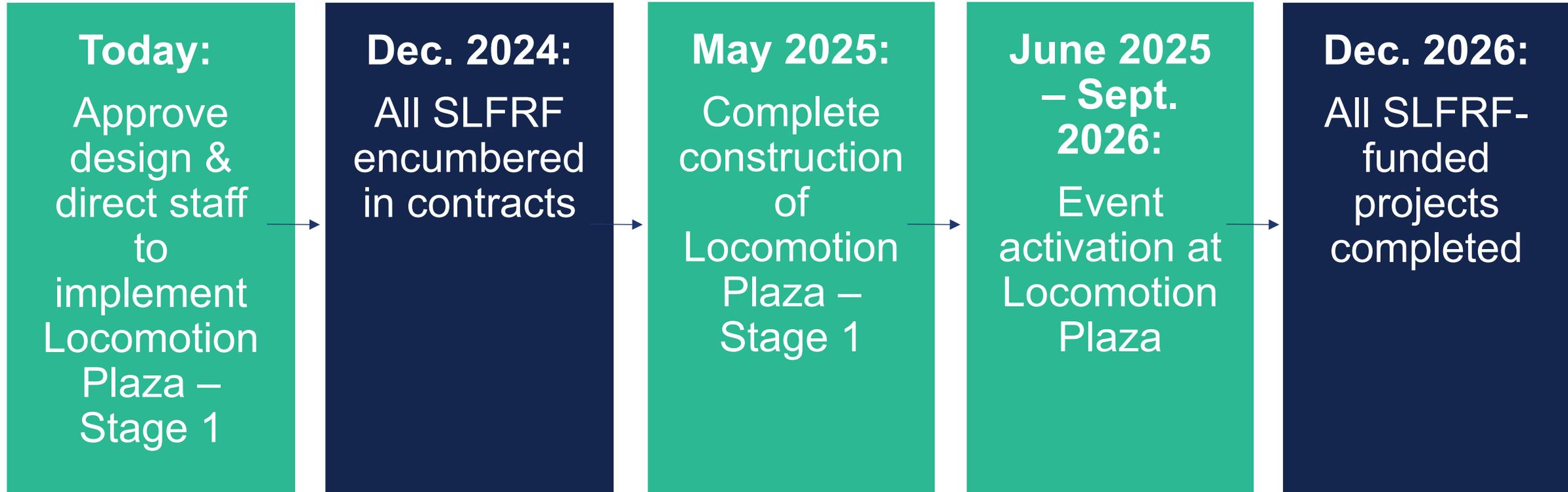
- Approval of design for Virginia Street Placemaking Implementation Phase 1 - Locomotion Plaza and Virginia Street streetscape furnishings
- Authorize \$1.635 million in SLFRF to implement Locomotion Plaza – Stage 1 (including infrastructure improvements, activation, and custodial services)
- Direct staff to move forward with contracts to implement Locomotion Plaza – Stage 1



Future:

- Identify funding sources and implementation for future phases

Timeline



Locomotion Plaza – Stage 1 Implementation Timeline | SLFRF Deadlines

The Why



SOCIALABILITY



COMFORT



ACTIVATION

Virginia Street Placemaking Outreach

Mobility
Models

Past Reports

Amenity
Mapping

Open-Source
Data

Online
Survey

Site
Observations

Work
Sessions

Interviews

What We Heard

Virginia Street is a central part of Downtown Reno

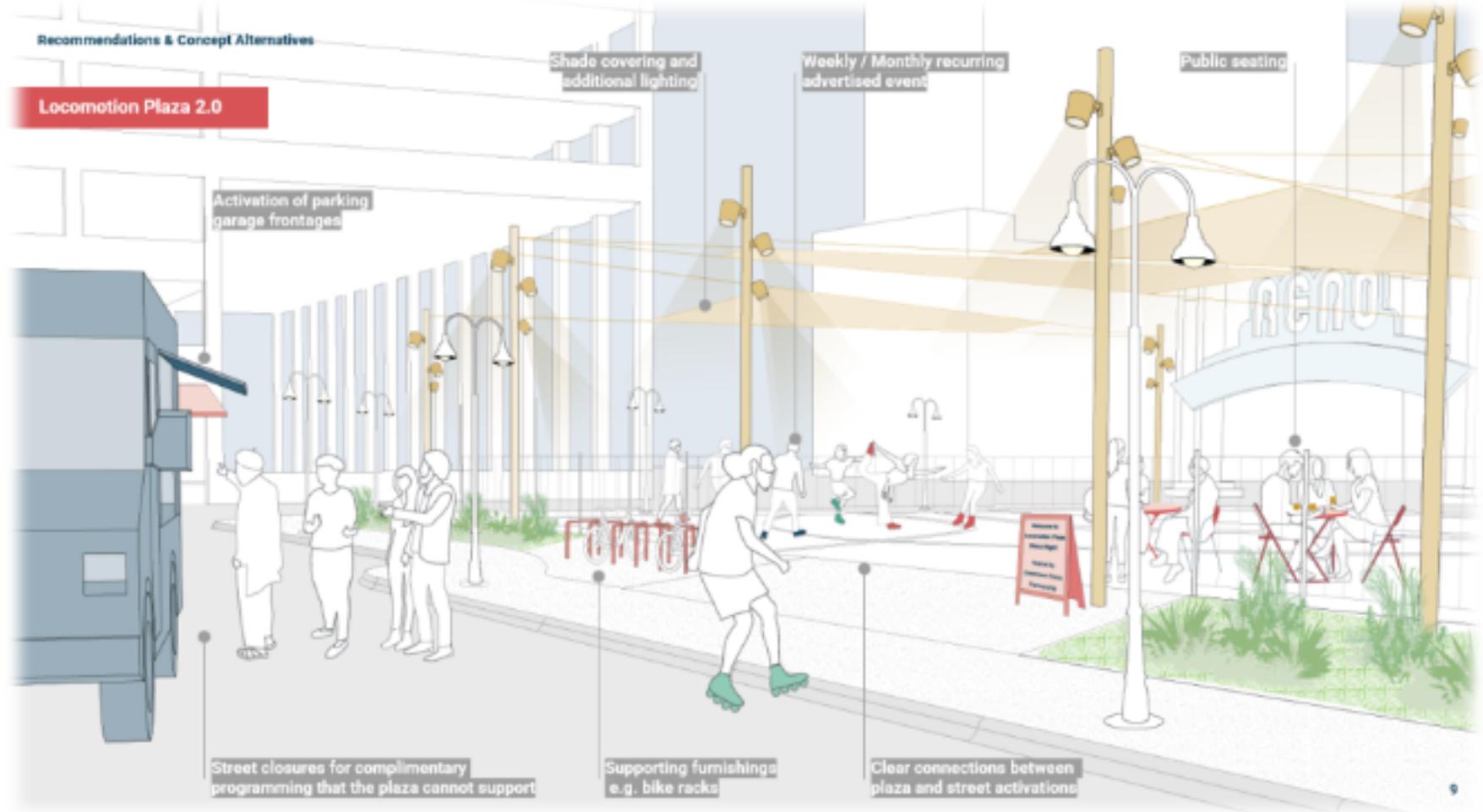
- 90% of survey respondents agree Downtown is important

Virginia Street lacks invitations for locals

- 70% of survey respondents said Virginia Street lacks reasons to visit

Placemaking Implementation Phase 1 – Locomotion Plaza and Virginia Street Furnishings

Locomotion Plaza: Approved Concept



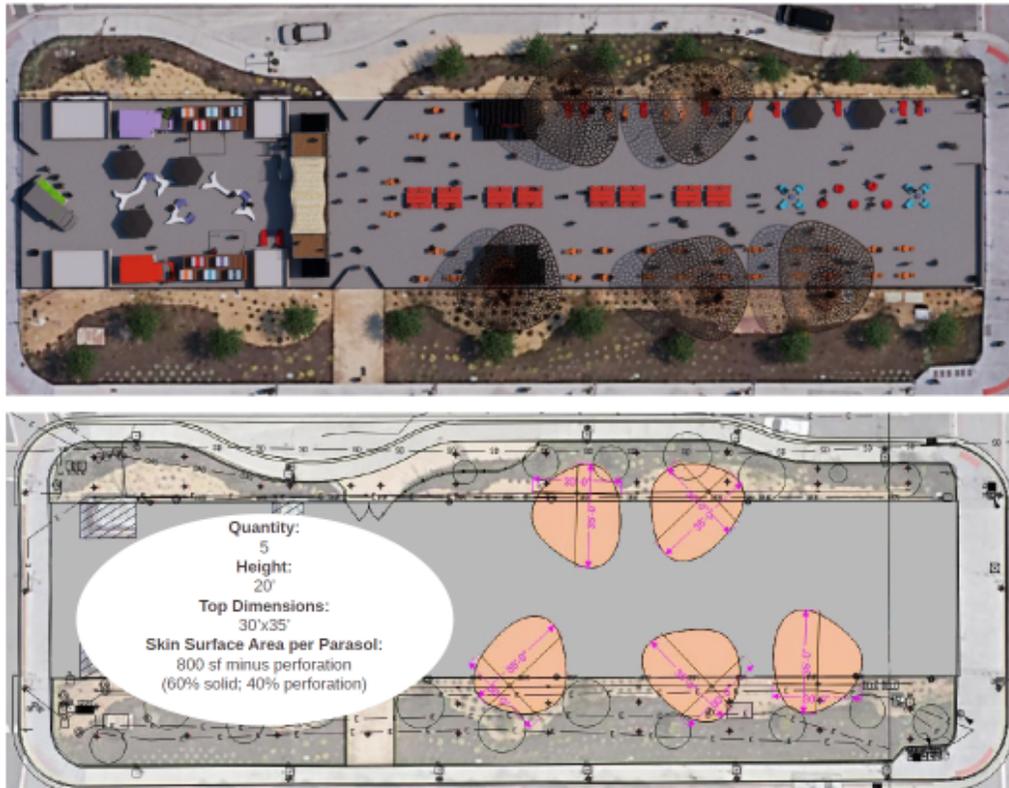
Placemaking Implementation Phase 1 – Locomotion Plaza and Virginia Street Furnishings

Locomotion Plaza: Design



Placemaking Implementation Phase 1 – Locomotion Plaza and Virginia Street Furnishings

Locomotion Plaza: Design



Placemaking Implementation Phase 1 – Locomotion Plaza and Virginia Street Furnishings

Streetscape Furnishings: Approved Concept



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

Integrate shade and protection from the elements, from tree canopy, to 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

Placemaking Implementation Phase 1 – Locomotion Plaza and Virginia Street Furnishings

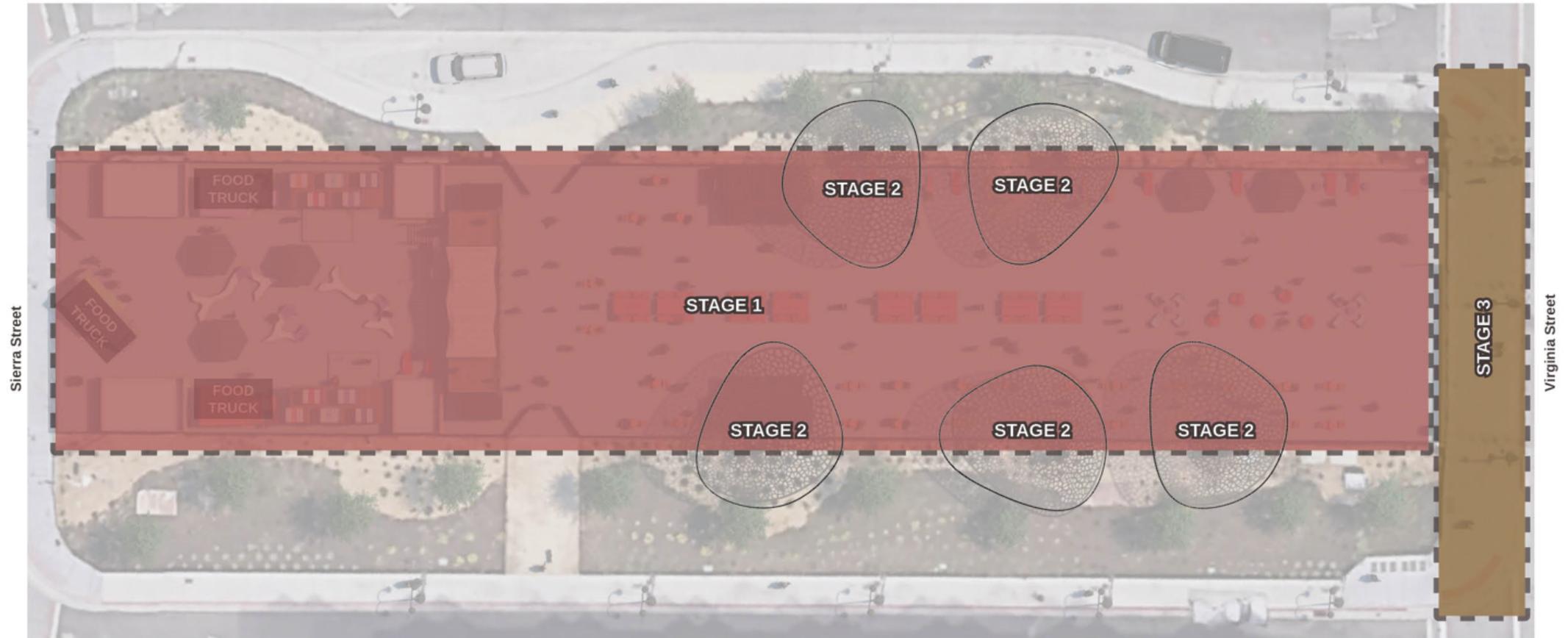
Streetscape Furnishings: Design



Placemaking Implementation Phase 1 Cost Summary: Locomotion Plaza and Virginia Street Furnishings

Design: Locomotion Plaza & Streetscape Furnishings	\$365,000	\$2 million SLFRF budget
Locomotion Plaza – Stage 1	\$1,635,000	
Locomotion Plaza – Stage 2	\$3,500,000	
Locomotion Plaza – Stage 3	\$500,000	Unfunded
Streetscape Furnishings	\$4,000,000	
Subtotal	\$10,000,000	
Event Activation Beyond Dec. 2026	TBD	
Maintenance Beyond Dec. 2026	TBD	

Locomotion Plaza: 3 Stages of Implementation



Locomotion Plaza – Stage 1

Infrastructure: Complete by May 2025

- Electrical and lighting improvements
- Umbrellas for shade
- Storage containers for stage and beverage service stations
- Moveable furniture
- Site improvements
 - Remove mural
 - Fix gates/fence
 - Food truck pads



Locomotion Plaza – Stage 1

Activation: 2025 & 2026 Event Seasons

- Summer Concert Series
 - Every other Thursday June – Sept.
- Food Trucks in the Plaza
 - Every Saturday or Sunday June – Sept.
- Theater in the Park:
 - 1st Friday of the Month June – Oct.



Locomotion Plaza – Stage 1

Custodial Services: April 2025-Dec. 2026

- Peak Season (April – Oct.)
 - 3x per week cleaning
 - 2x per month pressure washing
- Off Season (Nov. – March)
 - 1x per week cleaning
 - 2x per month pressure washing



Locomotion Plaza – Stage 1: Cost Summary	Cost
Electrical and lighting improvements	\$162,275
Umbrellas for shade	\$133,447
Storage containers (stage and beverage service stations)	\$310,838
Movable tables, chairs, and heaters	\$125,767
Site improvements (remove mural, fix gates and fences, and food truck pads)	\$34,400
60/100% design and construction contingency	\$418,273
<i>Infrastructure Subtotal</i>	<i>\$1,185,000</i>
Event activation	\$310,000
Custodial services	\$62,380
Contingency	\$77,620
Total (SLFRF)	\$1,635,000

Locomotion Plaza – Stage 2

Permanent Shade Improvements



Locomotion Plaza – Stage 3

Finishing Improvements



“SELFIE” SPOT



ARTISTIC VENTS



FURNISHINGS

Locomotion Plaza: Stage 2 and 3 Budgets (Unfunded)

STAGE 2	COST
Permanent shade structures	\$3,500,000
STAGE 3	COST
Finishing improvements	\$500,000

Locomotion Plaza: Additional Budget Considerations

Does not include:

City-sponsored activation after 2026 event season

Ongoing costs for maintenance/custodial services

Expected Viability:

As event demand increases, regular City-scheduled activation tapers off

Ongoing activation from private and community partnerships to increase life & vibrancy in Downtown

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Recommended Motion

I move to approve:

1. The design for Locomotion Plaza and the Virginia Street streetscape furnishings as prioritized in the Virginia Street Urban Placemaking Study Phase One Implementation Plan;
2. Using \$1,635,000 in State and Local Fiscal Recovery Funds received through the American Rescue Plan Act for stage one of Locomotion Plaza, including for infrastructure improvements, event activation, and maintenance services;
3. Authorization to award contracts to the best bid in accordance with competitive bidding laws set forth in Chapter 338 of NRS and the authorization for the Mayor to sign the contracts;
4. Authorization to approve professional service agreements in accordance with Chapter 332 of NRS and City policy and authorization for the Finance Director to sign the agreements; and
5. Authorization to award contracts for the purchase of various needed equipment identified by the professional services agreement in accordance with Chapter 332 of NRS and City policy and authorization for the Finance Director to sign the contracts.