

# Virginia Street Placemaking

April 10, 2024



CITY OF  
**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

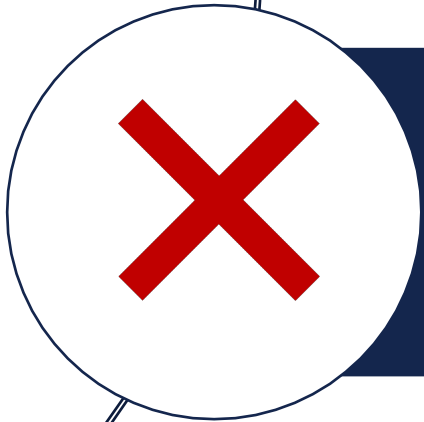
- Phase 1  Approve design today (Locomotion Plaza & streetscape furnishings)
  - Locomotion Plaza
    - Stage 1  Approve funding today and direct staff to implement
    - Stage 2
    - Stage 3
  - Streetscape Furnishings
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# Today's Agenda Item



## Today:

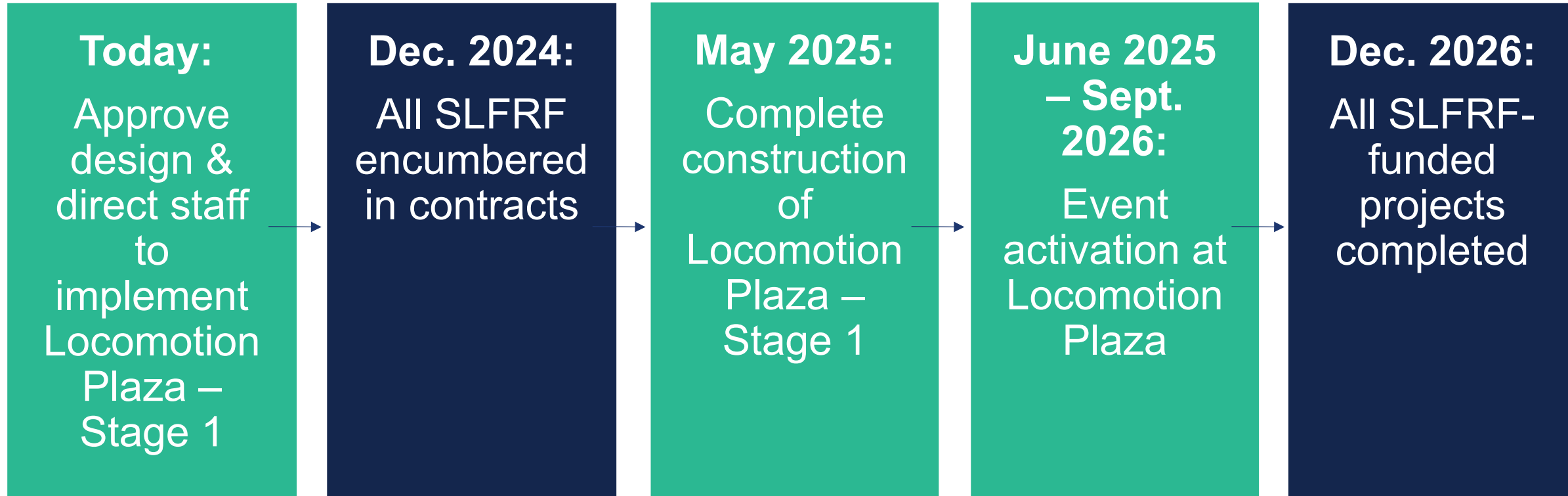
- Approval of design for Virginia Street Placemaking Implementation Phase 1 - Locomotion Plaza and Virginia Street streetscape furnishings
- Authorize \$1.635 million in SLFRF to implement Locomotion Plaza – Stage 1 (including infrastructure improvements, activation, and custodial services)
- Direct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

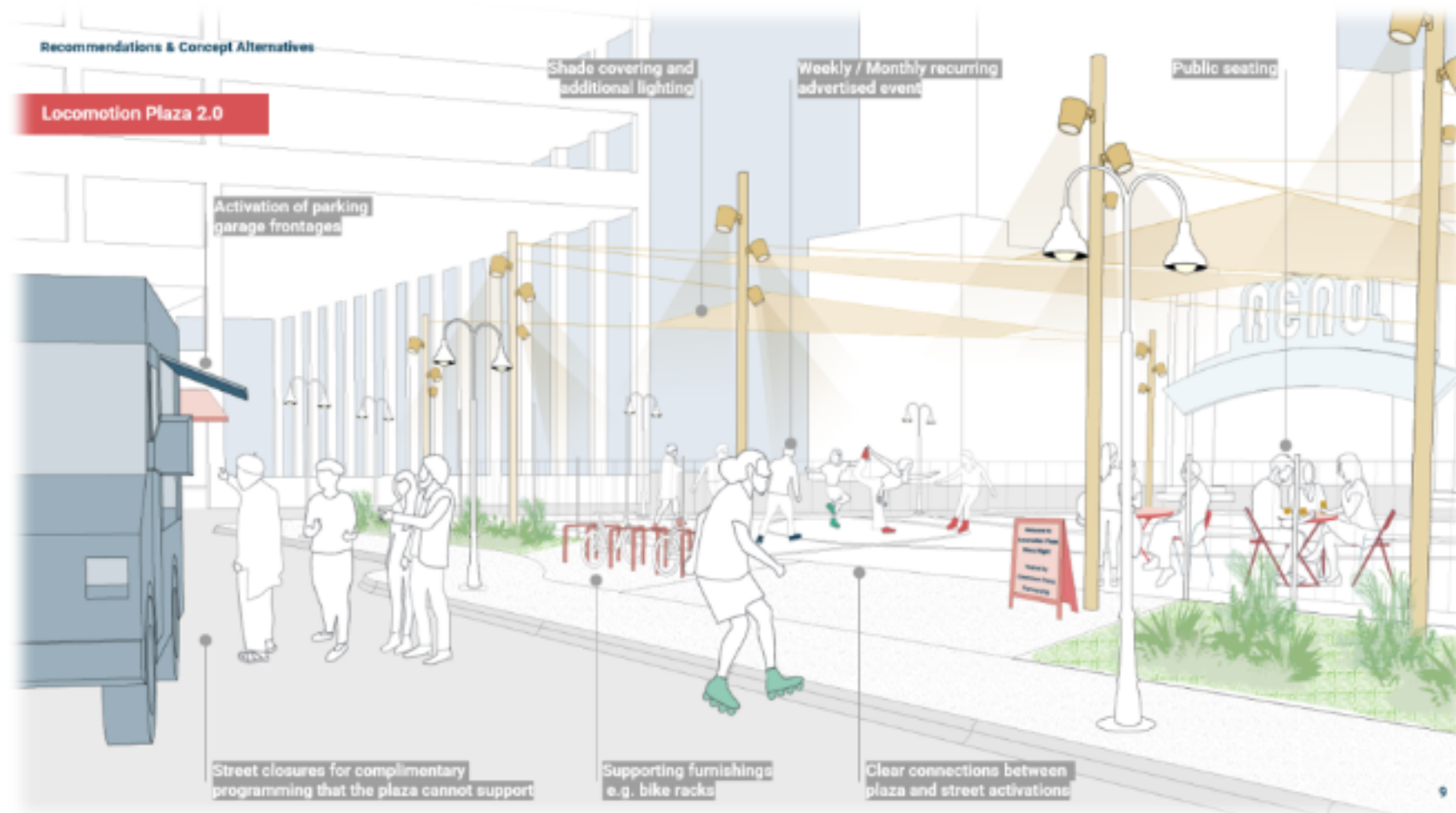
- 90% of survey respondents agree Downtown is important

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



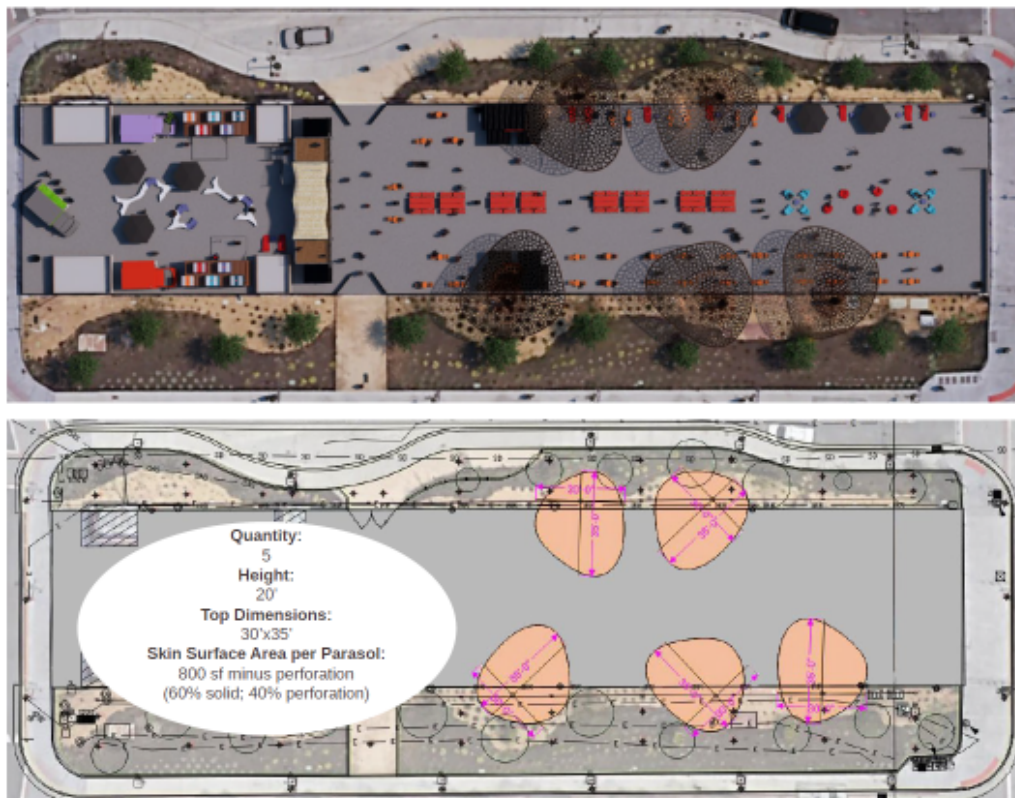
# Placemaking Implementation Phase 1 – Locomotion Plaza and Virginia Street Furnishings

## Locomotion Plaza: Design



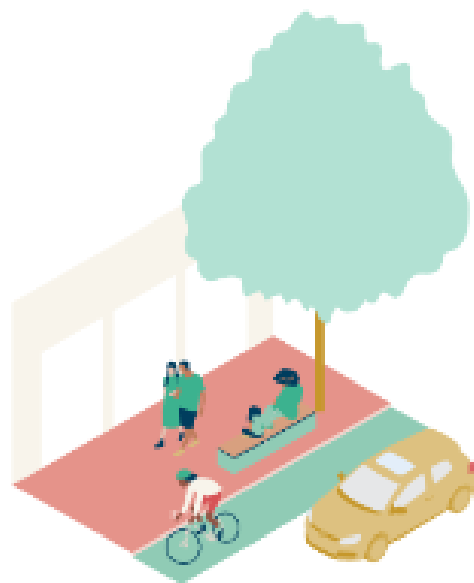
# Placemaking Implementation Phase 1 – Locomotion Plaza and Virginia Street Furnishings

## 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

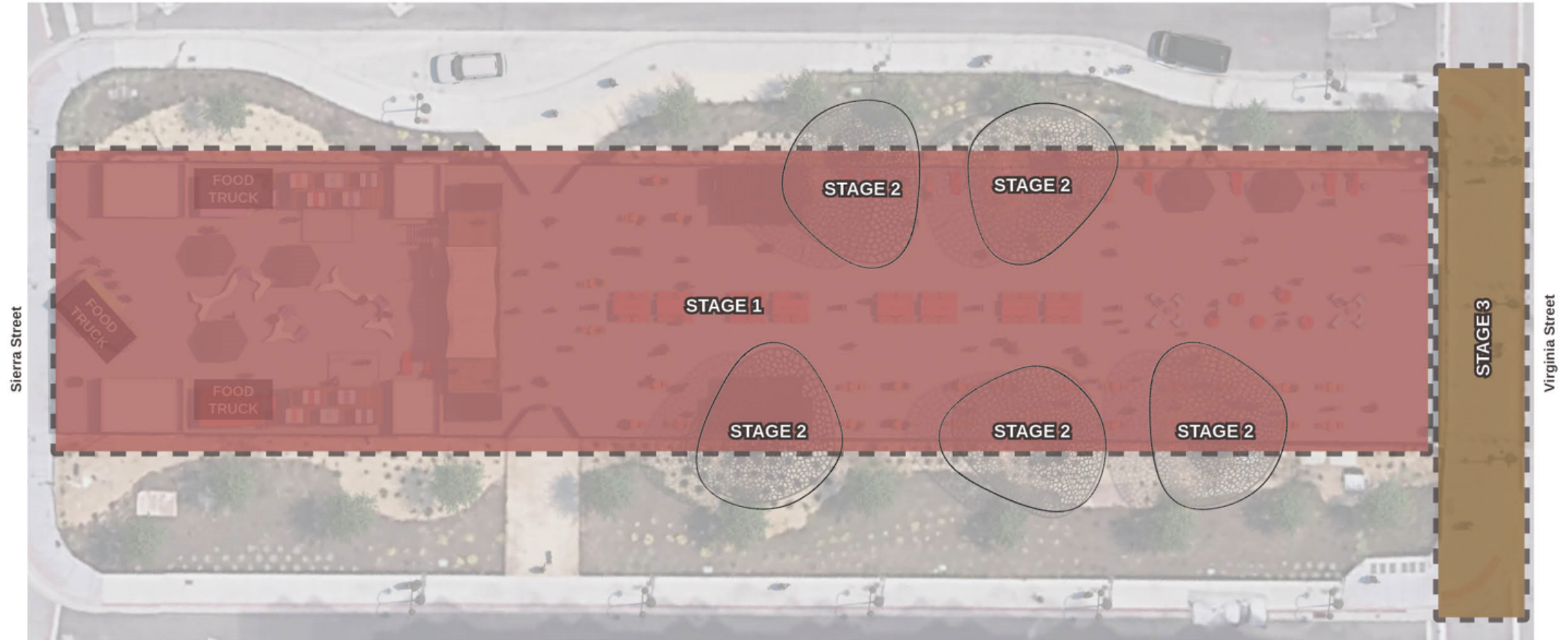


## Placemaking Implementation Phase 1 Cost Summary: Locomotion Plaza and Virginia Street Furnishings

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	Unfunded
Locomotion Plaza – Stage 3	\$500,000	
Streetscape Furnishings	\$4,000,000	
<b>Subtotal</b>	<b>\$10,000,000</b>	
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:
  - 1<sup>st</sup> 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



<b>Locomotion Plaza – Stage 1: Cost Summary</b>	<b>Cost</b>
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
<b>Total (SLFRF)</b>	<b>\$1,635,000</b>

## 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.