

What management measures are recommended?

Traffic management strategies have been developed for each event tier. **Table 5** shows the traffic management strategies that should be implemented for each event tier based on the number of persons/ticket sales for festival type events. **Figure 12** shows the Tier 1 recommendations, **Figure 13** shows the Tier 2 recommendations, and **Figure 14** shows the Tier 3 recommendations. These recommendations should be viewed as guidelines. The project applicant and City of Reno should monitor event metrics and the need for management at each location and adjust as needed.

The recommended “Entire Event” traffic management strategies should be implemented from the event start time until 30 minutes after the event end time. The recommended “Egress Period Only” traffic management strategies should be implemented from 30 minutes before the end of an event until 30 minutes after the event end time. The background traffic volumes at the study intersections during the 10 PM hour when an event ends are, on average, approximately 55 percent lower than the highest arrival hour. The recommended traffic management strategies should be implemented for 30 minutes after the event ends to manage egress traffic.

Other Amenities

In addition to the traffic management strategies included in **Table 5**, the Festival Grounds will also provide a map of parking locations available to attendees on their website and with each ticket purchase. An example of the parking map is shown on **Figure 7**. Wayfinding signs will also be provided in the project vicinity directing pedestrians to the Festival Grounds entrance.

Table 5: Recommended Improvements per Tier Based on Attendance

Tier	Attendance Level/ Tickets Sold	Traffic Management	# of Event Days per Year
1	0 to 5,000	<ul style="list-style-type: none"> - No traffic control needed at intersections - Designate ride share/drop-off zone location that can accommodate at least 10 vehicles - Provide bicycle parking spaces based on number of tickets sold (number of spaces = 1 percent of tickets sold)¹ 	Unlimited
2	5,001 to 12,000	<u>Entire Event²</u> <ul style="list-style-type: none"> - Ralston Street between 3rd Street and 2nd Street – close road - 3rd Street/Ralston Street – Traffic control by flaggers (see Figure 13) - 3rd Street crosswalk between Ralston Street and Arlington Avenue – Wayfinding signs directing pedestrians to the 3rd Street/Ralston Street crosswalks - Designate ride share/drop-off zone location that can accommodate at least 10 vehicles - Provide bicycle parking spaces based on number of tickets sold (number of spaces = 1 percent of tickets sold)¹ 	20 ⁴
		<u>Egress Period Only³</u> <ul style="list-style-type: none"> - 4th Street/Washington Street – Traffic control by flaggers (see Figure 13) - 4th Street/Nevada Street crosswalk – Traffic control by flaggers - 3rd Street/Arlington Avenue – Traffic control by flaggers (see Figure 13) - Arlington Avenue/Commercial Row crosswalk – Traffic control by flaggers 	
3	12,001 to 15,000	<u>Entire Event²</u> <ul style="list-style-type: none"> - Ralston Street between 3rd Street and 2nd Street – close road - 3rd Street/Ralston Street – Traffic control by flaggers (see Figure 14) - 3rd Street crosswalk between Ralston Street and Arlington Avenue – Wayfinding signs directing pedestrians to the 3rd Street/Ralston Street crosswalks - 3rd Street/Arlington Avenue – Traffic control by flaggers (see Figure 14) - Arlington Avenue/Commercial Row crosswalk – Traffic control by flaggers - Designate ride share/drop-off zone location that can accommodate at least 10 vehicles - Provide bicycle parking spaces based on number of tickets sold (number of spaces = 1 percent of tickets sold)¹ - Shuttle service, if necessary - Provide signs at each J Resort managed parking lot 	10
		<u>Egress Period Only³</u> <ul style="list-style-type: none"> - 4th Street/Washington Street – Traffic control by flaggers (see Figure 14) - 4th Street/Nevada Street crosswalk – Traffic control by flaggers 	

Notes: Blue text indicates new management strategies compared to the previous Tier.

1. Bicycle parking demand should be monitored and adjusted as needed.

2. Entire Event – Traffic management should be implemented from the event start time until 30 minutes after the event end time.

3. Egress Period Only – Traffic management should be implemented from 30 minutes before the end of an event until 30 minutes after the event end time.

4. If less than ten (10) Tier 3 events are scheduled per year, the number of Tier 2 events can be increased by the number of unused Tier 3 events (for example, if there are only four (4) Tier 3 events, then there can be up to 26 Tier 2 events). In other words, there can be a total of thirty (30) Tier 2 and Tier 3 events, with no more than ten (10) Tier 3 events per year.

Table 4: Existing Plus Project Intersection Level of Service (Tier 3 with 15,000 Attendees) - continued

Int. ID	Intersection	Control	Existing		Existing Plus Project	
			Friday 6-7 PM Peak Hour ¹		Friday 6-7 PM Peak Hour ¹	
			Delay ²	LOS	Delay ²	LOS
14	2 nd St/Arlington Ave	Signal				
	Overall		15	B	17	B
15	2 nd St/Sierra St	Signal				
	Overall		14	B	14	B
16	2 nd St/University Way	Signal				
	Overall		15	B	15	B

Notes: 1. The highest anticipated traffic generation hour during an event.

2. Delay is reported in seconds per vehicle for the overall intersection for signalized intersections, and for the worst approach/movement for side street stop controlled intersections.

3. Delay and level of service with proposed West 4th Street Downtown project modifications .

Source: GCW, 2025

As shown in the table, the 3rd Street/Ralston Street and 3rd Street/Arlington Avenue intersections are expected to operate at LOS E/F conditions during the highest peak hour during a Tier 3 event without traffic management. Traffic management is recommended to provide improved operations during festival events.

TRAFFIC MANAGEMENT RECOMMENDATIONS

Traffic management strategies have been developed for each event tier based on the level of festival attendance:

- Tier 1 – 0 to 5,000 people
- Tier 2 – 5,001 to 12,000 people
- Tier 3 – 12,001 to 5,000 people

Table 5 shows the traffic management strategies that should be implemented for each event tier based on the number of persons/ticket sales for festival type events. **Figure 12** shows the Tier 1 recommendations, **Figure 13** shows the Tier 2 recommendations, and **Figure 14** shows the Tier 3 recommendations.

The recommended “Entire Event” traffic management strategies should be implemented from the event start time until 30 minutes after the event end time. The recommended “Egress Period Only” traffic management strategies should be implemented from 30 minutes before the end of an event until 30 minutes after the event end time. The background traffic volumes at the study intersections during the 10 PM hour when an event ends are, on average, approximately 55 percent lower than the highest arrival hour. The recommended traffic management strategies should be implemented for 30 minutes after the event ends to manage egress traffic.

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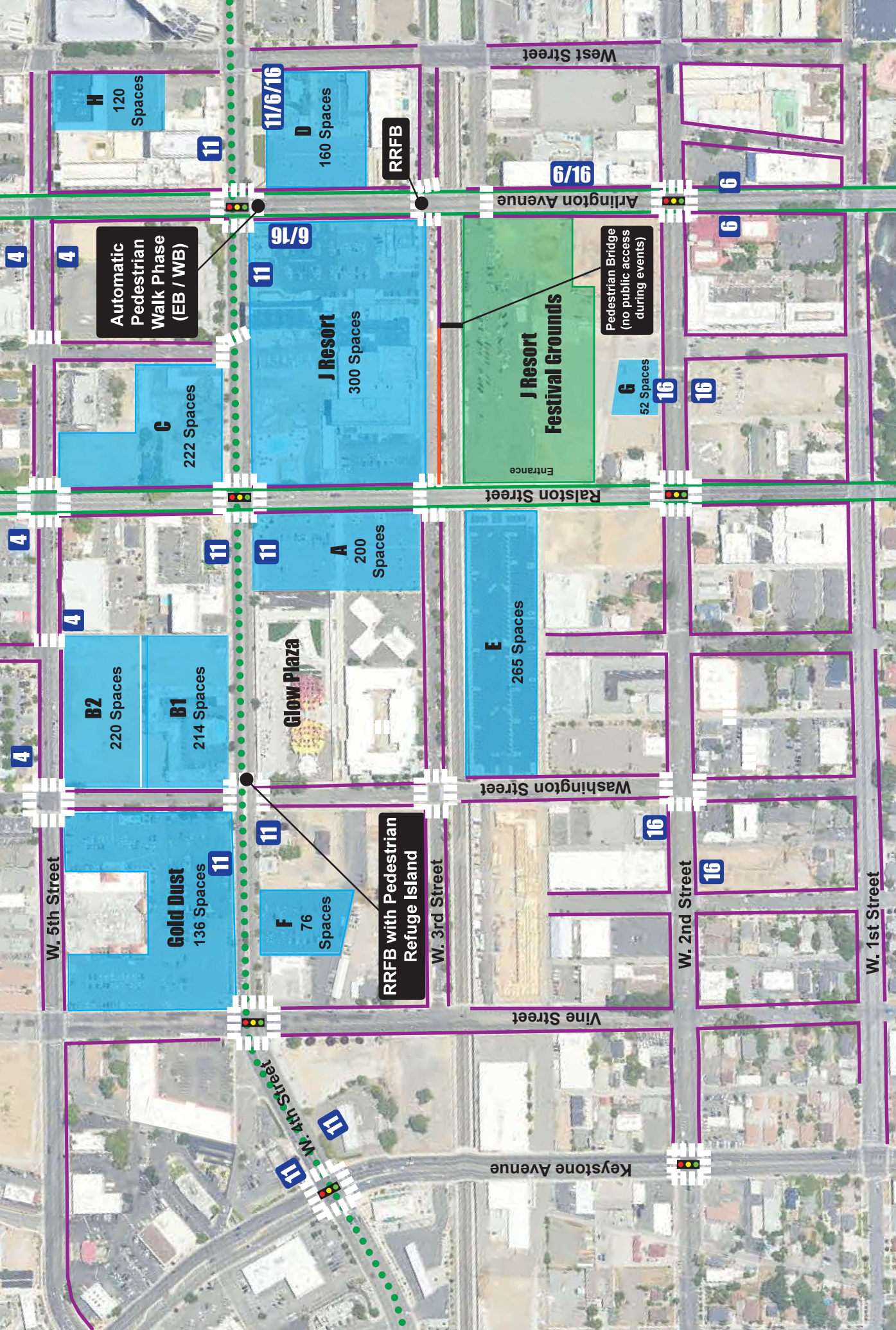
Notes: **Blue** text indicates new management strategies compared to the previous Tier.

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- Project Site
- Existing/Planned Surface Parking Lots
- Potential Loading/Drop-Off Location
- Existing Bus Stop & Route Number
- Planned 4th St Project (Enhanced sidewalk, bus/bike lanes, intersection improvements)
- On Street Parking
- Existing Crosswalk
- Existing Bike Lane

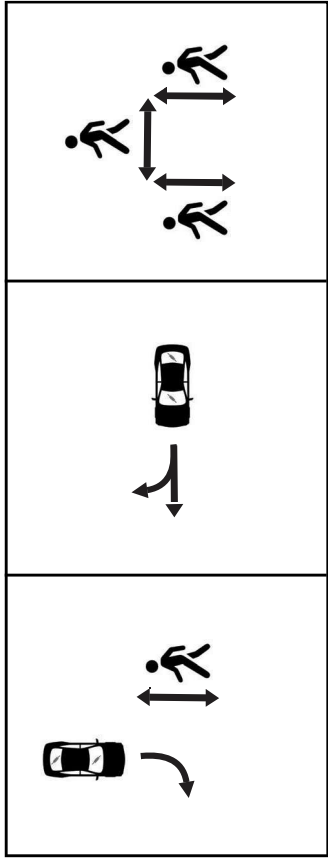
NO SCALE





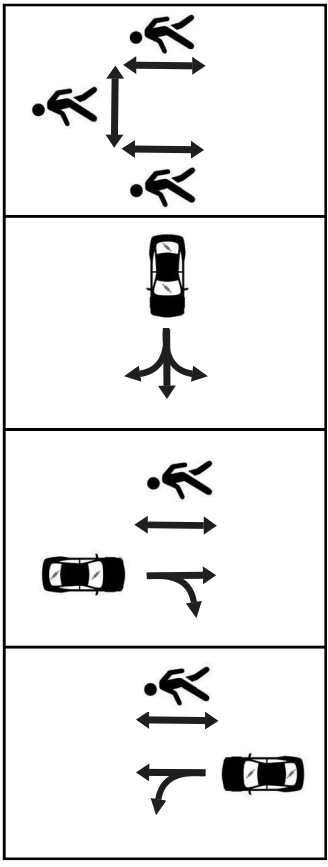
Entire Event

1. 3rd Street / Ralston Street

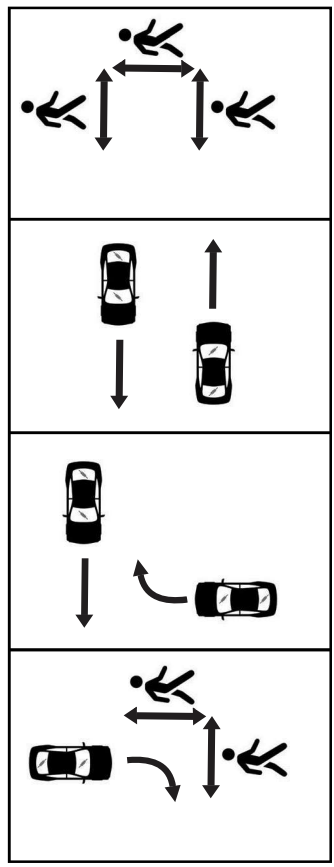


Egress Period Only

2. 3rd Street / Arlington Avenue



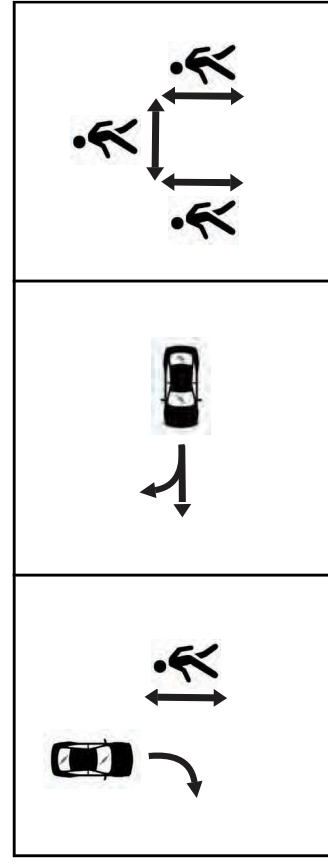
3. 4th Street / Washington Street



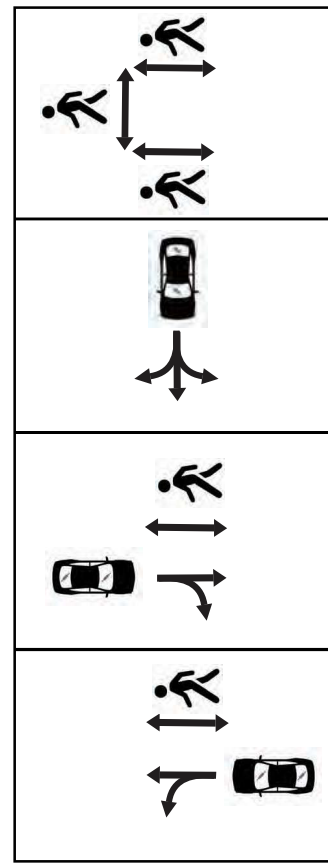


Entire Event

1. 3rd Street / Ralston Street



2. 3rd Street / Arlington Avenue



Egress Period Only

3. 4th Street / Washington Street

