

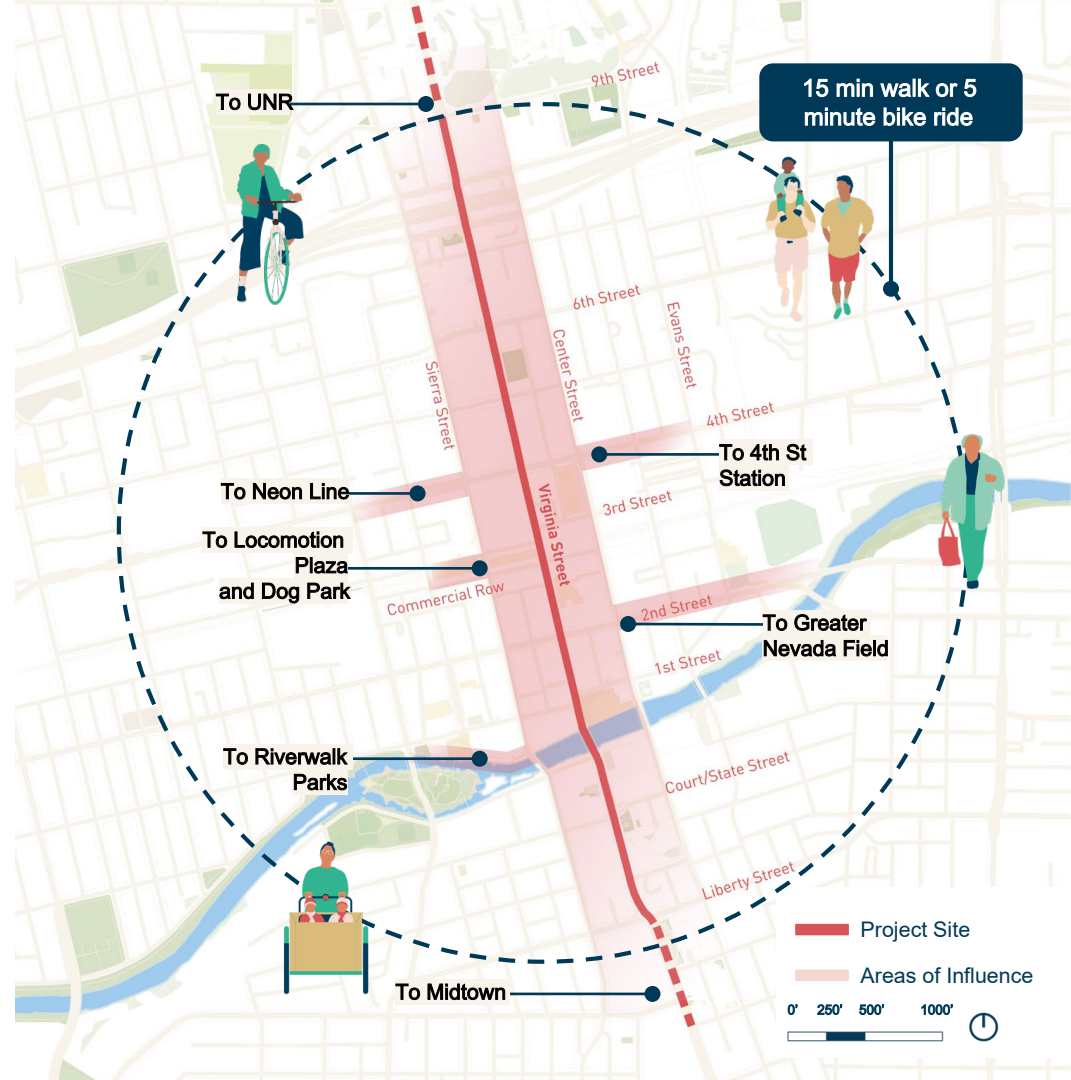
The Future of Virginia Street Placemaking Study



What is Placemaking?

Vision Statement

Virginia Street is the backbone of the downtown neighborhood. It connects the City's assets, is a platform for creativity, and is a safe and inviting place to walk or spend time for Renoites and visitors alike.



Project Phase 1

Outcomes

People desire to see:

- A** 18/7 Activation & Programming
- B** Platform for Creativity & Innovation
- C** Enhanced Connectivity & Climate
- D** Local Economic Development

Project Phase 2

Outcomes

Strategic moves:

1. Celebrate the character areas
2. Elevate the baseline
3. Connect the dots
4. Activate the underutilized
5. Activate the edges

Recommendation Framework

See the full study for all
39 pages of recommendations



5
Strategic
Moves



36
Placemaking
Profiles + Actions

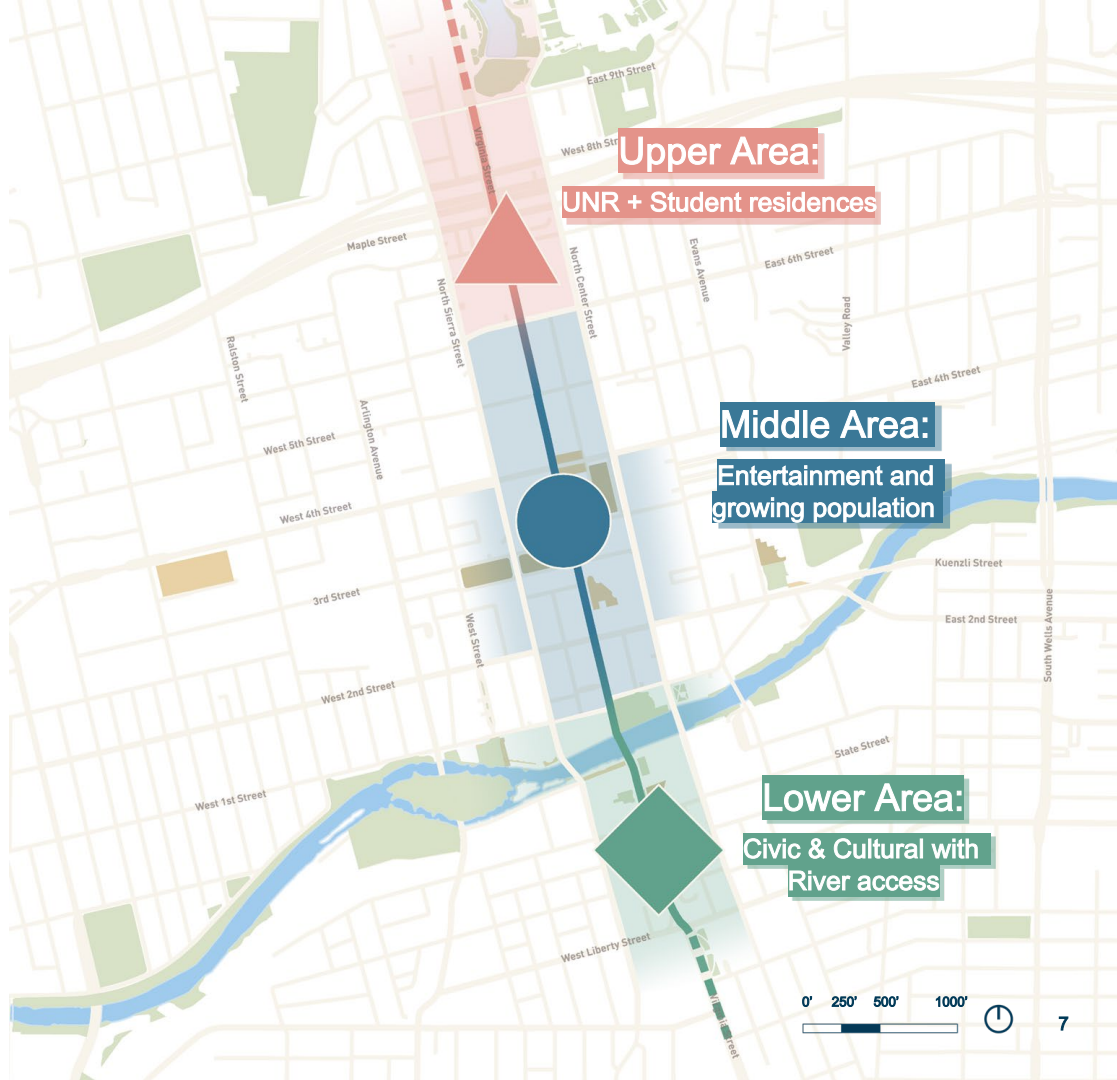


Strategies,
Sections, +
Concepts

1

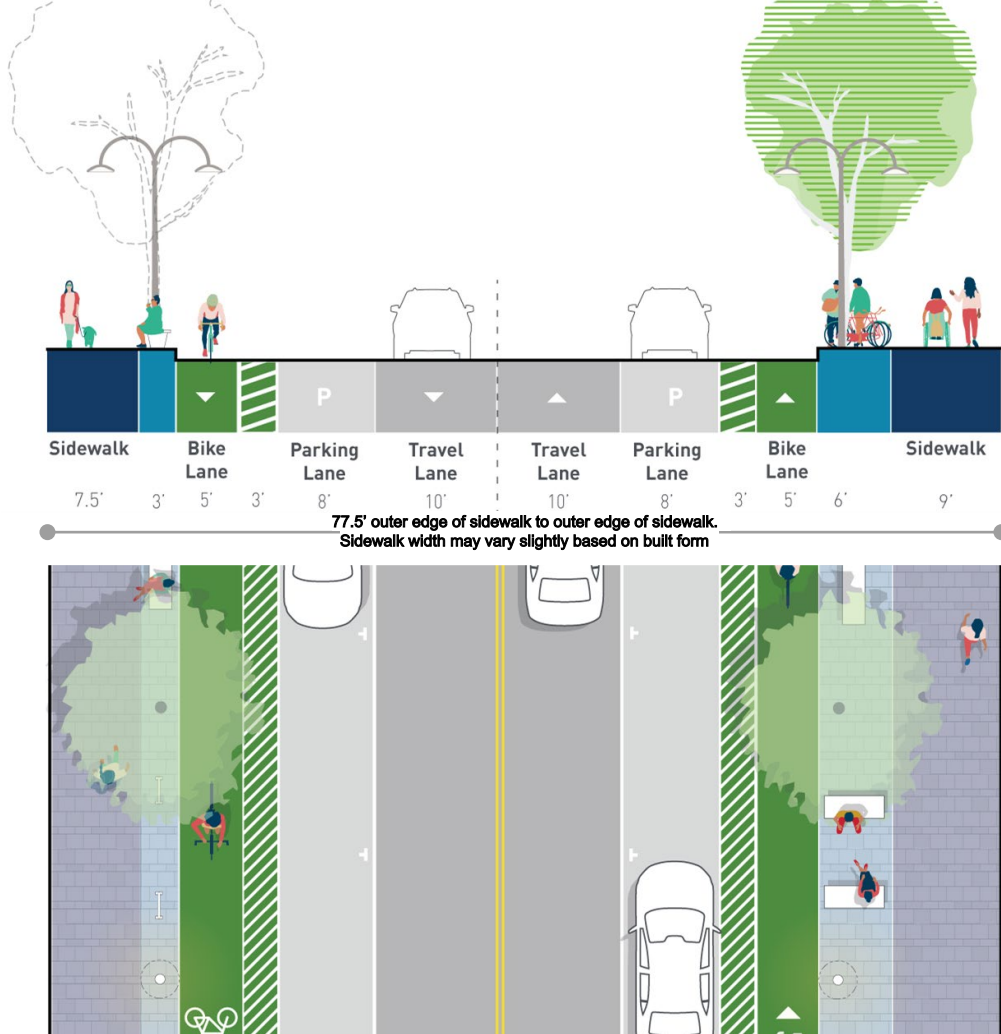
Strategic move

Celebrate the character areas



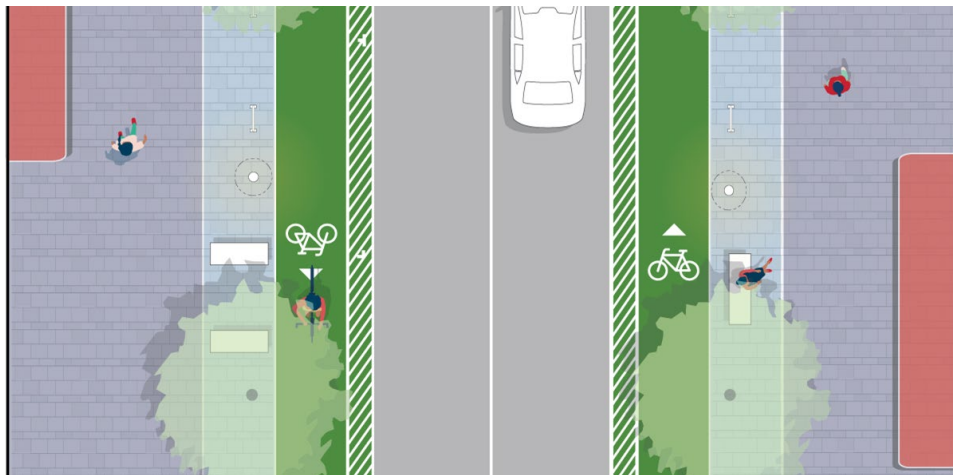
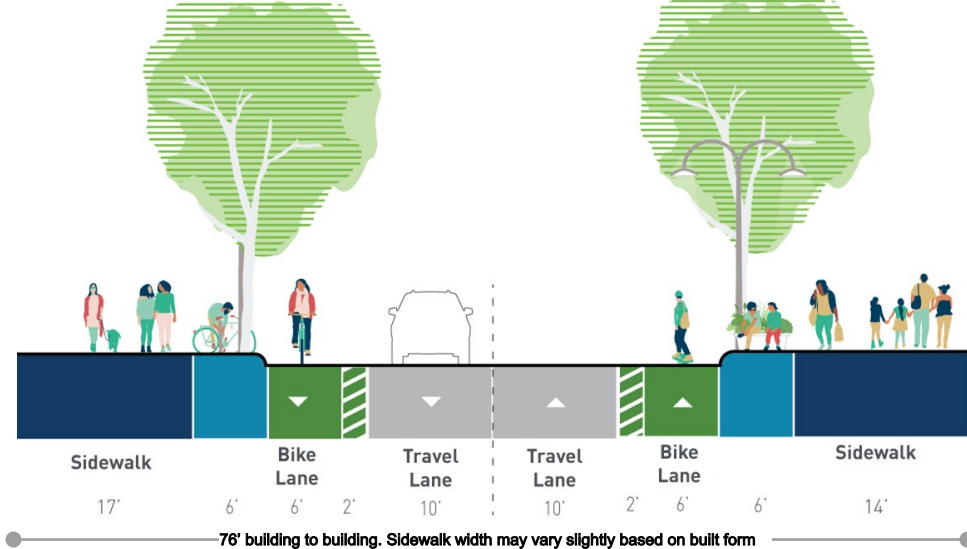
Elevate the baseline

Lower area - Pioneer Center Section

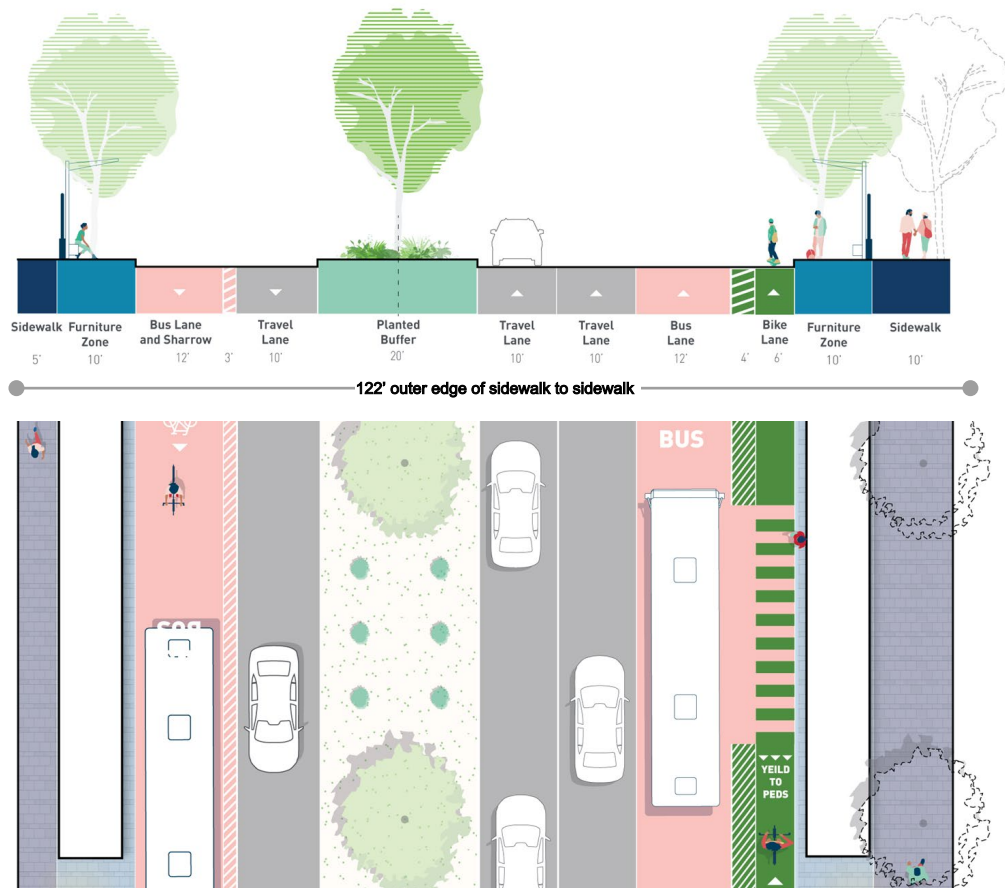
CITY OF
RENO + **Gehl**

Elevate the baseline

A map of the Middle Area, showing a grid of streets. A prominent corridor is highlighted with a color gradient from red at the top to green at the bottom. The corridor starts at the top center, runs vertically down the center, and then curves to the right, following the path of a river. The river is depicted in blue. The highlighted corridor is labeled 'Middle Area' in a large, bold, blue font. The map includes various street names such as 'Main Street', 'Second Street', 'Third Street', 'Fourth Street', 'Fifth Street', 'Sixth Street', 'Seventh Street', 'Eighth Street', 'Ninth Street', 'Tenth Street', 'Eleventh Street', 'Twelfth Street', 'Thirteenth Street', 'Fourteenth Street', 'Fifteenth Street', 'Sixteenth Street', 'Seventeenth Street', 'Eighteenth Street', 'Nineteenth Street', 'Twentieth Street', 'Twenty-first Street', 'Twenty-second Street', 'Twenty-third Street', 'Twenty-fourth Street', 'Twenty-fifth Street', 'Twenty-sixth Street', 'Twenty-seventh Street', 'Twenty-eighth Street', 'Twenty-ninth Street', 'Thirtieth Street', 'Thirty-first Street', 'Thirty-second Street', 'Thirty-third Street', 'Thirty-fourth Street', 'Thirty-fifth Street', 'Thirty-sixth Street', 'Thirty-seventh Street', 'Thirty-eighth Street', 'Thirty-ninth Street', 'Fortieth Street', 'Forty-first Street', 'Forty-second Street', 'Forty-third Street', 'Forty-fourth Street', 'Forty-fifth Street', 'Forty-sixth Street', 'Forty-seventh Street', 'Forty-eighth Street', 'Forty-ninth Street', 'Fiftieth Street', 'Fifty-first Street', 'Fifty-second Street', 'Fifty-third Street', 'Fifty-fourth Street', 'Fifty-fifth Street', 'Fifty-sixth Street', 'Fifty-seventh Street', 'Fifty-eighth Street', 'Fifty-ninth Street', 'Sixtieth Street', 'Sixty-first Street', 'Sixty-second Street', 'Sixty-third Street', 'Sixty-fourth Street', 'Sixty-fifth Street', 'Sixty-sixth Street', 'Sixty-seventh Street', 'Sixty-eighth Street', 'Sixty-ninth Street', 'Seventieth Street', 'Seventy-first Street', 'Seventy-second Street', 'Seventy-third Street', 'Seventy-fourth Street', 'Seventy-fifth Street', 'Seventy-sixth Street', 'Seventy-seventh Street', 'Seventy-eighth Street', 'Seventy-ninth Street', 'Eightieth Street', 'Eighty-first Street', 'Eighty-second Street', 'Eighty-third Street', 'Eighty-fourth Street', 'Eighty-fifth Street', 'Eighty-sixth Street', 'Eighty-seventh Street', 'Eighty-eighth Street', 'Eighty-ninth Street', 'Ninetieth Street', 'Ninety-first Street', 'Ninety-second Street', 'Ninety-third Street', 'Ninety-fourth Street', 'Ninety-fifth Street', 'Ninety-sixth Street', 'Ninety-seventh Street', 'Ninety-eighth Street', 'Ninety-ninth Street', 'One hundredth Street'. The map also shows green spaces and a river.



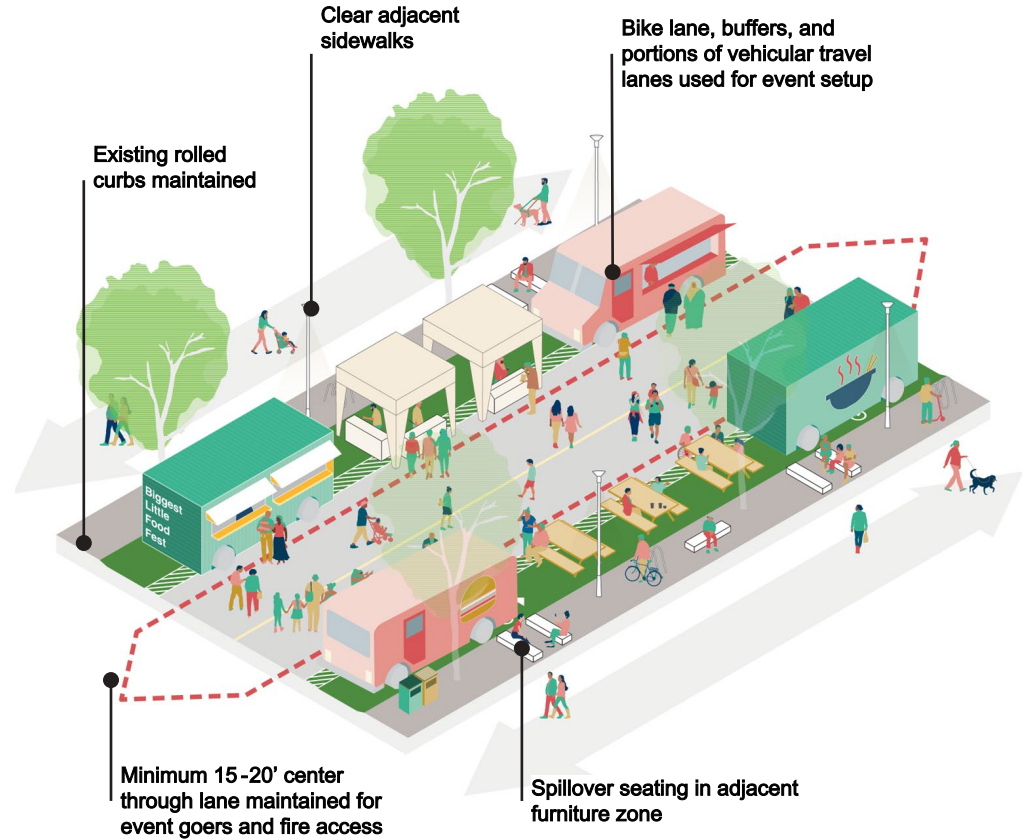
Elevate the baseline



2 Strategic move

Elevate the baseline

Events along Virginia Street



3 Strategic move

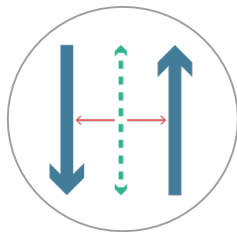
Connect the dots



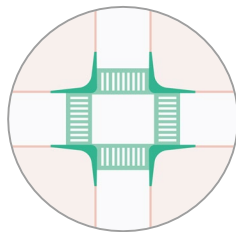
3 Strategic move

Connect the dots

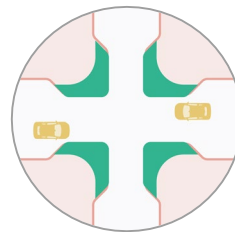
Intersection principles



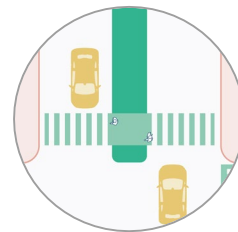
Encourage through traffic to use parallel roads



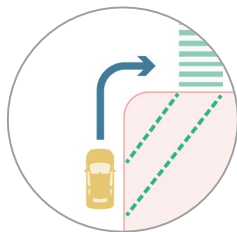
Corner radii + crossings



Neckdowns



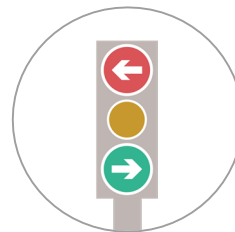
Refuge islands



Removing slip turns



Bike crossing + boxes



Controlled turn intersections



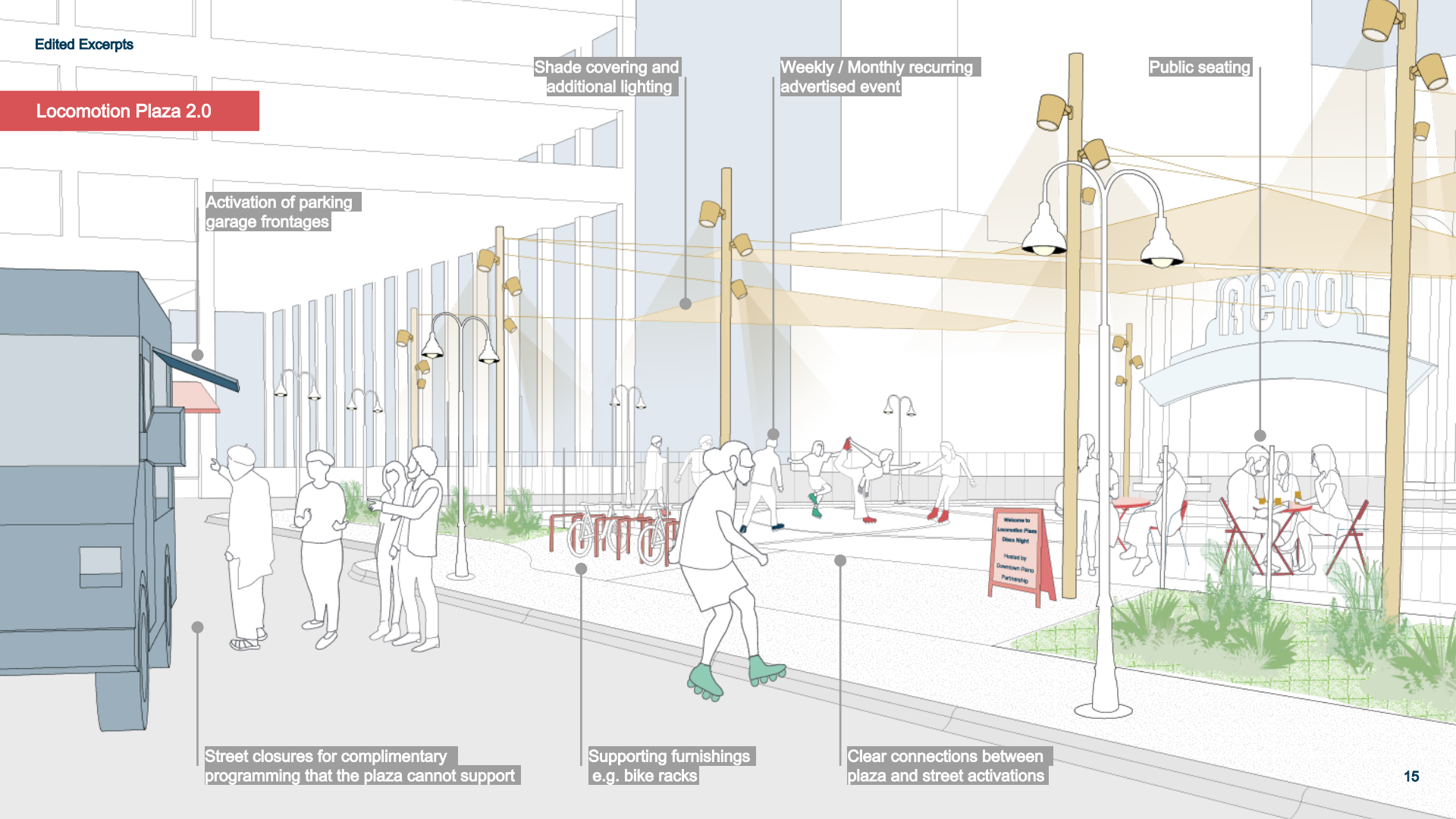
Signal timing + prioritization

4 Strategic move

Activate the underutilized



Locomotion Plaza 2.0



Activation of parking garage frontages

Shade covering and additional lighting

Weekly / Monthly recurring advertised event

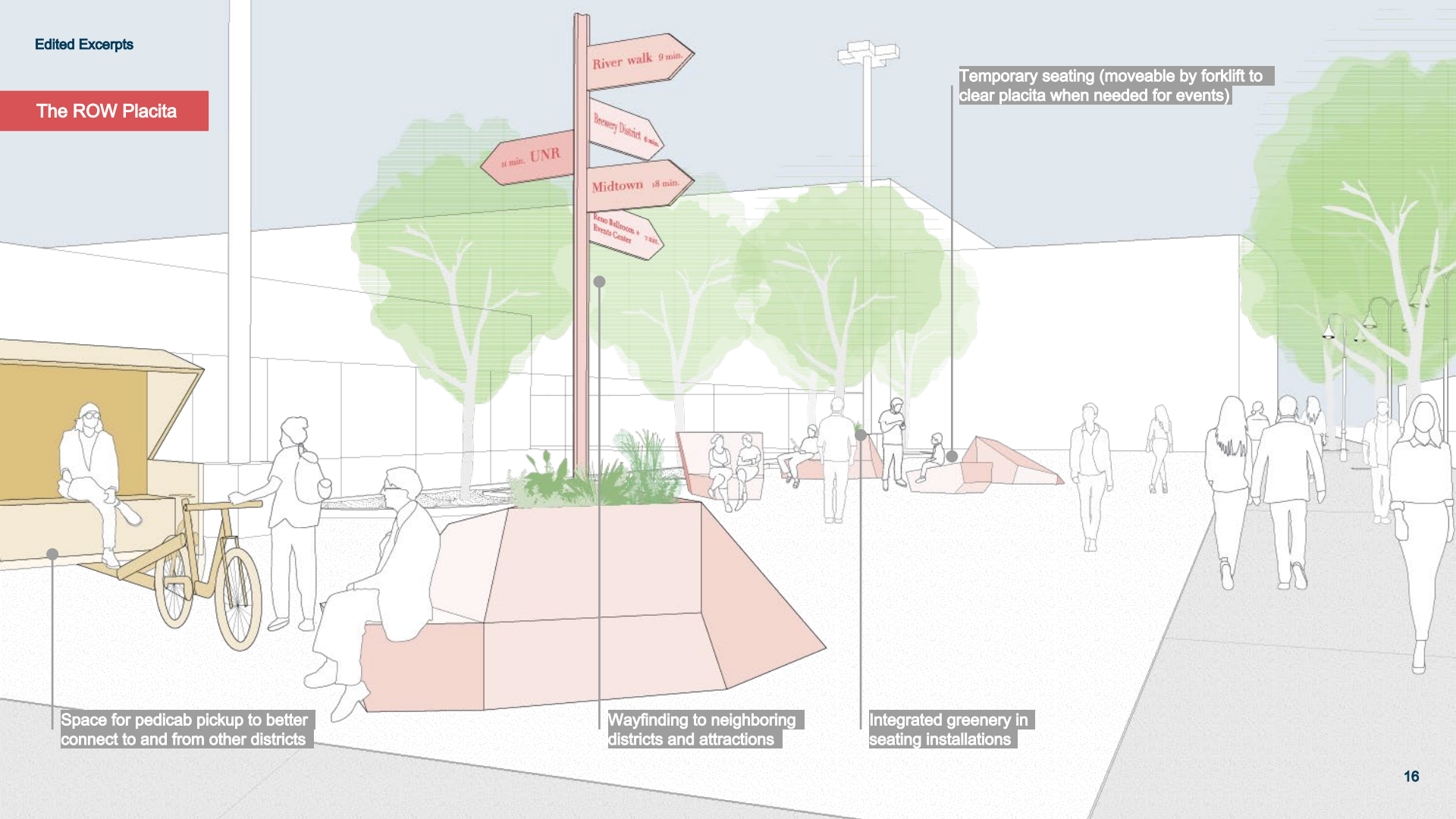
Public seating

Street closures for complimentary programming that the plaza cannot support

Supporting furnishings e.g. bike racks

Clear connections between plaza and street activations

The ROW Placita



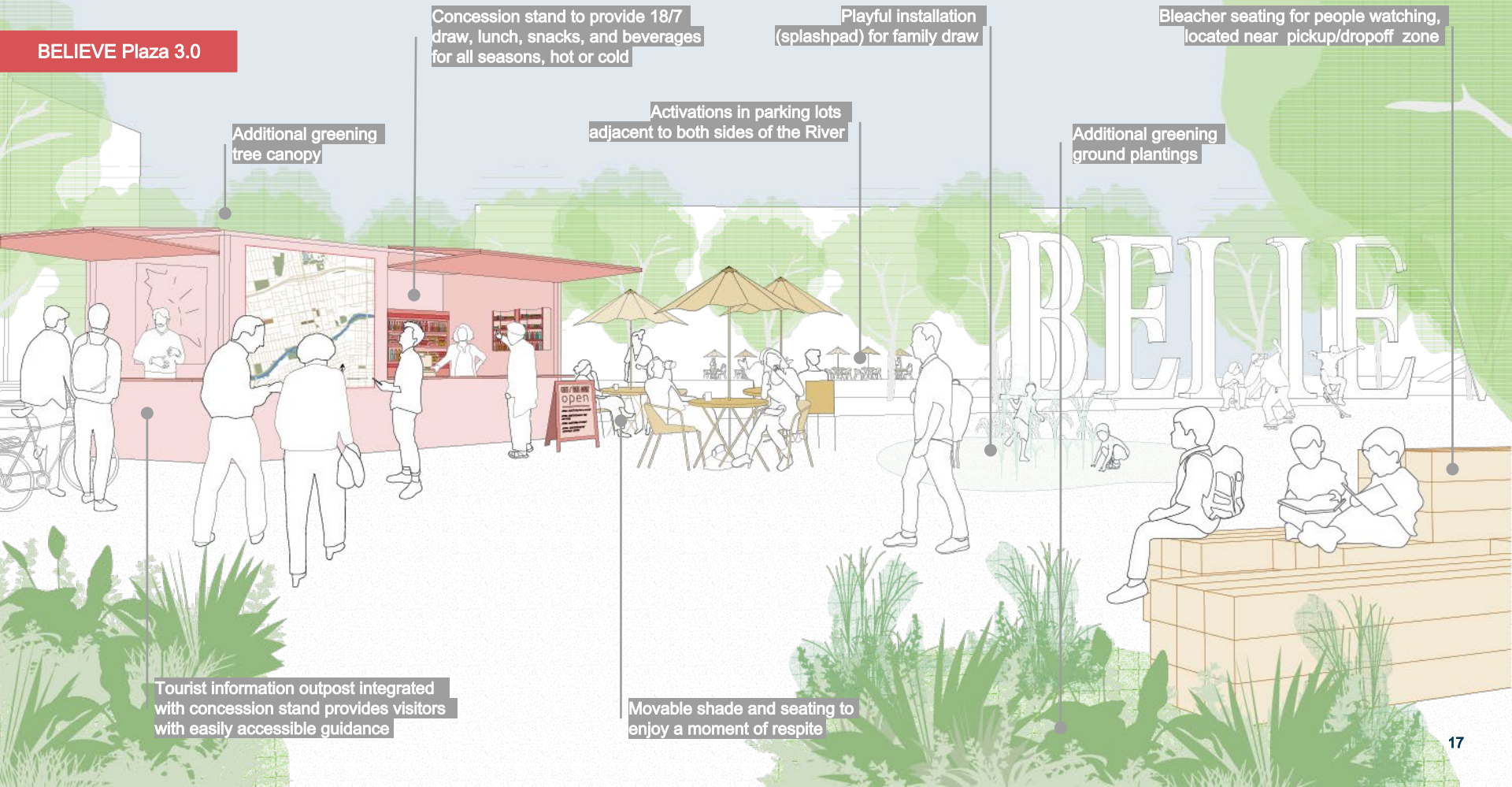
Temporary seating (moveable by forklift to clear placita when needed for events)

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

Wayfinding to neighboring districts and attractions

Integrated greenery in seating installations

BELIEVE Plaza 3.0



Additional greening
tree canopy

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

Activations in parking lots
adjacent to both sides of the River

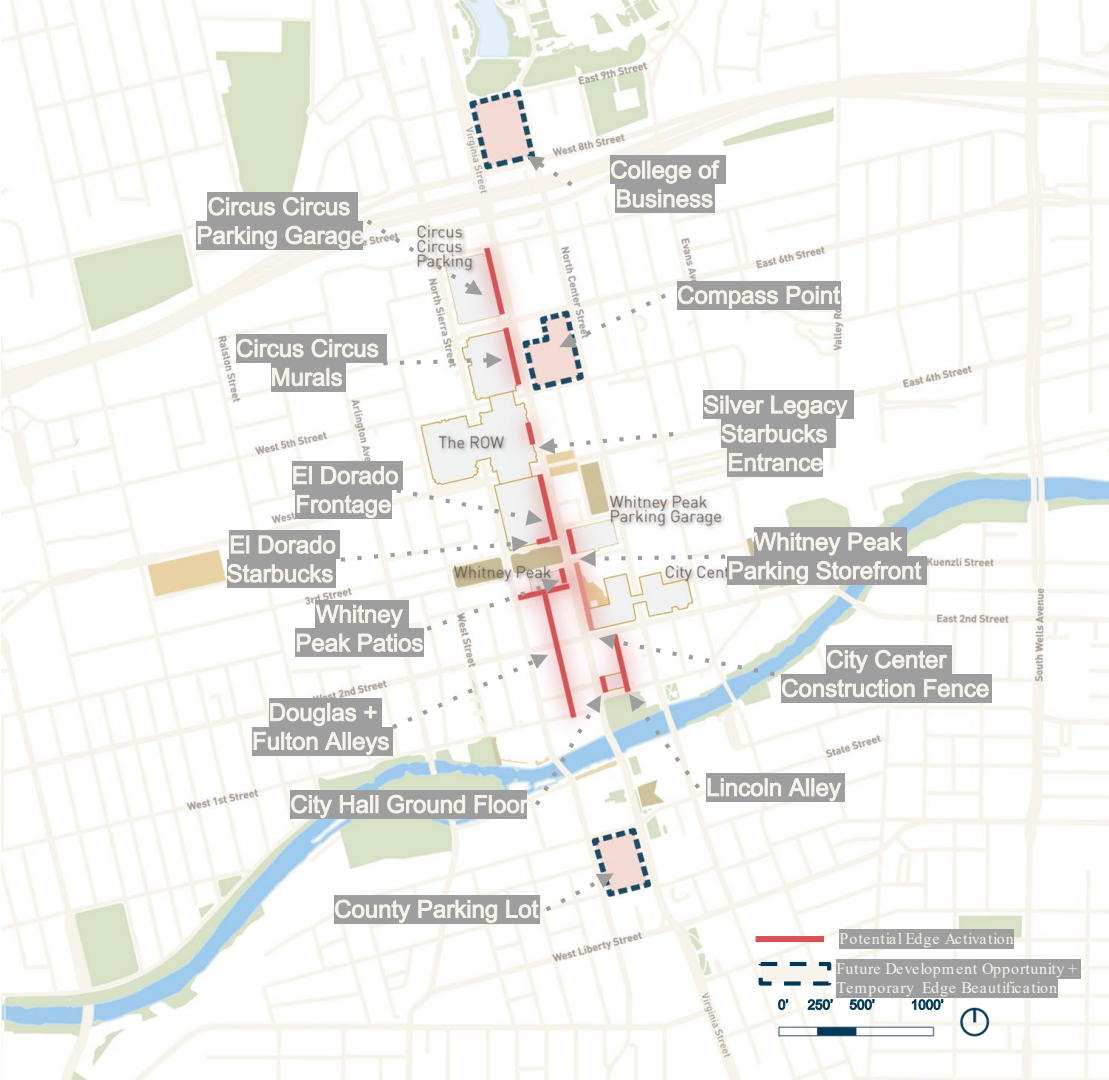
Additional greening
ground plantings

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

Movable shade and seating to
enjoy a moment of respite

5 Strategic move

Activate the edges



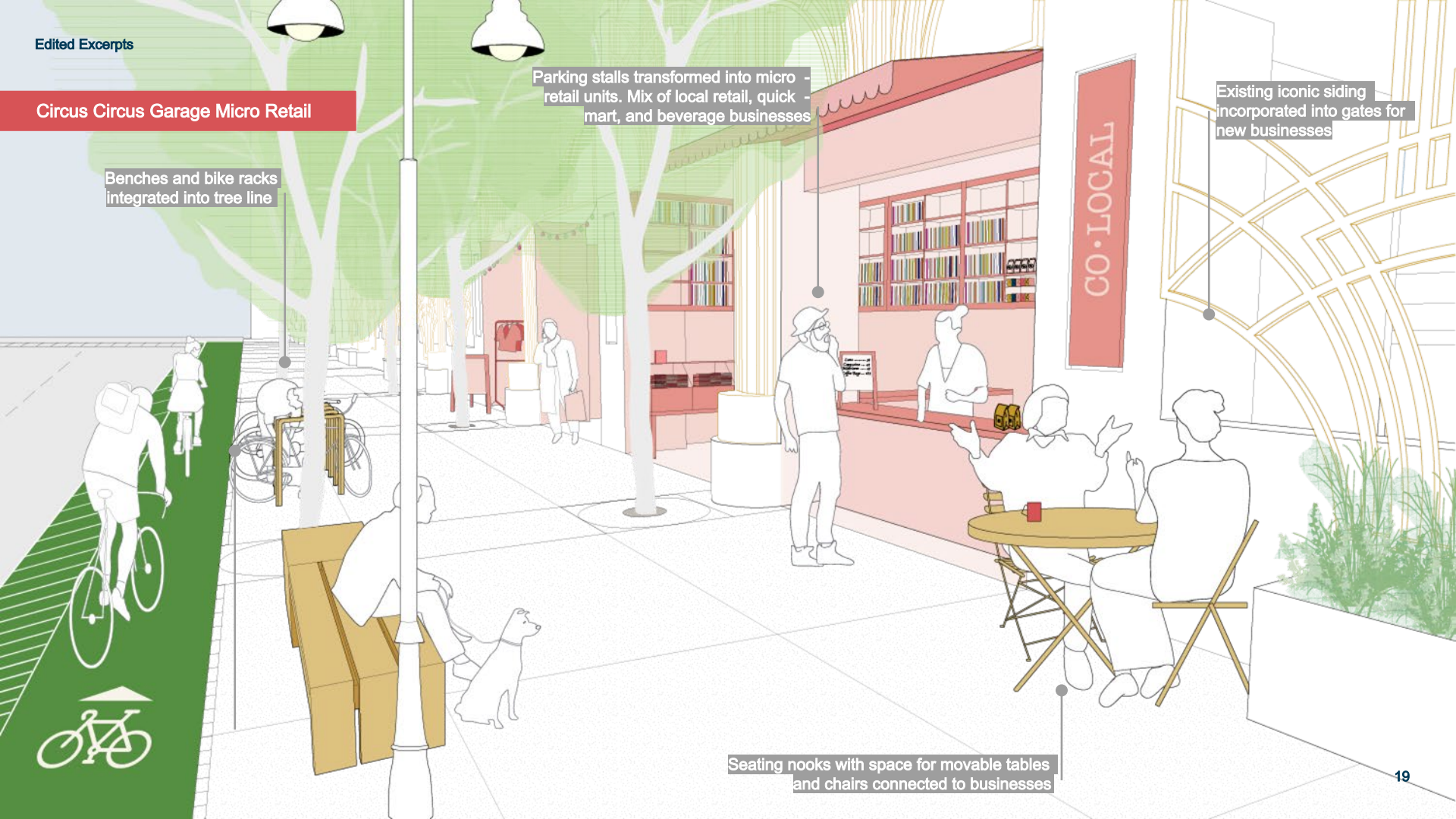
Circus Circus Garage Micro Retail

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

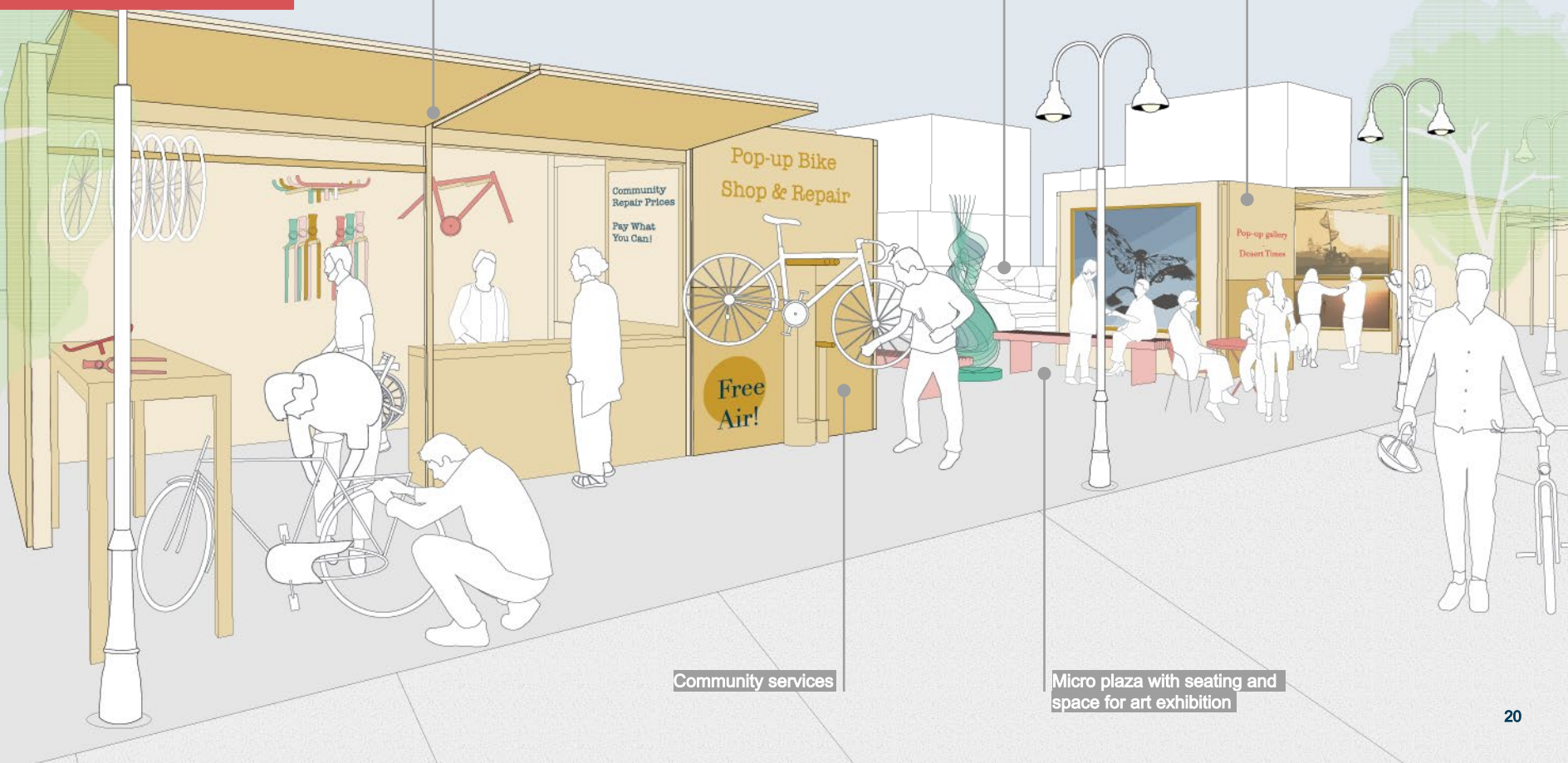


Maker Row @Court Street

Pop up workshop spaces for local makers and artists

Parking lot maintained behind micro shops

Pop up gallery spaces for local makers and artists



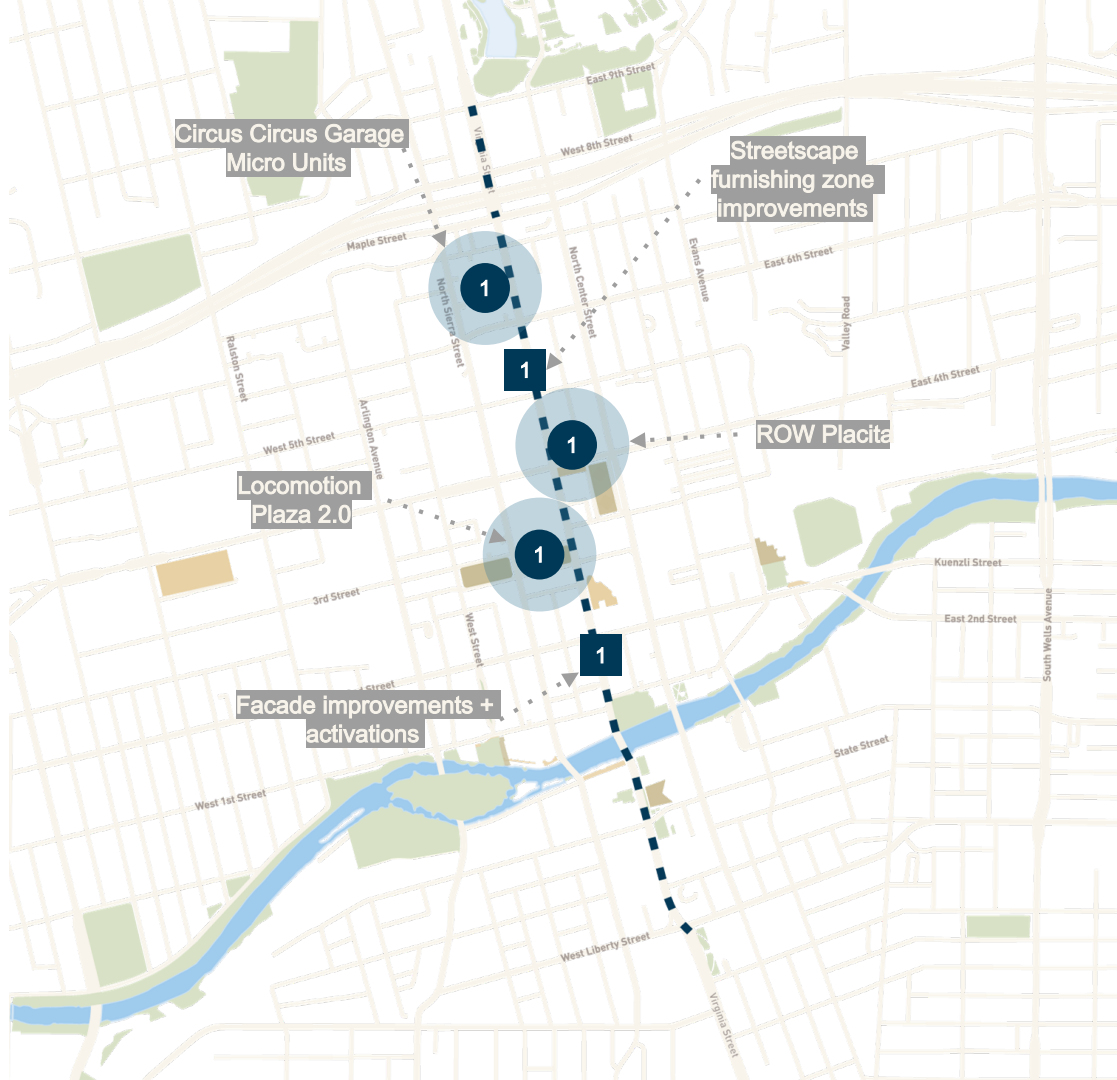
Community services

Micro plaza with seating and space for art exhibition

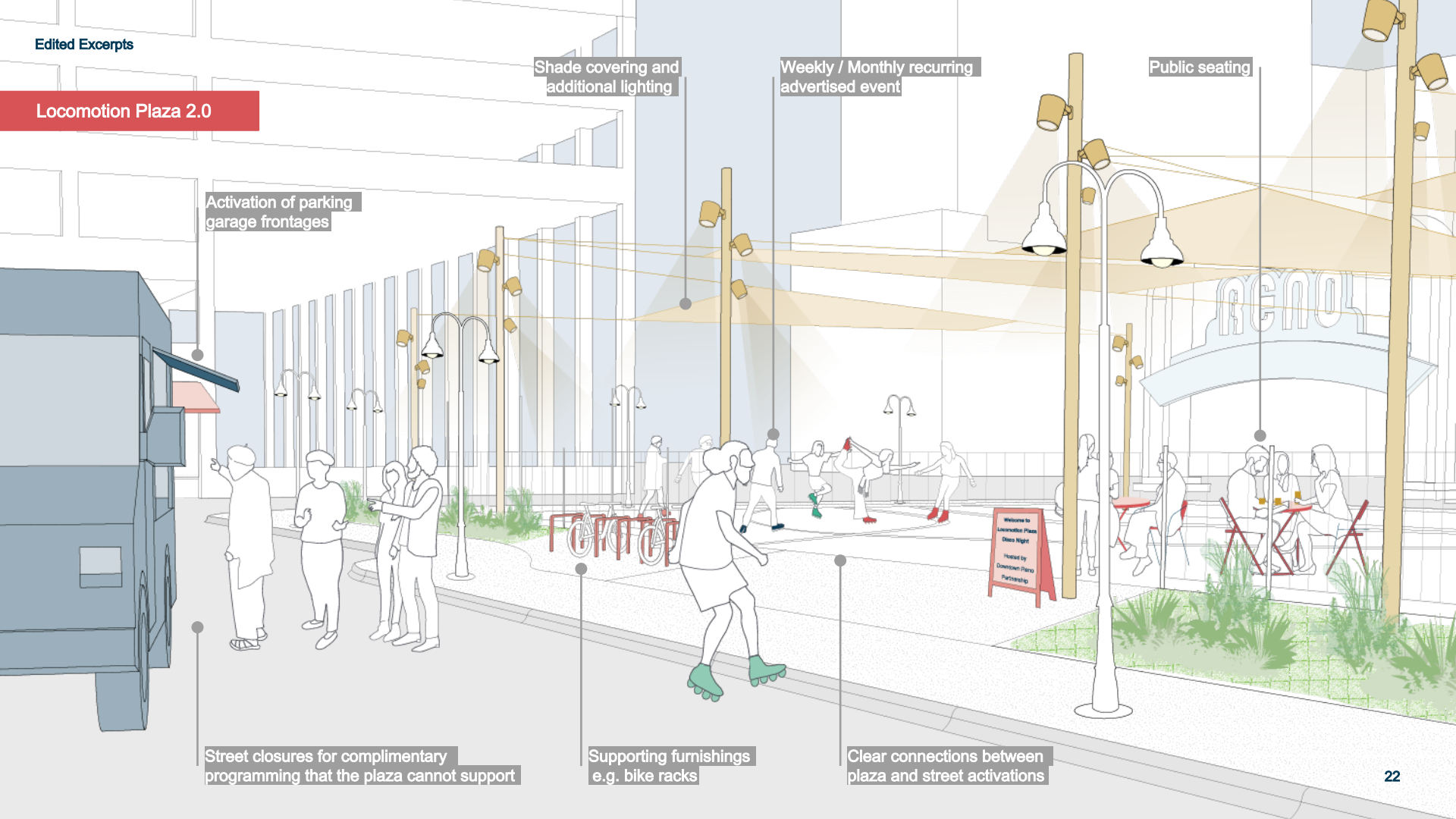
Phase 1: Prioritized Placemaking

Phase 1 Actions

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



Locomotion Plaza 2.0



Activation of parking
garage frontages

Shade covering and
additional lighting

Weekly / Monthly recurring
advertised event

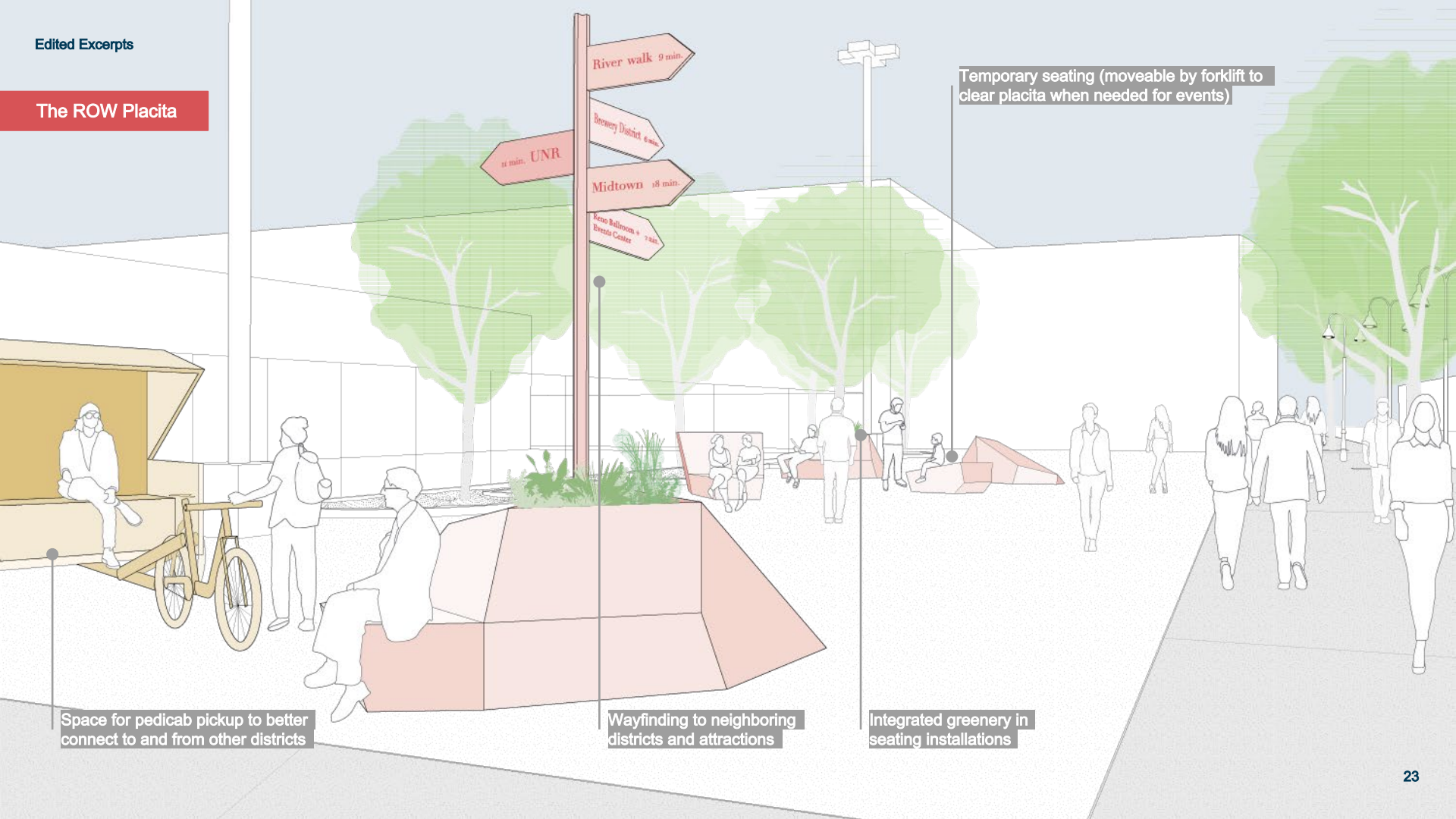
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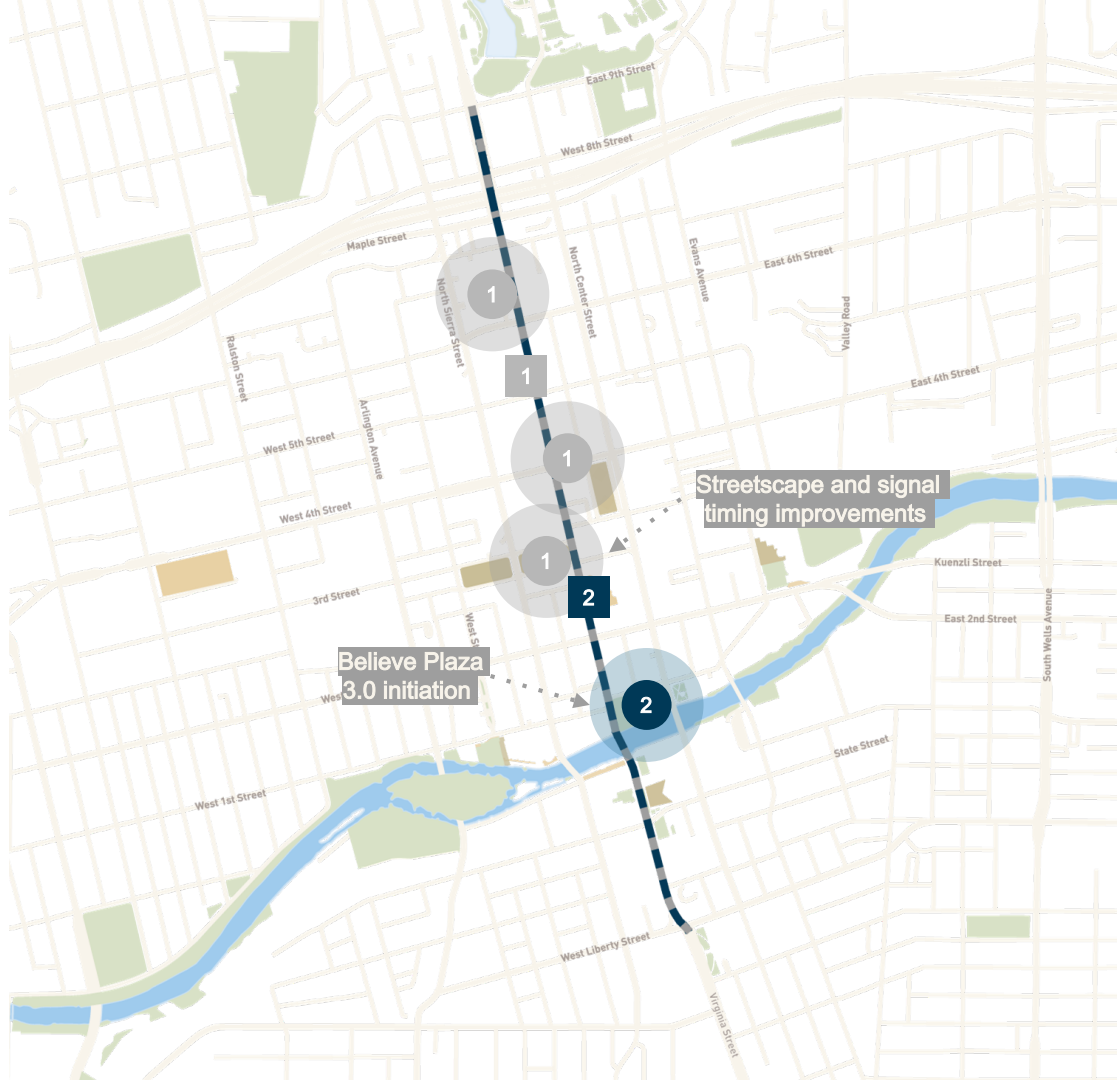
Wayfinding to neighboring districts and attractions

Integrated greenery in seating installations

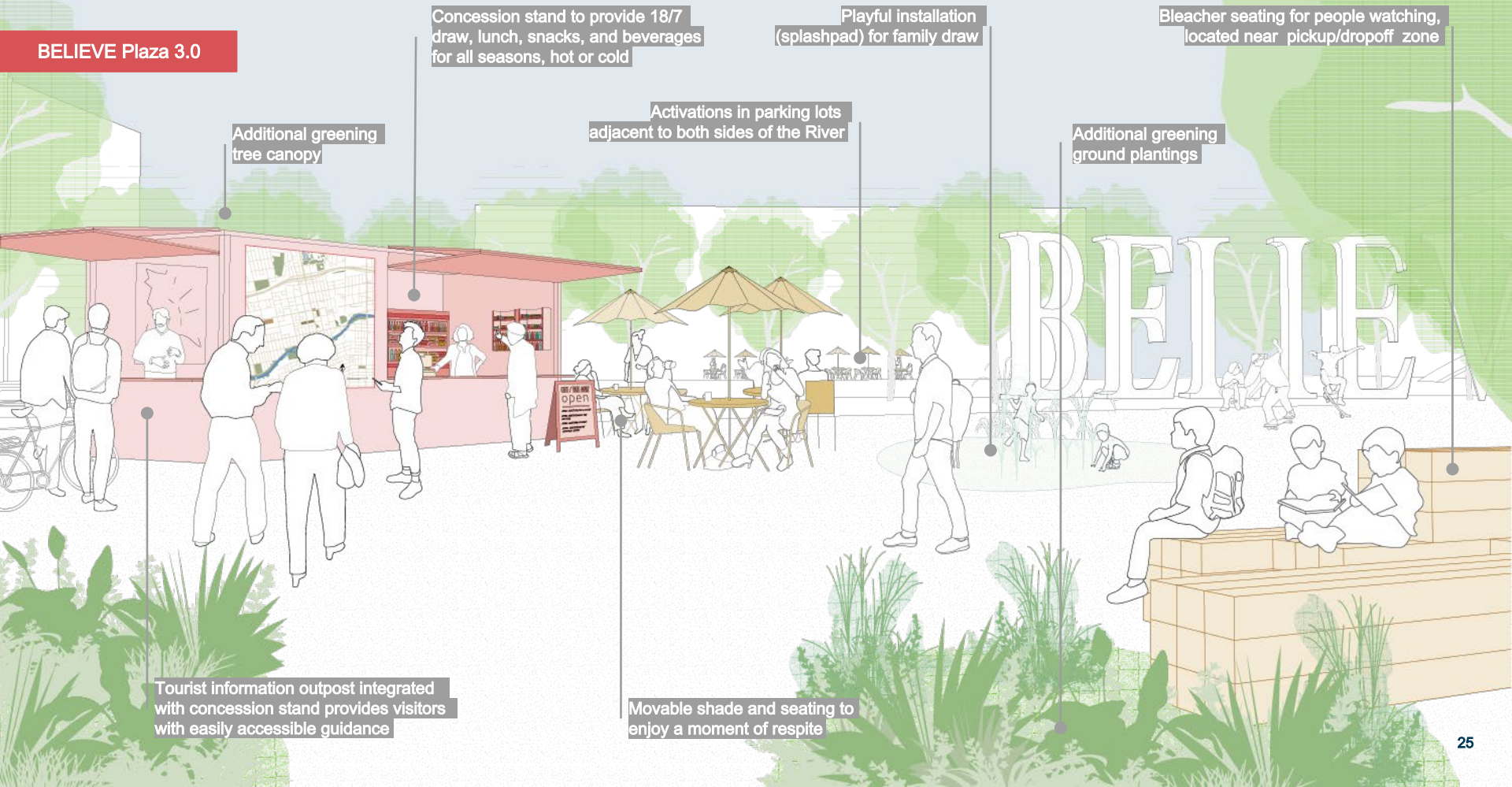
Phase 2: Prioritized Placemaking

Phase 2 Actions

- Streetscape improvements across the site
- Streetscape improvements lower area
- Streetscape improvements middle area
- Believe Plaza 3.0 initiation



BELIEVE Plaza 3.0



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tree canopy

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draw, lunch, snacks, and beverages
for all seasons, hot or cold

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(splashpad) for family draw

Bleacher seating for people watching,
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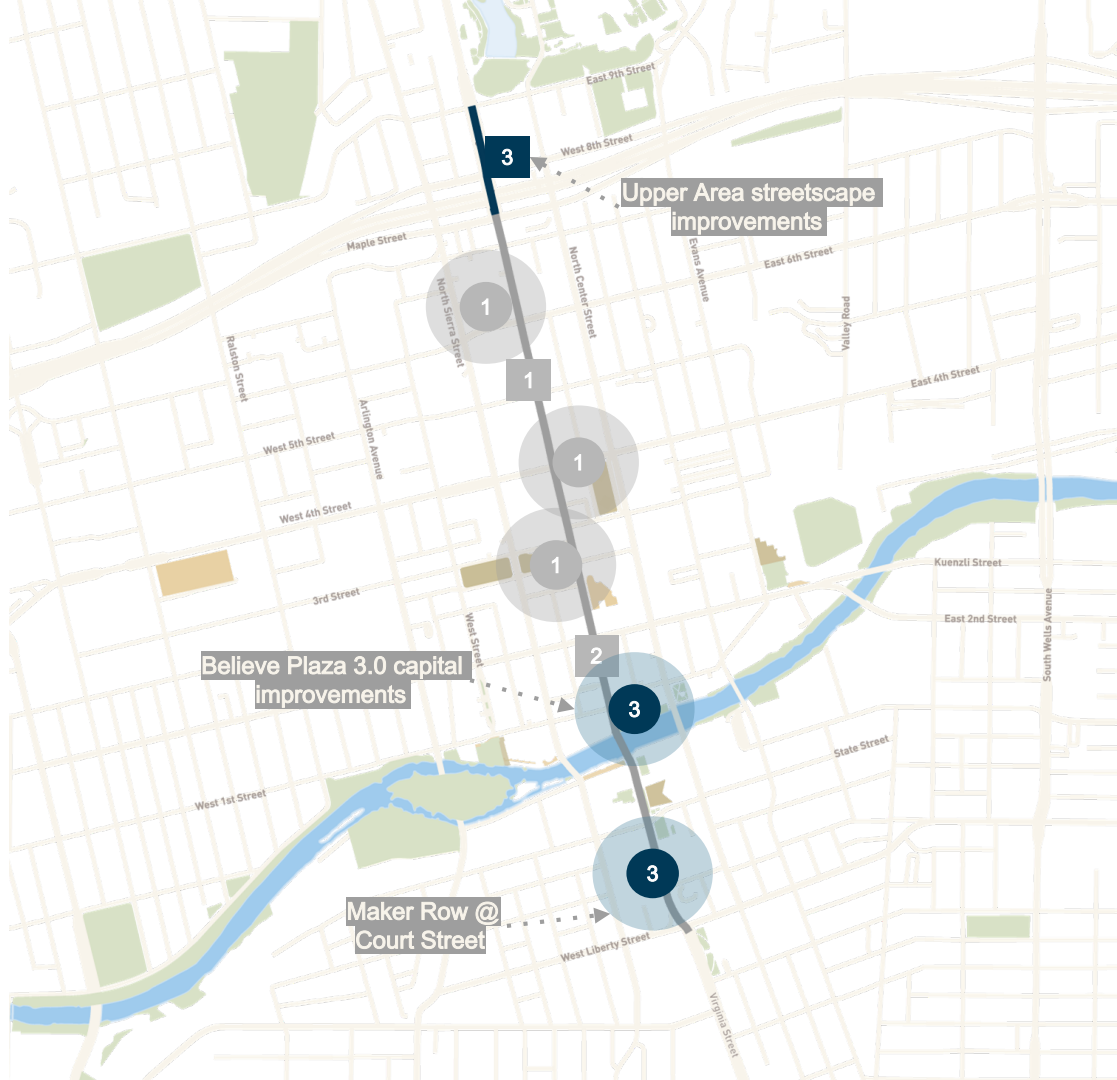
Tourist information outpost integrated
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Movable shade and seating to
enjoy a moment of respite

Phase 3: Prioritized Placemaking

Phase 3 Actions

- Streetscape improvements upper area
- Maker Row @Court
- Believe Plaza 3.0 capital improvements

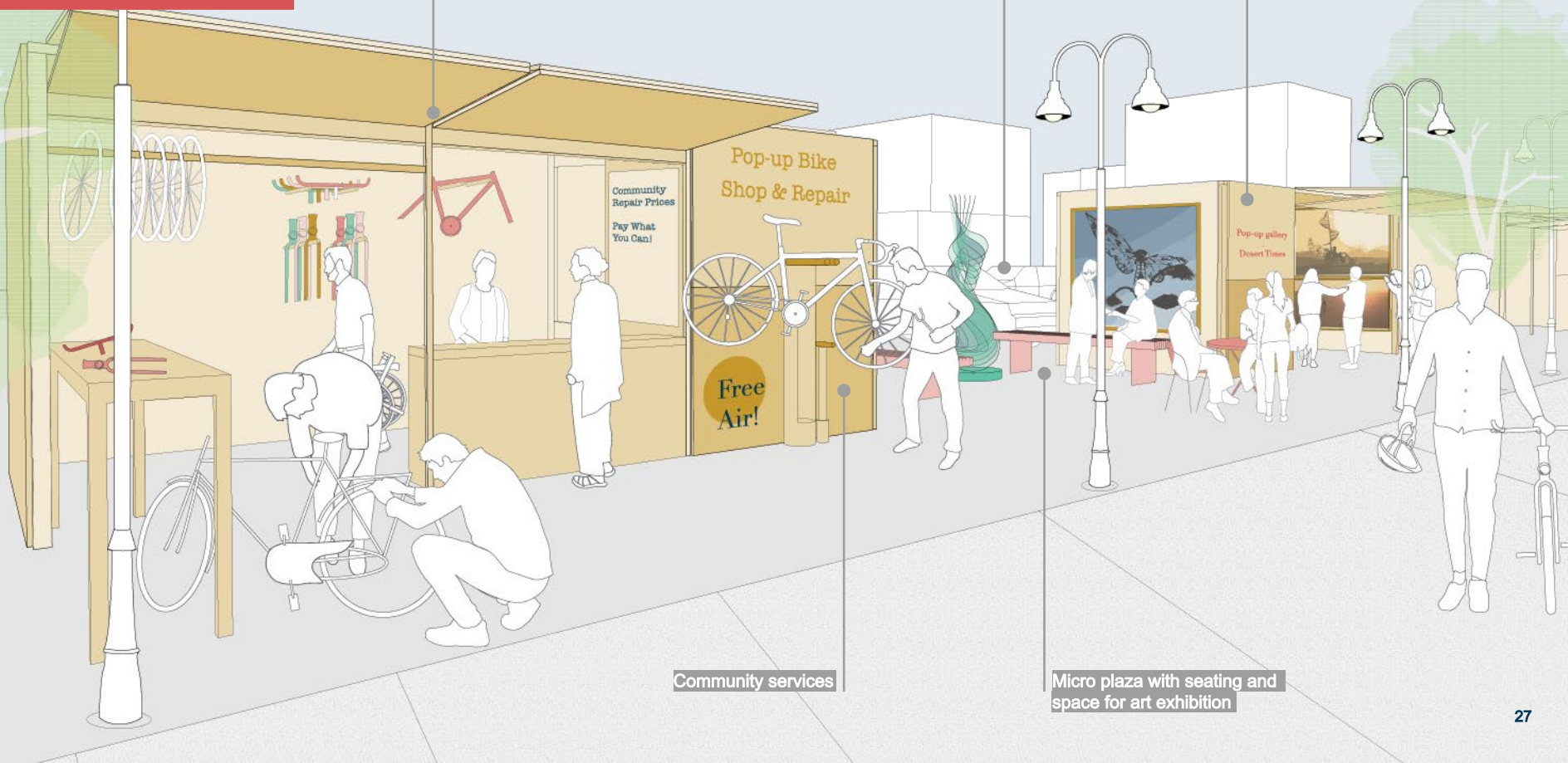


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Community services

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Motion

I move to accept the study and adopt the phased implementation plan as presented.

