

# Placemaking Phase One Update

## *July 26, 2023*

*Amy Pennington – Public Works Special Projects and Outreach Coordinator*



C I T Y O F  
**RENO**

# The Future of Virginia Street

## Placemaking Study

Gehl

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.



# Implementation Phase One Action Steps



- Façade and Tenant Improvement Program
- Streetscape Furnishing Zone
- Locomotion Plaza 2.0
- ROW Plaza



# Reno Façade and Tenant Improvement Program



- The City of Reno will reimburse applicants for 50% of eligible costs
- Up to \$50,000 for exterior facade improvement
- Up to \$50,000 for interior tenant improvement projects
- Can be combined for up to \$100,000 in reimbursement

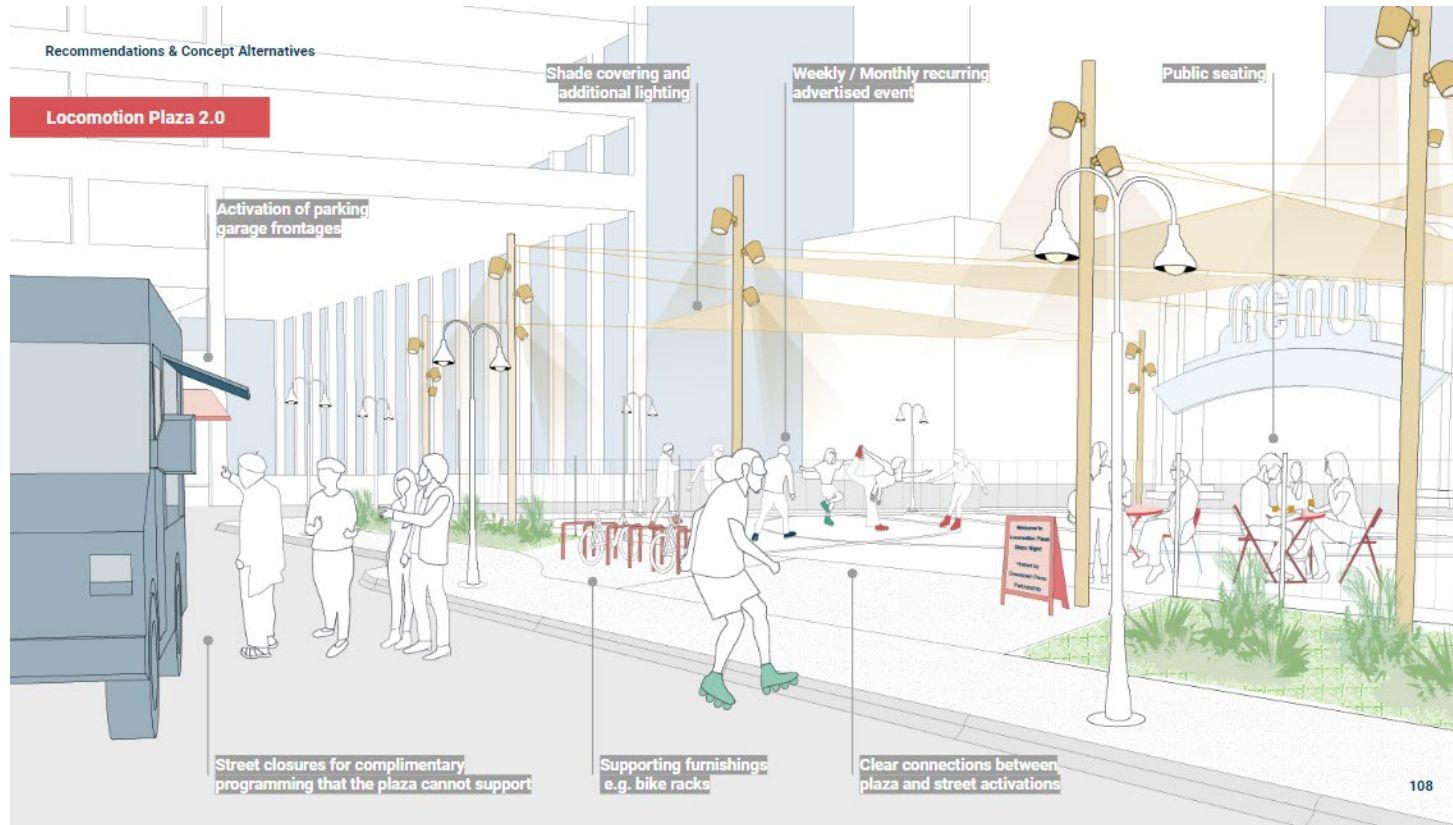


# Streetscape Furnishing Zone

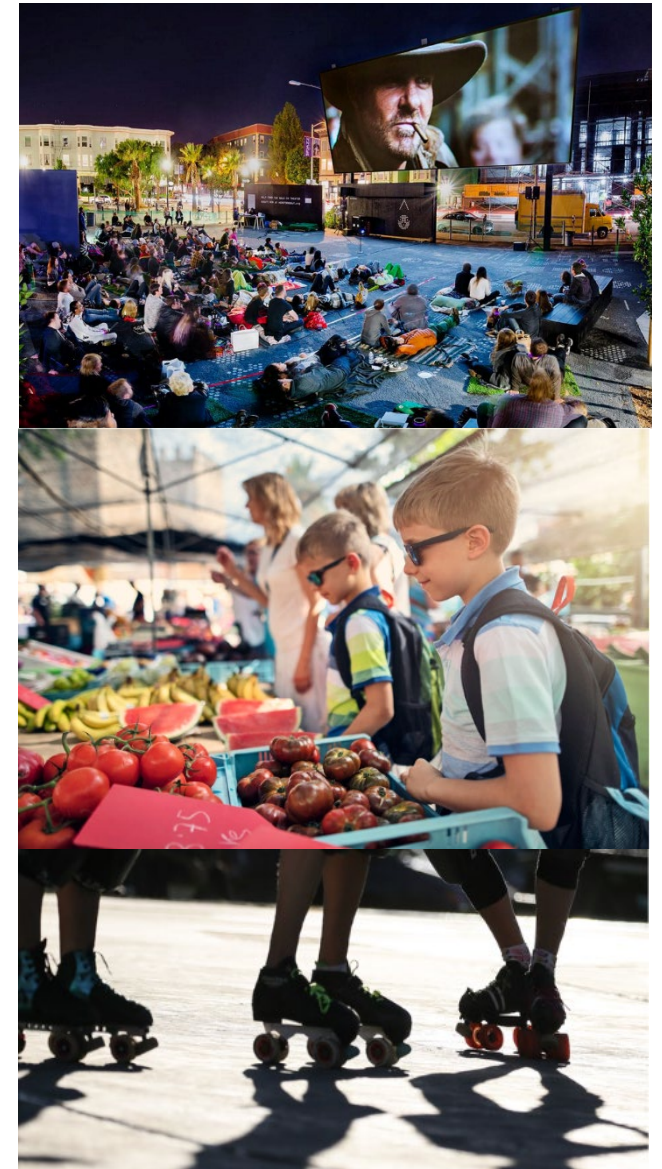




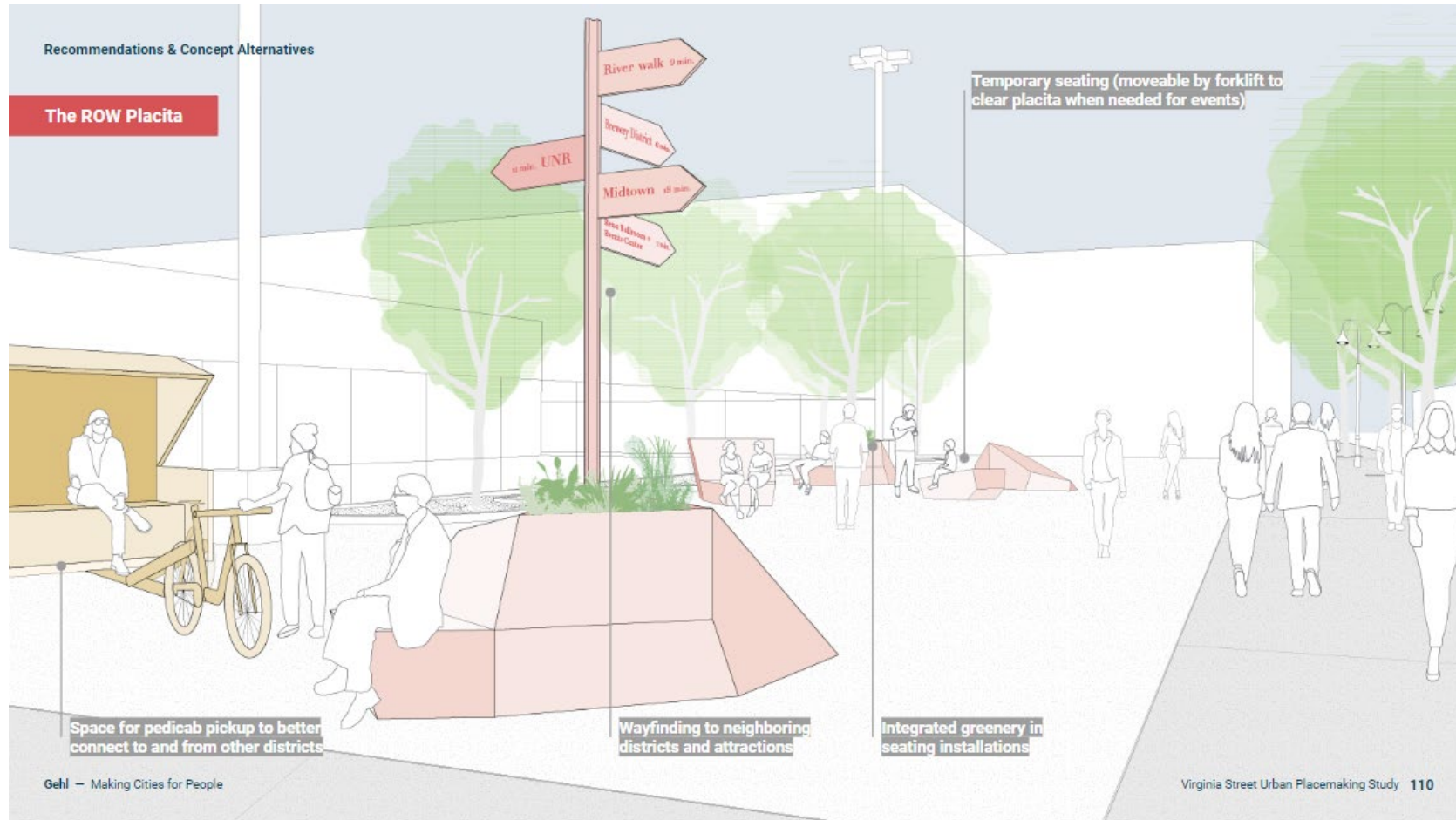
# Locomotion Plaza 2.0



- Lighting
- Shade
- Power
- Furniture and stage



# ROW Plaza



- Power
- Shade
- Seating
- Wayfinding
- The ROW has agreed to maintenance and moving and storing the equipment during special events

# Urban Design Consultant Plan for Streetscape/Locomotion Plaza/ROW Plaza

**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



# Motion

I move to approve the next steps for Phase One of the Virginia Street Placemaking Study Implementation Plan and authorization for the City Manager to approve a consultant agreement for Urban Design services in the amount of \$365,000.