

7-26-2023- Reno City Council Meeting - Item # D.1 Virginia Street Placemaking Implementation Plan Study

[illegible]

---

## City Council's 7/26/23 agenda

1 message

---

**Alicia Barber** <alicia@storiesinplace.com>

Tue, Jul 25, 2023 at 7:53  
AM

To: mayor@reno.gov

Cc: taylor@reno.gov, reesed@reno.gov, ebertm@reno.gov, martinezmi@reno.gov, thornleyd@reno.gov, Naomi Duerr <duerrn@reno.gov>, Jenny Brekhus <brekhusj@reno.gov>, publiccomment@reno.gov

Dear Mayor Schieve, Councilmembers Duerr, Brekhus, Ebert, Taylor, Reese, and Martinez, and Mr. Thornley,

I hope you're having a great summer. I would like to invite you to read the latest edition of my free e-newsletter, The Barber Brief, in which I offer some thoughts that I'm hoping may help you and the public think through some of the items you'll be deliberating at your Council meeting tomorrow. In particular, I hope you will ask for and receive more specifics on B.5, the intended locations of gaming activities at Reno City Center (which at this point is still planned as partially residential); and in terms of Placemaking (D.1), consider adding some firm regulations and proof of viable business plans before providing any facade or interior improvement grants to private property owners; and deeply contemplate whether the proposed expenditures for designing extensive public seating and wayfinding (especially on private property) are truly the best priorities for revitalizing Virginia Street.

The link is here: <https://thebarberbrief.substack.com/p/the-devil-in-the-details>

Heartfelt thanks for all that you do for our city.

Kind regards,

Alicia Barber, Ph.D.  
Reno resident, Ward One  
[thebarberbrief.substack.com](https://thebarberbrief.substack.com)