

D.2 Staff Report (For Possible Action): Presentation, discussion, and potential approval of (1) design for Locomotion Plaza and the Virginia Street streetscape furnishings as prioritized in the Virginia Street 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 the Nevada Revised Statutes (NRS); (4) authorization to approve professional service agreements in accordance with Chapter 332 of NRS and City policy; (5) and 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.

STAFF REPORT

Date: April 10, 2024

To: Mayor and City Council

Through: Doug Thornley, City Manager

Subject: Staff Report (For Possible Action): Presentation, discussion, and potential approval of (1) design for Locomotion Plaza and the Virginia Street streetscape furnishings as prioritized in the Virginia Street 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 the Nevada Revised Statutes (NRS); (4) authorization to approve professional service agreements in accordance with Chapter 332 of NRS and City policy; (5) and 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.

From: Amy Pennington, Special Projects and Outreach Coordinator

Department: Public Works

Summary:

In 2023, Council accepted the Virginia Street Urban Placemaking Study and phased implementation plan. Based on community input and Council direction, the implementation plan prioritized Locomotion Plaza and streetscape furnishings for Virginia Street. Today, staff is bringing forward design for these two areas and a recommendation to spend the remaining \$1,635,000 of State and Local Fiscal Recovery Funds (SLFRF) for stage one of Locomotion Plaza. The first stage of Locomotion Plaza includes long-term infrastructure improvements, placemaking amenities, a seasonal shade solution, and a pilot program for activation and maintenance. SLFRF must be obligated and under contract by December 31, 2024. Funds must be spent by December 31, 2026. Staff recommends Council approve the design of Locomotion Plaza and the Virginia Street streetscape furnishings, direct staff to move forward with using SLFRF for the first stage of Locomotion Plaza and authorize staff to move forward with contracts to complete the work.

Alignment with Strategic Plan:

Economic and Community Development

Infrastructure, Climate Change, and Environmental Sustainability

Previous Council Action:

July 26, 2023 – Council approved the scope of the design contract for the first phase of the Virginia Street Placemaking Implementation Plan and gave the City Manager the authority to sign a contract with a design consultant using a portion of the \$2,000,000 in SLFRF allocated for Virginia Street placemaking.

April 12, 2023 – Council accepted the recommendations of the Virginia Street Urban Placemaking Study, including the phased implementation plan. The implementation plan prioritized Locomotion Plaza and streetscape furnishings along Virginia Street for phase one.

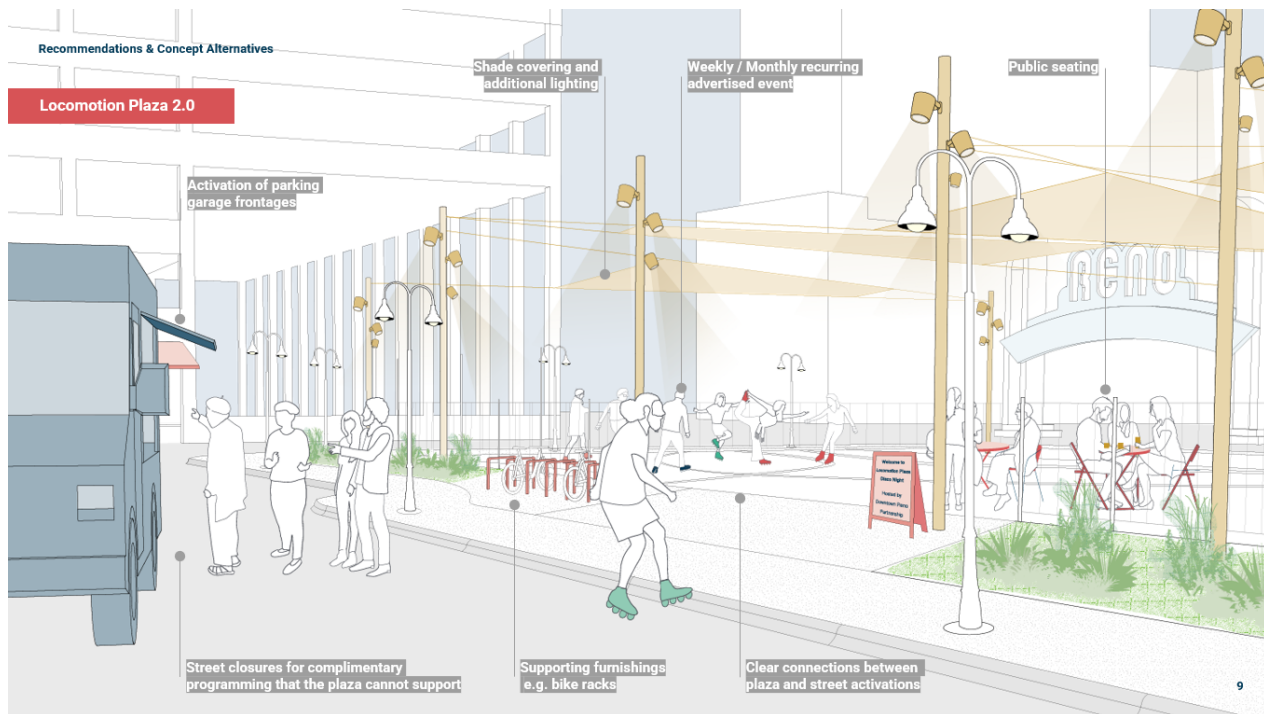
March 8, 2023 – Council approved the allocation of the remaining \$28,150,044.97 in SLFRF, including allocating \$2,000,000 toward the implementation of the Virginia Street Urban Placemaking Study.

February 23, 2022 – Council approved entering into a professional services agreement with Gehl Studio to complete the Virginia Street Urban Placemaking Study in an amount not to exceed \$150,000.

September 8, 2021 – Council approved an interlocal cooperative agreement with the Regional Transportation Commission (RTC) of Washoe County to complete a Virginia Street Urban Placemaking Study. The contract was not to exceed \$150,000 with the RTC agreeing to reimburse the City 50% of the costs. The City's portion was supported through the Street Fund.

Background:

Council approved \$2,000,000 in SLFRF to begin implementation of recommendations from the Virginia Street Urban Placemaking Study. The placemaking study's implementation plan recommended three phases and prioritized Locomotion Plaza and streetscape furnishings for Virginia Street in phase one. Below is the design concept that was approved in the placemaking study.



At Council’s direction, the City hired an urban designer to complete designs for Locomotion Plaza and the streetscape furnishings as part of the first phase of implementation. The design scope included management and coordination of design, landscape, survey, and specialty design services, such as geotechnical, structural, and electrical services. The agreement provided 100% design for Locomotion Plaza and the Virginia Street streetscape furnishings as summarized in Table 1.

| Table 1: Virginia Street Placemaking Implementation Plan – Phase 1 | |
|--|---|
| Area 1 | Locomotion Plaza 2.0 |
| Recommendation | <ul style="list-style-type: none"> • Site and implement event infrastructure and storage facilities • Source and implement movable chairs and tables, including lounge-style chairs • Pilot a shade structure • Develop and communicate a plan for recurring events |
| Area 2 | Streetscape Furnishings |
| Recommendations | <ul style="list-style-type: none"> • Implement public seating on every block of Virginia Street • Pilot wayfinding signage with walking distances to districts and destinations • Assess opportunities for integration of shade: trees where not in conflict with underground, other shade • Assess need for upgrades to event infrastructure |

The design contract was budgeted at \$365,000, leaving \$1,635,000 for implementation activities.

Discussion:

Through the placemaking study's community engagement process, the community provided feedback about wanting a fully functional plaza with permanent shade and opportunities for organic and programmed activation, gatherings, and events. The renderings below show the proposed design when fully operational.

Virginia Street Placemaking Implementation Plan Phase 1, Area 1: Locomotion Plaza - Proposed Design (Complete Buildout)

The cost of building Locomotion Plaza to this design exceeds the SLFRF allocated for this project. Based on the SLFRF allocated today, staff is recommending breaking up Locomotion Plaza into three stages of implementation and focusing the \$1,635,000 in SLFRF on the first stage.

Locomotion Plaza Stage One: Plaza Infrastructure and Two-Season Activation and Maintenance Pilot (\$1,635,000 - SLFRF)

The first stage of Locomotion Plaza would include construction for much of the prioritized infrastructure needed to make the plaza functional for events, as well as funding for activation activities and custodial services for a pilot period between April 2025 and December 2026. Events are expected to begin in the April 2025 timeframe after completion of construction, and SLFRF must be spent by the end of calendar year 2026. Tables 2 and 3 below provide additional details on what is proposed in the first stage for Locomotion Plaza.

| Table 2: Locomotion Plaza Stage 1 – Infrastructure (SLFRF) | |
|--|-------------|
| Elements | Cost |
| <ul style="list-style-type: none"> • Electrical improvements • 11 18x24’ professional-grade shade umbrellas (2,760 square feet of movable shade) • Large stage built on two storage containers. • Two additional storage containers (west side, needed for furnishing storage) • Two containers for bars • Movable tables, chairs, and heaters • Lighting improvements, including colored LED • Removing the mural and sealing the surface • Fixing the gates and fences • Food truck pads | \$1,185,000 |

The photos below show the proposed design for the elements described in Table 2.



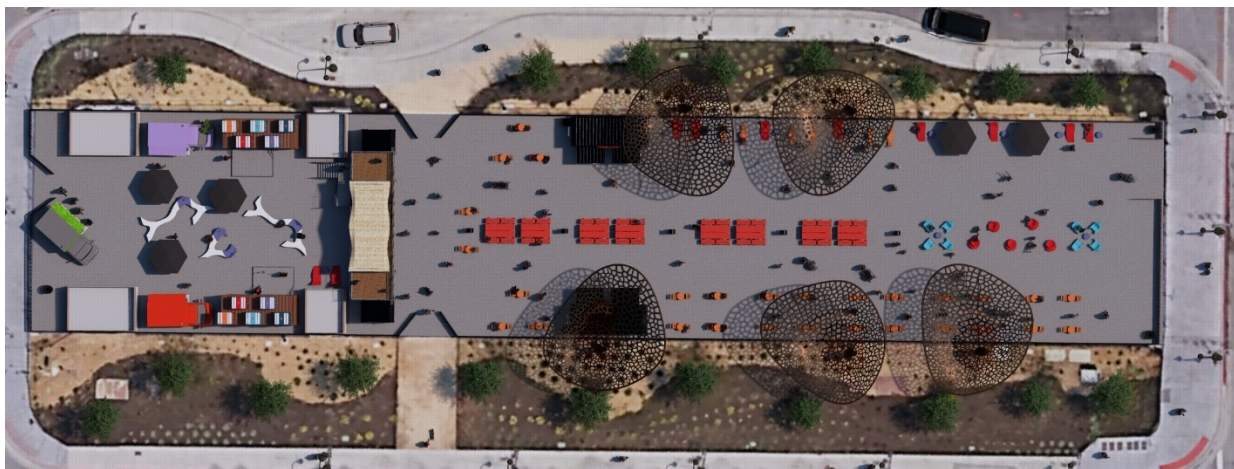


| Table 3: Locomotion Plaza Stage 1 – Activation and Maintenance Pilot (SLFRF) | | |
|--|------------------|--|
| Purpose | Estimated Amount | Anticipated Scope of Services |
| Event Activation | \$310,000 | 2 City-sponsored events per week + 1 monthly event; June-September 2025 and 2026 events seasons |
| Custodial Services | \$62,380 | Peak season (April-October): 3x/week cleaning and 2x/month pressure wash; Off-season (November-March): 1x/week cleaning and 2x/month pressure wash; starts April 2025 and ends December 2026 |

To complete the full vision for Locomotion Plaza, additional funds will be needed for stages two and three. Additional funding will also be needed to support event activation and maintenance beyond December 2026.

Locomotion Plaza Stage 2: Shade Improvements (\$3,500,000 - Unfunded):

- Five shade parasols with structural footings



Locomotion Plaza Stage 3: Finishing Improvements (\$500,000 - Unfunded):

- Pavers with selfie spot on Virginia Street at entrance to plaza
- Electric upgrades for containers

- West side lighting
- Additional furnishings
- Artistic vent covers



Virginia Street Placemaking Implementation Plan Phase 1, Area 2: Streetscape Furnishings

In addition to the design and phased approach for Locomotion Plaza, staff recommends accepting the proposed design for street furnishings along Virginia Street. With approval, staff would work with the consultant to complete a base map for three blocks along Virginia Street from Maple Street to Liberty Street and a guide for the remainder of the corridor. Staff would work to identify funding opportunities to install furnishings after the RTC completes the planned micromobility and pedestrian improvements, which are estimated for construction in 2026. The streetscape furnishings are estimated to cost \$4,000,000. The photos below show the proposed design of the streetscape furnishings.



Financial Implications:

Staff recommends using the remaining \$1,635,000 of the \$2,000,000 SLFRF allocation for Locomotion Plaza Stage 1. Table 4 breaks down the proposed funding allocation with the grant funds.

| Table 4: Virginia Street Placemaking Phase 1 Implementation Plan - SLFRF Allocation Breakdown | |
|--|--------------------|
| Purpose | Amount |
| Design for Implementation Phase 1 – Locomotion Plaza and Streetscape Furnishings | \$365,000 |
| Locomotion Plaza Stage 1 – Infrastructure | \$1,185,000 |
| Locomotion Plaza Stage 1 – Event Activation | \$310,000 |
| Locomotion Plaza Stage 1 - Maintenance | \$62,380 |
| Locomotion Plaza Stage 1 – Contingency | \$77,620 |
| TOTAL SLFRF | \$2,000,000 |

Additional funding will be needed to implement the remaining recommendations of the placemaking study. The total cost for the Virginia Street Placemaking Phase One Implementation Plan is estimated at approximately \$10,000,000. Table 5 provides a summary, showing that an additional \$8,000,000 is needed to complete Locomotion Plaza Stage 2, Locomotion Plaza Stage 3, and the streetscape furnishings. Following the pilot period ending in December 2026, additional funds will also need to be identified for ongoing event activation and maintenance needs.

| Table 5: Virginia Street Placemaking Phase 1 Implementation - Complete Funding Breakdown & Needs | | |
|---|---------------------|----------------------------------|
| Project/Phase | Amount | Funding Source |
| Design for Implementation Phase 1 – Locomotion Plaza and Streetscape Furnishings | \$365,000 | SLFRF |
| Locomotion Plaza – Stage 1 | \$1,635,000 | SLFRF |
| Locomotion Plaza – Stage 2 | \$3,500,000 | Unfunded |
| Locomotion Plaza – Stage 3 | \$500,000 | Unfunded |
| Streetscape Furnishings | \$4,000,000 | Unfunded |
| <i>SUBTOTAL</i> | <i>\$10,000,000</i> | <i>(\$8 million is unfunded)</i> |
| Event Activation – Beyond December 2026 | Unknown | Unfunded |
| Maintenance – Beyond December 2026 | Unknown | Unfunded |

Legal Implications:

Legal review completed for compliance with City procedures and Nevada law.

Recommendation:

Staff recommends Council approve (1) design for Locomotion Plaza and the Virginia Street streetscape furnishings as prioritized in the Virginia Street 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 the Nevada Revised Statutes (NRS); (4) authorization to approve professional service agreements in accordance with Chapter 332 of NRS and City policy; (5) and authorization to award contracts for the purchase of various needed equipment identified by the professional serves agreement in accordance with Chapter 332 of NRS and City policy.

Proposed Motion:

I move to approve (1) design for Locomotion Plaza and the Virginia Street streetscape furnishings as prioritized in the Virginia Street 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 the Nevada Revised Statutes (NRS); (4) authorization to approve professional service agreements in accordance with Chapter 332 of NRS and City policy; (5) and authorization to award contracts for the purchase of various needed equipment identified by the professional serves agreement in accordance with Chapter 332 of NRS and City policy.

Attachments:

Placemaking Phase One Design Book
Gehl Placemaking Study Report

RENO PLACEMAKING

CONCEPT DESIGN

MARCH 1ST, 2024



RENO PLACEMAKING CONCEPT DESIGN TABLE OF CONTENTS

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VIRGINIA STREET

- » CONCEPTUAL PLACEMAKING

PREPARED FOR:



PREPARED BY:



MARCH 1ST, 2024

LOCOMOTION PLAZA



DESIGN OBJECTIVES



Image Courtesy: Caesar's Entertainment

SOCIABILITY

The sociability of a space equates to people gathering. Locomotion Plaza should be viewed with pride and ownership by the community; the evidence of volunteerism is already shining brightly with the vibrant plantings! The empty plaza makes the non-event day and night seem vast and lonely. By crafting flexible outdoor rooms where groups of varying size can gather across generational and socioeconomic boundaries is critical in this next phase of design.



Image Courtesy: Caesar's Entertainment

COMFORT

The comfort level of a space is directly related to overall attractiveness. Locomotion Plaza's lighting design needs to evoke a feeling of safety, while the existing landscape needs proper maintenance and attention. Comfort is also about providing places to sit and pause in the hustle and bustle of urban living. This phase of design is taking the plaza to the next level by crafting an inviting image.

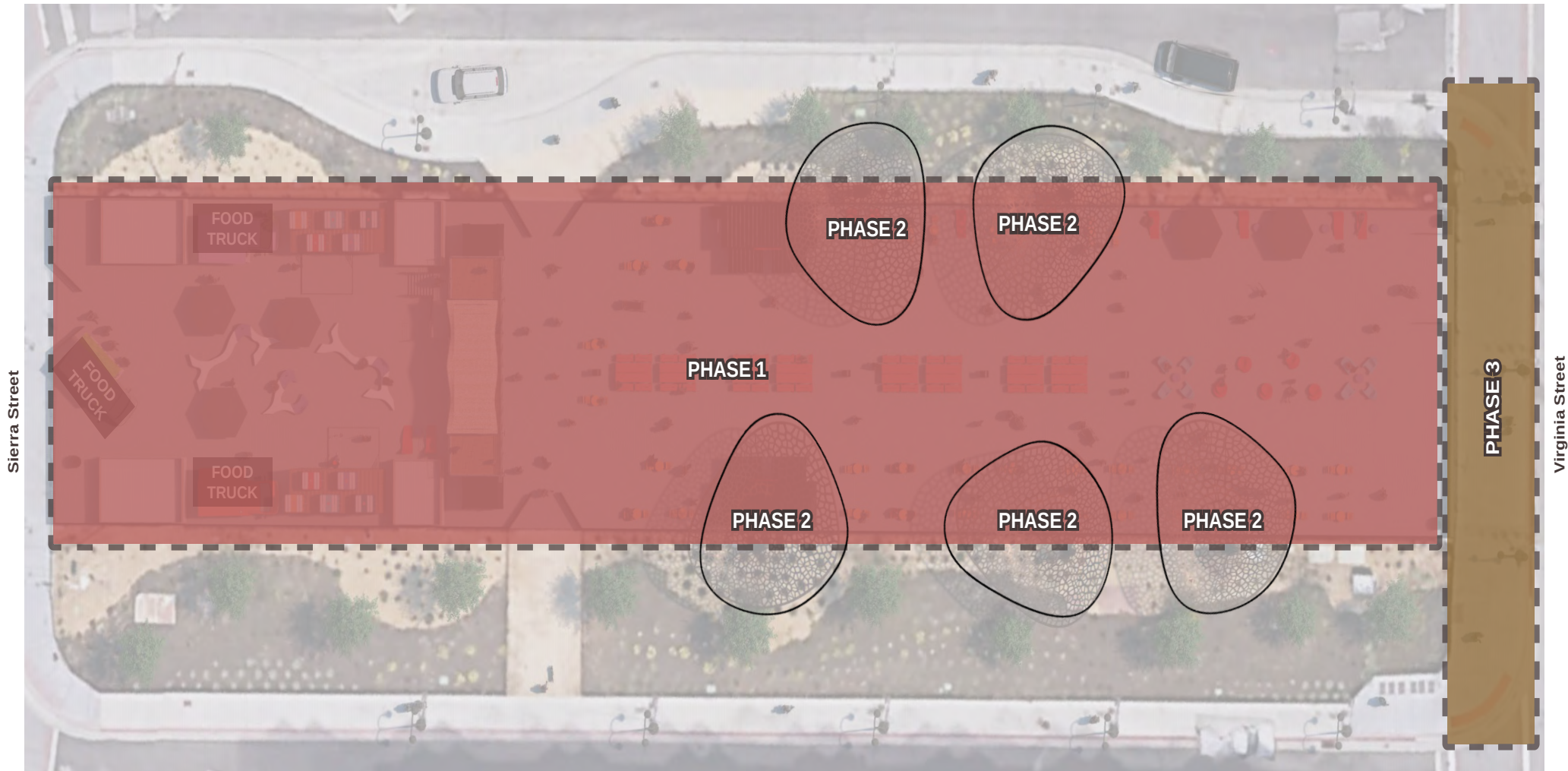


Image Courtesy: Caesar's Entertainment

ACTIVATION

While the City of Reno, the Downtown Reno Partnership, and The ROW all contribute to programming for Locomotion Plaza, the design approach to activation is found in the flexibility of the space. Furnishings must be movable, modular, and versatile. The spatial quality created by the plaza's new design elements must feel appropriate for all scales of activation.

OVERALL PHASING



Phase One: Plaza Infrastructure and Activation Elements

- » Two weekly, one monthly city sponsored activity (June to September)
- » Electrical improvements
- » Umbrellas offering 2,760 sf of movable shade
- » Large stage built on two storage containers
- » Two west side containers for furnishing storage
- » Two containers for bars
- » Food truck pads on west side
- » Movable tables, chairs, and heaters
- » Lighting improvements, including colored LED
- » Removing mural and sealing the surface
- » Fixing the gates and fences
- » Two-year maintenance budget

Phase Two: Permanent Shade

- » Five shade parasols with structural footings (5,250 sf of shade)

Phase Three: Plaza Finishings

- » Pavers with selfie spot on Virginia Street at entrance to plaza
- » Electric upgrades for west side containers
- » West side lighting
- » Additional furnishings
- » Artistic vent covers



CONCEPTUAL PLACEMAKING PHASE I

LOCOMOTION PLAZA

PHASE 1

- Phase One: Plaza Infrastructure and Activation Elements
- » Two weekly, one monthly city sponsored activity (June to September)

» Electrical improvements

» Umbrellas offering 2,760 sf of movable shade

» Large stage built on two storage containers

» Two west side containers for furnishing storage
- » Two containers for bars

» Food truck pads on west side

» Movable tables, chairs, and heaters

» Lighting improvements, including colored LED

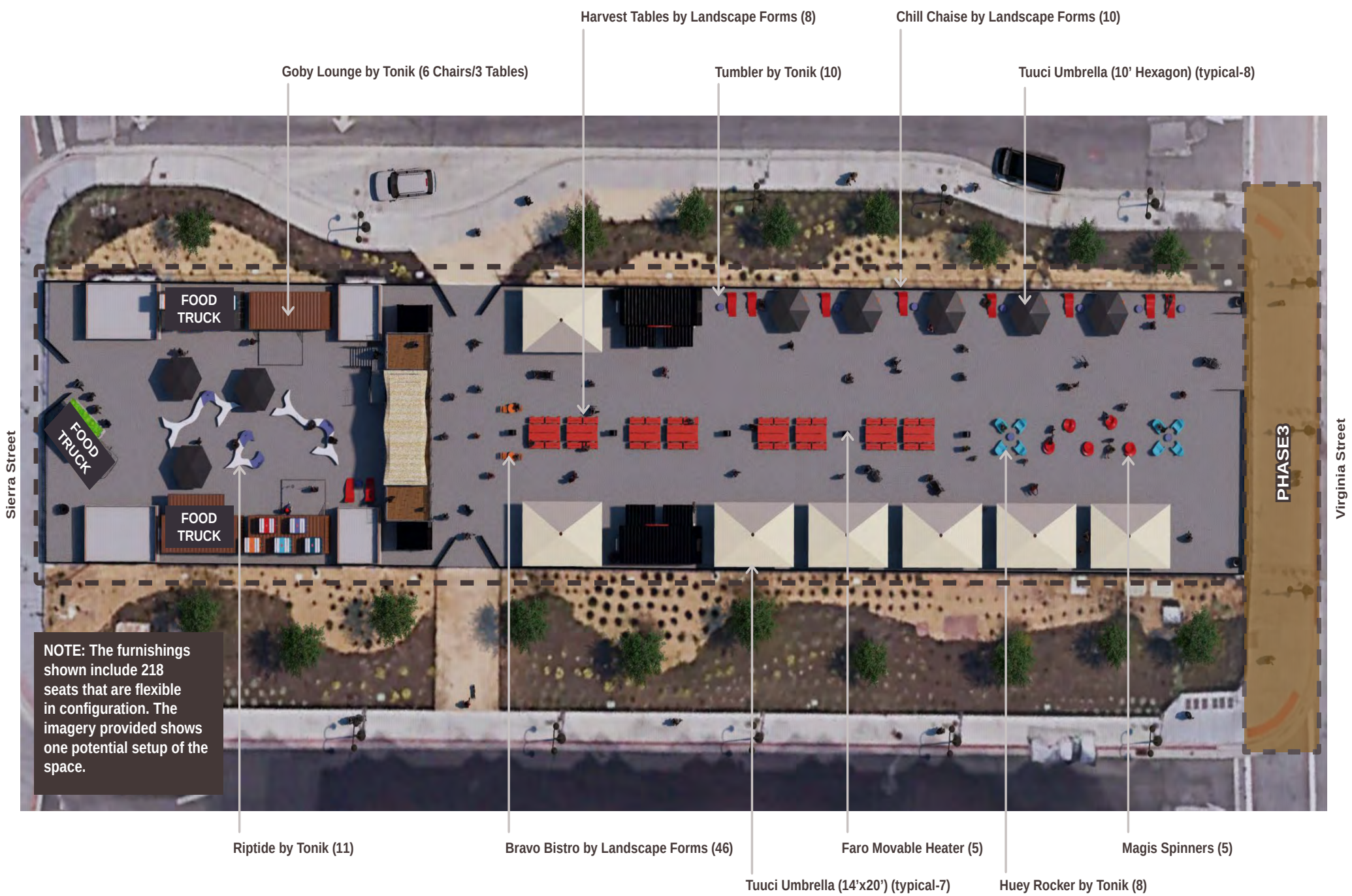
» Removing mural and sealing the surface

» Fixing the gates and fences

» Two-year maintenance budget



FURNISHINGS & SHADE



FURNISHING CONCEPT

The traditional outdoor table and chair approach will not work for Locomotion Plaza. Furnishings need multiple configurations for a range of activation scales. A side table must also be a stool; a single table must transform into a family-style dining experience; and a chair must also be a whimsical piece of art. Seasonal comfort in both extreme heat and cold must be addressed with shade and warmth respectively. The furnishings should have soft, curvilinear edges and appear in a harmonizing palette. The edges of the plaza are lushly planted, so extensive softscape in the plaza is not necessary.



Harvest Standing Table by Landscape Forms (Color-Chili)



Chill Chaise by Landscape Forms (Habanero)



Bravo Bistro Set by Landscape Forms (Color-Cadmium)



Chill Chaise by Landscape Forms (Habanero)



Spinner by Magis (Color-Red)



Movable Plaza Heater by Planika Faro (on wheels)

FURNISHINGS

Designed by Loll Designs, the Harvest table is offered by Landscape Forms in a standing height with four corresponding benches. The standing table weighs 230 pounds, and each bench weighs 60 pounds. The Harvest table is constructed of extruded aluminum legs bolted to steel table top supports, with a high-density polyethylene (HDPE) table top. The table's durable, post-consumer recycled HDPE plastic surface won't get too hot or cold and requires low-to-no maintenance.



Harvest Landscape Forms



Harvest by Landscape Forms



Harvest by Landscape Forms



Harvest by Landscape Forms



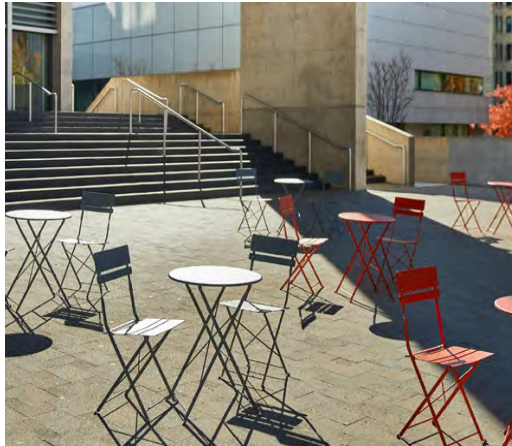
Harvest by Landscape Forms



Harvest by Landscape Forms

FURNISHINGS

Landscape Forms' Bravo Bistro chair and table embodies flexibility. Easily arranged, reconfigured and stowed, Bravo Bistro creates efficient and comfortable spaces. Featuring heavier gauge metal and thicker, wider slats, the set is more stable, secure and comfortable, making both pieces better able to withstand the abuse of repeated set-up, take-down and stowage. Both the table and chair are first e-coated then powdercoated, providing surface durability, resistance to scratching and corrosion, and protection from UV light and other elements. (Color Choice: Cadmium)



Bravo Bistro by Landscape Forms



Bravo Bistro by Landscape Forms



Bravo Bistro by Landscape Forms



Bravo Bistro by Landscape Forms



Bravo Bistro by Landscape Forms



Bravo Bistro by Landscape Forms

FURNISHINGS

The Tonik selections are American-made furnishings that connect people and provide Instagram-worthy scenery. Every selection has Tonik's signature lightweight durability constructed of rotationally-molded commercial-grade polyethylene. This material is highly impact resistant, durable, and easy to clean.



Swizzle Planter by Tonik (Color-Moonglow & Ivory)



Tumbler by Tonik (Color-Wisteria)



Goby Lounge & Table by Tonik (Color-Midnight Blue & Rust)



Huey Rocker by Tonik (Color-Malibu)



Riptide by Tonik (Color-Ivory & Wisteria)



Riptide by Tonik (Color-Ivory & Wisteria)

SHADE

For Phase 1 implementation, the shade solution for Locomotion Plaza is a series of movable umbrellas by Landscape Forms. The Tuuci Ocean Master Mega Max Classic in a 14' x 20' size combined with the Tuuci Ocean Master Classic in a 10' Hexagon provide nearly 3,000 square feet of shade for the plaza.



MOONSTONE
MXT 9701 / PRICE LEVEL B



Black
4608-0000



Tuuci Ocean Master Mega Max Classic (Color: Moonstone)



Tuuci Ocean Master Mega Max Classic (Color: Moonstone)



Tuuci Ocean Master Mega Max Classic (Color: Moonstone)



Tuuci Ocean Master Classic (Color: Black)



Tuuci Ocean Master Classic (Color: Black)



Tuuci Ocean Master Classic (Color: Black)

LOCOMOTION PLAZA-OVERHEAD VIEW LOOKING WEST



LOCOMOTION PLAZA-VIEW LOOKING WEST



LOCOMOTION PLAZA-VIEW LOOKING WEST



LOCOMOTION PLAZA-VIEW LOOKING EAST TOWARD ARCH



LOCOMOTION PLAZA - VIEW OF MAIN STAGE



LOCOMOTION PLAZA-VIEW FROM STAGE LOOKING EAST



LOCOMOTION PLAZA-WEST

STAGE & STORAGE

Standard container:
20' L x 8' W by 8.6' H

Volume:
1,172 cubic feet each

Area:
160 square feet each

Quantity: 6

**Total Area of
Containers:**
960 square feet

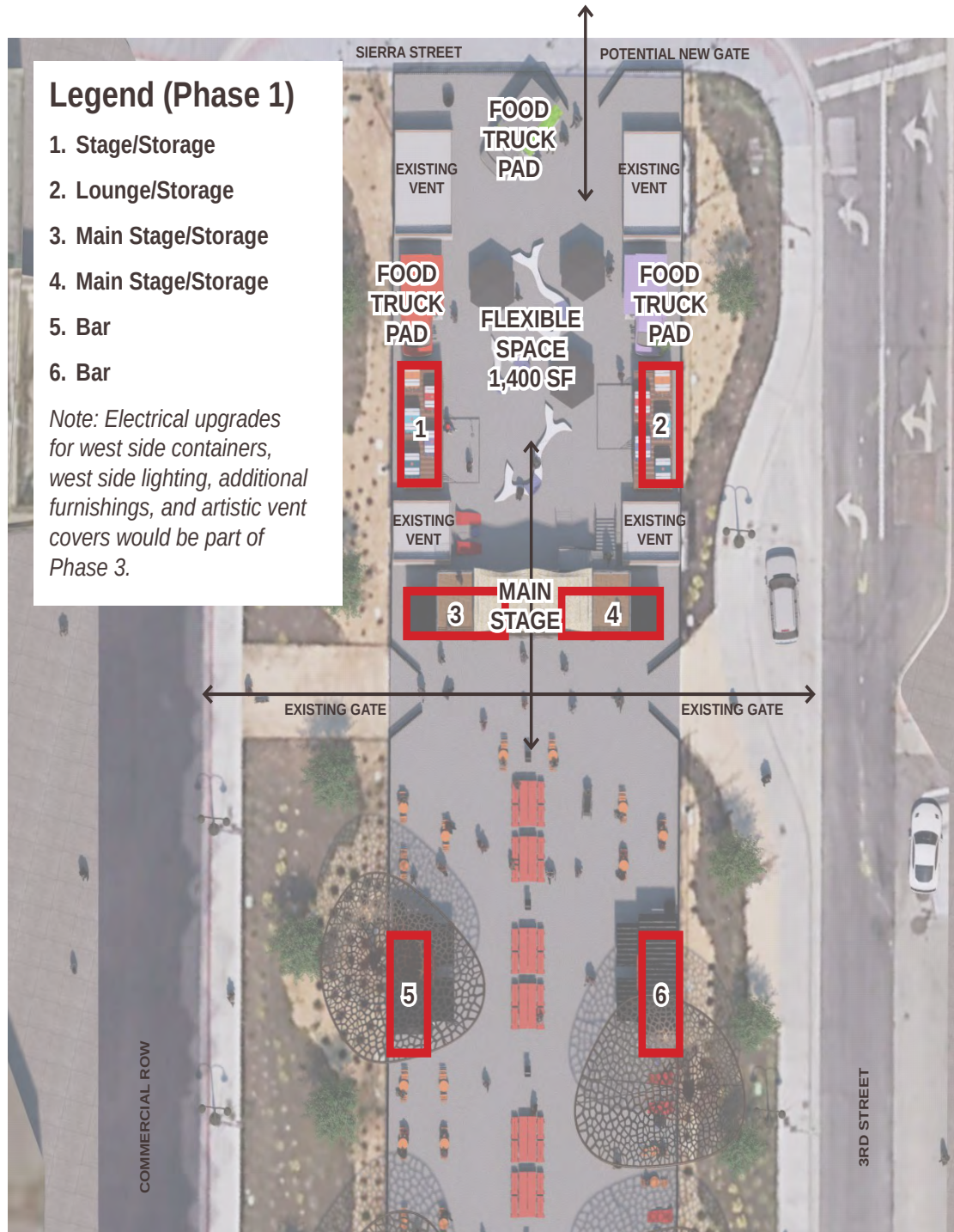
Main Stage Area:
475 sf

Flexible Plaza Area:
1,400 sf

Legend (Phase 1)

1. Stage/Storage
2. Lounge/Storage
3. Main Stage/Storage
4. Main Stage/Storage
5. Bar
6. Bar

Note: Electrical upgrades for west side containers, west side lighting, additional furnishings, and artistic vent covers would be part of Phase 3.



The Stage and Storage architecture designs are conceived with a deliberate intent to draw inspiration from the nearby rail and shipping containers, seamlessly integrating these industrial elements into the fabric of the plaza. The plaza is strategically divided into two zones, with the west plaza emphasizing on a more exclusive VIP area, fostering versatility to accommodate a variety of programs. The utilization of 20' shipping containers within this design serves a dual purpose, offering practical storage solutions while also housing amenities such as pop-up vendors, bars, and lounge areas. The rooftop area created by the division of the plaza provides an elevated platform for a versatile stage that can cater to both sides of the plaza, enhancing its functionality.

A key focus on sustainability is evident in the choice of materials for this area. Reusable materials, including colored water jug containers, contribute to an eco-friendly design while adding a vibrant and ambient lighting effect during the evening. Shade elements are strategically incorporated over the stage, providing comfort for both performers and spectators. Additionally, stair access is thoughtfully integrated, preserving the existing lid vents while cleverly concealing and integrating the shipping containers into the overall aesthetic of the space.

This specific area of the plaza is envisioned as a flexible venue capable of hosting smaller and more private events. The design not only provides opportunities for special sponsorships but also introduces a market component to the plaza, enhancing its economic and cultural significance. The Stage and Storage designs represent a thoughtful blend of functionality, sustainability, and versatility, contributing to the dynamic and adaptive nature of Locomotion Plaza.

LOCOMOTION PLAZA

STAGE & STORAGE

The shipping containers can be utilized for a number of functions—from pop-up vendor activation to taps/bars to storage of plaza furnishings. Spanning a platform with railing between the two plaza facing containers creates an elevated stage opportunity that is dual facing.



Elevated stage opportunity that can perform in either direction



Bar areas (3)



Taps for Events



Pop-up vendors



Lounge seating areas



Furnishing storage

LOCOMOTION PLAZA

STAGE & STORAGE

The 1,400 sf space created by the shipping containers on the western end of the plaza offers a variety of programming possibilities. The space offers a more intimate setting suitable to activation that may not work as well in the larger 11,500 sf plaza area.



Yoga



Beer Garden



Temporary ice rink for winter activation



Summer movie screenings



Holiday market and events



VIP Dining & Lounge



Festival petting zoo



Smaller music venue for buskers or private events

STAGE & STORAGE-OVERHEAD VIEW LOOKING WEST



STAGE & STORAGE-OVERHEAD VIEW LOOKING EAST



STAGE & STORAGE-WEST PLAZA

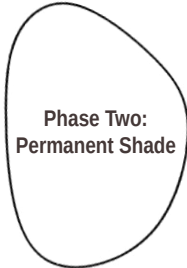




CONCEPTUAL PLACEMAKING PHASE 2

LOCOMOTION PLAZA

PHASE 2



Phase Two:
Permanent Shade

» Five shade parasols
with structural footings
(5,250 sf of shade)



Sierra Street

PHASE 3

Virginia Street

PARASOL SHADE

A parasol structure is a type of architectural design that resembles a large umbrella or parasol. These structures are primarily used to provide shade and protection from the sun, rain, or other environmental elements. They are commonly found in outdoor spaces, such as parks, gardens, patios, beaches, and outdoor seating areas at restaurants and cafes.



PARASOL SHADE - LOOKING WEST



PARASOL SHADE - LOOKING WEST



PARASOL SHADE - LOOKING WEST



PARASOL SHADE - LOOKING WEST



PARASOL SHADE-LOOKING EAST





CONCEPTUAL PLACEMAKING PHASE 3

LOCOMOTION PLAZA

PHASE 3

Phase Three: Plaza Finishings

- » Pavers with selfie spot on Virginia Street at entrance to plaza
- » Electric upgrades for west side containers
- » West side lighting
- » Additional furnishings
- » Artistic vent covers



PHASE3

Virginia Street

STAGE & STORAGE-OVERHEAD VIEW LOOKING EAST



An architectural rendering of a public plaza. In the foreground, a young boy in a brown jacket and grey pants walks across a light grey paved area. To his left is a small round table with two orange chairs. In the center, there's a large, white, wavy, sculptural bench or planter. Behind it, a group of four men in business attire stand near a silver van. The van has a green logo on its side. To the right of the van, a man in a grey suit stands near a small table with orange chairs. In the background, there's a large, multi-story building with a grid-like facade. To the right, a large, circular, semi-transparent structure is visible, with a man in a grey suit standing inside. The sky is clear blue. Labels with white text and black outlines are placed over the image: 'FOOD TRUCK PAD' above the van, 'NEW GATE FROM SIERRA' near the group of men, 'PHASE 3 ARTISTIC VENT COVERS' near the wavy structure, and 'FOOD TRUCK PAD' inside the circular structure.

STAGE & STORAGE-WEST PLAZA ENTERING FROM SIERRA STREET



PHASE 3 ARTISTIC
VENT COVERS-SHOWN WITH
SAME PERFORATION DESIGN AS
PARASOLS

LOCOMOTION PLAZA-PHASE 3

ARCH PHOTO OPPORTUNITY

Taking a photograph with the Reno Arch as the backdrop is a must when visiting Reno. Currently, there is no designated spot and people often venture into Virginia Street alongside moving traffic. The hardscape intervention illustrated here would provide a "Stand Here" space within the word LOCOMOTION. By engraving pavers with this artistic element, the plaza gains a sense of arrival and entry while also giving people a safe area to snap the perfect picture for social media.



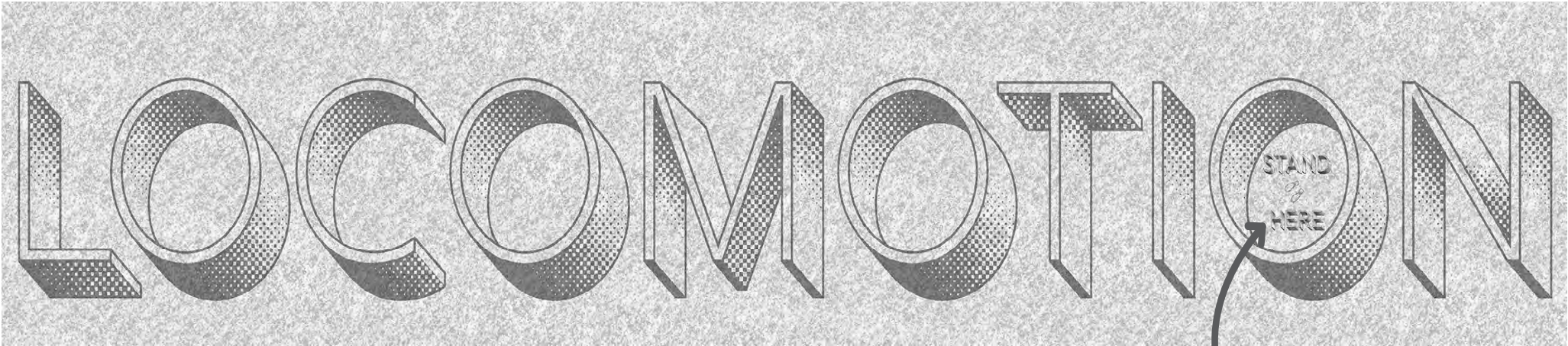
Location of pavers with lettering to spell LOCOMOTION



Instagrammable Moment at Reno Arch



Stand Here indication for taking photo



Hanover Paver Engraving with Rig Solid Light Halftone Font-Artful 3D effect

LOCOMOTION PLAZA-ALL PHASES COMPLETED



VIRGINIA STREET





CONCEPTUAL PLACEMAKING

**THERE IS NOTHING
ORDINARY ABOUT
RENO.**



And it's not just the bright lights, the casinos, or the extravagant festivals. There's also extraordinary found in the natural scenery—the rivers and the mountains. There is a movement and a flow in Reno, and we think Virginia's streetscape should be more than the ordinary approach where each block is a replication of the last. A general driving force of two block typologies gives the street unity and intentionality, but there are nuances to each block...which ultimately craft a journey worthy of Reno's natural beauty, artful spirit, and vibrant culture.



DESIGN OBJECTIVES



SOCIABILITY

The sociability of a street equates to people strolling, patronizing businesses, and community members interacting. The current lack of seating along the journey creates a barrier to sociability. Virginia Street's wide sidewalks offer the ability for both clear walking zones and furnishing zones that increase social interaction opportunities. Businesses should view the sidewalk spaces as a front porch to enhance patron experience and community gathering.



COMFORT

The comfort level of a streetscape is directly related to overall attractiveness. The shade of an urban tree canopy is critical to pedestrian comfort and lower level plantings enhance the street's beauty. Virginia Street needs places to sit and pause in the hustle and bustle of urban living, and the lighting design needs to evoke a feeling of both vibrancy and safety. This phase of design seeks to transform Virginia Street into a journey where people feel comfortable and want to spend time.



ACTIVATION

While one could argue that the numerous destinations along Virginia Street are activating the street, the success of those destinations is directly impacted by the journey between them. The activation of ground floor frontages is perhaps a longer term effort between the City and the private sector, but simple placemaking additions such as seating can be a strong first step in the right direction. The design needs to ensure an ability to activate the street during large scale events, but also ensure the street feels alive on non-event days.

VIRGINIA STREET BLOCK TYPOLOGIES



GATEWAY ACTIVATION BLOCKS
MAPLE TO 4TH & MILL TO LIBERTY

CORE ACTIVATION BLOCKS
4TH TO MILL

GATEWAY ACTIVATION

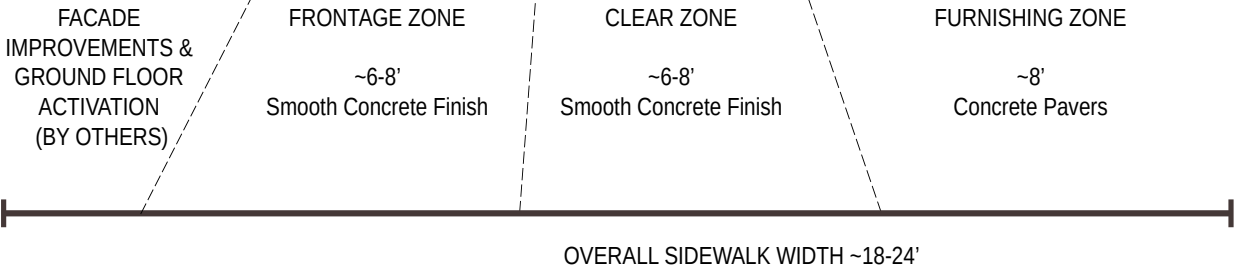
The blocks along Virginia Street identified as **Gateway Activation** vary from as narrow as 5' up to 18' in sidewalk width. The active ground floor uses (retail/restaurants) in these blocks is anticipated to only be between 10 and 20 percent. A larger percentage of these blocks would be categorized as institutional (civic and financial), parking (surface and garage), residential, or vacant. The likelihood of a frontage zone activated by the ground floor uses is far less likely than the core blocks identified. With that in mind, the typical section for these blocks has two basic delineations—a clear zone and a furnishing zone. Pavers in the furnishing zone are an optional improvement, and new street trees planted using soil cell technology are a desirable improvement.

CORE ACTIVATION

The blocks along Virginia Street identified as **Core Activation** vary from 18-24' in sidewalk width. The active ground floor uses (retail/restaurants) in these blocks is anticipated to be upwards of 90 percent. The blocks from 4th Street to Mill Street are a little less than a half mile in length making the core activation blocks walkable within a ten minute time frame. With that in mind, the typical section for these blocks has three basic delineations—a frontage zone, a clear zone, and a furnishing zone. The wider nature of these sidewalk widths allows an approach to placemaking and activation that is more curvilinear in nature. Furnishings include curving benches in multiple configurations, round planters, and elliptical seats with plants and parasols. Bench lengths between armrests will be limited to 4' or less. Pavers in the furnishing zone delineate the space, and new street trees planted using soil cell technology are a desirable improvement. The frontage zone is a space that can be utilized by ground floor businesses in ways that best suit their needs—from sidewalk sales to outdoor dining to sandwich board signage and product displays.

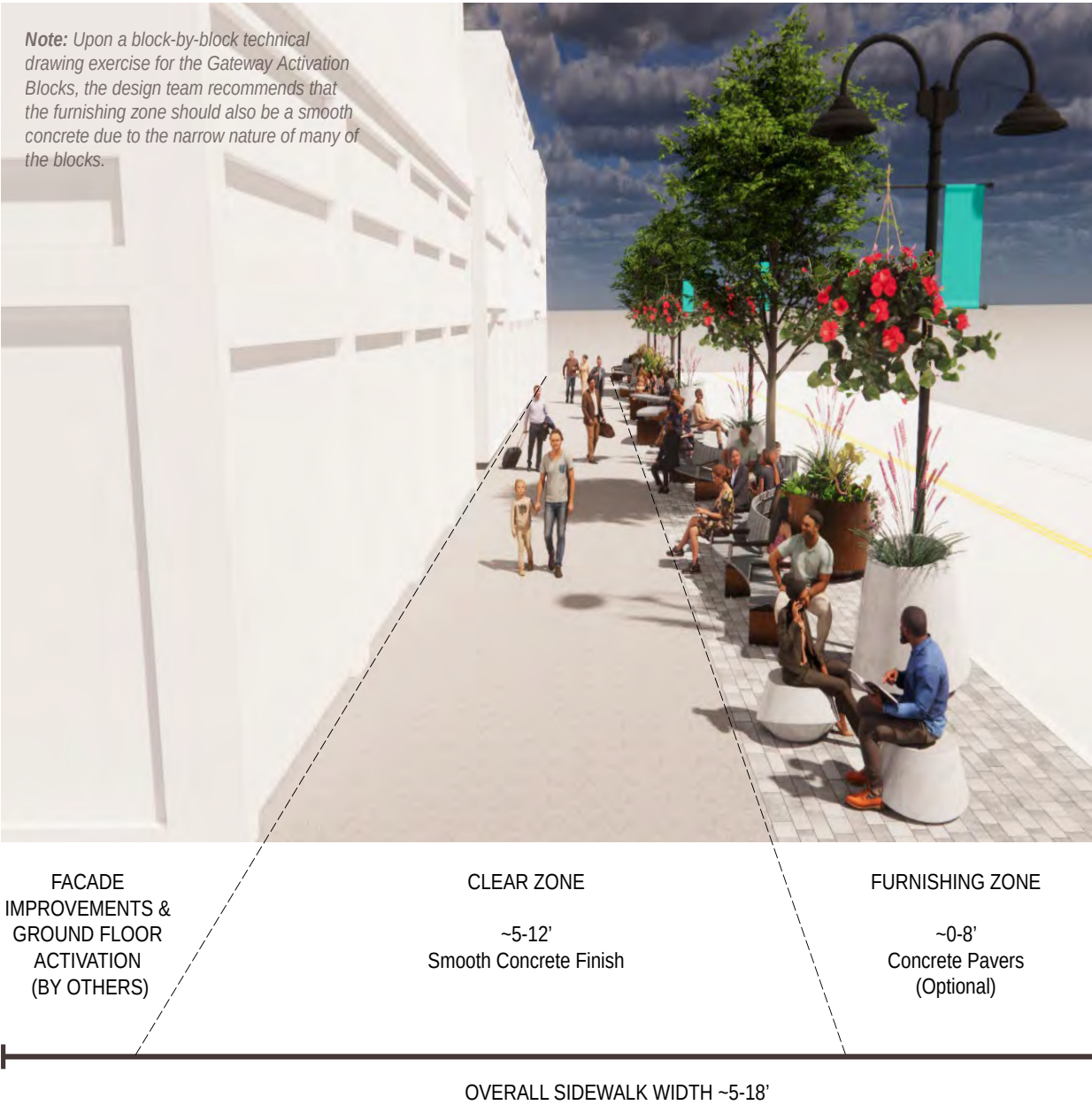
SECTION -
CORE ACTIVATION BLOCKS

MILL STREET TO 4TH STREET



SECTION - GATEWAY ACTIVATION BLOCKS

MAPLE TO 4TH & MILL TO LIBERTY



CORE ACTIVATION BLOCKS MILL STREET TO 4TH STREET



CORE ACTIVATION BLOCKS
MILL STREET TO 4TH STREET



CORE ACTIVATION BLOCKS
MILL STREET TO 4TH STREET



CORE ACTIVATION BLOCKS
MILL STREET TO 4TH STREET



CORE ACTIVATION BLOCKS
MILL STREET TO 4TH STREET



CORE ACTIVATION BLOCKS
MILL STREET TO 4TH STREET



CORE ACTIVATION BLOCK ELEMENTS

GROUND PLANE



Furnishing Zone-Unilock Concrete Pavers-Artline Il Campo Granite and Artline Smooth Premier Steel Mountain



Clear Zone & Frontage Zone-Smooth Concrete Acid Finish



Crosswalks-Ennis Flint Traffic Patterns Thermoplastic Inlay with pattern lasts up to 10 years with normal wear



Curb Transition-Artline Mix with Series Edge for Tactile Change at Street to Help Visually Impaired

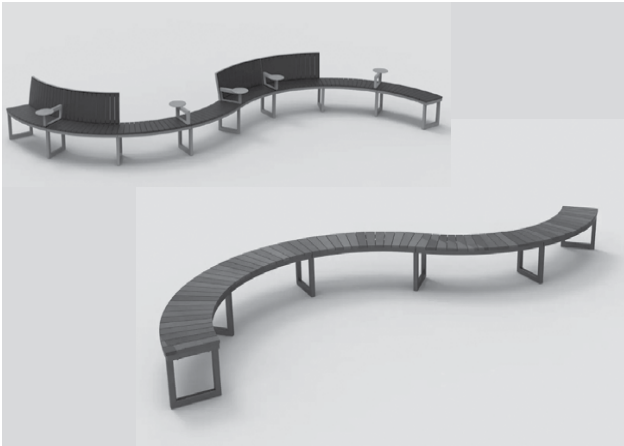


Iron Age-Custom Cast Iron Baked On Oil Tree Grate that Mimics Parasol Shape/Design-ADA accessible design with removable tree rings



CORE ACTIVATION BLOCK ELEMENTS

FURNISHINGS



Modular Seating System with Curves for Activation Blocks-Ogden by Maglin for Core Activation Blocks: Multiple configurations to offer viewing both street and sidewalk views with versatile backs/armrests/tables



Material Mock-Up



Color Selections

Panels – Orange Peel Appearance

The recycled plastic panel material is comprised of a UV resistant pigment that is solid throughout the sheet allowing for less noticeable nicks or scratches, full color cut ends, and maintenance free use.

Panel plastic can be used in an array of applications where high durability and no maintenance are desired in both wet and dry applications.

Colors:



Seat Material

Features & Benefits:

- Vibrant Colors
- No Maintenance – except for periodic cleaning
- UV Stabilizing Additives
- BPA Free
- Durable and Versatile
- No VOC Off Gassing



* Fine Textured Powdercoating available for an upcharge.
* Fine Textured Powdercoating is NOT available on metal table tops, stacking chairs or with vinyl graphic application.

Base Material

CORE ACTIVATION BLOCK ELEMENTS

FURNISHINGS



Landscape Forms-Jules et Jim by Escofet-Versatile planter/ bench/shade/art



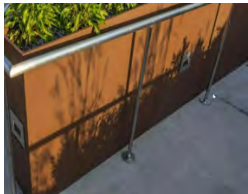
Landscape Forms-Jules et Jim by Escofet-Versatile planter/ bench/art



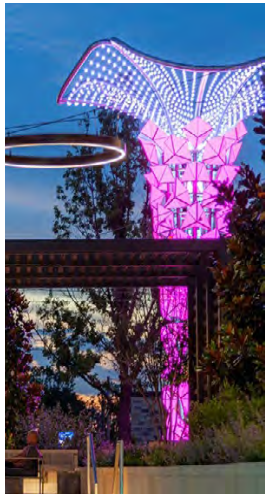
Landscape Forms Studio 431 can craft the Jules et Jim elements in the US and offer a custom parasol in their nutmeg finish which will have the look of Corten. Misting and lighting can also be incorporated. (Cast concrete to match Paseo Planters/Seats)



Misting system for cooling

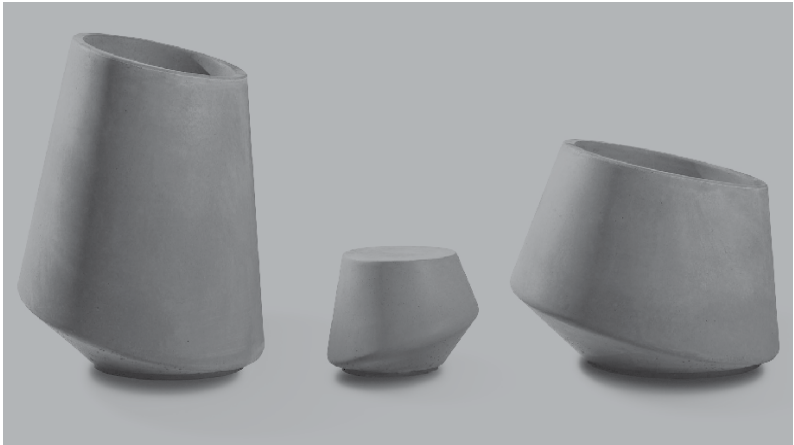


Landscape Forms-Nutmeg finish on a recent installation in Washington, D.C. (look of Corten without the staining)



Lighting possibilities in parasols

CORE
ACTIVATION
BLOCK
ELEMENTS

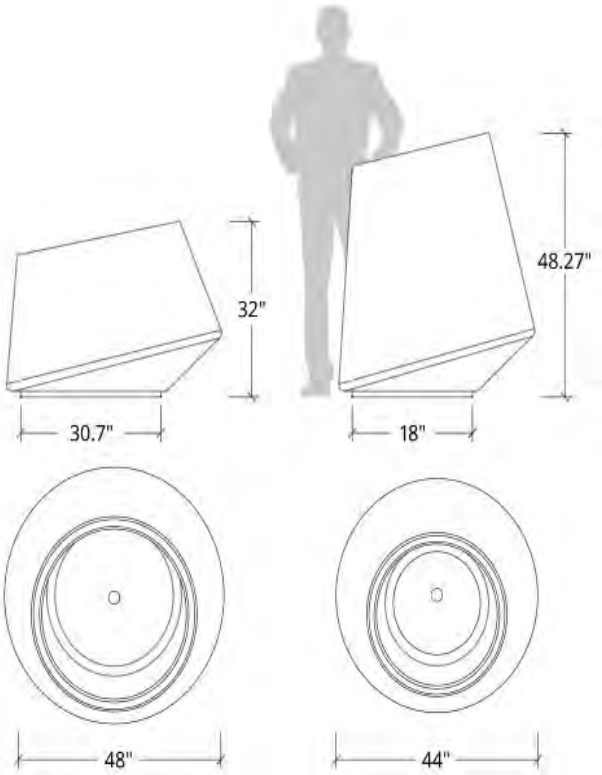


Landscape Forms Kornegay Designs-Paseo Line of Planters & Seats in Natural Gray



Natural Gray

FURNISHINGS



CORE ACTIVATION BLOCK ELEMENTS

FURNISHINGS



Streetlife Tumbling Tubs (5 degree angle provides artful whimsy); Corten Steel or Powdercoat Finishes available (Standard Color-Fawn Brown; Non-Standard RAL 8023)



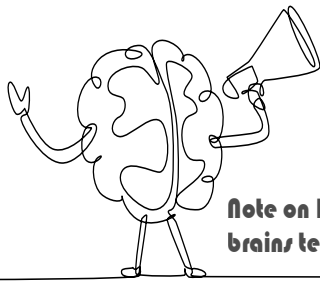
RAL 8007



Fawn Brown



RAL **8023** 49/66070 • 38/60023



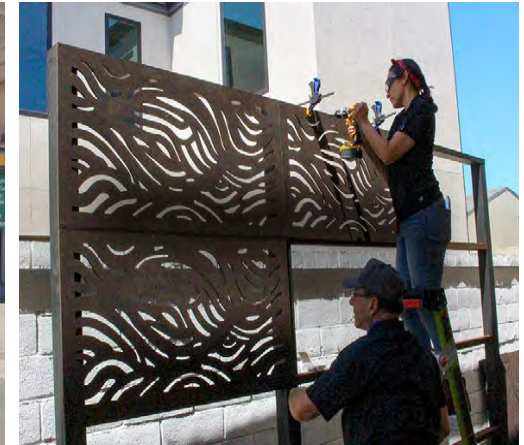
Note on Human Psychology: If a gap is perceived along a street, our brains tell us to turn around and go back the other way.

CORE ACTIVATION BLOCK ELEMENTS

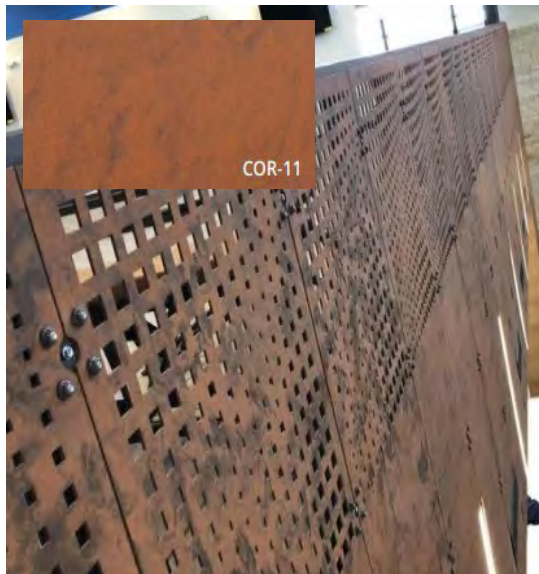
VERTICAL ELEMENTS



Surface Parking Between 3rd and 4th Streets-Potential Artful Screen Extent in Brown (potential to reconfigure parking angle and extend to yellow distance)



Artful Panels for Screening at Surface Parking



Parasoleil Urban Screens in COR-11 Aluminum Powder Coating



Parasoleil Urban Screens-Height and Perforation TBD; ECLIPSE SERIES™ – LUNAR SCREEN SYSTEM
Designed to withstand up to 165 mph winds in cities and urban areas



CORE & GATEWAY ACTIVATION BLOCK ELEMENTS

VERTICAL ELEMENTS



Forms & Surfaces-Lit Bollards at Pull-Off/Parking Areas



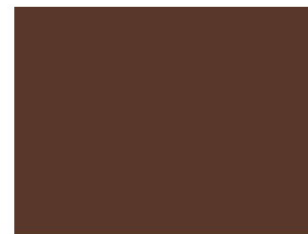
Dark Corten Powdercoat Finish



Seasonal and event banners on one side of lamp posts



Landscape Forms-Connect Bus Shelter with Integrated Lighting in Powdercoated Nutmeg



Nutmeg Powdercoat Finish



Equinox Desert Planters-Self Watering Seasonal Plantings on Existing Light Standards (One Side Only-Leave Banner Opportunity along Street Edge)

CORE & GATEWAY ACTIVATION BLOCK ELEMENTS

STREET TREES

*Per Reno's Urban Forestry
Commission's Approved Street Tree
Species List; Multiple Selections for
Virginia Street to encourage species
diversity*



Phellodendron amurense 'His Majesty'-Corktree



Gleditsia triacanthos 'Shademaster'-Honeylocust



Acer rubrum 'Franksred'-Red Sunset Maple



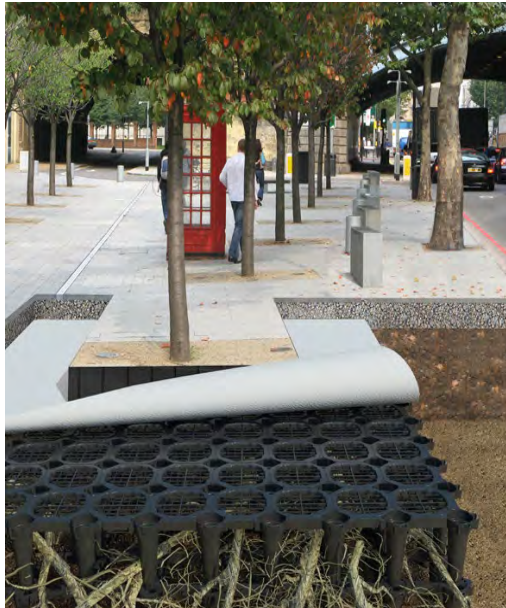
Quercus palustris-Pin Oak



Koelreuteria paniculata-Golden Raintree

CORE & GATEWAY ACTIVATION BLOCK ELEMENTS

UNDERGROUND



Stratavault Soil Cells for Root Growth (Courtesy of Citygreen)



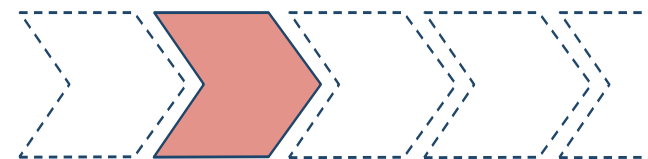
Stratavault soil cells can capture and store stormwater for irrigation, can be cut and work around existing utilities, can be left void.



Implementation Plan



Placemaking actions prioritization, phase 1



Linking it all together: Consider piloting an accessible shuttle bus program that connects across downtown as part of phase 1

Streetscape furnishing zone improvements

- ❑ Implement public seating on every block of Virginia Street
- ❑ Pilot wayfinding signage with walking distances to districts and destinations
- ❑ Assess opportunities for integration of shade: trees where not in conflict with underground, other shade
- ❑ Assess need for upgrades to event infrastructure

Facade improvement & activation

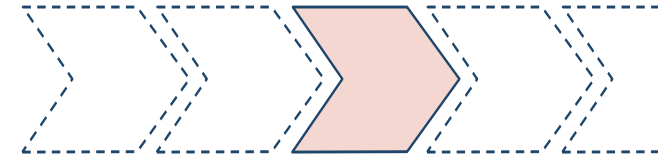
- ❑ Develop program and source funding for facade improvement program to manage vacancies and support groundfloor activation
- ❑ Pilot ground floor activation, starting with micro -retail for local businesses in the edge of the Circus Circus parking garage

Locomotion Plaza 2.0

- ❑ Site and implement event infrastructure and storage facilities
- ❑ Source and implement movable chairs and tables, including lounge style chairs
- ❑ Pilot a shade structure
- ❑ Develop and communicate a plan for recurring events

The ROW Placita

- ❑ Source and implement seating elements, movable by forklift, and include wayfinding with walking distances to districts and destinations
- ❑ Coordinate operations and maintenance agreement with the ROW and DRP, consider using this as a pilot for a partnership program for activation of privately owned public space



Placemaking actions prioritization, phase 2

Streetscape improvements across the site

- ☐ Implement signal timing for slower speed in preparation for physical improvements to the right of way
- ☐ Assess need and feasibility of implementation of PUDO's in middle and upper area - will require curb adjustments
- ☐ Assess impact of proposed intersection upgrades to the wider bike and vehicular network

Streetscape improvements lower area

- ☐ Implement continuous on street parking and bollard and buffered protected bike lanes - elimination of turn lane
- ☐ Implement bike markings across intersections
- ☐ Assess how the Liberty intersection can be upgraded to better serve people walking and wheeling, including removal of slip lane

Streetscape improvements middle area

- ☐ Implement two-lane bi-directional vehicle lanes and continuous buffered bike lanes - including elimination of turn lanes and center loading
- ☐ Implement intersection improvements; tightened corner radii, bike marking, and planned changes to cross streets within the block

Believe Plaza 3.0 initiation

- ☐ Pilot a concession stand and tourist information outpost. Consider implementation of a permanent structure in relation to further planned improvements to the plaza
- ☐ Implement movable seating and shade
- ☐ Implement bleacher seating and pilot a play feature



Placemaking actions prioritization, phase 3

Streetscape improvements upper area

- ☐ Implement continuous bollard and buffered protected bike lanes through redesign of the central median. Include raised bike lanes at the bus stops for bus access
- ☐ Implement clear bus lane markings
- ☐ Assess how the freeway intersections can be upgraded to better serve people walking and wheeling

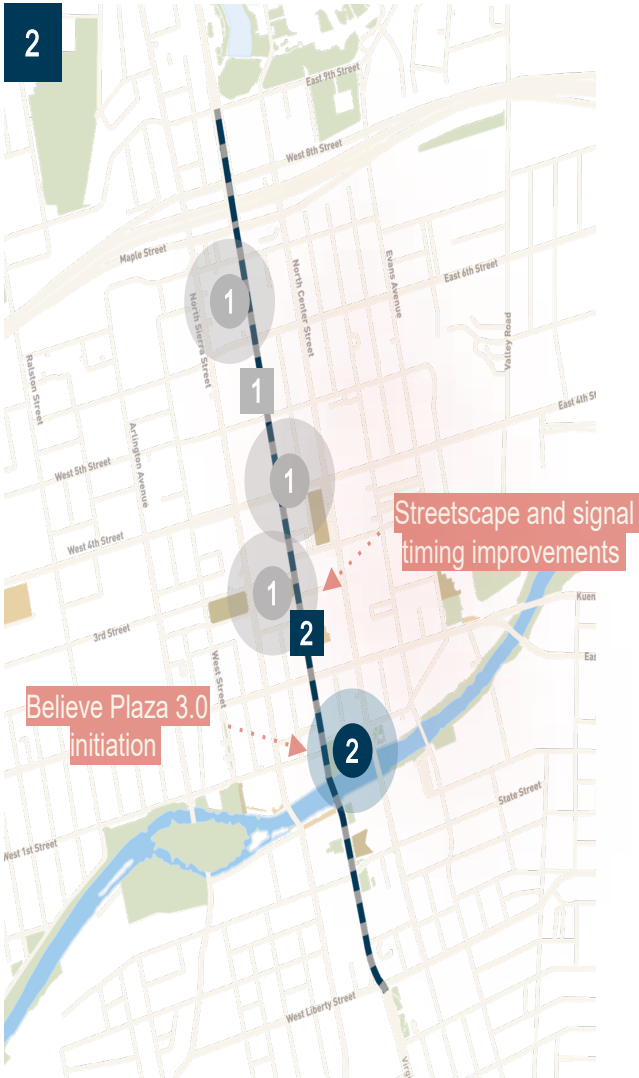
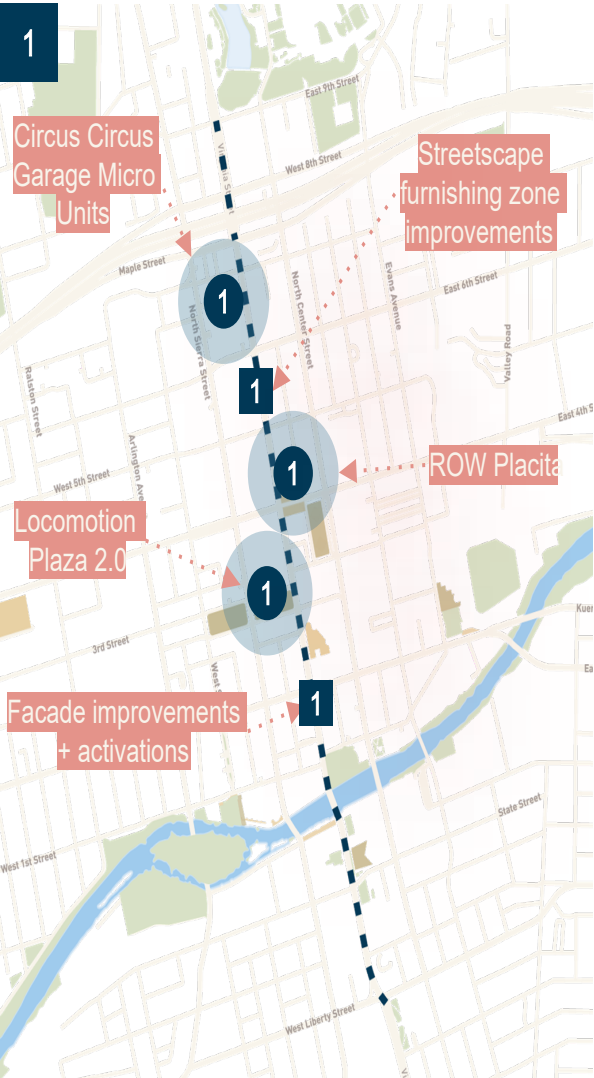
Maker Row @Court

- ☐ Pilot edge activation of the county parking lot with micro-units for local makers and artists. Use lessons learned from implementation of the Circus Circus parking garage

Believe Plaza 3.0 capital improvements

- ☐ Develop a comprehensive plan for transformation of the plaza
- ☐ Include additional greening and trees
- ☐ Include permanent play and urban sports and games features. E.G. splashpad, ping-pong, chess, dedicated area for skateboarders

Proposed phasing overview



Timeline for Implementation



Phase 1 - Streetscape/Facades/Locomotion Plaza/Placita



Phase 2 - Micromobility Lanes/Street Access & Safety/Believe Plaza(Design/Funding)



Phase 3 - Edge Activation/Believe Plaza(Capital Improvements)



Phase 1 Actions

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



Four Areas of Implementation

Area 1 Action Plan

Step 1 - Urban Design

Area 2 - Action Plan

City launching RE-Store Facade Program
(REvitalization Team leading this)

Area 3 - Action Plan

Step 1 - Urban Design

Step 2 - Council has options for design

Step 3 - Construct

Area 4 - Action Plan

Step1 - Coordinate with ROW & DRP

Step 2 - Operations & Maintenance agreement

Step 3 - Urban Design

Phase 1 – Areas 1, 3 & 4

Streetscape/Locomotion Plaza/ Placita

July 26, 2023

Phase 1 Action Plan

Council Approval

October 25, 2023

Phase 1 30% Design

Council Approval

March - July 2024

Phase 1

Construction

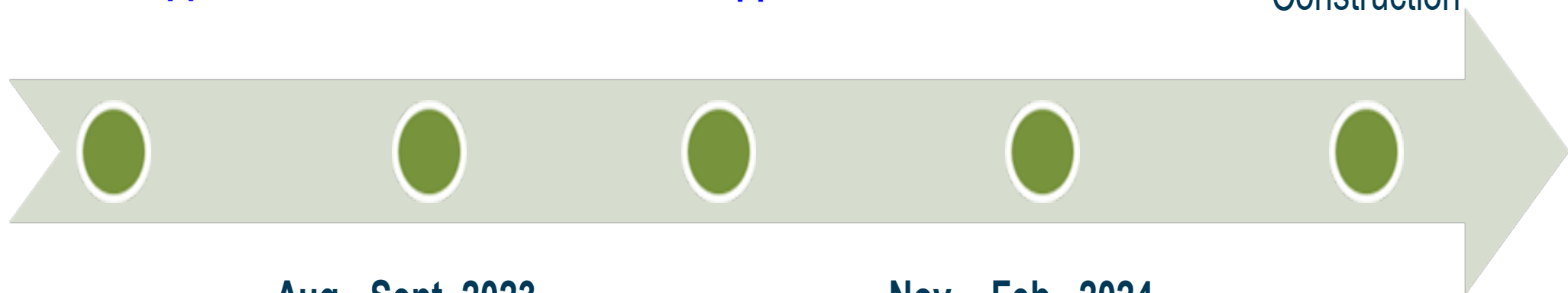
Aug - Sept. 2023

Schematic design

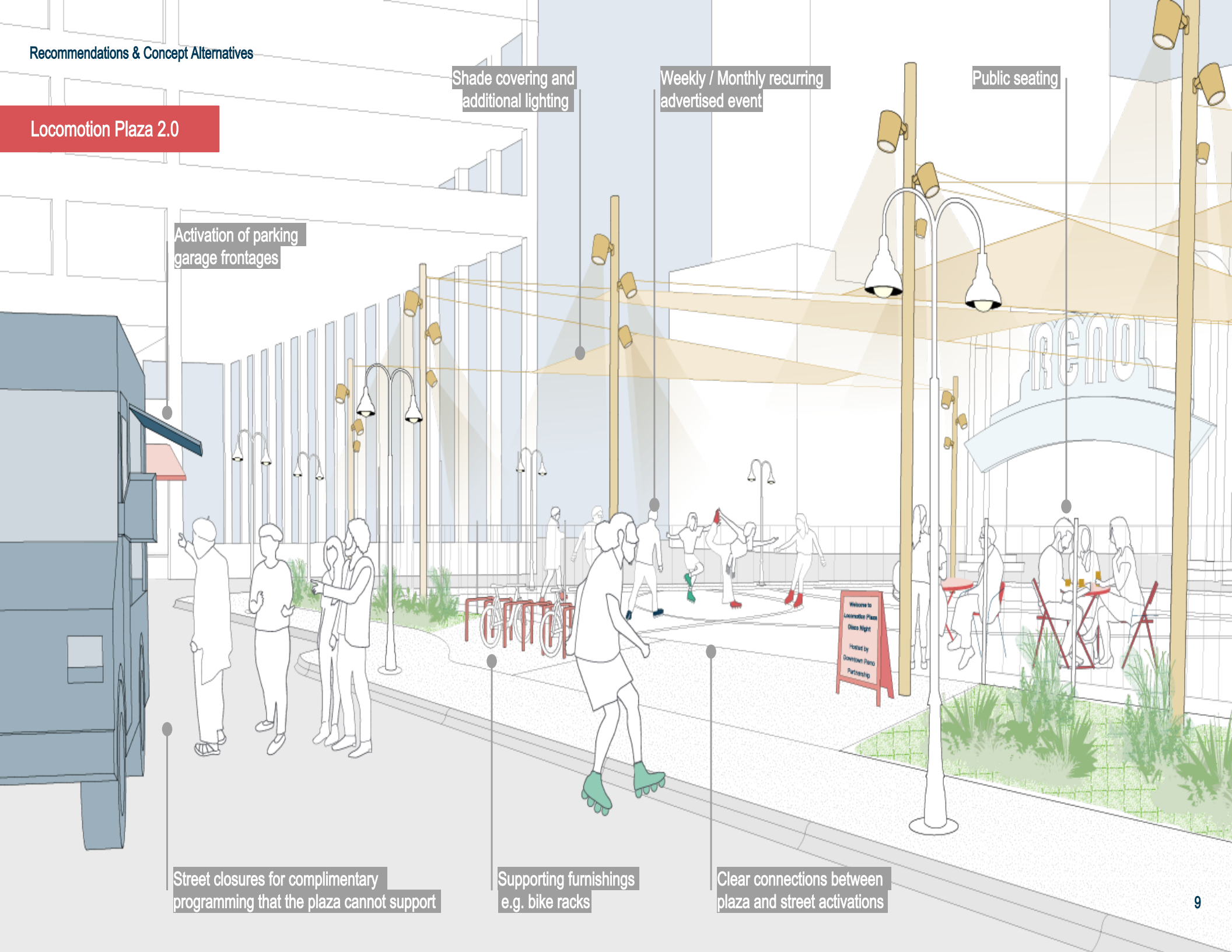
Nov. - Feb. 2024

Phase 1 100%

Design & Bidding



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

Locomotion Plaza 2.0

The location of Locomotion Plaza – situated between draws for visitors and locals such as the iconic Reno Arch, hotels, casinos, the Biggest Little Dog Park, and student housing – makes it a well-suited location for recurring events and enhanced everyday activation.

To support events and everyday activation there is a need for physical improvements, like seating, shade and lighting, coupled with support infrastructure to supply storage, power, and, water for programmed events.

While Locomotion Plaza holds great opportunities, this does not come without challenges. The plaza is a deck that cannot support heavier elements. But by leveraging the adjacent side streets for special events, complimentary amenities like food trucks can be included.

DRP will serve as the programming partner, and events like DJ nights, roller discos, farmers markets, and more are being considered. The City of Reno will be responsible for physical improvements to support events and everyday activation. It is recommended that recurring monthly events are included to establish a cadence that people can work into their routines.

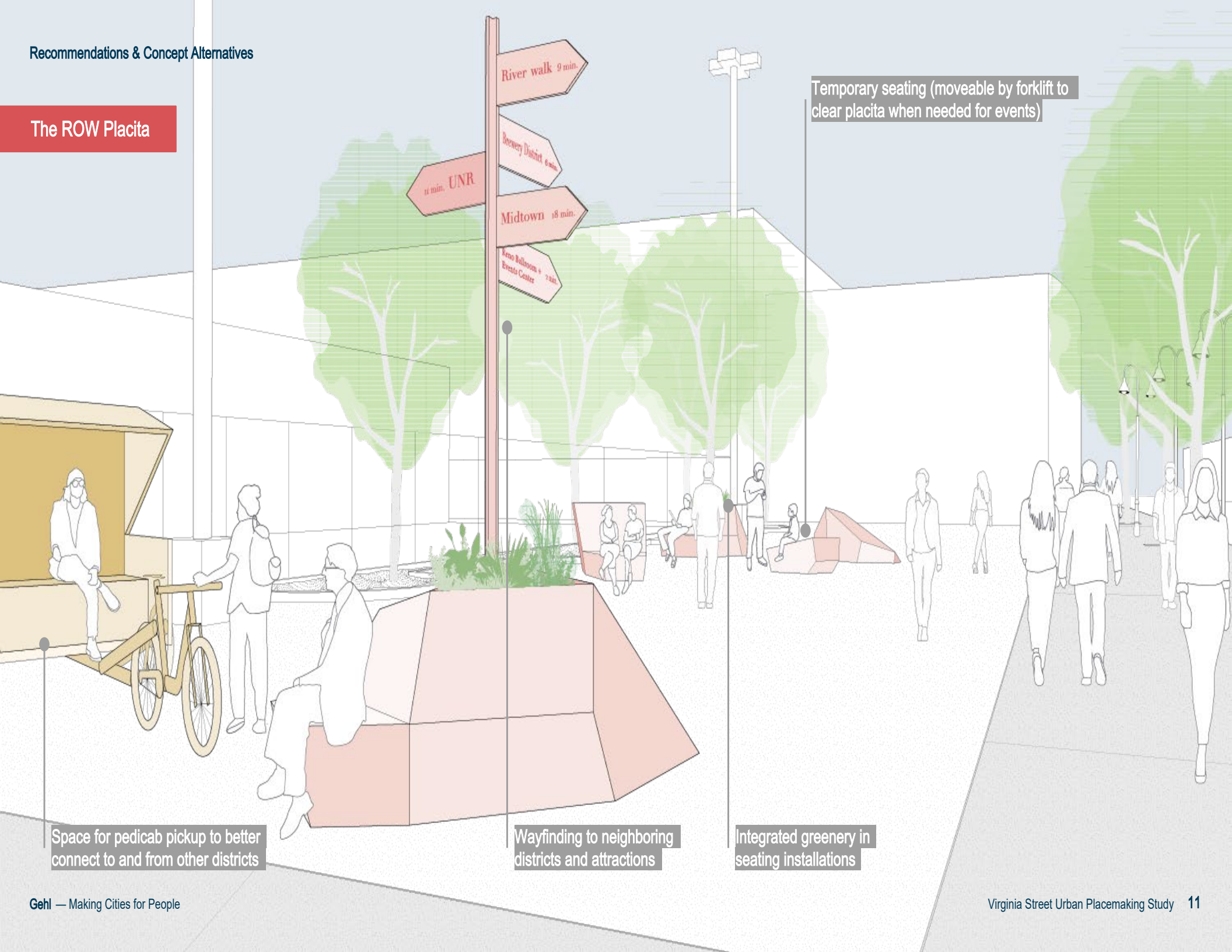
Physical improvements

- ❑ On site storage facilities for movable furniture and programming elements
- ❑ Event infrastructure, such as electrical hookups and water tap access
- ❑ Shade structures
- ❑ Improved lighting
- ❑ Movable public seating
- ❑ Support amenities, such as bike racks and waste bins

Project partner roles and responsibilities

- ❑ The City of Reno, to secure funding and install physical improvements
- ❑ Downtown Reno Partnership, to steward the space, organize programming, seek out programming partners, and serve as link to local organizers, event communication
- ❑ Reno Organizations, to bring their events and programs to Locomotion Plaza 2.0

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

The ROW Placita

The ROW Placita has the opportunity to be a lively destination nexus on Virginia Street. It is centered between multiple districts, including the Brewery District, and key entertainment destinations such as the the Reno Ballroom, Events Center, National Bowling Stadium, and the ROW hotel-casinos.

Today, however, the Placita is an empty lot that is only converted into a spirited hub of activity during large events. Transforming the lot into the ROW Placita is an opportunity to fill in gaps in activation by furnishing a comfortable space for people to linger while they wait for friends and connect between downtown attractions.

Setting the stage for activation will require investments in wayfinding to elevate the site's role as a connecting space, as well as inclusion of public seating, ideally with integrated greenery to enhance comfort. Designing the furniture so it is movable by forklift will preserve the Placita's current role as an event staging ground.

Creating the ROW Placita will require cooperation between the ROW, City, and DRP to coordinate and fund the improvements, operations, and stewardship of the Plaza.

Physical improvements

- ❑ Public seating, with integrated greenery and sculptural forms. The seating should be movable by forklift for events
- ❑ Wayfinding to nearby destinations
- ❑ Designated spaces for pedicab pickup, further accenting the Plaza's role as an interchange between destinations

Project partner roles and responsibilities

- ❑ The ROW, to open access to the Placita and coordinate when the seating installation need to be relocated for events
- ❑ The City of Reno, to secure funding to design and install the public seating and wayfinding, including maintenance and operations related to relocation for events
- ❑ Downtown Reno Partnership, to steward the space

2 Placemaking actions

Elevate the baseline

The placemaking actions in Strategic Move 2 focus on improvements to the existing conditions that can be achieved within the public right of way for better access people of all modes, ages and abilities, alongside small-scale placemaking improvements to invite people to stop and stay.



Invest in furnishing zone improvements, with public seating of varying types that invites for shorter and longer stays

Secure continuous, generous, and unobstructed sidewalks, building on today's ample sidewalks

Integrate event infrastructure into the plan for the redesigned streetscape, with electrical access and operational plans for pre and post event staging

Integrate shade and protection from the elements, such as tree canopy, 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

Implement continuous protected bike lanes for people biking and wheeling, complementing the ongoing downtown - wide plan for a connected micro-mobility network

Pilot a public seating program that invites local artist and entrepreneurs to submit ideas for a 'Reno Bench' through an artist call for submissions

Include short term pick up drop off (PUDO) and loading zones in select locations on each block

Invest in a Downtown Reno branding and identity strategy that showcase the diversity of experiences that Downtown has to offer

Integrate native planting zones within the furnishings zone for improved stormwater management and heat island effect mitigation

Design for slow speeds, with two-way access for vehicles, while limiting through traffic with signal timing that promotes slow speeds and encourages through traffic to take other North / South parallels routes

Consider how new street furniture can complement and enhance the character of the street with its historic facades and iconic signage

3 Placemaking actions

Connect the dots

The placemaking actions in Strategic Move 3 focus on improvements to the existing conditions that can be achieved within the public right of way of Virginia Street itself and the intersect with all cross streets.



Upgrade all intersections along Virginia Street with tightened corner radii and upgraded crosswalk and bike markings

Change the downtown signal timing to slow traffic speeds and better cater to people walking, biking, and wheeling

Consider how further upgrades to special condition intersections along Virginia Street, like the northern freeway access intersections and the southern intersection at Liberty Street, can be implemented to further improve conditions for people walking, biking, and wheeling.

Note: Changes to the complex intersections around the freeway will require further studies and engineering detailing to determine feasibility and design solutions

Develop a wayfinding strategy that leverages the Reno culture of creativity with wayfinding solutions beyond traditional signage. Consider a wayfinding pilot program through an artist call for creative wayfinding

Pilot a shuttle bus program that connects across downtown – East to West and North to South – linking together districts and destinations for non-drivers and promoting less driving. Consider how the program can be tied to reoccurring programming and activation in Downtown, from larger annual events to weekly programming like a farmers' market, to better link Reno residents to Downtown offerings

Tie intersection redesigns to the downtown-wide micro-mobility network planning, and double down on additional safety measures at intersections, such as bollards, staggered signal timing, and vehicle turning restrictions

Include the alleyways in planning for improved connectivity between destinations for people walking

Consider lowering the traffic speed limit across Downtown. Further explore this limit as part long term network planning. Consider convert of one-way streets in Downtown to two-way streets to further promote traffic safety and access for all modes

4 Placemaking actions

Activate the underutilized

The placemaking actions in Strategic Move 4 focus on placemaking opportunities within open spaces directly abutting Virginia Street.



Develop an incentive or partnership program for privately-owned, publicly accessible open spaces and setbacks along Virginia Street in collaboration with businesses, institutions, and property owners. Consider incentivizing: seating, shade, greening, art, and shared public-private operations

Break down the scale of Believe Plaza with sub-areas that invite different uses, such as skateboarding, seating in a shaded and green environment for quiet respite, and play. Consider adding more natural plantings and a more defined riverfront path with water access

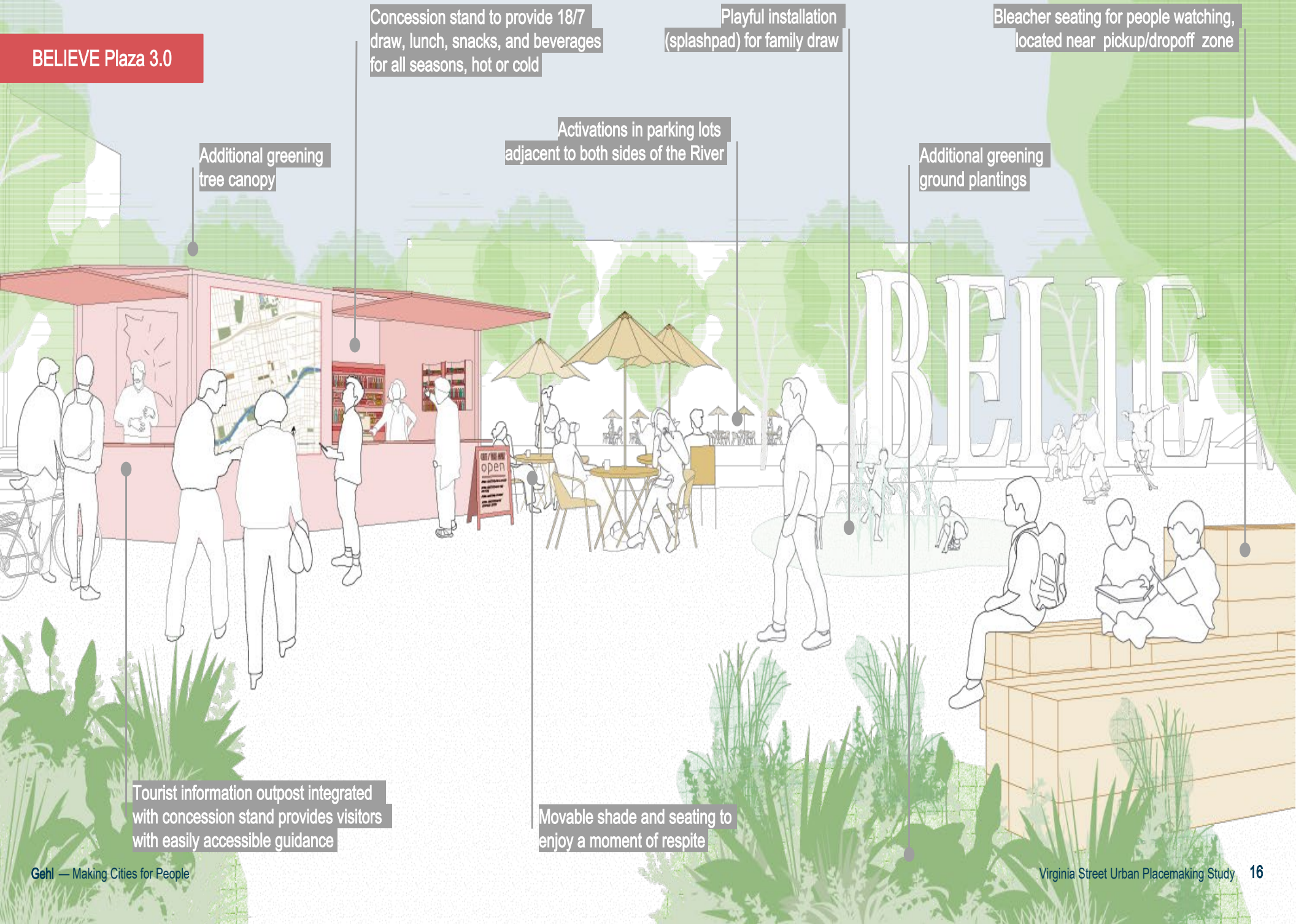
Establish a comprehensive downtown public space plan that promotes streets as public spaces. Plan for how public spaces across Downtown of varying typology and scale can cater to diverse audiences. Include property owners and activation partners in the planning process

Develop a programming plan for open spaces along and adjacent to Virginia Street that includes recurring weekly and monthly activities. Start with Believe Plaza and Locomotion Plaza in parallel with the DRP led initiatives for Partnership Plaza. Develop a plan for needed infrastructure and furnishings to support programming and enhance everyday use

Expand on Believe Plaza programming opportunities by integrating the adjacent parking area as a location for markets and other types of events, and pilot a concession stand on Believe Plaza that doubles as a tourist information outpost. Believe Plaza is well suited for more varied programming, activation, and smaller scale events

Include the alleyways in the comprehensive downtown public space plan, not only as spaces for movement and services, but as locations for targeted activation, programming, and additional integration of art that reflects Reno's culture of creativity. Elevate the storied history of the alleyways and their connection to Reno's development

BELIEVE Plaza 3.0



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

Additional greening
tree canopy

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

BELIEVE Plaza 3.0

Between Locomotion Plaza, Partnership Plaza, temporary Virginia Street street closures and more, Downtown hosts ample space for large and medium sized events, while it lacks public space for everyday life. Believe Plaza is well situated to deliver a space for the local community and visitors to come together around outdoor activities, small - scale events, and new amenities. With more diverse activation, the plaza can draw a broader audience, and in return, deliver increased sense of safety.

Installing a concession stand and tourist information outpost will invite local workers and visitors throughout the day and across the week, and ample movable seating and shade to support lunchtime and other activity on the plaza should be provided. A play amenity can bring families to the Plaza and a more extensive tree canopy and permeable surfacing can support a pleasant micro-climate. As part of transforming Believe Plaza it is critical to recognize and include the current skateboarding activity and community as part of the life on the plaza.

The adjacent City parking lot can be included in the transformation, and in interim conditions serve as space for events that require tents and vehicle access, such as Farmers/ Markets

Physical improvements

- ☐ Concession stand and tourist information outpost
- ☐ A play feature, e.g. splash-pad
- ☐ Expanded tree canopy
- ☐ Additional ground plantings / permeable surfacing
- ☐ Movable seating and shade elements
- ☐ Benches and/or bleachers along key entrances of the plaza

Project partner roles and responsibilities

- ☐ The City of Reno, to secure funding, guide design, and manage physical improvements
- ☐ The RSCVA, to staff and curate the tourist information outpost
- ☐ A local food and beverage business, to staff and manage the concession stand*

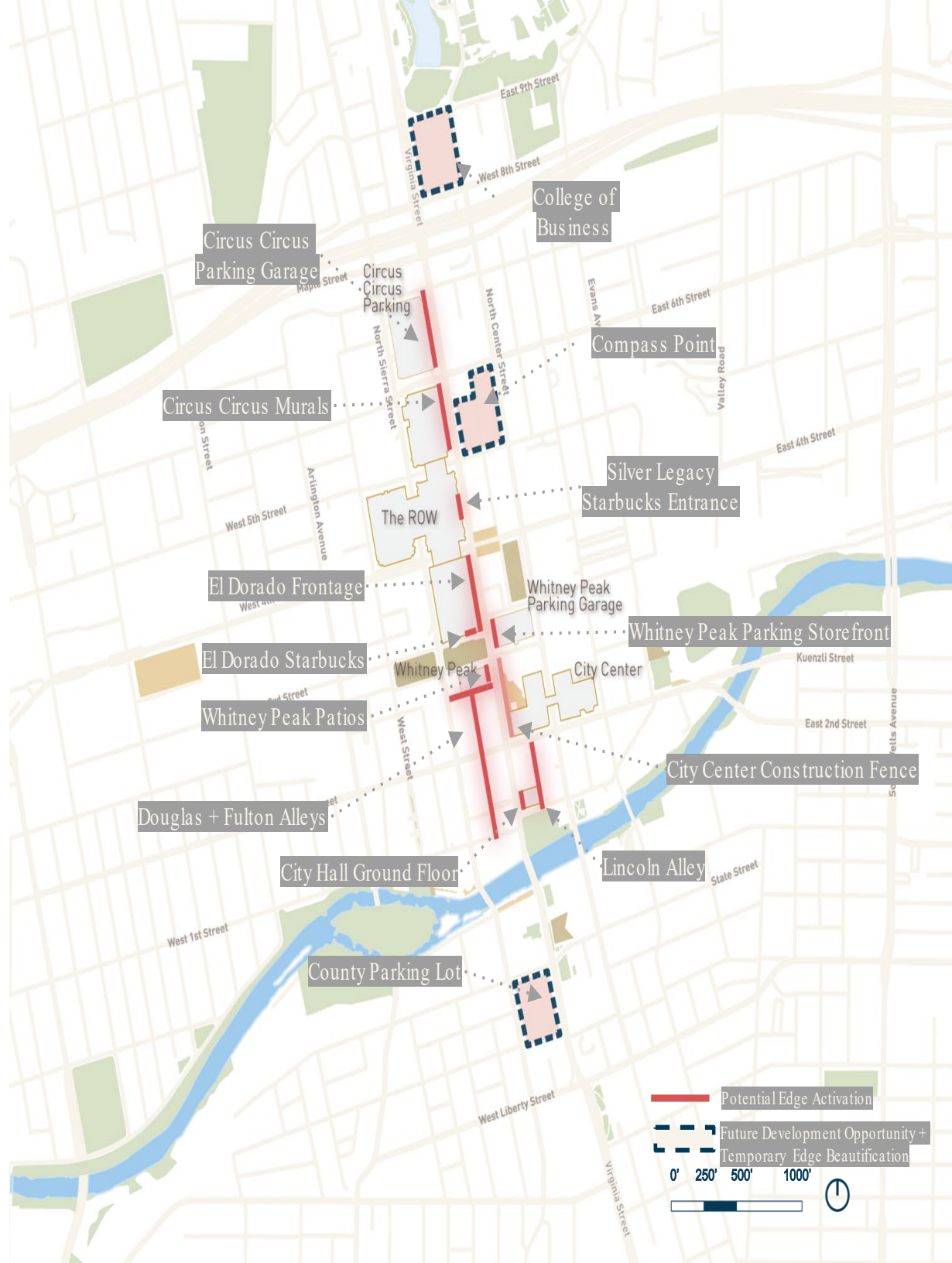
*This can be sourced through the outreach for other efforts led by the City such as the activation of the Circus Circus parking garage

5 Strategic move

Activate the edges

Improve the Virginia Street experience as a place for both locals and visitors, with improved access to existing businesses, activation of underutilized building edges, affordable food and beverage venues, local retail, and other

- Today, there are multiple establishments and businesses along Virginia Street that are not visible nor easily accessible from the street. Locals, much less visitors, may not know what's behind the walls = missed opportunity!
- Local draws and amenities are missing within the Downtown Virginia Street corridor. Both locals and tourists are drawn to other parts of Reno, like Midtown, where these can be found



5 Placemaking actions

Activate the edges

The placemaking actions in Strategic Move 5 focus on placemaking opportunities within the existing and future built edges directly abutting Virginia Street.



Develop a ground floor activation and facade improvement incentive program that promotes well-kept, active, and vibrant building edges while limiting vacancies. Consider vacancy fees on empty commercial properties to further limit vacancies along Virginia Street and across Downtown. Incoming funds can be redirected to the ground floor activation and facade improvement program

Develop ground floor guidelines for new developments to ensure activation to benefit both property owners and create a more thriving downtown main street. Consider how this can inform a downtown-wide effort

Continue the dialogue with the property owners – such as the Circus Circus parking garage, the ground floor of the Whitney parking garage, and other Virginia Street fronting garages and empty commercial ground floors – about the creation of spaces and tenancy directed towards local and anchor businesses that can fill amenity gaps in the Downtown, including affordable healthy food offerings. Consider a program run by the City or the DRP, similar to programs in other cities

Review and update impeding bylaws and zoning ordinances to allow for a broader ground floor activation along Virginia Street

Investigate the feasibility of piloting a micro -unit edge along the County owned parking lot (Court and Liberty). Consider space for and in dialogue with local artists and makers. Use this as a pilot to inform the ground floor incentive program to expand to active construction fencing along vacant lots and lots under construction

Work with property owners and the historical society on plaques, guided tours and preservation measures to elevate notable buildings and signage along the street

Develop a startup program that matches local entrepreneurs and creatives with vacant storefronts for shorter term rentals and pop ups

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



Circus Circus Garage Micro Retail

As the University Gateway projects, Canyon Flat Apartments, and University Crossing bring more development to the upper area of Virginia Street, the Circus Circus parking garage is well located to be another link in the chain connecting UNR to Virginia Street through an active streetscape. Though the garage is currently a block long inactive facade, it is one of the most pleasant pedestrian experiences along Virginia Street thanks to its wide sidewalk and double row of trees.

Transforming the sidewalk facing parking bays, which are currently storage, into micro retail units can serve as a springboard for local businesses to find an affordable start in the Reno market, with the adjacent students as a clientele base. Upgrades to the sidewalk with benches and bike racks are important supporting features, and the garage facade decorations can be integrated in the building edge to create a visual identity tied to Downtown Reno history.

Further coordination between the ROW and the City to determine project resources is needed. However, this builds on efforts undertaken by the City's Revitalization Manager and provides an opportunity to support local businesses and encourage minority and women led businesses to become a larger part of Downtown.

Physical improvements

- ❑ Adaptive reuse of sidewalk facing parking stalls into micro retail units, with electric hookups and, if not cost prohibitive, water
- ❑ Preservation of existing comfortable characteristics, such as double tree line and decorative garage siding
- ❑ Support amenities, like bike racks and benches

Project partner roles and responsibilities

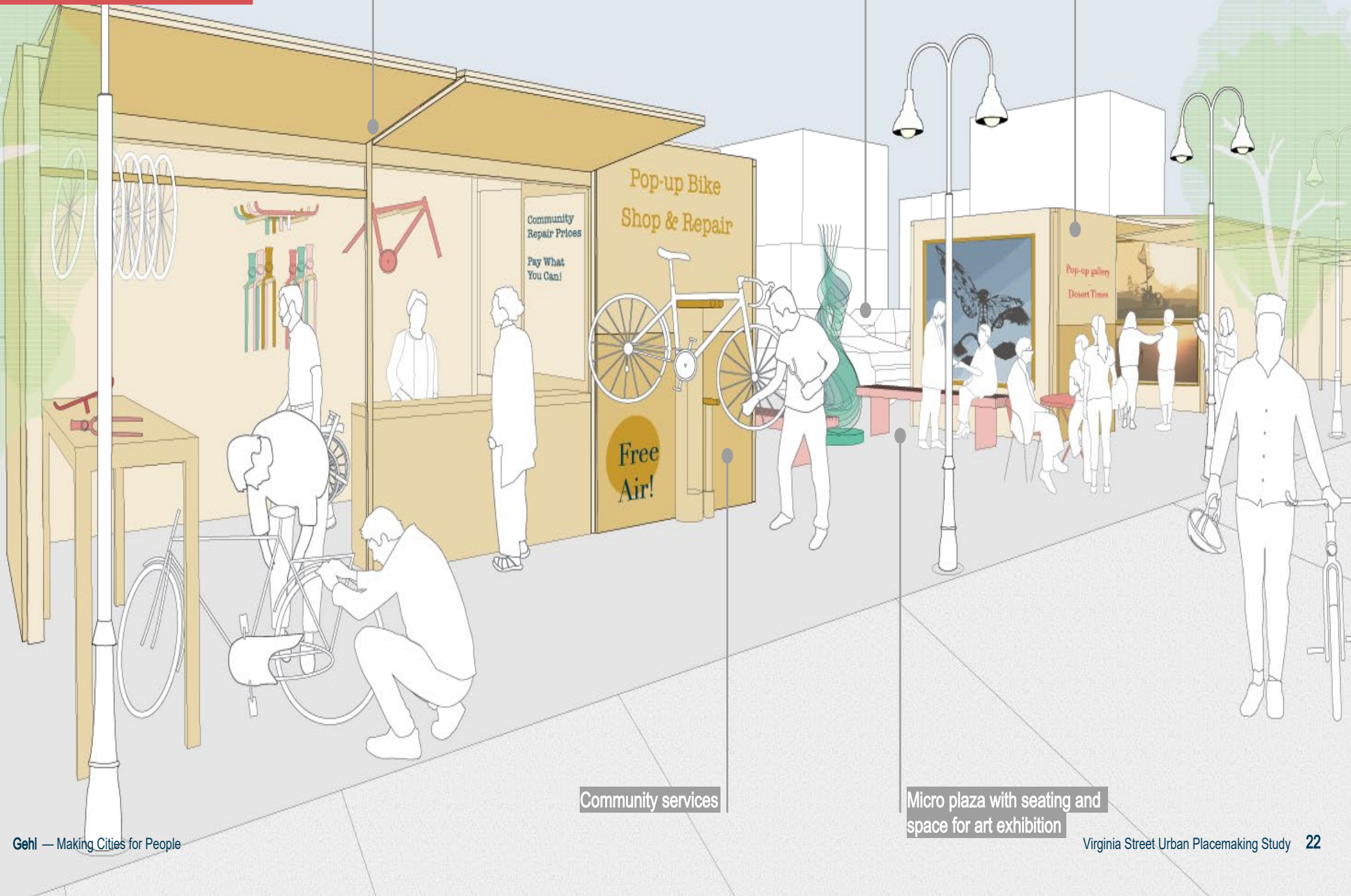
- ❑ The ROW, to open access to the Circus Circus Garage and coordinate stewardship and maintenance of the retail space with the City
- ❑ The City of Reno, to secure funding to design and build the micro retail units and to seek out and manage small local businesses
- ❑ Small local businesses, to staff and activate the micro retail units

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

Maker Row @Court Street

Despite their proximity, a long stretch of inactive facades and underutilized lots exaggerates the distance between Midtown, the River Walk, and Downtown Reno. The Maker Row @Court Street offer an opportunity to activate the sidewalk edge of the Washoe County parking lot, provide a more engaging walking experience, and simultaneously provide a venue for Reno's creative community while building on the success of adjacent venues like Basement.

Reno has a robust, diverse creative scene and providing a physical space for local makers and artists can anchor this culture in the Downtown core for both Renoites and visitors to experience. Freestanding workshop and gallery spaces installed parallel to the sidewalk, with space in between for access, seating, and art installations, can provide a place for interaction between patrons and proprietors.

The project focus on the sidewalk facing edge of the parking lot, and the majority of the lot remains parking. Following this model, as more development comes to Downtown, similar projects can be integrated into construction sites to provide interim activation and serve as construction mitigation. Creating the Maker Row requires coordination with Washoe County, with the City taking the lead on improvements and the search for local makers.

Physical improvements

- ❑ Workshop and gallery spaces with electric hookups and, if not cost prohibitive, water
- ❑ Fixed and movable seating along the length of the Maker Row

Project partner roles and responsibilities

- ❑ Washoe County, to open access to the parking lot and coordinate stewardship and maintenance of the with the City
- ❑ The City of Reno, to secure funding to design and build the workshop and gallery spaces and to seek out local artists and makers
- ❑ Local artists and makers, to activate the Maker Row, curate installations

Engagement summary

February 2023

To inform prioritization of the proposed placemaking actions, the project team conducted in person and online engagement in February 2023.

Through the engagement we learned that delivering a safe-feeling, high quality pedestrian experience is key to Renoites. Respondents prioritized basic amenities like seating, shade, and crossings alongside programs to activate ground floors along Virginia Street with small businesses.

Note: For a detailed summary of the survey results and the compiled response data supplement, please refer to the *Engagement Round 3: Survey Data Appendix*.

Over 50% of respondents felt that the vision statement resonated or strongly resonated with them.

Of the four placemaking goals, over $\frac{2}{3}$ of respondents ranked “Enhance Connectivity & Climate” and “Local Economic Development” as their top priorities.

Respondents overwhelmingly agreed that each of the five strategic moves were critical for successful placemaking.

Mirroring prior engagement results, when asked about additional improvements they would like to see respondents expressed concern around safety, improving multimodal infrastructure, preserving vehicular through lanes, and a desire to see more diverse businesses downtown.

The placemaking actions that are most important to Renoites are:

- Maintaining ample sidewalk space
- Enhancing the furnishing zone
- Upgrading intersections for increased pedestrian and cyclist priority and safety
- An incentive program to invite public life to privately -owned, publicly accessible open spaces
- Improved and varied seating, shade, and activation on Locomotion Plaza and Believe Plaza
- A ground floor activation and facade improvement incentive program
- Vacancy fees on empty commercial properties to further limit vacancies
- A startup program that matches local entrepreneurs and creatives with vacant storefronts for shorter term rentals and pop ups

Laying the groundwork

Placemaking funding initiatives

This implementation plan builds off of the ongoing efforts of the City of Reno and Downtown Reno Partnership to create a more successful Downtown Virginia Street and Downtown Reno.

Notably, the City has already kickstarted the placemaking process by allocating federal dollars from the American Rescue Plan Act [ARPA] for physical, programmatic, and capacity building improvements that will benefit the entire Downtown. The City has also designated funding for implementing placemaking on and adjacent to Virginia Street, removing a critical barrier to success.

Allocated funding secures that the recommended placemaking improvements and the Future of Virginia Street can commence. The following pages outlines a proposed phasing plan that takes funding, resources and buy-in into consideration.

\$2 million in funding approved for **Placemaking on Virginia Street!**

Hiring of an **Activation Coordinator Position** , to coordinate and develop events and connect community organizations to \$350,000 in special event sponsorship.

\$550,000 in funding for a **Facade Improvement Program** , improving the visual appeal of buildings Downtown.

\$500,000 **Tenant Improvement/Lease Support Program for Small Businesses** , fostering more local businesses.

\$500,000 in ADA improvements so **City Hall** can host an **accessible cafe** and activate their street frontage.

\$3 million for a **River Path Plan and Improvements** , enhancing Downtown's connection to nature and the Truckee River.

Recurring, on-site walking **meeting between Virginia Street service providers** . These standing meetings help assure nimble coordination between agencies, a speedy response time to safety issues, and a more efficient allocation of resources.

DRP is **expanding the Ambassador Program** to provide night-shift services, improving the sense of safety and Downtown hospitality.

\$45,000 for a **Clean and Safe Truck** and **\$100,000** for a **RISE-DRP Van**, facilitating the connection between social services and Downtown Reno.

\$300,000 in improvements for **Downtown Waste Disposal**, cultivating a cleaner Downtown.

A step by step approach to change

Placemaking actions prioritization and phasing

Alongside the engagement input, other factors for prioritization of the approved placemaking actions needs to be considered. This includes the following factors:

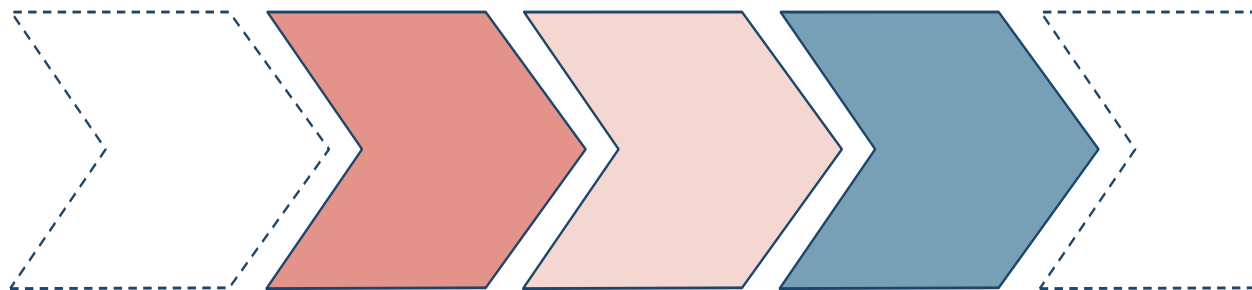
- Resources, implementation, maintenance, and operations costs
- Application for funding from federal, state, and other sources
- Project readiness, i.e. how far along is the coordination with impacted property owners and other project partners (identified and to be identified)
- Timing, construction obstruction and mitigation, and coordination with other ongoing and planned projects

The following 3 pages outlines a proposed prioritization of the proposed placemaking actions as a 3 step process. This is intended to serve as guidance and to be further developed and detailed as part of the continued Virginia Street Placemaking effort.

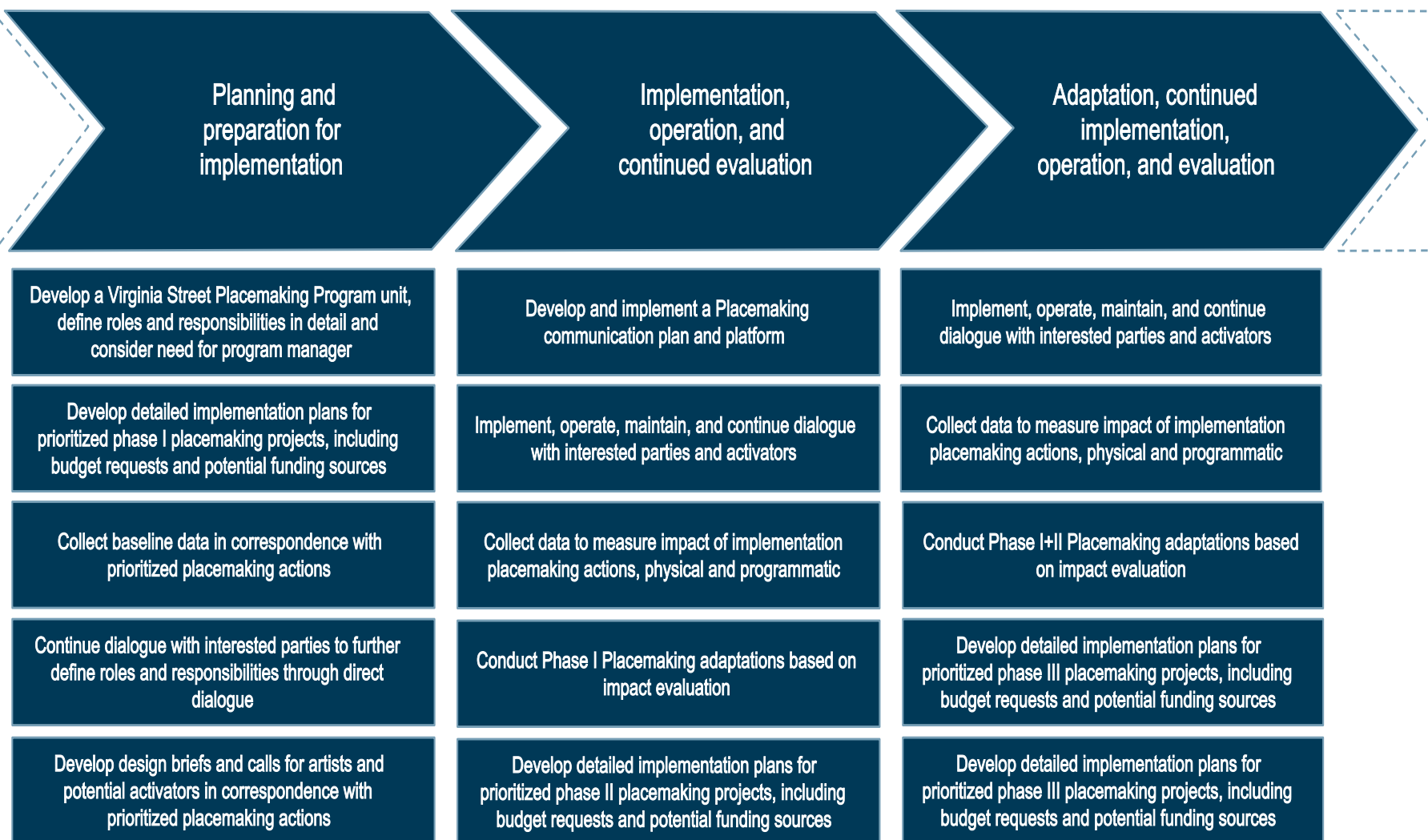
As a central part of the placemaking effort on and along Virginia Street, it is recommend that a comprehensive downtown public space plan is developed, targeting open space transformations and programming efforts to deliver a variation of experiences across downtown. It is recommended that the alleyways are included in the public space plan and that the history of the alleyways, historic

buildings, and signage is celebrated throughout future transformation of downtown Reno. It is also recommended that the City of Reno develops ground floor guidelines for new developments.


A part of, or alongside the placemaking effort, it is recommended that the City of Reno, in collaboration with other entities such as DRP and Visit Reno, consider investing in a branding and identity strategy that showcase and daylight the diversity of experiences downtown Reno has to offer. For a successful placemaking effort, it is furthermore important to review and consider updates to impeding bylaw or zoning to achieving the placemaking vision for the Future Virginia Street.






Implementation process



Programming & activation cost examples

| Project Name | Location | Area Size | Cost Estimate | Details of Activation | Example Photo |
|---|-----------------------------------|--|-----------------------|---|---|
| The Porch at 30th Street Station | <i>Philadelphia, Pennsylvania</i> | 33 parking spaces (30,000 sq ft) transformed into pedestrian-friendly public space | \$320,000 - \$375,000 | Custom designed furniture including design and fabrication along with a yearly art and activation budget. The price does not include operations and maintenance. |  |
| Promenade 3.0 Experiment | <i>Santa Monica, California</i> | 3 blocks of pedestrian mall | \$185,000 - \$240,000 | 1 month of activation and programming, including design, fabrication and materials + monitoring impact. The price does not include operations and maintenance. Design utilized in stock city and BID furniture. See spreadsheet for further cost breakdown. |  |
| Meet in the Streets | <i>Denver, Colorado</i> | 1 mile transit mall corridor, including cross street blocks | \$100,000 - \$150,000 | 6 consecutive weekends in the summer of activation and programming, including design, fabrication and materials + monitoring paid for with BID funds + supporting grants from local businesses. |  |

Capital improvement cost examples

| Project Name | Location | Area Size | Cost Estimate | Details of Project | Example Photo |
|--|----------------------------------|--|---------------|--|---|
| Moment | <i>San Jose, California</i> | Four Micro retail units. Unit size ranges from 275-347 sq ft | \$780,000 | \$730,000 in initial costs, including construction and construction of adjacent parklets. \$50,000 in additional funding to support programing and staffing. |  |
| Helen Diller Civic Center Playgrounds | <i>San Francisco, California</i> | Two adjacent playgrounds. 28,000 sf ft total project site | \$10 million | Playgrounds include large custom built climbing structures. Cost estimate includes implementation. |  |
| Cafe Kiosk at Civic Center | <i>San Francisco, California</i> | 640 sq ft commercial kitchen and bathroom | \$2.4 million | Kiosk has awnings that fold down into walls at night to prevent vandalism. Cost estimate includes implementation. |  |

Furnishing cost examples

| Furnishing Type | Furnishing | Unit Measure | Cost Estimate (Exclusive of installation cost. Assume ≥150% markup for install) |
|-----------------------------|---|---|---|
| Standard Chairs And Tables | Cafe chairs and table set | Table and four chairs | \$375 |
| | Adirondack chair | One chair | \$230 |
| | Picnic table | Table with integrated seating | \$1,100 |
| Seating | Presidio loveseat | One extra-large chair, fabricated to order | \$680 |
| | Magis spun chair | One spinning top chair | \$955 |
| | Philadelphia Porch Swing | One swing | \$32,000 |
| | Stephen Ave Bleacher Seating and Custom Deck Chairs | 1 bleacher Climbing Structure 5 deck Chairs | \$35,000 |
| | Metal Ping Pong Table | One table | \$5,500 |
| Game and Play Installations | Chess Table | Table and two stools | \$5,500 |
| | Musical Bench | One integrated bench and xylophone | \$19,500 |
| | Foosball | One foosball table | \$4,750 |
| | Seesaw | One seesaw | \$4,500 |

Streetscape improvement cost examples

| Improvement Type | Improvement | Unit Measure | Unit Count | Notes | Cost Estimate |
|------------------|---------------------------|---------------|------------------|--|---------------|
| Furniture Zone | Standard public bench | Bench | Design dependent | | \$ |
| | Wayfinding - temporary | Sq ft | Design dependent | Vinyl or foil street sticker | \$50 sq ft |
| | Wayfinding - permanent | Unit | Design dependent | Pole placard or building signage | \$ |
| | Street tree | tree | Design dependent | | \$ |
| | Bike racks | 1 rack | Design dependent | | \$ |
| | Planter Bed | Dq ft | Design dependent | See recent example at Canyon Flats Apartments | \$ |
| Right of Way | Bike lanes | 5545 lin. ft. | 2 | Measure includes paint through intersection | \$ |
| | Bollards | 1 bollard | Design dependent | | \$ |
| | Bus lane | 360 ft | 2 | Paint treatment for dedicated bus lane | \$ |
| | Parking bay | 3 car bay | Design dependent | Consider additional parking bays after other, adjacent parking resources have been exhausted | \$ |
| | Street restriping | 5545 lin. ft. | 1 | Linear measure of corridor through intersections | \$ |
| | Intersection improvements | Intersection | 9 | | \$ |

Placemaking Profile

Upper area

Virginia Street

Student life meets a local workforce, existing and novel businesses, and new and improved small scale public space. These offerings provide a platform for everyday life with places to comfortably sit, meet, enjoy a quiet moment of respite, and socialize with friends, neighbors, and colleagues

Who is here

- UNR Students & Employees
- Young Adults
- Young Professionals
- Downtown Reno Residents
- Local Businesses & Employees
- Health Employees (St. Mary's)

The Draw

- Local small-scale businesses plus affordable food and beverage offerings
- Amenities that cater to local residents, from daycare to a grocery store
- An active streetscape with places to sit, socialize, wait for transit, and grab a drink or a bite

Measures of success

- Students, young professionals, and local residents feel safe and choose to walk and bike to accessible and affordable local amenities and food and beverage offerings
- Existing Reno businesses are provided with brick and mortar opportunities, increasing the presence of local businesses that drawing locals and visitors while celebrating Reno's entrepreneurial spirit
- Visitors and tourist cite local draws as common interests, expand their sphere of Downtown experiences, and choose to stay longer in Downtown Reno

Placemaking Profile

Middle area

Virginia Street

Downtown Reno's history, present, and future meet as weekly, monthly, and annual events draw locals and visitors alike. Iconic gateways and public art supports an active and engaging public realm where active building edges offer both to -go, quick-bite, and dining patios with a side of people watching.

Who is here

- Visitors / Tourists
- Event-goers
- Young Professionals
- Empty Nesters
- Local Businesses & Employees
- Downtown Reno Residents
- Non-downtown Reno Residents

The Draw

- Memorable gateways with viewing platforms that double as meeting places
- Engaging public art
- Lunch spots, dining, and nightlife
- Weekly/monthly repeat markets, combined with additional programming at Locomotion Plaza
- Continued, larger scale annual events with full street closures

Measures of success

- Downtown Reno's relationship with the City's culture of creativity, entrepreneurship, and the arts increases
- Tourist and event-goers stay longer and report increased satisfaction with their time in Reno and Downtown's offerings
- Local businesses diversify, orient to the street, and see an increase in patrons
- Reported increase in safety and satisfaction, with amenity offerings for residents, employees, and visitors resulting in an increase in walking in Downtown

Placemaking Profile

Lower area

Virginia Street

Reno's civic and cultural life meets the Riverwalk, where local residents, workers, and visitors intersect with local entrepreneurs and creatives to enjoy active recreation and play for all ages in a balanced natural and urban setting

Who is here

- Families and Kids
- Teens / Young Adults
- Local entrepreneurs
- Civic and Cultural Workers
- Local Businesses & Employees
- Downtown Reno Residents
- Non-downtown Reno Residents
- Visitors / Tourists

The Draw

- Cultural programming in key public spaces like Pioneer Center Plaza and Believe Plaza
- Local businesses and eateries
- Natural setting with increased access and connectivity to the Truckee River and the Riverwalk
- Improved connectivity to Midtown
- Play and active recreation for all ages

Measures of success

- Reno's entrepreneurial and innovative spirit is experienced in the public realm and at eye-level through high quality front porches to existing and new businesses
- Employees and patrons of cultural and civic offerings choose to walk between their destinations and local businesses and eateries
- Downtown's relationship to the incredible natural backdrop of the Sierra Nevadas is strengthened through improved access to Truckee River, increased nature in the City, and more people participating in active recreation