

Welcome!

The presentation will
start momentarily

Gehl



Agenda

- 01 Welcome by the City of Reno** (5 min)
- 02 Placemaking Study Presentation by Gehl** (35 min)
- 03 Next Steps** (5 min)
- 04 Request for Input & Q&A** (15 min)
- 05 In person mingle and surveys** (60-75 min)

Welcome

What is Placemaking?

Placemaking is a people-centered approach to the planning, design and management of public spaces, that involves looking at, listening to, and asking questions of the people who live, work and play in a particular space, to discover needs and aspirations. This information is then used to create a common vision.

Where the project process is at

We are here!

Summer 2022

Fall 2022

Winter 2022/ Spring 2023

Identify Challenges & Potentials

Identify Virginia Street's current challenges via site visits, surveys, and interviews

Output: What We Heard What We Saw presentation

Develop a response with a succinct Vision Statement and clear measurable Goals

Draft a succinct vision statement and clear measurable goals with metrics, based on phase 1 input, and solicit input from Renoites before moving into the next phase of the project.

Output: Shared Vision with Measurable Goals and Metrics + Design Ideas

Develop Street Design and Programming Concepts

Draft design and programming responses to the Vision and Goals, and solicit input from Renoites ranking the concepts before moving into the next phase of the project

Output: Design and Programming Concepts

Co-Create a Roadmap for Implementation

Client and consultant co-create a Roadmap for Implementation, including mapping out potential project phases, comparable cost estimates, roles and responsibilities

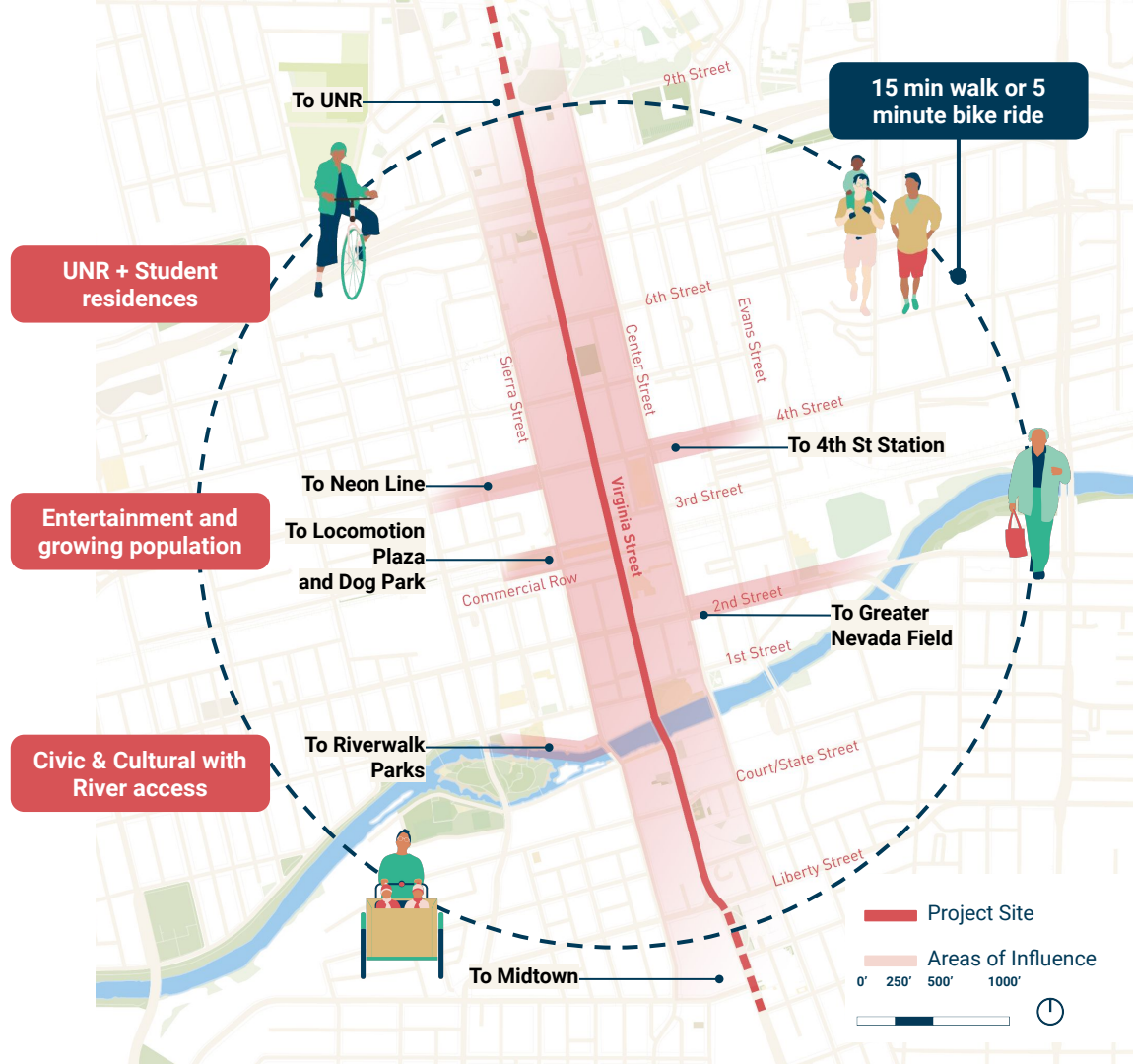
Output: Implementation Roadmap

Project site

While the project focus is Virginia Street from Liberty to UNR, the Placemaking Study speaks to downtown changes overall.

As the central spine of Downtown, Virginia Street connects various context and with that poses opportunities for placemaking interventions that are tailored to context-specific needs and desires, while providing a varied experience and amenity offering along its length.

While the placemaking concept design recommendations in this project focus on Virginia Street, it also recognizes that changes cannot happen in isolation. Virginia Street is at the core of a larger public space network, and it all needs to work together.



A brief history of Virginia Street

Virginia Street is an iconic street in Reno. Over time, it has shifted yet maintained and important thoroughfare and destination that represents Renos history.

1861



Charles Fuller builds the first bridge across the Truckee. “Fullers Crossing” lays the foundation for Reno and Virginia Street.

Photo: Neal Cobb via Reno Historical

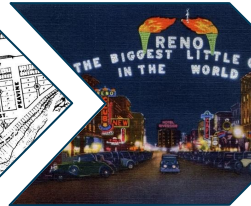
1868



The Central Pacific Railroad arrives, laying out a street grid as Reno consolidates around the new train station.

Photo: Nevada Historical Society

1926



The Reno Arch is built to celebrate the completion of the Lincoln and Victory Highways. Reno’s slogan is added three years later.

Photo: Philip Galbraith

1931



Nevada legalizes gambling and liberalized divorce laws. Downtown Reno becomes a destination for hotels and casinos.

Photo: UNR Libraries

1974



I-80 construction finishes, linking Reno to San Francisco but isolating UNR from Downtown Reno.

2009



The RTC Rapid bus line opens along Virginia Street, making it the city’s primary multi-modal transit corridor.

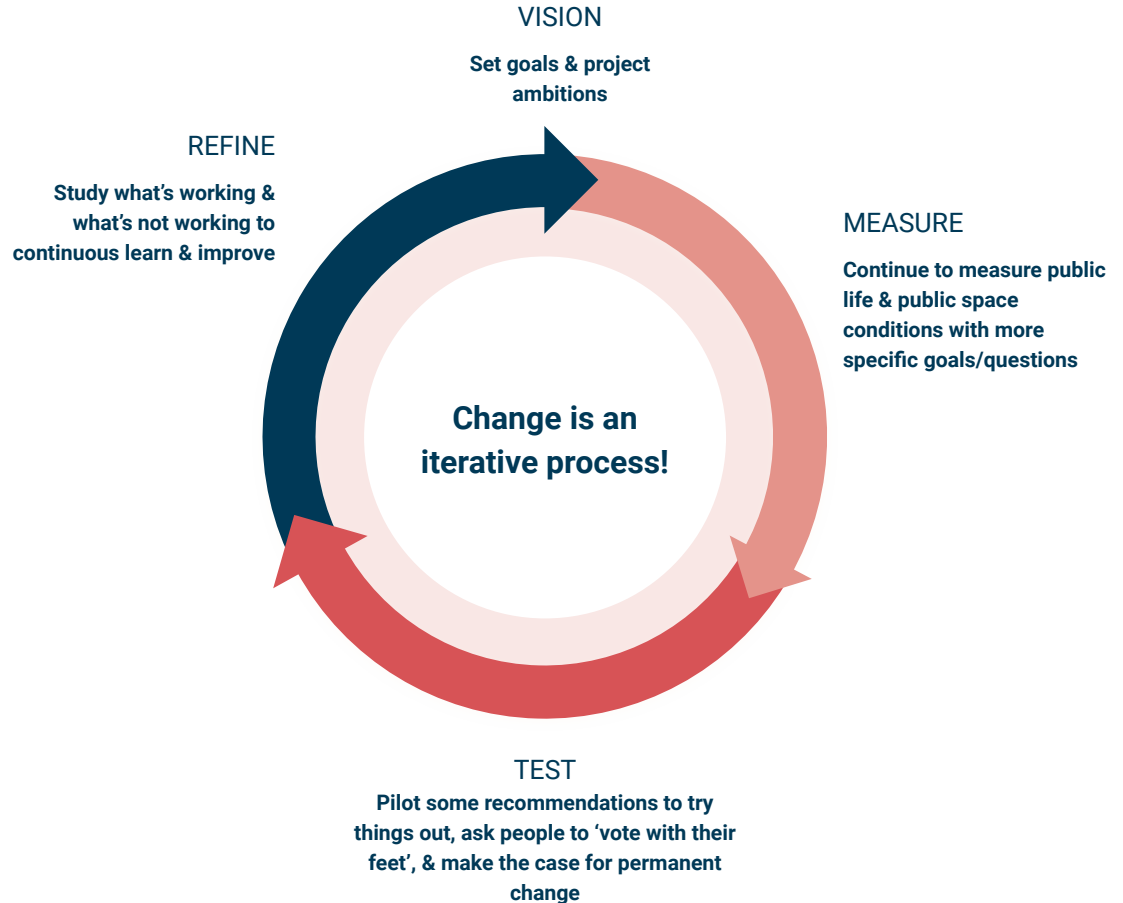
2000’s



Reno’s gaming market starts to contract, and following the recession the economic vitality of Virginia Street declines.

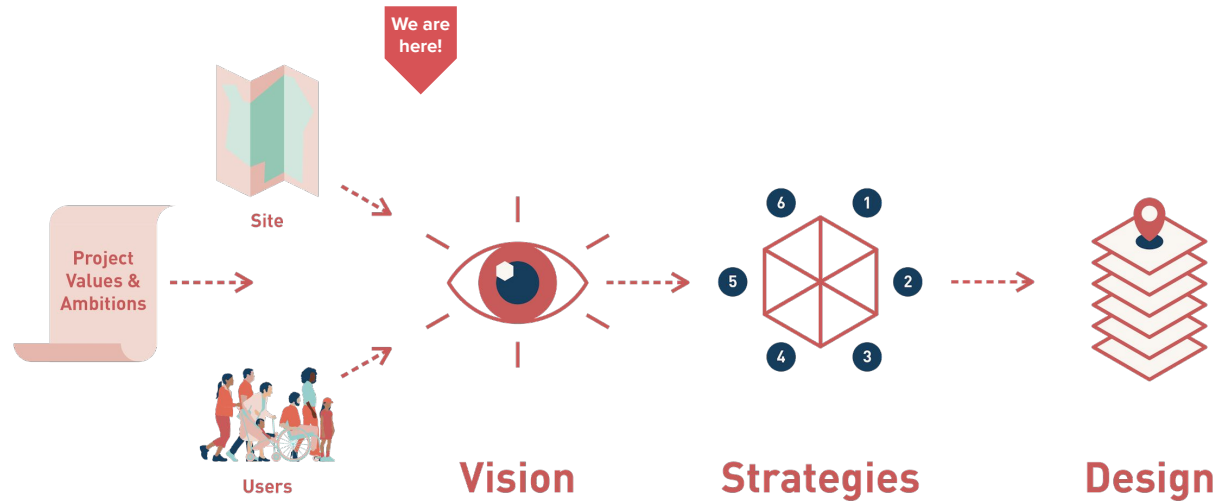
Photo: Reno Gazette-Journal

Virginia Street will not change overnight
Change is an iterative process and to succeed it is important to align around a shared and co-created vision



Change will not happen in isolation

A successful process requires shared ownership based on a shared understanding of challenges and opportunities



Good news!

**There is consensus that
Virginia Street is a central
part of Downtown Reno...**

90% of online survey respondents agree that Virginia Street is important

Cross departmental city staff and leadership agree

**There is also consensus
that Virginia Street lacks
invitations for locals...**

**75% of online survey respondents finds
that Virginia Street lacks reasons for
them to visit**

**Cross departmental city staff and
leadership agree**

Today, Virginia Street...

01

draws locals and visitors alike for events, but is not a place that Renoites gravitate towards everyday

02

has a rich history, but does not reflect the culture of creativity cherished by Renoites and visitors alike

03

physically connects well-visited downtown destinations, but few Renoites choose to walk between them

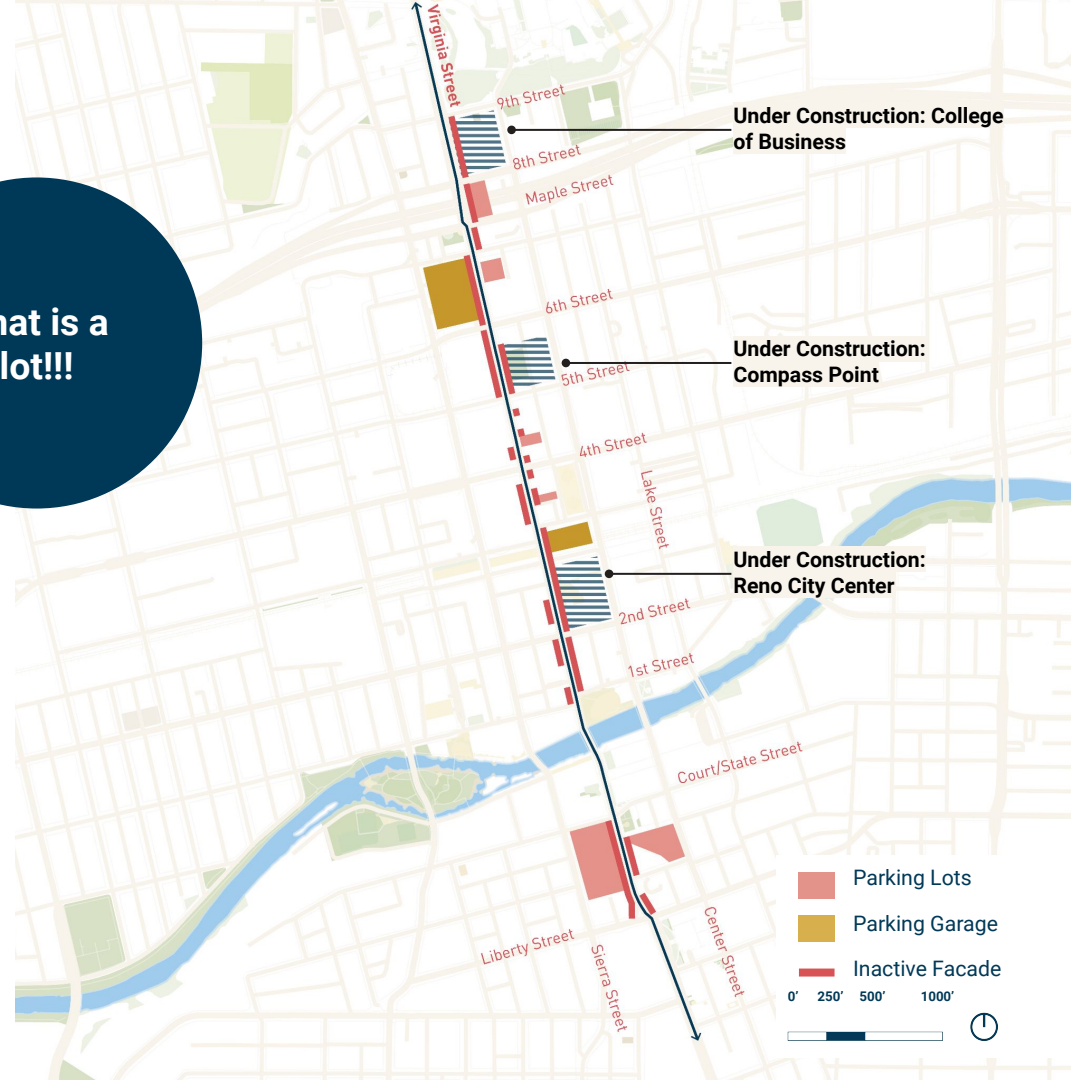
04

is home to businesses that are an important part of the Downtown DNA, but lack amenities and businesses with a local draw

In fact, 70% of Virginia Street is fronted by inactive facades, parking garages and empty lots...

All of which can make even the shortest walk feel uncomfortable

That is a lot!!!



Renoites come to Virginia Street for events...

...but express a need for programming, more public life and “eyes on the street” for them to visit on an everyday basis

→ Source: The Future of Virginia Street online survey.

“I liked the benches that used to be along the road so that you could sit and watch the cars go by and the events etc. Now there isn't anywhere to stop and take a break to watch anything unless you want to stand up all the time....”

“As an older person, it would be nice to have benches or shady places to sit and rest.”

“Virginia street is a lot of fun during events, like Blues Brews BBQ etc. It's great when people are out and about.”

“More places designed to sit and stay awhile; let my teens socialize here on their own”

“There is not enough activity for people to feel safe, because it feels desolate.”

...Because of the casinos, there can be entire blocks where the whole building is just a fake wall, it makes it feel eerie and scary at night.



Renoites love the history of Virginia Street, the Arch and the art...

but also state that there is a disconnect between the street today, and its' glory days

→ Source: The Future of Virginia Street online survey.

"It is Reno's history on display. I would love to see it upgraded to its former glory."

"It has all of the quintessential nostalgic elements of Reno's history. I see potential there for it to be fully revived."



"Love the history and the beautiful historic buildings... the Downtown Post Office, Piazso Building (St. Francis Hotel), Reno National Bank and Washoe Savings Bank, and the Reno Arch"

I love/like...
"Cruising under the Reno arch."



"The Reno Arch sign and art additions are nice."



Renoites want Virginia Street to be safe and comfortable for people walking and wheeling...

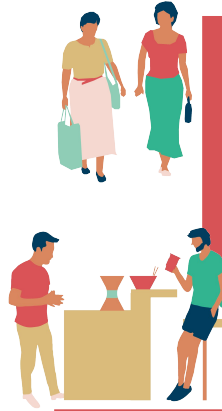
...but appreciate being able to drive two-way

→ Source: The Future of Virginia Street online survey.



Renoites see the casinos as an important part of Reno's DNA...

...but want to see more local shops and eateries mixed in



"Have more shopping and recreation. Outdoor Dining. A safe, clean, healthy and vibrant Virginia Street that wasn't just catered to the casinos, but felt even family friendly with shade and places to walk."

"I don't normally visit the casinos but I feel like they're a key part of Reno."



"I think more shops, entertainment, and restaurants (fun stuff) on Virginia street would be awesome. There are many closed places and boarded old casinos, and I'd love to see those closed places become something..."

"I would love to see more restaurants, gift shops, clothing stores, and businesses that bring in the right crowd. Less convenience stores, pawn shops, and things of that nature."



"I wish downtown had trees, places to sit outside, an occasional food truck..."



"It would be good to have cafes and restaurants where you can sit outside. It would feel more crowded and safe."

→ Source: The Future of Virginia Street online survey.

Aspirations for a Future Virginia Street

Insights are informed by:

- Workshops with City staff
- Conversations with Council members
- Responses to an online survey open to all Renoites through an online survey
- Site surveys
- Observational studies

These guide the project vision and goals on the following, that will set the stage for concept design recommendations

From a street locals avoid...

To a place that invites Renoites and visitors alike to linger...

From a special once per year event venue...

To a venue for recurring and regular happenings

From a street with little public life and low sense of safety

To a vibrant and lively street with high sense of safety

From an Instagram only art experience...

An ever-evolving canvas for arts and creativity

From a place with history...

To a place that celebrates the history and looks to the future

From a drive to destination place...

To a connected network to safely and comfortably walk and wheel

From a "grey" street exposed to the elements

To a "green" street with shade, shelter and ample tree canopy

From a retail, food and beverage on-street desert...

To a street with a rich diversity of culinary experiences

From large scale monofunctional and inactive street edges

To vibrant edges where local small-scale businesses thrive

**Change to become
more like we are**





**Change to
become different**

Engagement Summary

November 2022

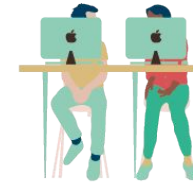
In November 2022, the project team conducted in-person and online engagement focused on understanding the common challenges with Virginia Street today, and the desired qualities that Renoites would like to see on Virginia Street in the future.

The purpose with the engagement was to develop a consensus-based vision and series of goals for a future of Virginia Street, to serve as the guiding north star for conceptual programming and design recommendations.



Stakeholder Conversations

With Local Businesses and Property Owners, Downtown Residents and UNR Students, the DRP Board, local and regional transportation authorities, the ROW, and the RSCVA



Online and In-Person Survey

From November 2 to November 17, **481** Renoites responded to the Second “Future of Virginia Street Survey. An additional **25** responded to an identical physical survey at the open house.

Open House Presentation and Mixer

On November 2, the “What We Hear and What We Saw” chapter of the placemaking study was presented at the McKinley Arts & Culture Center. The presentation was open to the public, live streamed online, and the recording of the presentation was posted to the project website. Approximately 60 Renoites attended the event live and 45 attended virtually.

Engagement Summary

November 2022

The predominant themes from the engagement highlights a desire to better balance Virginia Street as a place for events with everyday activities. Renoites want to see changes to the street itself and further activation of the built edge and the adjacent public spaces.

Note: For a detailed summary of the survey results and the compiled response data supplement, please refer to the *Engagement Round 2: Survey Data Appendix*.

Of the four major findings in “What We Heard, What We Saw,” that “Virginia Street draws locals and visitors alike for events, but is not a place that Renoites gravitate towards everyday” was selected by over 50% of respondents as the most resonant.

When asked what role they could play in the transformation of Virginia Street, the majority of respondents said “visiting more.” About a fifth of respondents also responded with “Actively participating in programming.”

When asked what additional information should be taken into consideration for the Future of Virginia Street, perceptions of security and concerns around balancing circulation modes were the most common responses

For The Future of Virginia Street Renoites want to see:

- Ample seating for a variety of configurations, uses, and group sizes
- Comfortable, shaded environments
- Places active across all times of day and seasons of the year
- Shade trees and lush shrub plantings
- Spaces organized around a pedestrian scale
- Smaller-scale gatherings
- A diverse age range, specifically inclusive of children and elders
- Activations of liminal spaces
- Active ground floor facades with businesses that spill into the street
- Commercial offerings for everyday needs (eg. groceries, cafes)

Project Vision & Goals

The future of Virginia Street

Vision Statement & Placemaking Goals

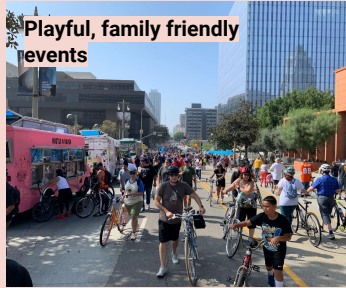
- A** 18/7 Activation & Programming
- B** Platform for Creativity & Innovation
- C** Enhanced Connectivity & Climate
- D** Local Economic Development

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.

A 18/7 Activation & Programming

Strengthen the invitations for everyday life with...

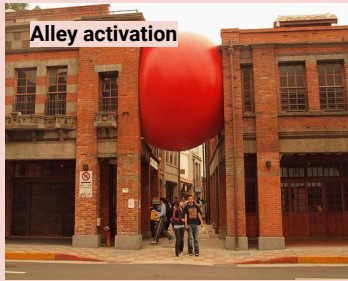
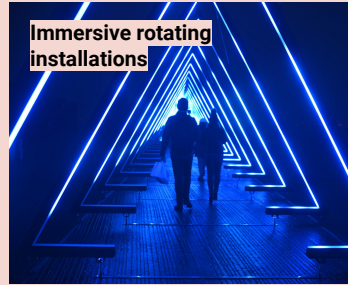
- Invitations to sit, rest, and linger, for shorter and longer periods of time
- High quality inclusive, intergenerational public space that offer a variety of amenities
- 18/7 activation and programming with adjacencies that invite diverse groups of people to spend time and interact
- A programming cadence that invites people to spend time everyday, all year, and outside of special events
- Reinforced perception of safety through a more diverse public life profile, active edges, and eyes on the street



B Platform for Creativity & Innovation

Bring Reno's culture of creativity and innovation to the street through...

- Incentives for local makers to create installations and deliver engaging activation and programming
- Leveraging the iconic signage and facades with stronger viewing platforms that spark curiosity and social connection
- Celebrating the historic alleyways with activation turning them from backsides into complementary public spaces and shortcuts for people on foot and wheels



C Enhanced Connectivity & Climate

Support connectivity and climate with...

- A well-defined identity that invites visitors from adjacent districts and provide a sense of belonging for downtown residents
- A walking experience with convenient and direct connections, and opportunities for leisurely strolls and discoveries
- Clearly defined access for all modes, that improves real and perceived safety and encourages people of all ages and abilities to use active mobility
- Lush planting that represents Reno's natural beauty and connects from the Truckee River to the University
- A comfortable microclimate and protection from the elements all year round



D Local Economic Development

Focus economic growth on local entrepreneurship and daily needs through...

- Bringing neighborhood amenities on to, and adjacent to, Virginia Street making it possible to meet daily needs within a 15 minute walk
- Lowering the barrier for entry for local entrepreneurs, with small-scale affordable commercial spaces, curated to offer a diverse range of commerce, and food and beverage at varied price points



Recommendations & Concept Alternatives

Strategic moves

01

Celebrate the character areas



02

Elevate the baseline



03

Connect the dots



04

Activate the underutilized



05

Activate the edges



Placemaking Profiles

Placemaking design, activation, + programming concepts

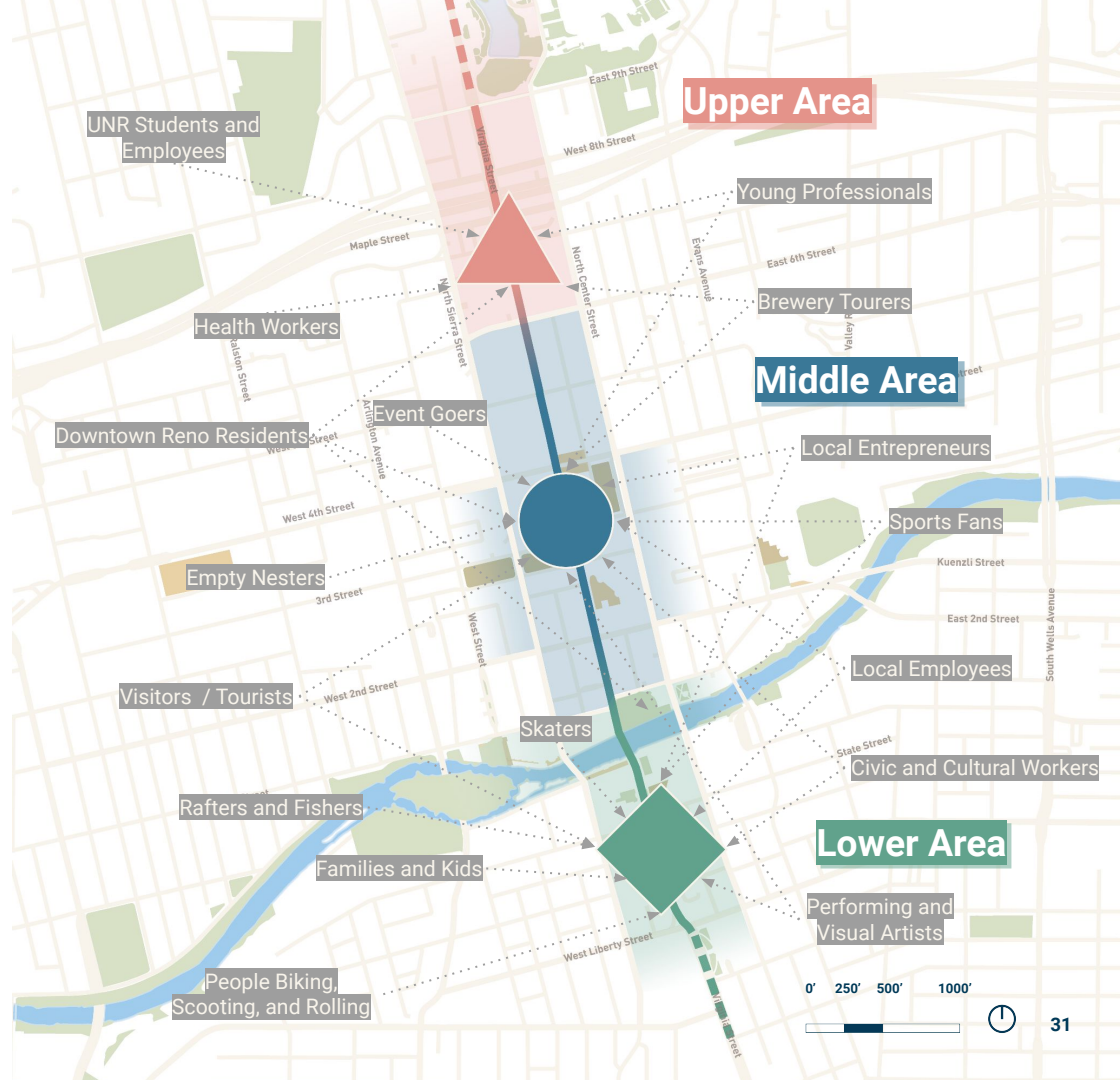
1 Strategic move

Celebrate the character areas

Deliver context responsive street design and programming that caters to the needs and desires of the unique user groups within each of Downtown Virginia Street's sub-areas, creating a varied experience along its length.

Why it's important

- Today's Virginia Street doesn't respond to the unique contexts of its North, Central, and South sections, resulting static offerings and limited public life activity
- While there is limited street and edge activity along Virginia Street today, placemaking actions should build on who is already in and adjacent to the street to secure a more thriving future



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

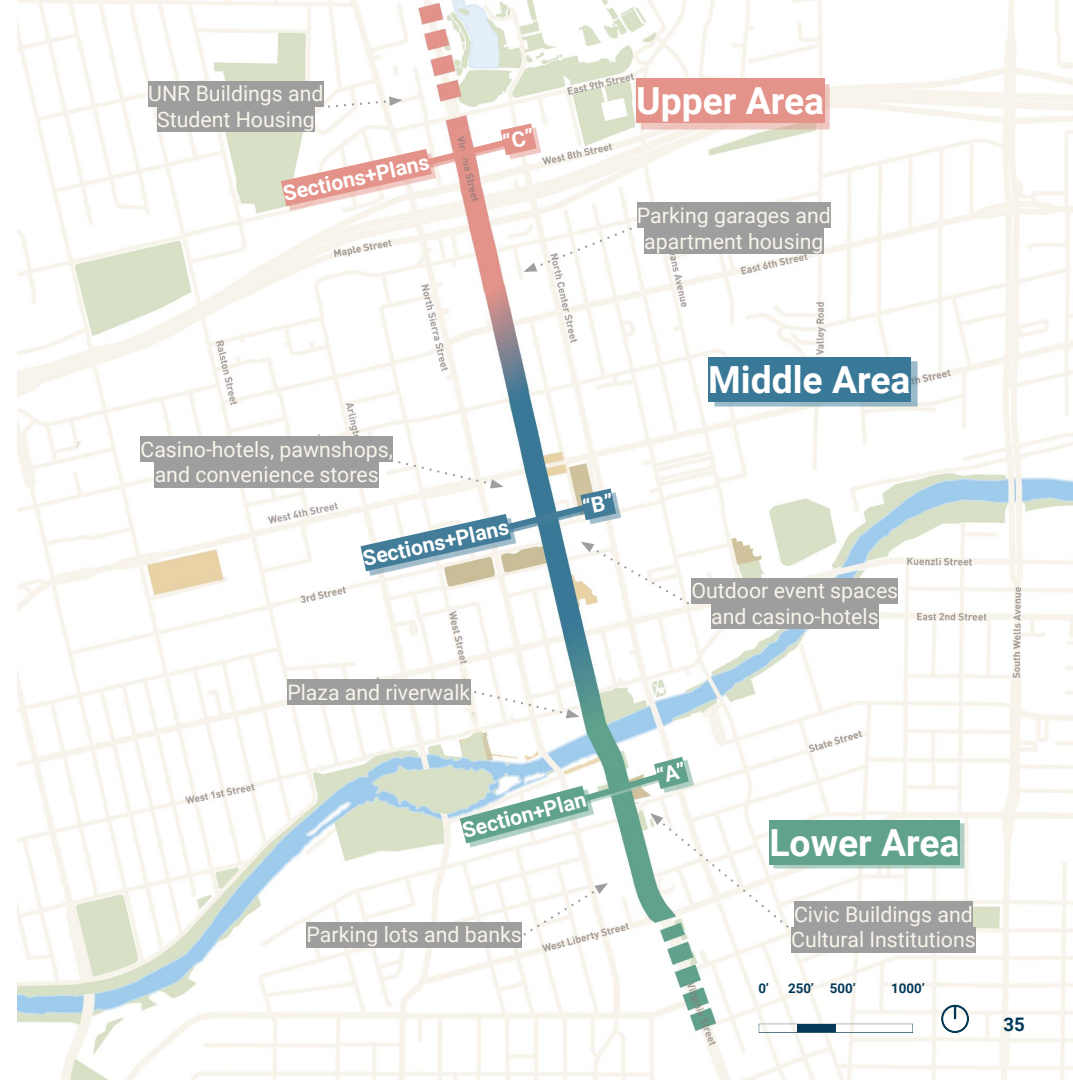
2 Strategic move

Elevate the baseline

Make Virginia Street the downtown connector through a continuous street treatment, roadway redesign, and amplified placemaking. Transform Virginia street into a place where people linger for short and long everyday experiences by designing for all modes and providing a safe, comfortable, and enjoyable journey.

Why it's important

- Today's Virginia Street promotes speed by design and is dominated by vehicular traffic
- There is limited protection from traffic and the elements and limited options to sit and meet along the way or enjoy outdoor serving at a local establishment



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, from tree canopy, to 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

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

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

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

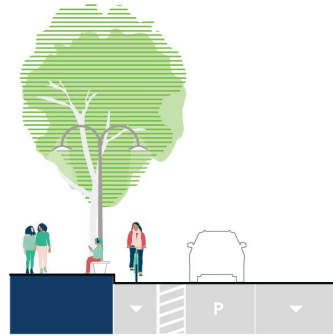
2 Placemaking actions

Elevate the baseline

Principles for Virginia Street Cross Sections

This page provides an overview of the key right of way components represented in the further detailed conceptual designs on the following pages.

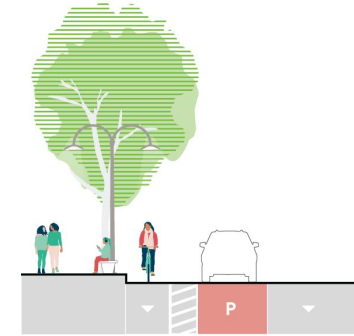
The proposed upgrades to the street do not include a continuous modification of the existing curb, rather changes to number of vehicle travel lanes to allow space for protected bike lanes and on street parking. Curb modification only apply to special condition areas such as in relation to integration of on-street parking and where bike lanes meet parking and bus stops. Preserving the existing curb is cost efficient, as it will not require regrading the street and making changes to drainage.



Maintain existing curbs
to prioritize ample sidewalk space and minimize construction cost



Add protected bike lanes
to prioritize active mobility



Increase on-street parking
to improve business access and calm traffic



Expand the furnishing zone
to include seating, shade, bike racks and micro-mobility parking, and increased street greening and wayfinding



Go to one lane, two-way vehicle lane configuration
with parallel couplet streets providing an alternative route for swift through traffic, to further improve safety for all modes

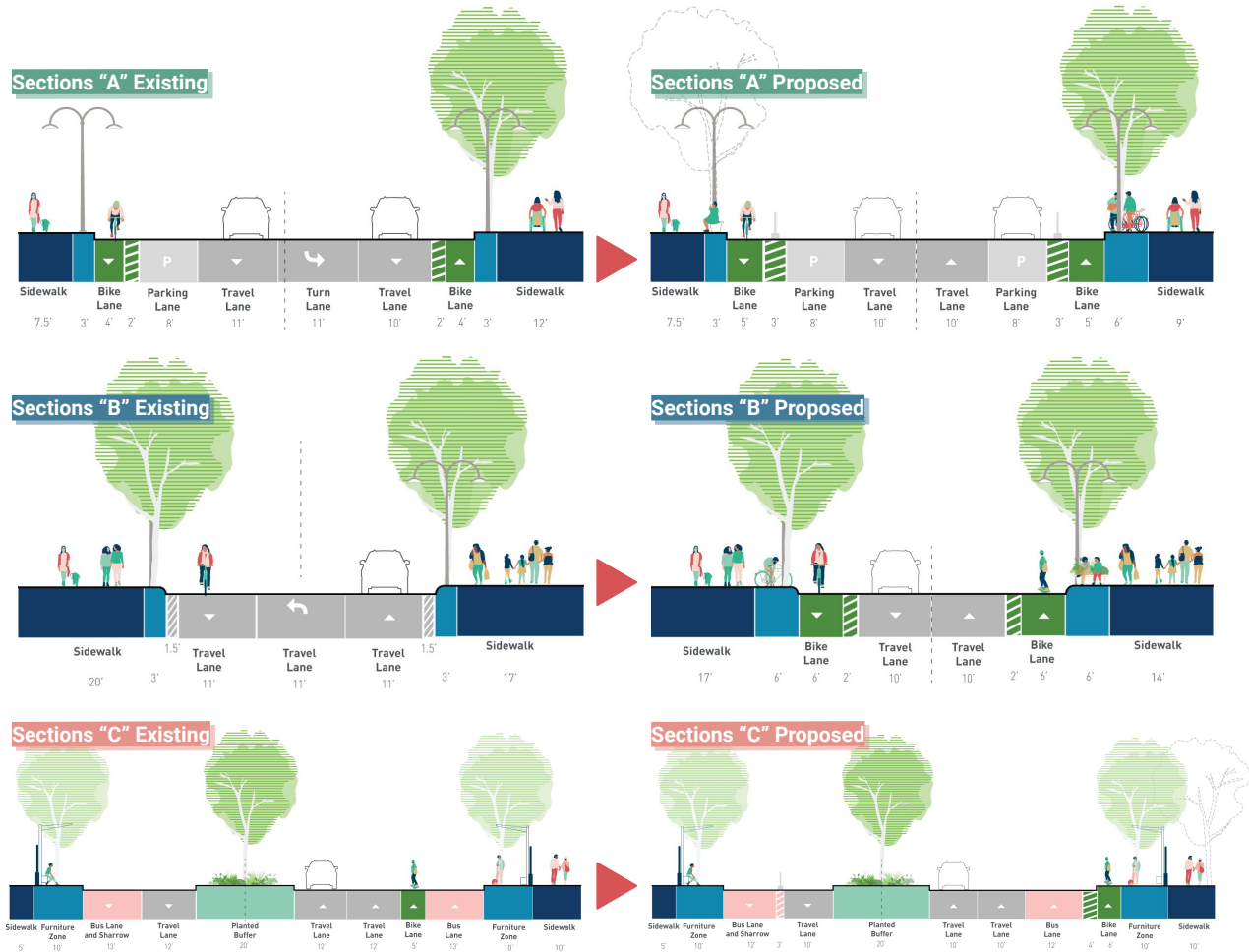
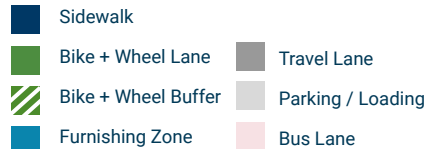
2 Placemaking actions

Elevate the baseline

Existing vs. Proposed Road Sections

This page provides an overview of the proposed representative conceptual changes to the right of way, corresponding with the 3 primary street typology conditions along Downtown Virginia Street.

The proposed is further detailed on the following pages.



2 Placemaking actions

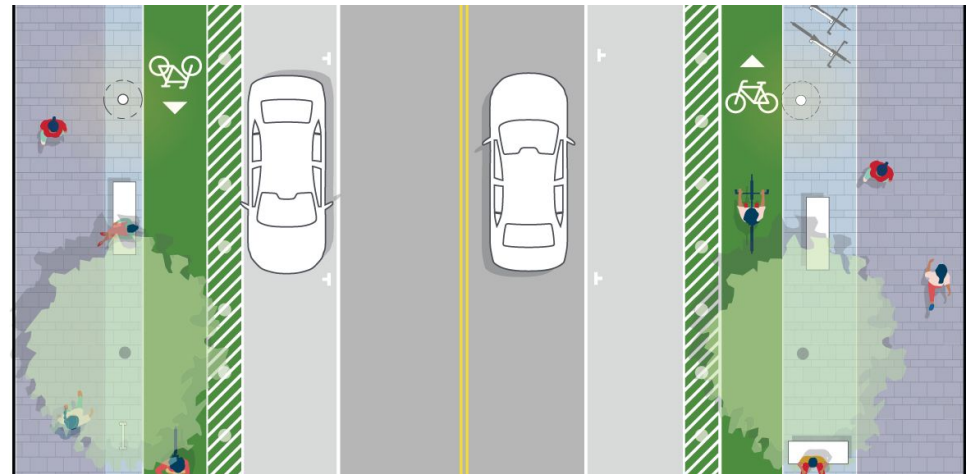
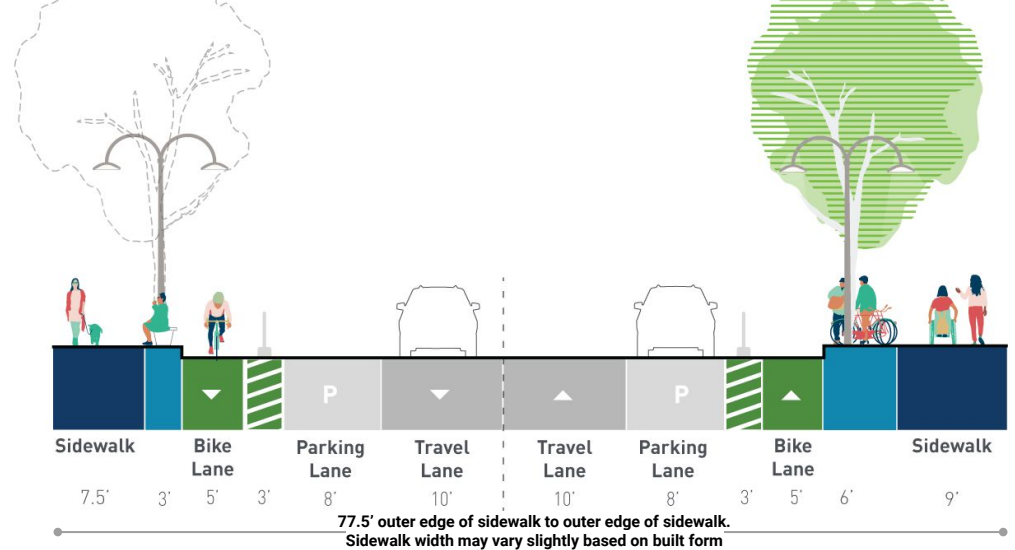
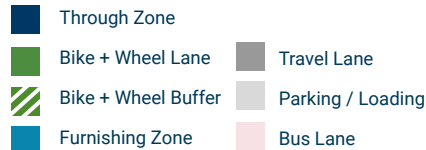
Elevate the baseline

Lower area - Pioneer Center Section

This section applies between Liberty Street and the Truckee River. It expands on the new parking protected bike facilities between State and Liberty Street by providing additional parking for visitors to the Pioneer Center.

Additional Considerations

- Provide bike lanes through the intersection of Virginia and Liberty Streets to prioritize people biking and wheeling as they transition from a protected lane to a sharrow lane.
- Explore expanding tree coverage in front of historic buildings such as the Reno Court House.



2 Placemaking actions








Elevate the baseline

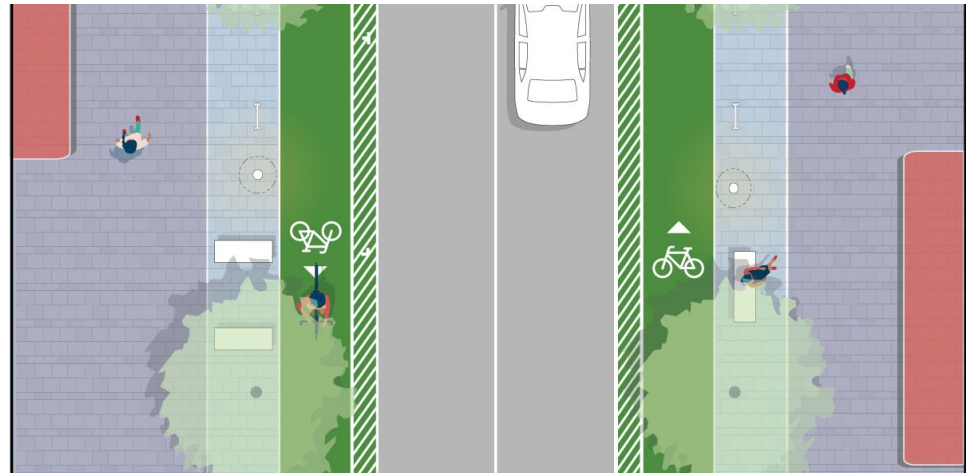
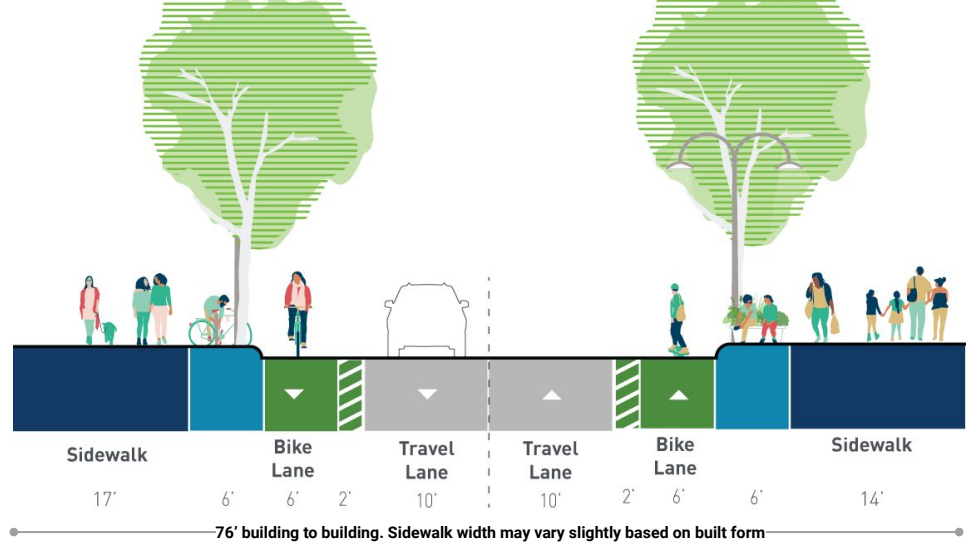
Middle area - Typical Section

This section grouping applies between 1st and 4th Streets, expanding on the existing parking pullouts and integrating them with protected bike facilities on each side of the road.

Additional Considerations

- Given that the constrained right of way and existing basements preclude adding trees in much of the Middle Area, consider incentivising awnings to provide a continuous shaded through zone for people walking.

	Through Zone		Travel Lane
	Bike + Wheel Lane		Parking / Loading
	Bike + Wheel Buffer		Bus Lane
	Furnishing Zone		



2 Placemaking actions

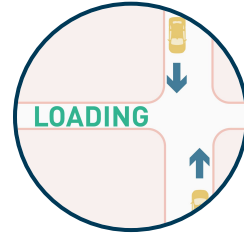
Elevate the baseline

Middle area - Parking Strategies

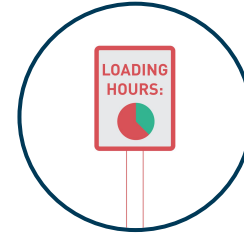
While most Renoites currently access Virginia Street via private vehicles, the demand for on-street parking needs to be weighed against the project vision of a more inviting and vibrant Virginia Street for walking and spending time.

This page outlines five strategies that can be deployed to more effectively utilize the existing Virginia Street roadbed for private vehicle access.

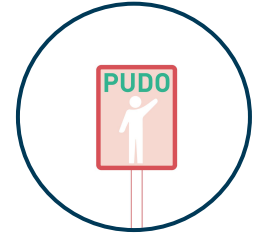
Given the existing public and private parking stock available in garages neighboring Virginia Street, adding additional parking spaces should only be considered after the potential existing parking stock has been fully utilized.



Move loading of goods
off of Virginia Street and into
alleys/side streets



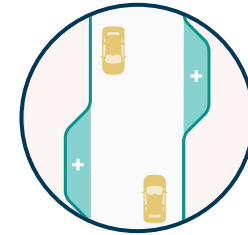
**Improve enforcement of
loading zones and times**



Add designated pickup/dropoff
to pre-existing loading spaces
on Virginia Street



Experiment with short term parking
in select locations on Virginia Street



**Explore adding pickup/dropoff
spots to high demand areas**

2 Placemaking actions








Elevate the baseline

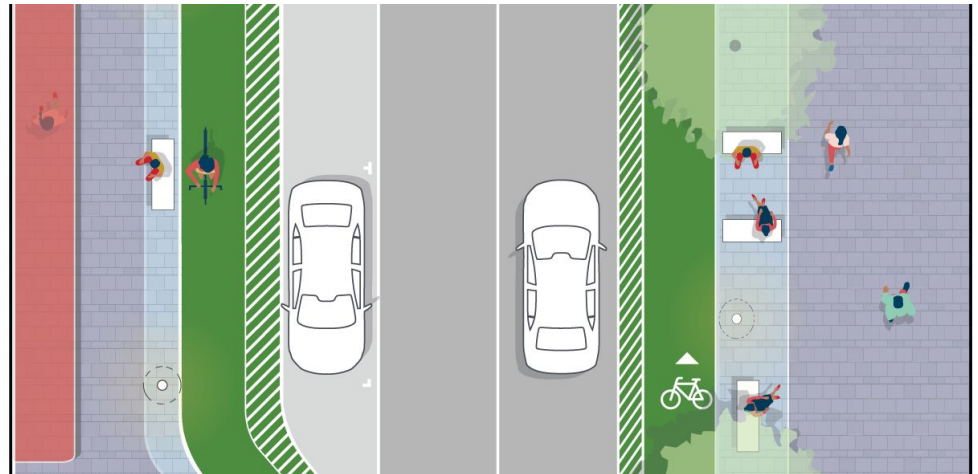
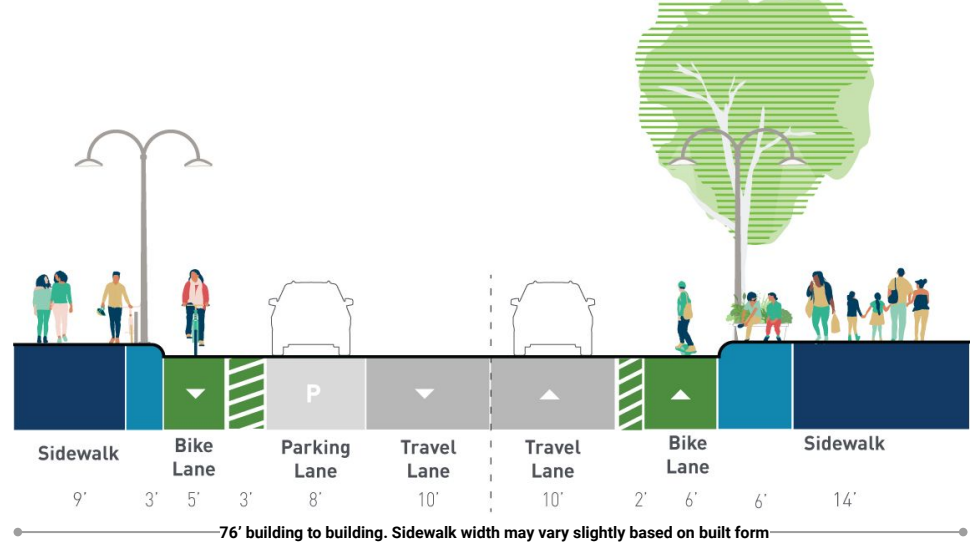
Middle area - Special Condition

This section grouping applies between 1st and 4th Streets, expanding on the existing parking pullouts and integrating them with protected bike facilities on each side of the road.

Additional Considerations

- Consider installing plantings in the liminal spaces created by parking pullouts for stormwater management, traffic buffering, and beautification.

	Through Zone		Travel Lane
	Bike + Wheel Lane		Parking / Loading
	Bike + Wheel Buffer		Bus Lane
	Furnishing Zone		



2 Placemaking actions

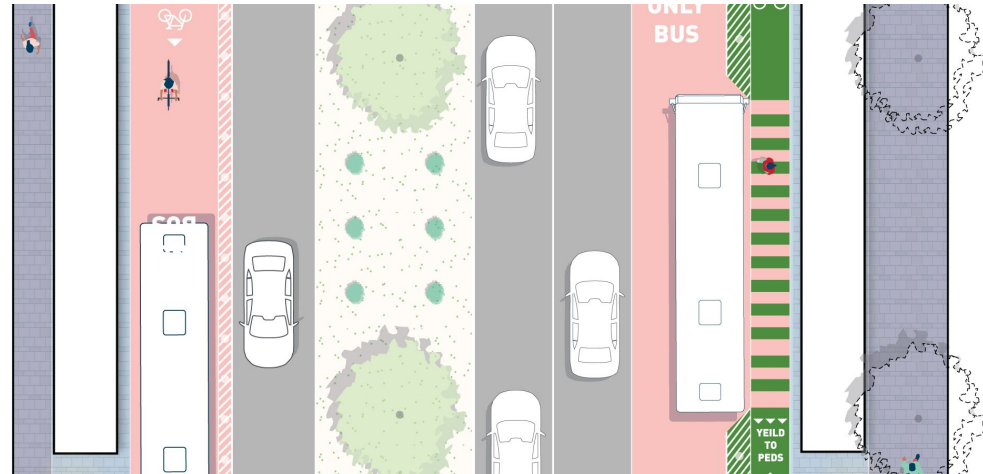
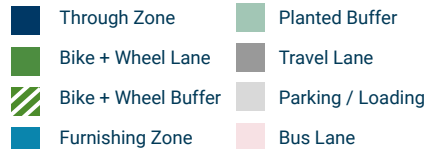
Elevate the baseline

Upper area - Existing Improved

This section applies to Virginia Street between 8th and 9th Streets.

Additional Considerations

- Bike lanes will only be raised to sidewalk level at the transit stops to provide a level surface for people boarding busses.
- Alternatively, consider rerouting the Virginia bike lanes to University Way in order to cross the interstate.

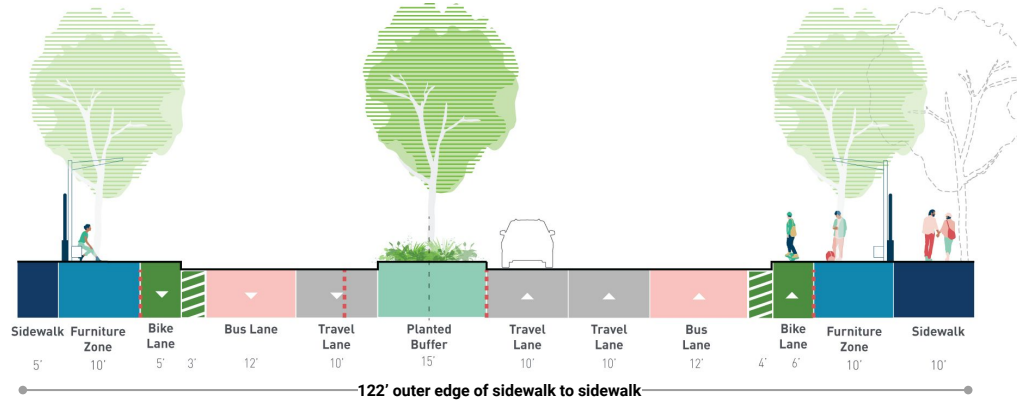


2 Placemaking actions

Elevate the baseline

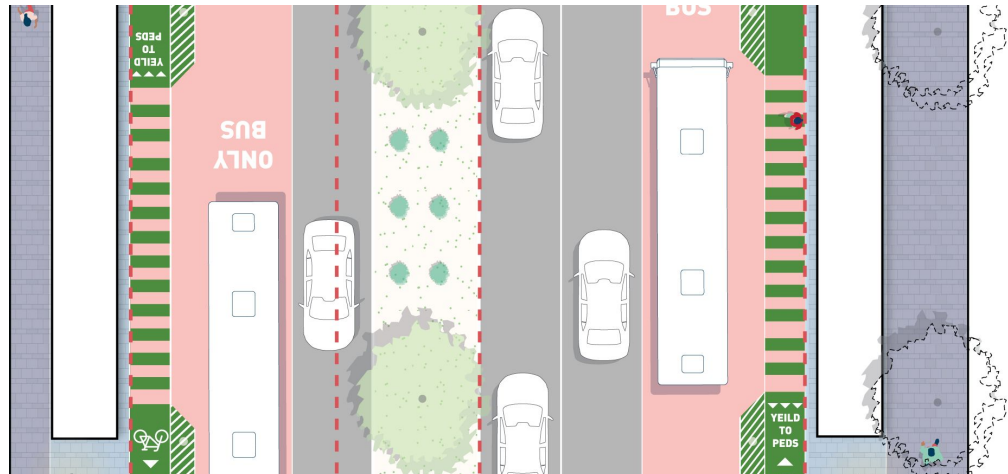
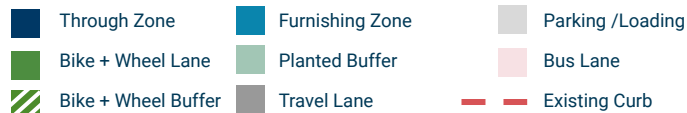
Upper area - Proposed Reconstruction

This section applies to Virginia Street between 8th and 9th Streets and assumes a redesign of the central median to compensate for the lack of a Southbound bike lane.



Additional Considerations

- Bike lanes will only be raised to sidewalk level at the transit stops to provide a level surface for people boarding busses.
- Any reconstruction of the blocks between the Interstand and 9th also need to be considered in conjunction with the northern street context as it stretches into UNR, ideally creating a protected bike and dedicated bus network throughout.



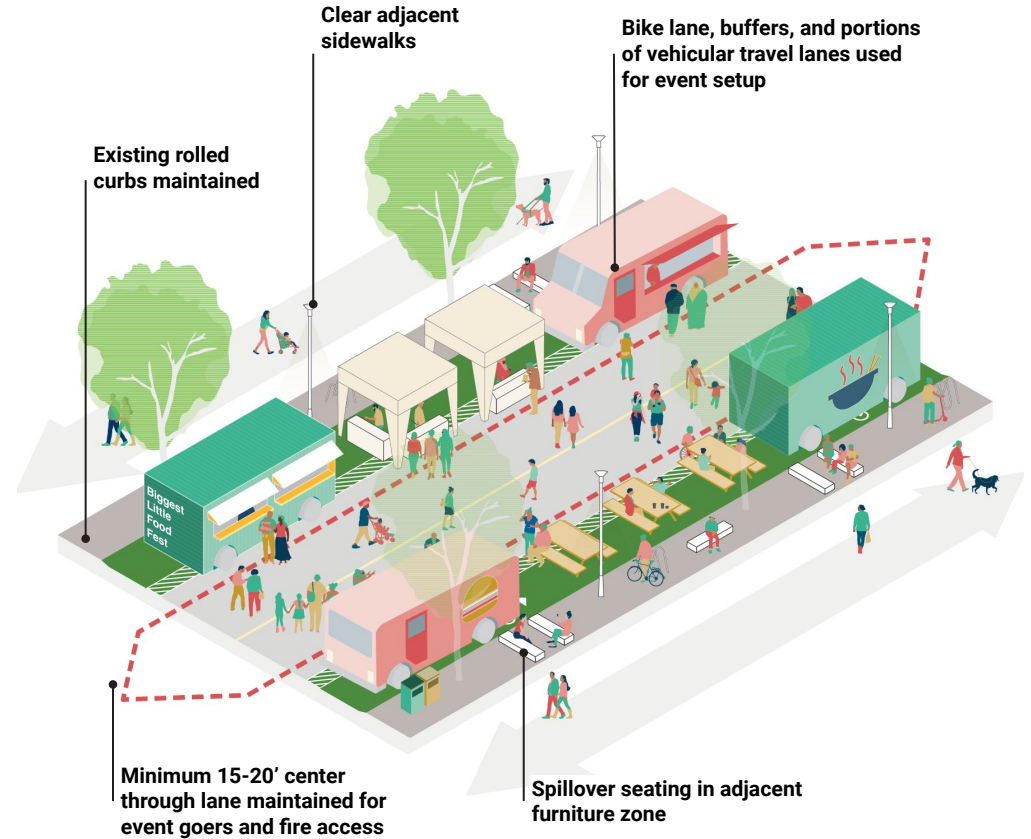
2 Placemaking actions

Elevate the baseline

Events along Virginia Street

Street closures for annual events is an integral part of public life on Virginia Street, and the proposed streetscape configurations allows for a continuation of the established event layout.

- The proposed streetscape generally maintains the existing rolled curbs along Virginia Street.
- This diagram depicts an events set up along the narrower portion of Virginia Street from 2nd -4th Streets. From 4th-6th Streets, a wider roadbed along Virginia Street allows for a wider through zone or expanded event tents.



3 Strategic move

Connect the dots

Improve Downtown's connectivity for people walking and wheeling. Start with the intersections along Virginia Street and by strengthening key East-West connections to surrounding districts and destinations, complementing improvements to Virginia Street itself.

Why it's important

- Today, intersections along Virginia Street do not cater to people walking and wheeling
- Links to downtownwide assets and destinations are poor, uncomfortable, and discourage people from getting out of their car and seeking other modes of transport
- Virginia Street is part of a network and cannot succeed in isolation
- Providing strong contractions for people to walk and wheel in between existing assets comes with positive environmental, social, and economic impacts



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 markings and bike markings

Develop a wayfinding strategy that leverages the Reno culture of creativity, with wayfinding solutions beyond traditional signage

Continue expansion of infrastructure for people biking and wheeling. Consider developing a 'minimum grid plan' for people walking, biking, and wheeling to root future expansions in a Downtown-wide framework plan

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

Pilot a wayfinding program through an artist call for creative wayfinding

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

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

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 promotes 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

Consider lowering the traffic speed limit across Downtown. Further explore this limit as part of future network planning

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

Convert of one-way streets in Downtown to two-way streets to further promote traffic safety and access for all modes

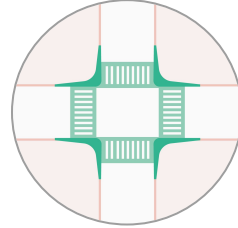
3 Placemaking actions

Connect the dots

Intersection principles

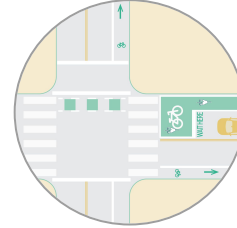
This page provides an overview of key design interventions to consider at intersections to improve the overall mobility experience for all modes to move safely and comfortably along and across Virginia Street. Deployed together, these principles calm traffic and create safe and pleasant walking and biking experiences, and limits accidents risks.

As the City takes a closer look at improving intersections, a detailed design project, these principles should guide the physical design layout



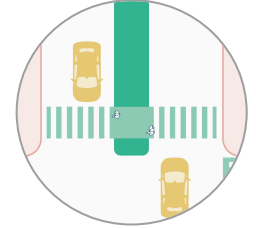
Corner Radii + Crossings

Tighter corner radii reduce turning speeds and pedestrian crossing distances, which should be clearly marked.



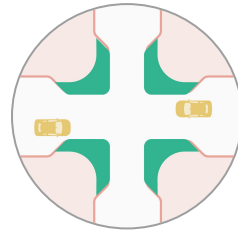
Bike Crossing + Boxes

Prioritize cyclist safety by providing indicated travel, queuing, and turning routes.



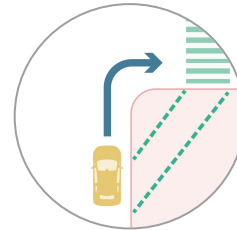
Refuge Islands

Break long crossings into two parts for pedestrian ease and safety.



Neckdowns

Reduce crossing distances for pedestrians, calm traffic, and create opportunities for bus stops and parking.



Removing Slip Turns

Reduces dangerous vehicular-pedestrian conflicts and prioritizes safety over speed.



Signal Timing + Prioritization

Prioritizes active modes of transportation, calm traffic, and reduce conflicts. Consider removing right-on-red.

3 Intersection Concepts

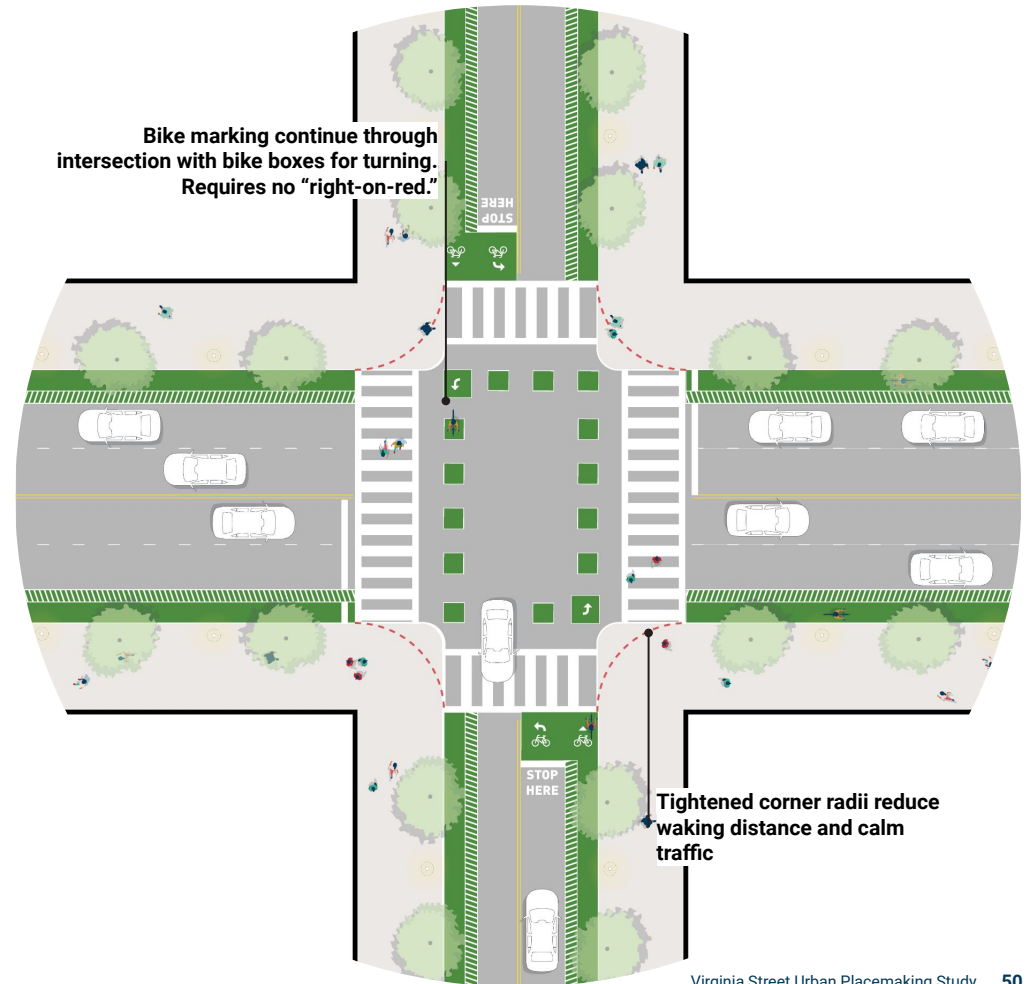
Connect the dots

Upgraded linear intersections

Applicable at intersections without neckdowns/bulbouts. If traffic levels allow, consider converting one lane of traffic in each direction to on street parking, effectively creating a neckdown.

Additional Improvements

- Adjust signal cycles and timing to provide a leading pedestrian and cyclist interval. This improves safety by giving people walking and rolling more time to cross the intersections and makes them more visible to turning vehicles.
- Consider making major crossing along Downtown Virginia Street "No Right on Red" intersections.
- Consider lowering traffic speeds across Downtown.



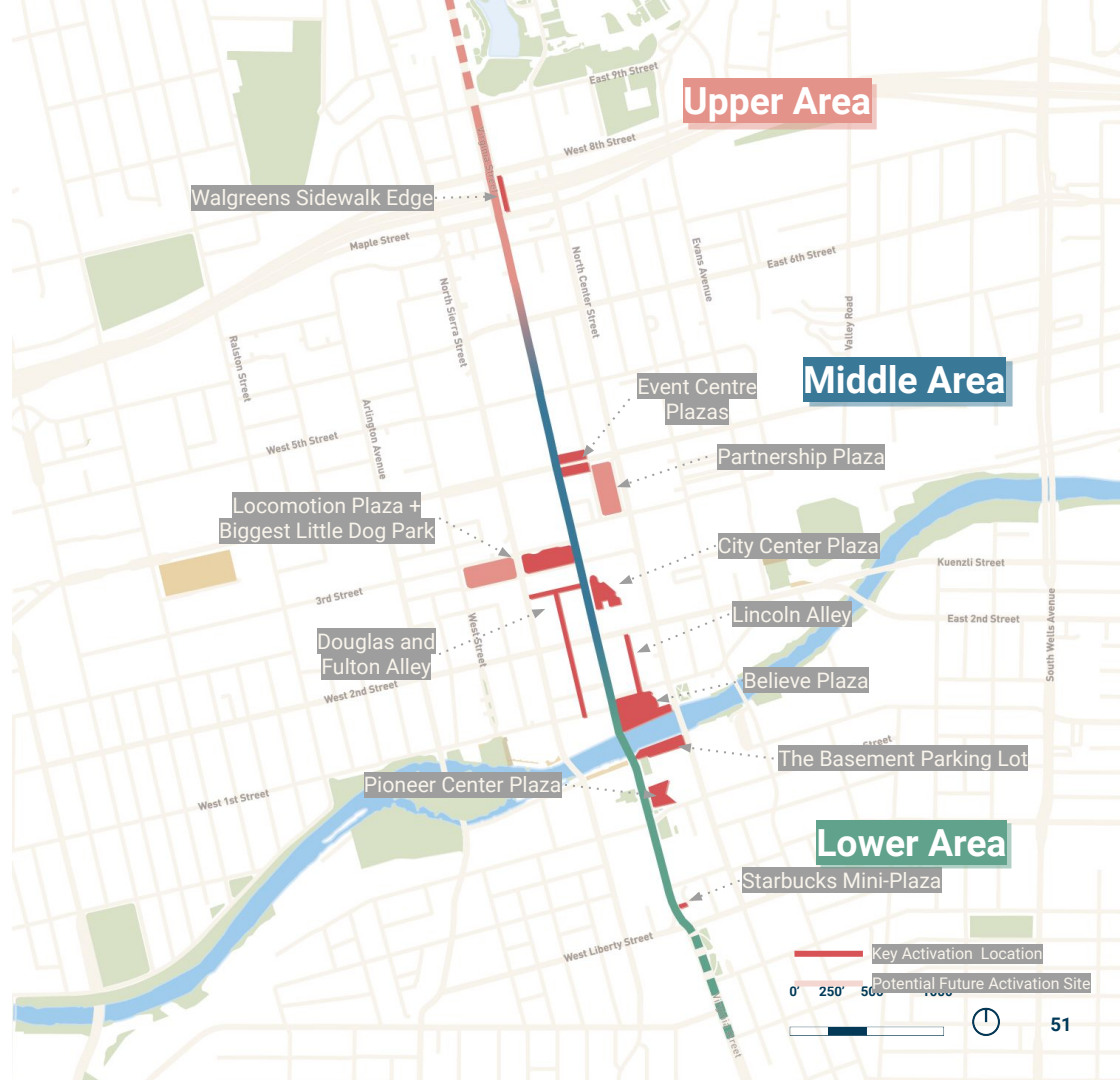
4 Strategic move

Activate the underutilized

Deliver placemaking improvements to setbacks, unbuilt lots, and larger adjacent public spaces along Virginia Street to offer a variety of everyday invitations to recreate and socialize that cater to a diverse audience.

Why it's important

- While there are multiple public spaces along Virginia Street, everyday activity is limited due to a lack of baseline components like protection from the elements, seating, and variation in activation and programming.
- Besides from the Riverwalk, the adjacent public spaces along Virginia Street do not significantly vary in typology and scale, which limits who uses them and when they do



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 program 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

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.

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 access to the water

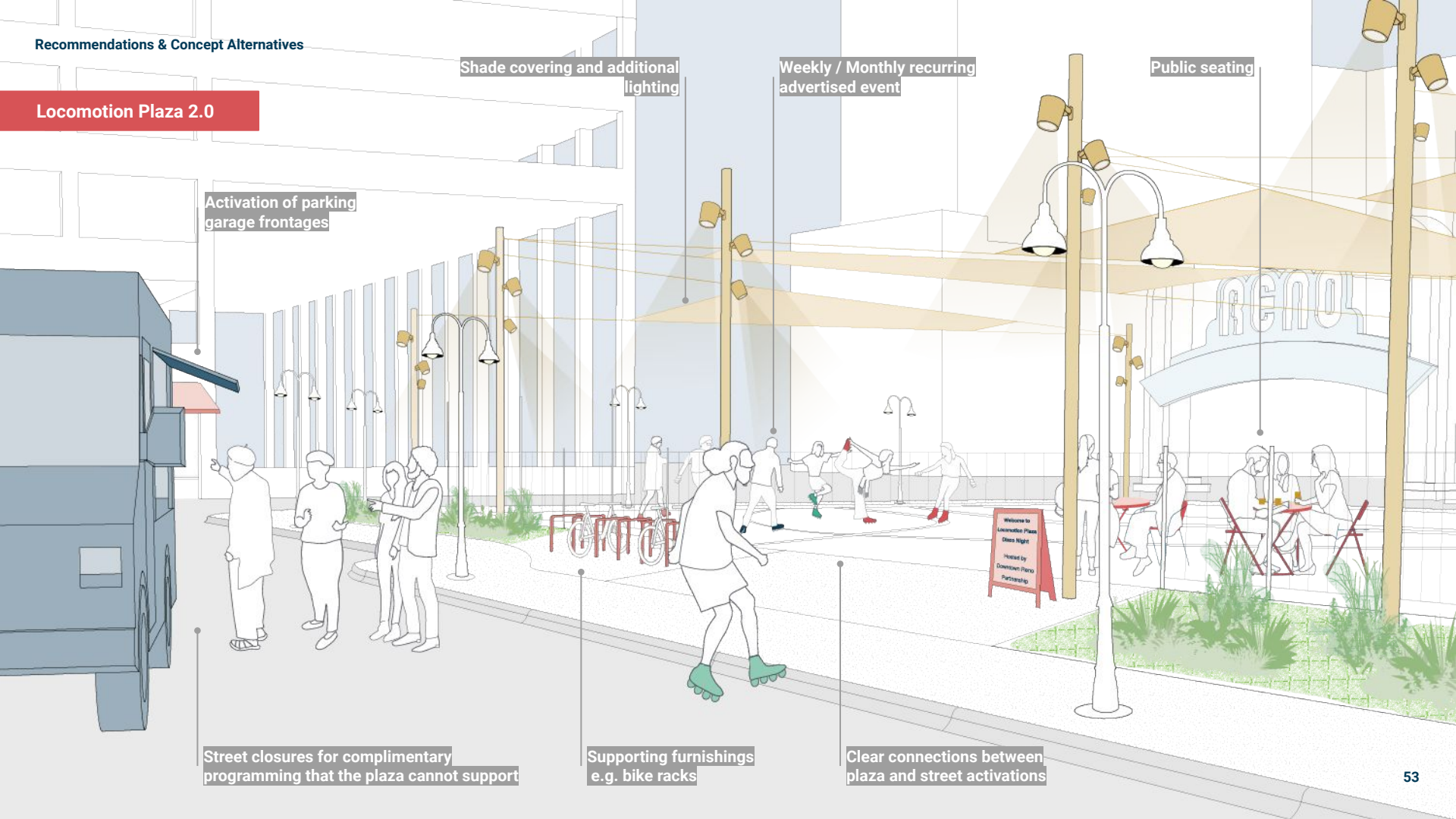
Deliver improved and varied seating, shade, and activation on Locomotion Plaza and Believe Plaza, including seating, shade, greening, art, and maintenance.

Establish a comprehensive downtown public space network plan that promotes streets as public spaces and plans for public spaces across Downtown, varying typology and scale to cater to diverse audiences and scales of programming

Include the alleyways in the comprehensive Downtown public space plan, not only as spaces for movement and services, but locations for targeted activation, programming, and additional integration of art that reflects Renos culture of creativity

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 stand/kiosk outpost

Locomotion Plaza 2.0



Shade covering and additional lighting

Weekly / Monthly recurring advertised event

Public seating

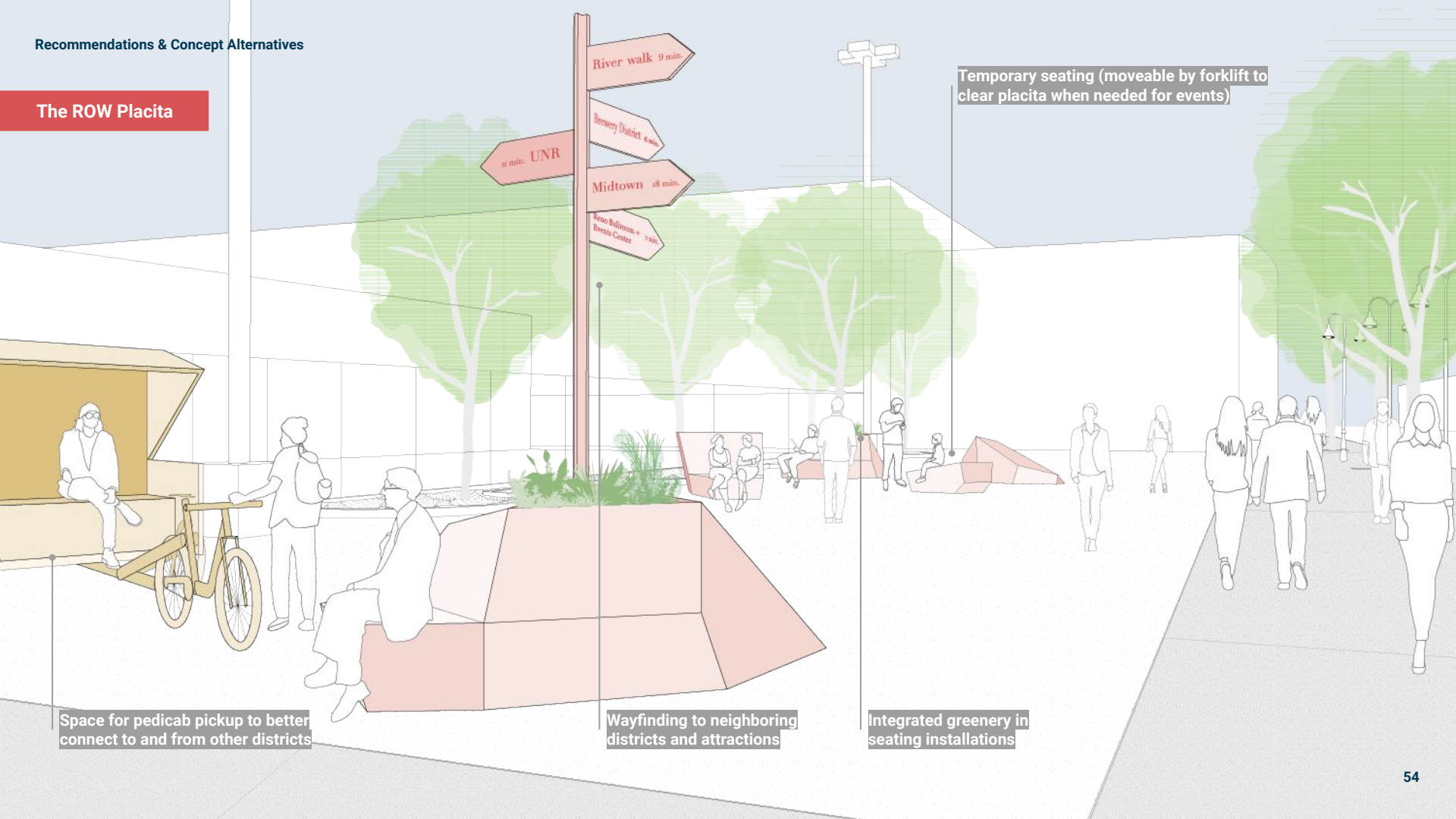
Activation of parking garage frontages

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



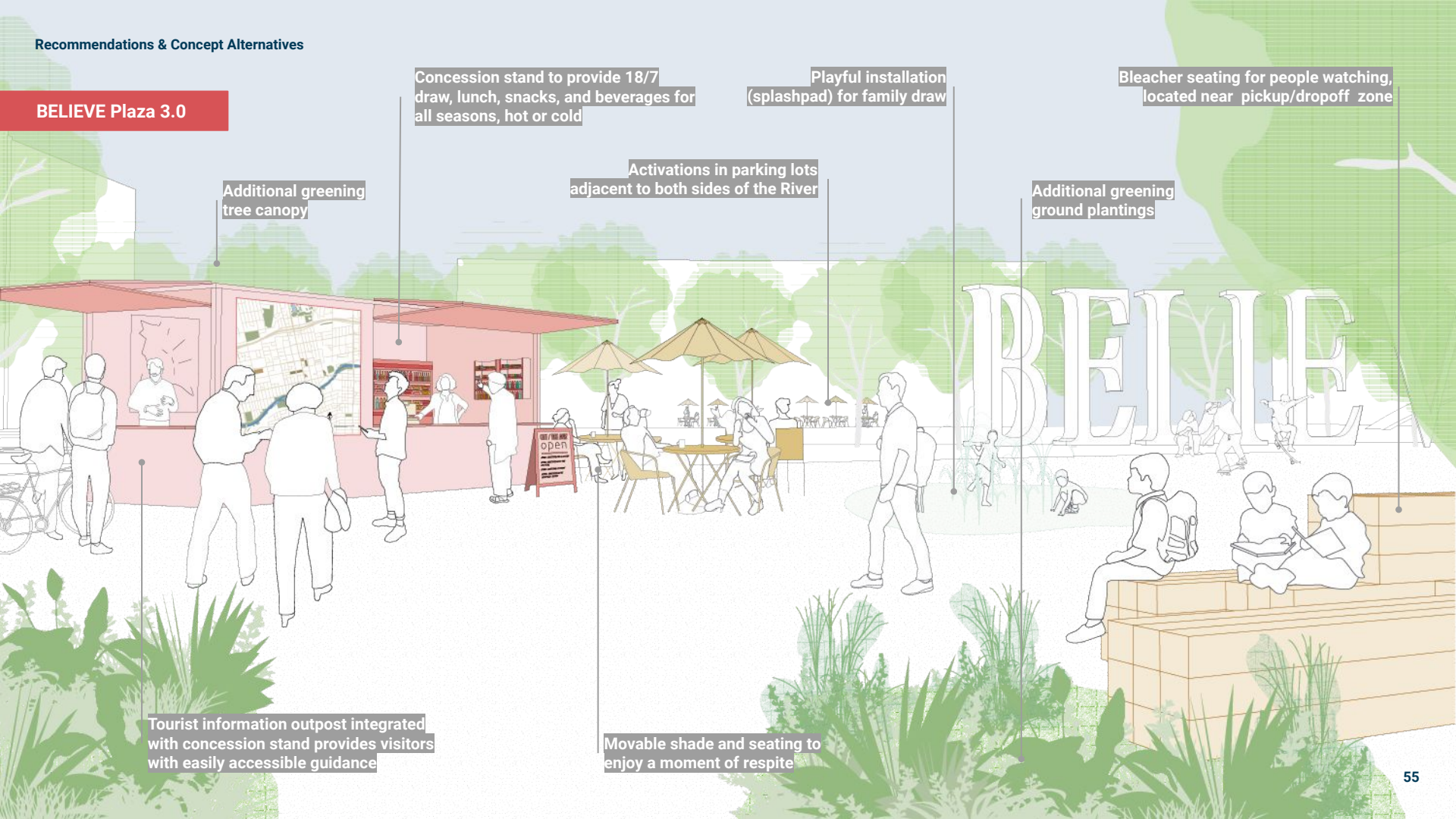
Temporary seating (moveable by forklift to clear placita when needed for events)

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



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

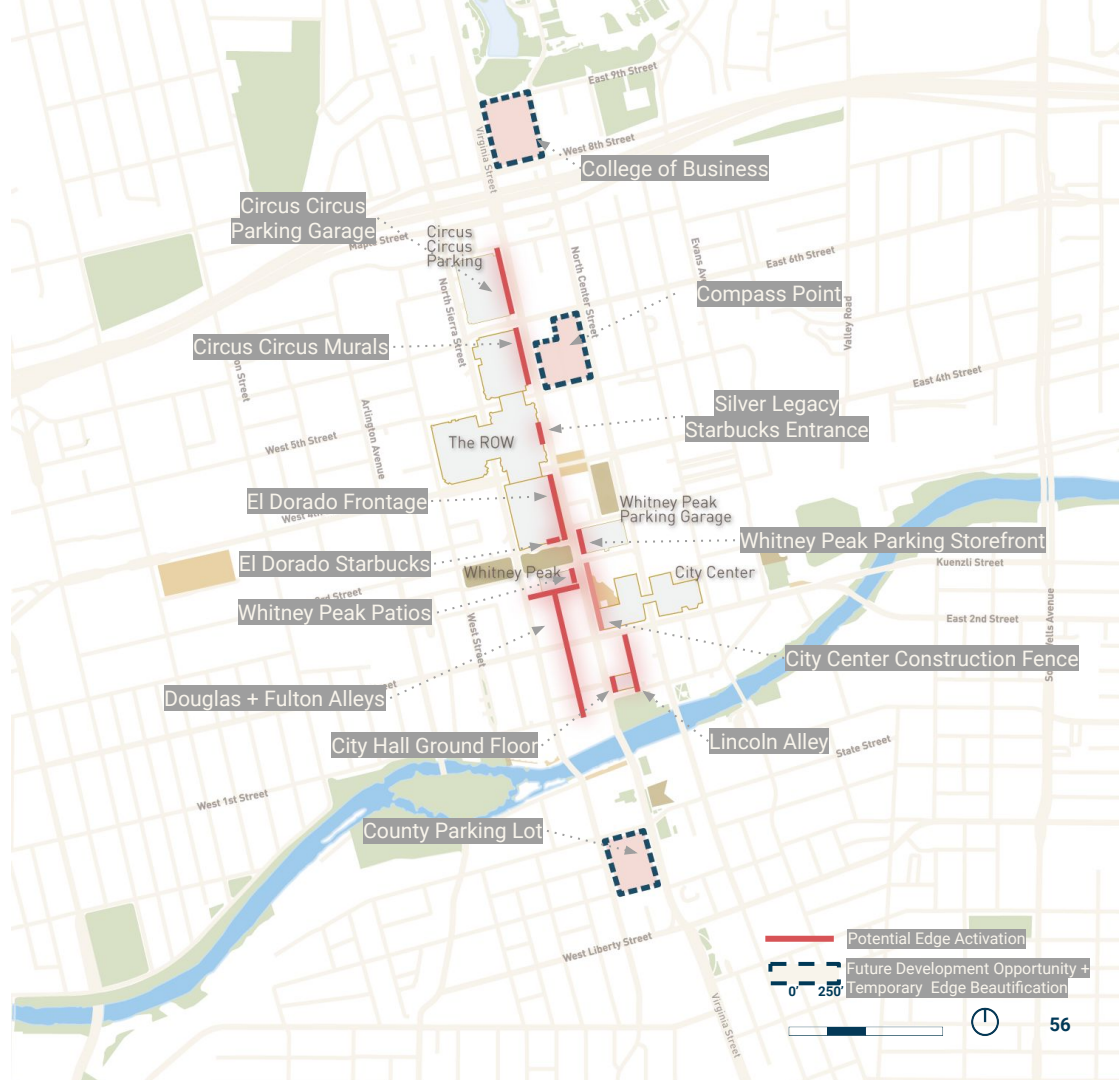
5 Strategic move

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 needed Downtown amenities.

Why it's important

- 70% of the edges along Virginia Street are inactive, depleting the streetscape from public life and eyes on the street, providing significant challenges with real and perceived safety
- 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 incentive program

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

Enter into a 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 comparable programs in other cities

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

Investigate the feasibility of piloting a micro-unit edge along the County owned parking lot at the southern end of the project site (between Court and Liberty). Consider a program for local artist work, exhibit, and vending spaces to build on the character area of Southern Downtown Virginia Street

Develop ground floor guidelines for new buildings along Virginia Street to ensure continued and diverse activation across Virginia Street to benefit both property owners and create a more thriving downtown main street

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

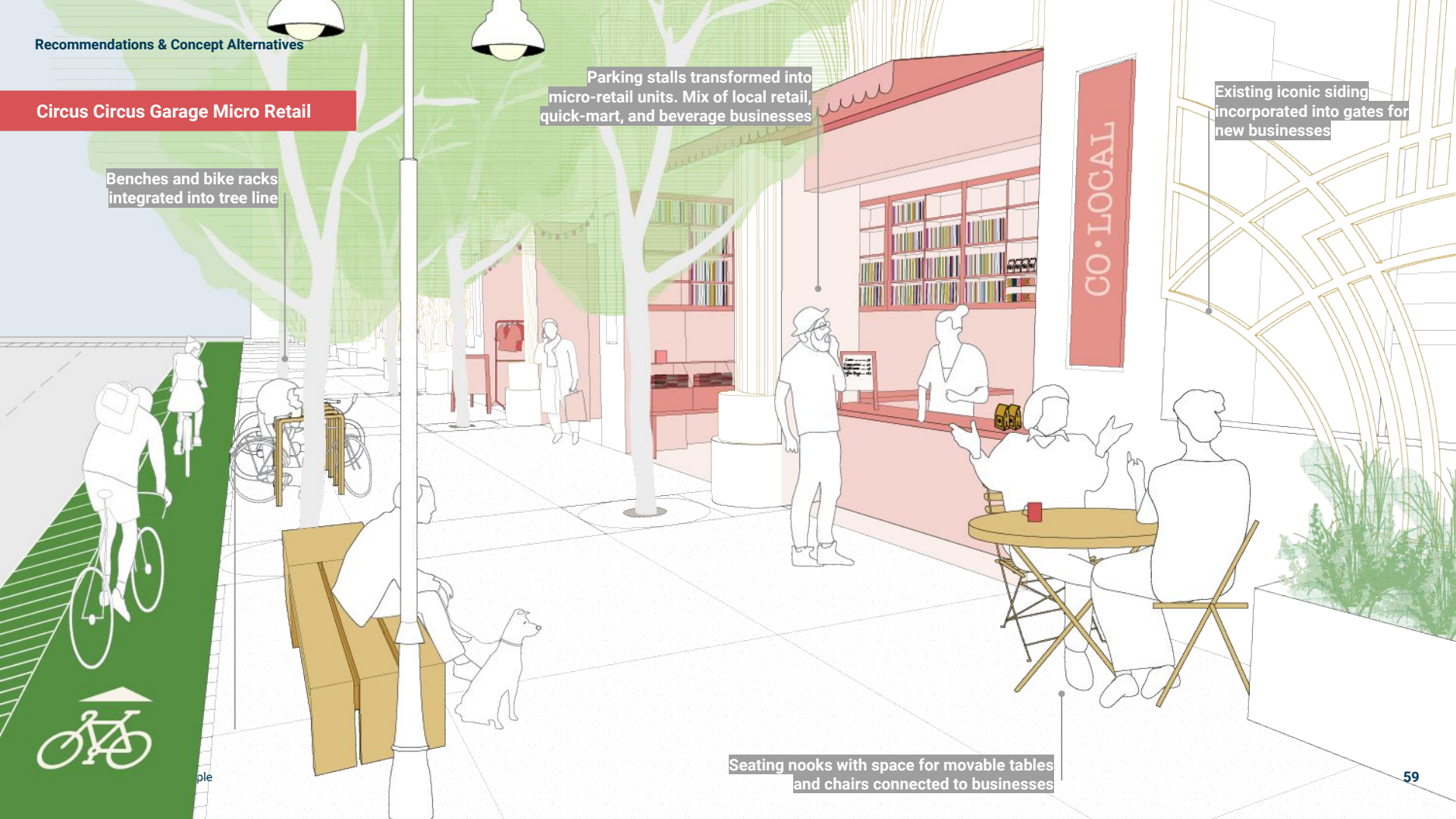
Circus Circus Garage Micro Retail

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



Next Steps

Where the project process is at



Request for Input & Q&A

Q&A

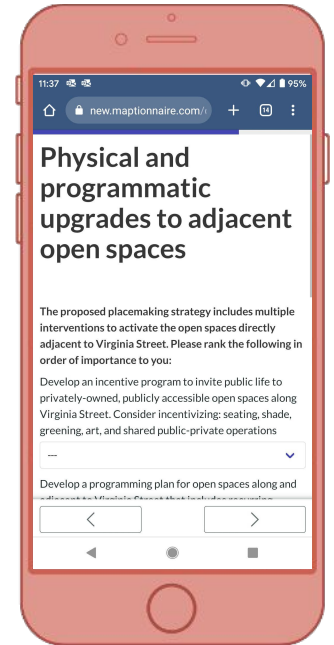
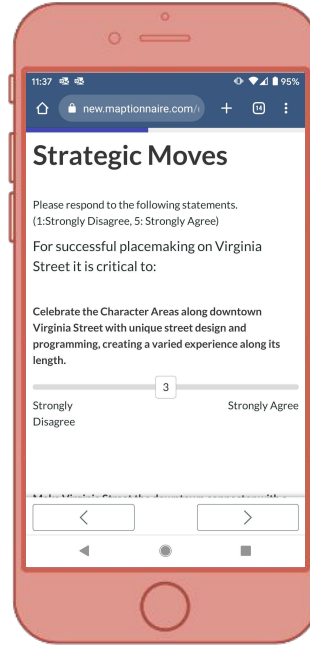
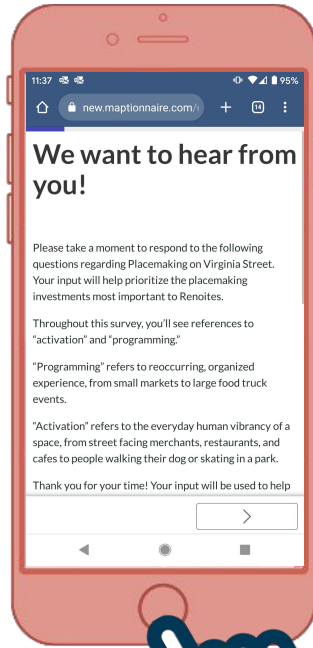
A little bit about format

1. If online: please raise your hand
2. If in person: raise your hand
3. When given the floor, please limit your speaking time to 30 seconds
4. Please limit your questions and comments to the presented material
5. Be kind and be respectful of others

If you are joining us online please take a moment to fill in the online survey for the Future of Virginia Street after the Q&A



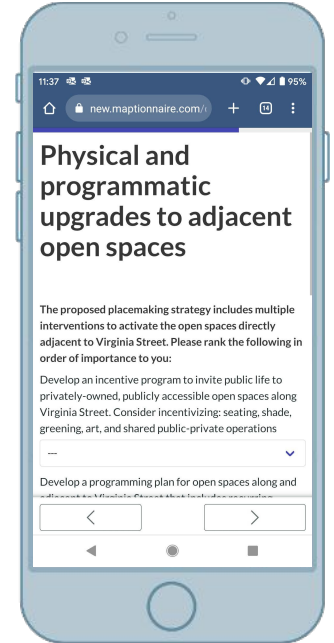
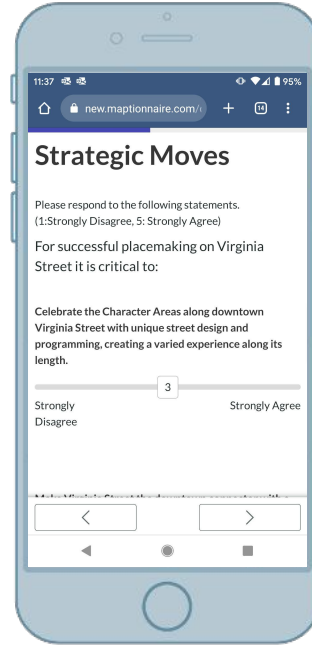
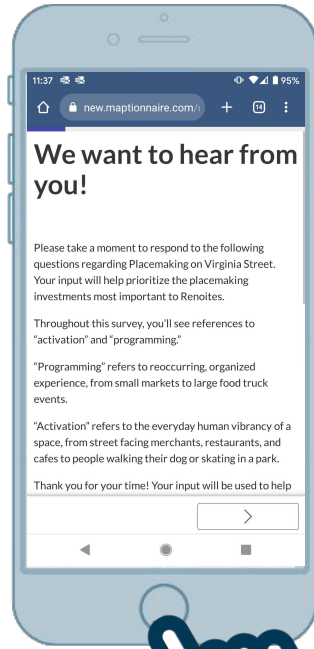
Access the survey here!



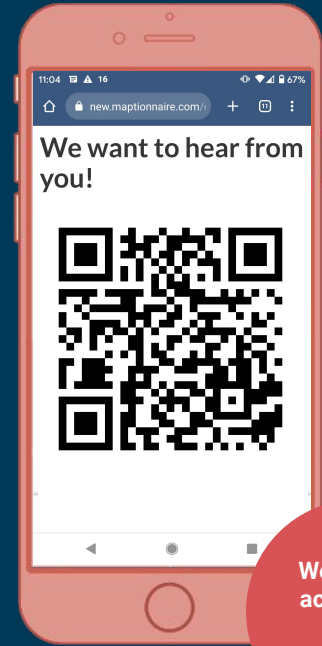
Or at : <https://www.reno.gov/community/placemaking-study>

If you are joining us in person, please join us in the lobby after the Q&A

The online survey content is accessible via the provided tablets.



**Time to fill out the
survey and mingle!
We look forward to
hearing from you!**



**Web users,
access the
survey
here!**

Or at <https://www.reno.gov/community/placemaking-study>