



C I T Y O F
RENO

Memorandum

DATE: July 18, 2025

TO: Mayor and City Council

THROUGH: Jackie Bryant, City Manager

FROM: Kerrie Koski, Director of Public Works & City Engineer

DEPT: Public Works


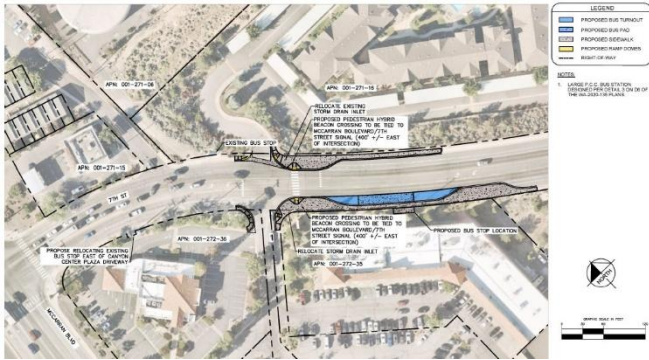
SUBJECT: West Seventh Street Traffic Safety Improvements

This memo provides an update on the traffic safety improvements along West Seventh Street. Due to its unique geometry and geography, combined with increased traffic volumes and higher travel speeds, the corridor has experienced elevated crash rates, raising public concern.

The City of Reno's Public Works Department and the Regional Transportation Commission (RTC) have been working to evaluate, design and implement a variety of engineering solutions to improve safety outcomes, as noted in Table 1.

In addition to these physical improvements, the Public Works Department has prioritized a Safety and Crash Analysis Mitigation Study focused on the West Seventh Street, Kings Row, and Keystone Avenue Corridor. This study was approved through the Regional Transportation Commission's (RTC) Unified Planning Work Program (UPWP) for Fiscal Years 2026–2027 and is planned to start in 2027. This study aims to evaluate current conditions and recommend coordinated improvements across all three streets, with the goal of identifying holistic corridor-wide solutions.

Table 1: 2025 West Seventh Street Traffic Safety Improvements

Improvement Type	Description
<p data-bbox="228 291 836 352">Sequential Flashing Chevron Directional Arrows System Pilot Program</p> 	<p data-bbox="889 291 1417 489">The City of Reno’s Traffic Engineering team has implemented a Sequential Flashing Chevron Directional Arrows System Pilot Program to alert drivers of upcoming road curvature on West 7th St. between Downey Ave. and Heights Dr.</p> <p data-bbox="889 527 1179 558">This project is complete.</p>
<p data-bbox="323 917 740 949">Pedestrian Hybrid Beacon (PHB)</p> 	<p data-bbox="889 917 1417 1184">This RTC Pedestrian Hybrid Beacon (PHB) project is located on West 7th St., east of McCarran Blvd. A PHB is a traffic control device designed to help pedestrians safely cross higher-speed or multi-lane roadways at midblock crossings and uncontrolled intersections where stopping traffic is critical for safety.</p> <p data-bbox="889 1201 1417 1398">The project includes bulb-outs (curb extensions) to improve visibility and shorten the crossing distance for pedestrians, as shown in the image. In coordination with the PHB installation, the speed limit is being reduced from 35 mph to 25 mph.</p> <p data-bbox="889 1436 1417 1497">This project is expected to be completed by end of Summer 2025.</p>

Improvement Type | **Description**

Street Lighting

COMPATIBLE UNIT NUMBER	TYPE	WATTS
ODL06H	LED	92
ODL10H	LED	141

COMPATIBLE UNIT NUMBER	POLE/A	
	SHAFT LENGTH	ST
ODL55H	IMB	42" 28



This RTC project will install two new NV Energy streetlights to increase visibility for pedestrians at a vehicular conflict point on **West 7th St. at Sierra Highlands Dr.**

This project is expected to be completed by end of Summer 2025.

Crosswalk RRFB, Flashing School Zone Beacon, and ADA Sidewalk Ramps

As part of RTC’s Traffic Signal Modifications project, the crosswalk on West 7th St. near Robb Dr.—between Sapphire Ridge Way and Painted Cliff/Stargaze Way—will be upgraded with a rectangular rapid flashing beacon (RRFB), a flashing school zone beacon, and new ADA-compliant ramps. An RRFB is a device designed to increase driver awareness of pedestrians crossing roadways at marked midblock crossings or uncontrolled intersections where yielding is feasible.

The project is expected to be completed by end of Summer 2025.

Improvement Type	Description
<p data-bbox="321 226 743 262" style="text-align: center;">Permissive Left Turn Elimination</p> 	<p data-bbox="889 226 1393 430">At the intersection of West 7th St. and McCarran Blvd., a pedestrian safety improvement was implemented to prevent conflicts between left-turning vehicles and pedestrians using the crosswalk to cross McCarran Blvd.</p> <p data-bbox="889 464 1170 499">The project is complete.</p>
<p data-bbox="378 653 686 688" style="text-align: center;">Pavement Rehabilitation</p>  <p data-bbox="402 955 673 991" style="text-align: center;">PROJECT LOCATION MAP SCALE: NTS</p>	<p data-bbox="889 653 1414 829">RTC will be making improvements along West 7th St. from Keystone Ave. to Washington Ave., including pavement restoration, upgraded ADA ramps, improved sidewalks, and new bike lanes.</p> <p data-bbox="889 856 1393 961">The project is expected to go out to bid in October 2025, with construction beginning in Spring 2026.</p>