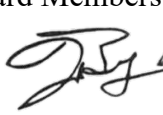




Memorandum

DATE: March 3, 2026

TO: Chair and Redevelopment Agency Board Members

THROUGH: Jackie Bryant, Executive Director 

FROM: Rachel Macintyre, Placemaking Manager

ENTITY: Reno Redevelopment Agency

SUBJECT: Small Walls Art Program

Summary

Small Walls is a creative placemaking and facade improvement initiative funded by the Reno Redevelopment Agency and implemented in partnership with the City of Reno Arts & Culture Division. The pilot is designed to mitigate blight, enhance visual character, and activate public-facing spaces within Redevelopment Areas 1 and 2 through small-scale, high-impact artwork.

Program Overview

Small Walls partners local artists with businesses and property owners to install murals, facade-mounted sculptural artwork, and window treatments on private property that are visible from the public realm. The pilot prioritizes one-story walls and smaller facade interventions to maximize geographic reach, deliver near-term improvements, and leverage private investment within budget constraints.

The Redevelopment Agency Advisory Board (RAAB) recommended approval of the budget for Fiscal Year 26 to include \$100,000 for funding for the Small Walls Art Program (\$50,000 in Redevelopment Area 1 and \$50,000 in Redevelopment Area 2). Subsequently the Redevelopment Agency Board adopted the recommended the FY 26 budget.

On March 2, the RAAB reviewed the proposed Small Walls Art Program pilot, including program structure, funding levels, eligibility criteria, and implementation approach. The Board provided unanimous feedback in show of support for the launch of this new initiative. The pilot offers 50% matching reimbursement grants, up to \$10,000 per project, awarded through a competitive application process. Artists must be selected from a City-approved list, and funded projects are required to remain in place and be maintained for a minimum of two years. All projects must comply with applicable City permitting and building code requirements.

Impact

Small Walls advances Redevelopment Agency and Public Art Master Plan goals by providing a cost-effective tool to address visible blight and improve the public realm. The program is intended to:

- Reduce the impact of blank walls and inactive facades
- Improve walkability and pedestrian experience along priority corridors
- Activate storefronts and underutilized building edges
- Support local artists through paid, public-facing opportunities
- Strengthen district identity and neighborhood character through placemaking

Next Steps

Applications will be evaluated competitively based on visibility, placemaking impact, artistic quality, feasibility, and project longevity. Awarded projects will be required to begin within 60 days and be completed within 180 days, with reimbursement issued upon verified completion.