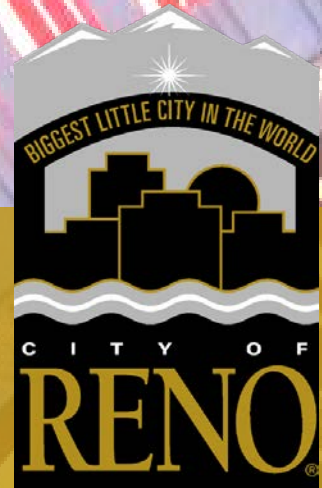
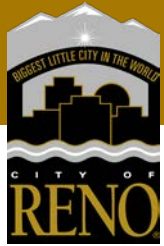


**Urban Land Institute  
Virginia Street Corridor Study  
Final Report | October, 2016**



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# ULI Advisory Services Engagement



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## **April 3-8, 2016 panel visit:**

- Welcome reception
- Briefing day & tour
- ~100 stakeholder & community interviews
- Two days of formulating recommendations
- Significant preparation prior to panel visit - briefing book, maps, discussion

# ULI Panelists



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## **Daniel Anderton**

Senior Planner

Dewberry

Gaithersburg, Maryland

## **Walter Bialas**

VP./Market Research Director

JLL

Dallas, Texas

## **Kathleen Cecilian**

CEO

Cecilian Worldwide LLC

Flemington, New Jersey

## **Bill Clarke**

Planning Consultant

Ross, California

## **Lucia E. Garsys**

Chief Administrator for Development

and Infrastructure

Hillsborough County

Tampa, Florida

## **Todd Meyer**

Principal and Director of Planning +

Urban Design

Forum Studio

Chicago, Illinois

## ULI Staff:

- **Thomas Eitler**, Senior VP, Advisory Services
- **Kladé Hare**, Senior Associate, Education and Advisory Services
- **Grant Hayes**, Intern, Leadership

# Virginia Street Corridor Study



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- “Activate and revitalize Virginia Street to achieve greater economic vitality, effective transportation, and more visually compelling streetscape treatments”
- 5.7 Miles from **UNR** to the north, to **McCarran/Convention Center** to the south

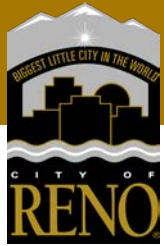


# Considerations



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- Best practices
- Current land use, design, transportation, uses, gaming, employment
- Evaluation of nodes
- Master Plan process
- Downtown Action Plan



## Vision, planning and design, governance

### Report structure

- Market Potential
- Vision and Branding
- **Planning and Urban Design**
- Implementation

# Major Themes

- Great Streets
- Civic Open-Space Framework
- Seven Districts
  1. University
  2. North Downtown
  3. Central Downtown
  4. South Downtown
  5. Midtown
  6. Virginia Lake
  7. Convention Center



**“Main Street” concept** - green spaces, large street trees, generous pedestrian spaces, multi-story buildings

- Distinct “Boulevard”
- Emphasize transit opportunities
- Proposed land uses (Master Plan) reflect market/provide solutions
- Pedestrian pathway
- Tree canopy
- Public Art



# Civic Open-Space Framework

*“Current open spaces in the form of parks, plaza, and the river greenway are fragmented and should be linked with strong streetscapes or other green connections.”*



*Civic open-space framework. This image illustrates how green and open spaces can be incorporated along the corridor. Integrating high-quality open space from UNR and throughout downtown will link these areas to one another and the river.*

## Link parks, plaza, and river greenway

- High-quality public open spaces (festivals, markets, music, art, food trucks)
- Link UNR to downtown and river\*
- Add high-quality open space to downtown\*
- River as center of social interaction
- Performing arts plaza south of courthouse
- Stronger links to Greater Nevada Field\*

\*Aligns with initial findings of Downtown Action Plan

# University District



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1. Gateway monument
2. Streetscape improvements
3. Adjacent commercial uses

# University District



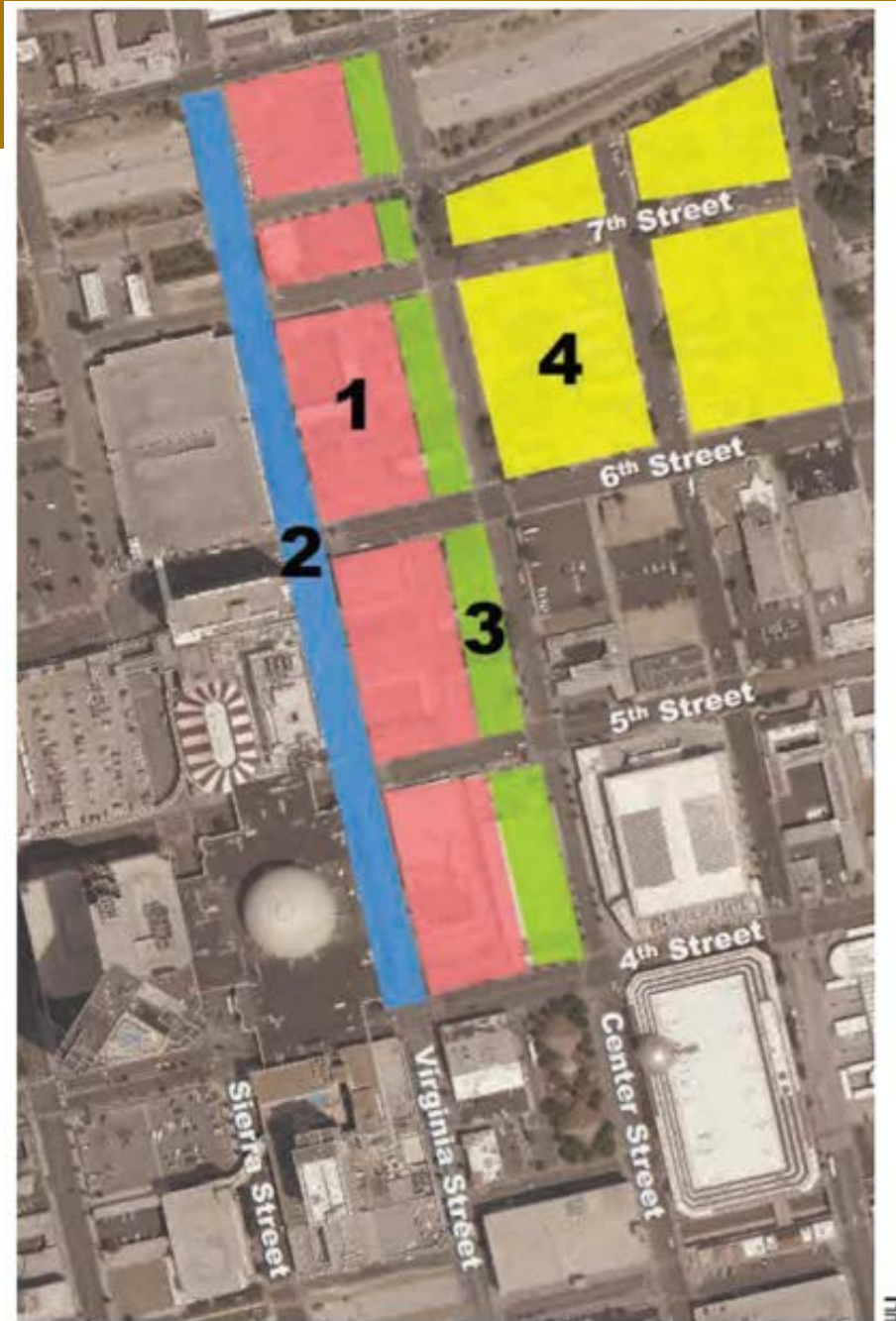
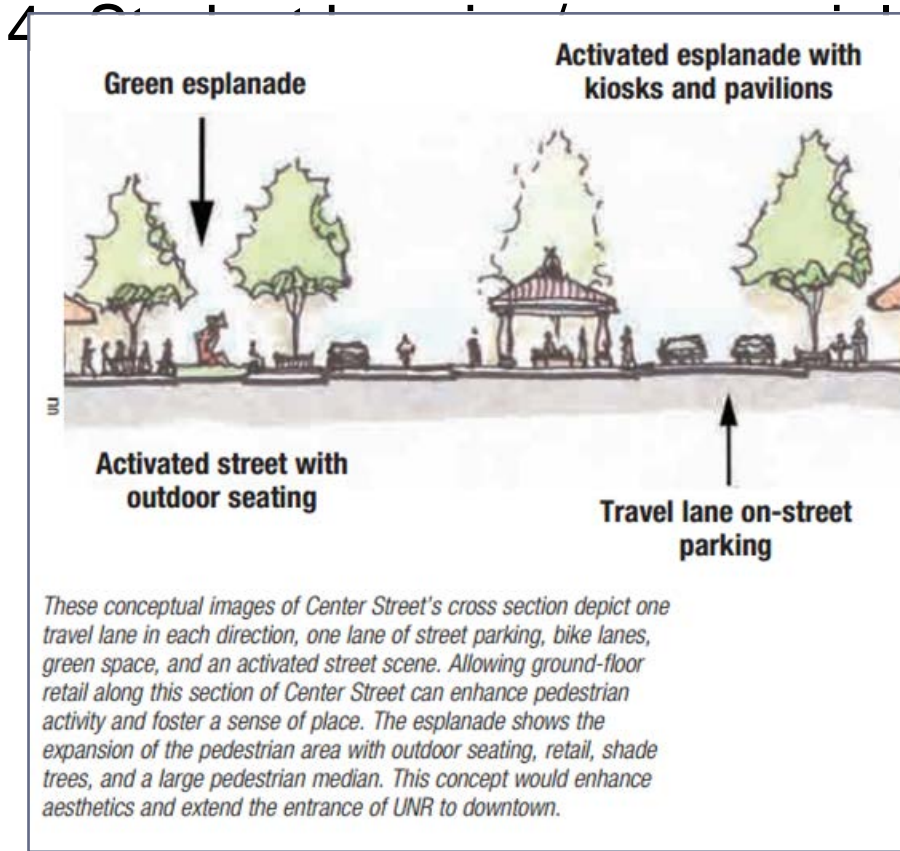
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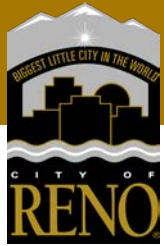
- 4. Expand south to downtown
- 5. Center Street recommendations
- 6. 1-80 lid redevelopment

# N. Downtown District

1. Prioritize for redevelopment
2. Streetscape enhancement
3. Center St. esplanade



# Central Downtown District

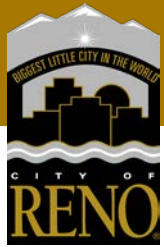


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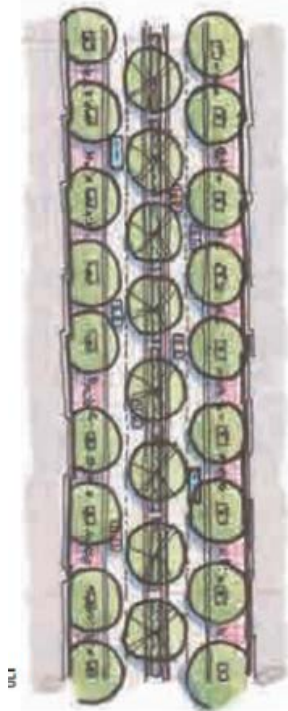


1. Continued streetscape improvements on Virginia
2. Citicenter redevelopment
3. Harrah's redevelopment
4. ReTrac lids as urban plaza
5. City Hall parking structure redevelopment
6. Urban plaza

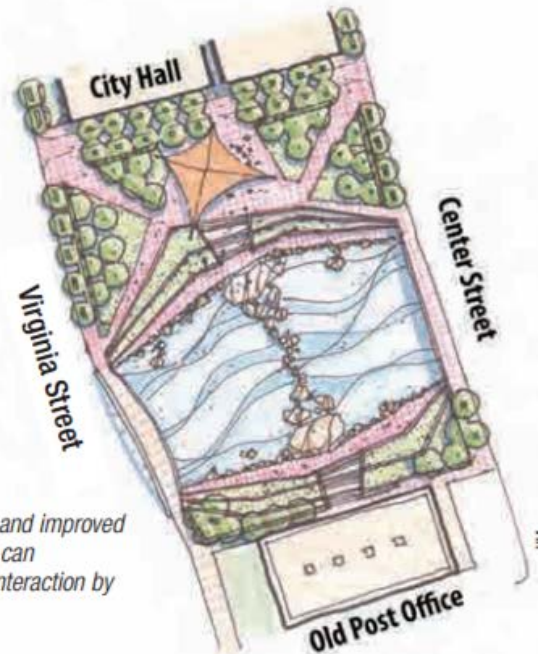
# Central Downtown District



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Enhancements depicted in these illustrations depict two lanes of traffic in both directions, in addition to pedestrian developments. Expanding the sidewalks permits addition of medians and trees to increase shading and pedestrian comfort.



Increased shading and improved access to the river can encourage public interaction by the water.

# South Downtown District



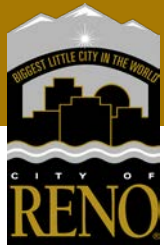
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1. Continued streetscape improvements on Virginia
2. Gathering space north of Post Office on river
3. Infill development
4. Performing arts plaza
5. Mixed use development



# Midtown District



The panel recommends the following uses for these Midtown District sites: (1) endorse the Virginia Street RTC streetscape improvements; (2) relocate the Wild Orchid to a site off Virginia Street, and redevelop the property.

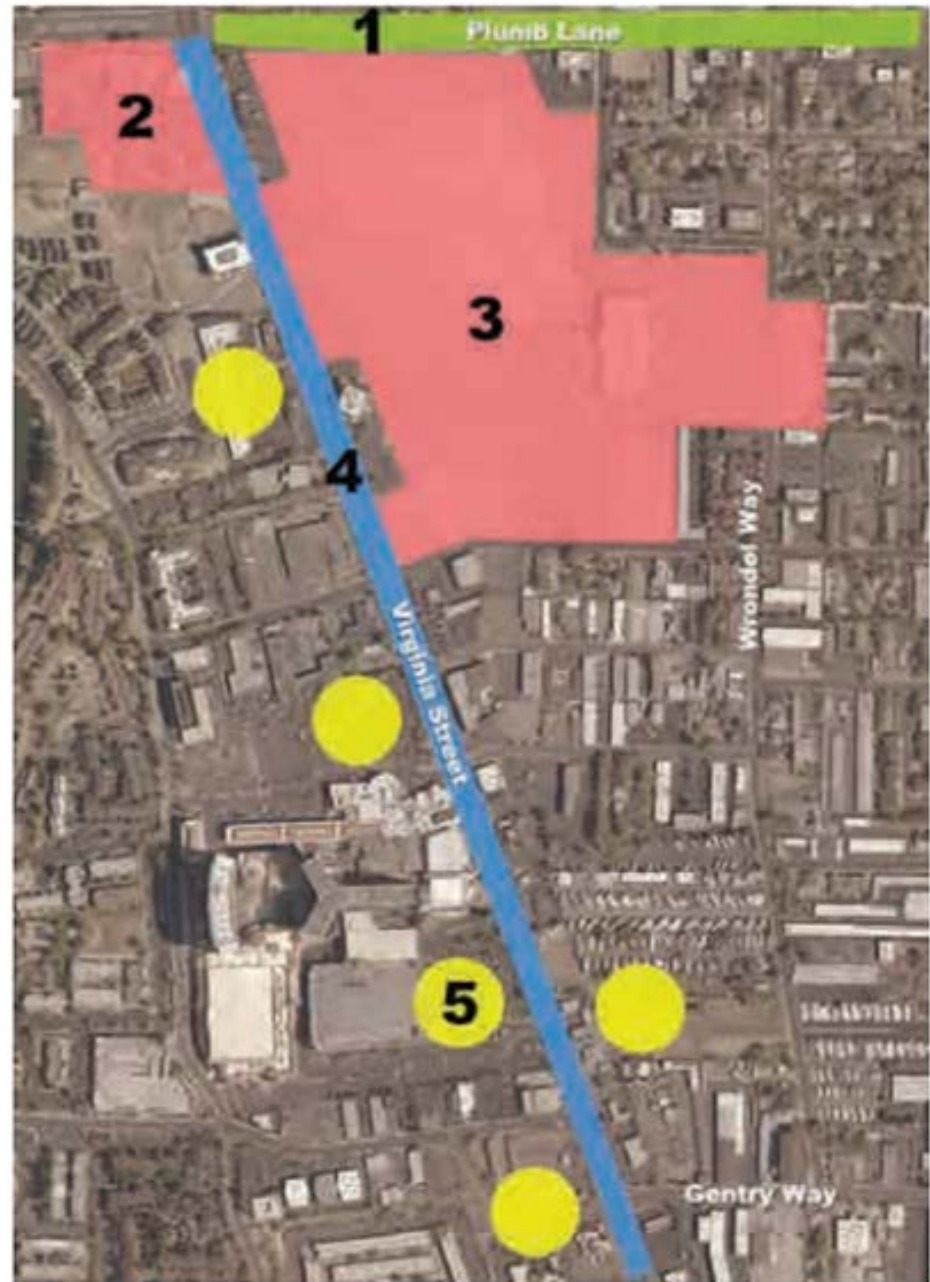


The panel recommends the following uses for these Midtown District sites: (3) abandon Holcomb Avenue from Burns to Vesta streets, and sell the right-of-way to Virginia Street property owners for parking; (4) promote development within these vacant parcels and surface parking lots.

1. Endorse RTC streetscape improvements
3. Abandon Holcomb from Burns to Vesta
4. Promote redevelopment of vacant parcels

# Virginia Lake District

1. Enhance streetscape and add City monument
2. Redevelopment on Plumb
3. Park Lane redevelopment
4. Continue streetscape improvements
5. Higher density on Virginia with no setbacks



# Convention Center District



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1. Entertainment and retail destination
2. Continue Virginia Streetscape improvements
3. Gateway monument

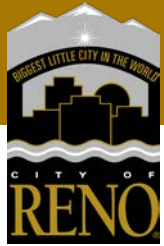
# Short Term Wins



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- **Upcoming RTC construction plans**
  - Street trees in sidewalks
  - Shorten turn-lane pockets, extend center median planters
- **Green improvements at 1-80 to UNR Gateway**
- **Redevelopment, open space, and streetscape plans**

# Next Steps



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- Master Plan/Downtown Action Plan
- Project tracking system
- RTC, UNR and other external stakeholders
- Ongoing/future reports to Council
- Consider as future CIP projects



RADIO CITY

WEST LITTLE CITY IN

LA CANTINA

WALKER HOTEL