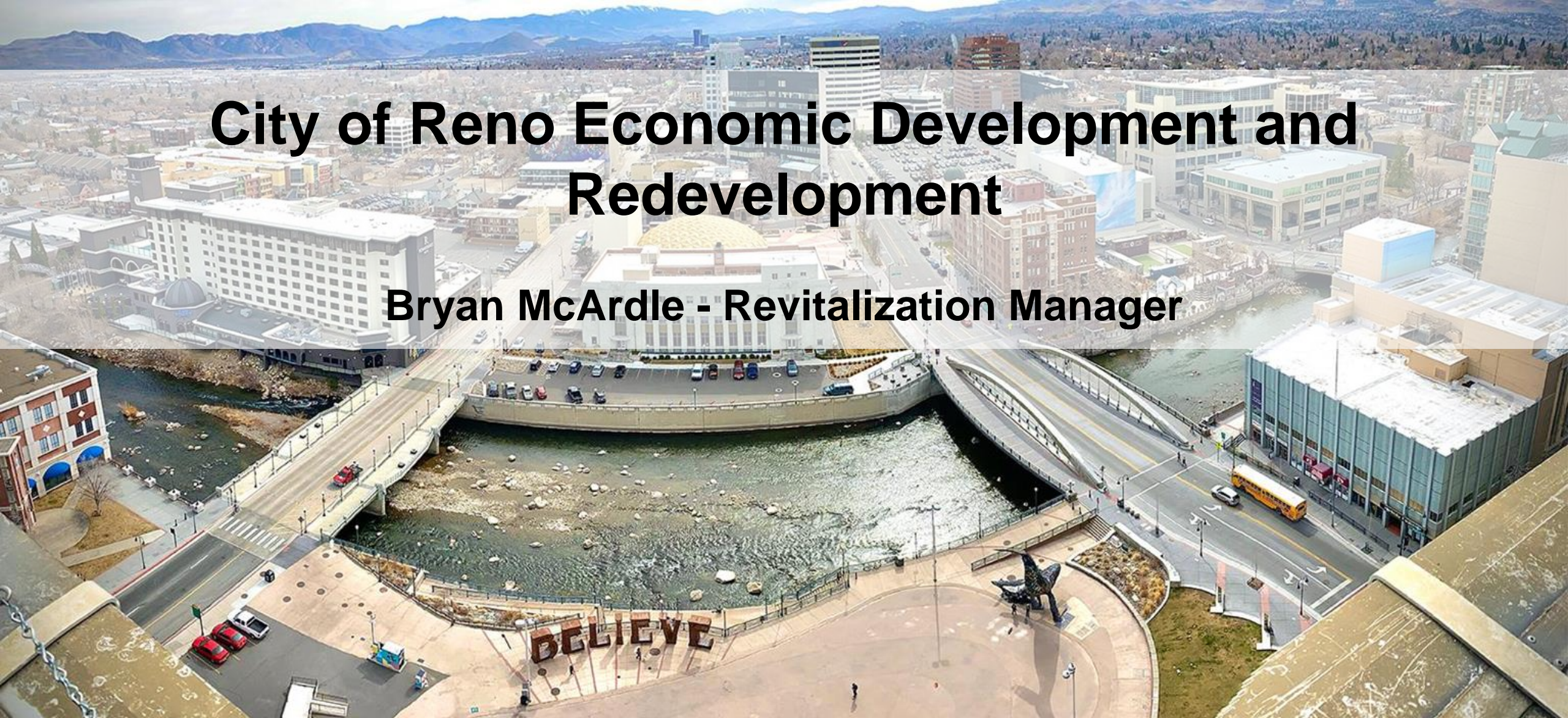


# City of Reno Economic Development and Redevelopment

Bryan McArdle - Revitalization Manager



CITY OF  
**RENO**

# What do we do?



**Economic Development:** Economic strength, prosperity, competitiveness through workforce, talent, industry, investment.



**Redevelopment:** Urban area's physical transformation through removal of blight, reinvestment, and capital improvements.



**Revitalization:** Physical, Cultural and Economic improvements that foster vibrancy and quality of life.

GET >>> CREATIVE

THE  
GOLDI  
LOCKS  
ZONE

BELIEVE  
NOT LEAVE

NOTHING  
ABOUT  
US  
WITHOUT  
US

WORLD CLASS

CHART  
A COURSE

PAINT  
THE PICTURE

FIVE  
BIRDS  
ONE  
STONE

EAT THE ELEPHANT

MIXED USE  
INCOME

INNO  
-VA-  
TION & VIB-  
-RAN  
-CY

# The Future of Virginia Street Placemaking Study

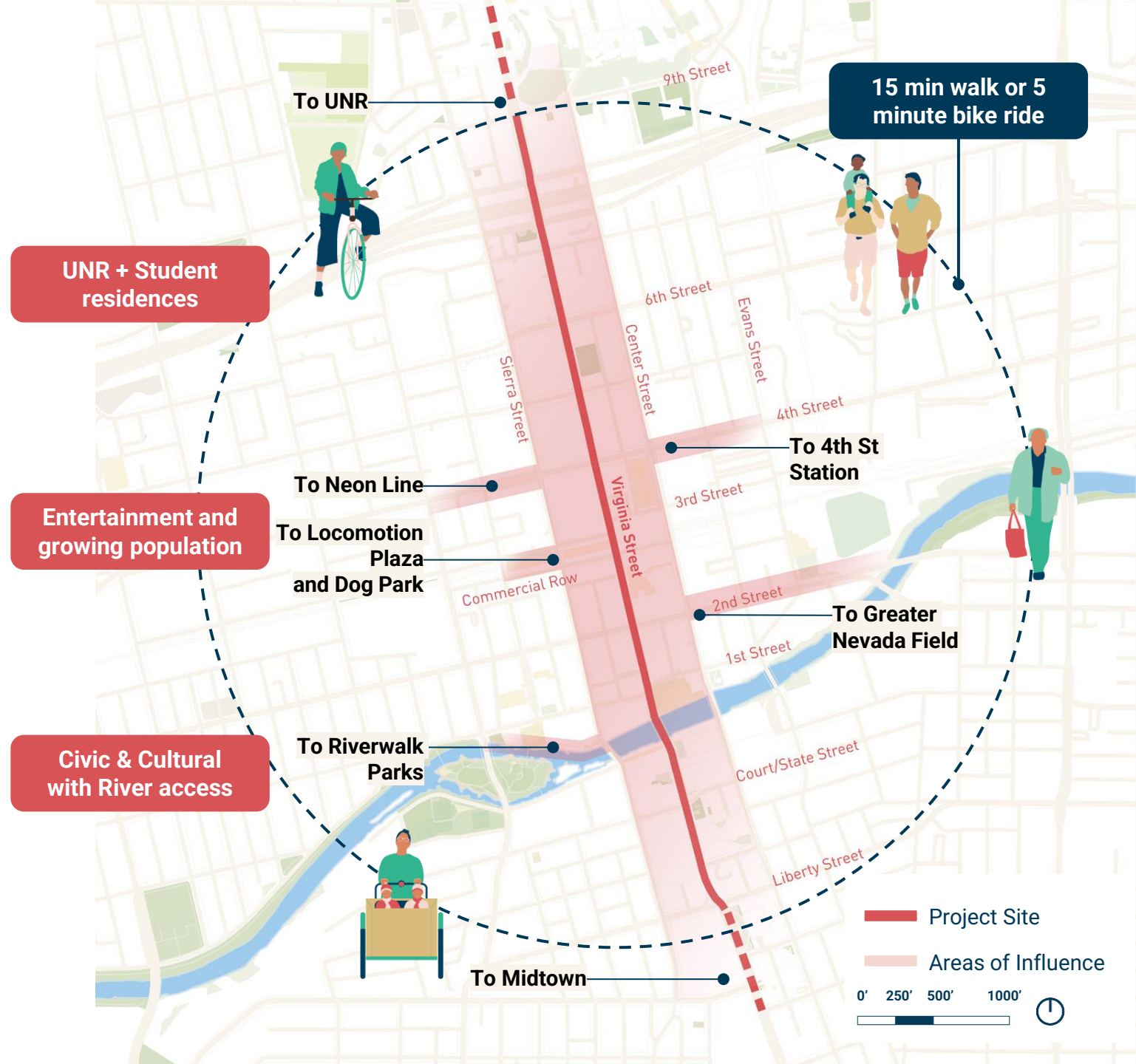


# Project site

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 offerings along its length.

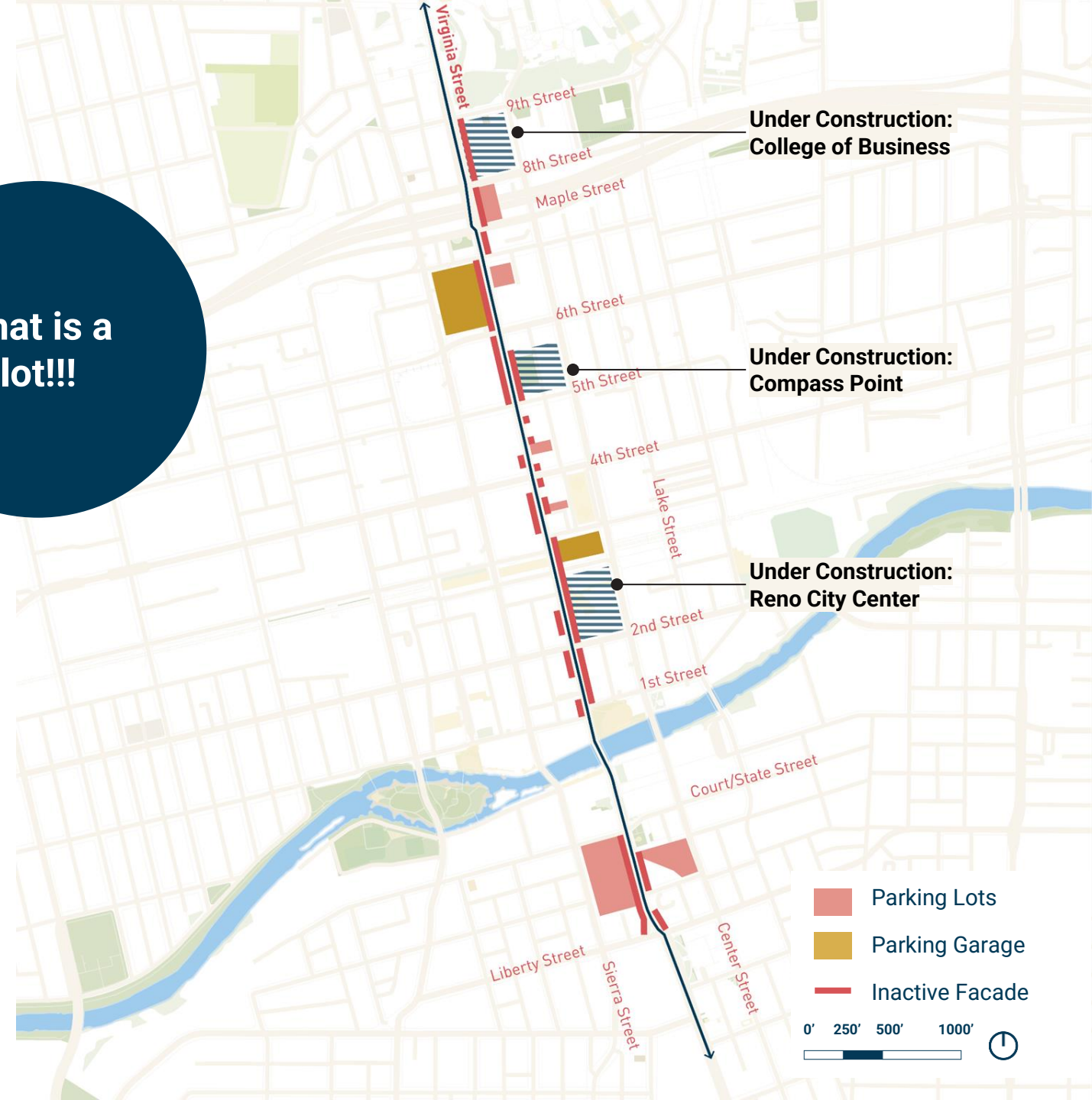
While the placemaking concept design recommendations in this project focus on Virginia Street, it also recognizes that changes cannot happen in isolation. Virginia Street is at the core of a larger public space network, and it all needs to work together.



**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!!!**





# Change to become different

Tree canopy

Shade

Active Edges

Human Scale

Vehicle access

Bike Access

Event space

Seating

Local Businesses

Greening

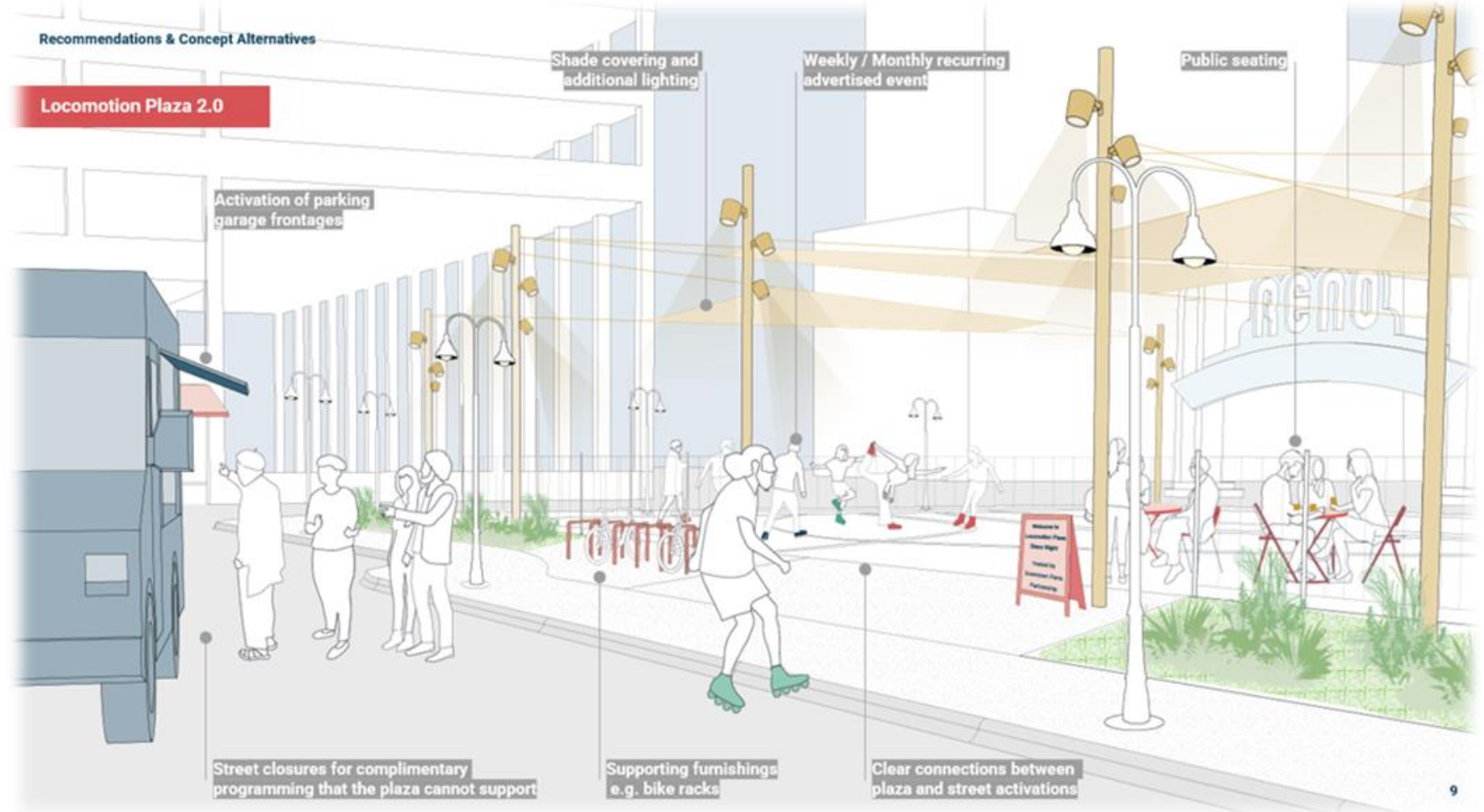
Ample room for walking





# Placemaking Implementation Phase 1 – Locomotion Plaza and Virginia Street Furnishings

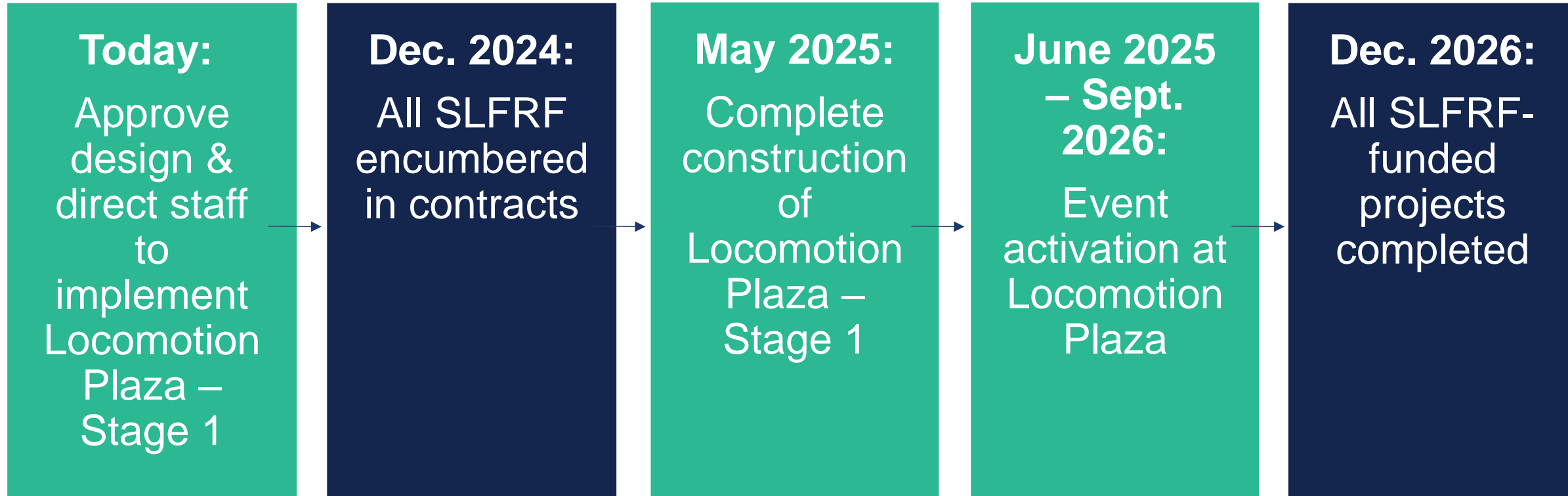
## Locomotion Plaza: Approved Concept





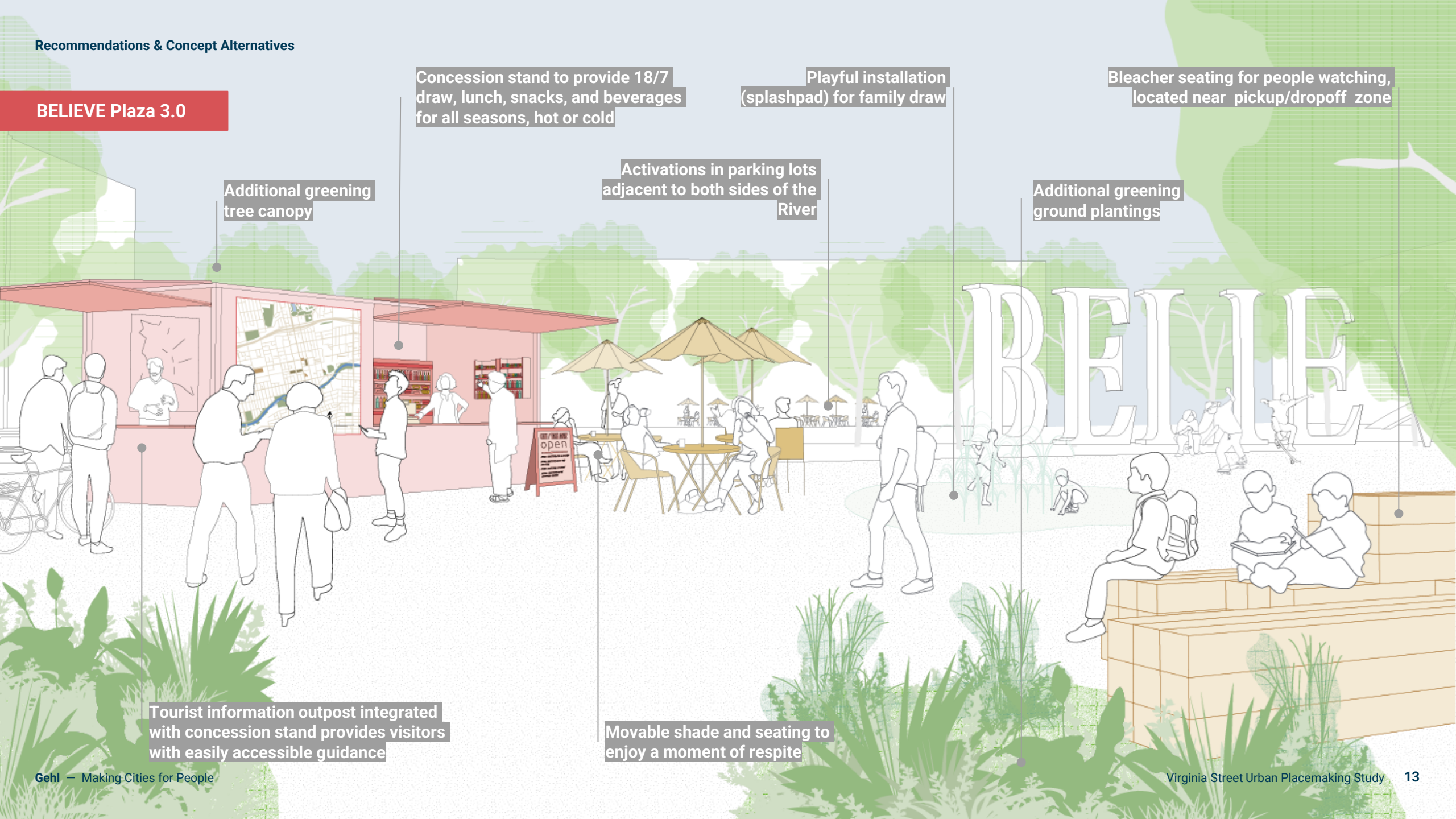


# Timeline



**Locomotion Plaza – Stage 1 Implementation Timeline | SLFRF Deadlines**

**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

The  
**Truckee River  
Vision Plan**

*Prepared for The City of Reno & Washoe County, Nevada  
August 2024*



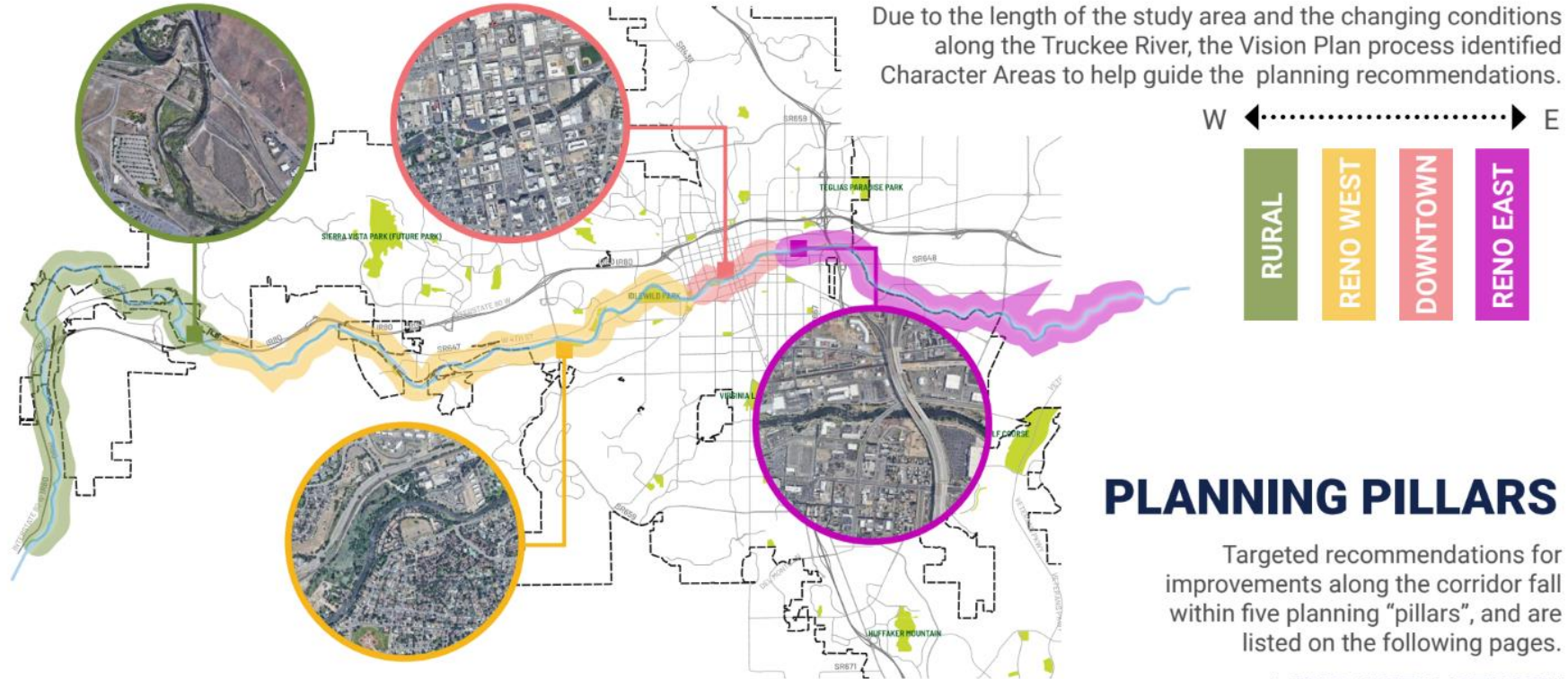
# Riverwalk Investments



# How Is This Plan Organized?

## CHARACTER AREAS

Due to the length of the study area and the changing conditions along the Truckee River, the Vision Plan process identified Character Areas to help guide the planning recommendations.



## PLANNING PILLARS

Targeted recommendations for improvements along the corridor fall within five planning “pillars”, and are listed on the following pages.

**LAND USE & DESIGN**

**MOBILITY & CONNECTIVITY**

**PARKS & OPEN SPACE**

**SAFETY, WATER & ECOLOGICAL SYSTEMS**

**PUBLIC ART**



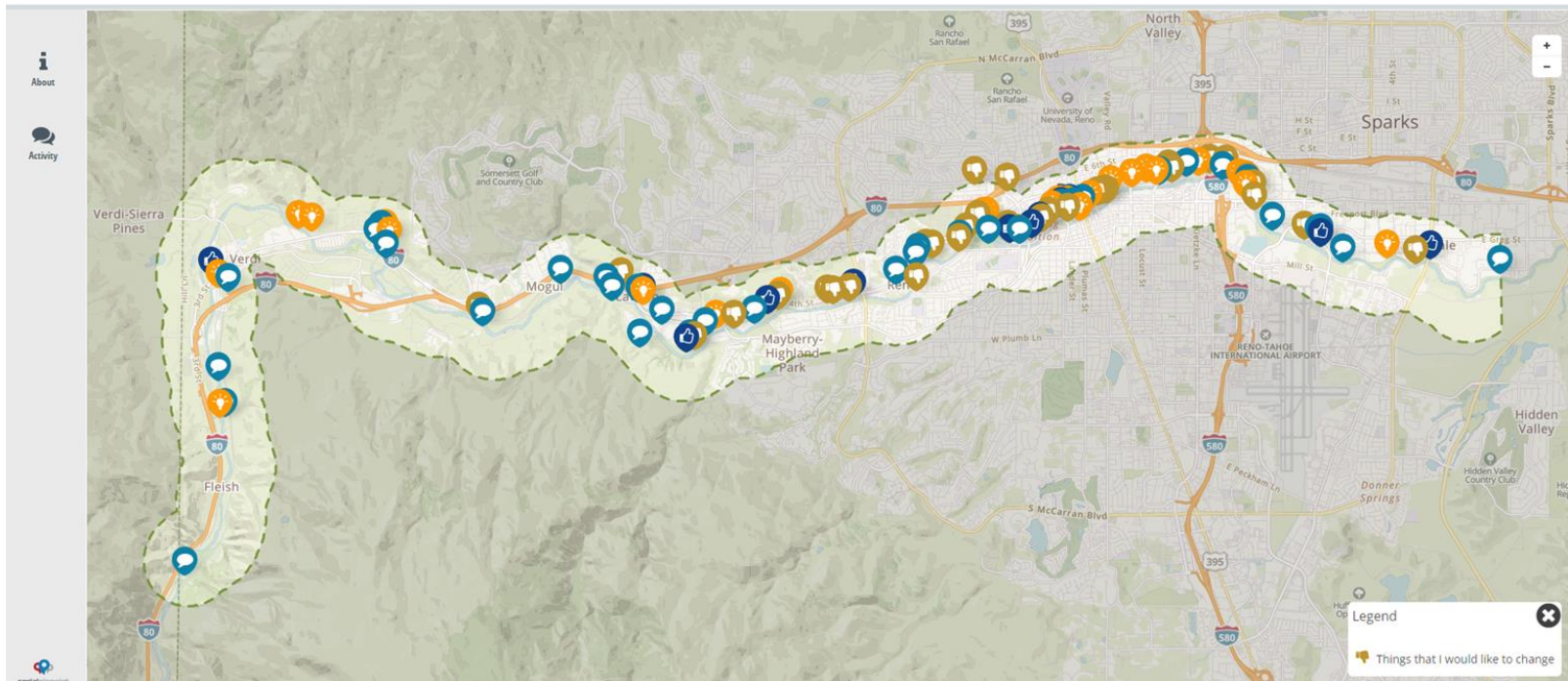


# Let the Ideas Flow!

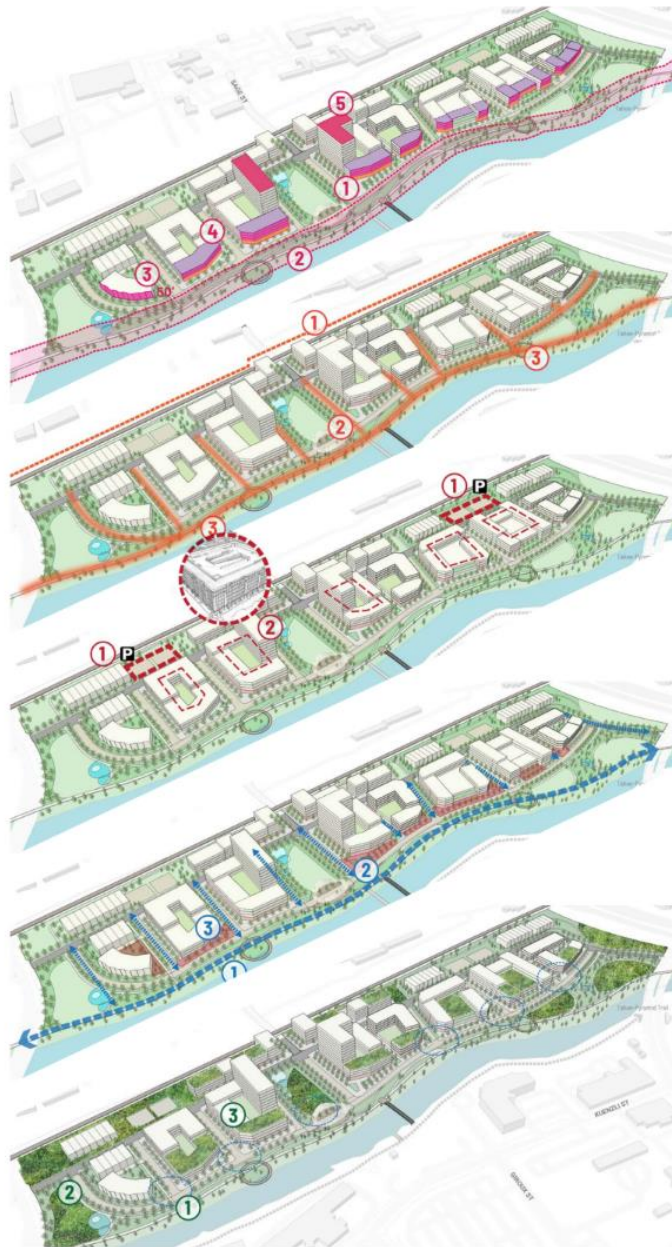
## TRUCKEE RIVER VISION PLAN



Drag to comment > Things that I would like to change Make a Comment Something I Like Ideas and Suggestions



# TRUCKEE RIVER OVERLAY ZONE GUIDELINES



## Massing & Orientation

1. Require ground floor activation along all Truckee River frontage.
2. Minimum 100' no-build zone from Truckee River's edge.
3. Maximum 50' building height at Truckee River frontage.
4. Minimum horizontal 25' building step-back from Truckee River frontage for all portions above 50' height.
5. Allow greater building heights in exchange for affordable housing.

## Materials & Design

1. Consistent site furnishings and special paving throughout Truckee River Overlay Zone.
2. Special high-quality paving at river bridge landings and in pedestrian/bicycle priority zones.
3. Consistent, pedestrian-scaled lighting along all river trails, streets, and on perpendicular connections to the river.

## Access & Parking

1. No parking areas along the Truckee River frontage.
2. Parking garages must be wrapped or screened.
3. Surface parking lots must provide pedestrian-scale screening along public rights-of-way.

## Connections & Open Space

1. Require publicly-accessible riverside path along length of property that connects to other public rights-of-way.
2. Provide pedestrian and bicycle connections perpendicular to Truckee River every 300 linear feet.
3. Provide a minimum of 10% of parcel as publicly-accessible open space linked to the river and riverside paths.
4. Incentivize river bank re-establishment as part of redevelopment of any parcels fronting the river.
5. Establish 10' wide minimum native habitat corridor along the river in open space setbacks.

## Green Infrastructure

1. Implement streetside stormwater quality measures where possible within rights-of-way, especially on perpendicular streets, connections, and immediately parallel to Truckee River.
2. Establish a standard, low-water use, native/adapted plant palette for overlay zone development.
3. Require 20% pervious surface coverage, which may be accomplished through green roofs or surface treatments.
4. Implement stormwater detention and treatment within parks open and space along the river.

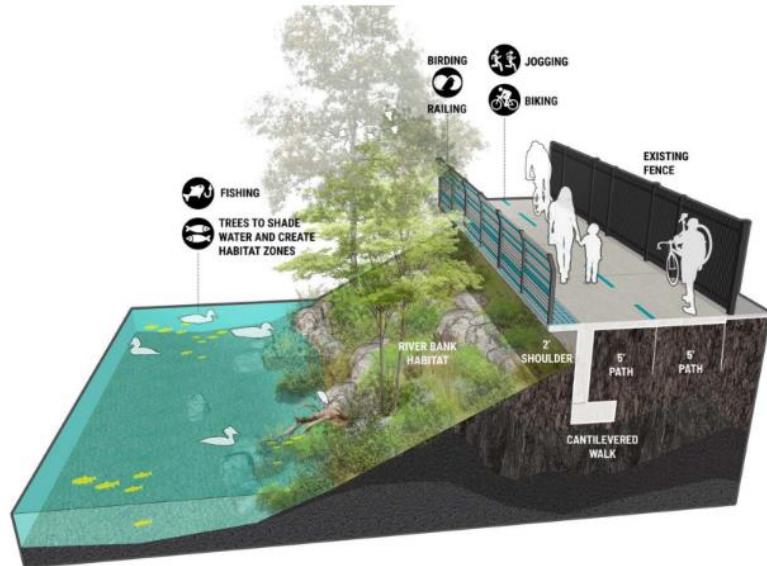
### RURAL CONDITION



### RIVERSIDE DRIVE



### URBAN INDUSTRIAL - MUSEUM DR.



### DOWNTOWN CORE / RIVERWALK





CITY PLAZA CONCEPTUAL VISUALIZATION



WEST STREET PLAZA CONCEPTUAL VISUALIZATION



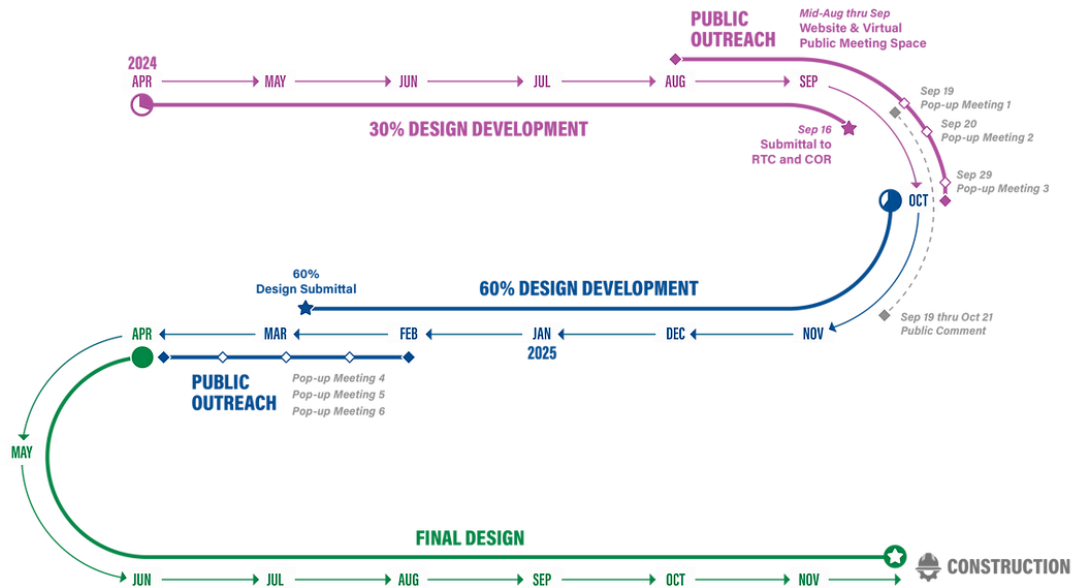
RIVERWALK DISTRICT CONCEPTUAL VISUALIZATION

# Biggest Little Bike Network

## Project Phase – 30% Design

RTC together with the City of Reno will change the roads in Downtown Reno to make it easier and safer for people to bike, walk and wheel.

[www.biggestlittlebikenetwork.com](http://www.biggestlittlebikenetwork.com)





# ReStore

- \$1 Million from American Rescue Plan Act (APRA)
- \$50,000 match grants
  - Facades (Exterior)
  - Tenant Improvements (Interior)



# ReStore Projects

---



# ReEnergizing the RDA

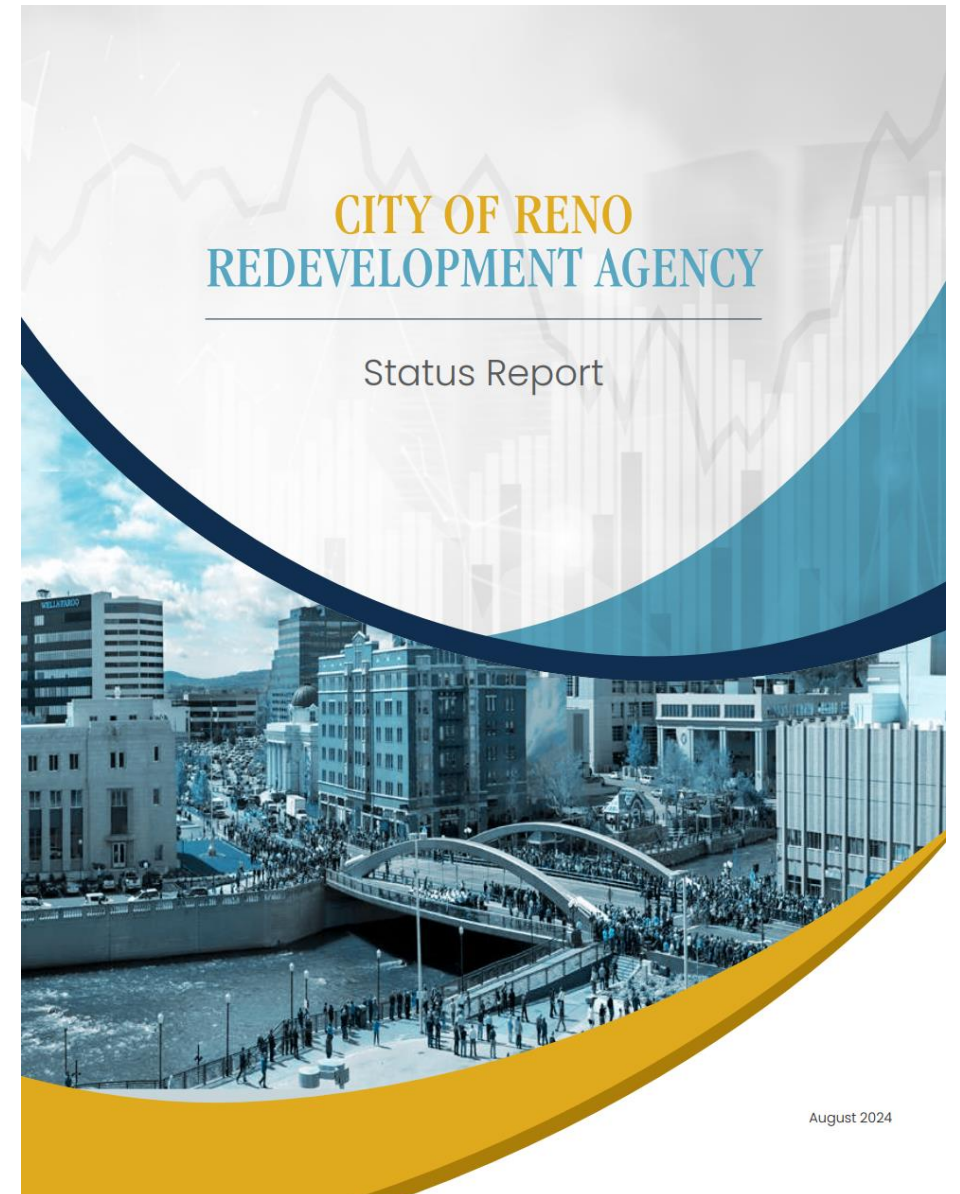
---

## 1. Status Report:

- Summarizes the History, Goals, and Status of RDA 1 and RDA 2

## 2. Participation Program:

- Describes Eligibility, Process, and Review for Tax Increment Financing





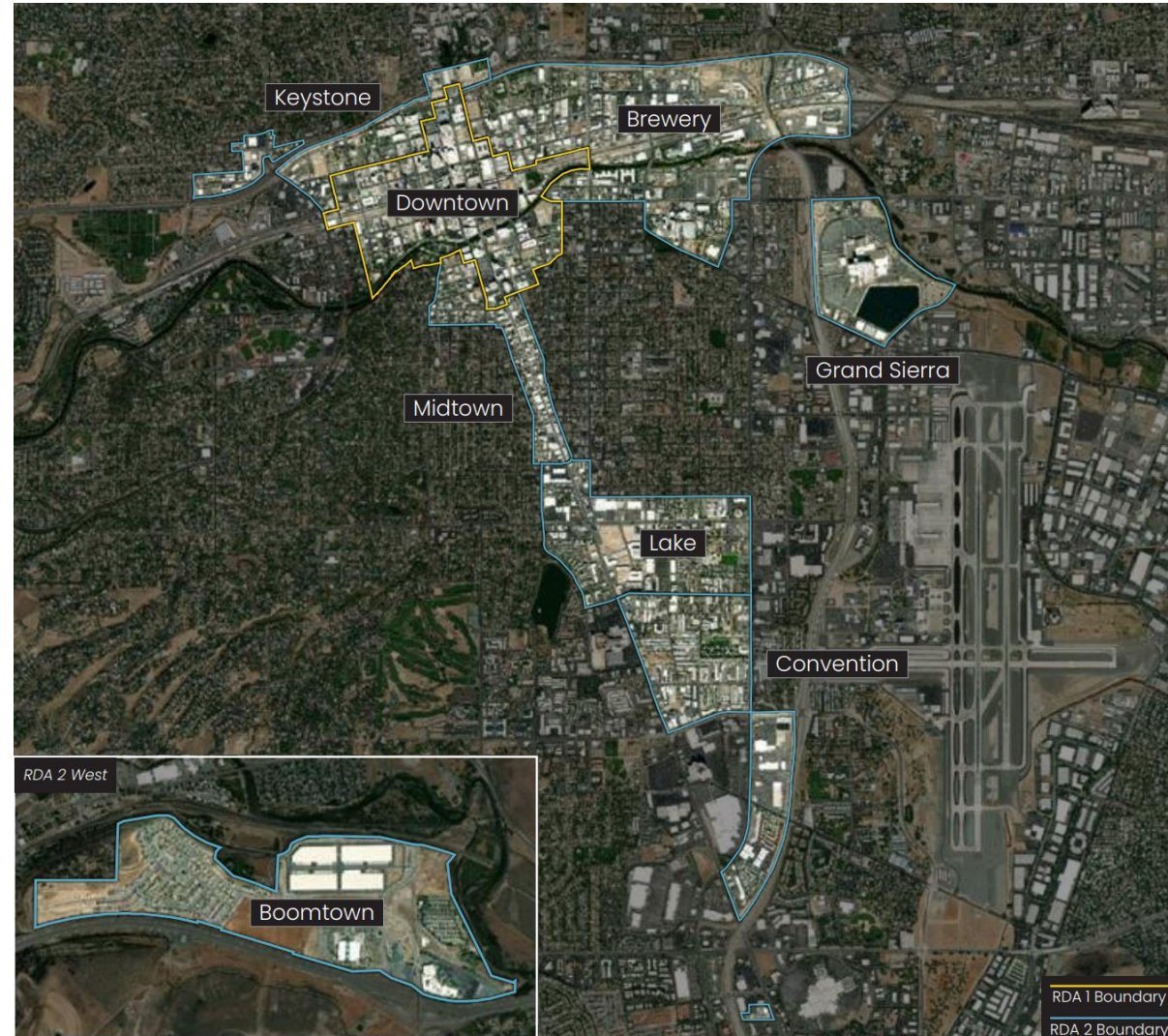
# Reno Redevelopment Agency

---

## Goals and Objectives

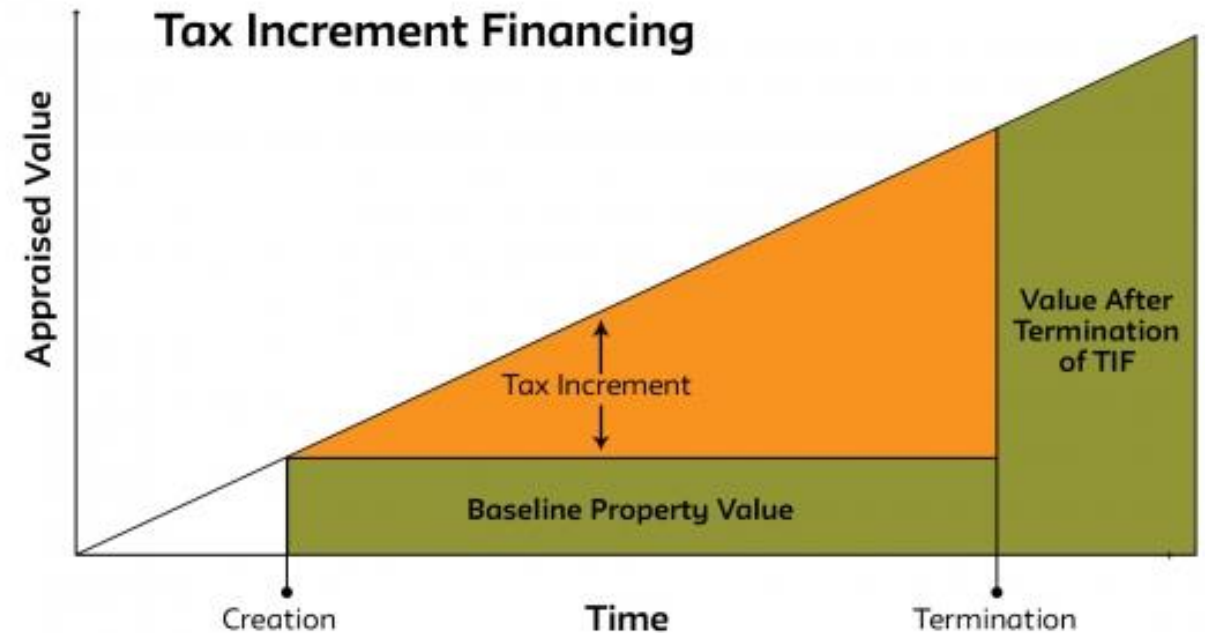
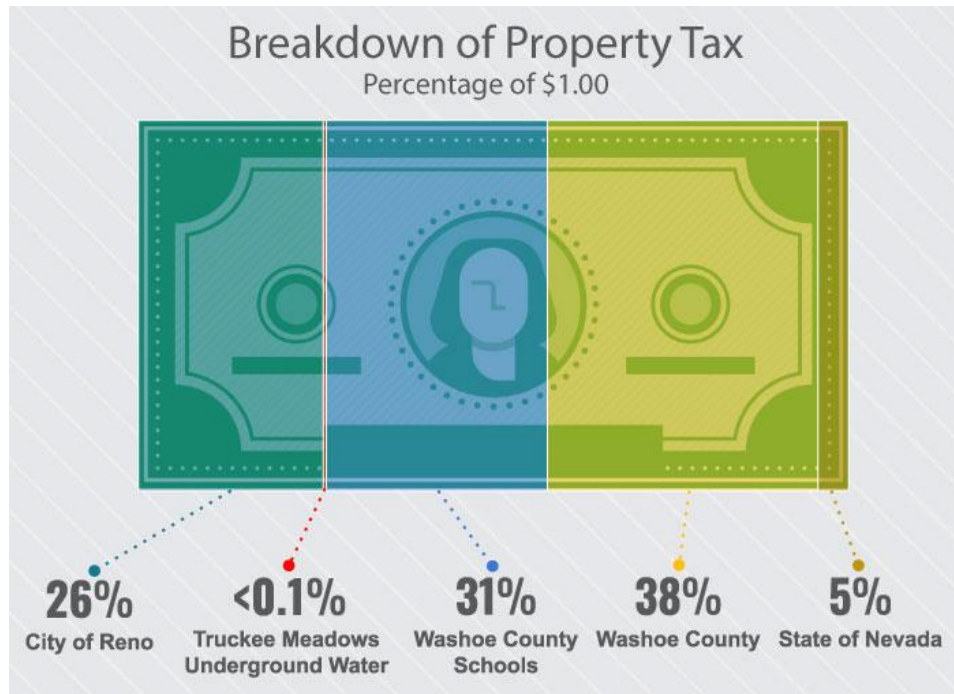
1. Business attraction and visual appeal of structures.
2. Creation of quality housing and the diversity and growth of residents.
3. Enable the flow of people via transportation, micromobility, and parking.
4. Investments in public spaces, landscaping, and art.
5. Revitalize blighted or underutilized areas.
6. Enhance the overall quality of life.
7. Preserve and emphasize heritage and historic assets.

# RDA - Neighborhood Districts



# How Tax Increment Works

Utilize financing tools: such as tax increment financing and public-private partnerships, to help finance redevelopment projects



Source: Planning Tank. Tax Increment Financing (TIF) / Public Financing / Types of TIF.  
<https://planningtank.com/finance/tax-increment-financing-tif-types-tif> (accessed 2018).

# History of RDA

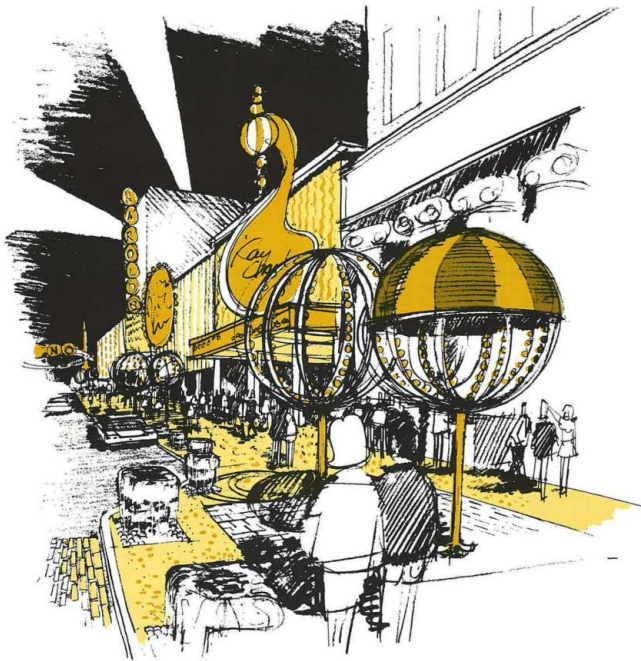
---

NRS 279.382 - 279.730 Allows for the creation of Redevelopment Agencies

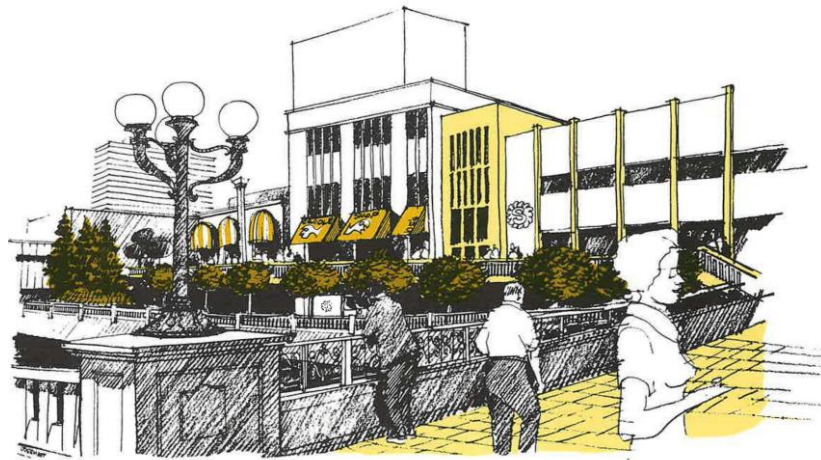
- 1968 – Reno Downtown Development Commission, “**RENOvation, Inc.**”
- 1983: ***Downtown Redevelopment Plan (RDA 1)***
- 1990: **Redevelopment Plan for the Downtown Redevelopment Agency**
- 1992: **The Blueprint: A Revitalization Strategy for Downtown Reno**
- 1996: **River Corridor Action Plan**
- 1996: **Redevelopment District Streetscape Master Plan**
- 1999: **Entertainment Core Revitalization Plan**
- 2005: **Redevelopment Plan for Redevelopment Project Area No. 2 (RDA 2)**
- 2007: **Redevelopment District Streetscape Master Plan.**
- 2007: **The ReTRAC Corridor Study**

# 1969 – RENOVation, Inc.

- “In Reno, as in every city, downtown either must change to meet today's needs or it will abdicate its role as the heart of the city and become a lifeless semi-slum.”*



VIRGINIA STREET'S BONANZA SQUARE



TRUCKEE RIVER LANE SHOPS FROM VIRGINIA STREET BRIDGE



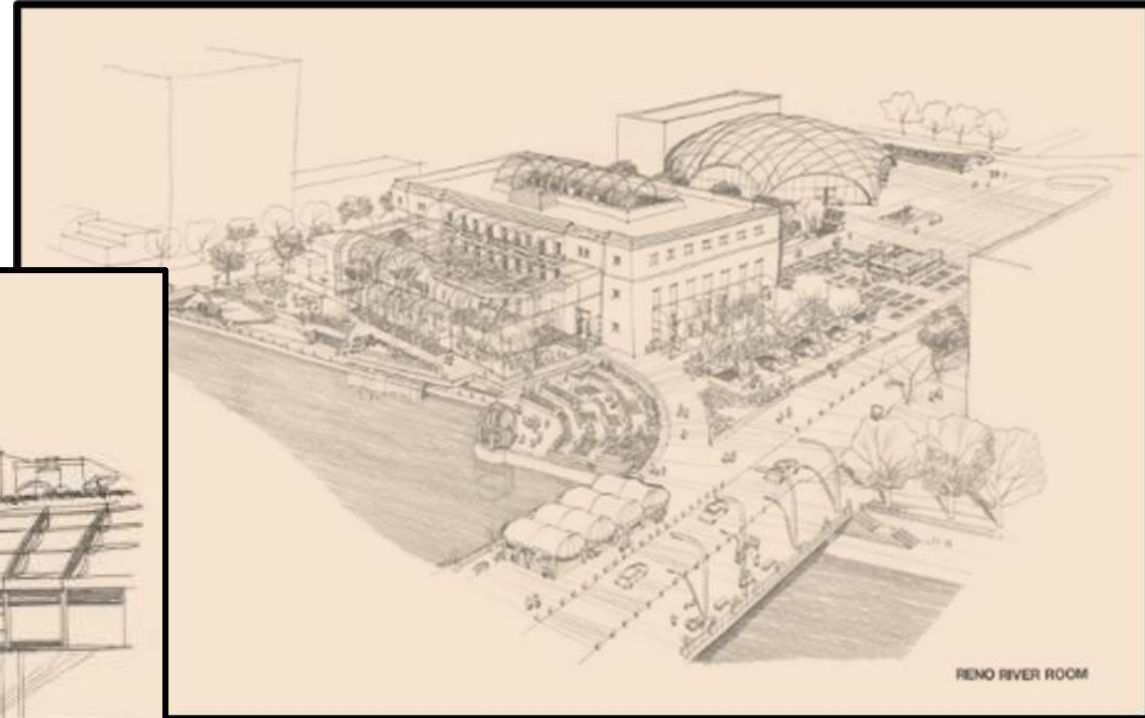
WEST STREET PLAZA FROM WINGFIELD PARK

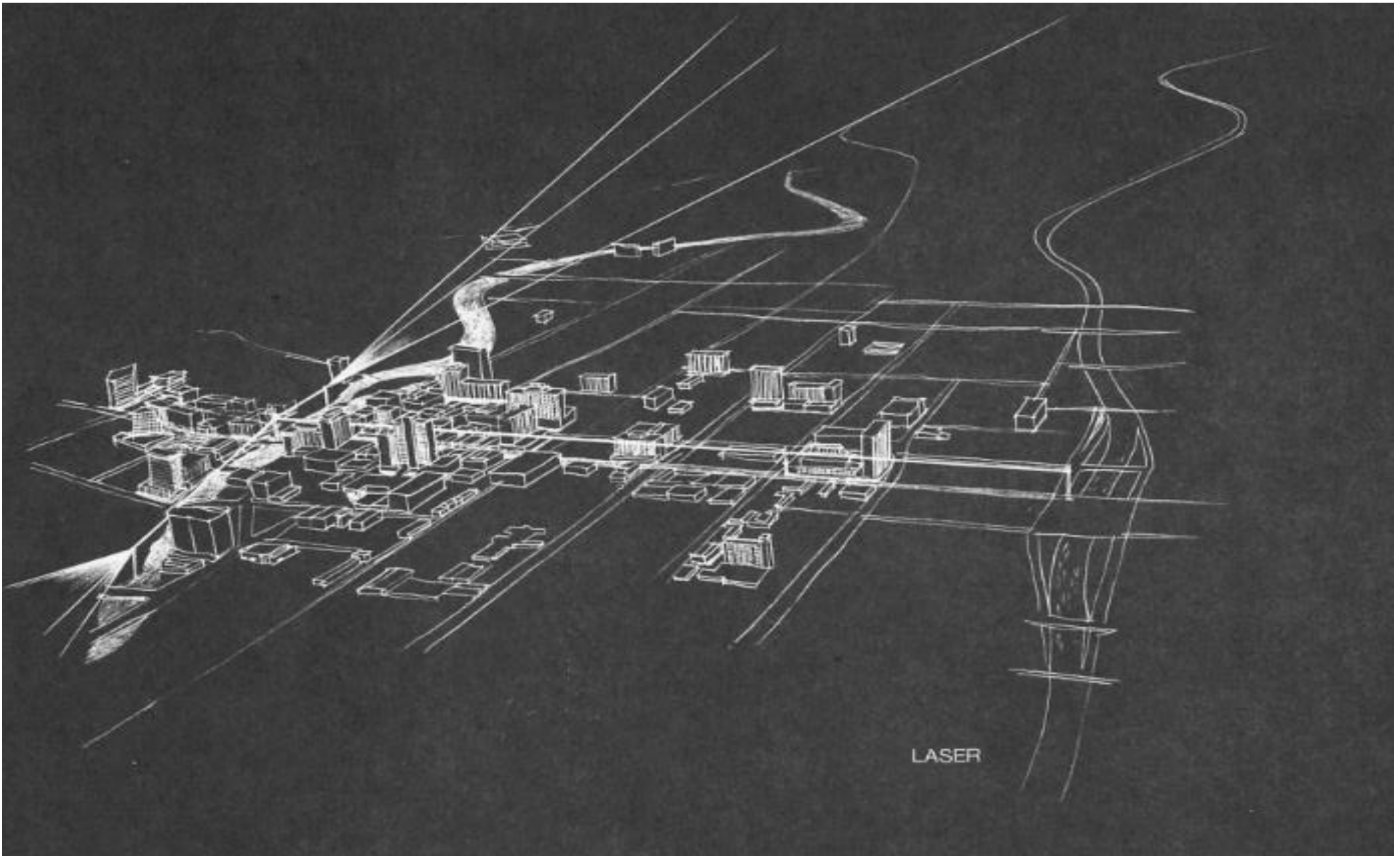
# 1983 – Redevelopment Plan – City of Light

- *“Concentrate public improvements on the balanced development of the two main axes of Downtown Reno: Virginia Street and the Truckee River.”*



# 1983 – Redevelopment Plan



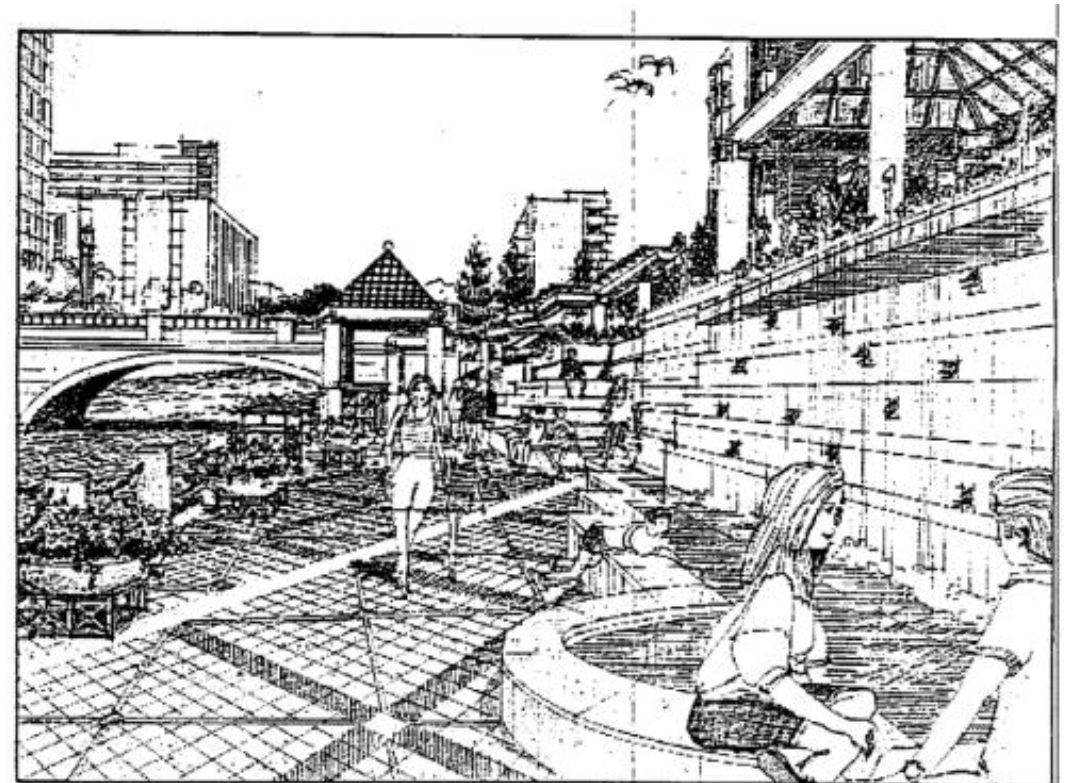




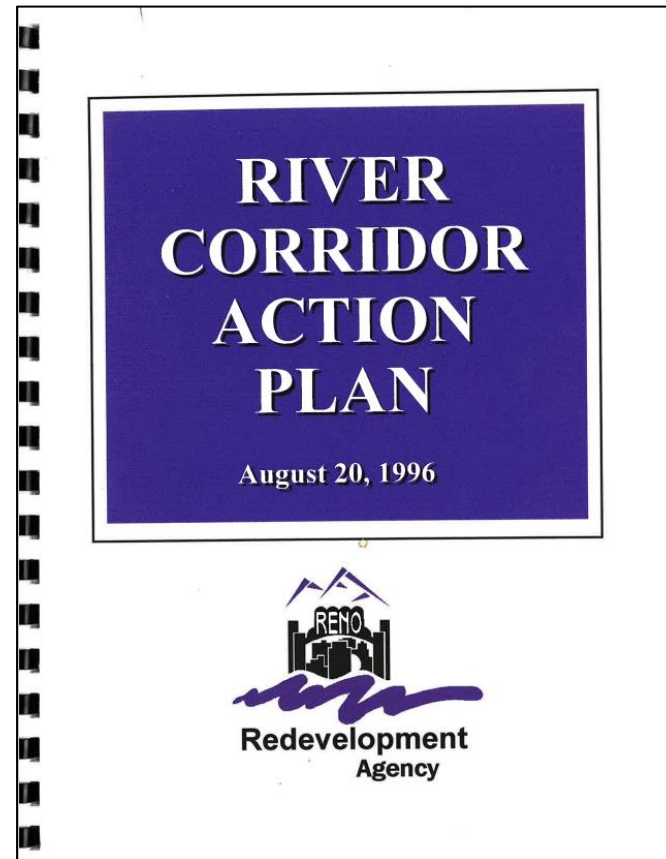
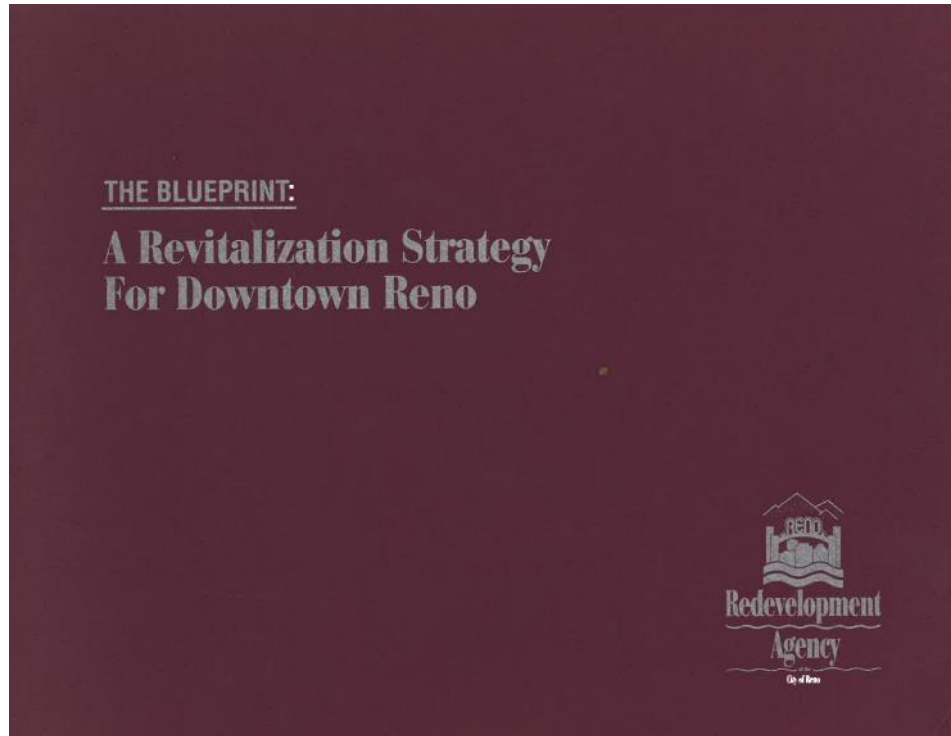
# 1990 – Redevelopment Plan: Redevelopment Agency

## RDA 1 Goals

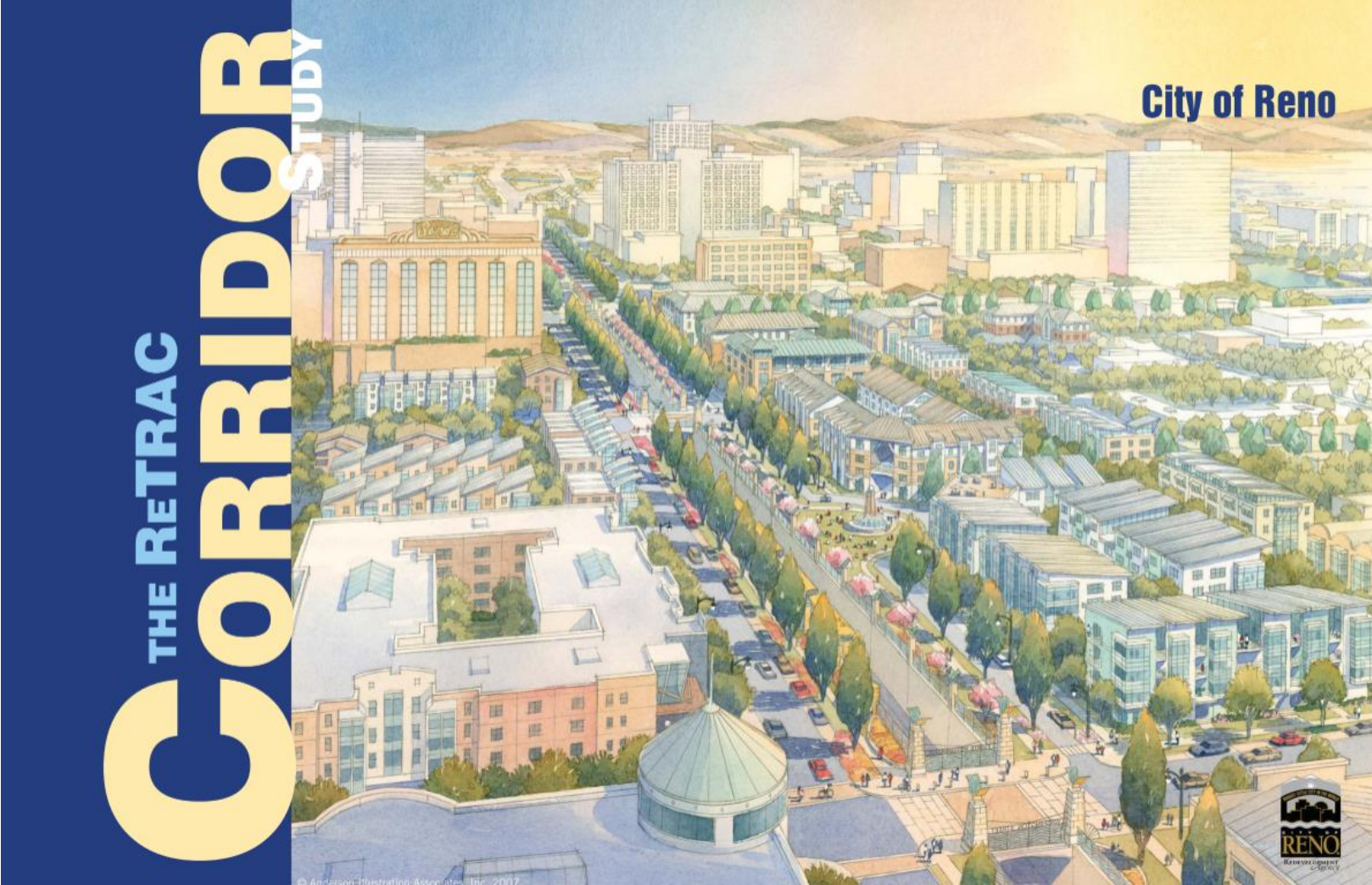
- Experiences
- Circulation
- Commercial and Recreation
- Attractiveness
- Housing
- Public Improvement
- Private Development
- Blight Elimination
- Preservation
- Coordinated Development and Design



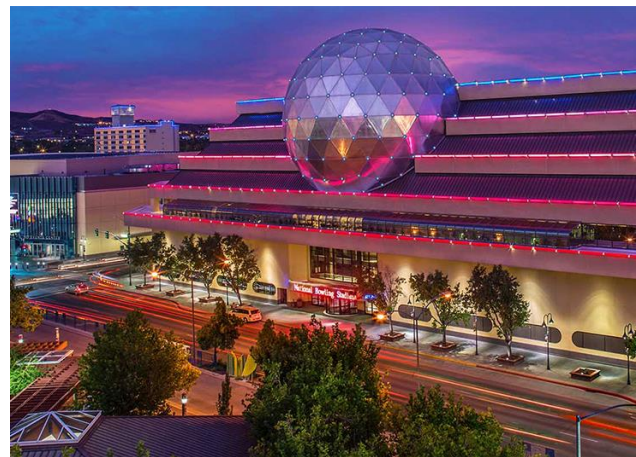
# 90's Plans



# 2007 – The ReTRAC Corridor Study



# Past RDA Projects



# Current Private Projects

## RDA 1



## RDA 2



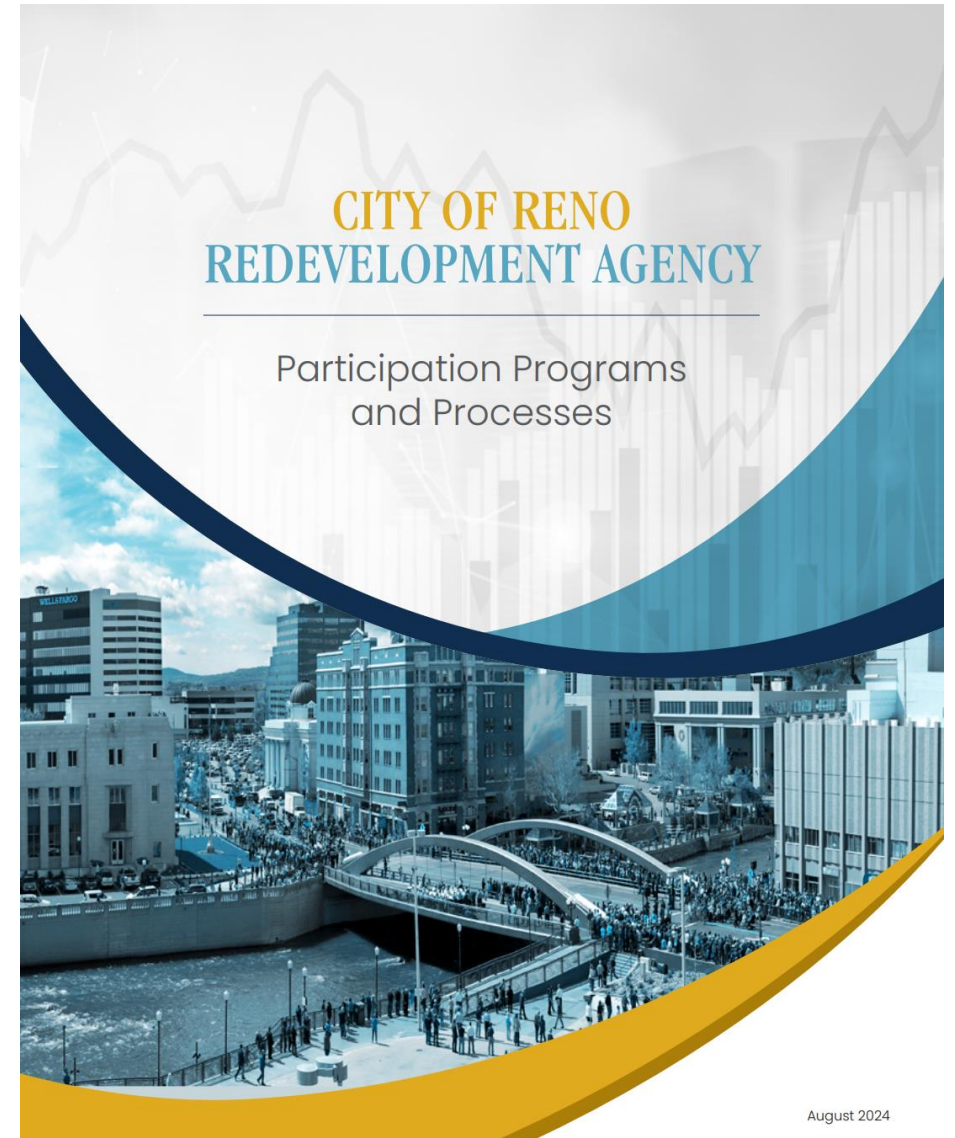
# Participation Program

---

The Agency seeks to partner with existing property owners, prospective developers, and prospective investors that will make a meaningful private investment in Reno's Revitalization.

## NRS 279.566

- *Requires the Agency enter into participation agreements*
- *Agency shall have developed and created guidelines and rules for the format and application of participation agreements*



August 2024

# Eligibility Requirements

---

## Threshold Eligibility Requirements

In order to be eligible, a Participant must meet all of the following requirements:

**Area Benefit:** *Participants must demonstrate that the proposed project or investment will provide a significant benefit to the overall redevelopment area and the surrounding neighborhood.<sup>1</sup>*

**“But For” Test :** *Participants must demonstrate that there are no other reasonable means of financing available to fully fund the proposed project. This requirement is commonly referred to as the “but for” test, meaning that, but for the Agency’s funding, the Participant would not be able to fully fund and complete the project.<sup>2</sup>*

**Prevailing Wages:** *Nevada prevailing wage rates are required to be paid for any Agency funding or assistance that is equal to or more than \$100,000.<sup>3</sup>*

**Employment Plan:** *Participants should submit an employment plan describing any existing employment opportunities in the area, new employment opportunities generated by the proposed project, and new employment opportunities for persons residing in the area that are economically disadvantaged, have any disability, are members of racial minorities, are veterans, or are women.<sup>4</sup>*

**Public Bidding:** *Any work directly undertaken and contracted by the Agency for grading, clearing, demolition, or construction in excess of \$10,000 must be done by contract after competitive bids.<sup>5</sup>*

# Participation Programs

---



## Building Façade and Tenant Improvement

\$50,000 match for improvements, \$200k for streetscape improvements, \$25k historic property bonus



## Tax Increment Financing Assistance

Provides project-based tax increment financing as a promissory note to fill project financing gap



## Catalyst Project Assistance

Large Scale Anchor Projects:  
Corporate Campus, Adaptive Reuse, Destination Retail, and Anchor Project



## Capital Improvement Plan

Coordinated Capital Improvement projects initiated by the Agency, City Departments, and Partner Agencies



## Property Disposition

Process to Sell, Lease, or Dispose of Property Acquired by the Agency to promote infill development.



## Tax Increment Revenue Funding by Area



Area	Annual Increment			Total Over Time
	2023	2035	2043	
<b>RDA 1<sup>[2]</sup></b>	\$0	\$12,965,000	\$19,650,000	\$244,220,000
<b>RDA 2<sup>[3]</sup></b>	\$5,817,550	\$21,380,901	[Expired]	\$183,366,503

# Activation

---

## 2024 Event Season

- 29% Increase in Events
- 40 New and Unique Events
- 120% Increase in New Cultural Events

## Plaza Activation Program

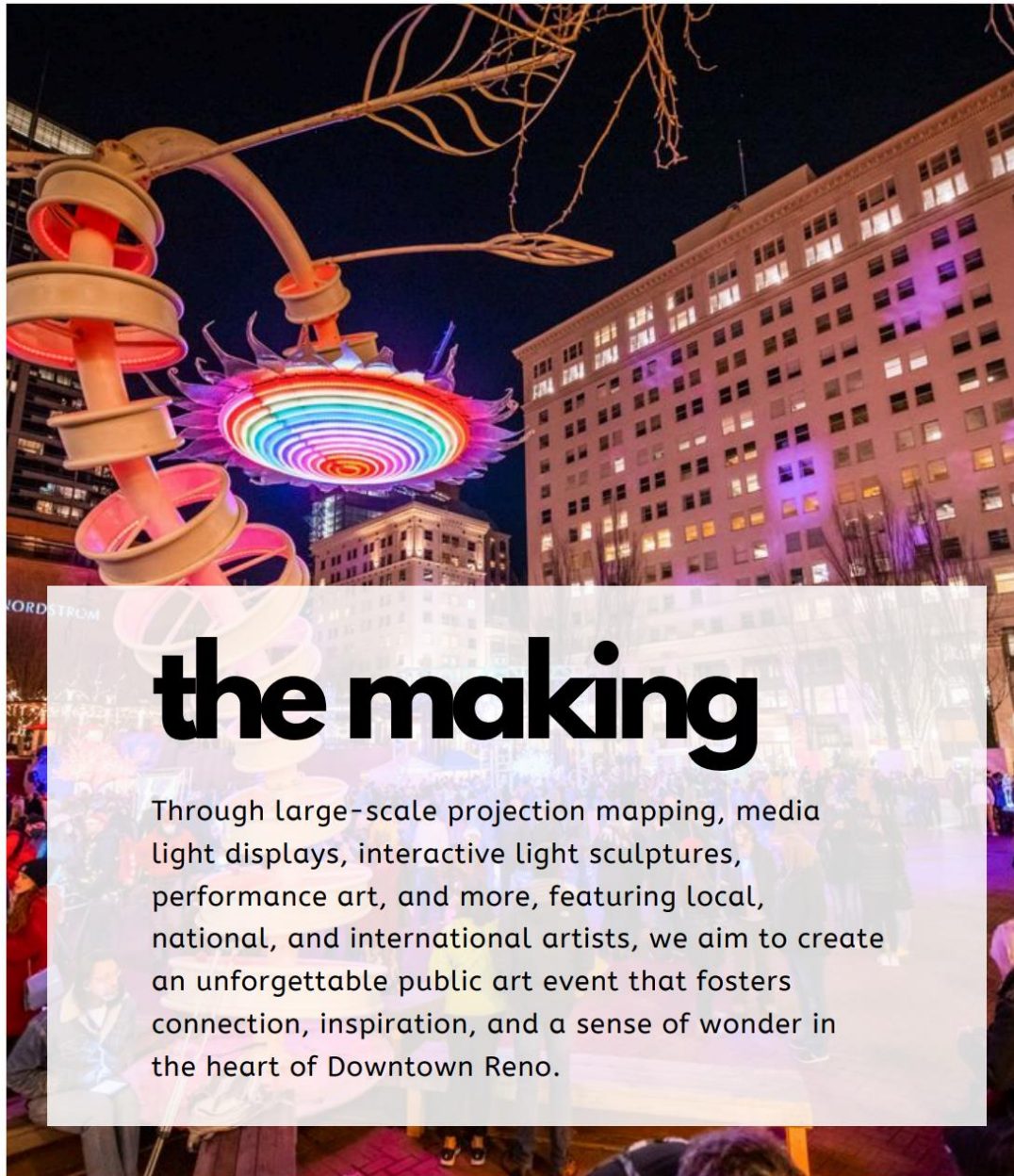
- Off the Rails
- Flicks on the Brick
- Harmony on the River
- Dancing on the River





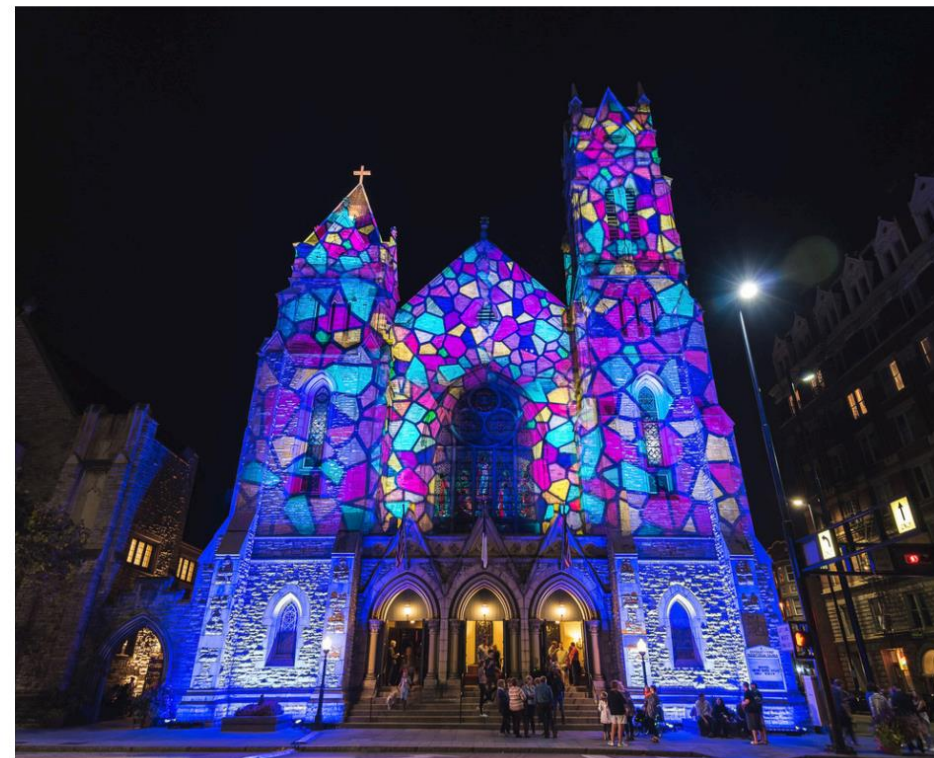
# LIGHTED ART + TECH FESTIVAL

RENO 2025



# the making

Through large-scale projection mapping, media light displays, interactive light sculptures, performance art, and more, featuring local, national, and international artists, we aim to create an unforgettable public art event that fosters connection, inspiration, and a sense of wonder in the heart of Downtown Reno.



## THE DETAILS

### The Dates

- Feb. 20th-23rd, 2025

### The Location

- 4 plazas in Downtown Reno.

### The Art

- 10-15 large scale immersive art installations

### The Programming

- 3 Stages full of performances
- 1 Bike Lighted Night
- 1 Art Car Parade



# What's Next

---

- 5- Year Capital Improvement Plan FY 26-30
- Parking Action Plan
- Property Action Plan
- Restore Round 2
- Retail Attraction Campaign
- Truckee River Service Plan
- Truckee River Overlay and Design Standards
- Truckee River Design and Construction
- Plaza Activation Program
- Lighted Art and Tech Festival



Questions?

---

