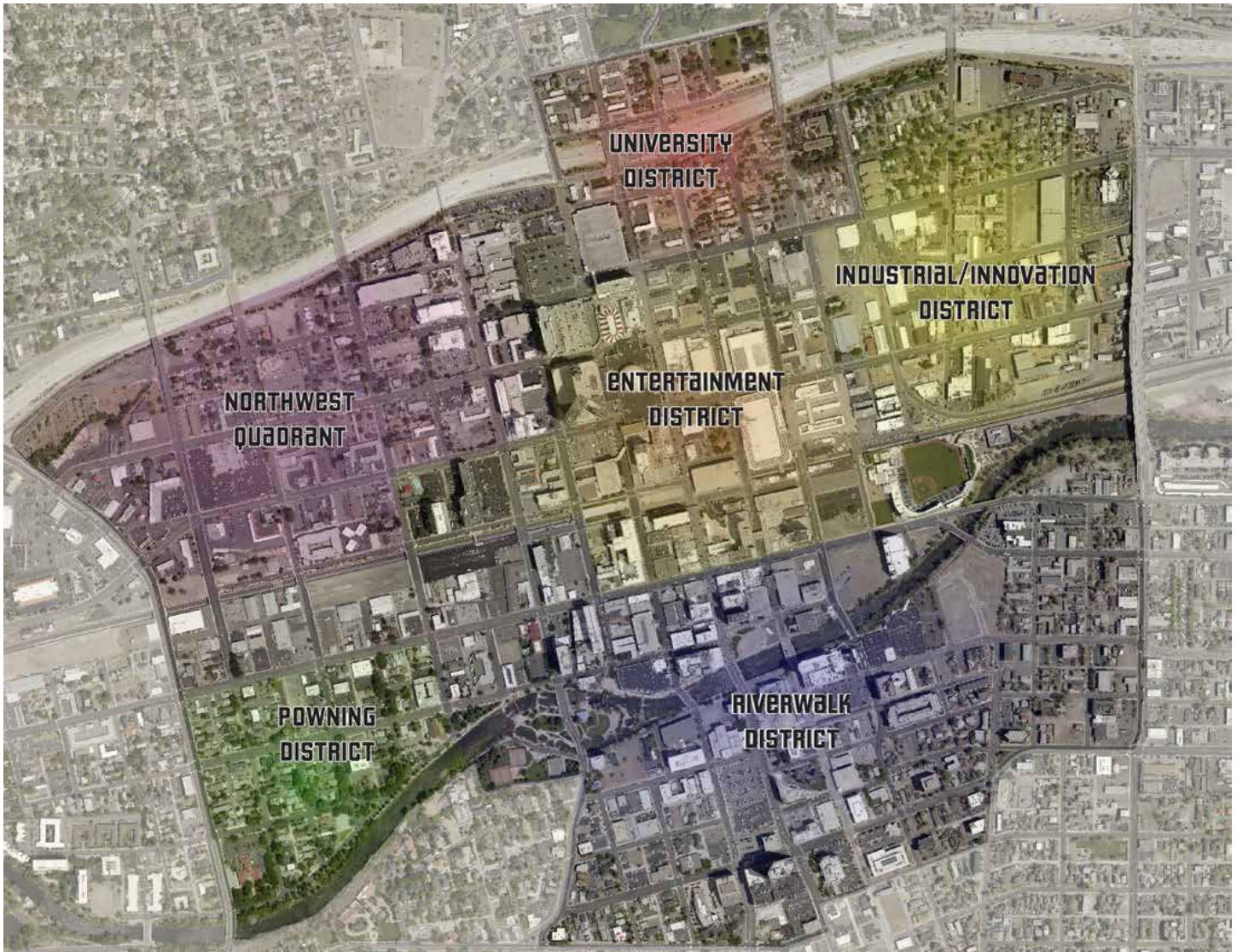




Design principles for the Downtown Regional Center are intended to reinforce recommendations that emerged from the Downtown Action Plan process (scheduled for adoption April 19). The Downtown Action Plan establishes a Districts Framework that defines six districts or areas within the Downtown Regional Center that each have unique considerations. These include the: University District, Innovation/Industrial District, Riverwalk District, Entertainment District, Northwest Quadrant, and Powning District (shown on the following page). The design principles that follow are organized by district or area and define unique parameters for future growth and reinvestment in each. Design principles support a balanced mix of uses and activities in downtown that reinforce its continued role as a destination for visitors and residents.





### ► Entertainment District (ED)

The Entertainment District comprises the central core of the Downtown Regional Center. This district functions as the 24-hour gaming area and includes major hotel casinos, the Events Center and National Bowling Stadium.

#### **DTRC-ED.1: DENSITY AND INTENSITY**

The Entertainment District supports the most intensive development within the Downtown R-regional Center and the region as a whole:

- Nonresidential and mixed use development within the Entertainment District should provide a minimum FAR of 3.0.
- Multifamily development within the Entertainment District should provide a minimum density of 45 units per acre.

Minimum densities apply to vacant sites or to sites where existing structures would be razed and a new structure or structures built. Lower densities may be considered to accommodate the preservation of historic structures, support the adaptive reuse of vacant or underutilized buildings, and/or accommodate transitions in intensity adjacent to the Powning District, or other less intensive districts.

#### **DTRC-ED.2: MIX OF USES**

A broad mix of activity-generating uses will be supported in the Entertainment District, including, but not limited to: hotel/casinos, major recreational facilities, cultural facilities, live music venues, and retail shops and restaurants, residential, and other services and activities.

#### **DTRC-ED.3: RESIDENTIAL**

Residential uses should be concentrated along the western, southern, and north eastern (abutting the University District) edges of the Entertainment District to allow for ease of access while minimizing potential conflicts between the 24-

hour casino and hotel environment desirable along Virginia Street and residents.

#### **DTRC-ED.4: ADAPTIVE REUSE**

Repurpose and reinvent vacant or functionally obsolete buildings through adaptive reuse—where practical and consistent with development—to promote reinvestment and support citywide sustainability initiatives. Place a particular emphasis on buildings and storefronts with historic character and/or significance that has been disguised through subsequent remodeling.

#### **DTRC-ED.5: GAMING**

Non-restricted gaming uses, and non-restricted gaming allowed by land use, zoning and/or special use permits are allowed in the Entertainment District unless eliminated through a Master Plan amendment, zoning map amendment, and/or the expiration or revocation of a special use permit.

#### **DTRC-ED.6: VARIED BUILDING HEIGHTS AND FORMS**

Incorporate a variety of building heights and forms to create visual interest and establish a distinct identity for the Entertainment District. Along the edges of the Entertainment District, provide transitions in massing that is appropriate to surrounding districts and sensitive to nearby uses in terms of shadowing, views, and historic context.

#### **DTRC-ED.7: STREET-LEVEL ACTIVITY**

The street-level of all buildings (and uses) in the Entertainment District should be designed and programmed with an emphasis on creating an inviting, active, and safe pedestrian environment:

- Buildings should be oriented toward the primary street frontage and provide a prominent pedestrian entrance;
- The public-realm should be designed to include wide sidewalks, street trees, street furniture, public art, and other pedestrian amenities;
- Street level facades should include transparent storefronts or other treatments to promote visibility into street-level uses and encourage “eyes on the street”;
- Restaurants, retail, and other active uses should be concentrated at the street-level.

#### **DTRC-ED.8: COMMUNITY AMENITIES**

Provide a variety of easily accessible community amenities targeted to a more “urban” context, such as pocket parks, small dog parks, plazas, and secured bicycle parking.

#### **DTRC-ED.9: PARKING**

Parking should be located inside, underground, or behind buildings. Utilize shared parking where feasible to decrease the amount of on-site parking needed and encourage the use of alternative modes.

#### **DTRC-ED.10: PEDESTRIAN CONNECTIONS**

Design public spaces to interconnect within the high intensity areas of the regional center. Emphasize north/south pedestrian connections Virginia Street and Lake Street and east/west pedestrian connections along 2nd Street and 4th Street.

### ► **University District (UD)**

The University District consists of the University Gateway Precinct (north of I-80 abutting the UNR campus) and areas south of I-80. The University District reflects ongoing efforts on behalf of UNR and the City of Reno to encourage campus growth and the expansion of university-supportive uses south of the UNR campus, as defined by the University of Nevada Reno Campus Master Plan 2015-2024. These efforts are intended to support opportunities for student housing and university facilities as part of the Downtown Regional Center.

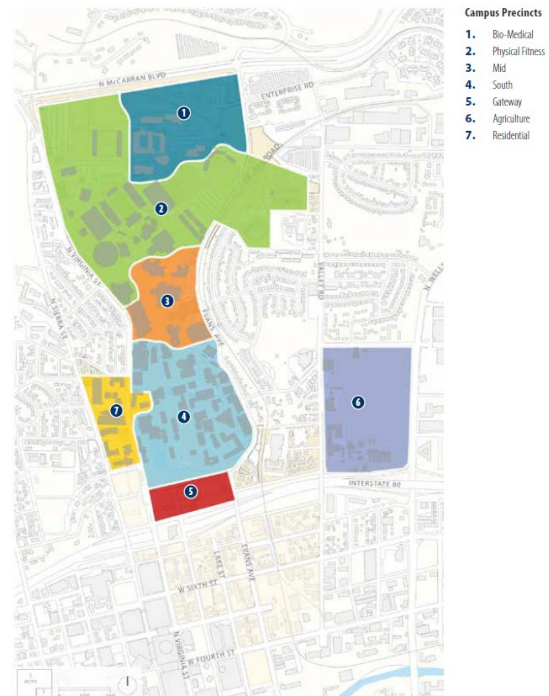


Figure 1 - Campus Precincts (Source: UNR Campus Master Plan 2015-2024)



### **DTRC-UD.1: DENSITY AND INTENSITY**

Development should have a minimum FAR of 3 and a maximum FAR of 4 to facilitate the density that allows for critical mass activity.

### **DTRC-UD.2: MIX OF USES**

Support a mix of student housing, educational facilities, and related uses that support a vibrant university-oriented neighborhood. Concentrate active, ground floor retail and commercial uses along the North Virginia Corridor and active innovation and research uses along Evans where they abut the Innovation/Industrial District. Prohibit medical marijuana and non-restricted gaming establishments. Evaluate the appropriateness of bar uses and restricted/accessory gaming for properties as part of future rezoning efforts. The overall mix of uses in the University District should be guided by the University of Nevada Reno Campus Master Plan 2015-2024.

### **DTRC-UD.3: BUILDING DESIGN AND CHARACTER**

Encourage the use of high quality, durable building materials—such as brick—to promote the continuation of the university campus aesthetic within the University District.

### **DTRC-UD.4: RELATIONSHIP OF BUILDINGS TO STREET**

Establish a defined build to line or build to “zone” that reinforces the urban, pedestrian-oriented character of the University District.

### **DTRC-UD.5: HISTORIC RESOURCES**

Prioritize the preservation or adaptive reuse of historic resources as part of future development, particularly in areas located in the University Campus Gateway Precinct on parcels that do not abut North Virginia Street. Support relocation of historic resources only in lieu of demolition.

### **DTRC-UD.6: STREETScape**

As redevelopment occurs, expand sidewalks along both sides of North Virginia Street and East Evans Avenue to at least 10 feet. Incorporate street trees, lighting, public art, street furniture, and other amenities to create a unified streetscape character and comfortable environment for pedestrians.

### **DTRC-UD.7: TREE PRESERVATION**

Encourage the preservation of mature trees as part of future infill and redevelopment projects.

### **DTRC-UD.8: CIRCULATION AND PUBLIC RIGHTS-OF-WAY**

Consider supporting the permanent/managed closing or abandonment of public streets, alleys, and easements within the Gateway Precinct to facilitate the objectives of the UNRC Plan and Gateway concept, subject to thorough review of traffic impacts, including without limitation impacts on historic resources.

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## **► Innovation/Industrial District (IID)**

The Innovation District encompasses the area east of Evans, north of the railroad, West of Wells, and South of Interstate 80. The area is eclectic in character and is intended to retain this character as it continues to transition to a mixed-use and light industrial environment.

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### **DTRC-IID.1: DENSITY/INTENSITY**

Densities will vary within the Innovation/Industrial District due to its eclectic character and the extent to which new uses may be introduced through the adaptive reuse of existing buildings versus infill and redevelopment. However:

- Non-residential and mixed-use development should generally provide a minimum FAR of 2.0.
- Multifamily development should generally provide a minimum density of 30 units per acre.

### **DTRC-IID.2: MIX OF USES**

Support a range of employment uses, including small-scale manufacturing, processing, wholesaling, office, and flex-space, as well as retail, restaurants, hotel, cultural facilities, civic and government facilities, high density residential and live/work uses.

### **DTRC-IID.3: RELATIONSHIP OF USES**

Provide flexibility for the adaptive reuse of existing industrial buildings and for the incorporation of high density residential and live/work opportunities in the Innovation/Industrial District in configurations.

### **DTRC-IID.4: COMPATIBILITY**

Recognize that uses in the Industrial/Innovation District may occur in configurations that would typically be viewed as incompatible in other parts of the City (e.g., live-work or multifamily uses adjacent to industrial uses) and a more flexible approach to typical compatibility considerations is needed.

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## ► Riverwalk District (RD)

The Riverwalk District encompasses properties with Truckee River frontage between Arlington on the West and Wells Avenue on the East, as well as an area south to California Avenue. The Riverwalk District serves as a focal point within the Downtown Regional Center and highlights the importance of the Truckee River as a major resource and amenity for the community.

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### **DTRC-RD.1: DENSITY AND INTENSITY**

Within the Riverwalk District:

- Nonresidential and mixed use development should provide a minimum FAR of 1.0.
- Multifamily development should provide a minimum density of 21 units per acre.

Minimum densities apply to vacant sites or to sites where existing structures would be razed and a new structure or structures built. Lower densities may be considered to accommodate the preservation of historic structures, support the adaptive reuse of vacant or underutilized buildings, and/or accommodate transitions in intensity adjacent to adjacent Central Neighborhoods.

### **DTRC-RD.2: MIX OF USES**

A mix of office, employment, residential, retail, restaurant, and cultural facilities will be supported in the Riverwalk District to enhance the vibrancy of the Downtown Regional Center. Pedestrian-oriented uses should be concentrated along the Truckee River Esplanade. A range of housing options are supported in the Riverwalk District, either as part of a vertically mixed-use development along the Truckee River Frontage or as part of a free-standing multifamily building (e.g., apartments, condominiums, or townhomes) in other parts of the district.

### **DTRC-RD.3: TRUCKEE RIVER FRONTAGE**

Buildings and public spaces adjacent to the Truckee River should be designed in accordance with the Downtown Riverfront Design Guidelines. A particular focus should be placed on:

- Activating and enhancing Truckee River frontage with places for people to gather and recreate;
- Maintaining safe and adequate passage for police and fire protection;
- Maintaining the capacity of the floodway; and

- Reinforcing the character, form, and function of the Riverfront Esplanade.

### **DTRC-RD.4: TRANSITIONS**

South of the Truckee River, a transition in the height and intensity of development should be provided where the Riverfront District abuts adjacent Central Neighborhoods.

### **DTRC-RD.5: PEDESTRIAN/BICYCLE CONNECTIVITY**

Provide direct pedestrian and bicycle connections between uses and major destinations within the Riverwalk District, with an emphasis on improving connections to and from Midtown, the Truckee River, and adjacent Central Neighborhoods. In addition, seek opportunities to enhance pedestrian and bicycle connections across the Truckee River in accordance with Downtown Action Plan recommendations.

### **DTRC-RD.6: PARKING**

The use of structured or podium (“tuck-under” parking is strongly encouraged as part of infill or redevelopment projects to reduce the prevalence of surface parking within the district; however, existing surface parking will remain in use in many instances (e.g., adaptive reuse). The addition of new surface parking along the Truckee River is not permitted. Utilize shared parking where feasible to decrease the amount of on-site parking needed and encourage the use of alternative modes.

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## ► Northwest Quadrant (NQ)

The Northwest Quadrant is generally bounded by the railroad tracks to the south, Keystone to the west, I-80 to the north and Ralston to the east. This area includes a mix of casinos, non-profits, medical offices, apartments, single family homes, retail, light industrial, and small businesses. The area is not identified as a formal district by the Downtown Action Plan, as near-term Plan priorities are focused on other districts within the Downtown Regional Center. As such, design principles for this area are more limited.

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### **DTRC-NWQ.1: DENSITY/INTENSITY**

To help support the expansion of services and housing options available in the Downtown Regional Center:

- Multifamily development should provide a minimum density of 30 units per acre; and

- Non-residential and mixed-use development should provide a minimum FAR of 2.0.

### **DTRC-NWQ.2: MIX OF USES**

Continue to support a mix of employment, service-oriented uses, and residential uses through infill, redevelopment, and adaptive reuse of underutilized properties in the area. Gaming is permitted in a limited portion of this area, generally located north of 5th Street, south of I-80, east of Keystone Avenue, and West of Vine.

### **DTRC-NWQ.3: PEDESTRIAN/BICYCLE CONNECTIVITY**

Provide direct pedestrian and bicycle connections between uses and major destinations within the Northwest Quadrant, with an emphasis on improving connections to and from the Entertainment District, UNR, and the Truckee River.

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## **► Powning District (PD)**

The Powning District is a stable and predominantly residential historic neighborhood located along the northern bank of the Truckee River at the west edge of the Downtown Regional Center. The district provides desirable housing options and a neighborhood feel within close proximity of the Entertainment District and Riverfront District. Design principles for this district are intended to support the retention of its residential character.

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### **DTRC-PD.1: DENSITY AND INTENSITY**

Contrary to other districts within the Downtown Regional Center, intensification is not desired in the Powning District. Infill and redevelopment that does occur should be of a similar density and intensity as what exists today.

### **DTRC-PD.2: MIX OF USES**

Continue to support single-family residential as the predominant use in the Powning District, allowing for the adaptive reuse of existing homes for office or retail use in targeted locations.

### **DTRC-PD.3: DISTRICT CHARACTER**

Design Principles for Central Neighborhoods are applicable to promote continued reinvestment that is compatible with the established character of this district.