

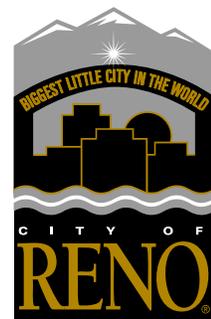
# **SOUTH VIRGINIA STREET TRANSIT ORIENTED DEVELOPMENT CORRIDOR PLAN**



**Prepared by:**

**CITY OF RENO  
Community Development Department**

**Draft –November, 2006**



## **ACKNOWLEDGMENTS**

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# INTRODUCTION

## Plan Organization

The South Virginia Street Transit Oriented Development (TOD) Corridor Plan is divided into two sections: the Corridor Plan and Station Area Plans. The Corridor Plan describes the boundary, time frame, relationship to other plans and identifies policies for development within this TOD. The development concept, circulation, land use, and zoning that apply to the parcels are included in the plan for each station area. Development standards and processing provisions are included in the Reno Municipal Code.

## Boundary

The Truckee Meadows Regional Plan defines the South Virginia Street TOD Corridor as the corridor which is generally  $\frac{1}{4}$  mile on each side of South Virginia Street extending from the Downtown Reno Regional Center southern boundary to the Convention/Meadowood Regional Center northern boundary and the from the Convention/Meadowood Regional Center southern boundary to the Redfield Regional Center northern boundary.

## Time Frame

The planning horizon for development and redevelopment of this area is twenty years.

## Relationship to Other Plans

This plan is an element of the City of Reno Master Plan prepared in accordance with Nevada Revised Statutes (NRS 278.150 through 278.170).

Policies of the Truckee Meadows Regional Plan are applicable regionwide. The City of Reno Master Plan has three different levels of applicability; *Citywide*, *Center and Corridor*, and *Neighborhood*. *Citywide* plans include the land use plan and other plans that apply to the entire City and its sphere of influence. *Center and Corridor* plans are for the eight regional centers and five transit oriented development corridors in the City and its sphere of influence. *Neighborhood* plans cover other areas, not in centers or transit corridors, which have been designated as appropriate for more detailed planning. Policies in center, corridor, and neighborhood plans elaborate, with greater detail, upon general policies contained in the citywide and regional plans. Center, corridor and neighborhood plans must conform with and not be in conflict with policy direction of the citywide plans and the Truckee Meadows Regional Plan. Similarly, appropriate municipal code provisions (e.g., zoning, development standards and processing requirements) must be consistent with these plans.

Outside of centers, transit corridors are comprised of a series of station areas, or activity nodes, and the links between them. Each TOD Corridor plan is comprised of a series of station area plans. Station area plans contain land use, circulation, density, and general design standards. As new station area plans are prepared, they will be added to the appropriate TOD corridor plan.

The South Virginia Street TOD Corridor was developed with input from the Regional Transportation Commission (RTC), Truckee Meadows Regional Planning Agency (TMRPA), Washoe County, State of Nevada Department of Transportation (NDOT), Washoe County, the Reno Neighborhood Advisory Board (NAB) for the Central, South, and East, the Washoe County Citizen Advisory Board (CAB) for the West Truckee, Southwest, and Southeast, property owners in the area and other interested individuals. The South Virginia Street TOD Corridor Plan replaces either portions or entire plans that are along the South Virginia Street corridor however it maintains many aspects of those plans.

## **CORRIDOR PLAN**

### **Development Concept**

In 2002, the Truckee Meadows Regional Planning Agency updated the Regional Plan. During this update certain key areas in the region were designated as regional centers and transit oriented developments (TOD) corridors. South Virginia Street is a major north-south roadway and was named as one of the five TODs. A key component for a successful TOD corridor is the mix of land uses, with higher densities and the continual expansion of transit with significant pedestrian improvements. In order to encourage and facilitate successful transit-oriented development, a full range of public facilities must be in place to accommodate the type of mixed-use neighborhood development that is desired.

South Virginia Street is a major north-south corridor in the region. The development of the South and North Virginia Street TODs along with the regional centers- the Reno-Stead Airport, the University, the Downtown Reno, the Convention, and the Redfield will further define all of Virginia Street as a significant corridor. This will enable the Virginia Street corridor to support a significant and viable transit system.

The South Virginia TOD Corridor has a Master Plan land use designation of Special Planning Area South Virginia Transit Corridor. The zoning designation for the area will be MU/SVTC (Mixed Use/South Virginia Street Transit Corridor Zoning Overlay District) and the designation refers to the MU/SVTC overlay sections of RMC Title 18. These sections include specific development requirements for the area, such as setbacks, parking, site layout, architecture, and landscaping.

The majority of land within the corridor has been developed, however most of the development is auto oriented. This plan will encourage redevelopment and intensification of the properties to create a successful TOD corridor. Future development within this corridor should be required to develop with a minimum residential density of 14 dwelling units per acre and nonresidential and mixed use development should have a minimum floor area ratio (FAR) of 0.25 or greater.

Establishing a mixture of land uses within a TOD corridor allows individuals to meet their day-to-day needs by using transit and/or by walking to their home, place of work or other services. The mix of land use will facilitate in creating a diverse and vital neighborhood environment, increasing transit use, and pedestrian activity. Higher density development is one of the key components necessary to create compact, vibrant transit-oriented development neighborhoods. TODs encourage pedestrian activity, support retail businesses, and promote transit usage. Buildings should be placed so that they are oriented to transit and pedestrians. No parking should be allowed in the front of buildings, it should be located in the rear, side, inside or underground of buildings.

In order to encourage and facilitate successful transit-oriented development, a full range of public facilities must be in place. A variety of infrastructure improvements will need to be made within the corridor in order to accommodate the type of urban, mixed-use neighborhood development that is desired. The development of transit is a key element that needs to be supported by significant pedestrian facilities and amenities. RTC is conducting a study for a bus rapid transit (BRT) system along the corridor. Currently they are working with a consultant to address various federal requirements to qualify for funding needs. RTC also, has numerous proposed roadway improvement projects on South Virginia Street and several intersecting streets. These improvements should be designed to help promote and improve the area as a TOD. Streets should include travel lanes for transit, auto, and bikes along with on-street parking, landscaped parkways, sidewalks, and window shopping area, which create the concept of "complete streets".

There is non-restricted gaming entitled at three locations along the South Virginia Street TOD. One location is the Park Lane Mall area located generally north of Grove Street, south of Plumb Lane, west of Kirman Street/Wrondel Way and east of South Virginia Street (APN: 015-220-01, 015-220-08, 015-220-09, 015-220-10, 015-220-12, 015-220-18, 015-220-24, 015-220-29, 015-220-31, 015-220-35, 015-220-36, 015-220-37, 015-220-38, 015-220-45, 015-220-46, 015-220-47 and 015-220-48). The second location is the Peppermill Hotel Casino located generally north of Brinkby Avenue, south of Grove Street, west of South Virginia Street and east of Lymberry Street (APN: 019-250-16, 019-202-22, 019-202-27, 019-321-01, 019-321-25, 019-321-26, 019-321-28). The third location is Tamarack Junction located generally north of Hayes Circle, south and east of Arrowcreek Parkway and west of South Virginia Street (APN: 049-360-08, 049-360-09, 049-360-10, 049-360-11 and 049-360-20).

## **Policies**

To support the development of the TOD the following policies should be utilized. Each transit corridor should maintain its own unique identity in terms of its mix of land uses, development intensity, and the character should be related to the surrounding development context. The following policies have been developed to further define the South Virginia Street corridor.

### Policy 1 - Identity

- A. The various features located on South Virginia Street corridor should be a key identity.
- B. Maintaining historical character of older structures, features and neighborhoods should be encouraged.
- C. New developments should build in context to the surrounding area, through building scale and density, landscaping, signage, building material, and unique amenities.
- D. The natural characteristics of the area should be respected and new development should demonstrate an effort to retain the natural features of the area.
- E. Specific standards for lighting, signage, passenger waiting shelters, benches and/or trash containers should be developed for the corridor.

### Policy 2 - Infrastructure

- A. The concept of “complete streets” with travel lanes for transit, auto and bikes along with on-street parking, landscaped parkways, sidewalks, and window shopping area should be promoted.
- B. As new roadway projects are developed they should be designed and reviewed to further support the TOD concepts including the need for crosswalks, bike lanes and transit amenities.
- C. Transit should be available and promoted with significant transit amenities, including park-and-ride, benches, passenger waiting shelters, bus turn-outs, trash containers, and safe pedestrian facilities.
- D. A grid system of streets with alleys should be encouraged, where appropriate.
- E. Infrastructure improvements and capital improvement plans should be reviewed and updated to support and encourage development along the TOD.

### Policy 3 - Attractions

- A. A mixture of land uses should be encouraged that are pedestrian oriented including a variety of housing, offices, retail, entertainment, hotels, restaurants, urban parks, day care, and public agencies/services.

- B. Access to significant natural features, open space, and drainageways should be preserved and maintained to promote and enhance the corridor.
- C. Key attractions should include significant pedestrian and transit amenities to enhance the area as a TOD corridor.

#### Policy 4 - Intensity/density

- A. New development should provide a minimum residential density of 14 dwelling units per acre and a minimum 0.25 floor area ratio (FAR) for nonresidential and mixed use.
- B. A transitional area should be provided in height and density from existing and surrounding neighborhoods as the corridor develops.
- C. Infill and redevelopment should be encouraged for the underutilized and vacant parcels.

#### Policy 5 - Pedestrian Connections

- A. A safe and inviting environment for transit, pedestrians, and bicycles should be established. Providing streetscape amenities including landscaping, benches, crosswalks, median refuges on large streets, and signal timing to ensure pedestrian safety and manage traffic flow.
- B. Shared driveways, access, and parking between buildings parcels should be provided to limit street access points and to minimize conflicts between vehicles and pedestrians.
- C. Safe, visually attractive, and well-defined pedestrian walkways from parking areas, park-and-ride areas, and transit stops to building entrances should be provided.
- D. Connectivity and access for pedestrians and bicycles should be provided and developed from the TOD to the surrounding area.

#### Policy 6 - Quality Site Layout/Urban Design

- A. Buildings should be oriented to the sidewalk to provide a prominent pedestrian access and the development of public space along the street frontage should be encouraged.
- B. A variety of building heights and forms to create visual interest and establish a distinct identity with architectural detail that provides a high level of interest at the street level should be encouraged.

- C. Clustering buildings to minimize the loss of natural features and open space should be encouraged.
- D. A significant landscaped buffer should be established between existing residential development and non-residential development along the TOD.
- E. Connectivity should be provided and encouraged from existing development to the TOD development.
- F. Building height and massing should be designed so it contributes to the human-scaled environment, by using architectural elements, such as canopies, awnings, planters, and flower boxes.
- G. The use of “green” technologies should be encouraged, including building materials and energy, water, and land conservation.

#### Policy 7 - Parking Management

- A. Parking should not be located in the front of buildings and a convenient and safe pedestrian access to the building should be provided.
- B. Parking areas should be designated that can be utilized by both residents and businesses, including parking garages, carpool parking, and park-and-ride areas.
- C. Parking structures should be designed to be compatible with the scale and architectural character of the surrounding buildings.
- D. Shared parking should be required to decrease the amount of parking and decrease the emphasis on private vehicles.

#### Policy 8 - Public Space

- A. The development of a variety of public spaces are encouraged to create gathering spaces for recreation and entertainment.
- B. Public spaces should be developed with various features including smaller amenities such as fountains, artwork, and benches.
- C. Existing access to parks and open space should be maintained and new access should be identified and developed with each new development in the area.

## STATION AREA PLANS

The development of transit stations will further the focus of alternative modes of transportation and provide a public gathering space. Transit stations are different from the local bus stop, which will continue to be developed and maintained along South Virginia Street. Transit stations should be places that have the highest intensity of land uses along the TOD. Transit stations should be placed approximately ½ mile apart from each other, to accommodate the distance that the average person will walk. The location of transit stations will be reviewed as new development occurs along the corridor. The availability of land and the appropriate spacing of the transit stations will be a part of the review process.

The development of transit stations should be guided by the TOD policies which include identity, infrastructure, attractions, intensity/density, pedestrian connections, site layout/urban design, parking management, and public space/greenways. Individual stations should establish an identity, which will enhance the area and play a key role as a gathering place. There should be a mix of land uses including different housing types, offices, retail, personal services, hotels, restaurants, day care, and other services. The stations should be developed with a higher density that intensifies the land use in the station area. Quality site layout with architectural details should be encouraged to create visual interest. Vehicular access and parking should be secondary to all pedestrian access and amenities. Area parking garages should be identified and designated as the area develops. The application of these guidelines to station areas will be further defined as the stations are developed. The station areas will have a MU (Mixed Use) base zone with an overlay zone for each station. This designation will refer to a section of Reno Municipal Code. This section will include specific development requirements for the area such as setbacks, parking, site layout, architecture, and landscaping.

### Plumb Lane Crossing

The first transit station located within the South Virginia Street TOD Corridor is the Plumb Lane Crossing. This transit station area generally covers the area south of Hillcrest Drive, west of South Virginia Street, north of Cadillac Place, and east of Lymbery Street/ Eastshore Drive. Plumb Lane Crossing has a Master Plan Land Use designation of Special Planning Area. Plumb Lane Crossing has a zoning designation of MU/PLC (Mixed Use/ Plumb Lane Crossing). This will refer the any users of the zoning maps to the Plumb Lane Crossing Overlay section of the Code. This section includes specific development requirements for the area. These requirements include setbacks, parking, site layout, architecture, and landscaping. To support transit oriented development the following policies have been developed for this transit station and are further defined below.

1. Identity – The Plumb Lane Crossing area will establish an identity that ties it in with the South Virginia Street Transit Corridor but also sets it apart from other

nodes within the Corridor. This identity will be established through building scale and density, landscaping, signage, and unique amenities.

2. Infrastructure – The infrastructure within and connecting to this area will be enhanced. Sidewalks will be improved, any necessary improvements to the adjacent streets will be completed, and access to Virginia Lake Park will be enhanced.
3. Attractions – The permitted uses within this area will give people a reason to go to Plumb Lane Crossing. The transit station will play a key role in bringing people to the area. A mix of land uses including a mix of housing types, offices, retail, personal services, hotels, restaurants, urban parks, day care, public agencies/services are all permitted land uses within the area.
4. Intensity/density – A variety of densities and building heights will be provided. The housing type will transition between the lower densities and building heights of the existing housing types located to the west and the desired higher densities and building heights along the transit corridor.

The western portion of Plumb Lane Crossing should begin the transition from the single family homes on the north and west sides of Virginia Lake to the more intense development located along the transit corridor. This area will be developed with a maximum gross density of 14 dwelling units per acre.

The southern and eastern portions of the Node are surrounded by multifamily and commercial zoning. A higher density development is more appropriate in these areas. Any residential development will be constructed at a minimum of 21 dwelling units per acre.

5. Pedestrian connections – There are two main pedestrian corridors within the Plumb Lane Crossing Node. The first is the north-south corridor enhancing the pedestrian environment along South Virginia Street. This encourages walking to and from this node to other commercial and residential uses in the surrounding area. The second is the connection from the transit station and the corridor itself to Virginia Lake Park. This public park provides a substantial recreational amenity immediately adjacent to this node and short walking distance from the transit stop.
6. Quality site layout/urban design – Commercial and office land uses should be concentrated near South Virginia Street and the transit station. Residential units should be incorporated into the upper floors in this area. This will provide activities and services adjacent to the TOD to attract people to the area. Residential units should be located on the western portion of the site to provide a transition from existing land uses.

A variety of building heights and forms are encouraged to create visual interest and establish a distinct identity. Buildings within the node will be oriented toward the primary street frontage or pedestrian access. Architectural detailing should include articulation, varying building materials, awnings, balconies, and other details. Blank walls, with no architectural detailing will not be permitted. Sidewalks should be widened, street trees installed, and commercial buildings should be placed at the edge of the sidewalk.

7. Parking Management – Vehicular access and parking will be secondary to all pedestrian access and amenities. Parking will be located behind buildings, inside or underground where possible. If parking is located along any public streets the amount of perimeter landscaping will be increased. Additional oversized trees and berming will be used to screen the parking. Parking will be shared in mixed land use development to decrease the amount of parking on the site and decrease the emphasis on private vehicles.
8. Incorporate Public Space – An internal plaza(s) will be created to promote an outside pedestrian and activity environment. The use of public space will be encouraged for entertainment, restaurant, and other commercial land uses. A strong emphasis will be placed on the association between this node and the Virginia Lake Park.

## **IMPLEMENTATION**

Amended land use designations and zoning districts, as well as modified Reno Municipal Code provisions, are included in this plan to implement the development and circulation concepts in this plan.

### **Land Use**

The land use within the boundary of the South Virginia Street TOD will be designated as a Special Planning Area in the Reno Master Plan. The Special Planning Area designation recognizes that customized land use and zoning provisions are appropriate in the designated TOD. This designation is consistent with the uses from the development concept portion of this plan. In many cases, the land use designation allows multiple uses on a given parcel. When the South Virginia Street TOD Plan does not specifically address an issue, provisions of other parts of the Reno Master Plan apply.

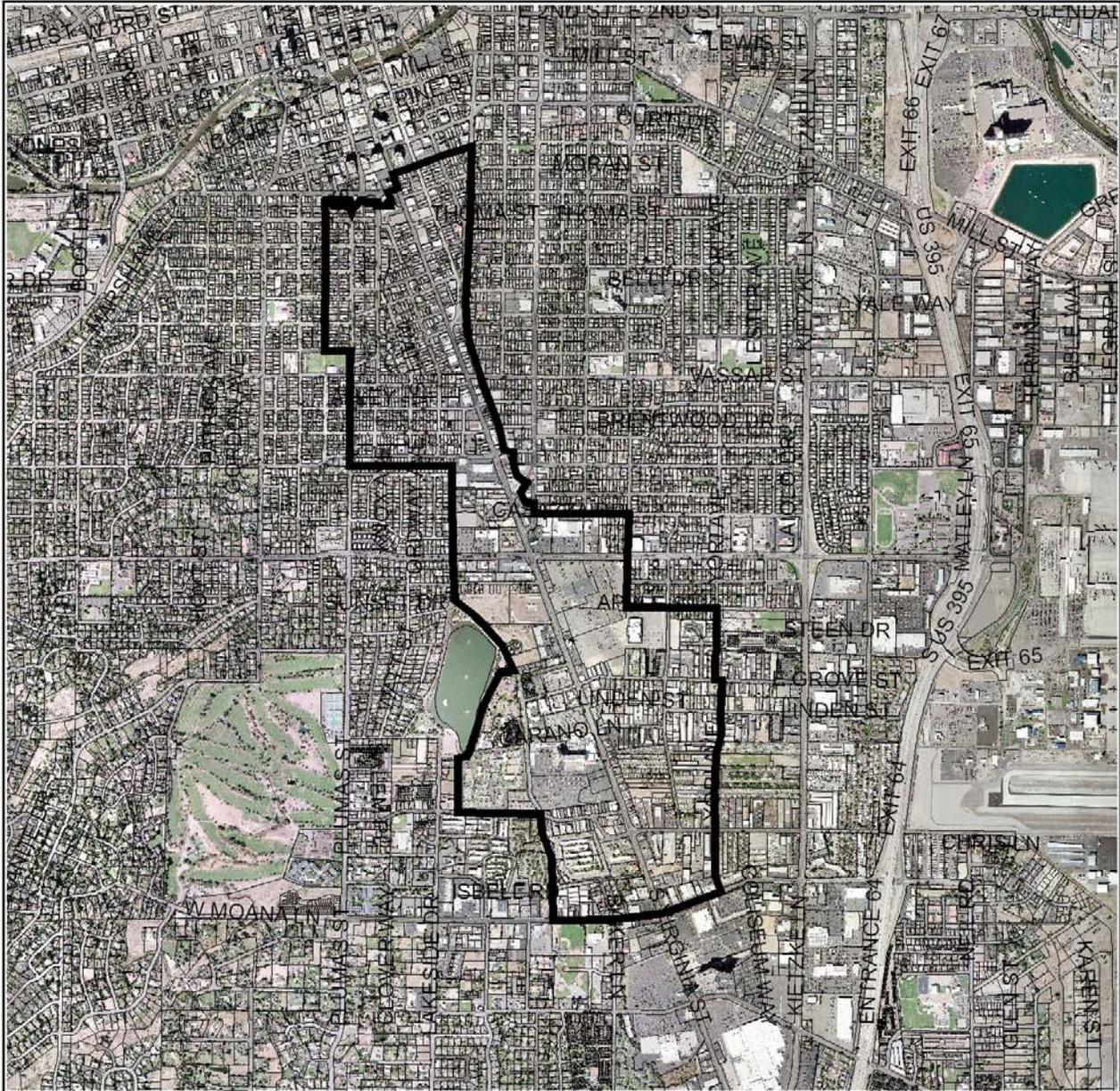
### **Zoning, Code Amendments and Design Guidelines**

With adoption of the South Virginia Street TOD Plan the entire area will be zoned MU/SVTC (Mixed Use/ South Virginia Street Transit Corridor Overlay Zoning District). A mix of land uses are permitted by the underlying Mixed Use base zoning district. Permitted land uses, development standards, and processing requirements for the South Virginia Street TOD are described in the associated overlay zone in the Reno Municipal Code.

The Planning Area Overlay designation permits the continuation of existing land uses. Any change in the land use must be to a permitted use either defined by the South Virginia Street Transit Corridor Overlay Zoning District or by the allowed uses in MU zoning. To help encourage new development, most projects internal to the TOD are allowed to proceed without further discretionary review and can apply for building permits. The code section includes specific development requirements for the area, such as setbacks, parking, architecture, site layout, and landscaping.

### **Infrastructure**

As new development is proposed the impact of the development will be reviewed by various departments and agencies. If additional services are needed they will be required with the development. RTC, in the 2030 Regional Transportation Plan (RTP) has identified planned roadway and transit improvements within the South Virginia Street TOD. Additional development not anticipated when the 2030 RTP was updated will be mitigated as development occurs and will be included in new updates to the RTP.



# Map 1 : South Virginia Street TOD (North Section) Boundary

 South Virginia TOD Boundary



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Feet

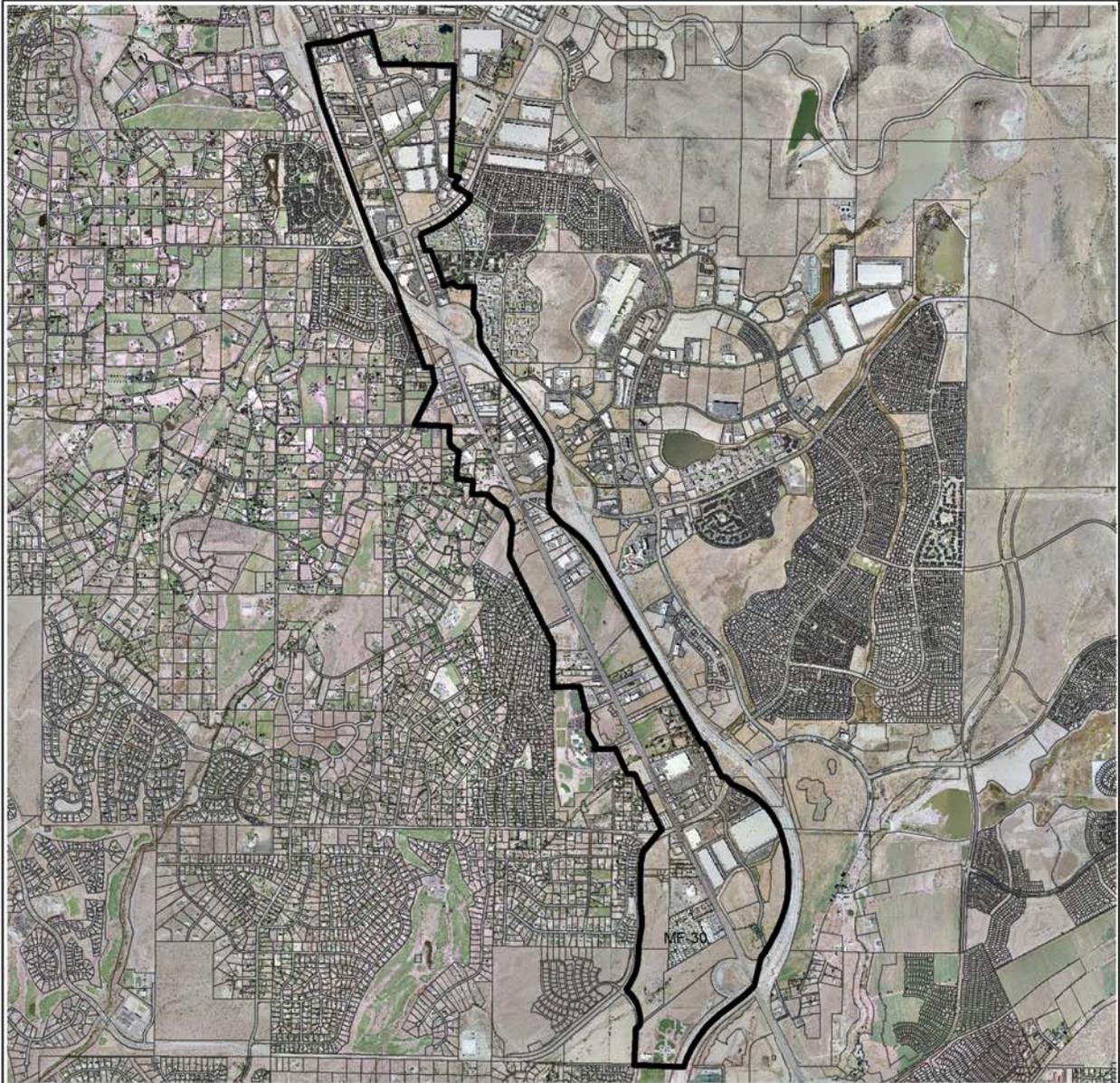
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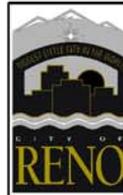
## Map 2: South Virginia Street TOD Boundary (South Section)

 South Virginia Boundary



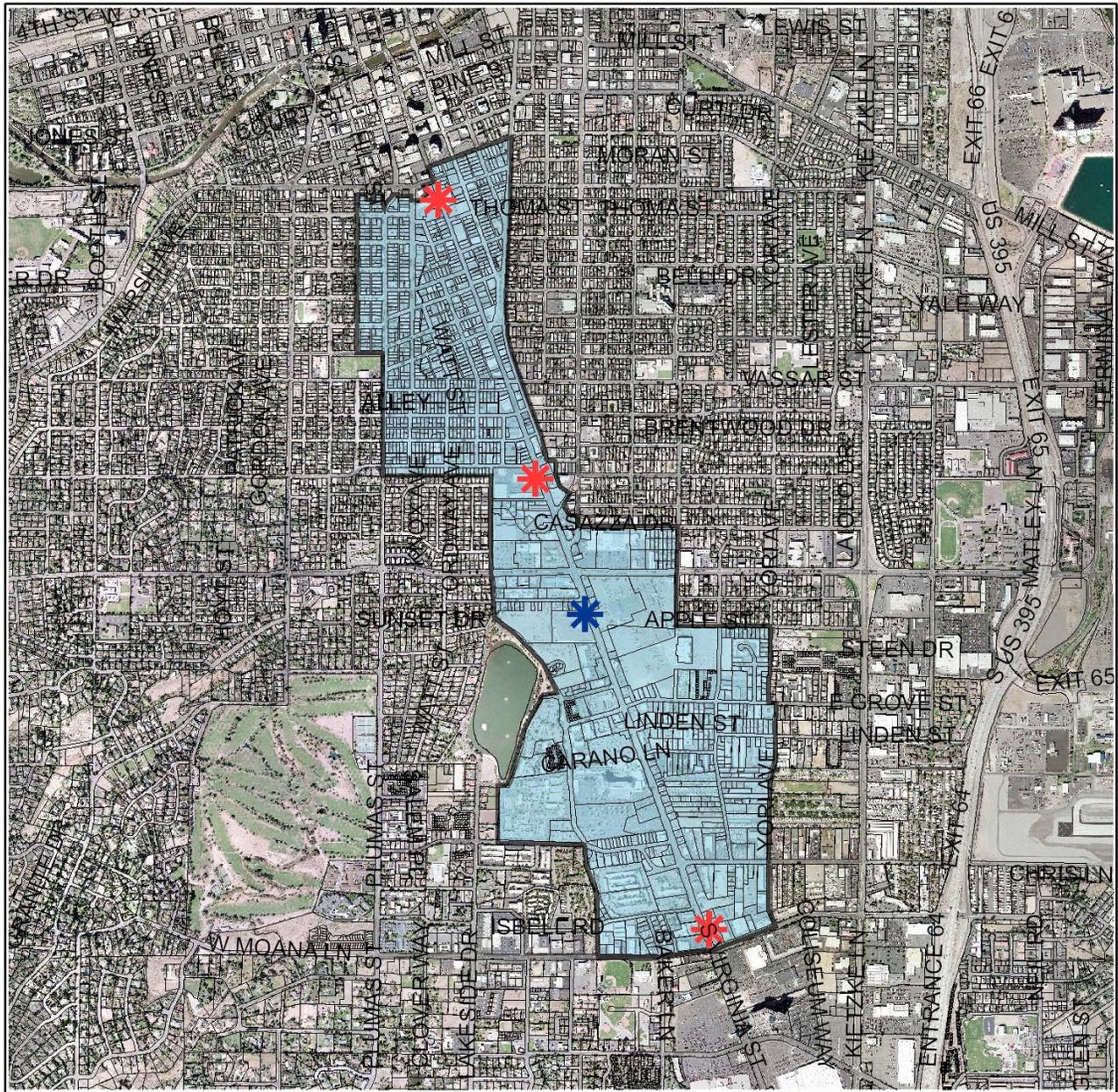
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Feet

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# Map 3 : South Virginia Street TOD (North Section) Circulation Concept

-  MU / SVTC  
(Mixed Use / South Virginia  
Street Transit Corridor)
-  Proposed Transit Stations
-  Plumb Lane Crossing Transit Station



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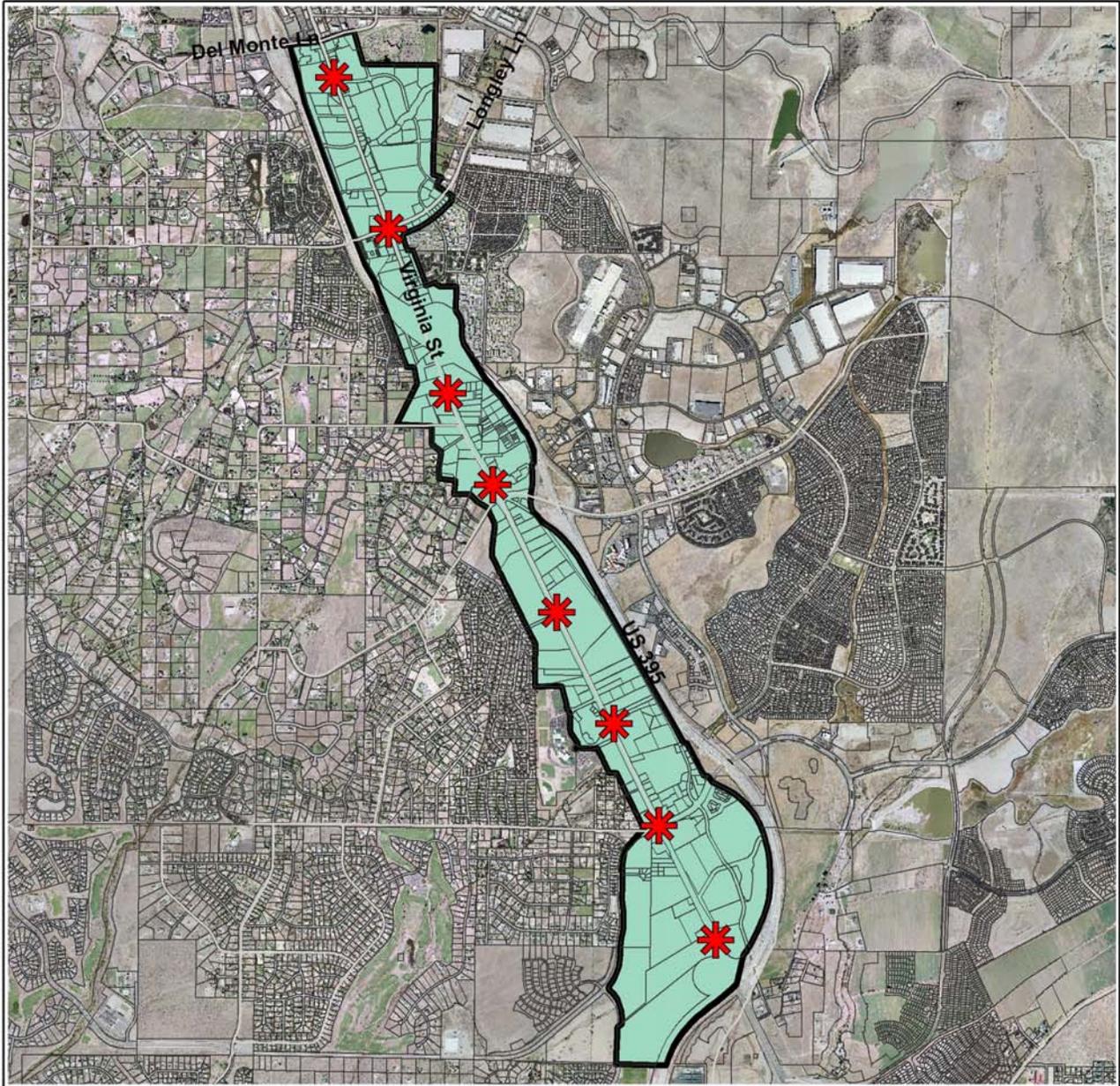
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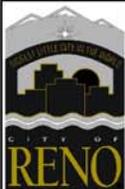
## Map 2 : South Virginia Street TOD (South Section) Circulation Concept

-  Proposed Transit Stations
-  MU/SVTC  
(Mixed Use/ South Virginia Street  
Transit Corridor)



0 750 1,500 3,000 4,500 Feet

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