

The Reno Blueprint for Growth and Revitalization

Reno, NV



The Downtown Blueprint charted the course to diversify Downtown’s tourist economy by adding a wide variety of cultural and entertainment offerings to complement and bolster the gaming industry, and to substantially enhance the appeal of Downtown to prospective and existing residents of the city and region. The centerpiece of the Blueprint is the complete transformation of the historic Downtown Riverfront from back side of development facing away from the river, to central gathering spine and linchpin between visitor-oriented and resident-oriented districts.



The Envisions Future Downtown Riverfront – The New Center of Development Reno (now largely completed).

BEFORE

- Crucial gaming and entertainment uses were bleeding out of the downtown core.
- Underutilized parcels made the downtown area less attractive for important entertainment uses.
- Riverfront an unattractive “hole” between districts.



Aerial of downtown Reno at the outset of the project.

OUTCOMES

Completed

- Downtown Riverfront completely transformed, as envisioned.
- Several thousand new residential units either constructed or under construction.
- Downtown cultural, entertainment and retail offerings substantially diversified.



The river front has become Downtown’s showcase public realm.

CLIENT: City of Reno

FTB: When this project was completed the firm name was Freedman Tung & Bottomley (FTB).



The Downtown Revitalization Strategy diagram that emerged from Community Workshops illustrates a clarified and expanded structure for the Greater Downtown.



All New Development along the Riverfront is required to face the Truckee River and Esplanade and to adhere to the Riverfront Design Guidelines (prepared by FTB).