



CitiCenter Plaza

AN OPPORTUNITY FOR URBAN ACTIVATIONS IN DOWNTOWN RENO



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PROJECT OUTLINE

The quality of our downtown has a significant impact on the experiences and interactions of both the locals and visitors to Reno. **Quality urban design makes a valuable contribution** to the economy by promoting the enjoyment of walking through the city as a journey, not just a thoroughfare. Local businesses can attract new customers; sidewalks can become activated and serve as extensions of our street fronting developments. Quality urban design **integrates natural and built environments** to influence our physical health and well-being. This provides opportunities for a healthier lifestyle and community interactions.

Creating quality urban spaces for people does not take one singular solution. The opportunity for CitiCenter Plaza is to be part of a network of urban experiences and connections; to be a catalyst for a series of outdoor spaces that encourages people to be downtown & to experience all that Reno has to offer. The opportunity for CitiCenter Plaza is to enhance the Reno vibe, to expand upon the characteristics of downtown Reno and to create a place for people.

The CitiCenter Plaza RFP design proposes to integrate adjacent under-utilized properties (of the same ownership) to create a sequence of visually and pedestrian-connected urban spaces that enhance the experience of Downtown Reno. This sequence includes:

- A new downtown green lawn
- A permanent place for food trucks, vendors & shaded outdoor seating
- A re-use of existing trees
- An activated public corner at the intersection of E. 4th Street & Virginia Street with a container coffee shop, pop-up art gallery, satellite office for the Downtown Reno Partnership Ambassadors & public restrooms
- A safe & secure mid-block pedestrian link from the CitiCenter Plaza to Virginia Street
- A flexible space that could allow for public events & activation when curated, and off-street public parking during week-days

An aerial photograph of a city skyline at dusk. The image shows a dense urban area with various buildings, including a prominent white dome structure on the left. A large white arrow points downwards from the text 'CitiCenter Plaza in the heart of downtown' to a specific building in the center of the city. The surrounding area is filled with trees and residential neighborhoods.

CitiCenter Plaza

in the heart of downtown





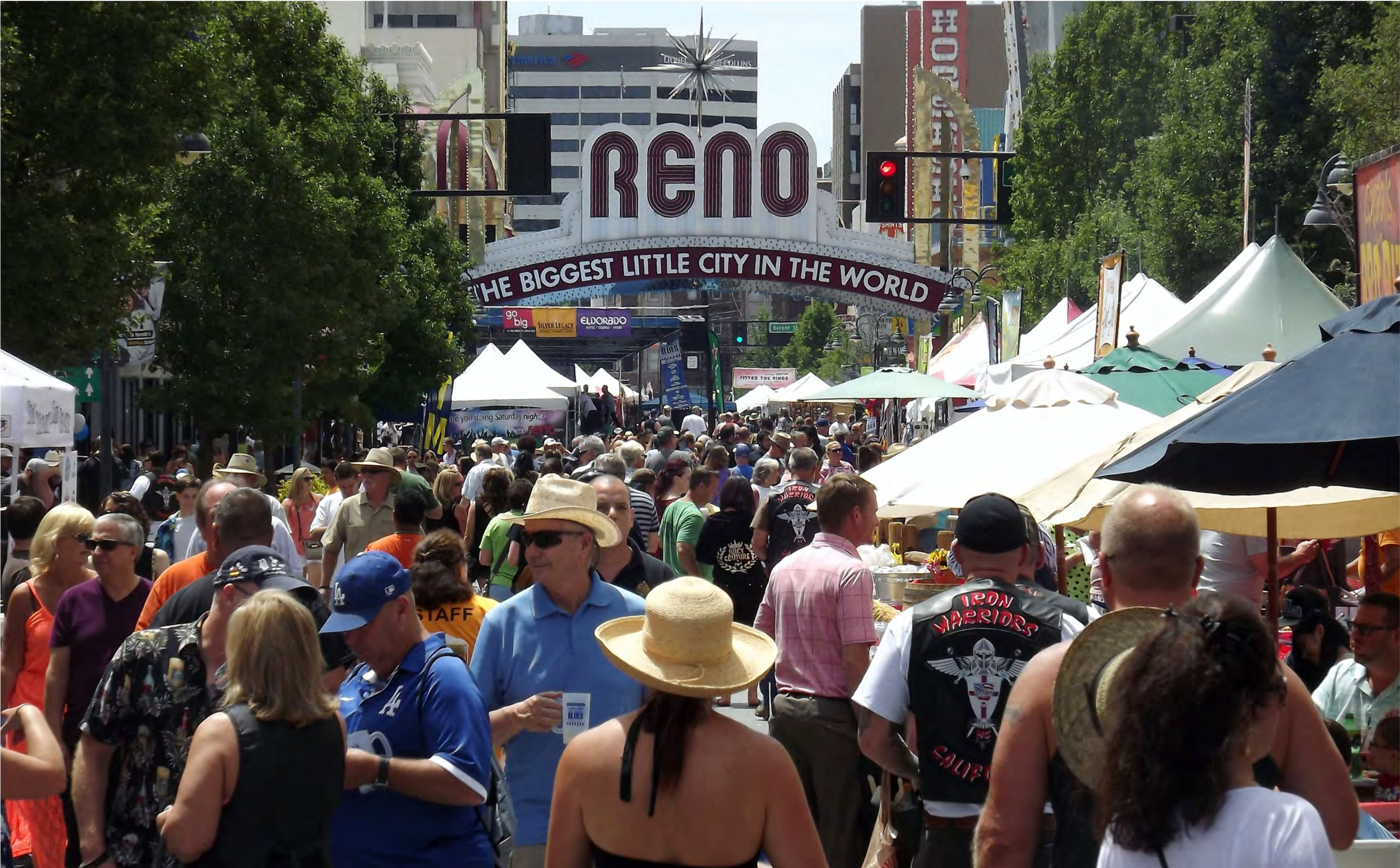
**BRINGING SOFTNESS
GREEN SPACES
RESIDENTS
TO DOWNTOWN**

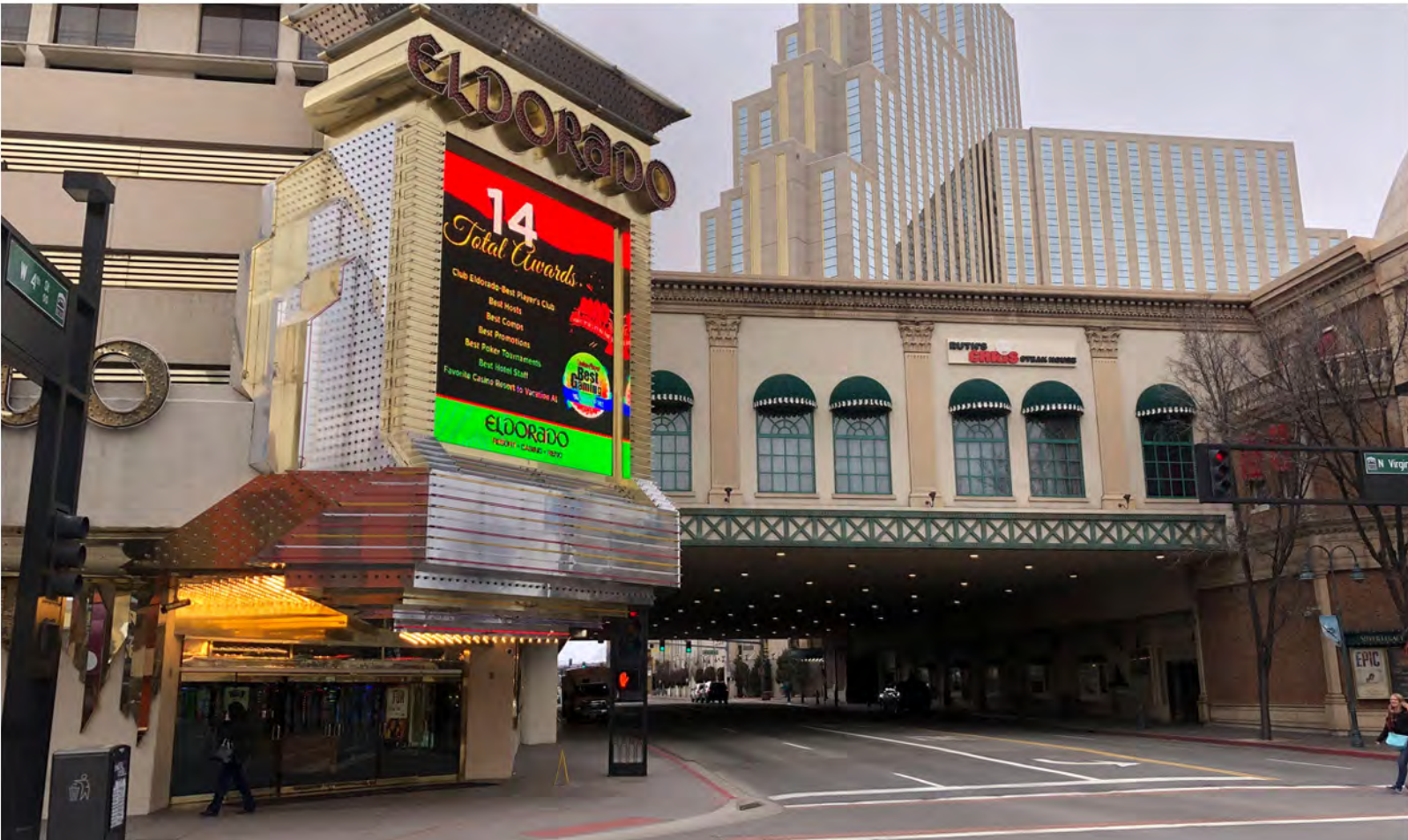






LIFE















“WE NEED MORE GREEN SPACES. THERE IS NOWHERE TO GO AND HAVE A PICNIC DOWNTOWN. MAYBE A PLACE FOR FOOD TRUCKS. SOMEWHERE SAFE, OUTDOORS; A PLACE TO CHILL AND ENJOY BEING IN DOWNTOWN RENO.”

- KAT, MANAGER AT SEE SEE MOTOR COFFEE CO.

“I’D LOVE TO SEE MORE LOCALS COMING DOWNTOWN. I SPEAK WITH A LOT OF TOURISTS, AND THAT’S GREAT, BUT I WOULD LOVE TO SEE MORE PEOPLE FROM RENO COMING DOWNTOWN TO HANGOUT MORE OFTEN, NOT JUST WHEN EVENTS ARE ON.”

- JOY, DOWNTOWN RENO PARTNERSHIP AMBASSADOR

“I WISH RENO WOULD GROW MORE; MORE HOUSING AND MORE RESTAURANTS. THE QUAINTESS OF RENO IS STILL PRESENT AND I LOVE THAT, BUT WE CAN BE SO MUCH MORE.”

- SARAH, SERVER AT WASHOE PUBLIC HOUSE







mid-rise/high-rise
structures

low-rise structures
one/two stories

afternoon sun

morning sun

low winter solar access

high summer solar access

mid-rise/high-rise
structures

midday sun

mid-rise/high-rise
structures

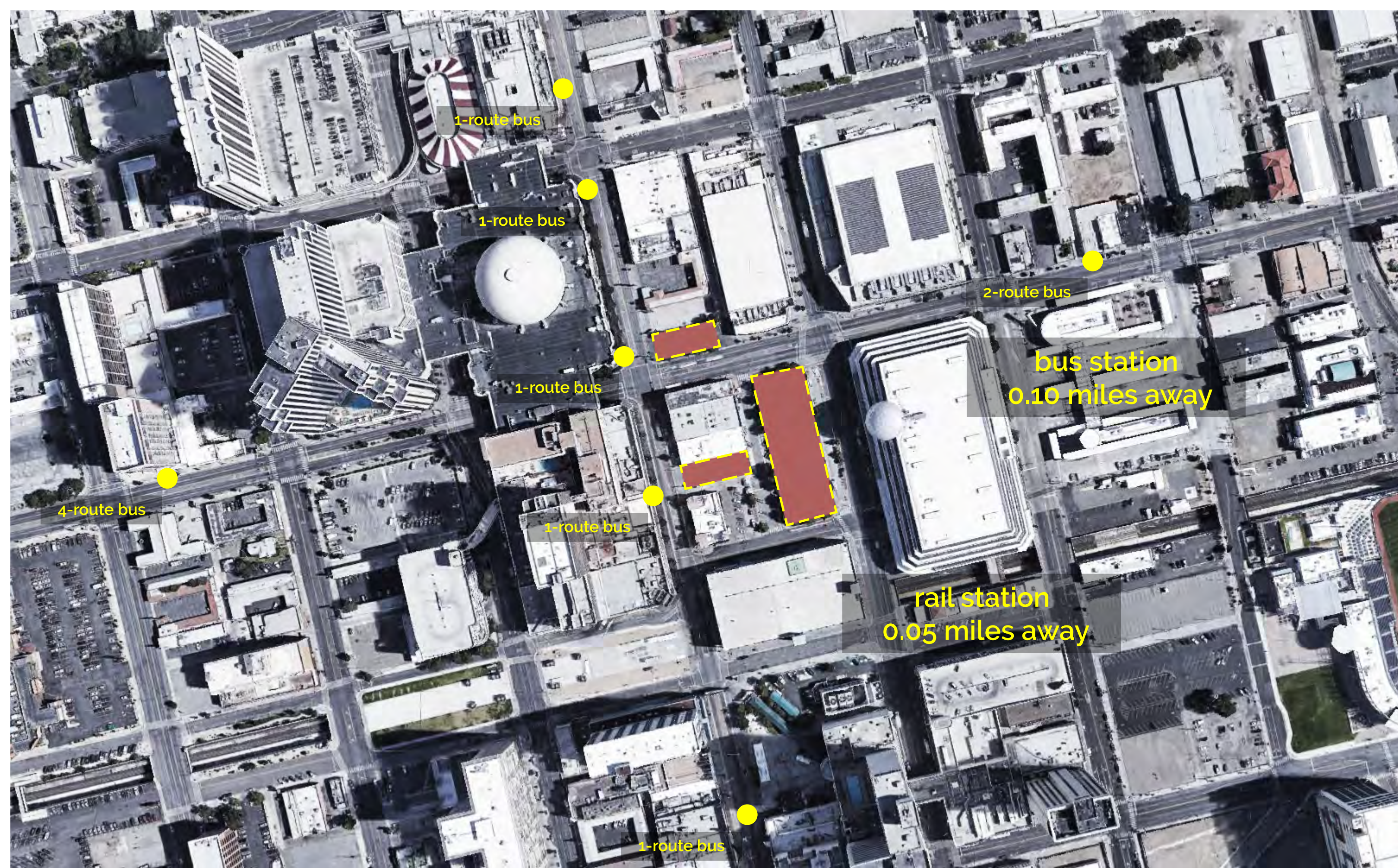


potential
university views

potential
mountain views

downtown views
mountain views

downtown views
midtown views





ACTIVATED

encourages use throughout the year
by residents and visitors alike



ENGAGING

creates a space that supports
community building and prosperity



INTEGRATED

a cohesive addition to surrounding
Reno and its needs

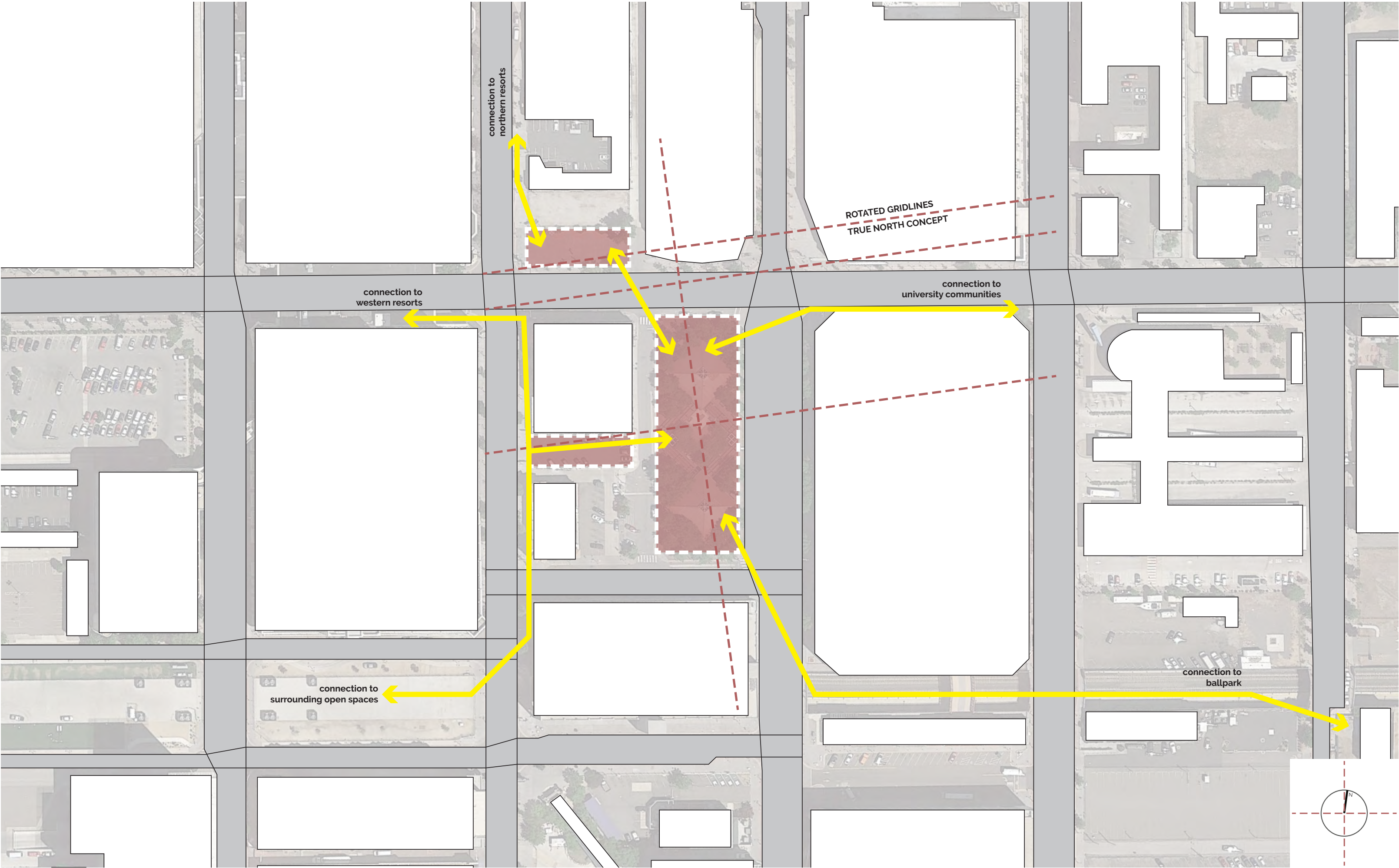


FLEXIBLE

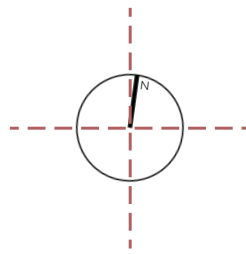
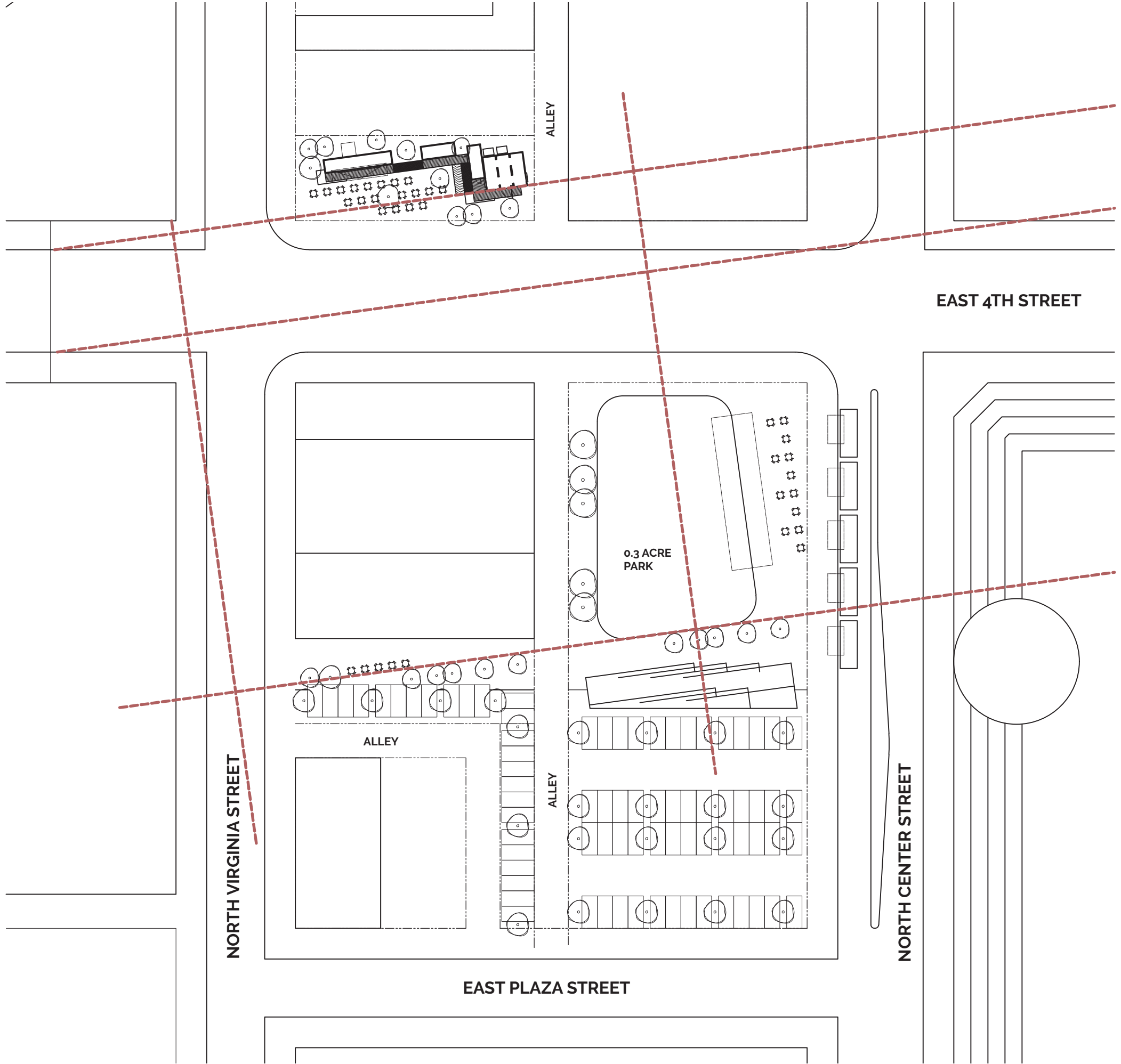
can host a variety of events and
experiences at different capacities

**“PLAZAS, SQUARES, GREENS, COURTS, PASEOS, PASSAGES,
AND PUBLIC SPACE ARE CIVILIZING TOOLS THAT ENABLE OUR
CITIES TO BE MORE LIVABLE AS THEY RESPECTFULLY CONNECT
EVERYONE TO EACH OTHER.”**

- HOWARD BLACKSON, NEW URBANIST







EAST 4TH STREET

NORTH VIRGINIA STREET

EXISTING THREE-STORY
COMMERCIAL

EXISTING THREE-STORY
COMMERCIAL

EXISTING ONE-STORY
COMMERCIAL

PEDESTRIAN LINK TO VIRGINIA STREET

ALLEY

EXISTING
TWO-STORY
COMMERCIAL

EAST PLAZA STREET

ALLEY

0.3 ACRE
PARK

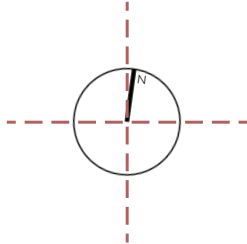
SHADE
STRUCT.

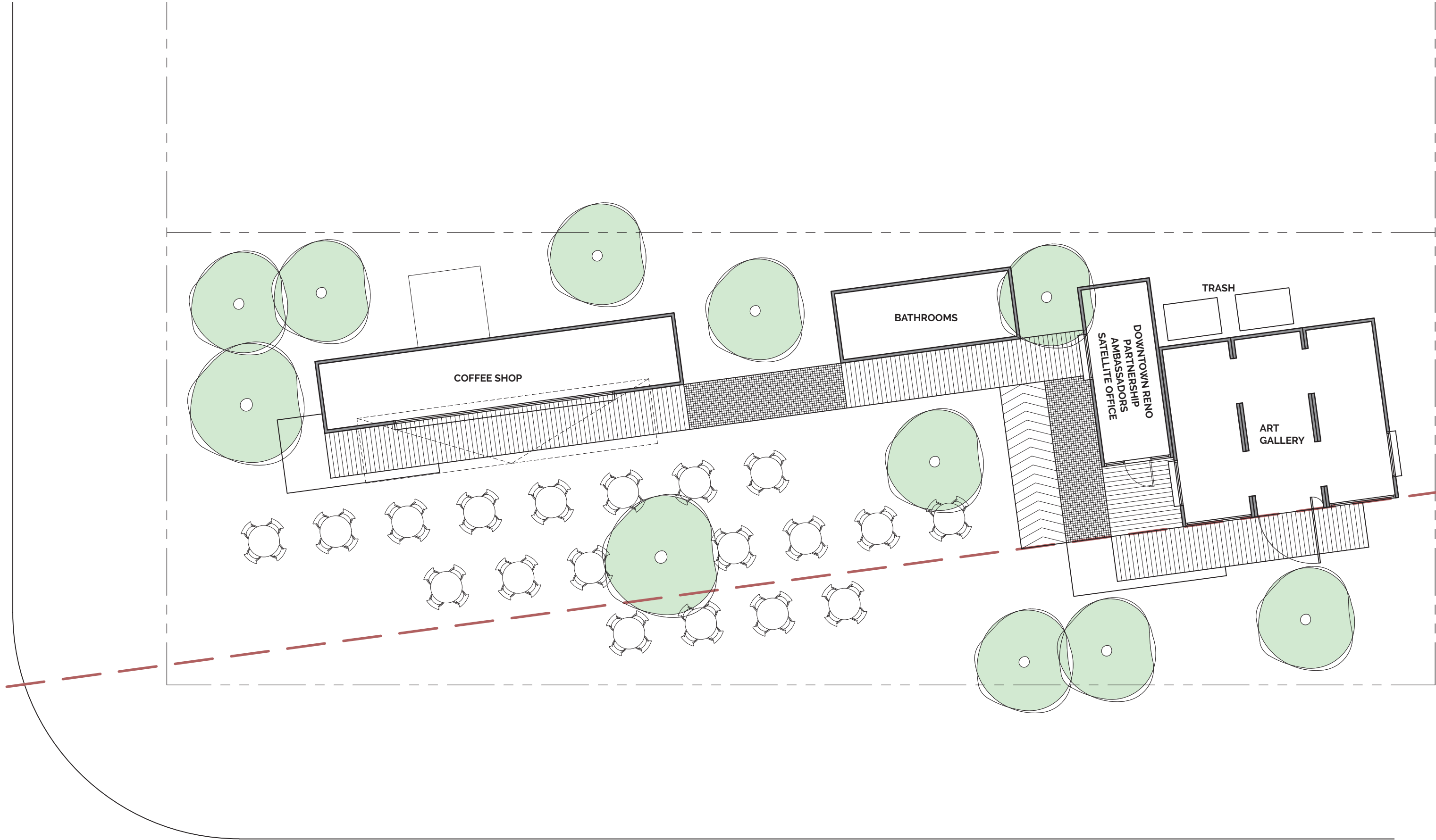
FOOD
TRUCKS

TERRACED STEPS

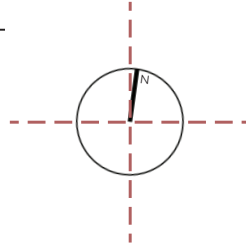
77 TOTAL PARKING SPACES

NORTH CENTER STREET





EAST 4TH STREET



























TEAM
DBRDS CONCEPTUALIZATION + LEAD DESIGN

The studios culture is energetic and one that cultivates a desire for innovative and creative problem solving, allowing exploration of a wide range of building typologies. We promote socially impactful responses through the implementation of sustainable planning.

As design provocateurs, we use our Australian design-style to create local solutions with determined simplicity and optimistic creativity.





PAULY DE BARTOLO

De BARTOLO + RIMANIC DESIGN STUDIO - PRINCIPAL

Dreamer, collaborator and raconteur; Pauly is a passionate design who loves bringing ideas to life. Whether he is working with individual clients or collaborating on larger city-scale projects, Pauly and his design team are known for thinking outside the box to create innovative, dynamic solutions. When Pauly is not immersed in a creative challenge, this talented visionary has volunteered hundreds of hours into San Diego's design community including as a Director on the Gaslamp Quarter Association board, GQA's Design Review Committee, La Jolla Historical Society's 'Young Architects Summer Camp' for middle & high school kids, and as President of the San Diego Architectural Foundation from 2014-2017. Throughout his career Pauly has been instrumental in the design and entitlement of a wide range of mixed-use and multi-family / affordable housing density bonus projects throughout Australia & the United States. Pauly uses his extensive travels to draw international inspiration for designing contextually appropriate, dynamic & localized solutions here in San Diego.



IVAN RIMANIC

De BARTOLO + RIMANIC DESIGN STUDIO - PRINCIPAL

Ivan is a passionate designer who started his career in Sydney, Australia after graduating in 1996 from one of Sydney's premier design institutions, the University of Technology. Ivan's passion for the craft & his dedication to the hand sketch design process established his style in the MPA office as he influenced over ninety residential, mixed-use and single-family projects throughout Australia. Crossing the Pacific Ocean in 2006 to relocate to San Diego, Ivan has collaborated with partner Pauly on the design and entitlement of large-scale developments throughout California, Nevada, Arizona, New Jersey & Texas. Ivan's design interest lies in creating cool + contemporary designs which are not only responsive to each clients brief, but also combine elegance & sustainability by design in modern approachable site specific projects.



CRAIG HOWARD

De BARTOLO + RIMANIC DESIGN STUDIO - ASSOCIATE PRINCIPAL

Craig brings a dedication to innovative thinking and imaginative solutions to our design process and is always looking to extend our techniques and philosophies beyond a project's initial parameters. Craig joined DBRDS in 2012, bringing with him a decade of experience in a variety of construction industries and drafting trades. A California native, Craig relocated from the north half of the state in 2007 down to San Diego to attain his architectural degree from the NewSchool of Architecture and Design. When he's not pouring over the details of a design problem, he can be found mentoring current architectural students or serving with architectural non-profits such as the San Diego Architectural Foundation, promoting the benefits of quality design in the built environment to the public.



JOSE VILLAMIZAR

De BARTOLO + RIMANIC DESIGN STUDIO - DESIGNER

Jose delivers a passion for technology and new ideas to the dynamic design process. He was born and raised in Bogota, Colombia and later relocated to San Diego, CA to receive his architectural degree from the Newschool of Architecture and Design. Joining DBRDS in 2015, Jose brings years of practice and exploration into the construction field through various design phases. His dedication and approach to creativity, design and new age technology gives every project a modern and refreshing look. In his spare time you can find Jose involved in the architectural fraternity of Alpha Rho Chi as an alumni member guiding the San Diego chapter, researching new technology approaches influencing architecture or planning his next traveling adventure around the world.

DISCLAIMER

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