



# Victorian Square

## Development Plan

June 13, 2005



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# Victorian Square Development Plan

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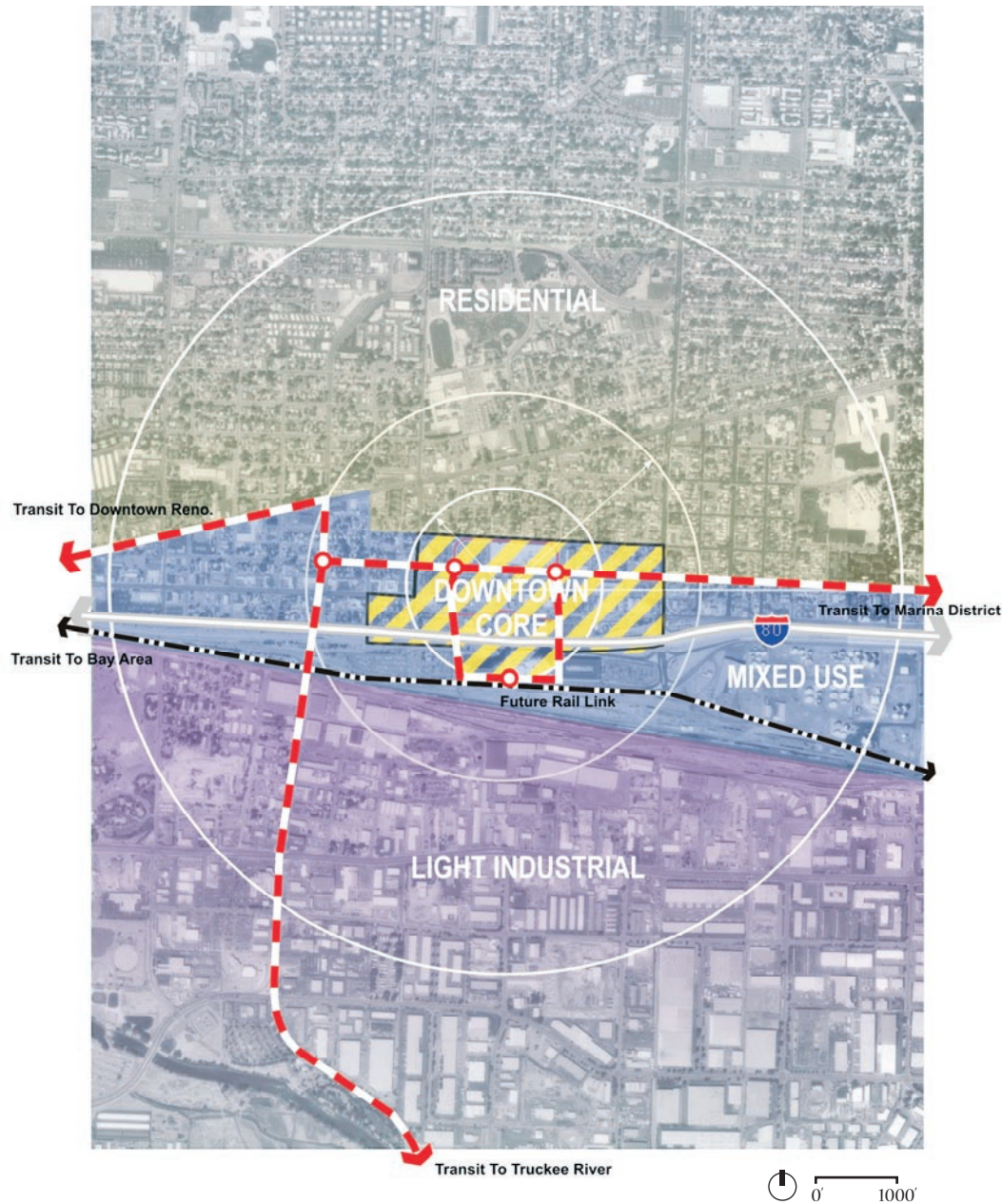
## Site Overview



*Development Plan*

LSCA

**RTKL**

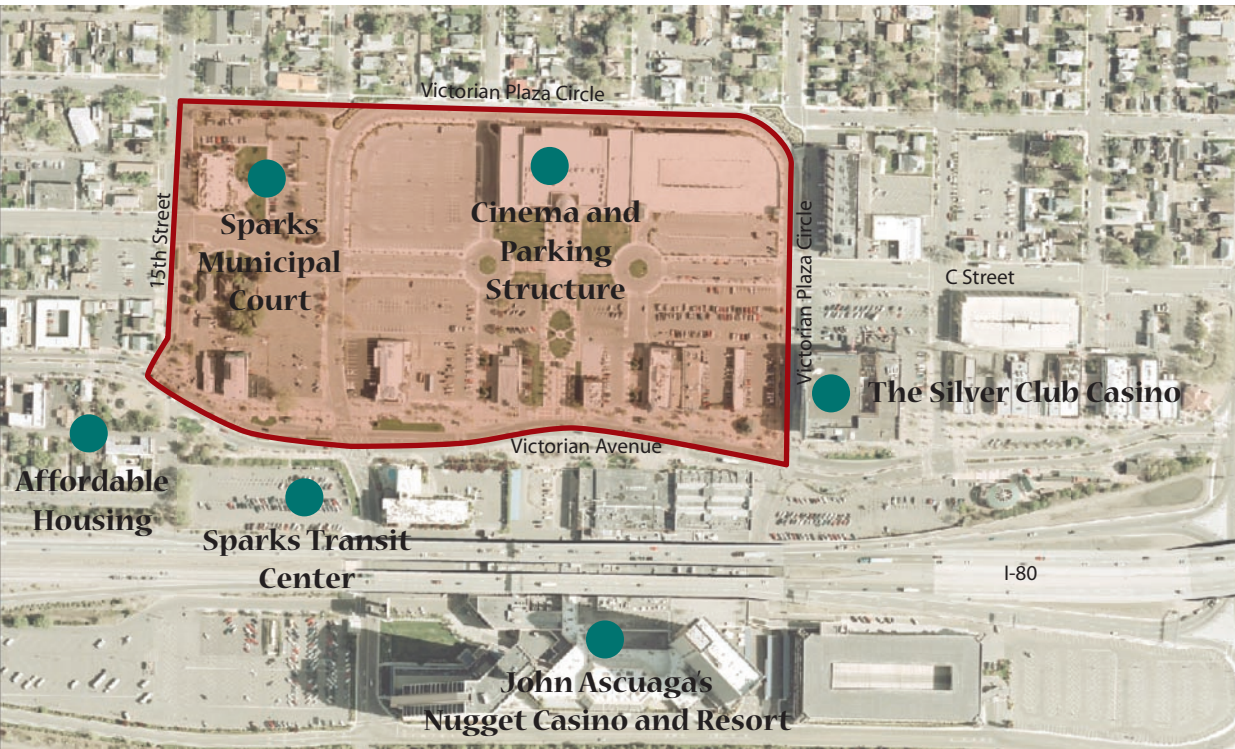


## 1.1 Site Setting

Strategically positioned within the region, the project site provides an excellent opportunity to create a vibrant downtown for the City of Sparks.

- *Freeway Adjacent:* The project site is readily visible and easily accessible from the I-80 Freeway.
- *Regional / Population Links:* Important regional connections may also be established through transit and/or open space linkages with the Marina District to the East; Truckee River to the south; and Downtown Reno to the west. A more distant link with the population of the Bay Area is envisioned by way of a future rail connection.
- *Community Focus:* Land uses north of the site are principally residential, while land uses to the south and bordering the Freeway are mostly industrial and commercial. On-site there is an opportunity to intensify development and introduce land uses that complement adjacent zones, thereby creating a downtown that functions as the center of civic and cultural activity for the community.





## 1.2 Redevelopment Districts & Adjacencies

The project site is situated north of the I-80 Freeway, bounded by Victorian Avenue to the south; 15th Street to the west; and Victorian Plaza Circle to the north and east. Although the property is largely underutilized, future development will be catalyzed by the presence of existing on-site investment, key adjacent properties, and the site's designation as a redevelopment project area.

- *Existing Investment:* Although the site is generally underdeveloped, economically viable development on-site includes the existing cinema and parking structure, as well as public investment in streets.

- *Key Adjacencies:* Adjacent uses include John Ascuaga's Nugget Casino and Resort located south of the site across I-80 Freeway, and The Silver Club Casino located directly east along Victorian Plaza Circle.

- *Future Transit Connection:* A regional bus facility identified as the Sparks Transit Center is to be constructed adjacent the freeway and south of the project site at the southwest corner of Victorian Avenue and Victorian Plaza Circle.

### 1.3 Site Area / Ownership

The project area encompasses 26 acres, including both public and private land ownership. Some key statistics are as follows:

- 26 acres within designated site boundaries (identified by the red line).
- 21 acres, excluding the existing cinema and parking structure, and the "Courthouse Block" (identified by the black line)
- 15.27 acres within parcels (excludes public rights-of-way).
- 8.67 acres of City-owned property.



26 Acres

21 Acres

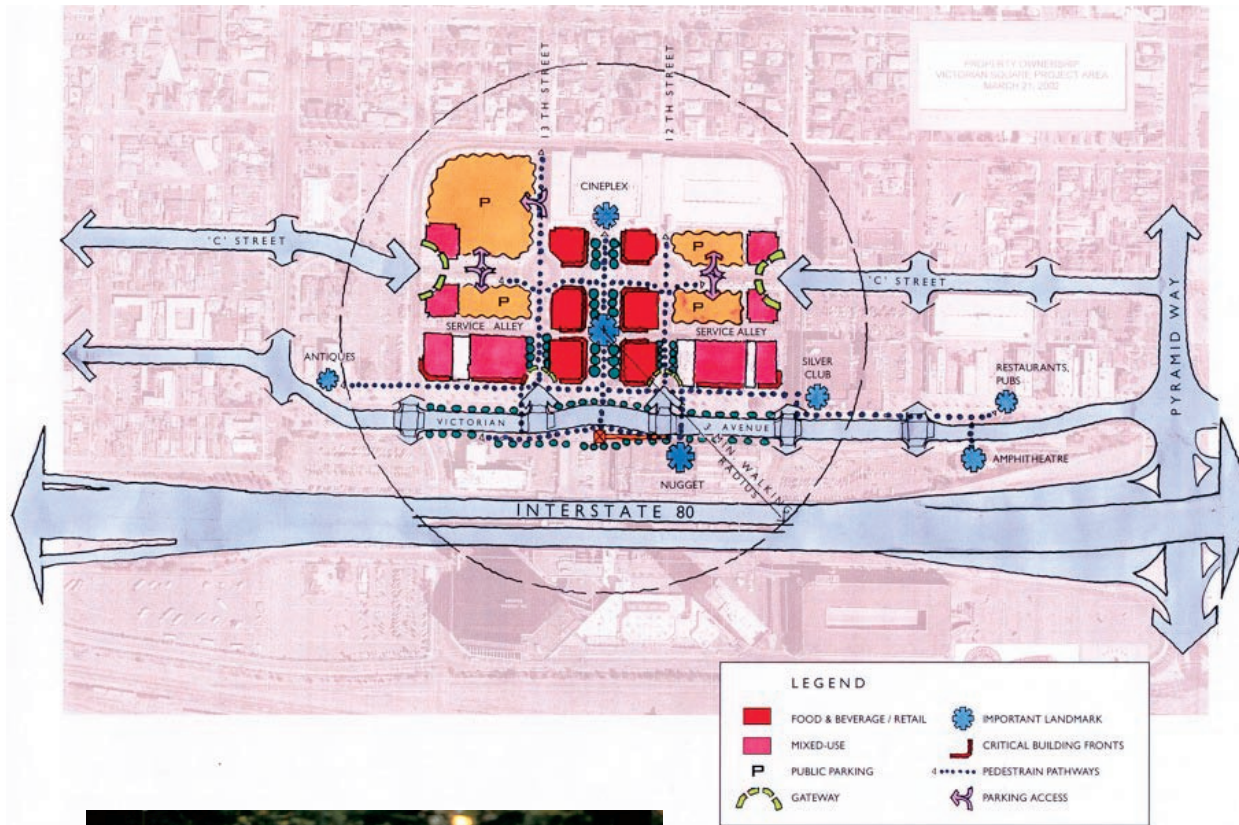




## 1.4 Urban Design Concept

The Urban Design Concept creates a place that will function as the heart of the community, an inviting place that attracts a variety of people and activities. The following strategies are the highlights of the Urban Design Concept:

- *Downtown District:* Creates an identifiable place of discrete size. This district will become an urban destination for the community's visitors, tourists, and residents.
- *Mixed-Use Environment:* Provides a complementary mix of uses that create a desirable place to live, work and play.
- *Urban Housing:* Meets the growing demand with moderate density housing that is sensitively integrated with commercial and civic uses.
- *Place-making Elements:* Proposes the following elements to distinguish the district as a vibrant and unique place:
  - 1) Small walkable blocks
  - 2) Vertical mixed-use
  - 3) Shared parking
  - 4) High-quality public realm
  - 5) Regionally appropriate design
  - 6) Event programming throughout the year.



# Victorian Square Development Plan

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## Master Plan



*Development Plan*

LSCA

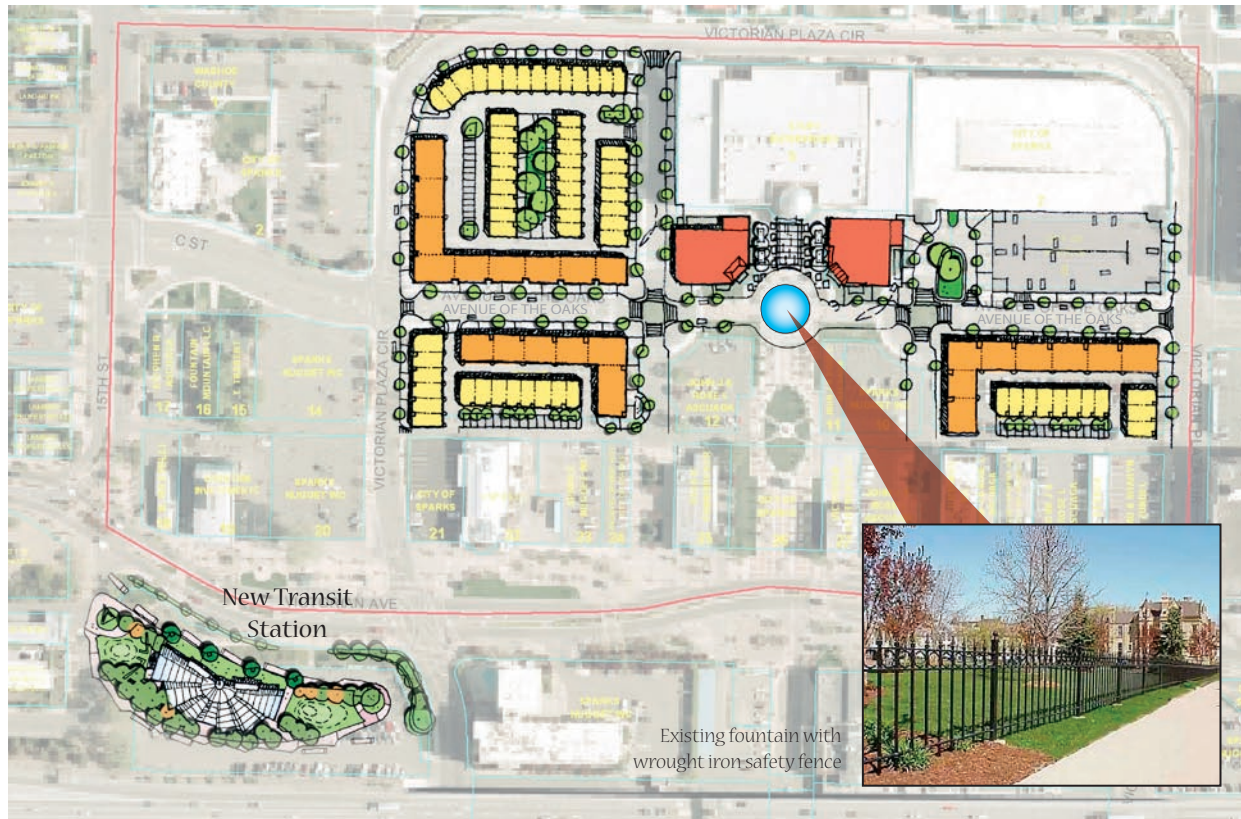
**RTKL**



## 2.1 Phase 1 Plan

Phase 1 encompasses the development of City-owned property, principally along Avenue of the Oaks, capitalizing on prior public and private investment. In particular, the initial phase of development introduces a downtown resident population that will help achieve a “critical mass” and support additional commercial activity.

- *Restaurant / Cinema Cluster:* Restaurants flank the cinema entrance, providing a catalyst to more extensive commercial development in Phase 2. It is important that restaurants are designed to accommodate outdoor dining to encourage pedestrian interaction.
- *Residential Blocks:* Select residential blocks, comprised of townhouses and live-work units, complement downtown’s commercial and civic activity and respond to market demand for multi-family and non-traditional housing types.
- *Transit Station:* The proposed Transit Station adjacent to the project site will be constructed as part of the Phase 1 development to serve new residents in the district.



0	50	100	200
<b>Legend</b>			
<span style="color: blue;">■</span>	Office/ Civic	0 GSF	
<span style="color: yellow;">■</span>	Townhouse	62 Units	
<span style="color: orange;">■</span>	Live / Work Units	77 Units	
	<b>Total</b>	<b>139 Units</b>	
<span style="color: red;">■</span>	Restaurant	16,000 GSF	
<span style="color: grey;">■</span>	Parking	78 Surface	
		34 Guest	
		80 On Street	
	<b>Total</b>	<b>192 Spaces</b>	





## 2.2 Phase 2 Plan

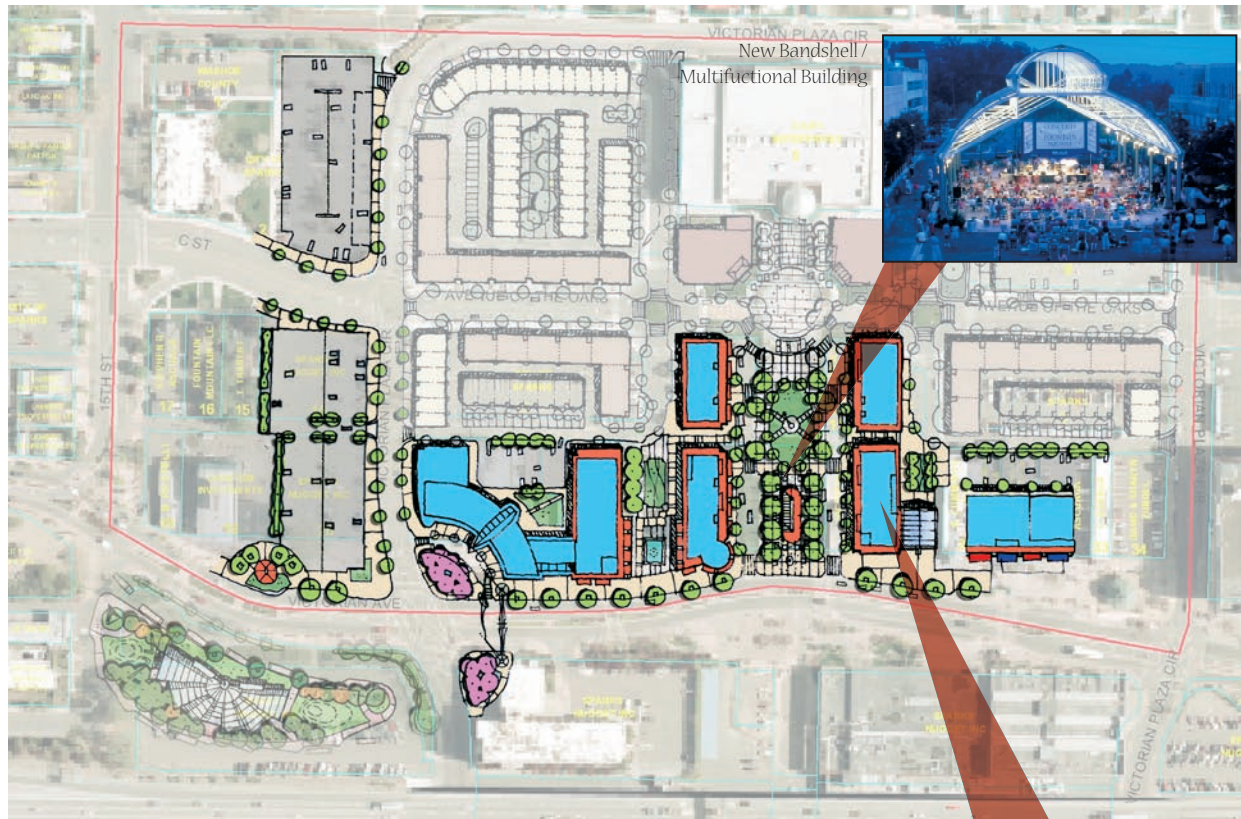
Phase 2 is focused on the development of an active, mixed-use core with the integration of civic uses. Commercial activity will extend from the restaurant / cinema cluster developed in Phase 1 and establish a link with the Nugget casino across Victorian Ave. It will also provide a western gateway to downtown on Victorian Ave.

- *Commercial Spine:* This north-south spine, framed by vertical mixed-use buildings, will become the district's center. Continuous ground floor retail generates interest and activity along the sidewalk, while upper floor offices accommodate much-needed municipal office space. New streets will be created on either side of the existing square to improve vehicular access within the project area.

- *Multi-function Facility:* The central spine is accentuated by a new multi-function facility (depicted as an open-air pavilion) that will undoubtedly become the principal gathering space for the community and its celebrations throughout the year.

- *New City Hall & Gateway:* A new City Hall and downtown Gateway mark the major entrance to the district and reinforce the area's civic character.

- *Surface Parking Facilities:* Phase 2 parking demand is met with surface lots west of Victorian Plaza Circle. It is important to coordinate signage to inform visitors of where parking is located around the district.



<b>Legend</b>	
Office/ Civic	120,000 GSF
Townhouse	0 Units
Live / Work Units	0 Units
<b>Total</b>	<b>0 Units</b>
Retail	50,000 GSF
Parking	260 Surface 50 Guest 40 On Street
<b>Total</b>	<b>350 Spaces</b>

Office Above Retail

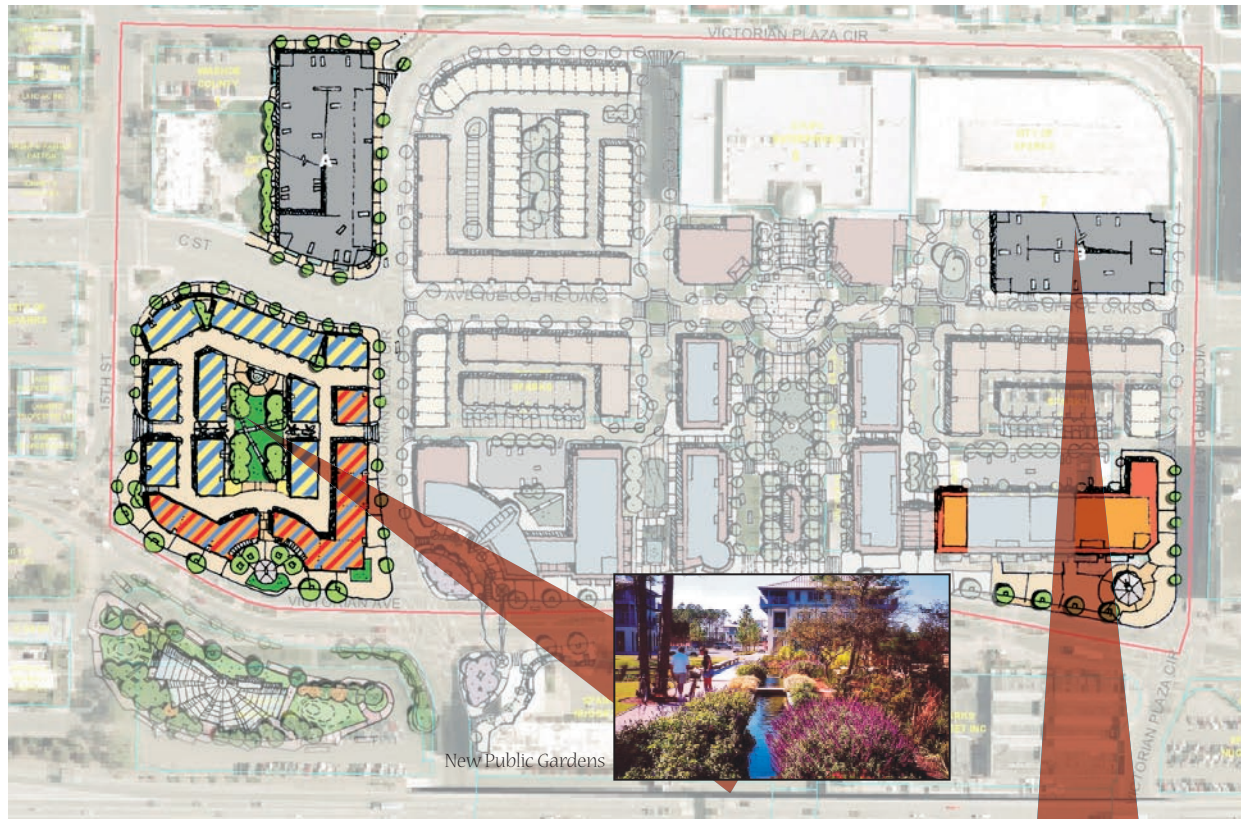




## 2.3 Alternative Phase 3A Plan

Phase 3A involves the final build-out for the district, and primarily addresses redevelopment of the remaining surface parking lots.

- *Parking Structures:* Phase 3A includes construction of two (2) public parking structures which collectively provide a pooled parking resource for the entire district.
- *Mixed-use Block:* The block west of City Hall takes advantage of proximity to the Transit Station, and is developed with a potential mix of civic, retail, and residential uses. It features a public (or semi-public) garden located at the interior of the block.
- *Retail Infill:* Infill development on remaining parcels completes the street-oriented pattern established along Victorian Avenue taking advantage of the existing streetscape improvements along Victorian Avenue.



0 50 100 200		North	
<b>Legend</b>			
<span style="color: blue;">■</span>	Office / Civic	0 GSF	
<span style="color: yellow;">■</span>	Townhouse	36 Units	
<span style="color: orange;">■</span>	Live / Work Units	33 Units	
	<b>Total</b>	<b>69 Units</b>	
<span style="color: red;">■</span>	Retail / Ent.	13,000 GSF	
<span style="color: grey;">■</span>	Parking	300 Structure 'A' 330 Structure 'B'	
	<b>Total</b>	<b>630 Spaces</b>	

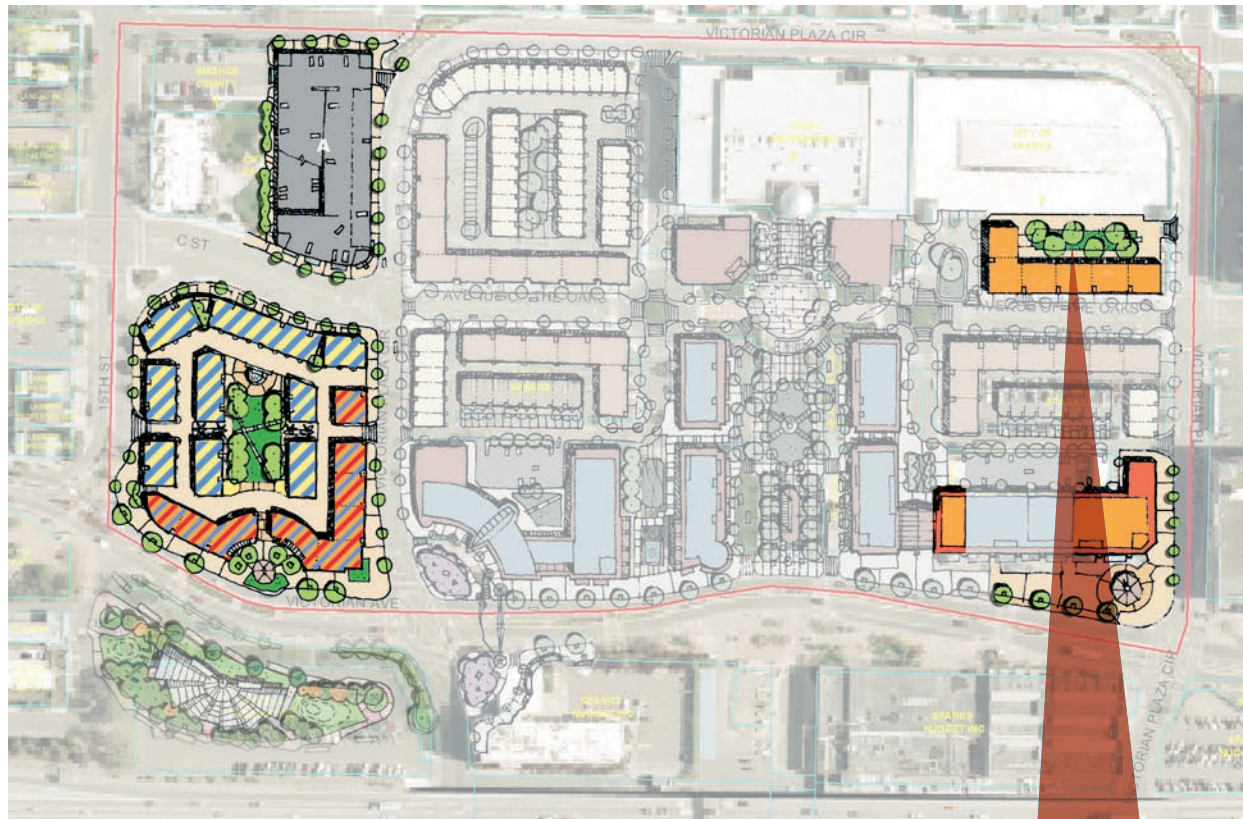
Parking Structure










## 2.4 Alternative Phase B Plan

Phase 3B presents a modification of Phase 3A allowing for the development of additional live-work units in the place of Phase 3A's Parking Structure 'B'. Parking Structure 'A' is developed as in Phase 3A. Though less parking is provided in this option, emphasis is placed on the importance of creating a district-wide parking strategy beyond the project area.



0 50 100 200		North	
<b>Legend</b>			
	Office/ Civic	0 GSF	
	Townhouse	36 Units	
	Live / Work Units	53 Units	
	Total	89 Units	
	Retail / Ent.	13,000 GSF	
	Parking	300 Structure 'A'	
	Total	630 Spaces	





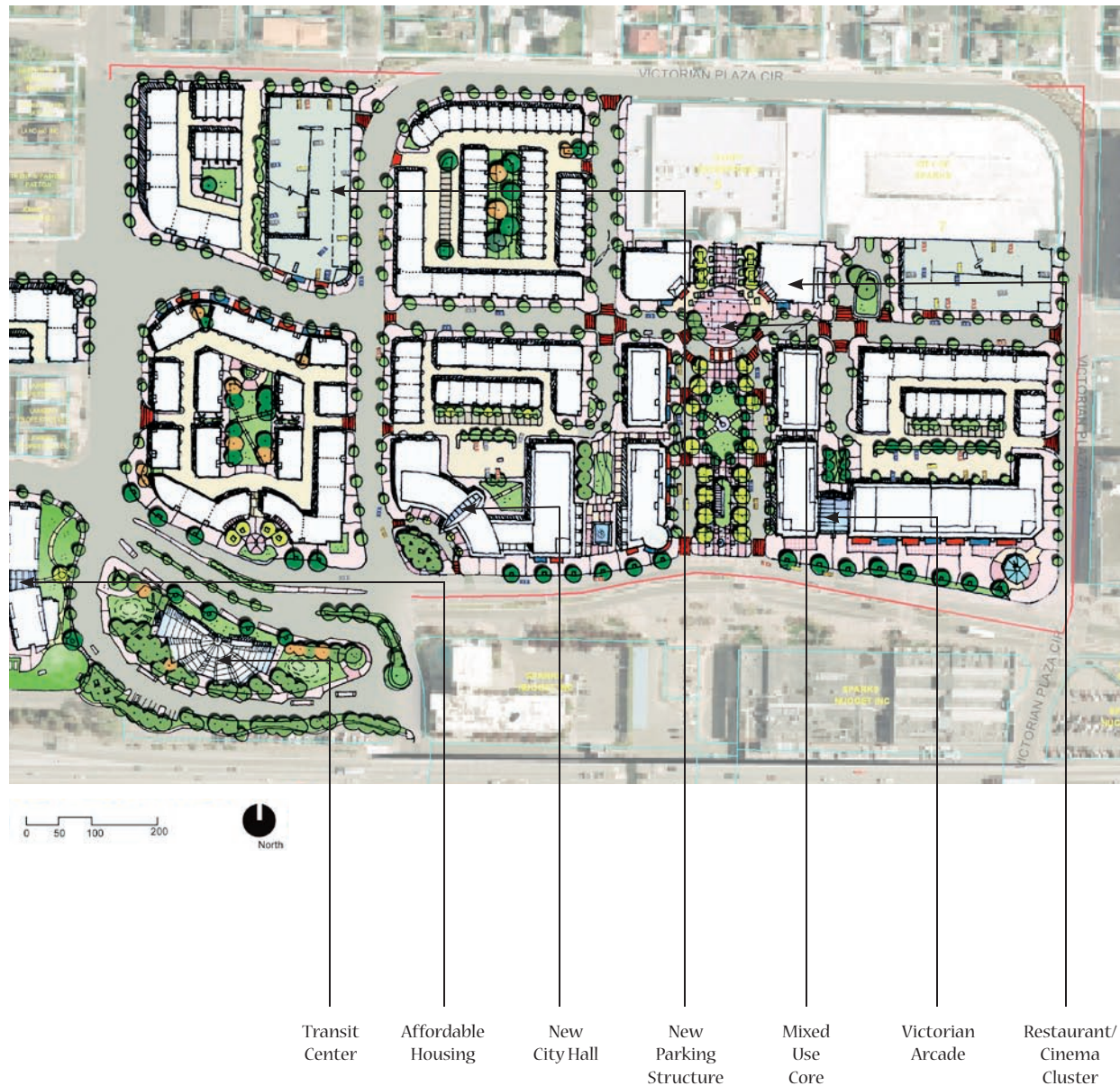
## 2.5 Illustrative Plan A

The illustrative plan depicts key planning concepts by bringing together the multiple phases of development and highlighting the plan's communal spaces.

- *Urban Block Pattern:* The plan clearly illustrates the advantage of a porous circulation network. Small walkable blocks support convenient pedestrian movement, while tree-lined sidewalks and pedestrian passages make walking a pleasant experience.

- *Hierarchy of Open Spaces:* The plan also features a series of interconnected outdoor spaces. In addition to enhanced streetscapes and pedestrian passages, the district includes a central green, public plazas, and internal courtyards and gardens that will enhance the downtown's visitors', workers' and residents' experience.

- *Parking Management:* Public parking structures support a shared parking strategy suitable for most day to day activity. These facilities are located within convenient walking distance from any point within the district. Resources will need to be coordinated to handle special events throughout the year.



Transit  
Center

Affordable  
Housing

New  
City Hall

New  
Parking  
Structure

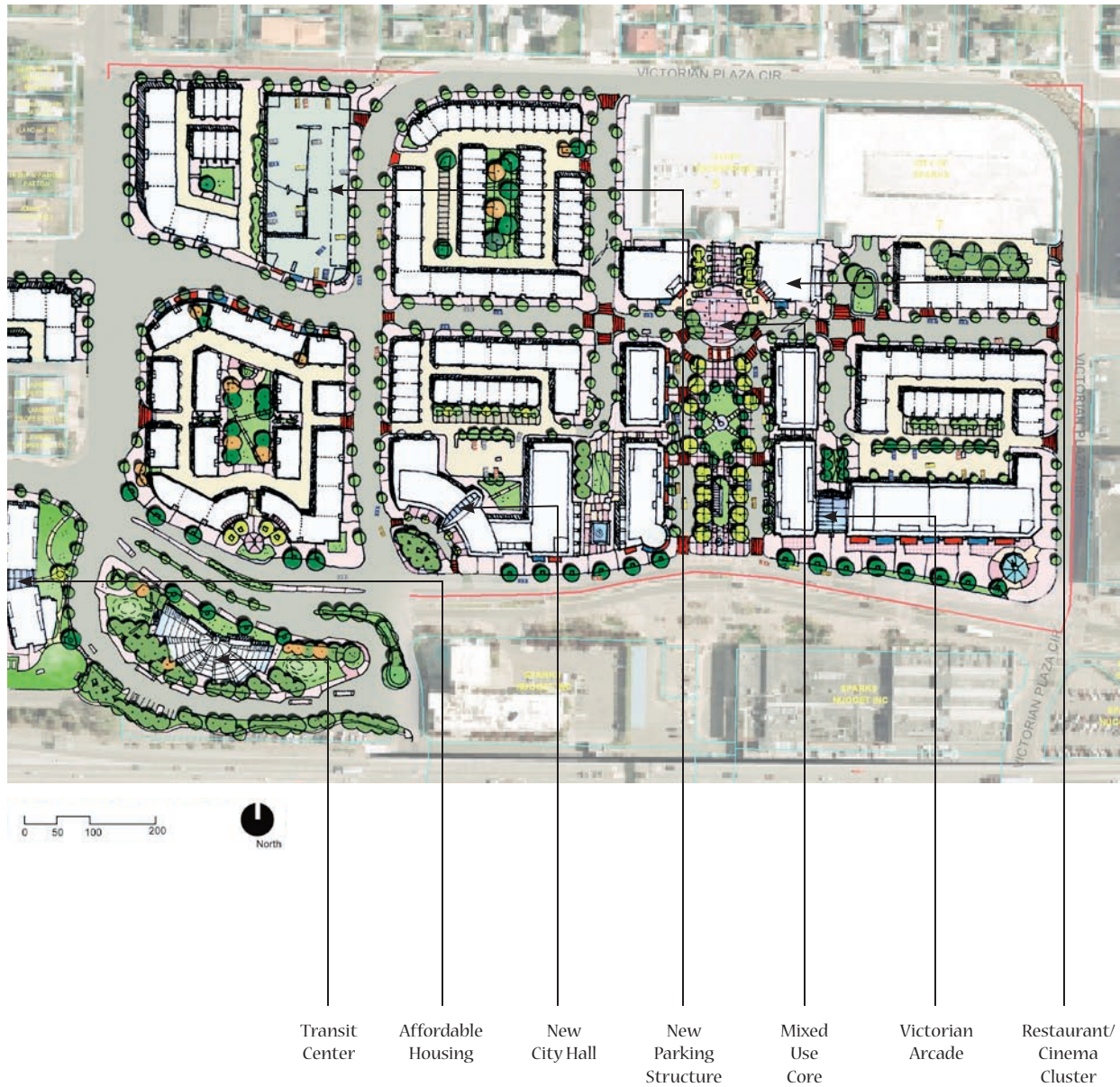
Mixed  
Use  
Core

Victorian  
Arcade

Restaurant/  
Cinema  
Cluster

## 2.6 Illustrative Plan B

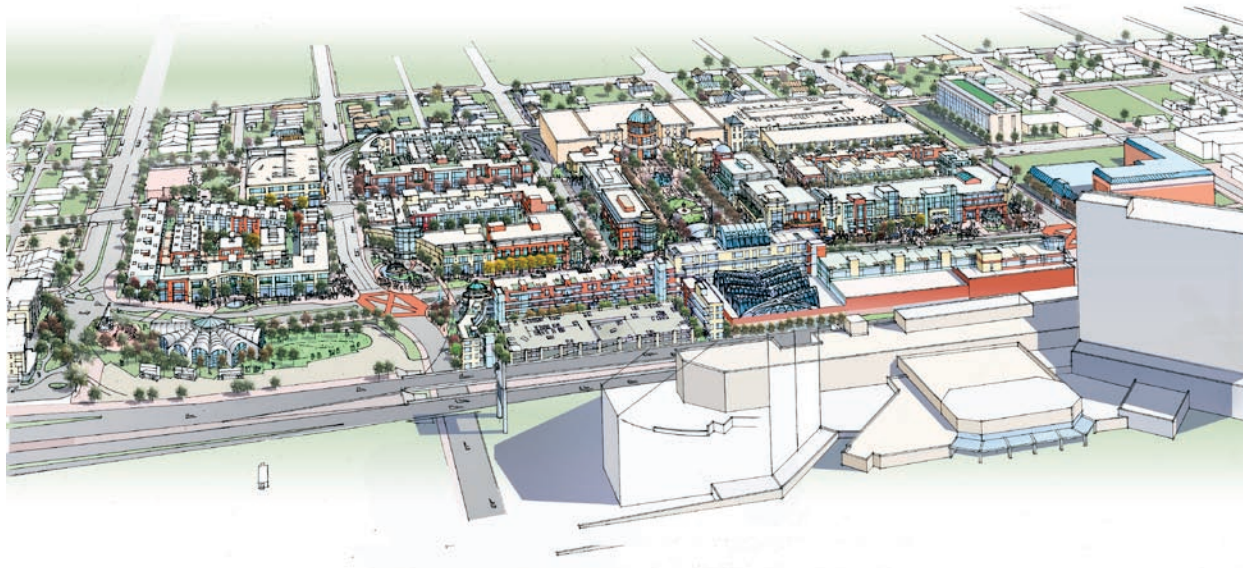
Plan B differs from Plan A in offering more live / work units and less parking. Reference the Alternative Phase 3 Plans for details.





## 2.7 Aerial View

The aerial view illustrates the proposed transformation from underutilized property to a thriving downtown district. A comparison with existing conditions shows new development building upon existing investment such as streets and the cinema and adjacent public parking structure. It is also worth noting the district's discrete size, and how it achieves a human-scaled in its buildings, outdoor spaces, and mix of uses.



Aerial View - Full Build-Out



Key Plan



Aerial View - Existing







\*This image is illustrative of the development concept, and is not intended to dictate a specific architectural style.



Key Plan



Office above retail with open air kiosks along Victorian Ave.

## 2.8 Perspective Illustration: View North Across Victorian Ave.

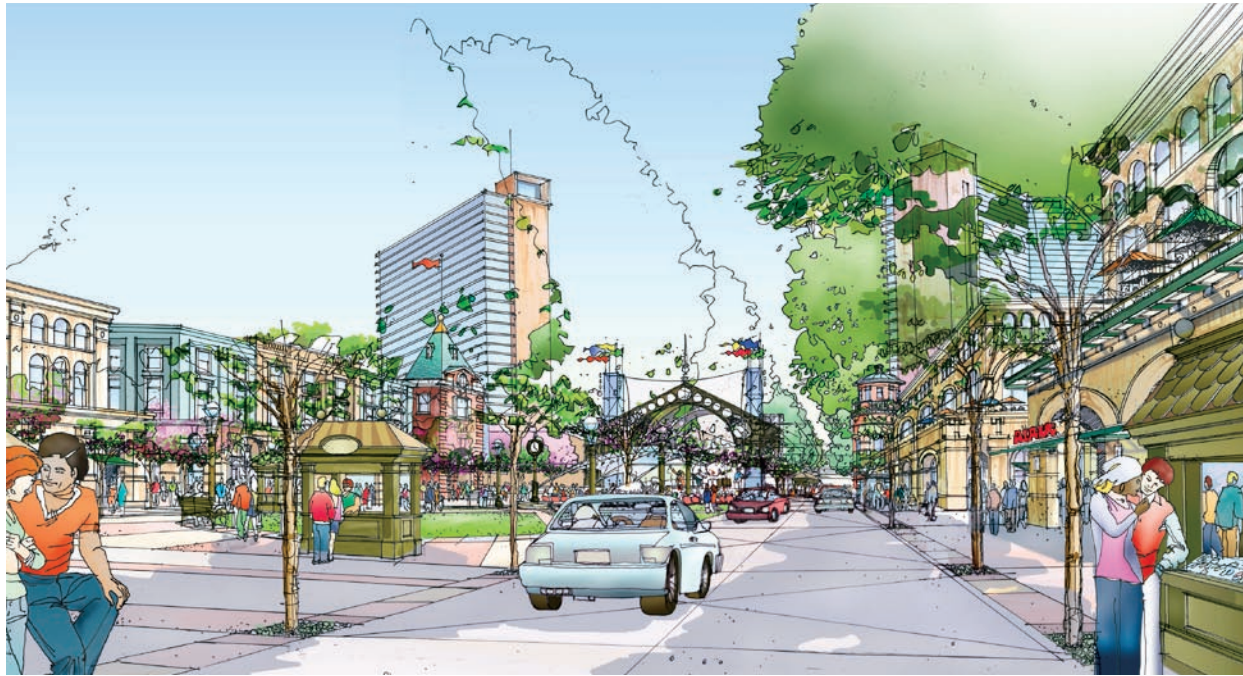
At the heart of the district and the center of its mixed-use core is a multi-function civic and cultural facility. Illustrated here as an open air pavilion, the multi-function facility serves as a visual landmark and another identifier of the district's civic orientation. Accommodating programmed events such as open-air markets, community fairs, and festivals, this facility will surely become a popular community destination.





## 2.9 Perspective Illustration: View South Within Victorian Square Toward Nugget Casino and Resort

Connecting the cinema and Nugget casino, the Victorian Square is a destination for residents, visitors, and tourists alike. The perspective drawing is representative of the district's high-quality public realm that incorporates a central green, seating, shade trees and other amenities to offer the community an exceptional "outdoor living room." Vehicular traffic is shown but can be blocked with movable bollards during special events.

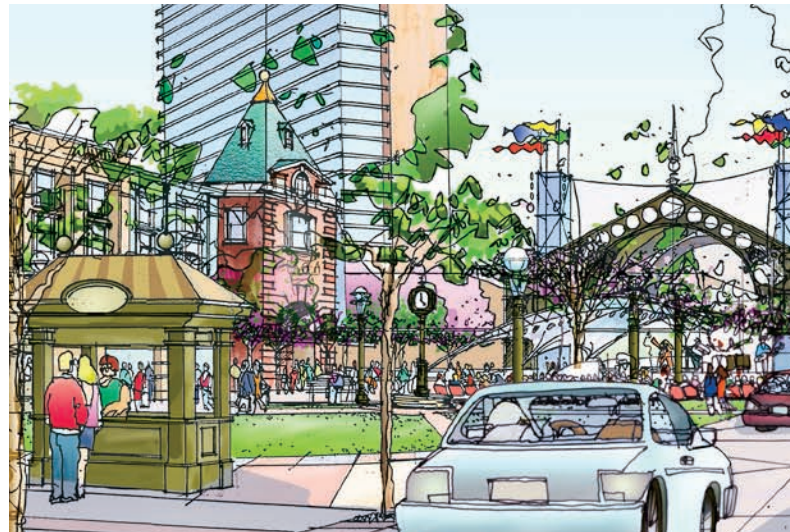


\*This image is illustrative of the development concept, and is not intended to dictate a specific architectural style.



Key Plan

Central green with city clock and events space beyond.







\*This image is illustrative of the development concept, and is not intended to dictate a specific architectural style.



Key Plan



Downtown Gateway and New City Hall

### 2.10 Perspective Illustration: View East Toward New City Hall and City Gateway

The intersection at Victorian Avenue and Victorian Plaza Circle is a key gateway to the district which is visible from the I-80 Freeway and adjacent to the Transit Station. Located at the northeast corner of the intersection of Vitorian Plaza Circle and Victorian Avenue, City Hall is a highly visible civic icon with a shape that embraces the district. A Gateway arch built across Victorian Avenue adds visual impact and communicates arrival into Victorian Square. Other potential redevelopment sites across Victorian Avenue can be developed to add to the sense of arrival and activity.







Open-Air Performance Pavilion



Weekly Farmer's Market

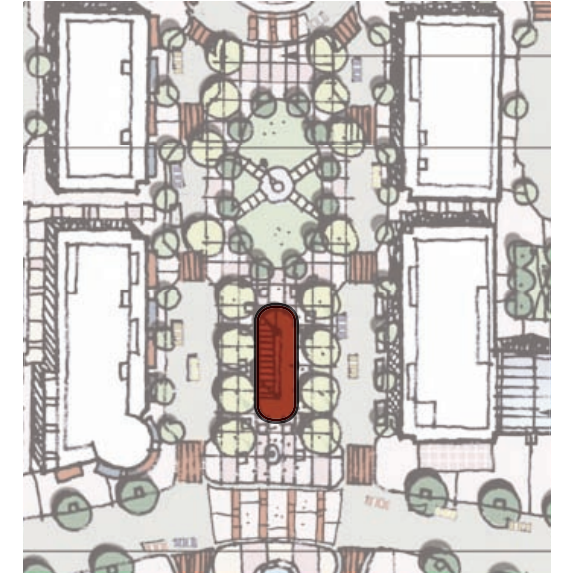


Festival Space

## 2.11 Plan Features: Multifunction Facility

Situated along the downtown core's north-south commercial spine, the multi-function facility is a critical element that will be added to the district to:

- Embody the area's civic identity.
- Contribute to the district's role as an urban destination.
- Accommodate community events scheduled throughout the year.





Office uses looking into central atrium.

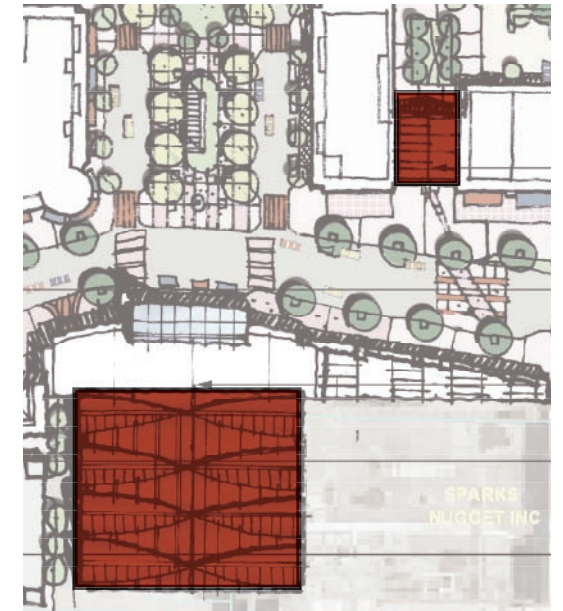


Shopping Arcade

## 2.12 Plan Features: Pedestrian Linkages & Atriums

Safe and comfortable pedestrian movement is critical to the success of downtown. Glass covered pedestrian passages are unique and especially attractive design elements which:

- Extend the pedestrian network.
- Vary the pedestrian experience.
- Respond to local climate and year-round use.







Land uses that support pedestrian activity.



Signage that crosses the street helps to announce the district as a place.

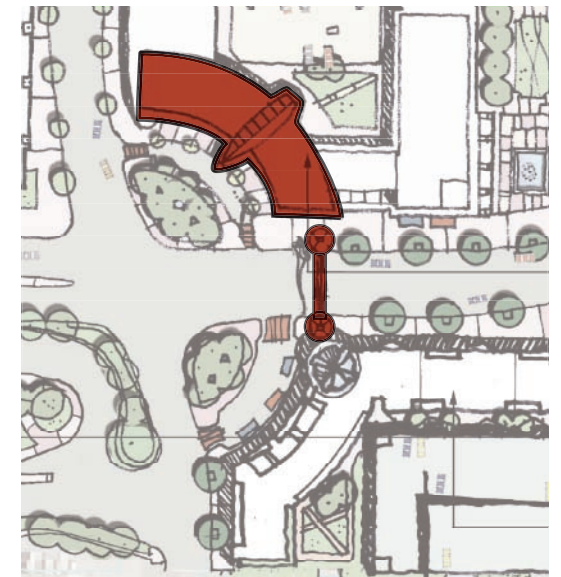


Architecture and landscape can also support the sense of arrival within a district.

## 2.13 Plan Features: City Gateway

The intersection at Victorian Avenue and Victorian Plaza Circle receives special treatment as an important point of arrival to the district which:

- Coordinates the entrance experience with proximity to the new transit center
- Treats City Hall as an iconic building.
- Incorporates a distinctive Gateway feature.



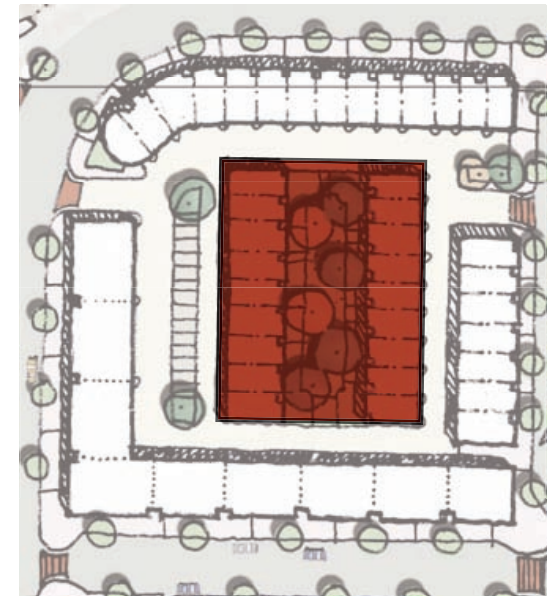




## 2.14 Plan Features: Residential Blocks

Residential blocks sensitively integrate multi-family housing types appropriate to the downtown environment. Residential blocks:

- Promote adjacent mixed-use.
- Introduce "eyes on the street" through street-oriented units.
- Provide communal open space interior to the block.





**Phase 1**

RESIDENTIAL	Units	Overall SF	Eff	Unit size	Req'd PKG Ratio	Req'd Spaces
Townhouses	62	120000	80%	1600	2/unit	
Live/Work	77	135000	75%	1350	2/unit	
<b>139</b>						
RESTAURANTS		16000	-		10/1000	160
PARKING Surface	78					
Guest	34					
On- Street	80					
						<b>158</b>
						<b>2 UNDER</b>

**Phase 2**

	Overall SF	Eff	Parking Req'd
OFFICE City Hall	120000	90%	3/1000 350
RETAIL	50000	-	4/1000 200
PARKING Surface	310		
On- Street	40		
			<b>350</b>
			<b>202 UNDER</b>

**Phase 3A**

RESIDENTIAL	Units	Overall SF	Eff	Unit size	Req'd PKG Ratio	Req'd Spaces
Townhouses	36	69000	80%	1600		
Lofts	12	17800	90%	1350		
Live/Work	21	35000	75%	1350		

**Phase 3B**

RETAIL	69	13000	-	4/1000	52	
PARKING 4-Level Struct. "A"	300					
4-Level Struct. "B"	330					
						<b>630</b>
						<b>12 UNDER</b>

**TOTALS**

RESIDENTIAL (phs. 1-3A)	208	-	416 UNITS	376800	-	565200 GSF
(phs. 1-3B)	228	-	456 UNITS	410550	-	615825 GSF
RETAIL	79000	-	98750 GSF	199000	-	248750 GSF
OFFICE	120000	-	150000 GSF			
COMMERCIAL PARKING REQ'D	762		SPACES	3.829 SP/1000		
PARKING PROV'D (phs.1-3A)	750		SPACES	3.769 SP/1000		

## 2.15 Yield Summary

The proposed development achieves a critical mass of activities and uses appropriate to a downtown district. A mix of retail, residential, and office uses with sufficient parking resources are proposed in response to anticipated market demand and the community's goal of creating a destination suited to living, working, and playing.

In the summary, a ranges square footages per land use is provided in order to give the developer the flexibility to vary the development density, as long as the vision is generally upheld in 3- to 4-story buildings within the project area.

In the total yield section of the summary, the residential yield on the left reflects the number of units and total square footage as represented in the plan, and the number on the right represents twice the number of units (to allow for smaller units if necessary) and a 50% increase in the square footage should the developer choose to increase the project density. Similarly, the retail and office total yields show a range of up to 125% of the original yield.

The parking yield in the summary does not include parking provided by the existing parking structure in order to preserve the functioning assumptions of the district as it is today. Parking has been calculated on a one-to-one basis according to city code. Some sharing with other adjoining uses will be necessary under any scenario for the project to be successful. It is suggested that a full parking inventory of uses and resources occur in order to determine on a more detailed basis actual parking demand.



# Victorian Square Development Plan

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## Implementation



*Development Plan*

LSCA

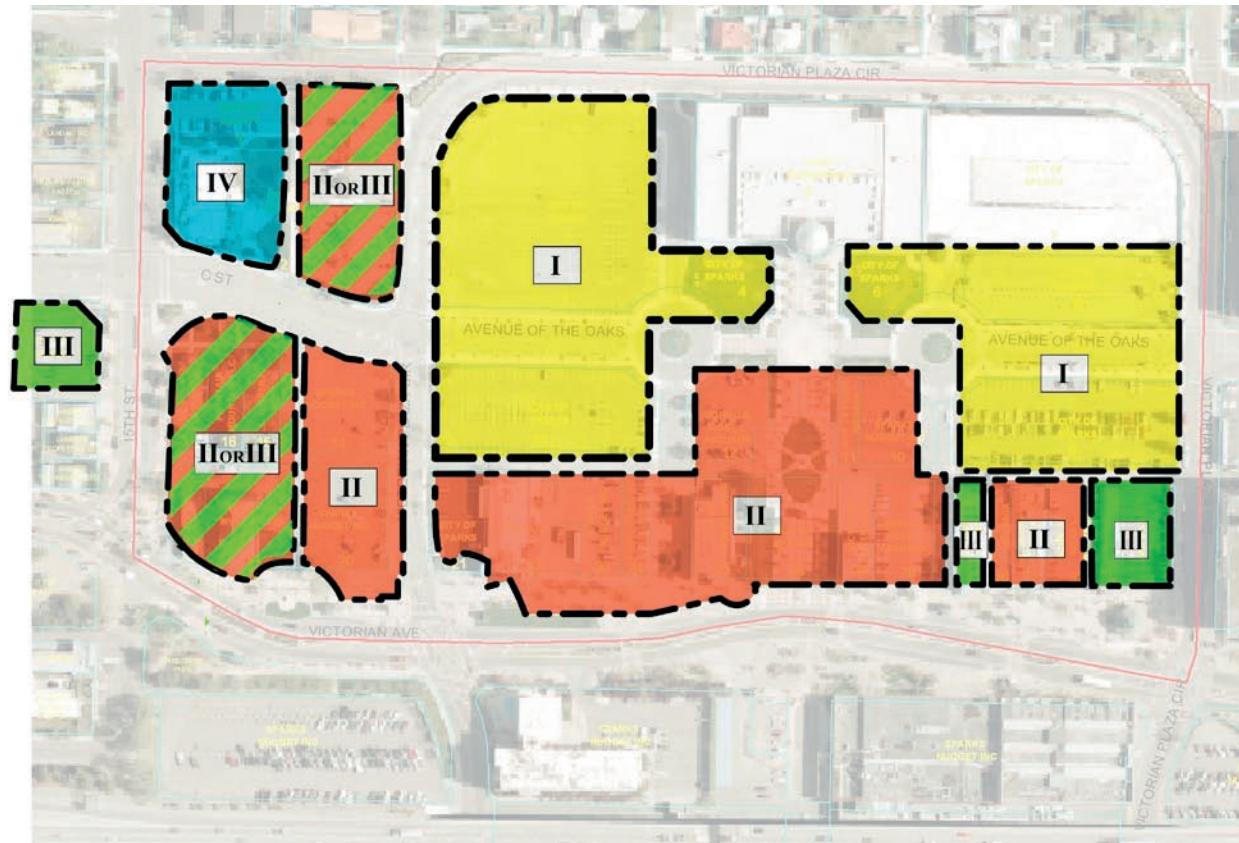
**RTKL**



### 3.1 Phasing Strategy

A Phasing Strategy has been established to address complexities arising from the mix of public and private land ownership and to maintain flexibility in response to market demand.

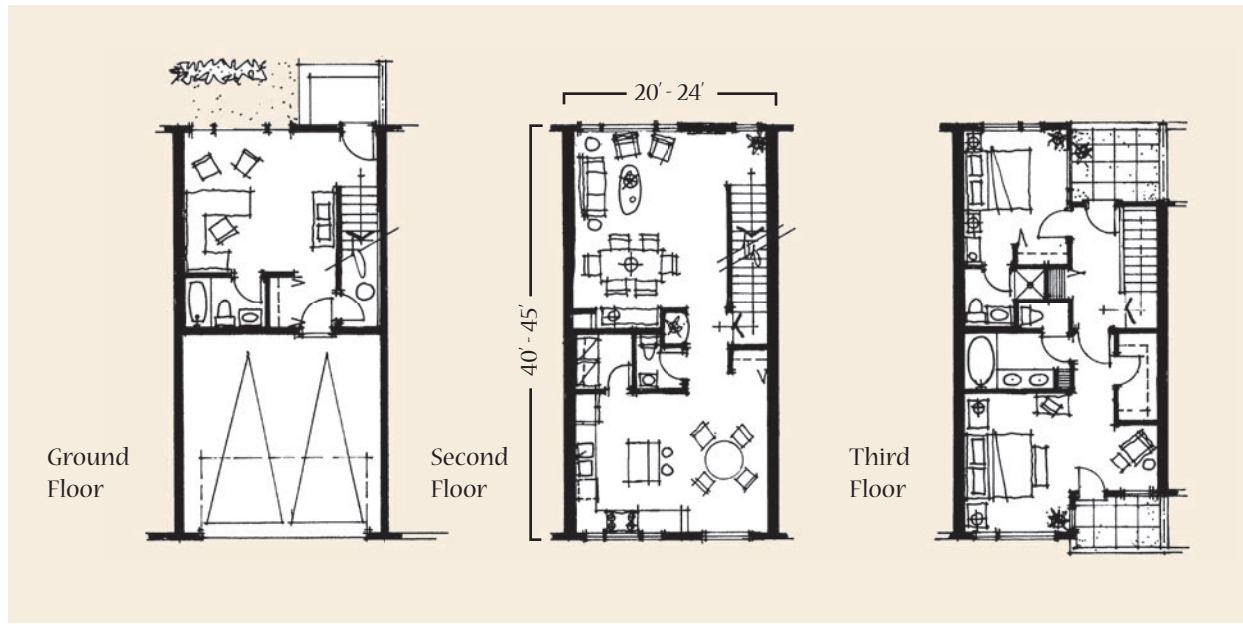
- *Realistic Plan:* From the outset, the Agency has pursued a financially feasible. To meet this goal, the development plan relies on a market-driven approach to identify uses and activities that will build a viable downtown district.
- *Public Improvements:* Development is coordinated with the provision of parking and transit facilities, as well as other public improvements, such as enhanced streetscapes.
- *Phased Development:* The timing of development is an important consideration. Four phases are anticipated to respond to the pattern of land ownership as follows:
  - Phase 1 focuses on City-owned property, addressing the desire for near-term results. This phase consists primarily of housing and restaurants.
  - Phase 2 primarily addresses land without gaming licenses. This phase will provide most of the district's office space and retail.
  - Phase 3 primarily addresses land with gaming licenses and will increase the retail and housing along Victorian Avenue.
  - Phase 4 provides for other desired uses that will make the downtown function more effectively but are not essential to achieving the vision.



#### LEGEND

<span style="display:inline-block; width:15px; height:15px; background-color:yellow; border:1px solid black;"></span>	PHASE I: 7.6 ACRES
<span style="display:inline-block; width:15px; height:15px; background-color:orange; border:1px solid black;"></span>	PHASE II: 6.5 ACRES
<span style="display:inline-block; width:15px; height:15px; background-color:green; border:1px solid black;"></span>	PHASE III: 0.8 ACRES
<span style="display:inline-block; width:15px; height:15px; background-color:blue; border:1px solid black;"></span>	PHASE IV: 0.5 ACRES

Typical Plan: 1600-2000 GSF Each



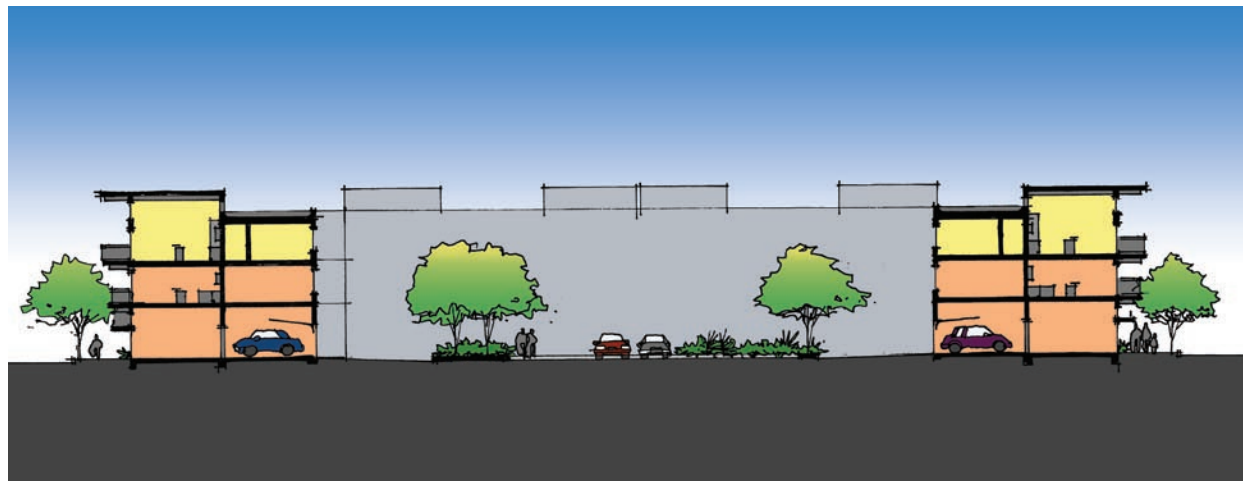
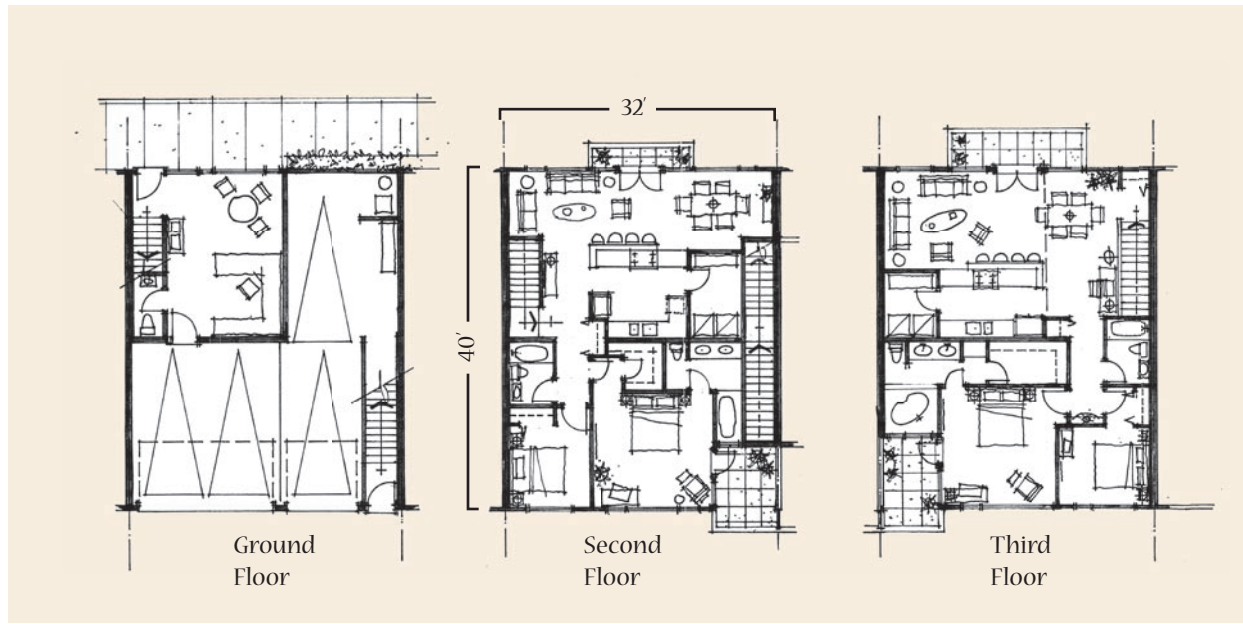
3.2 Proposed Land Uses:  
Townhouses

Townhouses are an especially appropriate housing type for the downtown district: with nearby shopping and services, a compatible mixture of adjacent uses is possible. Moderate density (15 - 25 dwelling units per acre) attached units have tuck-under parking and a street-oriented development pattern, and can be sold or leased.





Typical Plan: Unit 1 - 1500 GSF, Unit 2 - 1100 GSF

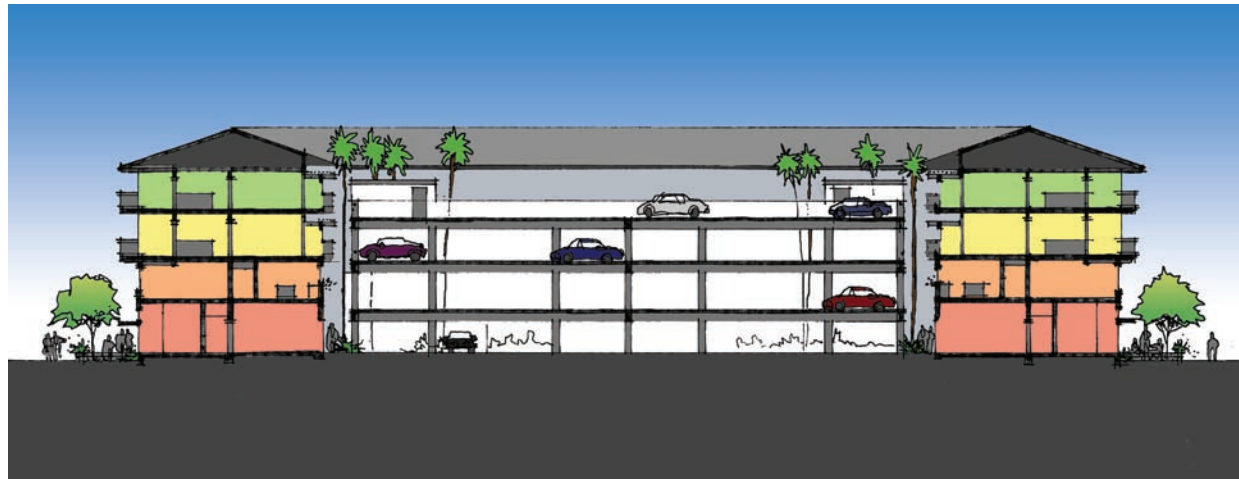
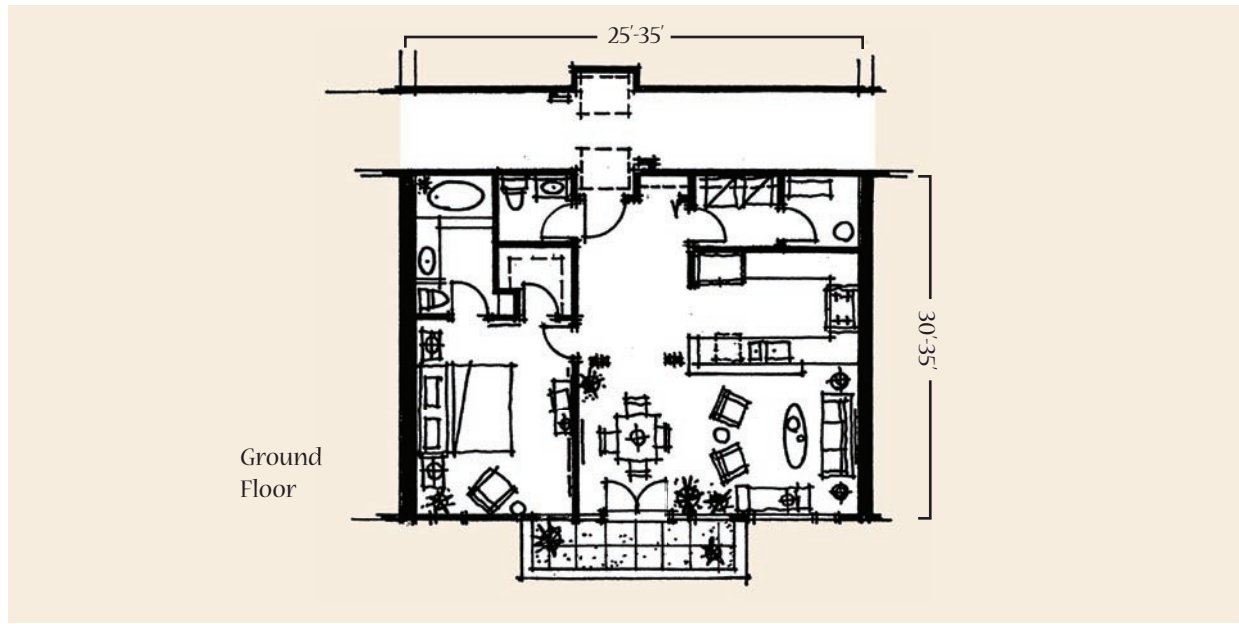


### 3.3 Proposed Land Uses: Live-Work

Live-work quarters have a moderate density (25-40 DUs/acre) and offer the potential for combining residential living and work space. They are of special interest to artists, artisans, and similar professionals who want a storefront presence on the street and are attracted to the activity and energy of downtown, and units can have in-line street- or courtyard-oriented frontage and tuck-under parking.



## Typical Plan: 800-1000 GSF Each



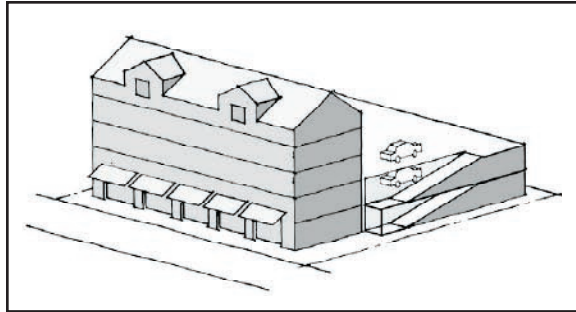
## 3.4 Proposed Land Uses: Condo / Loft

Condo / loft housing is built at higher densities (40-60 dwelling units per acre), and is a significant addition to the compact built form and population base of downtown. The units can be sold or leased, and have a variety of parking options such as internal parking structures and subterranean parking. Units are typically oriented to the street or courtyards, and encourage pedestrian orientation.

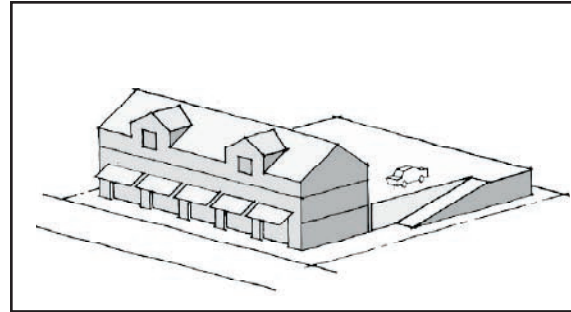




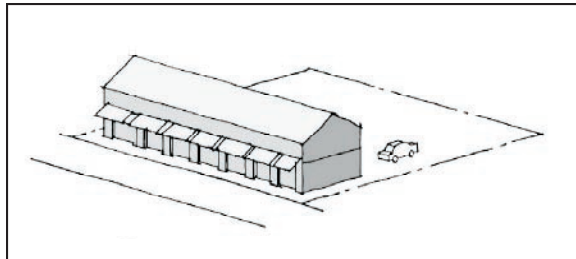
High Density (1.5 FAR):



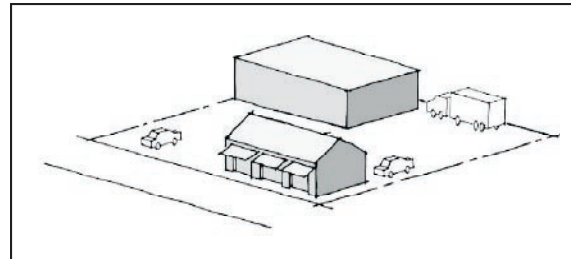
Medium Density (1.0 FAR):



Medium-Low Density (0.5 FAR):



Low Density (0.3 FAR):



### 3.5 Proposed Land Uses: Retail / Office

Vertical mixed-use development combining ground floor retail and upper floor office places active, pedestrian-oriented uses such as shops and banks along downtown sidewalks to meet local shopping and service needs; and conveniently groups office workers near transit facilities and other services associated with downtown. The buildings can be served by structured parking, surface parking, or on-street parking.

