

**BOARD OF REGENTS  
BRIEFING PAPER**

1. **AGENDA ITEM TITLE:** University of Nevada, Reno- N. Center Street Renaming to University Way

**MEETING DATE:** June 10-11, 2021

**2. BACKGROUND & POLICY CONTEXT OF ISSUE:**

Background: At its November 16, 1920 meeting, the Board of Regents reviewed and approved a motion to direct then University of Nevada, Reno President Clark to approach the Reno Mayor and City Council with a request that ‘Center Street’ be renamed to ‘University Avenue.’ This was done in conjunction with a related discussion at that same Regents meeting approving a partnership with the City to pave the streets surrounding the University, and more closely connect the rapidly growing City and University. The City approved this naming request (and, as records indicate, paving dirt portions of surrounding roads) and soon after the portion of the street from the train tracks in downtown Reno north to the University gates was renamed ‘University Avenue.’

In 1957, the City extended the name ‘University Avenue’ all the way south to Virginia Street, dropping the name ‘Center Street’ altogether. This was reportedly done as part of a larger road naming initiative and effort to eliminate duplicate or confusing street names. However one month after that action, the City reversed course and renamed the entire length back to ‘Center Street,’ ending the term of ‘University Avenue.’ Newspaper accounts attribute the loss of support for a full-length ‘University Avenue’ to unintended impacts on the addresses of residents and business on what had been South Center Street.

Today, as the University reinvigorates its efforts to build and demonstrate strong connections with Reno, assist in the revitalization of our downtown neighbors, and prepare for our sesquicentennial, the University is once again asking for Board of Regents approval to formally request the City of Reno’s consideration of renaming the north part of Center Street, from the Truckee River to the University gates, as University Way (Exhibit 1).

Learning from the history of this type of proposal, if approved today the University will continue its outreach efforts to the 12 owners of the 18 parcels who will be impacted (Exhibit 2). Of these 18 parcels, 7 are owned by the City of Reno and preliminary discussions with most private owners of the remaining 11 indicate support for this change. Likewise preliminary discussions with Reno Mayor Hillary Schieve indicated her strong support (Exhibit 3), as well as support from the Downtown Reno Partnership (exhibit 4).

**3. SPECIFIC ACTIONS BEING RECOMMENDED OR REQUESTED:**

University of Nevada, Reno President Brian Sandoval requests Board of Regents’ approval to move forward in the application process to petition the City of Reno to change the name of N. Center Street, from the Truckee River to the University gates, to University Way.

**4. IMPETUS (WHY NOW?):**

The University reinvigorates its efforts to build and demonstrate strong connections with Reno, assist in the revitalization of our downtown neighbors, and prepare for our sesquicentennial.

**5. CHECK THE NSHE STRATEGIC PLAN GOAL THAT IS SUPPORTED BY THIS REQUEST:**

- Access (Increase participation in post-secondary education)
- Success (Increase student success)
- Close the Achievement Gap (Close the achievement gap among underserved student populations)
- Workforce (Collaboratively address the challenges of the workforce and industry education needs of Nevada)
- Research (Co-develop solutions to the critical issues facing 21st century Nevada and raise the overall research profile)
- Not Applicable to NSHE Strategic Plan Goals

**INDICATE HOW THE PROPOSAL SUPPORTS THE SPECIFIC STRATEGIC PLAN GOAL**

This proposal supports all 5 Strategic Goals by strengthening our relationship with the City of Reno.

**6. BULLET POINTS TO SUPPORT REQUEST/RECOMMENDATION:**

- Compliment University efforts to build and demonstrate strong connections with Reno
- Assist in the revitalization of our downtown neighbors
- Prepare for our sesquicentennial in 2024

**7. POTENTIAL ARGUMENTS AGAINST THE REQUEST/RECOMMENDATION:**

None have been brought forward.

**8. ALTERNATIVE(S) TO WHAT IS BEING REQUESTED/RECOMMENDED:**

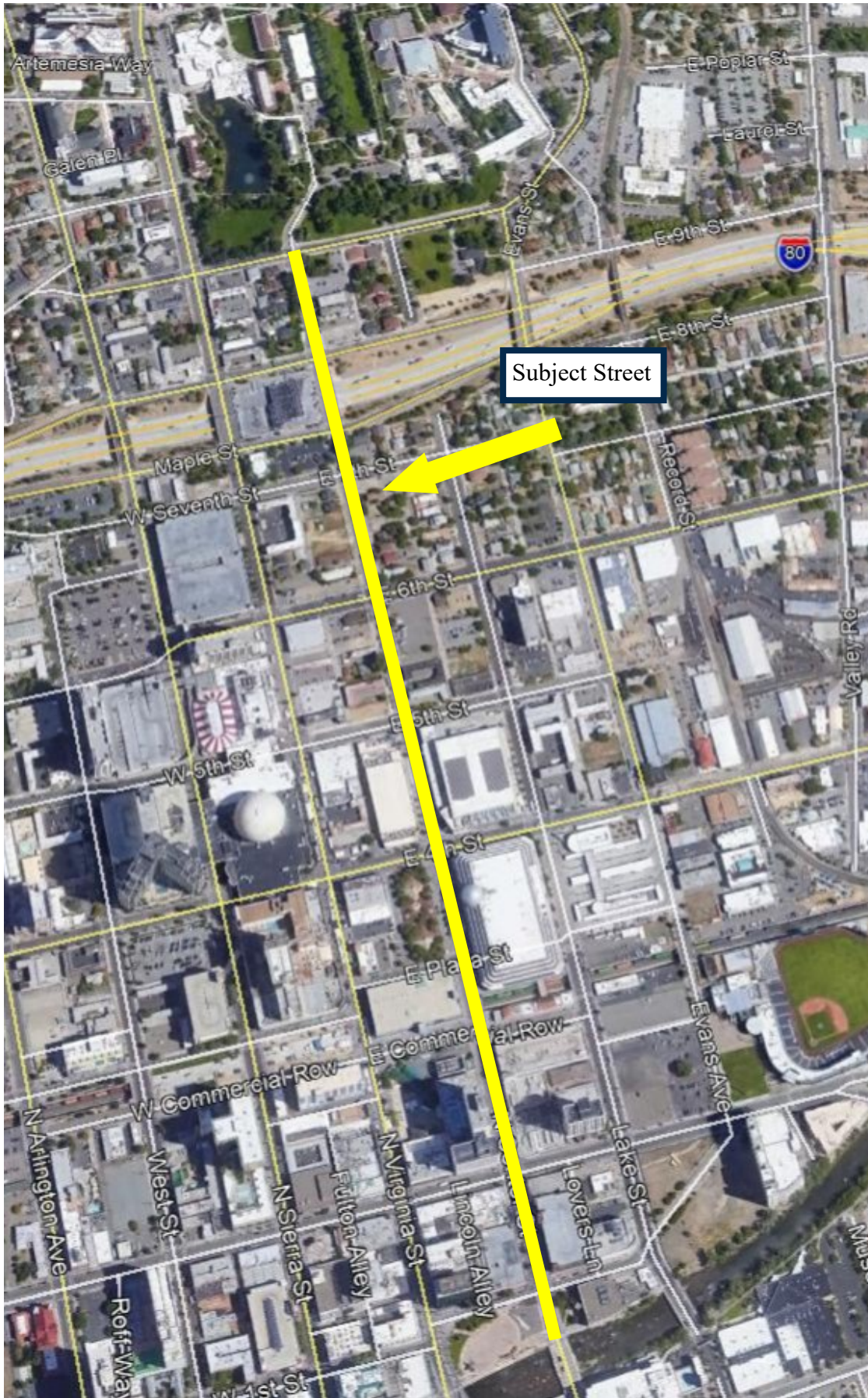
N/A

**9. RECOMMENDATION FROM THE CHANCELLOR'S OFFICE:**

**10. COMPLIANCE WITH BOARD POLICY:**

- Consistent With Current Board Policy: Title # \_\_\_\_\_ Chapter # \_\_\_\_\_ Section # \_\_\_\_\_
- Amends Current Board Policy: Title # \_\_\_\_\_ Chapter # \_\_\_\_\_ Section # \_\_\_\_\_
- Amends Current Procedures & Guidelines Manual: Chapter # \_\_\_\_\_ Section # \_\_\_\_\_
- Other: \_\_\_\_\_
- Fiscal Impact: Yes \_\_\_ No X  
Explain: \_\_\_\_\_

Exhibit 1



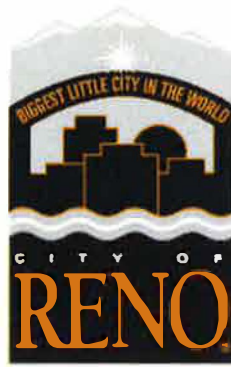




### Exhibit 3

**Hillary L. Schieve**  
Mayor

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(775) 334-2097 Fax  
[schieveh@reno.gov](mailto:schieveh@reno.gov)  
Web site: [reno.gov](http://reno.gov)



*"The most livable of Nevada cities;  
the focus of culture, commerce and  
tourism in Northern Nevada."*

April 22, 2021

Board of Regents  
Nevada System of Higher Education  
4300 S. Maryland Pkwy  
Las Vegas, NV 89119

Dear Honorable Regents,

I am writing to you today to declare my support of the University of Nevada, Reno's formal request for consideration of renaming the northern part of Center Street, from the Truckee River to the gates of the University of Nevada, Reno, as "University Way."

The City of Reno's mission is to create a community that people are proud to call home; the University of Nevada, Reno and Wolf Pack family are a driving force in the success of that mission. At one point in history, Center Street was named "University Avenue" and that decision was made in support of enhancing the relationship between the University and the community it serves. Over a century later, we present you with the same goal in mind.

The Reno housing market is booming as an influx of new citizens are now calling this place home and because of this, the timing of this request could not be more prominent. The renaming of the northern part of Center Street to University Way promotes the enthusiastic energy of Reno, Nevada being a university community, which provides a powerful message for prospective students. More students attending the University leads to the graduation of well-prepared, confident leaders ready to contribute to the success of Reno and to the great state of Nevada.

Thank you for your consideration regarding this matter.

Sincerely,

A handwritten signature in blue ink that reads "Hillary L. Schieve".

Hillary L. Schieve  
Mayor  
City of Reno

One East First Street, 15<sup>th</sup> Floor, P.O. Box 1900, Reno, NV 89505



April 30, 2021

Board of Regents  
Nevada System of Higher Education  
4300 S. Maryland Pkwy  
Las Vegas, NV 89119

Dear Honorable Regents,

The Downtown Reno Partnership fully supports renaming a portion of Center Street to University Way as requested by the University of Nevada, Reno. Specifically, we support renaming the portion of Center Street from the Truckee River to the entrance of the University at 9<sup>th</sup> Street.

The Downtown Reno Partnership's core purpose is to make downtown Reno a safer, cleaner, friendlier district for residents and visitors. Renaming Center Street to University Way as it moves through the downtown district strengthens the connection between the University of Nevada, Reno and the downtown area. Northern Nevada's residents and visitors will reference University Way as the street that directly ties downtown to the entrance of the University. The eventual additional of academic buildings in the University's developing Gateway District will continue to strengthen the association.

We are proud to embrace our nationally recognized University and build on Reno being a University town. As a champion for the downtown area, and the 120 city blocks that we cover, the Downtown Reno Partnership is pleased to advocate for University Way and the positive change this creates.

Respectfully, we request that you vote in favor of creating "University Way" from downtown to the University of Nevada, Reno.

Warm regards,

A handwritten signature in black ink, appearing to read "Alex Stettinski", with a long horizontal flourish extending to the right.

Alexander Stettinski  
Executive Director