

HRC-09-100

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DEC 2 2009

CARSON CITY
PLANNING DIVISION

Nugget Development Project



**At the heart of Nevada?
A working capital.**

F-3

Project Description

Here's what we're asking you to consider:

In spite of the ongoing recession, we are requesting the authority to move ahead with the long-anticipated redevelopment of downtown.

The bold vision is to leverage community assets in partnership with the Carson Nugget property to allow downtown to thrive through the community's first mixed-use project, whose anchor institution could be a downtown central library and entrepreneurial center.

Upper right North/West corner of image is at intersection of Carson and Robinson Streets. The large white rooftop is the Carson Nugget building at approximately 92,000 sf. East on Robinson to Stewart Street marks North/ East boundary. South on Stewart St. 4 blocks Musser Street marks East/South boundary. Musser Street three blocks West to Carson Street marks the South/West corner boundary and makes up the main portion of the project area. Obviously most of this is surface parking.

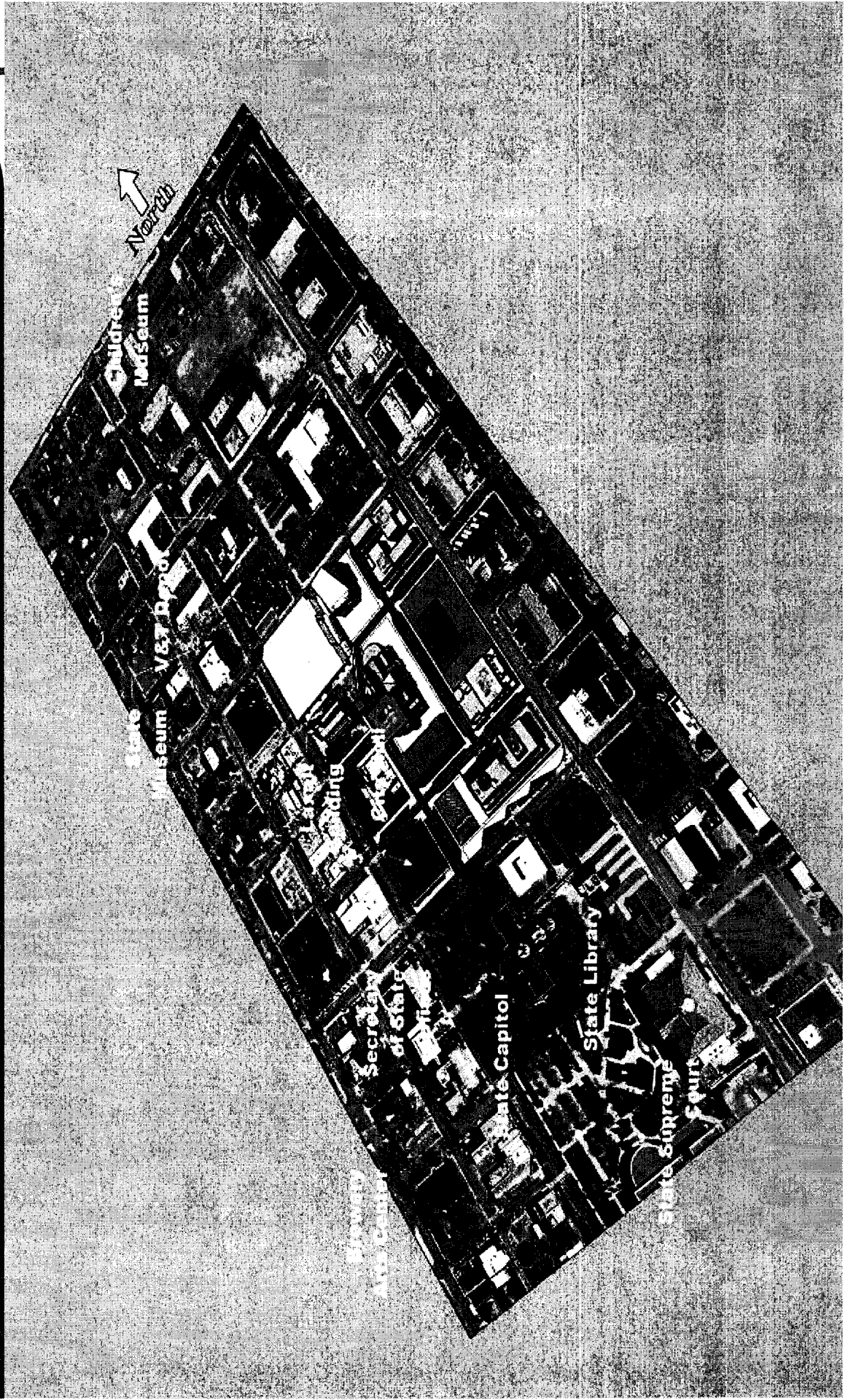
Google Earth view of the area today



Possible building sections



The project area's close proximity to other attractions in downtown

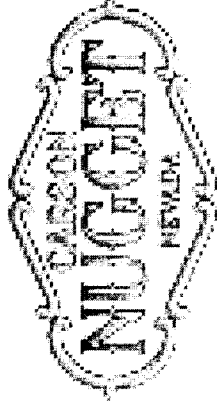


Floor stacks of possible buildings



The Project Team

Steve Neighbors, Vice President
Carson City Nugget



- Turnaround practitioner
- Represents Hop and Mae Adams Trust

The Project Team

**Robert Hartman, Project Consultant,
Carson City Nugget Development**

Hi tech component and we are working hard on it
Challenges – thumbnail view of what's happening
in Carson City

We are doing our due diligence and it's looking
good – but we have a lot of work to do.

If we're lucky we could screen in a new industry
that has a long life.

The Project Team

Mark Lewis, Project Consultant,
Carson City Nugget Development

- Redevelopment/Economic Development Consultant
- Many recent northern Nevada redevelopment/economic development projects, including: Reno Aces Ball Park

The Project Team – City Support

- City Manager's Office
- Office of Business Development
- Carson City Library Services
- Development Services
- Public Works

As well as:

Full support and encouragement from Carson
City's Departments and Divisions

WE ARE A TEAM!

About the library

Sara Jones, Director, Carson City Library

The Library's current status-

- too small
- time stamped in the 1970's
- unable to adopt and adapt to technology

Recession has created a library "renaissance"

- Use is up 20% even though service hours were cut, this fiscal year we will have over 300,000 visitors- averaging about 1000 people every day we are open.
- We have 200 Internet PC sessions per day- people tell us they need our computers to look for jobs- the 20 computers we have are constantly in use
- People save money by using library resources
- We are a critical element to education and learning in our community for all ages

From 2007 to **today** careful and deliberate planning-

- Surveyed community- 1200 responses
- Extensive focus groups users and non-users
- Many conversations with stakeholders

About the library

Carson City uses and cares about the library and wants it expanded to a full service facility

The Carson Nugget Project's Anchor Institution-

The Knowledge and Discovery Library

- The Knowledge and Discovery Library (KDL) will serve as the central community gathering place offering a gateway to knowledge and avenues of discovery including information, research, technology, learning, entertainment and civic engagement. A central mission of the KDL will be to reinvigorate a commitment to the future of Carson City by investing in resources that support and grow business in the region.

About the Library

The Transformative Power of a Library to Redefine Learning, Community, and Economic Development

- Evidence comes from projects all over the country... Seattle; Denver; Salt Lake; Moab, Utah; Cheyenne, Wyoming and Rockville, Maryland. Communities with new downtown libraries experience:

Economic Vitality

- Nearby businesses report increases in spending associated with visitors to the Library. Increases in the use of Library resources contributes to learning, literacy, business productivity, personal and professional development, and individual livelihood.

Image and Identity

- The Library attracts knowledge workers and the business sectors which desire ready access to this workforce. The Library contributes to a sense of pride and community

Community Character and Livability

- The Library functions as a public space, increasing the livability of Downtown. The increased number of Library visitors contributes to Downtown vitality and vibrancy, making it a more attractive residential and commercial market.

About the library

Why is an anchor institution important to the project?

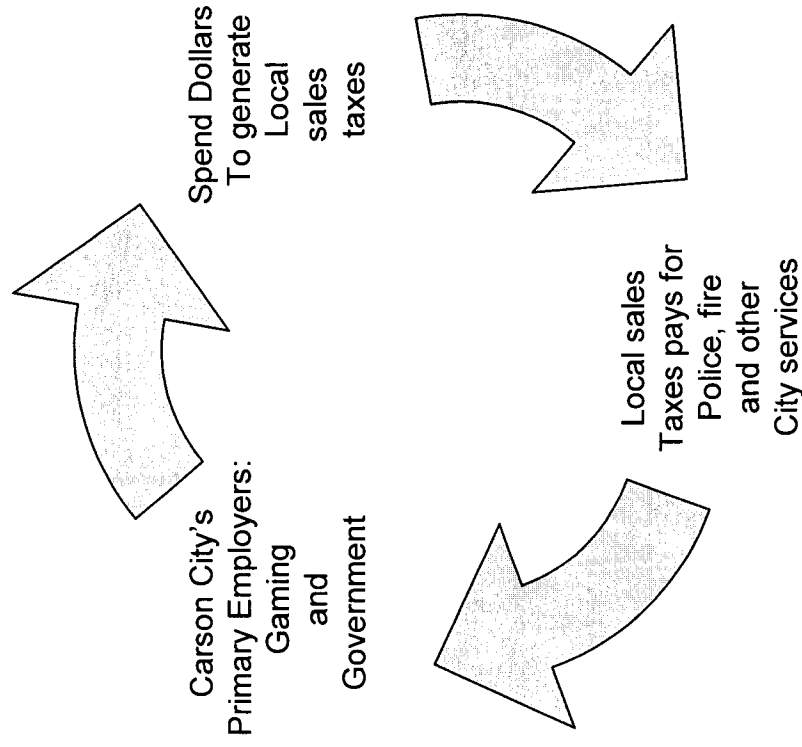
- Connected Nation conducted surveys to better understand the role of libraries as a community technology hub. In brief, the findings indicate that libraries are vital in filling an access void in local communities where the library is most often the only source of free Internet availability.
- As part of the strategy for broadband adoption, anchor institutions hold the key.... Libraries especially hold promise in this area because they already are a central point within communities for people who want to use the Net to do research or hunt for jobs.

Nugget Development Project

Mission:

- To achieve long-term sustainable and focused economic growth by building a diverse, innovative local economy with high-wage, high-impact jobs in industries not currently in the community.
- To provide new opportunities for prosperity for the City's residents, businesses and entrepreneurs.
- To foster a skilled and competitive workforce to include creating accessible career paths for local youth, pre K through college.
- To celebrate the success of a great local institution, the Carson City Public Library, and use it as a catalyst to drive development of the community, entrepreneurship and to create opportunity for today and tomorrow's youth.

Challenges in today's Carson City



- Carson City has a heavy dependence on sales taxes in a serviced based economy; resulting in and compromising the City's ability to maintain service levels
- More than 12 % of residents are unemployed

The Community's Plan ...2003

2003 Economic Vitality Strategic Plan

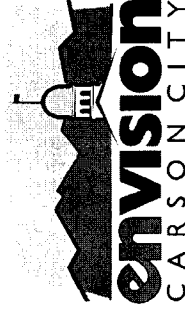
- Build and maintain partnerships for on-going involvement and accountability for all sectors in economic development
- Target existing and emerging economic sectors that provide quality primary employment to the community
- Achieve the economic, physical and aesthetic revitalization of the downtown area by encouraging local business development and the preservation of our cultural heritage.

The Community's Plan ... 2006

2006 Carson City Master Plan: *Envision Carson City*

For economic viability we need a strong, diversified economic base by:

- Maintaining and enhancing the primary job base
- Promoting downtown revitalization
- Re-establishing downtown as the vibrant center for the community
- Establishing compact, mixed-use activity centers



The Community's Plan ... 2007

2007 Urban Land Institute (ULI) Project Analysis Session

A two-hour question and answer review/briefing from seven ULI panelists in an open session. 7 highly qualified professionals who volunteer their time to ULI and are chosen for their knowledge of downtown redevelopment and screened for objectivity. 31 individuals from Carson City and other interested parties attended.

ULI RECOMMENDATIONS

- focus on civic uses as catalysts for everything else
- create a group representing institutional leaders to maximize opportunity to bring about catalytic civic buildings/functions.
- “We’re making this region work” [Start more assertive discussions with neighboring jurisdictions]
- Inspire a sense of urgency – for private entities and public entities

The Community's Plan ...2009

**2009 Carson City Nugget Development Design
Charette: Hosted by Carson Nugget**

On August 12 & 13, 2009 held at NNDA's Carson City offices, Mr. Steve Neighbors facilitated a pre-development workshop to ascertain potential development opportunities. Workshop findings are what is reflected today.

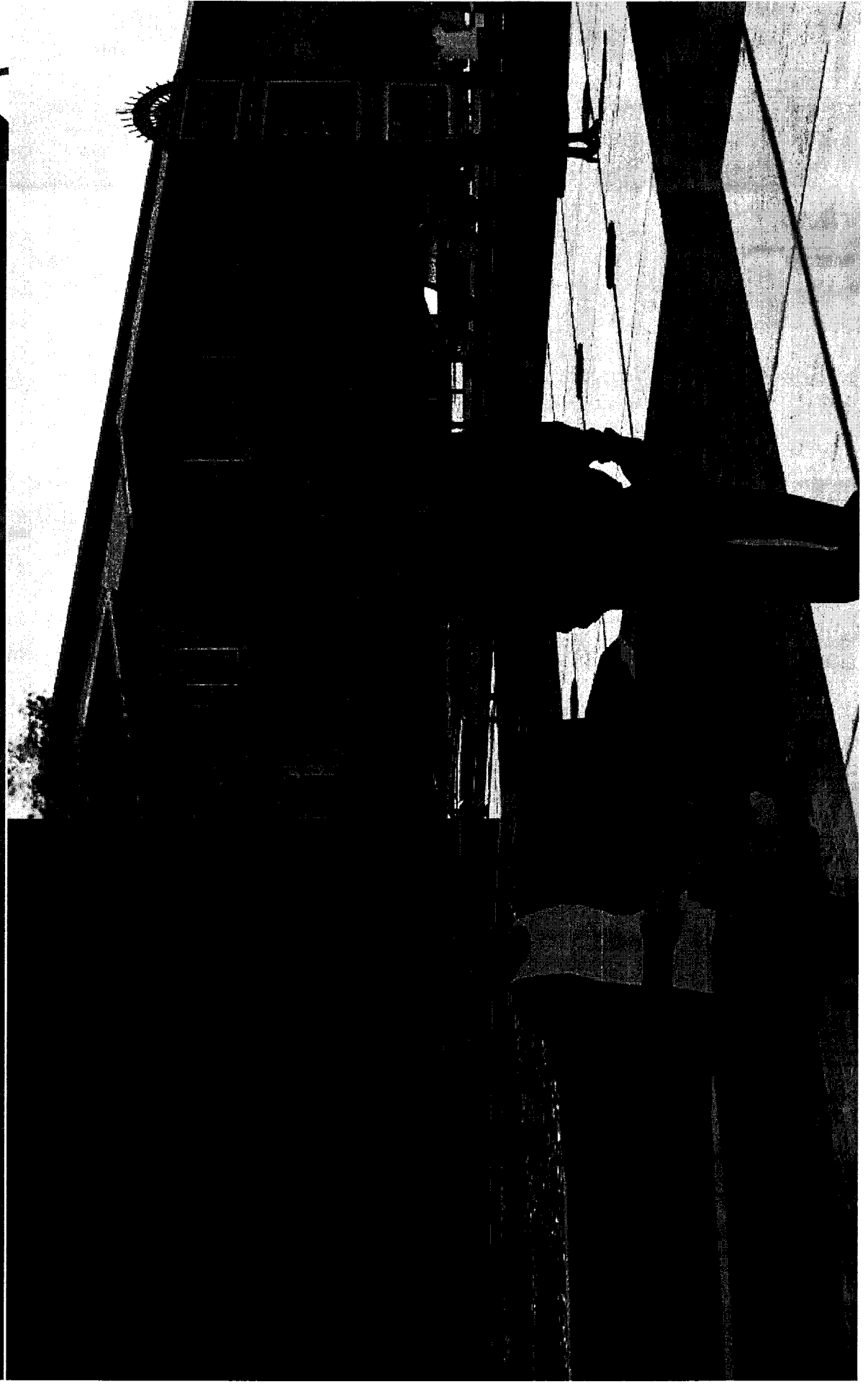
Possible Partners:

- Carson City Public Library
- Western Nevada College
- Northern Nevada Development Authority
- Public/Charter/Private K – 12 education community
- Carson Tahoe Regional Healthcare
- State of Nevada
- Carson City Access Television

Today's question?

Authority to continue efforts in facilitating expansion of Carson City's economic base thru encouragement and support of an economic sector not currently in the region.

The Nugget Development Project is community focused and could be a center that is energetic and vibrant



The Nugget Development Project is community focused and could be a center to work, live & learn.



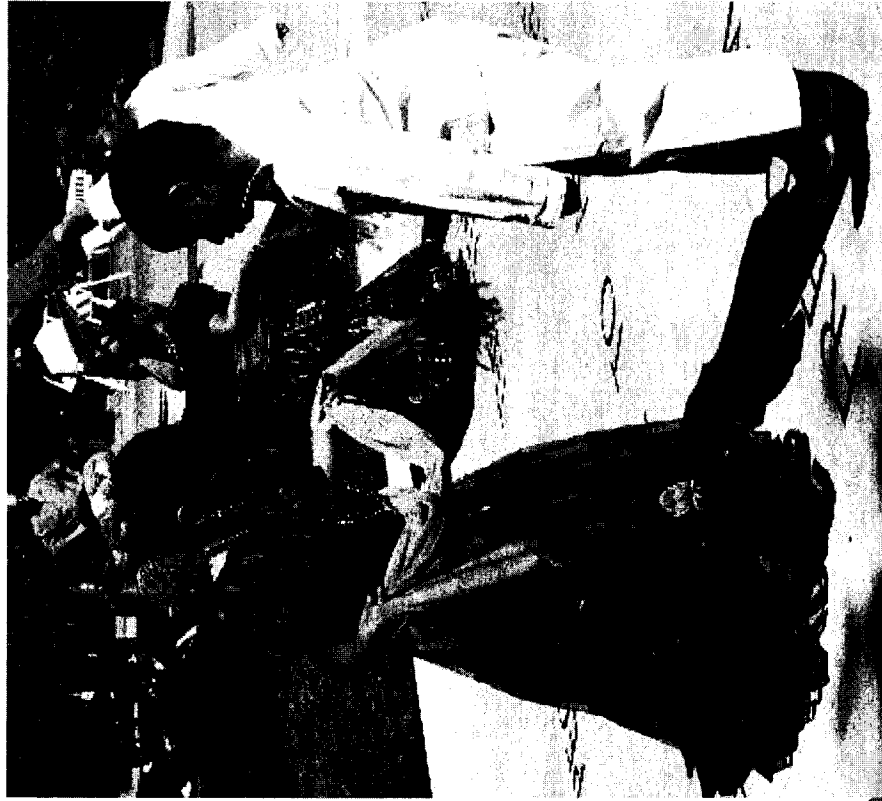
The Nugget Development Project is community focused
and could be a center of learning and discovery



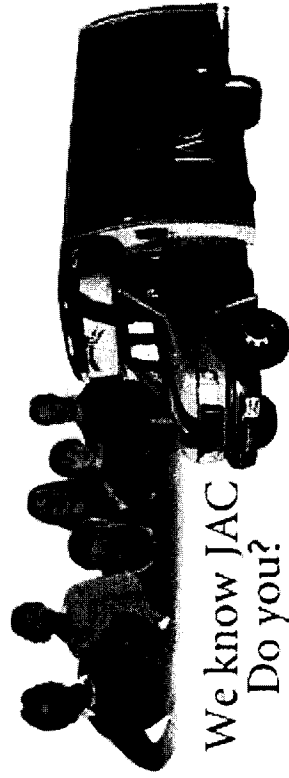
The Nugget Development Project is community focused and could be a center of civic engagement rooted in business.



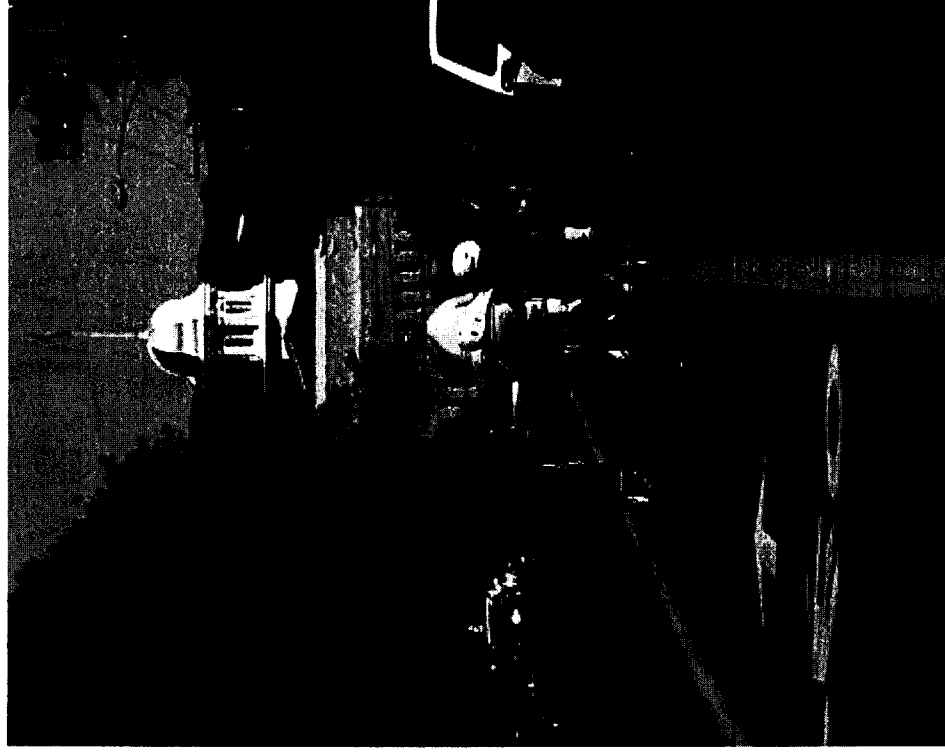
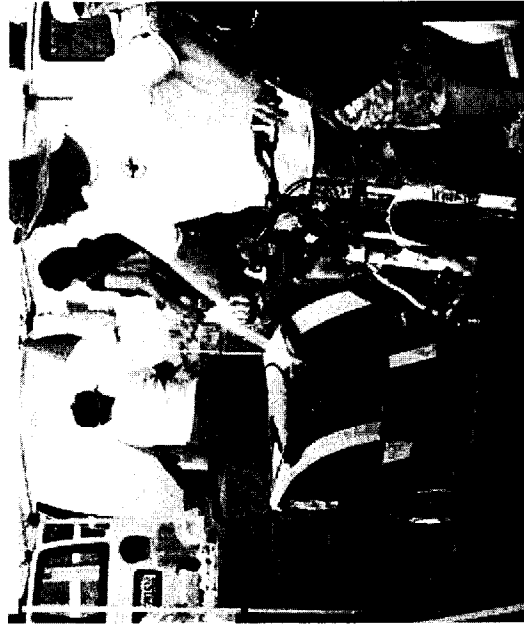
The Nugget Development Project is community focused and could be a welcoming and affordable center of diversity.



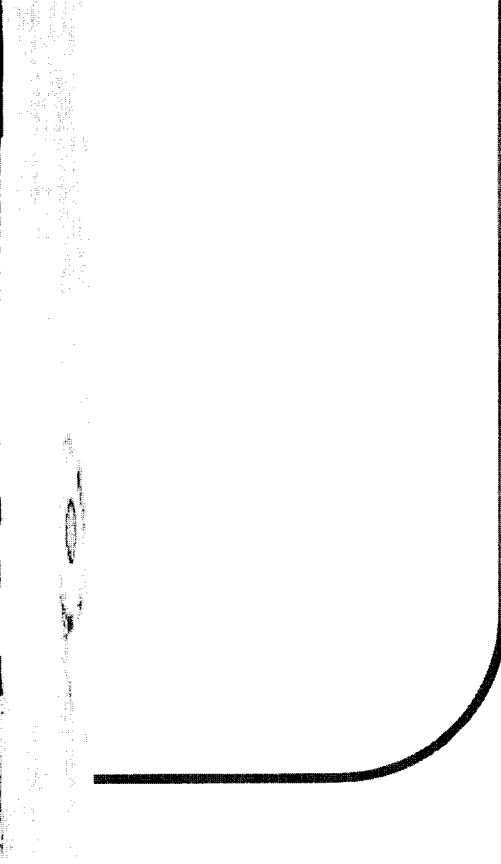
The Nugget Development Project is community focused and could be a center accessed via public transportation hubs and regional connections.



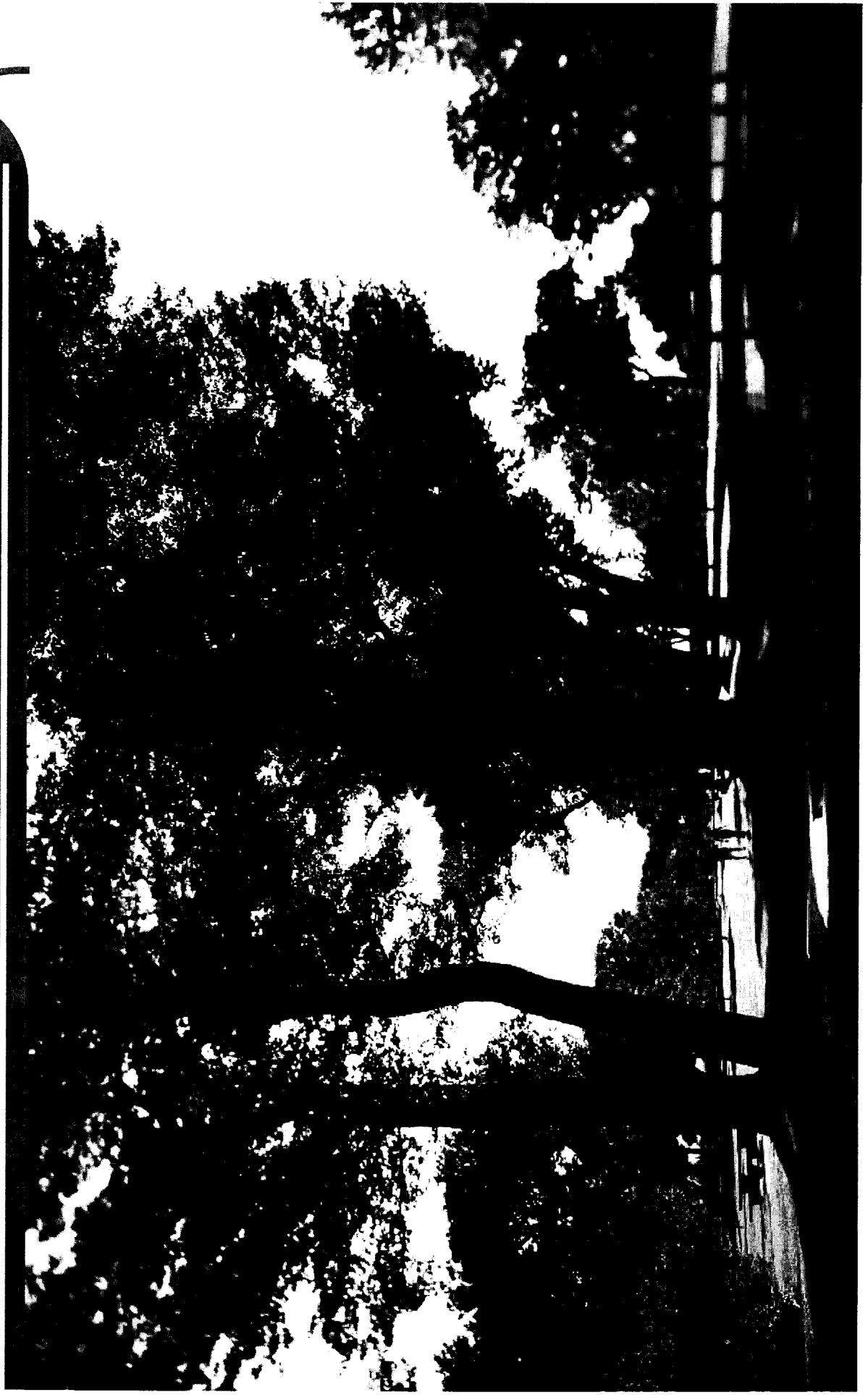
We know JAC
Do you?



The Nugget Development Project is community focused and could be a center for recreation, arts and entertainment.



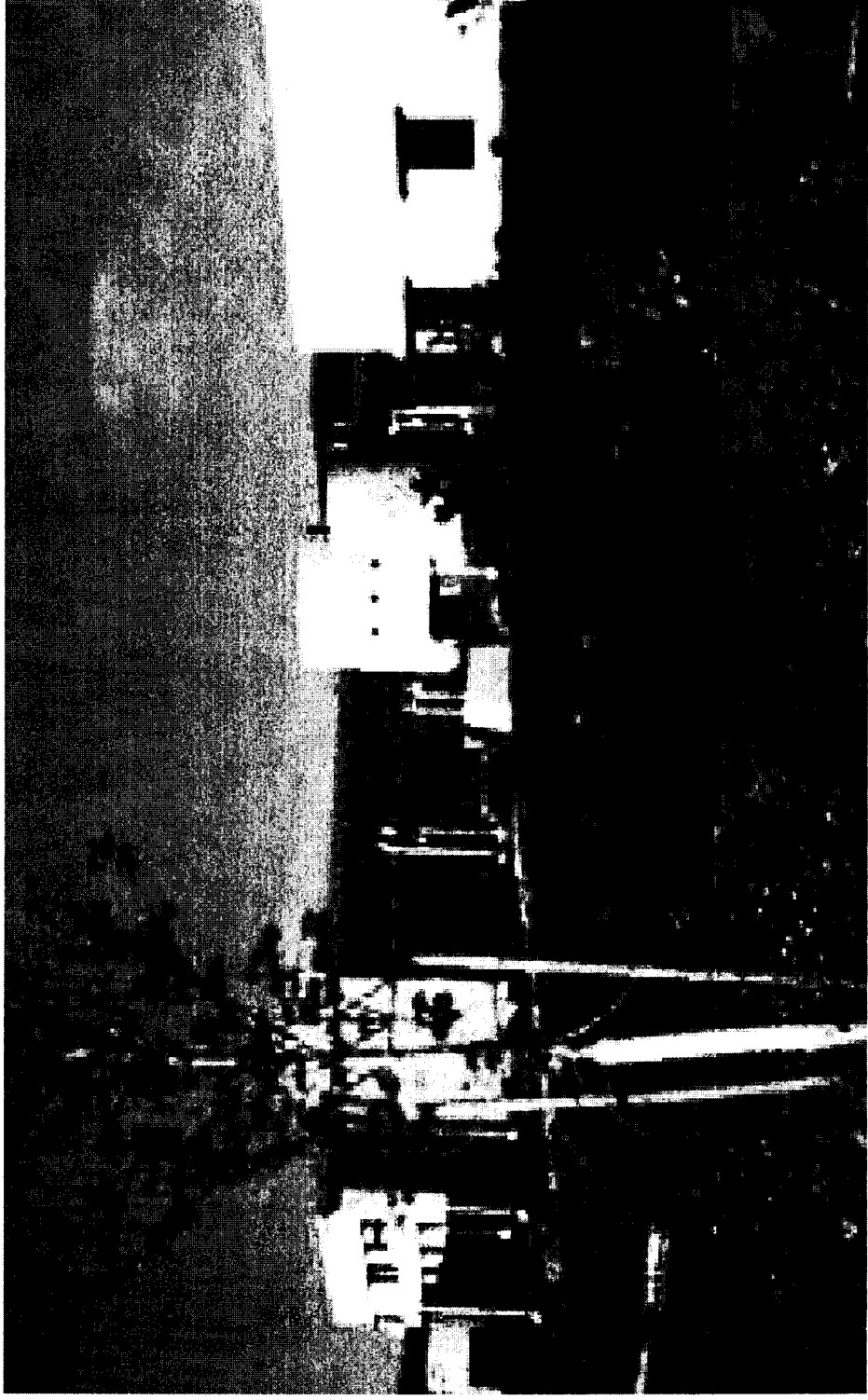
The Nugget Development Project is community focused and could be a center that is green.



The Nugget Development Project is community focused and could be a center that meets our current goals.



The Nugget Development Project is community focused and could be a center that moves this community into the future.



The Nugget Development project could include:

- Carson City Knowledge and Discovery Library
- Business & Technology Incubator Center
- A Digital Media Lab
- Class A Office Space
- Commercial / Retail Spaces
- Residential, market based in-town housing
- IMAX Theater
- Public Transit Hub
- Central Public Plaza
- Shared, de-centralized parking

Nugget Development Project

A moment in time ...

The proposed project is very pro-active, extremely unique and solution oriented. Rather than waiting for a bailout or help on some level, Carson City is creating its own solution to economic health and vitality that reaches beyond a one-time stimulus goal. Serving as an economic engine to not only stoke the current vitality of the city today, but to also provide for our local economy well into the future, the project is a lifeline.

Recommendations

Staff requests authority to bring back to the Board of Supervisors:

- #1 A more detailed scope of the project, its components, partners and public private relationships;
- #2 Put together a preliminary finance plan that includes a financial and fiscal impact and economic impact analyses dealing with this complex public-private real estate development;
- #3 Endorsement of the appropriate public bodies;
- #4 Authority to seek out a potential master developer;
- #5 Endorsement by the Board of Supervisors of the project concepts.

FOR MORE INFORMATION

WWW.DOWNTOWNANSWERS.COM



Downtown Answers

live. work. shop. grow. learn. visit.

Inspired by Envision Carson City

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