

## Carson City Agenda Report

**Date Submitted:** December 24, 2012

**Agenda Date Requested:** January 3, 2013

**Time Requested:** 30 minutes

**To:** Mayor and Board of Supervisors

**From:** Public Works – Planning Division

**Subject Title:** For Possible Action: To provide direction to staff regarding a conceptual plan to reduce travel lanes from four to two and stripe parking spaces on Carson Street, generally between 5<sup>th</sup> Street and Ann Street. (Lee Plemel)

**Summary:** Representatives of downtown businesses asked the Board of Supervisors to consider a proposal to stripe Carson Street to provide additional parking for downtown businesses and create a safer pedestrian environment. City staff conducted a workshop and collected surveys from downtown property owners and businesses to determine if they are interested as a group in pursuing the conceptual plan. City staff will provide a presentation of a report on the results of surveys and comments from downtown business and property owners.

**Type of Action Requested:**

<input type="checkbox"/> Resolution	<input type="checkbox"/> Ordinance
<input checked="" type="checkbox"/> Formal Action/Motion	<input type="checkbox"/> Other (Specify)

**Does This Action Require a Business Impact Statement:**  Yes  No

**Recommended Board Action:** I move to direct staff to proceed with plans to stripe parking spaces on Carson Street as presented by staff.

**Explanation for Recommended Board Action:** The Board of Supervisors directed staff to meet with downtown property owners and businesses to determine the level of interest in pursuing the conceptual plan to stripe downtown Carson Street for parking to provide an improved shopping and pedestrian environment. Staff sent notices to approximately 250 businesses and property owners and received surveys from 32 downtown businesses or property owners. Business and property owners are general split on the issue. Detailed results of the surveys are attached.

**Applicable Statute, Code, Policy, Rule or Regulation:** N/A.

**Fiscal Impact:** N/A

**Explanation of Impact:** N/A

**Funding Source:** N/A

**Alternatives:**

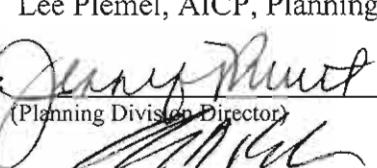
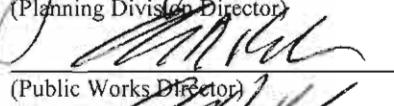
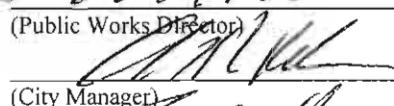
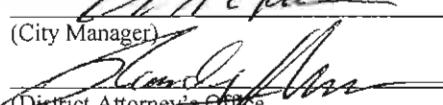
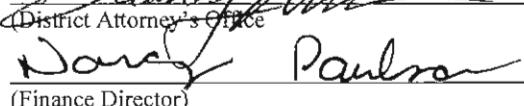
- 1) Take no action; do not proceed with the plan.
- 2) Provide other direction to staff regarding the conceptual plan.

**Supporting Material:**

- 1) Staff memo
- 2) Notice sent to downtown property and business owners
- 3) Survey made available to downtown businesses and property owners
- 4) Downtown parking survey results and comments
- 5) Conceptual parking plan sheets

**Prepared By:** Lee Plemel, AICP, Planning Director

**Reviewed By:**

  
(Planning Division Director)  
  
(Public Works Director)  
  
(City Manager)  
  
(District Attorney's Office)  
  
(Finance Director)

Date: 12-24-12

Date: 12-24-12

Date: 12-24-12

Date: 12/24/12

Date: 12/24/12

**Board Action Taken:**

Motion:	1)	2)	Aye/Nay
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

\_\_\_\_\_  
(Vote Recorded By)



## Carson City Planning Division

108 E. Proctor Street  
Carson City, Nevada 89701  
(775) 887-2180 – Hearing Impaired: 711  
[planning@carson.org](mailto:planning@carson.org)  
[www.carson.org/planning](http://www.carson.org/planning)

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**TO:** Board of Supervisors  
Meeting of January 3, 2013

**FROM:** Lee Plemel, AICP, Planning Director

**DATE:** December 20, 2012

**SUBJECT: Conceptual Downtown Parking Plan Survey Report**

Downtown business representatives approached the Board of Supervisors at their strategic planning session in early 2012 and requested consideration of a plan to stripe Carson Street through the downtown area to allow on-street parking. The Board of Supervisors directed staff to reach out to the downtown property and businesses owners to see if there is interest among them to pursue such a plan.

The Public Works Department then evaluated the existing street width and other conditions on Carson Street through the downtown core, generally from 5<sup>th</sup> Street to William Street. They explored the possibility of angled parking as well as parallel parking in addition to other traffic circulation considerations. City staff also contacted the State Capital Building and Grounds staff regarding the potential of parking along the Capital and Legislative Building frontage. Due to safety concerns and other reasons, the plan would not include parking on the east side of Carson Street along the frontage of the Capital grounds. The resulting conceptual plan is shown on the attached pages at the end of this packet.

In November 2012 the Planning Division sent out notices to downtown businesses and property owners to solicit feedback on the conceptual plan. The businesses and properties to which notices were sent are generally located between 5<sup>th</sup> Street and William Street, with addresses on Curry Street, Carson Street, or Plaza Street, and including all side streets within that area. Notices went out to a total of 247 property owners (81) and businesses (166).

The Planning Division received a total of 40 surveys back, 32 of which were from either downtown business or property owners. Those taking the survey were asked to check whether they were a property owner within the downtown area, a business owner or manager within the downtown area, a business owner or manager outside the downtown area, and/or a Carson City resident. Multiple categories may apply to individual respondents. A copy of the survey that was made available is attached. Following is a summary of the number of surveys received from people in the various categories, with the results of their responses in parenthesis.

- Persons who are downtown property AND downtown business owners: 11  
(6 for, 4 opposed, 1 undecided)
- Persons who are downtown property owners but not downtown business owners: 7  
(2 for, 4 opposed, 1 undecided)
- Persons who are downtown business owners but not downtown property owners: 14  
(7 for, 5 opposed, 2 undecided)
- Person who are neither downtown property nor business owners: 8 (2 for, 6 opposed)

See the complete results, attached, along with the comments received with the surveys.

The conceptual plan has been suggested as an interim step in implementing a long-term vision to make the downtown more of a destination rather than a pass-through highway. From the Carson City Master Plan adopted in 2006:

***Master Plan Policy 8.1(c)***

*Create a more pedestrian-friendly environment in Downtown by evaluating the feasibility of reducing traffic from 4 to 2 lanes along Carson Street following completion of the freeway and by identifying necessary streetscape enhancements and parking strategies to coincide with the potential reduction in lanes (e.g. re-introduce on-street parking, incorporate pedestrian crosswalks, landscaping, bulb-outs and street furniture). In addition to providing a safer pedestrian environment, these enhancements will visually enhance Downtown and create a more inviting environment.*

Carson City Transportation Division staff has since included the alternative of reducing lanes from four to two on Carson Street through downtown when updating Transportation Plan traffic models. Recent modeling shows that current traffic volumes can be accommodated with the reduction of travel lanes on Carson Street. This is possible due to recent improvements to Stewart Street and Roop Street to accommodate additional vehicle volumes. Traffic volumes on the north-south collectors and arterials will be further reduced upon completion of the freeway.

**Conclusion:**

Staff believes that the project is feasible at current and projected traffic volumes and would improve pedestrian safety through the downtown area. The plan would be a relatively low-cost, reversible way to test the long-term plan of improving the downtown area. Regardless of whether or not this project goes forward at this time, staff believes the City should continue to explore options to make downtown a destination for shoppers, travelers, and residents to drive to, stop, and shop. Refer to the attached notice for more background and information on the conceptual plan, including potential benefits of the plan.

**Attachments:**

- 1) Staff memo
- 2) Notice sent to downtown property and business owners
- 3) Survey made available to downtown businesses and property owners
- 4) Downtown parking survey results and comments
- 5) Conceptual parking plan sheets



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### NOTICE OF DOWNTOWN BUSINESS STAKEHOLDERS OPEN HOUSE REGARDING A CONCEPTUAL PLAN TO STRIPE DOWNTOWN CARSON STREET FOR PARKING

**When: Thursday, November 29, 2012, 5:00 PM (presentation at 5:30 PM)**  
**Where: High Sierra Brewing Co., 302 N. Carson Street (upper dining area)**

Downtown business representatives have approached the City and requested consideration of a plan to stripe Carson Street through the downtown area to allow on-street parking. You are receiving this courtesy notice as a property owner or business owner within the downtown area to solicit your feedback regarding the conceptual plan.

The purpose of the plan is to create a pedestrian-friendly environment to help make the downtown a destination for residents and visitors. When the Nevada Department of Transportation owned Carson Street before the freeway was constructed, their mission was to move cars and trucks through the downtown as quickly as possible. The goal of the conceptual plan is to support the downtown businesses by making it easier for potential customers to get out of their cars and shop in the downtown area, maintaining and enhancing its commercial viability as the freeway bypasses the downtown. The conceptual plan could help transition this portion of Carson Street back from a highway to a multifunctional street serving the downtown needs.

The conceptual plan would require no construction other than striping the pavement and removing the existing fence at some locations along the sidewalk. All existing landscaping would remain in place. Generally, parallel parking would be striped along the sidewalks and a single travel lane would remain in each direction, and turn lanes would remain. A graphic on the back of this notice shows a sample block with the conceptual street-section layout. Complete plans for striping from Fifth Street to William Street can be found at the Planning Division website at [www.carson.org/parkingplan](http://www.carson.org/parkingplan), or at the Planning Division office at 108 E. Proctor Street.

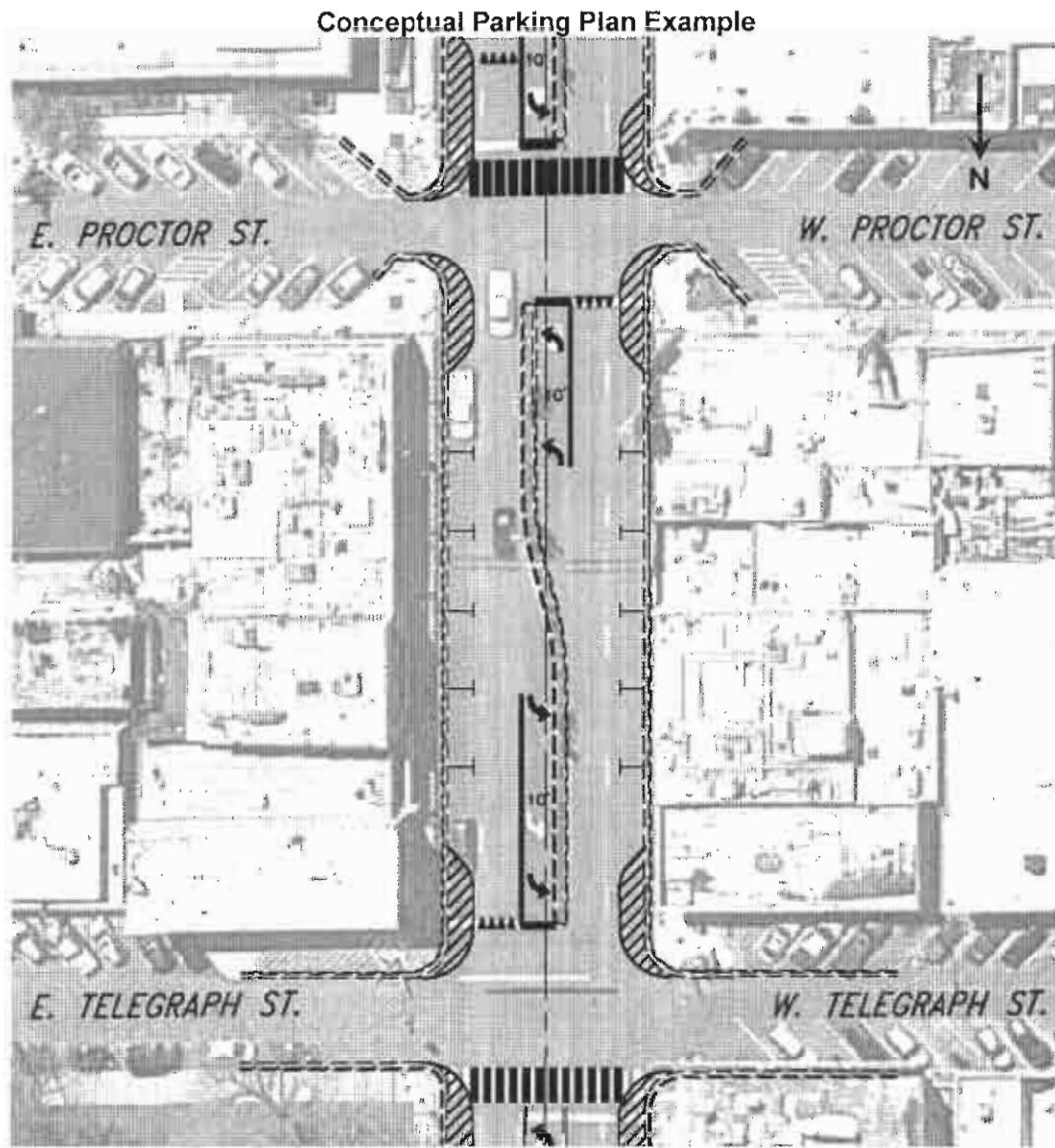
#### Points of Interest:

- Traffic counts on Carson Street south of William Street:  
2009: 28,887 ADT (Average Daily Trips)  
2012: 18,724 ADT (35% less than 2009)
- Roop Street and Stewart Street have been improved and have the capacity to carry additional north-south traffic to relieve demand on Carson Street. Stewart Street south of William Street had 9,857 ADT in 2012, with capacity similar to Carson Street.
- The Regional Transportation Commission has studied the possibility of reducing Carson Street to two lanes through downtown and determined that it could adequately accommodate traffic at Carson City's buildout population (more than 30 years from now).
- Studies show there is a reduction in pedestrian crash risk when crossing two- and three-lane roads compared to roads with four or more lanes.\*
- Studies show there is a reduction in vehicle crash frequency as a direct result of reducing travel lanes from four lanes down to two lanes with a turn lane.\*

\* Source: U.S. Department of Transportation, Federal Highway Administration

Potential benefits of the plan to stripe additional parking:

- Provides additional parking for downtown businesses (adding approximately 86 spaces)
- Creates a safer, more pleasant pedestrian environment
- Emphasizes shopping opportunities to motorists
- Parking spaces could be used by adjacent businesses for outdoor seating or special events
- Relatively inexpensive and reversible way to implement a portion of the long-term vision to improve the downtown and prevent relocation of existing businesses



Your comments regarding the conceptual plan can be sent to the Planning Division at the address at the top of this notice using the attached survey form, or the form can be downloaded from the Planning Division website at [www.carson.org/parkingplan](http://www.carson.org/parkingplan) and filled out electronically and emailed in PDF format to [planning@carson.org](mailto:planning@carson.org). Surveys will be accepted through December 7, 2012.

## Conceptual Downtown Parking Plan Survey

Name: \_\_\_\_\_ (required to ensure no duplicate surveys)

Address: \_\_\_\_\_

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Check all that apply:

- I am a property owner within the downtown project area (William Street to 5<sup>th</sup> Street)
- I am a business owner or manager within the downtown project area
- I am a business owner outside the downtown project area in Carson City
- I am a resident of Carson City

Check one:

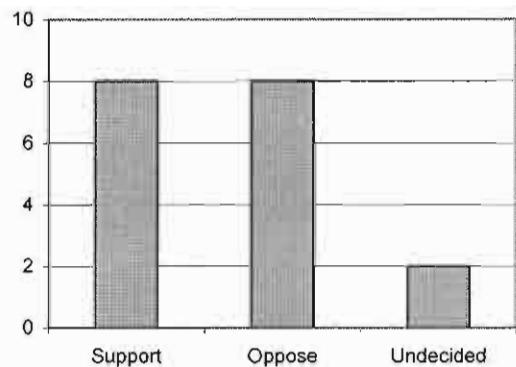
- I support eliminating a travel lane and adding parallel parking on Carson Street in the downtown area.
- I do not support eliminating a travel lane and adding parallel parking on Carson Street in the downtown area.
- I am undecided on the issue pending further study or information.

Please provide any comments as to why you support, do not support, or need further information on the issue of adding parking on Carson Street. You may also include any recommended modifications to improve the conceptual plan.

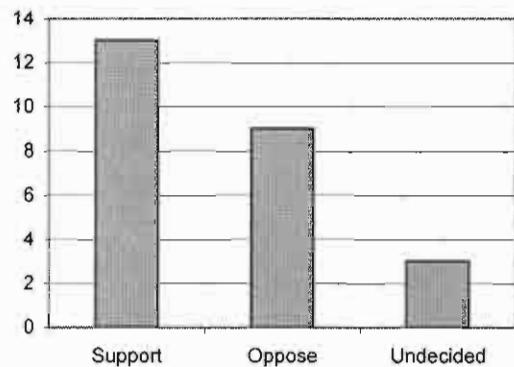
When complete, mail this form to the Carson City Planning Division, 108 E. Proctor, Carson City, NV 89701, or email to [planning@carson.org](mailto:planning@carson.org). A form-fillable PDF of the survey is available at [www.carson.org/parkingplan](http://www.carson.org/parkingplan). If you complete this form on your computer in PDF format, please send it to the email address as an attachment.

## Conceptual Downtown Parking Plan Survey Results

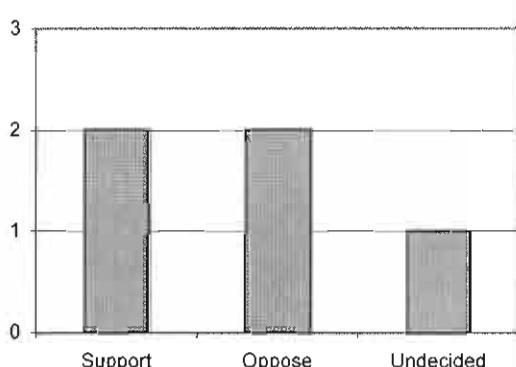
Downtown property owners



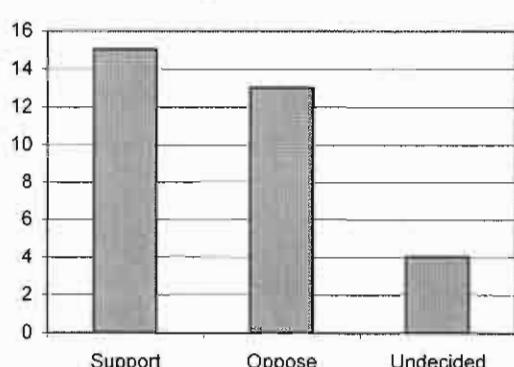
Downtown business owners



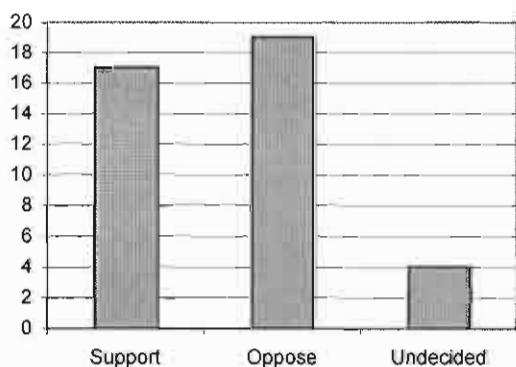
Business owners outside downtown



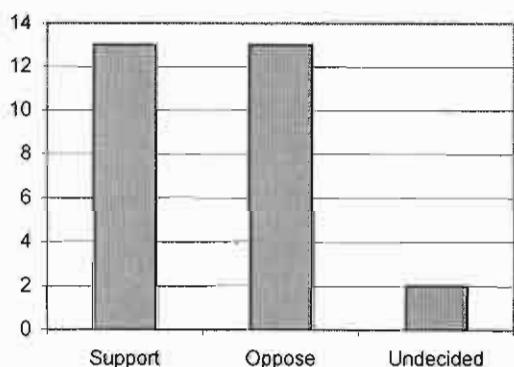
All Downtown Business or  
Property Owners



All Surveys



Carson City residents



**RESPONSES TO  
CONCEPTUAL DOWNTOWN PARKING PLAN SURVEY**

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**SUPPORT**

- 1) Property Owner within downtown project area  
Business Owner or Manager within the downtown project area  
Business Owner *outside* the downtown project area  
Carson City Resident

No Comments

- 2) Property Owner within downtown project area  
Business Owner or Manager within the downtown project area

I know that impulse buying is a tremendous part of success in retail. One out of every ten impulses to shop at a Carson Street shop is, I believe, a good average from my own personal experience. If I have five to ten minutes to shop, I will not take the extra time it takes to park on a side street and walk around the block nine times out of ten. I'd love the Sutter Creek Style for our pretty downtown. I believe it would draw businesses and increase revenue for us all.

I hope we go through with this plan!

- 3) Property Owner within downtown project area  
Business Owner or Manager within the downtown project area

This Parking Plan would make downtown much more attractive to visitors and locals. I believe strongly that this is the right move for Carson City.

- 4) Property Owner within downtown project area  
Business Owner or Manager within the downtown project area

No Comments

- 5) Property Owner within the downtown project area  
Business Owner or manager within the downtown project area  
Carson City Resident

The proposed conceptual plan better uses the limited space downtown, and would help all local businesses in these difficult times. Please strongly consider the plan.

- 6) Property Owner within downtown project area  
Carson City Resident

No Comments.

7) Property Owner within downtown project area

Carson City Resident

We own the building at 900 N Carson, the one that houses the Bike Smith. Although our building has a great parking lot and no need for curbside parking, we think that offering curbside parking downtown is a GREAT idea. Whenever we drive downtown, we mention that there should be parking in front of the businesses. Angle parking would be better than parallel, but that would be much more involved, of course, since some of the landscape median would have to be made smaller. People would be much more likely to stop at the businesses, traffic would slow down, and the downtown atmosphere would seem friendlier and more conducive to shopping, going out to eat, and for special events.

8) Business Owner or Manager within the downtown project area.

Carson City Resident

We are strongly in favor of the proposed conceptual plan to create a pedestrian friendly environment in the downtown area of Carson City. Slowing traffic to one lane would make it easier and safer for residents and visitors to park and exit their vehicles. The added parking would create accessibility to the diverse businesses located on and immediately off Carson Street. The proposed conceptual plan would therefore better allow the community to patronize and enjoy the historic charm of downtown.

9) Business Owner or Manager within the downtown project area

Carson City Resident

This makes business more accessible. Narrow lanes (reduced width) will force traffic to slow down. This will make the area more walkable more pedestrian friendly. Suggest diagonal parking. Suggest wider sidewalks

10) Business Owner or Manager within the downtown project area

I think this will help get tourists and locals downtown. It will alleviate parking problems. This could be a business stimulator that we all need. Let's slow down the traffic flow and get people to see our businesses. I think this is a brilliant and cost effective solution to many business problems.

11) Business Owner or Manager within the downtown project area

Carson City Resident

No Comments

12) Business Owner or Manager within the downtown project area

Carson City Resident

Get parking and pedestrian traffic back on Main Street. Ultimate goal, Curry St one-way south with diagonal parking. Main Street one-way north with diagonal parking between Hwy 50 and 5<sup>th</sup> Street.

13) Business Owner or Manager within the downtown project area  
Carson City Resident

I am 150% for this plan! It provides an affordable reasonable option to attack a HUGE looming problem that is waiting for the downtown @ the completion of the bypass.

I want a downtown people want to come to! That they feel safe and welcome to enjoy, bring visitors etc. Not a thorough fare that cars drive through! I welcome you, if you would like to talk to me and hear my input, to come to Comma, my treat, we'll talk.

14) Business Owner or Manager within the downtown project area  
Carson City Resident

This will give local people an opportunity to explore downtown and drive traffic to local businesses!

15) Business Owner or Manager *outside* the downtown project area  
Carson City Resident

No Comments

16) Carson City Resident

With the new freeway open and heavy trucks etc.

As the State Capital, we need foot traffic along Carson Street.  
Businesses need customers and this would encourage folks to park, walk, and utilize our towns businesses.

17) Property Owner within the downtown project area  
Business Owner or Manager within the downtown project area  
Carson City Resident

No Comments

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## OPPOSED

1) Property Owner or within the downtown project area  
Business Owner or Manager within the downtown project area  
Business Owner *outside* the downtown project area  
Carson City Resident

- 1) How much will the project cost to implement
- 2) If the idea does not work can we return to where we area now
- 3) How much will if cost to return to where we area now
- 4) Any time someone is backing into a parking spot it will totally stop traffic in that direction!
- 5) Have you seen how most people parallel park? Do you know how long it takes?

6) Are there going to be parking meters? How much will the cost to install and service.

I BELIEVE IT IS A TERRIBLE IDEA!!!

2) Business Owner or Manager within the downtown project area  
Carson City Resident

- a) Total Cost – Who is funding?
- b) Enforcement – Only 20% of fees presently collected.
- c) Diagonal vs. Parallel Parking
- d) Consider – limited time study
- e) Curry St (Proctor Street)  
Needs attention

Would like to see time and effort into beautifying the town so people want to stop. Would like to see ways to encourage and attract our “locals” to come downtown and not just concentrate on tourists. Also if we are trying to attract tourist we need to keep museums open longer, nice shops (no spots for them) events.

3) Business Owner or Manager within the downtown project area  
Carson City Resident

Do not believe can handle traffic and would potentially force more down Curry and Division Streets. Have seen this done in another town and was an absolute failure, actually increased traffic accidents.

4) Business Owner or Manager within the downtown project area  
Carson City Resident

I believe even with the decrease in the traffic counts, that reducing the traffic lanes from four to two will cause congestion and perhaps safety issues.

5) Business Owner or Manager within the downtown project area  
Carson City Resident

If you want to decrease traffic & downtown visits putting one lane in each direction will do it. On 11/21 at 12:15 pm I was turning left going north at 5<sup>th</sup> Street. I counted 24 cars going north at that light, I counted 18 cars going south before I could make a left-hand turn. By going two lanes it will jam up the traffic by sheer volume and people practicing their parallel parking skills....I believe that going to two lanes will detour locals, visitors and people that happen to miss the freeway turn from the downtown causing less visits to business. Also mid-day there is enough parking on side streets with the 2-hour parking.

6) Property Owner within the downtown project area

No Comments

7) Carson City Resident

I believe that adding parallel parking and eliminating a travel lane will constrict traffic flow and cause congestion to a point where people will avoid coming downtown altogether. I don't believe that it will enhance downtown or entice people to come downtown.

8) Property Owner within the downtown project area

Business Owner or Manager within the downtown project area

After going to the meeting I can see that a few Down town merchants feel this will bring more customers into their shops. I believe this will just move more potential customers away from the downtown area. We have already lost 10,163 potential customers by your traffic count due to the freeway. Going from two lanes to one lane will cut what's left down some more because of the bottle neck and crowding. When the completed freeway opens we can count on losing even more customers. We need to get customers back down town but one lane of congested traffic isn't the way to do it.

The restaurant we had the meeting at was full of people, not just the meeting people. The one next door had two diners. I don't think that parking had anything to do with it. 9000 Commuters per day should not have this decided on them by 24 down town businesses'. Since the freeway opened almost all the Hot August Nights Cars and Street Vibration Bikes get on the freeway at Fairview going around Carson City, instead of easting and shopping here. That's just two examples. If more parking is the answer, make me an offer on my property then build a parking garage.

9) Business Owner *outside* the downtown project area

Traffic flow on Carson Street at times even four travel lanes can become extremely difficult to enter, especially during snow storms. I don't use the freeway due to the back-up at Fairview (there is always a backup) if you reduce the Carson Street travel lanes, it will become worse on the freeway. There is an abundance of parking lots adjacent to Carson on the street. Parking is not needed that badly.

10) Carson City Resident

I believe eliminating a travel lane will cause people to avoid Carson Street unless that is their destination. I think there is adequate parking now and more could be added with a garage.

11) Carson City Resident

I believe that if you down size travel lanes in downtown Carson, it will cause traffic backups and cause people to want to use a different route to get to their destination in return causing business to drop for owners in downtown and only attracting minimal tourism causing businesses to continue to close their doors, in return causing more job losses. I do not support this movement. When people bypass downtown because of this and then get off at Hwy 50 and ask where the closest restaurant, pawn store, casino, etc, it wont be at downtown people look for convenience, thus heading elsewhere to do business.

12) Carson City Resident

I feel parking is not the problem for downtown. If Carson Street is to remain an Alt 395 Business Route, changing it would be a step backwards. Cities that are larger tend not to have parallel parking on their business highway routes. Most have opted for one way street one block apart. Reno (Sierra, Virginia, and Center), San Luis Obispo (Higuera, Marsh), etc.

**13) Property Owner within the downtown project area**  
**Business Owner or Manager within the downtown project area**

See Attached letter

**14) Carson City Resident**

The Freeway has hurt business, why add to the problems of the economy

**15) Business Owner or Manager in the downtown project area**

Losing one travel lane will increase congestion and convenience when driving through town. I think the result will be that motorists will avoid driving through town on this route all together, which will result in even less visits to business.

**16) Property Owner within the downtown project area**

Your plan does not eliminate a travel lane, it eliminates 2 travel lanes, one each direction.

Doesn't anyone at Carson City Planning understand that the majority – vast majority, in my experience- of Carson City residence do not want downtown traffic limited to one lane in each direction.

These travel restrictions will kill many businesses both north and south of the parking/lane changes. Please listen to the Community Vote.

**17) Property Owner within the downtown project area**  
**Carson City Resident**

A month ago the voters choose not to proceed with the library/redevelopment, and a big part of the negative vote was due to the restricting Carson St. to one lane each direction/

If you restrict travel downtown again it will drive traffic back to Division and Mountain Streets ad alternatives. Why do you want to increase traffic through school zones at Fritch and Bordewich-Bray? Why do you want to increase traffic once again through residential areas? Half the traffic will go toward Roop/Stewart but the other half (me & others) do Mountain St. Finally, I have personally been told by “the consultants” that these lane restrictions work “in about 50% of the cases.” Do you want Carson to end up like Victorian Square? Please listen to the vote the people. Please notify me of any future meeting...phone number....email address.

**18) Property Owner within the downtown project area**  
**Business Owner or Manager within the downtown project area**  
**Carson City Resident**

Business 315 N Carson.

I think this is a step in the right direction. However, I would prefer widening the sidewalks, removing all the fences, and having one travel lane in each directions with turnouts. I think there is too much traffic for any type of parking on Carson Street. I would also make it easy for businesses to use the expanded sidewalk in the front – no additional permitting.

19) Property Owner within the downtown project area

Carson City Resident

I do not support this project because:

1. People cannot parallel park. We witness this every week day on Curry between Musser and Second where there are more than two parallel spots in a row. By placing parallel parking on the section of Carson Street where there is the median, traffic will have to stop and wait for folks to try to park. Cars wont be able to pull around.
2. People are impatient. Even now with two lanes in both directions on Carson Street and less traffic, people speed and run red lights. Reducing a section of downtown to a single lane will not likely help this problem.
3. Roop and Stewart Streets are imperfect north/south corridors. Should the freeway, if it is ever finished, be closed for some reason, the extra lanes on Carson Street may be vital to move traffic.

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#### UNDECIDED

1) Property Owner within the downtown project area

Business Owner or Manager within the downtown project area

Carson City Resident

\*\*\*Fears\*\*\* 1) Creating a Bottle Neck Point within the Downtown Corridor may once again drive the “perception” that there is no reason to stop or go downtown because there is no where to park so therefore I will just avoid that area all together and always take Roop or Stewart Streets so I don’t have to deal with the congestion.

2) Businesses whose patrons only need 10-30 minutes to handle most of their transactions, where as that business does not need a 2 Hour stall outside that store front. Time Limits of New Parking stalls must be on a Block to Block Store front to Store front assignment!! Coffee House, Ice Cream Vendor, Dry Cleaner, Dollar Store, Hallmark Store, Jewelry Store, Gift Shop generally do not need a 2 Hour stall blocking there “ONLY” Store Front parking spot making their patrons still having to walk around the corner and down the block because some area watching for parking enforcement officer to quickly move their car. 12 – 30 minute loading zones should be used here.

3) A long drawn out construction project will strain and drive already struggling businesses to close up and we find even more vacancy signs downtown.

\*\*\*Hopes\*\*\* By eliminating tunnel vision the black railing creates and placing parking on main street will create a down home downtown where locals and visitors alike will want to stroll along

shopping and dining. Creating a visual as you might see Lake Tahoe summers where the sidewalks are elbow to elbow with pedestrians stimulating the local economy.

\*\*\*Comment\*\*\* We have had at least one business in Downtown Carson City since 1984 and have always wanted parking and a shade tree in front of our stores on Main Street. We do not have a fear for developing a traffic flow problem by eliminating a lane of traffic.

\*\*\*Suggestion\*\*\* Set up a trial and test period to where Carson closes the outside lanes downtown for a week or longer to get a visual as to what type of chaos or congestion or problems will arise prior to taking a blind leap of faith in hopes as to what may come.

2) Property Owner within the downtown project area

Since my property is unaffected by traffic for business purposes at this time, my concerns are for tenants with retail businesses, restaurants, etc. This parking lane alone, I believe, won't bring more foot traffic....just more east for what already exists to maneuver. How well we address the blighted areas, closes empty storefronts raise the tourist level?

3) Business Owner or Manager within the downtown project area

I am undecided as of now for one reason: that being the completion of the Freeway at the end of South Carson. When that is complete, i.e. all the way through Carson to Hwy 50 interchange area, I will be in full support of eliminating a travel lane and adding parallel parking on Carson Street in the downtown area.

4) Business Owner or Manager within the downtown project area

Business Owner *outside* the downtown project area

Carson City Resident

Seems like a great idea for the downtown shops. This will get more people to stop, shop and eat downtown. Seems to be an expensive way to find out is it's a good fit for the City as a whole. Will need to put some flashing Nevada Blue LED lights at the sidewalks. Should make them in the shape of Nevada.

Great Job and Good Luck

# MAPP ENTERPRISES, INC.

1017 N. CARSON STREET  
CARSON CITY, NV 89701

December 01, 2012

Mr. Lee Plemmel  
Carson City Planning Division  
108 E. Proctor  
Carson City, NV 89701

Dear Mr. Plemmel:

I had the pleasure to attend the open house, held last Thursday evening at High Brewery Co. in downtown Carson, regarding a conceptual plan to stripe downtown Carson street for parking. As you know, I am the owner of the ARCO AM/PM gas station and convenience store at the corner of Carson and Williams Streets. Some brief facts about my business are in order as follows:

The gas station at my location has been with the same gas brand, albeit evolving through mergers and acquisitions, since 1950.

ARCO AM/PM is built on business model that requires very heavy vehicular traffic. ARCO is built on the concept of a major fuel brand at the lowest cost among all other brands, meaning our margin of profit on gas is very low and requires a very heavy volume of gas sales to achieve a breakeven point.

AM/PM Franchise has a premium cost over similar gas stations that runs in the hundreds of thousands of dollars.

I have been the owner of the ARCO AM/PM at that location since May of 2003. I have been working hard and injecting a substantial amount of capital to make the business profitable and increase my gas and my store sales to my benefit and the community benefit as a whole.

Through the city sales tax structure, Carson City collects ten cents sales tax per gallon of gas sold at my location. It is five cents more than our close neighbor Douglas County. Given my gas sales under my watch since 2003 until October of 2009, the city was collecting over \$250,000 in gas sales tax per year at my location only. Since October of 2009, it is still collecting over \$120,000 in gas sales tax per year. Ironically, this money was used to help build the freeway bypass that crippled my business because of the reduction in vehicular traffic in downtown.

Even though your estimate of traffic reduction through Carson Street is about 35% since opening the freeway bypass through Fairview Street south of my location, my gas sales have decreased much more because the impact of the loss of tourist traffic through downtown was more than 55%, and those customers are the ones who usually do a fill up on an almost empty tank. Even when I solicited your help, by providing the email of the responsible person at NDOT, to have signs pointing downtown for northbound traffic prior to reaching Fairview Exit for the ones heading to Reno, so we might get little extra tourist traffic through downtown, instead NDOT personal removed the last signs adjacent to my

property that points to 50 East, Virginia City, Dayton, and Fallon. Whatever left of tourist traffic were angry lost people dashing through my store entrance and asking angrily: "where is 50 East, Virginia City, or Fallon?"

Despite all the loss I am incurring, I am still bound by a franchise agreement that still cost me thousands of dollars every month.

And Despite my business contributions to the city, in the hundreds of thousands in gas tax, tens of thousands in store sales tax, and thousands of dollars in property tax, year after year, it never occurred to the officials to accommodate me in any way shape or form. And to add insult to injury, City officials came up with a cheap solution to put the final nail in my business coffin by stating at the open house that this cheap way of killing someone's business with all those contributions to the city is only about one hundred fifty thousand dollars and will be done, if approved, very quickly over the summer of 2013. My yearly business contributions to city coffers were much and still more than the \$150,000 needed to kill my business. I do feel used, abused, and stomped on. Just a thought, as a downtown business stakeholder, my business monetary contribution to the city, on an annual basis, far exceed not just other businesses present at the open house, but exceed all of them combined aside from the other ARCO AM/PM at the south of Fifth Street.

I fully understand that downtown needs something to bring people to shop. As you know downtown already being bypassed as the freeway stands as it is now. Come evening time, it is a ghost town. Come the completion of the freeway, I think the whole of Carson City will be bypassed. Sad but true. I also understand that all towns and cities around the United States, when it comes to improving downtown or any portion of town, they try to accommodate the majority of businesses and condemn and compensate other businesses that might be hurt, much less killed, in the process.

I, therefore, believe that if the proposal is approved by majority of the businesses and then by the board of supervisors, it should have a clause for accommodating my business through either adequate and fair monetary compensation or proper condemnation procedures so I can transition to a business that benefit from downtown being a destination rather than a drive through thoroughfare.

Needless to say with all the contributions that my business has done to the city we all love, killing my business by a cheap shot and leaving the corpse by main street is shameful and not the way to pay back someone who worked hard and invested hard earned money. Instead, proper burial procedures and services should be in check.

Please feel free to contact me at any time regarding this letter, the survey, and ideas to make downtown a better place for everyone.

Sincerely,



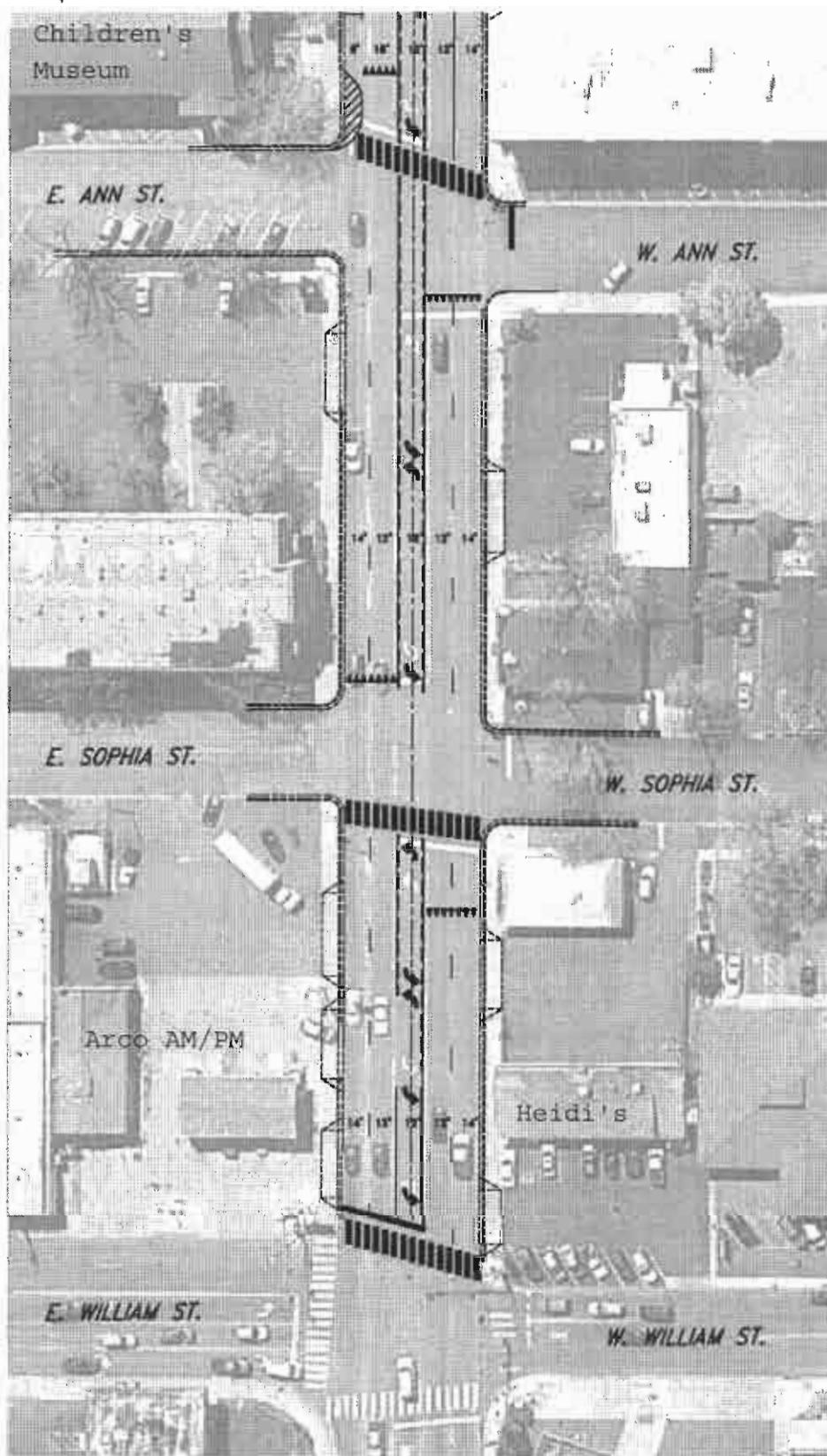
Bechara Victor Honein  
775-315-2011  
vhonein@hotmail.com

PS: This letter is an attachment to the "Conceptual Downtown Parking Plan Survey."

North ↓

## Conceptual Downtown Parking Plan

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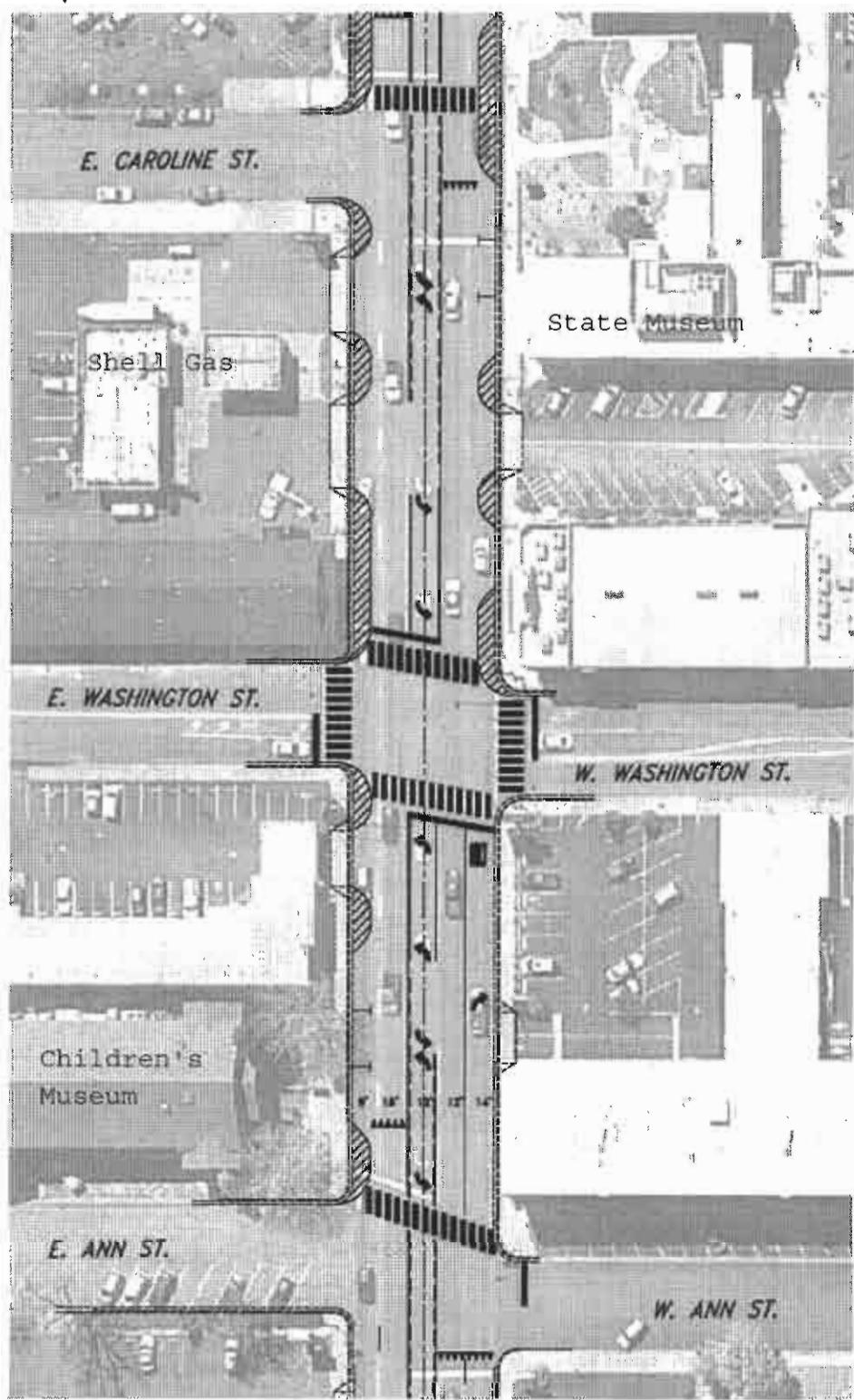


Go to [www.carson.org/parkingplan](http://www.carson.org/parkingplan) to download plan.

## Conceptual Downtown Parking Plan

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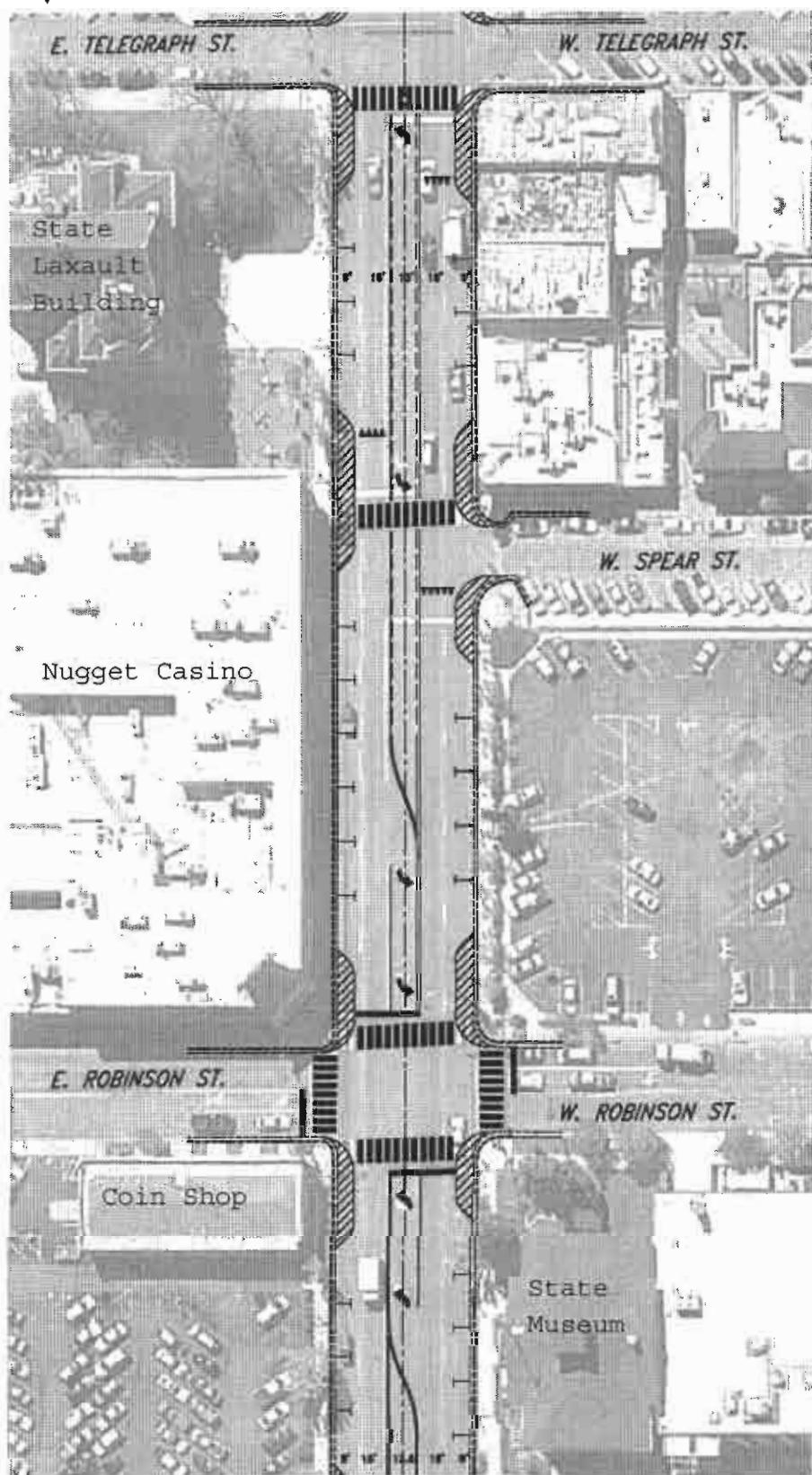
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## Conceptual Downtown Parking Plan

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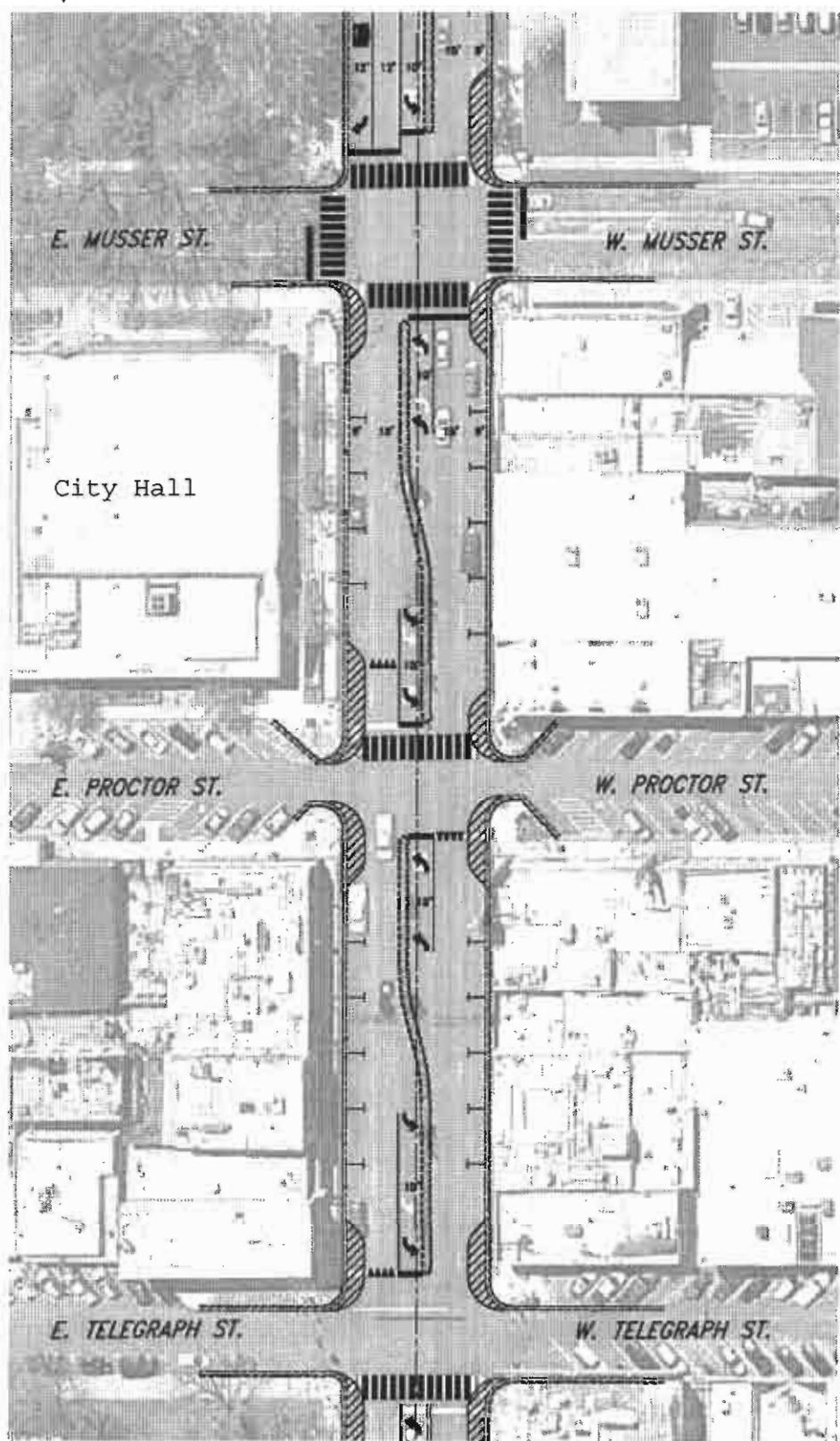
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## Conceptual Downtown Parking Plan

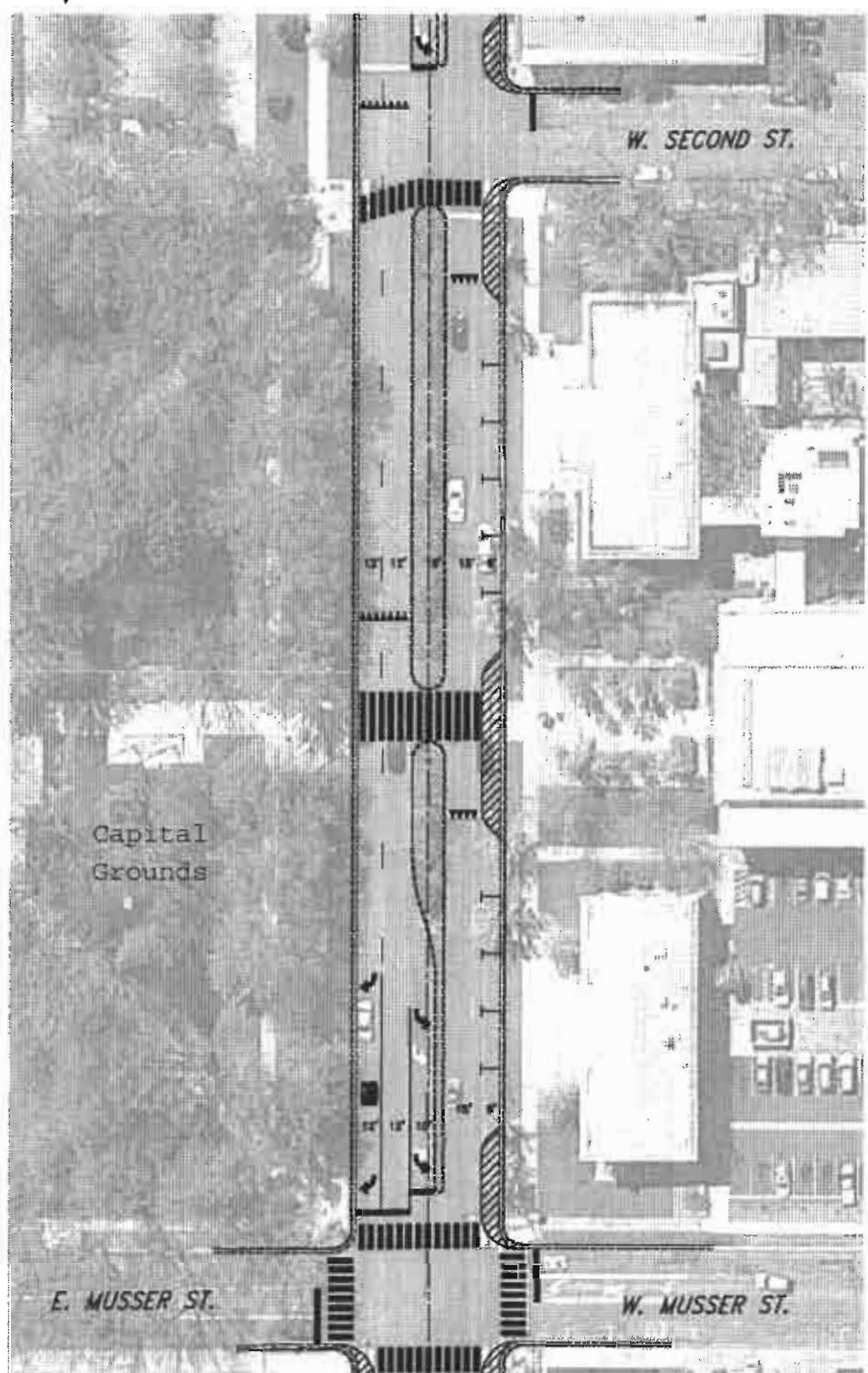
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## Conceptual Downtown Parking Plan

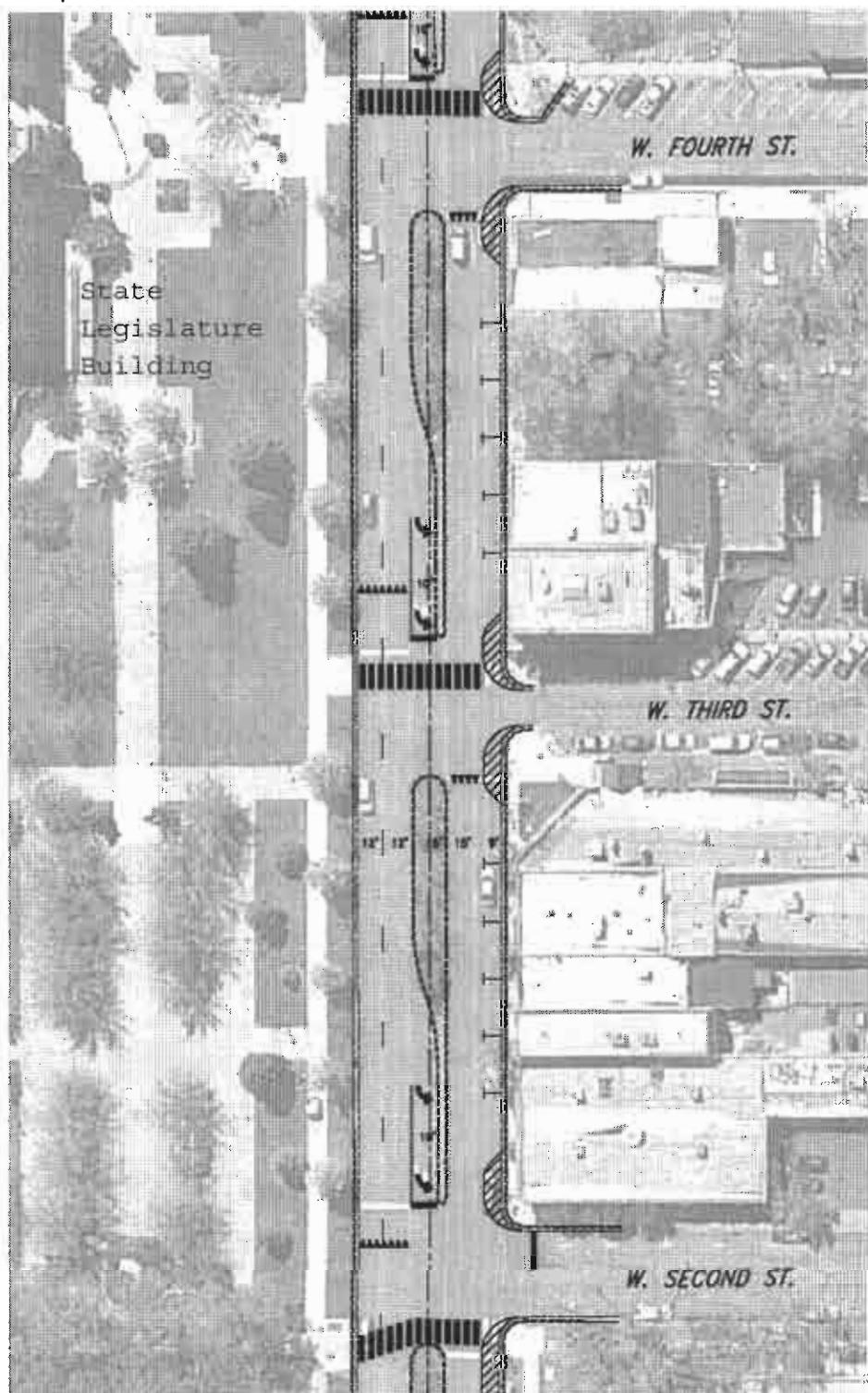
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## Conceptual Downtown Parking Plan

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## Conceptual Downtown Parking Plan

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