

**City of Carson City  
Agenda Report**

**Date Submitted:** November 8, 2013    **Agenda Date Requested:** November 21, 2013  
**Time Requested:** 1 hour

**To:** Mayor and Supervisors

**From:** City Manager

**Subject Title:** For Possible Action: To support construction of the Animal Services Facility, the Multipurpose Athletic Center, and the Downtown, North Carson Street, South Carson Street, William Street and Hwy 50 East corridor improvement projects and direct staff to bring to the Board possible funding recommendations. (*Larry Werner*).

**Staff Summary:** On August 15, 2013, the Board of Supervisors accepted the Downtown Carson City Revitalization Plan prepared by the 20/20 downtown group, and on September 19, 2013, the Board of Supervisors accepted the summary plans prepared for the North Carson Street corridor and the East William Street/Hwy 50 East corridor, and on November 7, 2013, the Board of Supervisors accepted the South Carson Street summary plan. The Board of Supervisors may consider supporting construction of the Downtown, North Carson Street, South Carson Street, William Street and Hwy 50 East corridor improvement projects as well as the Animal Services Facility and the Multipurpose Athletic Center.

**Type of Action Requested:** (check one)

Resolution                     Ordinance  
 Formal Action/Motion     Other (No Action)

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

**Recommended Board Action:** I move to support construction of the Animal Services Facility, the Multipurpose Athletic Center, and the Downtown, North Carson Street, South Carson Street, William Street and Hwy 50 East corridor improvement projects and direct staff to bring to the Board possible funding recommendations.

**Explanation for Recommended Board Action:** City staff has had discussions with various business and property owners over the last few months regarding improvements to the City's primary commercial corridors to retain existing businesses and attract new business to the area, particularly once the freeway is completed and traffic on the City's local arterial streets is further reduced. Plans for corridor improvements have been presented to the Board of Supervisors within the last couple of months, and downtown businesses and property owners have presented the 20/20 Plan for downtown, which includes the goal of improving the downtown core per the 2006 Master Plan downtown vision.

The recurring theme from all the business groups is that investing in infrastructure improvements to improve the business corridors by making them more attractive, safer with improved lighting, improving accessibility, etc. will result in an improved business climate and therefore improved sales tax for the City. And the City will be improved overall in the process. Government is in the business of providing infrastructure and this concept is entirely consistent with that premise.

Various documents are attached which bear on the downtown and corridor issues and include:

- A matrix of the 20/20 Group downtown goals with an evaluation as to possible City involvement with each goal.
- A summary of the downtown Carson Street narrowing concept and alternatives.
- A summary of costs and possible funding for the corridor and downtown projects.
- Maintenance Costs.
- Draft concepts/ideas for the corridors for establishing a baseline of costs.
- 20/20 Carson City Downtown Plan.
- Corridor Plans as presented to the Board of Supervisors.

Staff evaluated the cost of the proposed commercial corridor improvements as well as the potential revenue from the implementation of a 1/8<sup>th</sup>-cent sales tax. Staff determined that the sales tax could fund the costs of the corridor improvements, assuming the use of other available revenue sources for the project. With the City searching for funding sources to cover the costs of the new Multipurpose Athletic Center and new Animal Services Facility, the 1/8<sup>th</sup>-cent sales tax may be considered as a source of revenue to complete these projects as well.

The Animal Services Facility is proposed to replace the existing facility that was constructed in the early 1960's. The proposed facility contemplates a 10,955 square foot building on a 1.6 acre site located at the City corporate yard on Airport Road. The facility will accommodate up to 134 dogs, 104 cats and 7 exotics. The facility promotes adoption and provides City staff sufficient area to manage and shelter animals. The proposed budget for the project is approximately \$4.0 million for building, site improvements, and contingency. Contributions are being received to off-set some of the capital costs. Attached is the Animal Services Facility architectural renderings and proposed budget.

The Multi-Purpose Athletic Center currently has approximately \$5.7 million in funds available and current costs for the facility are estimated to be approximately \$8.5 million. The project is 60% designed and plans can be completed in approximately four to six months. The MAC is proposed as an approximate 41,500 square foot recreation and tournament facility. The project includes four high school sized basketball courts that can be reconfigured into two collegiate sized basketball courts. This court arrangement will provide for multi-purpose recreational uses that include basketball, volleyball, and futsal as well as other non-sport community uses. In addition to the courts, the facility has locker rooms, restrooms, a lobby, administrative offices, storage room, and an elevated walking/jogging track.

A smaller athletic facility could be constructed for the current budgeted amount of \$5.7 million but would not be as functional, not meet city needs for future growth, and would not promote tournament play. The larger facility envisioned would be multi-functional and multi-generational and allow for tournament play which would provide enhanced economic vitality for the city by attracting out of area attendance which would increase sales tax by putting heads in beds. The design of the facility allows for future expansion.

Attached is a spreadsheet that has basic information on facility use of the Community Center and surrounding Middle Schools in the area during all of the City's indoor sports leagues. The Futsal league has grown so large that it is the only league that is run in the Community Center during the winter besides a few hours of Youth Basketball on Saturday mornings. All of the other City leagues, adult and youth, are currently held in the surrounding middle schools.

The City currently offers contract classes that could use more gym time (e.g. Roller Derby), but at this point cannot be accommodated. City staff has hopes of starting a High School Recreation Basketball League, Adult Dodge Ball League, and Youth Dodge Ball League, but at this point, due to limitations on space, these programs are not feasible. If the full size MAC is built, all of these programs would be

possible. Currently all of the City's indoor programs are healthy and strong, but they are at their max (except Adult Volleyball) given the space provided. With the new facility, the City would have significant room for growth or additional programming. Attached also are the MAC proposed site plan and architectural renderings.

Should the Board of Supervisors direct staff to proceed with the process to implement the sales tax for these projects and then implement the tax, staff would then work closely with the applicable stakeholders to develop detailed plans that can be implemented within budget constraints. Significant design work has already gone into the MAC and the Animal Services Facility, but staff is waiting for a decision on funding to proceed with the detailed corridor design work. Only concepts and ideas have been discussed, to date. City staff would work closely with the property owners and businesses along the commercial corridors to develop final plans.

To use the 1/8<sup>th</sup> cent sales tax the Board must adopt an ordinance to implement the tax along with a Plan of Expenditure (draft attached). The ordinance adopting the sales tax must specify the date of imposition of the tax, the specific purpose of the tax, and that the tax will remain as necessary so as to not impair any outstanding bond payments or other obligation which is payable from the tax. The tax cannot exceed 1/4 cent, has to be in 1/8 cent increments, and since 1/8<sup>th</sup> cent has already been used to fund a portion of the construction of the V&T, only 1/8th cent remains. The law requires that the governing body must develop a plan of expenditure and specify the projects within the plan that are proposed to be constructed or purchased or, in the case of flood control and landfills, operated and maintained, within the purposes as defined in NRS 377B.160 (3).

The facilities would be proposed to be funded by a 1/8th cent sales tax in accordance with NRS 377B with the improvements to the street corridors falling under NRS 377B (3) (e) (as a street project described in NRS 373.028(2)). The Animal Services Facility is a 'public safety facility' that prevents disease and protects the public as defined in NRS 377B (3) (f). The Multi-Purpose Athletic Center is a 'recreational facility' as defined in NRS 377B (3) (f).

The City can issue bonds or other obligations to fund the capital needs of the projects. The projects can be financed with bonds and/or other obligations that are secured in whole or in part with a pledge of the sales tax revenues. In addition it is anticipated bonds would not be issued immediately upon implementation of the sales tax since initial construction would not begin for approximately a year after implementation. Funds for the first year of about \$1,000,000 from the tax would be used for project planning and design costs. It is anticipated that two bond issues could be issued to support the projects. An initial bond of approximately \$12.0- \$15.0 million would be to support the first round of projects followed a few years later with a bond of approximately \$2.0-\$3.0 million or greater, depending on available bonding capacity, would support the next round of projects. Funding for the balance of the corridor program could possibly be paid with revenues on a pay as you go basis.

Overall funding through the 1/8<sup>th</sup> cents sales tax would be approximately \$11 million for the corridors and downtown, approximately \$4 million for the Animal Services Facility, and approximately \$2.8 million for the Multi-Purpose Athletic Center. By timing expenses, utilizing bonds, and using additional available funds from Grants the overall total for the projects are estimated to cost approximately \$30-\$34 million. The projects will be designed to the available level of funding and will be designed to be added to in the future as funding though additional grants and sources become available. The majority of the anticipated Public Works portion of the funding is contained in current capital programs in stormwater, water, sewer, and streets for replacement and improvements.

The sales tax of 1/8<sup>th</sup> cent is estimated to cost an average family approximately \$12.50 per year. It is estimated that about 40% of the overall tax is paid by nonresidents and 60% by city residents.

**Applicable Statute, Code, Policy, Rule or Regulation:** NRS 377B

**Fiscal Impact:** 1/8<sup>th</sup> cent sales tax increase.

Prepared By: Andrew Burnham, Public Works Director

Reviewed By:

(Public Works Director)

Date: 11-12-13

(City Manager)

Date: 6/12/03

(District Attorney)

Date: 11/12/13

(Finance Director)

Date: 11 /12 /13

**Board Action Taken:**

Motion: \_\_\_\_\_ 1) \_\_\_\_\_ Aye/Nay  
2) \_\_\_\_\_

(Vote Recorded By)

# **20/20 Downtown Carson City Revitalization**

## **Recommendations**

## Downtown Carson City Revitalization Plan (Downtown 2020) Recommendations

| Goal                              | Objective | Project   | Primary Responsibility | Primary Support Agency | Recommend Approval by BOS | Fiscal Impact to City                  | Funding Source   |
|-----------------------------------|-----------|---|------------------------|------------------------|---------------------------|--|------------------|
| Goal 1: Support existing business |           |   |                        |                        |                           |  |                  |
|                                   | 1.1       | <i>Assist existing businesses to transition from being "drive by" oriented businesses to destination business.</i>  |                        |                        |                           |  |                  |
|                                   | 1.1.1     | Encourage the Carson City Redevelopment / Business Development Office to provide training and information to businesses that wish to transition to a destination business. Utilize the Business Mix Strategy to assist in identifying new Business Opportunities. | Individual Businesses  | City                   | Yes                       | Potential increase to existing budgets | RDA/General Fund |
|                                   | 1.2       | <i>Provide customer service training to existing and new businesses in Downtown</i>   |                        |                        |                           |  |                  |
|                                   | 1.2.1     | Encourage businesses to take advantage of the Hospitality Service courses at WesternNevada College.   | Individual Businesses  | WNC                    | Yes                       | N/A                                    | N/A              |
|                                   | 1.3       | <i>Follow the update of the Capitol Complex Master Plan to support expansion of State offices on State lands near Downtown.</i>   |                        |                        |                           |  |                  |
|                                   | 1.3.1     | Master Plan. Stay involved as an interested party in the update, providing assistance and information whenever and wherever possible.   | City                   | Downtown               | Yes                       | N/A                                    | N/A              |
| Goal 2: Attract new business      |           |   |                        |                        |                           |  |                  |
|                                   | 2.1       | <i>Develop a Business Mix strategy that identifies that type of business that can work synergistically to make downtown Carson City a destination.</i>  |                        |                        |                           |  |                  |
|                                   | 2.1.1     | Create an inventory of current businesses. Listings from the Carson City Business License Division may be utilized to get a clear picture of the type of businesses that currently exist.   | Downtown               | City                   | Yes                       | None                                   | Downtown         |
|                                   | 2.1.2     | Examine market data for the Region, and specifically for populations working or living close to downtown. This data may provide insight into the types of businesses various demographics are looking for.  | Downtown               | City                   | Yes                       | Minor                                  | RDA/General Fund |
|                                   | 2.1.3     | Reach out to Carson City residents to find out what retail / services they would support.   | Downtown               | City                   | Yes                       | Minor                                  | RDA/General Fund |
|                                   | 2.1.4     | Examine latest trends in retail and service industry developments in downtowns.   | Downtown               | Individual Business    | N/A                       | None                                   | N/A              |

|       |   |          |      |     |       |                  |
|-------|---|----------|------|-----|-------|------------------|
| 2.1.5 | Based upon the market, business trends and the current mix of businesses, create a list of businesses that may be pursued to create the desired mix. This list can also be used for Businesses in Transition (see below) as well as for attracting new businesses to fill empty storefronts.                                      | Downtown | City | Yes | Minor | RDA/General Fund |
| 2.2   | <b><i>Fill empty store fronts</i></b>   |          |      |     |       |                  |
| 2.2.1 | Inventory vacant storefronts and determine which are available. Local realtors may be able to assist in creating this list.   | Downtown | City | Yes | Minor | RDA/General Fund |
| 2.2.2 | Make available a Downtown Carson City recruiting package for use by the building owner and his/her realtor. The Carson City Business Development Office may be able to assist in creating the material needed for the package. The Business Mix Strategy is just one piece of information that could be contained in the package. | Downtown | City | Yes | Minor | RDA/General Fund |
| 2.3   | <b><i>Identify roadblocks to creating new businesses in existing buildings</i></b>  |          |      |     |       |                  |
| 2.3.1 | Work with the Historic Resources Commission to support preservation and rehabilitation of our historic structures for new businesses.   | Downtown | City | Yes | None  | N/A              |
| 2.3.2 | Work with the Carson City Building Department to identify roadblocks to rehabilitation of existing buildings.   | Downtown | N/A  | Yes | None  | N/A              |

#### Goal 3: Promote events and activities

|       |   |          |          |     |       |                  |
|-------|---|----------|----------|-----|-------|------------------|
| 3.1   | <b><i>Explore new events that entice the local workforce to explore downtown.</i></b>     |          |          |     |       |                  |
| 3.1.1 | Look at the possibility of a weekday evening Farmers Market.                              | City     | Downtown | Yes | Minor | RDA/General Fund |
| 3.2   | <b><i>Create annual events that can be built upon.</i></b>                                |          |          |     |       |                  |
| 3.2.1 | Pursue annual events:   |          |          |     |       |                  |
|       | 1. Brewfest   | Downtown | City     | Yes | Minor | Downtown         |
|       | 2. Street Vibrations  |          |          |     |       |                  |
| 3.2.2 | Pursue cultural festivals   |          |          |     |       |                  |
|       | 1. Salsa Y Salsa  |          |          |     |       |                  |
|       | 2. Dia de los Muertos   | Downtown | City     | Yes | Minor | Downtown         |
|       | 3. St. Patrick's Day Event  |          |          |     |       |                  |
|       | 4. A large multi-cultural festival.   |          |          |     |       |                  |
| 3.3   | <b><i>Support and build upon existing events and activities</i></b>                       |          |          |     |       |                  |
| 3.3.1 | Seek out existing event organizers and work cooperatively to create complimentary events. | Downtown | City     | Yes | None  | Downtown         |

|     |  |   |                   |                       |     |       |                          |
|-----|--|---|-------------------|-----------------------|-----|-------|--------------------------|
|     | 3.3.2  | Support the DBA Wine Walk.  | Downtown          | Individual Businesses | Yes | None  | Downtown                 |
|     | 3.3.3  | Coordinate with the Carson City Convention and Visitors Bureau to add to and promote existing and new sports tournament events.   | Downtown          | City                  | Yes | None  | Downtown                 |
| 3.4 | <b><i>Identify infrastructure needed to support events downtown.</i></b> |   |                   |                       |     |       |                          |
|     | 3.4.1  | Develop a list of infrastructure needed to support a wide variety of events.  | City              | Downtown              | Yes | Yes   | Utility/Street/RDA Funds |
|     | 3.4.2  | Examine the possibility of installing a common PA system along Carson Street to support the Nevada Day Parade as well as other events.  | Downtown          | City                  | Yes | None  | Downtown                 |
|     | 3.4.3  | Encourage examination of current noise ordinances and determine if variances are needed for certain events.   | N/A               | N/A                   | N/A | None  | N/A                      |
|     | 3.4.4  | Develop a cooperative agreement with Carson City Parks and Recreation Department for no or low cost use of stage, bleachers and other infrastructure for events that have a positive impact on the Carson City economy. | Downtown<br>CCCVB | City                  | Yes | Minor | General Fund             |
| 3.5 | <b><i>Promote Carson City as an event venue.</i></b>                     |   |                   |                       |     |       |                          |
|     | 3.5.1  | Work with Carson City to streamline the process for closing streets for events.   | Downtown          | City                  | Yes | Minor | N/A                      |
|     | 3.5.2  | Work with the Carson City Convention and Visitors Bureau to promote Downtown for future events.   | Downtown          | City                  | Yes | None  | N/A                      |
|     | 3.5.3  | Encourage event organizers to submit event information to the Carson City Convention and Visitors Bureau so that a common events calendar can be maintained.  | Downtown          | CCCVB                 | N/A | None  | N/A                      |
| 3.6 | <b><i>Encourage Street Performances.</i></b>                             |   |                   |                       |     |       |                          |
|     | 3.6.1  | Work with the Arts and Culture Coalition to identify current suitable locations for street performance  | Downtown          | Arts and Culture      | N/A | None  | N/A                      |
|     | 3.6.2  | Work with the Arts and Culture Coalition to identify future possible locations for street performances.   | Downtown          | Arts and Culture      | N/A | None  | N/A                      |
|     | 3.6.3  | Work with the Arts and Culture Coalition to develop rules for street performances. These would not be made into City Ordinances, but would be used as guidelines for street performers.                                 | Downtown          | Arts and Culture      | N/A | None  | N/A                      |
|     | 3.6.4  | Create a funding source to support downtown performances.   | Downtown          | Arts and Culture      | N/A | None  | N/A                      |

**Goal 4: Create advertising campaigns that bring attention to Downtown**

4.1 *Share and promote common themes throughout downtown.*

|     |  |  |          |  |     |      |     |
|-----|--|--|----------|--|-----|------|-----|
|     | 4.1.1  | Work with the Carson City Convention and Visitors Bureau to define a "personality" for Carson City.                        | Downtown | CCCVB                                  | N/A | None | N/A |
| 4.2 | <b><i>Create partnerships to help spread the word about downtown.</i></b>  |  | Downtown | CCCVB                                  | N/A | None | N/A |
|     | 4.2.1  | Identify businesses and organizations that can include downtown Carson City in their collateral material.                  | Downtown | CCCVB                                  | N/A | None | N/A |
|     | 4.2.2  | Send events to any organization that keeps a community calendar.   | Downtown | CCCVB<br>Individual Businesses<br>City | Yes | None | N/A |
| 4.3 | <b><i>Pursue public relations efforts through submission of articles to travel and tourism publications.</i></b> |  | Downtown | Individual Businesses                  | N/A | None | N/A |
|     | 4.3.1  | Enlist local writers to submit articles about Carson City to a variety of publications.                                    | Downtown | Individual Businesses                  | N/A | None | N/A |
| 4.4 | <b><i>Use social media to create a "buzz" about Carson City.</i></b>   |  | Downtown | Individual Businesses                  | N/A | None | N/A |
|     | 4.4.1  | Continue to develop the website, Facebook page, Twitter and other resources to spread the word about downtown Carson City. | Downtown | Individual Businesses                  | N/A | None | N/A |
|     | 4.4.2  | Encourage organizations to send information of interest to Downtown 20/20 members for dissemination.                       | Downtown | Individual Businesses                  | N/A | None | N/A |
|     | 4.4.3  | Develop and distribute weekly eBlasts and newsletters to Downtown 20/20 members.   | Downtown | Individual Businesses                  | N/A | None | N/A |

#### **Goal 5: Create a vibrant, pedestrian friendly downtown**

|     |   |   |          |          |     |       |                          |
|-----|---|---|----------|----------|-----|-------|--------------------------|
| 5.1 | <b><i>Educate citizens on property friendly downtown.</i></b>                               |   | Downtown | City     | Yes | Minor | RDA/General Fund/ Street |
| 5.2 | <b><i>Develop safety infrastructure to insure safe street crossings by pedestrians.</i></b> |   | City     | Downtown | Yes | Yes   | RDA/ Street              |
|     | 5.2.1   | Install pedestrian crossing signals at key intersections.   | City     | Downtown | Yes | Yes   | RDA/ Street              |
| 5.3 | <b><i>Design with these transportation priorities in mind:</i></b>                          |   | City     | Downtown | Yes | Yes   | RDA/Street/ Utilities    |
|     | 1. Pedestrians 2. Public Transit 3. Bicycles 4. Automobiles                                 |   | City     | Downtown | Yes | Yes   | RDA/Street/ Utilities    |
|     | 5.3.1   | Implement a Road Diet - reduce Carson Street to 2 Lanes, widen sidewalks, add bike lanes, and include parking in front of businesses. | City     | Downtown | Yes | Yes   | RDA/Street/ Utilities    |
|     | 5.3.2   | Add additional bike racks to downtown locations.  | City     | Downtown | Yes | Yes   |                          |

**Goal 6:**

Improve circulation downtown to better interface with connecting neighborhoods to allow residents to travel within the community, and to other centers within the region, in a variety of ways using a safe, efficient, multi-model transportation system.

6.1 *Provide for adequate traffic capacity on streets adjacent to Carson Street to serve "drive-through" traffic.*

6.1.1 Advocate for the addition of roundabouts at the intersections of Williams / Carson Street and Stewart / Carson Street to direct through traffic away from Carson Street.

|      |          |     |     |                           |
|------|----------|-----|-----|---------------------------|
| City | Downtown | Yes | Yes | RDA/Streets/<br>Utilities |
|------|----------|-----|-----|---------------------------|

6.2 *Promote the use of a safe, efficient multi-model transportation system.*

Meet with JAC Transit officials regarding current routes and stops in downtown.

6.2.2 Promote the addition of bike routes to and through downtown from throughout the City.

6.2.3 Work with the City and other agencies to promote Carson City as a bike friendly destination.

|          |          |     |       |         |
|----------|----------|-----|-------|---------|
| Downtown | City     | Yes | TBD   | TBD     |
| City     | Downtown | Yes | TBD   | TBD     |
| City     | Downtown | Yes | Minor | General |

**Goal 7: Support beautification projects for buildings, sidewalks and roads that will improve the appearance of the downtown while preserving Carson City's unique heritage.**

7.1 *Create Design standards/themes for downtown.*

7.1.1 Examine possible standards and themes that represent all that is Nevada.

|          |      |     |      |     |
|----------|------|-----|------|-----|
| Downtown | City | Yes | None | N/A |
|----------|------|-----|------|-----|

7.2 *Incorporate public art into public places*

7.2.1 Work with local arts agencies to identify opportunities to add art into public spaces.

|          |                             |     |      |     |
|----------|-----------------------------|-----|------|-----|
| Downtown | City<br>Arts and<br>Culture | Yes | None | N/A |
|----------|-----------------------------|-----|------|-----|

**Goal 8: Provide directional infrastructure to and through downtown.**

8.1 *Develop sufficient signage from the freeway to and throughout downtown Carson City to direct people to downtown Carson City.*

8.1.1 Encourage Carson City to work with NDOT to identify signage along the Carson Freeway to clearly identify historic downtown Carson City. Insure consistency in design of signs; insure the design guidelines match the Downtown Design Guidelines.

|      |          |     |       |                |
|------|----------|-----|-------|----------------|
| City | Downtown | Yes | Minor | Streets<br>RDA |
|------|----------|-----|-------|----------------|

|       |   |      |          |     |       |                |
|-------|---|------|----------|-----|-------|----------------|
| 8.1.2 | Work with Carson City to identify signage locations that direct traffic to downtown off of the freeway. Insure consistency in design of signs; insure the design guidelines match the downtown design guidelines. | City | Downtown | Yes | Minor | Streets<br>RDA |
| 8.2   | <b><i>Develop signage that direct customers to services and attractions.</i></b>  |      |          |     |       |                |
| 8.2.1 | Insure consistency in design of directional signs; Insure the design guidelines match the downtown design guidelines.   | City | Downtown | Yes | Minor | Streets<br>RDA |
| 8.3   | <b><i>Create gateway entrances into Historic Downtown Carson City.</i></b>  |      |          |     |       |                |
| 8.3.1 | Create gateways using the archways from the old V&T Roundhouse.   | City |          | Yes | TBD   | TBD            |

**Goal 9: Develop public gathering spaces.**

|       |   |  |  |  |  |  |
|-------|---|--|--|--|--|--|
| 9.1   | <b><i>Pursue the development of pocket parks and plazas throughout the downtown.</i></b>                                |  |  |  |  |  |
| 9.1.1 | Identify vacant or empty spaces that may be developed into future pockets parks or plazas.                              |  |  |  |  |  |
| 9.1.2 | Work with the Arts and Culture Coalition to assist in creating designs that offer multiple use for the performing arts. |  |  |  |  |  |

**Goal 10: Insure that there is adequate parking to serve businesses and resident downtown.**

|        |   |          |      |     |     |     |
|--------|---|----------|------|-----|-----|-----|
| 10.1   | <b><i>Support the installation of directional signage that clearly displays parking areas.</i></b>        |          |      |     |     |     |
| 10.1.1 | Insure adequate signage that directs residents and visitors to public parking areas.                      | Downtown | City | Yes | TBD | TBD |
| 10.2   | <b><i>Look for opportunities for shared parking scenarios.</i></b>  |          |      |     |     |     |
| 10.2.1 | Look for shared parking opportunities that may be available to alleviate any reported parking congestion. | Downtown | City | Yes | TBD | TBD |

# **Carson Street**

## Downtown Carson Street Diet (Narrowing) Evaluation

Based on direction from the Board of Supervisors, staff has evaluated potential improvement scenarios for Carson Street in the downtown area. Four alternative scenarios have been developed for the downtown Carson Street roadway section. Attached is a listing of the pros and cons of each of the four scenarios considered as well as diagrams of each.

The recommended scenario has a single through lane in each direction with a center turn lane and bike lanes, with no on-street parking. That scenario is recommended by City staff because it includes sufficient capacity to accommodate the traffic demand and accommodates bicycle and pedestrian traffic as well. Not only would the sidewalks be safer and more inviting because of the width of the sidewalks allowing more space, the design would be safer for pedestrians crossing the street because they would only be crossing one lane of traffic in each direction instead of two (three instead of five, with turn lanes). Businesses would benefit from the wider sidewalks because there would be opportunities to use some of the area for business-related activities such as outdoor dining and other potential uses based on the business. Additionally, with the continuous turn lane, this alternative would accommodate emergency vehicle access to the satisfaction of the Fire and Sheriff's Departments. This alternative would also allow for improved traffic signal coordination, which in combination with the shorter distances to cross Carson Street would result in improved east-west traffic flow. The overall safety conditions of the street would be improved further by the anticipated decrease in average speed. On-street parking would not generally be provided, which means that businesses would not have the benefit of that parking. However, it also means that there would be no potential issue with vehicles disrupting traffic flow while parallel parking. In some instances it may be possible to develop limited handicap or loading area.

November 8, 2013

## Carson Street – Downtown Plan

### PRO's

#### Scenario #1 – Existing Roadway Section

- Highest Traffic Capacity
- Accommodates Emergency Vehicle Access

### CON's

- Least Pedestrian Safe/Friendly
- Least Bike Friendly
- No Outdoor Dining Space
- Small Sidewalk
- No Transit Stops or Loading Zones
- No Parking

#### Scenario #2 – Shared Lanes With Parallel Parking

- Business Parking
- Usable Sidewalk Space
- Accommodates Shared Lane/Bike Access
- Parking Buffer for Pedestrians
- Most Pedestrian Safe/Friendly (Least Ped Crossing Distance)
- Outdoor Dining Spaces
- Improved East/West Traffic Flow
- Accommodates Transit Stops & Loading Zones
- Least Traffic Capacity
- Least Accommodating for Emergency Vehicles
- Left Turn Lanes Only at Signalized Intersections

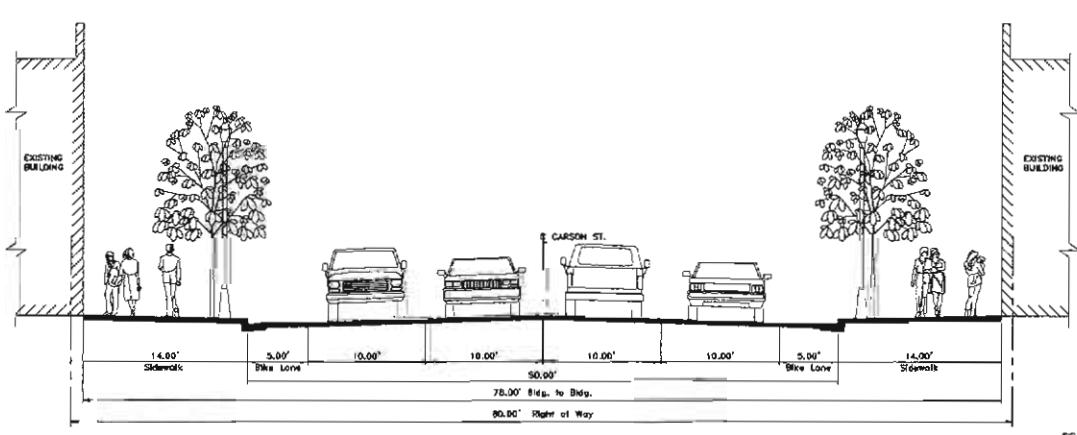
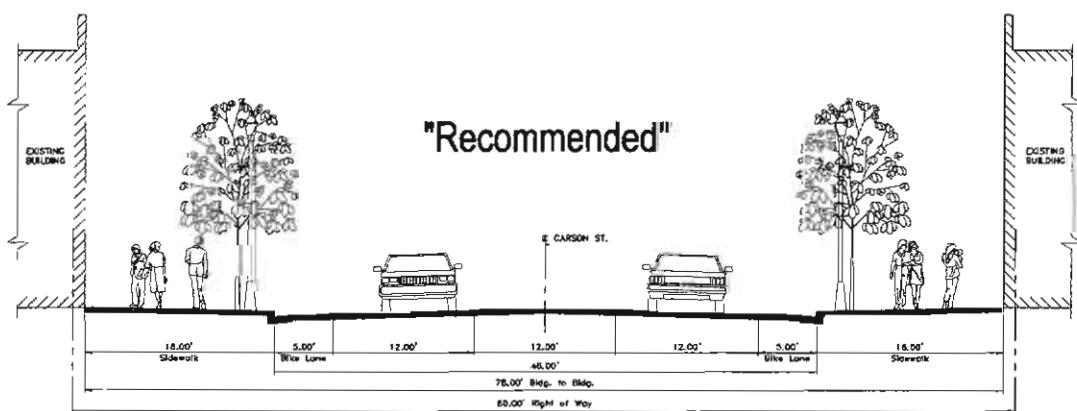
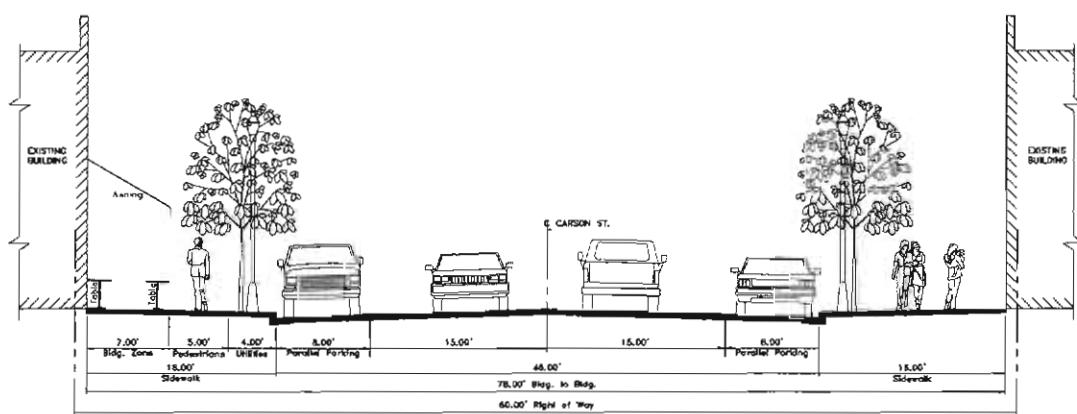
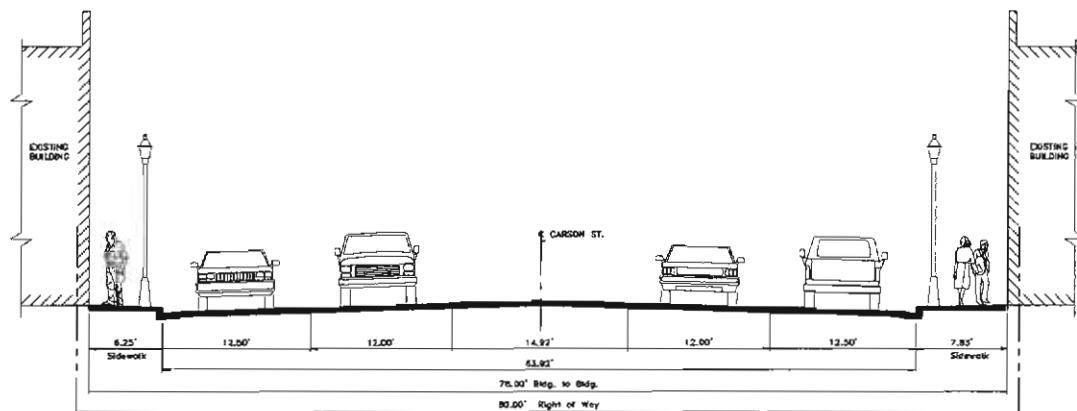
#### Scenario #3 – Single Lane With Center Left Turn Lane & Bike Lanes

- Traffic Capacity Similar to Scenario #4
- Turn Lanes Maintained at All Side Streets
- Bike Friendly (Dedicated Lanes)
- Usable Sidewalk Space/Dining
- Improved East/West Traffic Flow
- Most Pedestrian Friendly
- Accommodates Emergency Vehicles
- Reduced Traffic Capacity
- No Parking
- No Loading Zones/Transit Stops

### **“Recommended”**

#### Scenario #4 – Two Lanes North/South With Bike Lanes

- Traffic Capacity Better Than Scenario #2
- Usable Sidewalk Space
- Bike Friendly (Dedicated Lanes)
- Accommodates Emergency Vehicles
- No Parking
- No Loading Zones/Transit Stops
- Traffic Capacity No Better Than Scenario #3 (Due to No Turn Lanes)
- Not as Much Sidewalk Space
- Reduced Travel Lane Width



## Preliminary Corridor Cost Estimates

The preliminary cost estimates are for budgeting purposes only and are based on preliminary concepts/ideas and measured areas with general unit costs.

Additional planning and design will be required and the estimates will be revised, but overall costs will be held to available funding.

**Carson City Corridor Cost Summary**

| Street Segment  | TOTAL        | PROJECT FUNDING             |                         |                            | NOTES  |
|---|--------------|-----------------------------|-------------------------|----------------------------|--|
|   |              | 1/8th CENT<br>PROJECT FUNDS | PUBLIC WORKS<br>FUNDS * | GRANTS &<br>OTHER<br>FUNDS |  |
| 1-Carson St. North (Winnie to Freeway I-580)          | \$2,640,000  | \$1,133,000                 | \$1,237,000             | \$270,000                  |  |
| 2-Carson St. North Central (Winnie to William St.)    | \$763,000    | \$500,000                   | \$98,000                | \$165,000                  | Future Landscaping Costs \$206,000   |
| 3-Carson St. South Central (E. Fifth St. to Fairview) | \$2,897,000  | \$245,000                   | \$2,607,000             | \$45,000                   | Future Landscaping/Linear Park Costs \$743,000                                     |
| 4-Carson St. Central (E. Fifth St. to William St)     | \$9,060,000  | \$6,950,000                 | \$2,110,000             | \$0                        |  |
| 5-Curry Street (Musser to Robinson)                   | \$1,722,000  | \$612,000                   | \$1,110,000             | \$0                        |  |
| 6-Carson St. South (Freeway I-580 to Fairview)        | \$7,580,000  | \$1,039,000                 | \$1,533,000             | \$5,008,000                | NDOT Contribution + and Grants<br>Future Landscaping/Linear Park Costs \$1,844,000 |
| 7-William St. (Carson St. to Freeway 580)             | \$1,071,000  | \$346,000                   | \$504,000               | \$221,000                  | Future Landscaping Costs \$438,000   |
| 8-HWY 50 East (Freeway 580 East to Fairview)          | \$1,595,000  | \$260,000                   | \$985,000               | \$350,000                  | Future Landscaping Costs \$406,000   |
| Total   | \$27,328,000 | \$11,085,000                | \$10,184,000            | \$6,059,000                |  |

\* Public Works funds for water/sewer line replacement, stormwater improvements and pavement rehabilitation

Grants have been estimated conservatively and likely will be obtained at much higher levels.

**Grant Programs**

RTP - Recreation Trail Program

LWCF - Land & Water Conservation Fund

SNPLMA - Southern Nevada Public Land Management Act

TS - Traffic Safety

TAP - Transportation Alternatives Program

CDBG - Community Development Block Grant

# Preliminary Corridor Maintenance Cost Estimates

The preliminary cost estimates are for budgeting purposes only and are based on preliminary concepts/ideas and measured areas with general unit costs. Additional planning and design will be required and the estimates will be revised, but overall costs will be held to available funding.

## **Carson City**

### **Maintenance Costs for Corridors and Downtown Projects**

|   |                |
|---|----------------|
| Carson Street - North (Winnie Lane to Freeway 580)                  | \$26,700       |
| Carson Street - North Central (Winnie Lane to William Street)       | \$7,200        |
| Carson Street - South Central (East Fifth Street to Fairview Drive) | \$26,800       |
| Carson Street - Central (East Fifth Street to William Street)       | \$47,500       |
| Curry Street - Central (Musser Street to Robinson Street)           | Included Above |
| Carson Street - South (Highway 50 West to Fairview Drive)           | \$88,600       |
| William Street - East (Carson Street to Freeway 580)                | \$40,300       |
| Highway 50- East (Freeway 580 to Fairview Drive)                    | \$13,700       |
| Total   | \$250,800      |

Based on Conceptual Plans

It is anticipated these on-going maintenance costs will be funded through establishment of a Business Improvement District or other funding approach within each corridor. Therefore, on-going annual costs would be funded by businesses benefitting from the improvements, and not funded from current budgets.

# **Corridor Concept Plans**

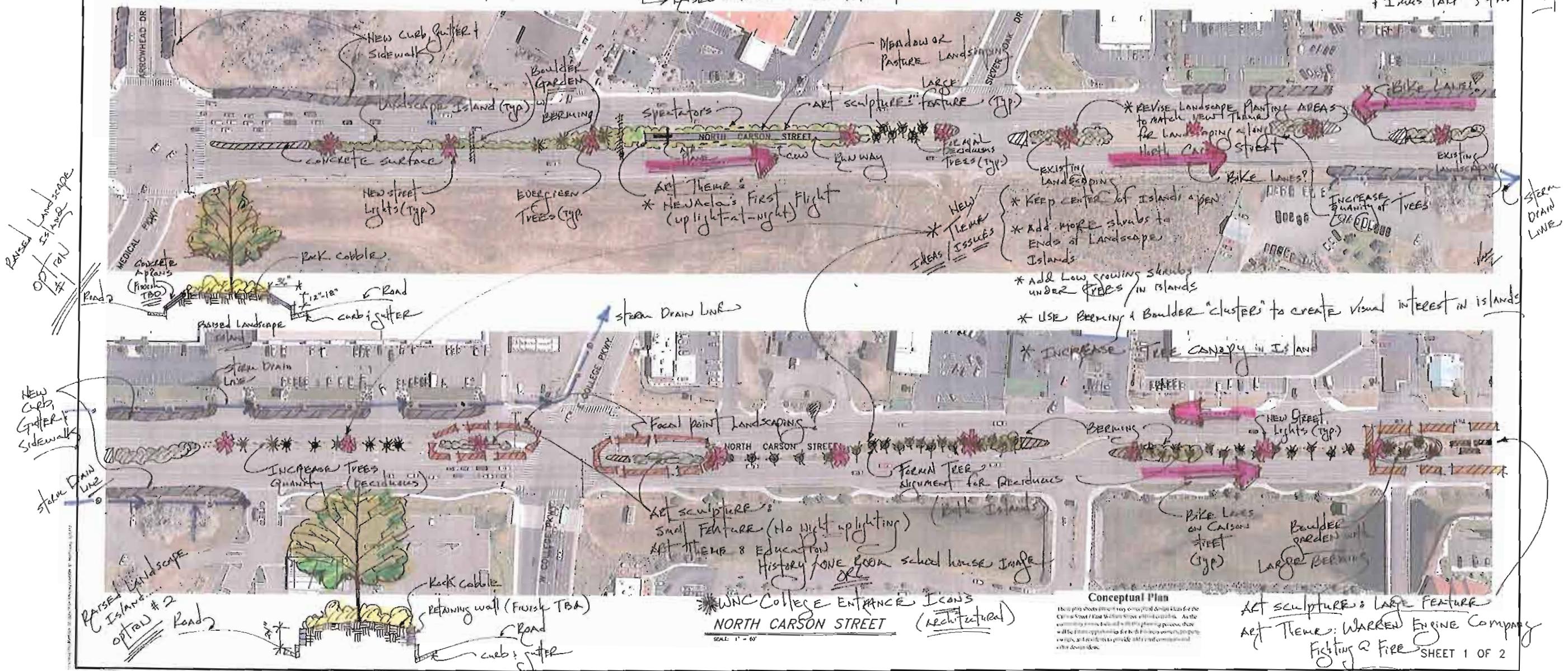
**The following plans are ideas and concepts developed only to prepare preliminary costs for the projects. A detailed planning and design process will be required for all of the corridors and all the stakeholder groups will be asked to participate in developing plans for each corridor.**

DESIGN THEME: CARSON CITY'S "FISTORY IN MOTION" (cont.)

**Project Information:**  
Project Title - Carson Street / East William Street Corridor  
Planning Area  
Date: July 1, 2013  
Project Scope - Carson City has an opportunity to  
revitalize these two major city corridors with the pending  
completion of the Carson City Freeway.



\* NEED to develop CONSISTENT Landscape Theme for North Carson STREET  
↳ RAISED ISLANDS..... SEE below sketches.



**Project Information:**  
Project #14 - Carson Street/Lord William Street Corridor  
Planning Area  
Date: July 4, 2013  
Project Scope: Carson City has a unique opportunity to  
improve its downtown corridor with the pending  
completion of the new City Library.

"Experience the

\* Let the Islands tell a Linear Story. 

## Historical Lincoln Highway to Lake Tahoe Trip

REFER  
to  
SHEET  
1 of 2

"The Trip" Can

art sculpture, multiple small figures

Art Sculpture  
Art Theme: Argus ENCAMPMENT for  
Spanish-American War / NEAR Treadway Park

REFEER  
to  
upper  
match  
line

Art sculpture: LAKE TAHOE  
Shaded Line: Large area at intersection  
1.) Paint the blue to represent parts of the

Art Themes: Carson City is gateway to Lake Tahoe

1.) Paint the Islands  
Blue to represent water  
Parts of the Island to represent Land

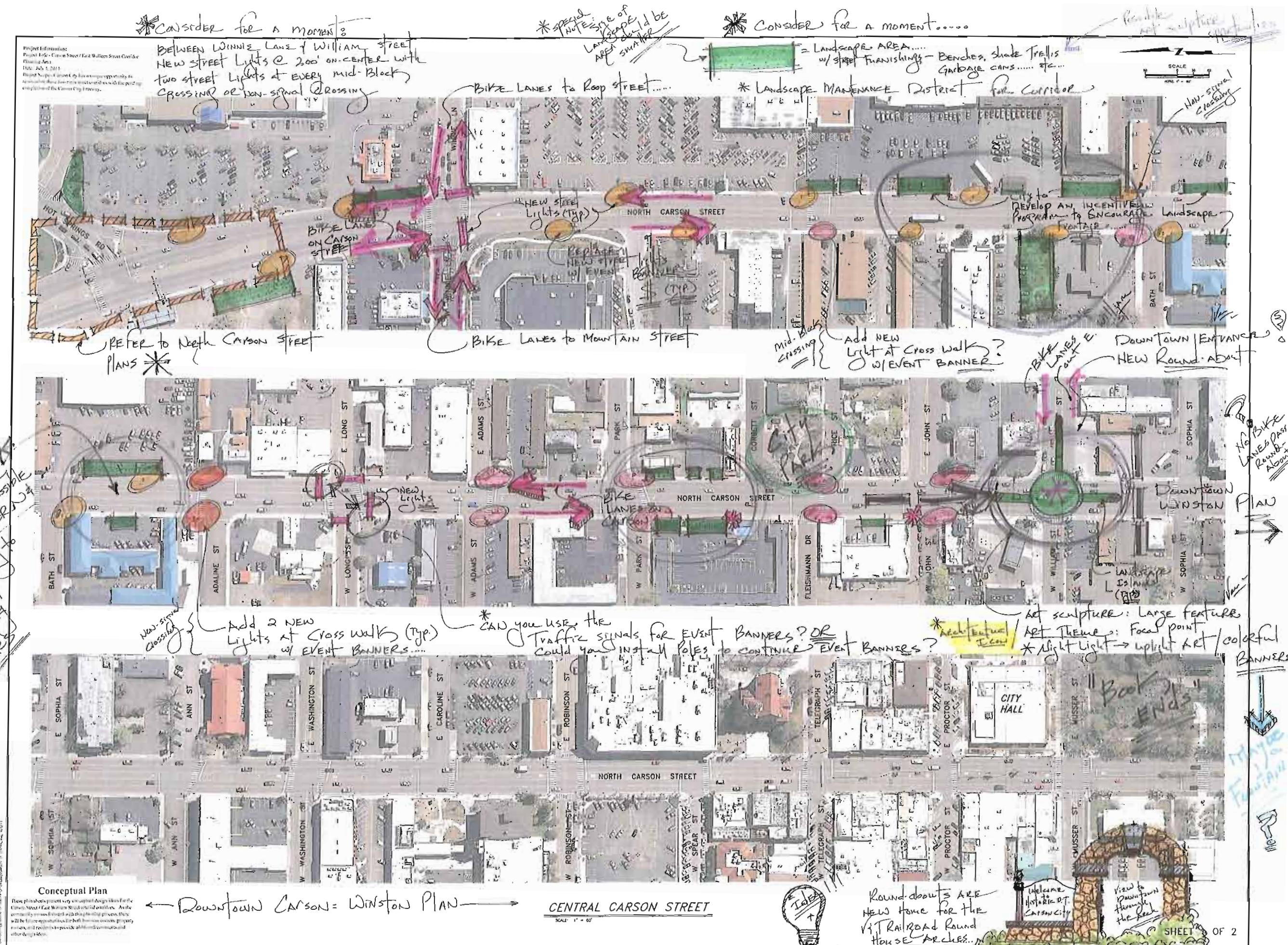
STREET LIGHTS  
ONLY

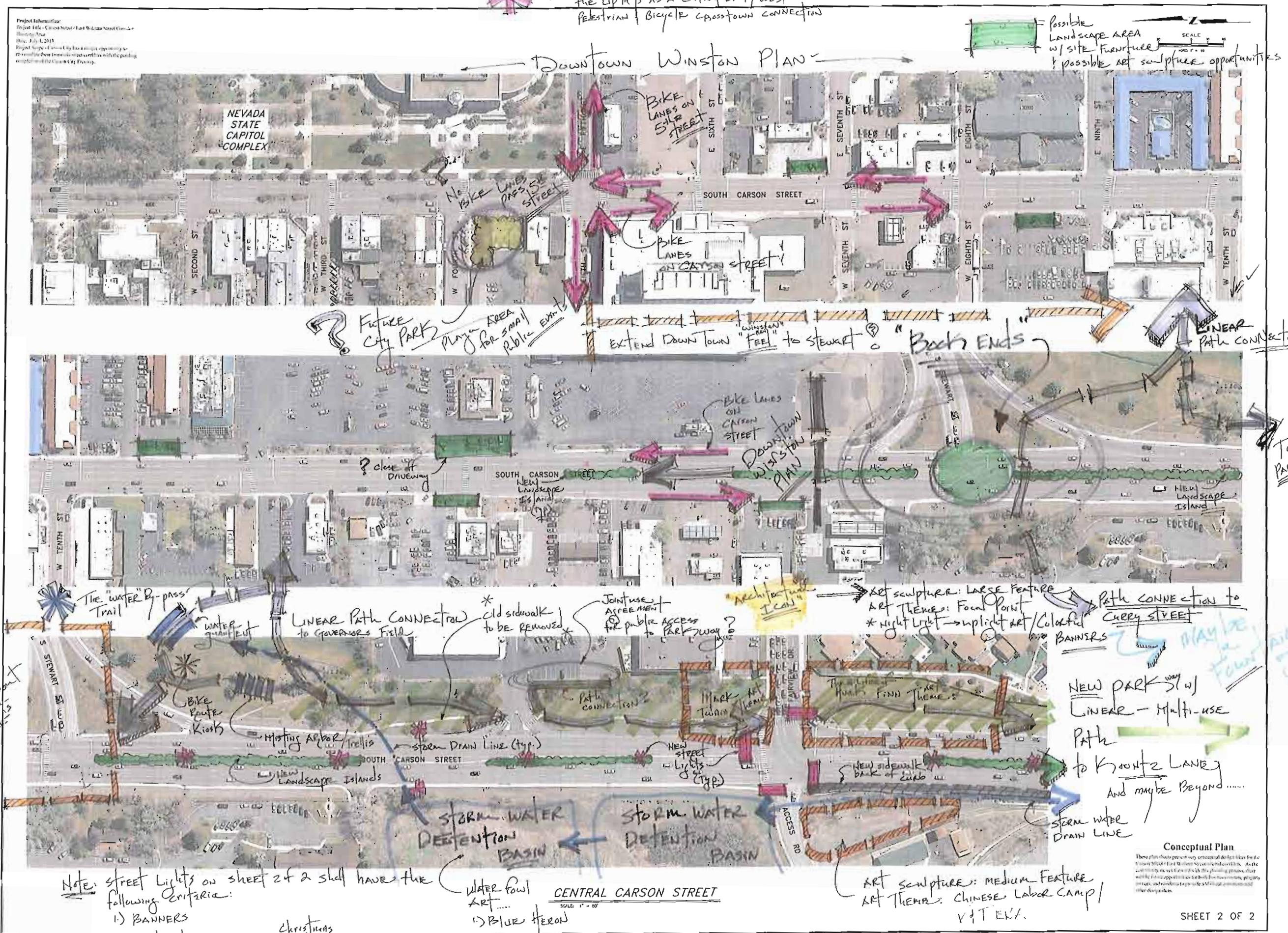
- 1.) BANNERS
- 2.) Electrical wiring for Christmas Lights
- 3.) Christmas Decorations (Equipment for



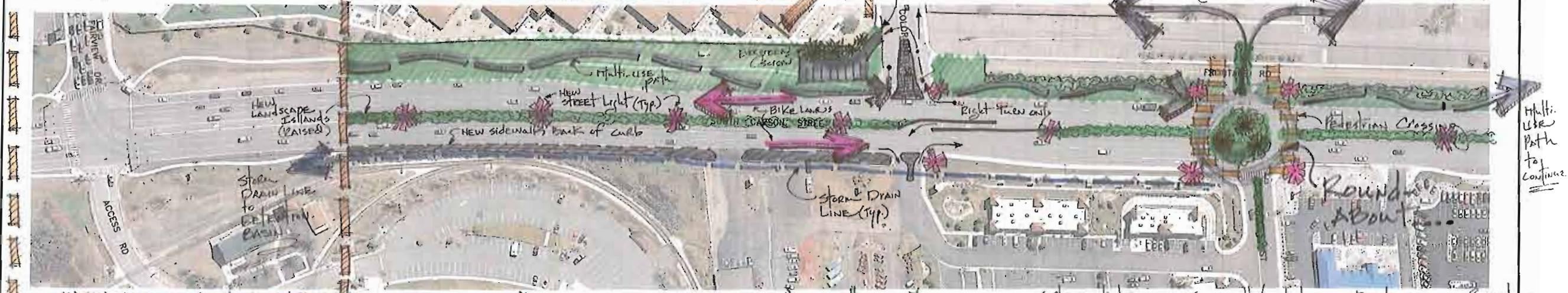
BUSINESS District Signage.....

## Conceptual Plan

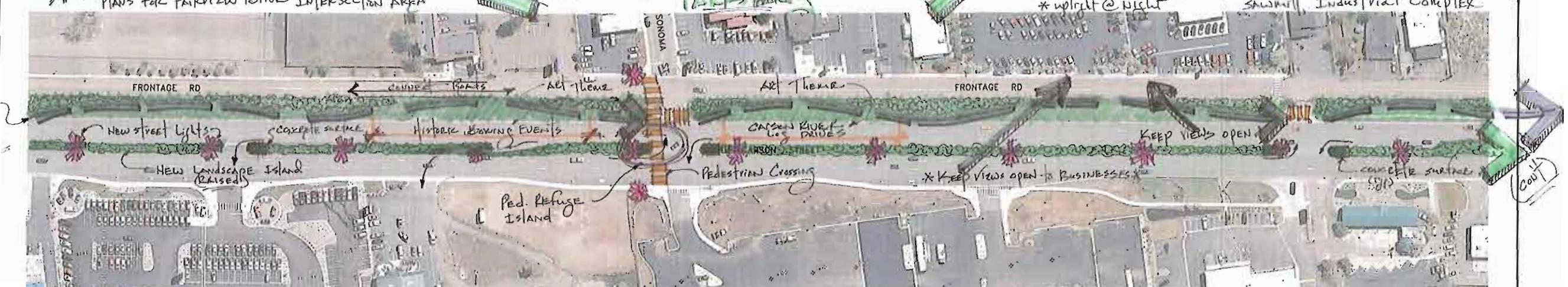




**Project Information:**  
Project Title: 4th Street / East Williams Street Corridor  
Planning Area  
Date: July 1, 2011  
Project Scope: City of Glens Falls has the opportunity to re-examine these two main street corridors with the pending completion of the Glens Falls Bypass.

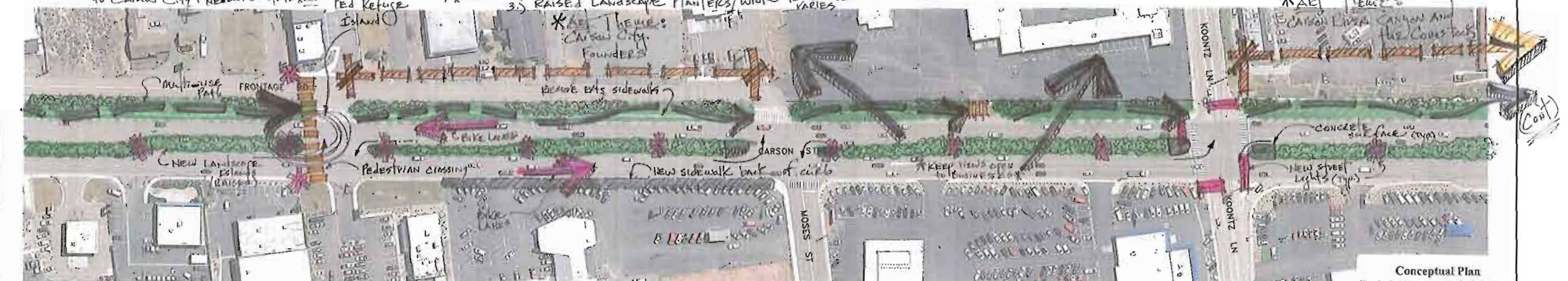


REFER to CENTRAL CANADIAN STREET  
PLANS for FAIRVIEW DRIVE INTERSECTION ARE



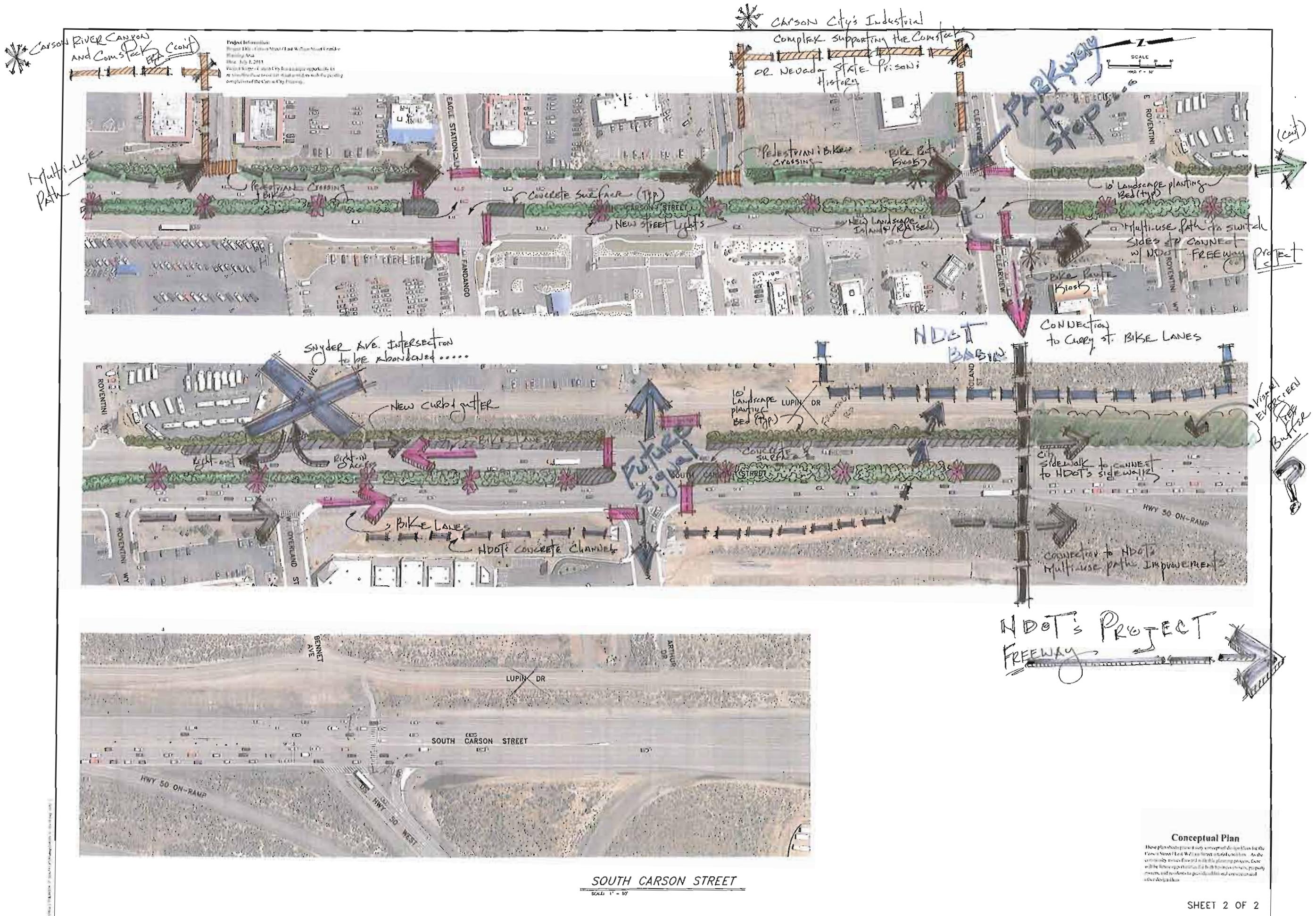
### Other sculpture Tiege

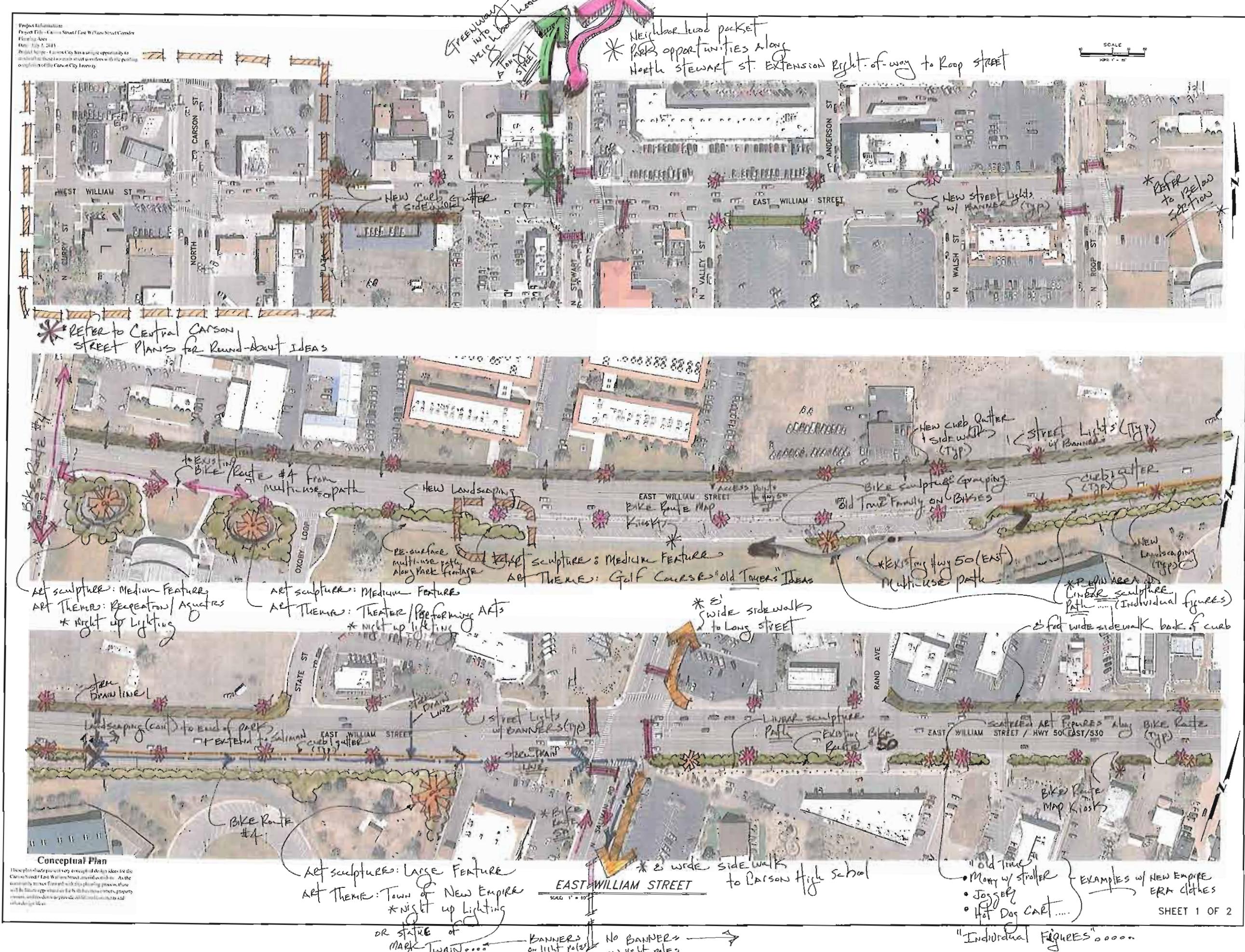
1.) Abraham Lincoln's connection to Carson City & Nevada's statehood



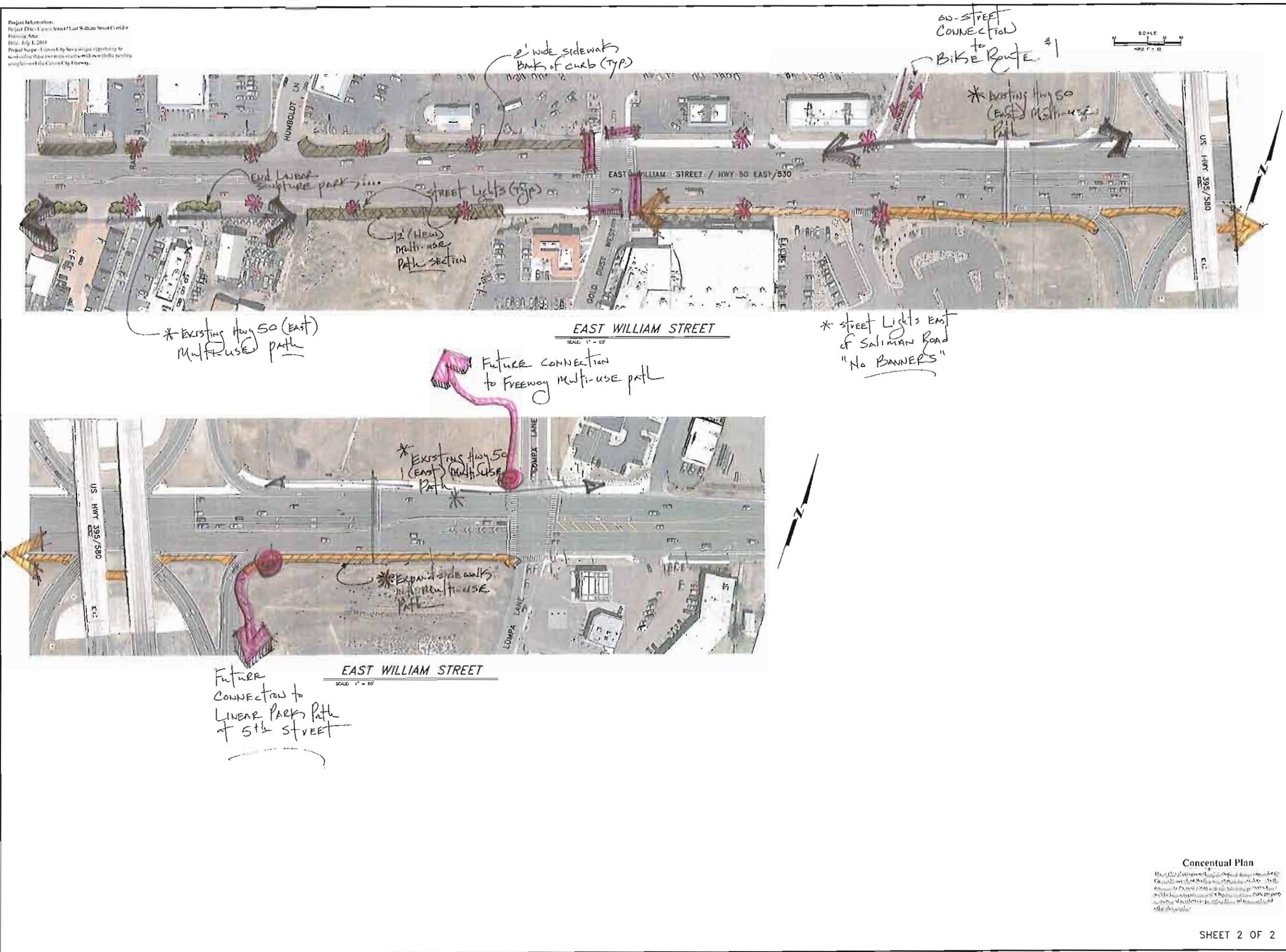
SOUTH CARSON STREET

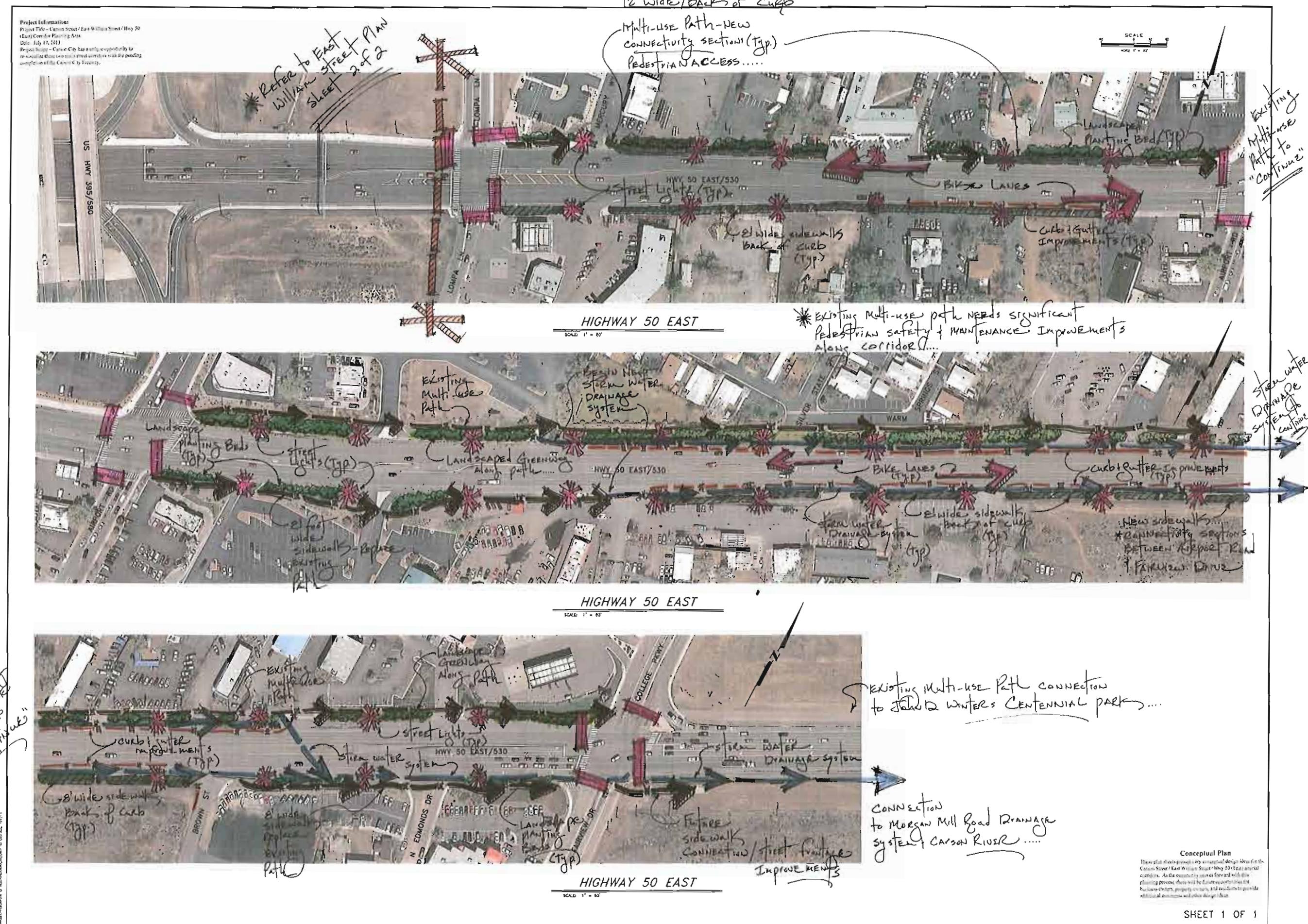
## Conceptual Plan

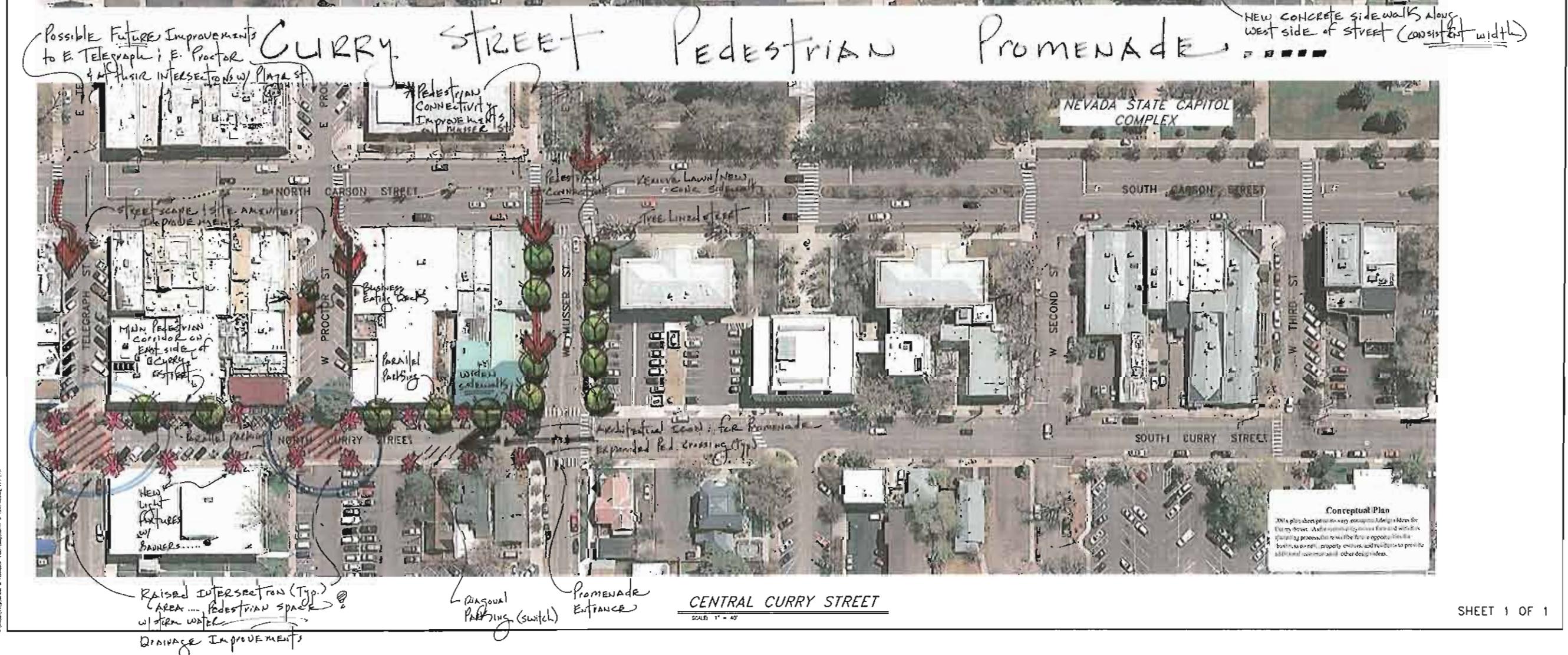
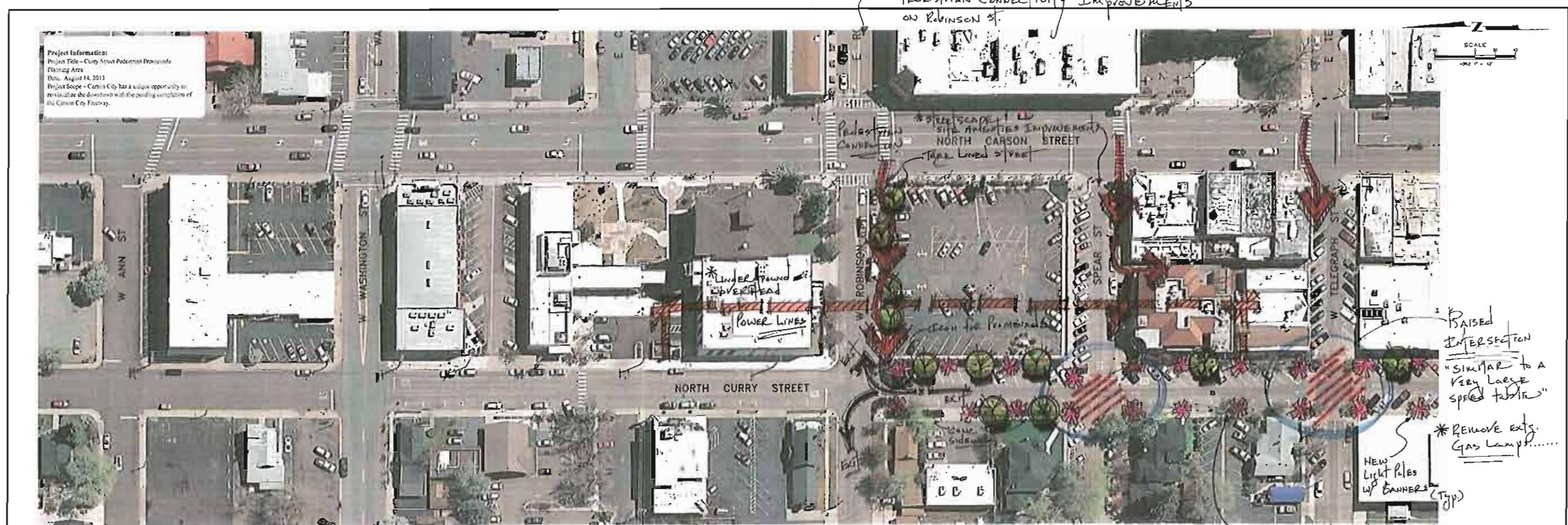




Project Information:  
Project Title: Center-Based East William Street Corridor  
Planning Area  
Date: July 1, 2013  
Project Scope: Lincoln City has a unique opportunity to  
re-imagine this Corridor as a vehicle with the benefits  
of the Central City Freeway.









# Downtown Carson City Revitalization Plan

Downtown 2020  
A Business / Community Partnership

## Table of Contents

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## Introduction

Why all the fuss about downtown? As soon the idea of a "bypass" around Carson City was hatched, the future of downtown Carson City was in question. With the first leg of the Carson Freeway, traffic patterns changed, businesses that were once on a highway found themselves on a local street and their businesses changed. Drive by traffic was reduced and along with that customers and visibility.

The Carson Freeway was then extended to Fairview Drive - downtown was free of 18 wheelers! But it was also impacted by reduced drive-through traffic. The chance of having travelers stop downtown because something caught their eye was greatly diminished.

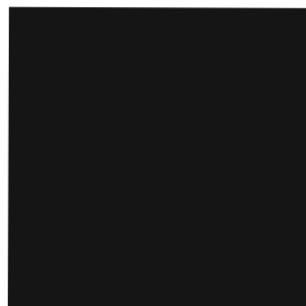
Construction has started on the Spooner interchange - the completion of the Carson Freeway is on the horizon. How can we replace the drive-through traffic that once fed many of our businesses? It is imperative that we make our downtown a destination - a place people want to go. But how?

Many communities have faced this same situation and not only survived, but thrived. Four things must happen in order the revitalize downtown:

- The community must work towards the goal of improving the downtown.
- The downtown, its businesses and events must be promoted.
- A synergistic business mix must exist.
- Appearance and traffic/pedestrian circulation patterns must be adapted to support it's business, events and visitors.

Carson City is blessed with a beautiful downtown. It is the State Capital. It is rich in history. With so many positive attributes, changing it from a place you have to drive through to a place you want to come to is possible! Downtown 20/20 is a group of businesses and citizens that support a destination Downtown Carson City.

The following plan was developed and compiled by volunteers interested in a vibrant and successful downtown. Many meetings were held to develop the goals, objectives and projects listed in the plan. Implementation of the plan will require collaboration and cooperation among businesses, governmental entities, organizations and the general public. With all parties moving in the same direction, the Downtown 20/20 membership believes this can be accomplished.



## History

Carson City had its beginnings in the late 1850's. Abraham Curry arrived in 1858 and along with John J Musser, Franklin Proctor and Benjamin F Green, purchased 865 acres in Eagle Valley for \$500 and a herd of horses. The four soon began laying out a community, which Proctor named Carson City. Curry, with a vision for the future, set aside 10 acres expressly for the construction of a "capitol". He did this before the formation of the Nevada Territory, which occurred in 1961.



When the Territory was formed, Carson City was designated as the territorial capital. Nevada became a state on October 31, 1864 and Carson City kept its designation as capital. The State Capital was built of native sandstone in 1970-71.



With the discovery of gold and silver on the nearby Comstock Lode in 1859, Carson City became a freight and transportation center. The United States Mint was completed in 1869 and is today the site of the Ne-



vada State Museum. Other government buildings were also constructed during the early years in Carson City's history. In 1890, the Federal Building was constructed. This beautiful landmark building is now the home of the Nevada Commission on Tourism.

With the decline of mining came a decline in population. In 1933 the highway was paved through town, but for a long time afterward the kids could roller skate on it without worrying too much about traffic. In 1960 Carson City regained its 1880 population level, and in 1969 Ormsby County was merged into Carson City to consolidate government services.

Carson City's historic residential district is the largest historical home district in Nevada. Fifty-nine historic buildings and sites are identified along what is known as the Kit Carson Trail. Much of the district has been restored to its early turn-of-the-century look. The historic Governor's Mansion is located right in the heart of the historic district.



The Carson City Historic District was created in 1982 by the Carson City Board of Supervisors. Development within the district is overseen by the Historic Resources Commission. The Commission's goal is to have a vibrant historic district that integrates commercial development, private and public properties, and infill development with existing cultural resources.

In 1986 Carson City formed a Redevelopment District to address the deterioration of the downtown core. This District provided funding for infrastructure improvements and incentives for businesses to make facade and other property improvements. That District continues to exist and is managed by the Office of Business Development.

In 1996 Carson City residents approved Ballot Question 18 – The Quality of Life Initiative – that created a supplemental sales tax revenue source (1/4 of a cent) for parks, open space, trails and associated maintenance. This source has allowed development of many new facilities and purchase of land around the City for open space. This has limited the possibility for suburban sprawl in Carson City, one of the goals of Envision Carson City.

Part of the 2006 Envision Carson City Master Plan was a visioning process for Downtown Carson City. The results of that process is a pedestrian friendly downtown design that offers wide sidewalks, on-street parking, public gathering spaces, attractive landscaping and themed directional signage.

In 2007, the Downtown Consortium was formed. This group of over 300 citizens supporting the Envision Carson City vision for Downtown Carson City was formed to pursue implementation of



Current View



Future View

the plan. In 2010 the Carson City Knowledge + Discovery Center an anchor project for downtown, was introduced. This proposed private-public partnership would have resulted in a new state-of-art Library and public gathering space. A 1/8 cent sales tax authorized by the Nevada State Legislature for public infrastructure was placed on the 2012 general election ballot and it failed. While that project was not supported, the need to make downtown Carson City a destination remains.

## Downtown Carson City— Existing Plans

### Envision Carson City

In April 2006, a revised Master Plan for Carson City was adopted and titled Envision Carson City. In the plan five broad “Themes” were identified that reflected the community’s vision at broad policy level; highlighting areas where the City had opportunities to build on its strengths—as well as those areas where a change in policy direction was needed to improve a condition that was not consistent with the Vision. The five Themes included:

1. A Balanced Land Use Pattern
2. Equitable Distribution and Recreational Opportunities
3. Economic Vitality
4. Livable Neighborhoods and Activity Centers
5. A Connected City



As a subset to each Theme, a series of Guiding Principles were provided to describe the community’s specific aspirations related to each Theme. The Guiding Principles set the stage for the more specific goals and policies contained in the plan:

1. A Compact and Efficient Pattern of
2. Growth
3. Balanced Land Use Mix
4. Stewardship of the Natural Environment
5. An Integrated, Comprehensive Park, Recreation and Open Space System
6. A Strong Diversified Economic Base
7. Quality Design and Development
8. Compact, Mixed-Use Activity Centers
9. A Vibrant Downtown Center for the Community
10. Stable, Cohesive Neighborhoods
11. Offering a Mix of Housing Types
12. Protection and Historic Resources
13. A Safe, Efficient Multi-Modal Transportation System
14. A Unified Pathways System

### Specific Goals in the plan related to Downtown Carson City:

#### Goal 1.2 Promote Infill and Redevelopment in Targeted Areas

##### 1.2a Priority Infill and Redevelopment Areas

Two levels of priority have been identified for areas identified for potential infill and redevelopment on the Land Use Map. Areas targeted for infill and redevelopment can be distinguished by their mixed-use land use categories and include downtown, mixed-use activity centers, and major gateway corridors, among others. Levels of priority are intended to help guide the future allocation of staffing and other resources and are generally defined as follows:

**High Priority Areas**—Implementation Strategies should be occurring concurrent with the adoption of the Master Plan or soon after. The City will take an active role encouraging infill and redevelopment activity in these locations in the short to mid-term (6 month to 3-year time-frame) by conducting targeted infrastructure improvements, streamlining zoning tools, pursuing public/private partnerships, or offering incentives. **Downtown is considered a High Priority Area.**

##### 1.2c Prioritize Infrastructure Improvements

Place a high priority on necessary transportation, water, and wastewater improvements in areas targeted by the Master Plan for infill and redevelopment to ensure adequate services are in place to accommodate increased densities.

## Downtown Carson City—Previous Plans

### Envision Carson City (continued)

Specific Goals in the plan related to Downtown Carson City (continued):

Goal 5.6 Promote Downtown Revitalization

- 5.6a Downtown Revitalization
  - Encourage the redevelopment of underutilized properties, and the renovation and re-use of vacant buildings in the Downtown core. Establish additional incentives (e.g., density bonuses, an expanded range of permitted uses, or reduced parking requirements) that complement existing redevelopment tools.
- 5.6b Business Retention and Expansion
  - Promote the retention and expansion of existing Downtown businesses through recruitment and retention of local restaurants and trend retail, along with other complementary services that provide local entrepreneurial franchise opportunities. Continue to explore opportunities to establish a Downtown Business Association (DBA), Local Improvement District (LID) and/or a Business Improvement District (BID) in Downtown to help pay for public infrastructure improvements and/or Downtown area marketing and events coordination.
- 5.6c Downtown Housing
  - Encourage the incorporation of additional housing in and around Downtown (e.g., lofts, condominiums, duplexes, live-work units) to establish a mixed-use environment that encourages around-the-clock activity, supports Downtown businesses, and promotes the perception of Downtown as a safe, vibrant, and inviting urban neighborhood.
- 5.6d Public and Private Partnerships
  - Seek opportunities for public/private partnerships on individual projects with the potential to play a major role in or serve as a future model for Downtown revitalization efforts, in terms of their size, location, use (i.e., incorporation of attainable housing, joint use parking, structured parking, etc.).
- 5.6e Downtown Parking Strategy
  - Ensure that the parking needs of both existing and future businesses, employees, and residents can be served using a combination of private and public parking. Establish a Downtown Parking Strategy that identifies and recommends solutions to short and long-term parking deficiencies.
- 5.6f State Government Cluster
  - Recognize the unique opportunity created by the state government cluster and contribute to the stabilization and redevelopment of Downtown through the provision of supporting services such as transportation enhancements, parking, utilities and police and fire protection, as well as the adaptive reuse of historic buildings that contribute to the commercial and cultural economic base of this area.

Goal 5.9 Promote Redevelopment

- 5.9a Redevelopment Areas
  - The City will continue to work with local businesses and property owners to encourage and assist in redevelopment efforts within the boundaries of its existing redevelopment areas. Efforts should be focused on encouraging higher intensity and mixed-use development in Downtown and along major gateway corridors. Existing redevelopment areas boundaries should be reviewed periodically and expanded to support the redevelopment objectives of this Master Plan.

Goal 8.1 Promote Downtown Revitalization

- 8.1a Public and Private Partnerships
  - The integration of a broader mix of uses (including housing) is encouraged throughout the Downtown area. However, higher-intensity uses that tend to generate significant amounts of pedestrian and vehicular traffic (e.g., hotel/casinos, convention space, retail) should be concentrated along Carson Street and in area 3 highlighted on the Downtown Character Areas diagram that follows this section. Grouping active uses in these key locations within Downtown will help establish a series of “destinations” for Downtown residents and the surrounding community, while helping to preserve the more residential character of the surrounding neighborhoods.

## Downtown Carson City—Previous Plans

### Envision Carson City (continued)

Specific Goals in the plan related to Downtown Carson City (continued):

Goal 8.1 Promote Downtown Revitalization (continued)

8.1b Scale of Development

Most buildings in the historic core of Downtown today have a relatively modest scale that ranges from 2 to 4 stories in height. Traditionally, building heights have been kept lower to maintain the visual prominence of the State Capitol building and its landmark dome. In recent years, however, available land in the City has become more limited and vacant lands within Downtown are increasingly being considered desirable for more intense development. To address this issue, the Downtown area has been divided into a series of character areas, as illustrated by the diagram on the following page. Character areas are based on the need to maintain the established scale and pattern of development in some locations with Downtown, while encouraging increased development intensities where significant opportunities exist. Height limitations, development transitions, and other specific design criteria are established for each character area within the new Downtown Mixed-Use (DT-MU) zone district.

8.1c Enhanced Pedestrian Environment

Create a more pedestrian-friendly environment in Downtown by evaluating the feasibility of reducing traffic from 4 to 2 lanes along Carson Street following the 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 cross-walks, 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.

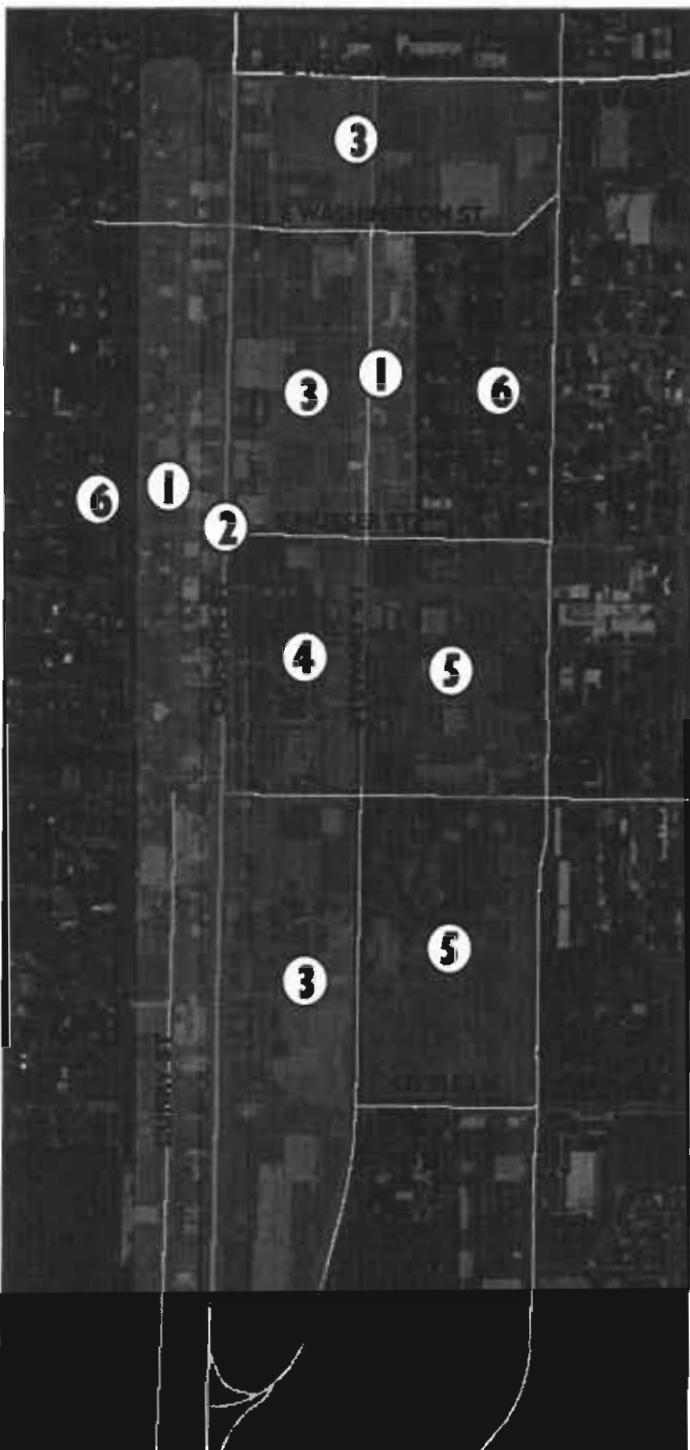
8.1d Public Spaces / Recreational Amenities

The incorporation of public gathering spaces, such as outdoor plazas, pocket parks, and other amenities, including landscaping, is encouraged to enhance the pedestrian environment within Downtown, to create opportunities for outdoor concerts and events, and to create passive recreational opportunities for Downtown residents.

8.1d Large-Scale Infill / Redevelopment

Large-scale infill and redevelopment projects (such as the planned State Office Complex expansion, future civic facilities, convention space, or similar projects) that involve the consolidation of multiple blocks within the Downtown Area can have a significant visual and physical impact on the character of Downtown. Careful consideration should be given to projects of this magnitude to ensure they are designed to complement Downtown's urban, pedestrian-friendly context by incorporating clear pedestrian connections to the surrounding area, establishing strong relationships between buildings and the street, and to minimize the impacts of parking on primary street frontages.

# DOWNTOWN CHARACTER AREAS



## 1 NEIGHBORHOOD TRANSITION

- Height of buildings steps down towards surrounding residences (typically 3 stories max.)
- Massing of buildings becomes less blocky and "urban"--more residential character
- Primarily mix of office, residential, and small-scale retail uses

## 2 MAIN STREET MIXED-USE

- Retain traditional "main street" character
- Infill and redevelopment encouraged in keeping with established core area
- Vertical mixed-use required to encourage pedestrian activity
- Heights may "step-up" away from Carson Street, but will generally be limited to 3-4 stories. Limited areas of increased height allowed where already established (e.g., Adjacent to Ormsby House)

## 3 URBAN MIXED-USE

- High concentrations of vacant or underutilized land with significant infill and redevelopment opportunities
- Building heights will vary, but may go as high as 8-10 stories on some blocks
- Concentrations of active uses such as convention space, casinos, hotels, urban residential, and supporting retail encouraged
- Vertical mixed-use buildings encouraged along major street frontages or public spaces

## 4 CAPITOL COMPLEX

## 5 STATE OFFICE COMPLEX

## 6 DOWNTOWN NEIGHBORHOODS

- These neighborhoods are not included within the Downtown boundary but play an important supporting role in promoting Downtown revitalization efforts
- Infill and redevelopment encouraged provided it is compatible with the scale and historic character of the surrounding area

## Downtown Carson City—Previous Plans

Specific Goals in the plan related to Downtown Carson City (Continued):

Goal 10.1 Preserve and Enhance Historic Resources

10.1a Adaptive Reuse

Encourage the adaptive reuse of historic buildings not eligible for designation on the Local, State, or National Register of Historic Places, but which have historic features and contribute to the overall character of the neighborhood. Establish financial, building and related incentives for the restoration and rehabilitation of historic structures and facilities.

10.1b Consistency with Standards and Guidelines

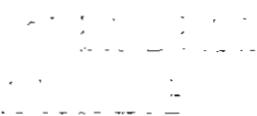
Ensure that the rehabilitation and renovation of historic structures occurs according to the City's adopted Historic District and Downtown Business District Guidelines. Continue to review rehabilitation and renovation proposals for compliance with adopted guidelines.

10.1c Historic Properties Inventory

Continue to maintain an inventory of historic properties within Carson City.

### Urban Land Institute

In December 2007, a panel of professional at the Urban Land Institute provided a list of recommendations for Downtown Carson City. They included:



- Signage
- Sidewalk cafes
- A base of supportive retail with housing above
- Form citizen committees
- Create a Business Improvement District (BID) for maintaining new streetscapes
- Create good connections (public transit) to Downtown from college and hospital as well as to the region generally

### Destination Development International

In July, 2008, a branding study was completed by Destination Development, Inc., which recommended Carson City sell the idea that "taste buds come alive in Carson City, home of the most dynamic culinary Experience in the High Sierra".

## Traffic Circulation and Parking

### Traffic

In 2012, DKS Associates updated their 2007 traffic operations analysis of the proposed Carson Street Narrowing Project, which involved reducing the number of lanes on Carson Street from four to two between 5th Street and William Street. The 2007 analysis concluded that traffic could be accommodated if the Carson City Freeway was completed, Roop Street was widened and Stewart Street was extended. Since that time, the Carson City Freeway has been extended to Fairview Drive, Stewart Street has been extended to Roop Street and Roop Street has been widened between Steward Street and Washington Street. Those projects that have not been completed include the extension of the Carson City Freeway to US 50 West and widening of Roop Street between Washington Street and Little Lane. But, according to DKS Associated, between 2005 and 2011, traffic volumes along Carson Street in the Downtown area decreased by 30 to 35 percent due to both improvements to parallel roadways and the downturn in the economy.

The Carson Area Metropolitan Planning Organization (CAMPO) travel demand model was updated and revalidated to new traffic count data in 2011, after several major roadway improvements (described above) were completed. Development updates in the model indicate that between 2005 and 2011, Carson City's population and employment declined. The 2007 analysis performed by DKS indicated that the number of households in Carson City would grow by 36% between 2005 and 2030 and that employment would grow by 59% in that same time period. Revised estimated indicate 14% growth in households and 21% growth in employment between now and 2035.

Conclusions reached in the DKS Associated Traffic Study:

- Traffic volumes on north/south streets in Downtown have decreased since 2005 and will decrease further once the Carson City Freeway is completed. However, traffic volumes have decreased enough that Carson Street could be narrowed to two lanes today and LOS C conditions could be maintained if the recommended design outlined in the 2007 Traffic Analysis Report for the Carson Street Narrowing Project is implemented.
- The revised traffic forecasts indicate that volumes on Roop Street south of Washington Street are not expected to increase as much as prior forecasts and the existing two lane segment of Roop Street should accommodate 2035 traffic demand even if the Carson Street Narrowing Project is implemented.

### **Parking**

In 2006, a parking study was completed for Downtown Carson City by Fehr and Peers, Transportation Consultants. The conclusion of that study is as follows:

"Based on the recent parking inventory, there are 390 on-street parking spaces and 782 parking lot spaces (includes casino parking and public parking) available within the study area. Parking utilization surveys conducted in June 2005 when legislature was in session indicated that at peak utilization, approximately 68 percent of the spaces available were occupied. When this utilization rate reaches 90 percent, additional parking should be provided. The existing parking supply in Downtown Carson City can provide 260 more parking spaces before additional supply is required."

That study also recommends several parking management strategies.

## Traffic Circulation and Parking

### Parking (continued)

That study also recommends several parking management and traffic circulation strategies as follows:

#### ***Create a pedestrian-friendly environment through proper siting of parking.***

Location of parking structures and lots is a key aspect of achieving this goal. Locating structures and lots near major destination land uses will minimize conflicts with pedestrians. Integrate pedestrian access needs into planning, programming, design and construction of all parking and facility projects. Design the pedestrian environment to be safe, convenient, attractive and accessible for all users. Provide landscaping, pedestrian-scale lighting, and benches to enhance the pedestrian environment. Provide pedestrian access to all existing and planned parking lots and structures.

#### ***Emphasize convenient parking locations.***

Increase the parking supply in high demand areas. Locating structures and lots is a key aspect of achieving this goal.

#### ***Emphasize cost effectiveness or optimum land use (structures vs. surface lots).***

Decisions to build structures are based on land value and surface constraints imposed by site planning and surrounding uses. Structured parking costs more; however, takes up less space and minimizes the visual impact of parked cars. Surface lots cost less; however, take up more land area.

#### ***Encourage alternative modes of transportation.***

Provide safe and convenient bicycle parking in parking structures and lots, including providing the physical elements in structures for sheltered bicycle parking. Provide a continuous network of safe and convenient bikeways connecting bicycle parking to other transportation modes and local bikeway systems.

#### ***Provide parking at a level that serves the identified need.***

Provide parking based on an analysis of current and future needs. Incorporate the expectation that transit, bicycling and walking will be competitive alternatives to auto use in the future.

#### ***Explore shared parking opportunities.***

Provide for opportunities for shared parking for private development and in private-public partnerships.

#### ***Reduce the visual impact of parking structures with creative siting.***

Reduce the visual impact of parking structures by incorporating them into buildings, constructing artificial facades, etc.

#### ***Create a "Park Once" environment.***

Centralized, shared parking encourages people to park and walk to various destinations as opposed to driving and parking at each destination.

#### ***Utilize Intelligent Transportation Systems (ITS) for parking facilities.***

ITS applications are intended to inform drivers regarding parking activities. These applications provide real-time information for a variety of applications: directional signing to parking destinations, parking availability at individual garages, directional signing within garages to available parking spaces. Centralized pay facilities are also part of the ITS environment to speed payment transactions at garage exits and at parking meters.

## Traffic Circulation and Parking

### Parking (continued)

That study also recommends several traffic circulation strategies as follows:

#### CIRCULATION

##### ***Provide a balanced transportation system.***

Provide a high level of access and mobility for all travel modes, and provide linkages between travel modes to form a seamless circulation network.

##### ***Improve the transit system.***

Encourage transit providers to improve and increase existing transit routes, frequency, and level of service commensurate with Downtown growth. Maximize accessible public transportation to maintain downtown locations.

##### ***Provide well-designed intersections and crossing locations.***

Adequately serve pedestrian flows across roadways during peak periods.

##### ***Think beyond cars.***

Modifications and system improvements for transit, walking and bicycles can complement transportation demand management efforts in reducing trips and congestion.

##### ***Increase bicycle circulation.***

Provide a continuous, comprehensive network of bike routes. Improve bicycle routes and access to and between major community destinations. Incorporate bicycle parking in parking structures and with new land uses.

##### ***Increase pedestrian circulation.***

Emphasize pedestrian circulation throughout the Downtown core. Provide a convenient, continuous and interconnected pedestrian circulation system utilizing sidewalks, paths, adequate lighting and amenities. Ensure safe pedestrian access between all parking areas and destinations.

##### ***Pursue a “Road Diet” on Carson Street.***

Convert Carson Street to a two-lane roadway with on-street parking and enhanced sidewalks. Reducing vehicular lanes on Carson Street provides an enhanced pedestrian environment and encourages pedestrian circulation. Discourage the use of Carson Street as the primary north-south through-traffic route through Downtown. This must be done in conjunction with other street improvements to accommodate anticipated local vehicular trips.

##### ***Calm traffic and improve streets with trees and streetlights.***

Enhance the street environment for pedestrians and improve safety by calming and controlling traffic.

##### ***Increase pedestrian safety.***

Minimize conflicts between pedestrians and vehicles; where conflicts cannot be avoided, channel pedestrians to safe and convenient crossing locations.

##### ***Provide way-finding/signage.***

Provide a graphics and signage program for the Downtown core, including parking and directional signs, pedestrian orientation, and safety and accessibility signage.

## Strengths, Weaknesses, Opportunities and Threats

The Downtown 20/20 Group evaluated current conditions in Downtown Carson City and developed the following list of Strengths, Weaknesses, Opportunities and Threats. These were analyzed in order to develop projects under each goal and objective. Projects identified in this plan do the following:

1. Put strengths to use.
2. Improve upon weaknesses.
3. Take advantage of opportunities.
4. Address threats.

| STRENGTHS   | WEAKNESSES   |
|---|--|
| <ul style="list-style-type: none"><li>1. Historic appeal</li><li>2. Capital City qualities</li><li>3. Traditional downtown feel</li><li>4. Large workforce located near downtown</li><li>5. Existing mix of successful businesses</li><li>6. Existing architecture</li><li>7. Business hours—some all hours—weekends and holidays</li><li>8. Current events</li><li>9. Wide main street</li><li>10. Adequate parking near downtown</li><li>11. Local control of Carson Street</li></ul> | <ul style="list-style-type: none"><li>1. Does not have a great "sense of place" to gather or wander</li><li>2. Businesses failing or leaving for other reasons</li><li>3. Older buildings—difficulty in renovating and improving</li><li>4. Carson Street not perceived as pedestrian friendly</li><li>5. No indication on Carson Street that businesses are open—no visible sign of activity</li><li>6. No traffic calming elements</li><li>7. Lack of signage off of Freeway for Historic Downtown</li><li>8. No consolidated /cooperative marketing efforts</li><li>9. Perception that there is no place to park</li><li>10. Reduced drive-through traffic with the completion of the freeway</li><li>11. Few residential living developments</li></ul> |
| OPPORTUNITIES   | THREATS  |
| <ul style="list-style-type: none"><li>1. Underutilized spaces</li><li>2. Ability to redesign Carson Street due to size</li><li>3. Historic appeal</li><li>4. Low property values = lower rents for business</li><li>5. Business opportunities as a result of large workforce near downtown.</li><li>6. Ability to close Carson Street for special events</li><li>7. Ormsby House opening</li></ul>  | <ul style="list-style-type: none"><li>1. Continued move of retail outside of downtown</li><li>2. Economic downturn</li><li>3. Perceived lack of public support for downtown</li><li>4. Building codes that block feasibility of historic renovation</li><li>5. Low property values - can negatively impact financing of new projects</li><li>6. Move of State offices away from Downtown</li><li>7. Redevelopment funds used for operating expenses rather than infrastructure improvements or business recruitment</li></ul>  |

## **Downtown 20/20—A Business / Community Action Group**

### Origins of Downtown 20/20

In the fall of 2012, Doreen Mack, a lifelong resident of Carson City recognized the need to do something to revitalize downtown Carson City. She remembered growing up in Carson City and as a child, experiencing a bustling downtown core full of activity. Shops of all kinds were located in downtown as this was before the introduction of the shopping center. Doreen has reflected upon the strong, vital and safe community that was Carson City, with two lanes of traffic on Carson Street and diagonal parking on each side to serve the busy shops. Doreen later opened a retail store on Telegraph Street and worked to develop what is now Telegraph Square where you can see unique signage, planters, murals and other improvements. Although not a business or property owner downtown, she wanted to see retail bloom once more downtown and felt the "right sizing" of Carson Street with parking available for store customers was the way to accomplish this. She worked to bring together business owners and residents to form the Downtown 20/20 group. In April, 2013, the Downtown 20/20 group appeared before the Board of Supervisors ask that Carson Street be re-striped in order to bring parking back to Carson City's main street. Part of that request included taking down the fences that had lined the street since 1996. The Board of Supervisors took action to remove the fences, but asked the group to develop a revitalization plan for downtown that goes beyond the reconfiguration of Carson Street, but that addresses how new business activity could be initiated and sustained.

### Vision Statement

Carson City is a preferred destination where business thrives, culture and the arts are celebrated and people come to play - a place where all generations come together to form a community.

### The Mission

Through partnerships and collaboration, promote innovative ideas and action plans that will enhance and support downtown Carson City.

### Guiding Principles

Create a positive image that will rekindle community pride.

Improve consumer and investor confidence in our Downtown.

Promote tourism, social and cultural enrichment opportunities by supporting the needs of the Historic District businesses, buildings and overall downtown look and experience.

Communicate our Downtown's unique characteristics.

Create public spaces that take advantage of our history and natural beauty.

Create a safe, inviting environment for shoppers, workers, and visitors.

Insure adequate parking and encourage "park-once" activity and improve the walk ability of our Downtown.

Enhance the physical appearance of Downtown.

Support rehabilitation of historic buildings.

Create and maintain a synergistic business mix.

Support consistent and excellent customer service practices by all Downtown businesses.

## Downtown 20/20—A Business / Community Action Group

### How the work was done

3 workgroups were formed to develop specific goals, objectives and projects that would work to support the main objectives for revitalization—Economic Activity, Business Sustainability, Sense of Place, Safety, Social Activity and Public Awareness. All Workgroups reached out to public and non-profit agencies to develop the plan as each of these will be critical in the plans implementation.

#### 1. Business Activity

This group focused on economic activity and business sustainability. They examined how a synergistic and sustainable business mix could be identified and recruited into Downtown.

Partner: Carson City Business Development Office

Economic Activity

Business Sustainability

Sense of Place

Safety

Social Activity

Public Awareness

#### 2. Special Events and Promotions

This group focused on social activity and public awareness, i.e., ways in which people could discover Downtown Carson City. They immediately set out to work on events that would entice residents and visitors to come to Downtown. They looked at what was needed in terms of marketing, public relations and promotion to make Carson City the first thing people think of when looking for a great place to wine and dine, stop and shop, stay and play.

Partners: Carson City Convention and Visitors Authority  
Brewery Arts Center  
Arts and Culture Coalition

#### 3. Beautification, Circulation and Parking

This group focused on creating a sense of place and making downtown a safe place to explore. They focused on impacts to traffic, parking availability, making Downtown pedestrian friendly and a great place to walk, a place where bicycles are welcome, signage, public spaces and ideas to make Downtown even more attractive.

Partners: Carson City Public Works  
Carson City Community Development  
Arts and Culture Coalition

The following pages represent the recommendations of each work group.

## Business Activity Workgroup Recommendations

### **Goal 1: Support existing businesses**

#### **Objective 1.1: Assist existing businesses to transition from being “drive by” oriented businesses to destination businesses.**

Beginning with the opening of the first leg of the Carson Freeway, traffic utilizing Carson Street as the main thoroughfare through town had declined. With the extension of the freeway to Fairview, further reductions in “through” traffic were observed. And with the extension of the freeway to Highway 50 at Spooner in 2017 there will be little or no reason for travelers to travel through downtown Carson City when traveling north to south or east to west. This means that the traffic that supplied businesses oriented to the car traveler, gas stations and fast food restaurants, has been drastically reduced and will be reduced even further in. These businesses will be faced with the daunting task of re-defining themselves, of transitioning away from the old model and finding new approaches that will make them destination businesses.

Project 1.1.1: Encourage the Carson City Redevelopment / Business Development Office to provide training and information to businesses that wish to transition to a destination business. Utilize the Business Mix Strategy to assist in identifying new Business Opportunities.

#### **Objective 1.2: Provide customer service training to existing and new businesses in Downtown.**

Creating a destination not only requires offering a robust and interesting mix of businesses, but it includes building and maintaining a reputation for exceptional customer service. In all businesses, if the customer has a good experience, there is a high likelihood that they will not only return, but will tell their friends. With the advent of mobile devices and sites such as Yelp, one business providing an above average experience for customers can benefit all businesses. Reputation is everything!

Project 1.2.1: Encourage businesses to take advantage of the Hospitality Service courses at Western Nevada College.

#### **Objective 1.3: Follow the update of the Capitol Complex Master Plan to support expansion of State offices within State lands near Downtown.**

The State of Nevada has a Master Plan for the Capitol Complex. This Plan is updated from time to time and includes future plans for all State owned lands. There are many vacant lots close to downtown. Development of those vacant lots can benefit Downtown by:

- A. Moving existing State Offices that currently occupy prime retail space in Downtown (ie, on Carson Street); or,
- B. Adding to the number of offices and/or facilities on the Complex.

Project 1.3.1 Meet with the State Lands Division to discuss the Capitol Complex Master Plan. Stay involved as an interested party in the update, providing assistance and information whenever and wherever possible.

**Goal 2: Attract new businesses**

**Objective 2.1: Develop a Business Mix strategy that identifies that types of businesses that can work synergistically to make Downtown Carson City a destination.**

Downtown Carson City has and will continue to change and evolve. With a new generation of consumer, the internet and the overall reduction in spending experienced with a downsized economy, business has been turned on its ear. Old formulas for success do not necessarily work any longer. This is particularly true in retail trade. And beginning with the opening of the first leg of the Carson Freeway, traffic utilizing Carson Street as the main thoroughfare through town has and will continue to decline. Creating a destination is necessary to keep Downtown alive. The right mix of business—retail, hospitality, and services—that work together to create a place people want to go to is essential. Defining what business can compliment one another will be essential in creating that perfect mix of businesses.

Project 2.1.1: Create an inventory of current businesses. Listings from the Carson City Business License Division may be utilized to get a clear picture of the type of businesses that currently exist.

Project 2.1.2: Examine market data for the Region, and specifically for populations working or living close to Downtown. This data may provide insight into the types of businesses various demographics are looking for.

Project 2.1.3: Reach out to Carson City to find out what retail / services they would support.

Project 2.1.4: Examine latest trends in retail and service industry developments in Downtowns.

Project 2.1.5: Based upon the market, business trends and the current mix of businesses, create a list of businesses that may be pursued to create the desired mix. This list can also be used for Businesses in Transition (see below). As well as for attracting new businesses to fill empty storefronts.

**Objective 2.2: Fill empty store fronts with successful businesses.**

As vacancies may occur in Downtown, recruiting the right business is important for the success of the whole.

Finding businesses that:

- A. Attract high numbers of customers.
- B. Operate a full schedule of hours.
- C. Have a high likelihood of success due to demand.

Many citizens have inquired as to why Carson City doesn't have certain national chains. Realistically, national chains are looking for several factors when locating a new store—the right sized market, the ability to build a new building and various types of tax or lease incentives. Rather than wasting energy on chasing the name brand, finding quality local merchants can create that unique boutique feel in Downtown. Offering what other nearby markets can is what can set Carson City apart from our neighbors.

Project 2.2.1: Inventory vacant storefronts and determine which are available. Local realtors may be able to assist in creating this list.

Project 2.2.2: Make available a Downtown Carson City recruiting package for use by the building owner and his/her realtor. The Carson City Business Development Office may be able to assist in creating the material needed for the package. The Business Mix Strategy is just one piece of information that could be contained in the package.

**Objective 2.3: Identify roadblocks to creating new businesses in existing buildings.**

A historic Downtown is both a blessing and a curse. The blessing is the uniqueness it customers visiting this beautiful environment. Much of this uniqueness is a direct result of the historic buildings in Downtown. When renovating a historic building for a new business enterprise, business owners can be faced with challenges as a result of the requirement of the Uniform Building Code. A close examination of the code requirements, the reasons for the code requirements and any alternatives that may be put into place which achieves the same purpose of the Code, but maintains the historic nature of the building is important.

Project 2.3.1: Work with the Historic Resources Commission to support preservation and rehabilitation of our historic structures for new businesses.

Project 2.3.2: Work with the Carson City Building Department in identifying roadblocks to rehabilitation of existing buildings.

## **Special Events and Promotions Workgroup Recommendations**

### **Goal 3: Promote events and activities**

#### **Objective 3.1: Explore new events that entice the local workforce to explore downtown.**

To be a destination, a business district must offer a reason to be there. Unique retail and great restaurants are one way. But another way is to offer events and special activities that can only be experienced in Downtown Carson City. There is a large workforce located close to Downtown that could be future customers, but they must have a reason to check out Downtown Carson City. Events can also introduce new visitors to Downtown. They can be a great way to get the word out on an area—to create a buzz. There are other groups in the community that may wish to use Downtown Carson City as an event venue. Making them aware that the venue is available is important.

Project 3.1.1: Look at the possibility of a weekday evening Farmers Market.

Project 3.1.2: Work with local arts and culture groups to identify events / activities.

#### **Objective 3.2: Create annual events that can be built upon.**

In order to insure that an event is on a locals or visitors schedule is to have it at the same time each year. Annual events in neighboring Reno have proven to be very successful, ie, Hot August Nights, Street Vibrations, etc.. Many of these events are organized by non-profit organization

Project 3.2.1: Pursue annual events:

1. Brewfest
2. Street Vibrations

Project 3.2.2: Pursue cultural festivals

1. Salsa Y Salsa
2. Dia de los Muertos
3. St. Patrick's Day Event
4. A large multi-cultural festival.

#### **Objective 3.3: Support and build upon existing events and activities.**

While focusing on creating new events and reasons for people to make downtown Carson City a destination, it's important not to lose current events and activities. Additionally, there are annual events that occur in Carson City in other venues. Capitalizing on the visitors brought to Carson City for non-downtown related events is possible and could enhance the overall experience for the visitor.

Project 3.3.1: Seek out existing event organizers and work cooperatively to create complimentary events.

Project 3.3.2: Support the DBA Wine Walk.

Project 3.3.3: Coordinate with CCCVB to add to and promote existing and new sports tournament events

#### **Objective 3.4: Identify infrastructure needed to support events downtown.**

Existing events may need something in terms of infrastructure to enhance their success. The ability to bring new events into downtown could be limited by the lack of certain infrastructure.

Project 3.4.1: Develop a list of infrastructure needed to support a wide variety of events.

Project 3.4.2: Examine the possibility of installing a common PA system along Carson Street to support the Nevada Day Parade as well as other events.

Project 3.4.3: Encourage examination of current noise ordinances and determine if variances are needed for certain events.

Project 3.4.4: Develop a cooperative agreement with Carson City Parks and Recreation Department for no or low cost use of stage, bleachers and other infrastructure for events that have a positive impact on the general economy.

#### **Objective 3.5 Promote Carson City as an event venue.**

Speak with attendees of events that close Carson Street and you hear over and over about how wonderful and unique the venue is. There is no other State Capital that can hold an event in front of the Capitol Building!

Project 3.5.1: Work with Carson City to streamline the process for closing streets for events.

Project 3.5.2: Work with the Carson City Convention and Visitors Authority to promote Downtown for future events.

Project 3.5.3: Encourage event organizers to submit event information to the CCCVB so that a common events calendar can be maintained.

#### **Objective 3.6 Encourage Street Performances**

Making entertainment available at no cost can enhance the downtown experience. Street performers can be seen in large cities and in other parts of the world, but they are not seen often in Carson City. Identifying areas where they would be welcome to play and developing rules for the performances can give the prospective street performer assurance that he/she is welcome.

Project 3.6.1: Encourage the Arts and Culture Coalition to identify current suitable locations for street performance.

Project 3.6.2: Encourage the Arts and Culture Coalition to identify future possible locations for street performances.

Project 3.6.3: Encourage the Arts and Culture Coalition to develop rules for street performances. These would not be made into City Ordinances, but would be used as guidelines for street performers.

Project 3.6.4: Seek funding through arts organizations to fund performances of various types.

Project 3.6.5: Create a funding source to support downtown performances.

**Goal 4: Create advertising campaigns that bring attention to Downtown.**

**Objective 4.1: Share and promote common themes throughout Downtown.**

Creating an identity for Carson City will help to create an anticipation of what a visitor may find when they get here. This identify can help identify a common theme that ties all of downtown together.

Project 4.1.1: Work with the Carson City Convention and Visitors Bureau to define a “personality” for Carson City.

**Objective 4.2: Create partnerships to help spread the word about Downtown.**

There are businesses and organizations that have existing marketing plans and budgets. If a common identity is developed for Carson City, there are increased opportunities for cooperative marketing.

Project 4.2.1: Identify businesses and organizations that can include Downtown Carson City in their collateral material.

Project 4.2.2: Send events to any organization that keeps a community calendar.

**Objective 4.3: Pursue public relations efforts through submission of articles to travel and tourism publications.**

Getting the word out about all that Carson City has to offer requires the use of various forms of media. In addition to traditional advertising, articles about Carson City in publications can elevate the profile of Nevada's capital. Articles highlighting events, attractions, restaurants and lodging venues will make travelers want to come to Carson City and see it for themselves..

Project 4.3.1: Enlist local writers to submit articles about Carson City to a variety of publications

**Objective 4.4: Use social media to create a “buzz” about Carson City.**

Social media resources such as a website, Facebook and Twitter can be used to get the latest news about downtown Carson City to a broad and diverse audience. These forms of communication have the advantage of using a combination of print, still photography and video to inform and promote downtown. Having an up to date website where prospective visitors can get the latest event, attraction and hospitality offerings will facilitate travel planning.

Project 4.4.1: Continue to develop the website, Facebook page, Twitter and other resources to spread the word about downtown Carson City.

Project 4.4.2: Encourage organizations to send information of interest to Downtown 20/20 members for dissemination.

## **Beautification, Circulation and Parking Workgroup Recommendations**

### **Goal 5: Create a vibrant, pedestrian friendly downtown.**

#### **Objective 5.1: Educate citizens on property main street design.**

When the reduction of lanes on Carson Street was first introduced, there was concern expressed by citizens about traffic flow and what benefits could be realized with this change. Providing information that speaks to traffic flow, pedestrian safety and other features associated with the change can alleviate concerns.

Project 5.1.1: Use the Downtown 20/20 website to provide main street design information.

#### **Objective 5.2: Develop safety infrastructure to insure safe street crossing by pedestrians.**

Thriving and successful businesses downtown will create pedestrian traffic on both sides of Carson Street. In order to insure their safety, pedestrian crossing signals at principal intersections will be necessary. These crossing signals can be worked into the overall design for downtown and can be effective yet unobtrusive.

Project 5.2.1: Install pedestrian crossing signals at key intersections.

#### **Objective 5.3: Design with these transportation priorities in mind:**

- 1. Pedestrians**
- 2. Public transit**
- 3. Bicycles**
- 4. Automobiles**

Prioritizing transportation with pedestrians first and automobiles last will make downtown Carson City a more attractive location for business and trade. Historically, automobiles moved through Carson City on Carson Street, not necessarily to stop, shop and dine, but to drive through to other destinations. People wishing to enjoy Downtown Carson City were put into a position of defending themselves against the automobile when attempting to cross Carson Street—a 5 lane highway. This uncomfortable situation can drive the consumer away, which diminishes the attractiveness of Downtown for business, which ultimately results in negative economic results. Putting people first is the first step in creating positive economic results. Additionally, putting people first will give downtown Carson City a sense of place, a personality that goes far beyond that of a place you have to drive through to get to someplace else.

Project 5.3.1: Implement Road Diet - Reduce Carson Street to 2 Lanes, widen sidewalks, add bike lanes, and include parking in front of businesses

Project 5.3.2: Add additional bike racks to downtown locations.

### **Goal 6: Improve circulation downtown to better interface with connecting neighborhoods, to allow residents to travel within the community, and to other centers within the region, in a variety of ways using a safe, efficient, multi-modal transportation system.**

#### **Objective 6.1: Provide for adequate traffic capacity on streets adjacent to Carson Street to serve “drive-through” traffic.**

With the reduction of lanes on Carson Street, alternate routes are needed for drive through traffic. The addition of roundabouts at the intersections where the traffic is routed around downtown can effectively and efficiently guide those not wanting to stop and enjoy downtown.

Project 6.1.1: Advocate for the addition of roundabouts at the intersections of Williams / Carson Street and Stewart / Carson Street to direct through traffic away from Carson Street.

**Objective 6.2: Promote the use of a safe, efficient multi-modal transportation system.**

The primary form of transportation to and through Carson City has been the automobile. Today there are more transportation options available. A transit system now serves Carson City - Carson City should be a regular stop on multiple routes to accommodate the local population that wants to visit the core of their city. The use of bicycles for commuting is becoming more and more popular. Also, the fact that Carson City is "bike friendly" can spur visitor interest.

Project 6.2.1: Meet with JAC Transit officials regarding current routes and stops in downtown.

Project 6.2.2: Promote the addition of bike routes to and through downtown from throughout the City.

Project 6.2.2: Work with the City and other agencies to promote Carson City as a bike friendly destination

**Goal 7: Support beautification projects for buildings, sidewalks and roads that will improve the appearance of Downtown while preserving Carson City's unique heritage.**

**Objective 7.1: Create design standards / themes for Downtown**

A common theme for Downtown helps to form a common identity, which is the basis of a "personality" that can be developed to lure residents and visitors to explore the core of Carson City.

Project 7.1.1: Examine possible standards and themes that represent all that is Nevada.

**Objective 7.2: Incorporate public art into public spaces.**

Public art in Carson City has been introduced with the "History in Motion" theme along the Carson Freeway. Adding public art to downtown provides added interest to the wonderful architecture—building and landscape—that already exists downtown. Keeping it consistent with the History in Motion theme connects Downtown with the rest of the community.

Project 7.2.1: Work with local arts agencies to identify opportunities to add art into public spaces.

**Goal 8: Provide directional infrastructure to and through Downtown.**

**Objective 8.1: Develop sufficient signage from the freeway to and throughout Downtown Carson City to direct people to Downtown Carson City.**

Part of promoting downtown Carson City is making it easy to find. Visitors coming from around the region and beyond need easy directional signage to find all of the business, events and activities they have heard so much about.

Project 8.1.1: Encourage Carson City to work with NDOT to identify signage along the Carson Freeway to clearly identify historic Downtown Carson City. Insure consistency in design of signs; insure the design guidelines match the Downtown Design Guidelines.

Project 8.1.2: Work with Carson City to identify signage locations that direct traffic to Downtown off of the freeway. Insure consistency in design of signs; insure the design guidelines match the Downtown Design Guidelines.

**Objective 8.2: Develop signage that direct customers to services and attractions.**

Once downtown, customers need to be able to easily find the features they are looking for. Having directional signage that uses downtown design guidelines can make signage an attractive feature rather than just utilitarian.

Project 8.2.1: Insure consistency in design of directional signs; insure the design guidelines match the Downtown Design Guidelines.

**Objective 8.3: Create gateway entrances into Historic Downtown Carson City.**

A feature to announce entry into Historic Downtown Carson City is needed. Currently, when driving down Carson Street, the visitor is not made aware that he/she is in an area rich in historic assets. Making an entry feature can draw interest and entice an unplanned stop by a passer-by.

Project 8.3.1: Create gateways using the archways from the old V&T Roundhouse.

**Goal 9: Develop public gathering spaces.**

**Objective 9.1: Pursue the development of pocket parks and plaza's throughout downtown.**

Creating a sense of place requires the development of places for people to stop, rest, visit and be. The addition of pocket parks and plaza's will provides that space.

Project 9.1.1: Identify vacant or empty spaces that may be developed into future pockets parks or plazas.

Project 9.1.2: Work with the Arts and Culture Coalition to assist in creating designs that offer multiple use for the performing arts.

**Goal 10: Insure that there is adequate parking to serve businesses and residents Downtown.**

**Objective 10.1: Support the installation of directional signage that clearly displays available parking areas.**

As downtown Carson City becomes a great destination, convenient and accessible parking will be required. The amount of parking available within downtown Carson City is currently sufficient, however, it is not easily found.

Project 10.1.1: Inventory directional signage in terms of public parking areas.

**Objective 10.2: Look for opportunities for shared parking scenarios.**

With both day time and night time activities taking place, there is opportunities for shared use of parking spaces—they can be used for traditional business hours by some businesses, then used by hospitality businesses during non-traditional hours. When and if parking becomes strained, this option should be evaluated first.

Project 10.2.1: Look for shared parking opportunities that may be available to alleviate any reported parking congestion.

# Corridor Plan Presentations

# NORTH CORRIDOR



PRESENTATION

## North Corridor - Advantages

- For motorists traveling I-580 Southbound the North Carson Street Exit is the first exit while entering the City from North. It serves as a Gateway to visitors coming to Carson City from the Reno area for business or leisure.
- North Connection Interchange has been upgraded on both sides of the freeway with new landscaping and public art. (Capitol and V & T Railroad theme).
- Apart from the Carson Tahoe Regional Medical Center, variety of Lodging and Restaurants are located near the freeway exit.
- South bound visitors enjoy a beautiful view of Carson City as they travel downhill from Lakeview Hill.

## **North Corridor – Opportunities for Improvement**

- When traveling southbound after the exit, there is a definite need of Landscaping and Street Lighting. ( Exit to Silver Oak Drive, Winnie Lane to William Street).
- Not all sections of the corridor are safe for pedestrians and bicycle riders.
- Some sections of this area has no sidewalk at present.
- The area certainly is missing a sense of arrival.
- Some businesses have either closed, look dated or need to upgrade their curb appeal.

## North Corridor – Recommendations

*It is essential to upgrade the area because of:*

- Southern section of Carson City has attracted quite a number of new businesses while this area has seen a stagnant growth in the last 15 years.
- The First Exit for Southbound motorists off I-580.
- The present Landscaping and Curb Appeal needs a refresh.

*Because of all the reasons state above, the corridor needs to establish an identity, such as a history of the Silver State, and a feeling of community to such a degree that it motorists feel welcomed while driving through the corridor.*

# North Corridor – Recommendations

## Business Friendly

- The Cities that have invested in improvement and upgrade of their business corridor have seen positive results. Locals and Visitors spend more and make more trips when they feel welcomed and have a sense of safety. We need to upgrade the area so that the visual impact produces a memory for our guests. The belief is that a sense of arrival will drive guest trips to the corridor and the memory will create loyalty and drive additional business activity.
- In my discussions with business owners, they strongly support this plan. They suggested a proper allocation of dollars for each section to guarantee a successful execution of this plan. There was no objection to the sales tax increase as long as there is a commitment by the City to fully develop the corridor area.

# North Corridor – Recommendations

- Here is an example of Route 238 Corridor Improvement Project in Hayward, CA.



**Proposed**



**Current**



**Proposed**



**Pre-construction**



**Current**

# **EAST CORRIDOR**

**PRESENTATION**

## **My Trip from Candlestick Park (One reason why corridor development is so important)**

**“Our Specific Needs for Exiting the Expressway”**

- Gas
- Food
- Bathroom Break

## My Trip from Candlestick Park (Continued)

### *Conscious Decisions (What we needed to see at an intersection)*

#### **Business Friendly**

*In order for us to exit, the area needed to :*

- Offer a variety of well-maintained businesses that matched our needs.
- Provide easy access and parking to businesses.
- Be welcoming and have a sense of arrival.

# My Trip from Candlestick Park (Continued)

## *Conscious Decisions (What we needed to see at an intersection)*

### Safe

*In order for us to exit, the area needed to :*

- Have appropriate lighting (we were traveling at night).
- Have a sense of community:
  - People.
  - Well maintained – Sidewalks, Landscaping, Roads.

## **My Trip from Candlestick Park (Continued)**

### *Unexpected Impact*

#### **Created A Memory**

- Left area impressed with our experience. Surprised how comfortable we felt in a community new to us.
- Would have stayed longer if we would have had time.
- Would stop there again.

#### **Follow Through**

- The entire area appeared to be business friendly and safe not just small sections of the area.

## East Corridor - Advantages

- Once the freeway has been expanded, the East Corridor will be the first exit, when traveling northbound, to offer a variety of businesses more likely to compel a motorist to exit the freeway - have a chance for a first impression.
- Intersection has been upgraded at the exit point (Started the process of creating a sense of arrival).
- Variety of business options located near the freeway exit.
- When traveling northbound there is a better view of the East corridor intersection.
- Once the freeway expansion has been completed, it is estimated that there will be an additional 10K to 15K vehicles passing by the intersection.

## East Corridor – Opportunities for Improvement

- When traveling southbound, nothing is visible at the East Corridor intersection until after passing the exit because of the tall sound wall barrier.
- Not all sections of the corridor are safe for pedestrian travel.
- Beyond the exit points, the area lacks a strong sense of arrival and identity.
- Some businesses have either closed, look dated or need to upgrade their curb appeal.

## East Corridor – Recommendations

*It is essential to upgrade the area because of:*

- Increase in motorists.
- The first business exit after entering the freeway at Highway 50.
- No view traveling southbound.
- The view traveling northbound – Motorists have a better view of the east business community long before the passing the exit decision point.

*Because of all the reasons state above, the corridor needs to establish an identity, such as a railroad theme to highlight the V&T, and a feeling of community to such a degree that it compels motorists to exit and explore the business opportunities in the area.*

# East Corridor – Recommendations (Continued)

## Business Friendly

- The East Corridor is lacking a “sense of arrival” in its appearance. We need to upgrade the area so that the visual impact produces a memory for our guests. The belief is that a sense of arrival will drive guest trips to the corridor and the memory will create loyalty and drive additional business activity.
- There was no objection to the sales tax increase as long as there is a commitment by the City to fully develop the corridor area. Also, it is critical to develop a partnership and to get buy-in from the other business leaders in the corridor to improve and/or upgrade their own building presentations such as landscaping and/or facades. The feeling is that without business commitment to improve their areas by upgrading their curb appeal, revitalization upgrades may not be as impactful as intended.

# East Corridor – Recommendations (Continued)

## Safe

- Not all areas are safe for pedestrian traffic. There are no sidewalks in some areas when walking in the community.
- Support the idea of creating more amenities, such as sidewalks, landscaping and more bicycle lanes in order to encourage pedestrian traffic in the area.
- More lighting and creative signage to direct and inform pedestrian and motor traffic.

## Communication, Marketing

- Once the area has been upgraded, it is essential that there is visible signage informing guests about the business experience. The signage is especially important for guests traveling southbound on I-580 because of the tall sound wall that blocks the view of the corridor until motorists pass the decision point for exiting the freeway.

# East Corridor

# QUESTIONS

# **South Corridor**

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**PRESENTATION**

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## South Corridor - Advantages

- Major retail community encompassing auto dealers and stores.
- Major entertainment community encompassing theaters, restaurants, and bowling.
- Variety of business options for tourists located near the future freeway exit.
- Corridor businesses contribute heavily to the City's tax base.

## South Corridor – Recommendations

*It is essential to develop partnerships and get buy-in from other business leaders in the corridor to improve and upgrade their own building presentation. Such as:*

- Landscaping
- Building facades

*Without business commitment to improve their access by upgrading their curb appeal, revitalization upgrades may not be as impactful as intended.*

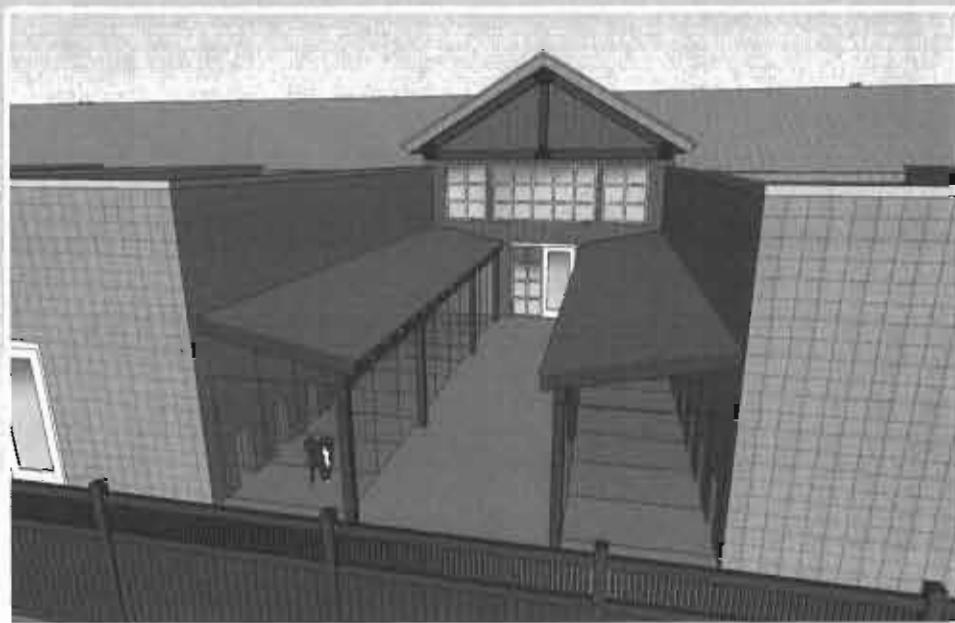
## South Corridor – Opportunities for Improvement

- We believe the South Corridor is the gateway into Carson City for travelers from Douglas County, Lake Tahoe, and Incline Village. Visitors need visual impact in a way that will create repeat visits.
- Traffic speeds, business access, signage, non-intrusive landscaping, access for delivery truck to businesses, collective directional signage.
- Corridor improvements for non-driving people to access the area such as transit stops and bike lanes.

# **South Corridor**

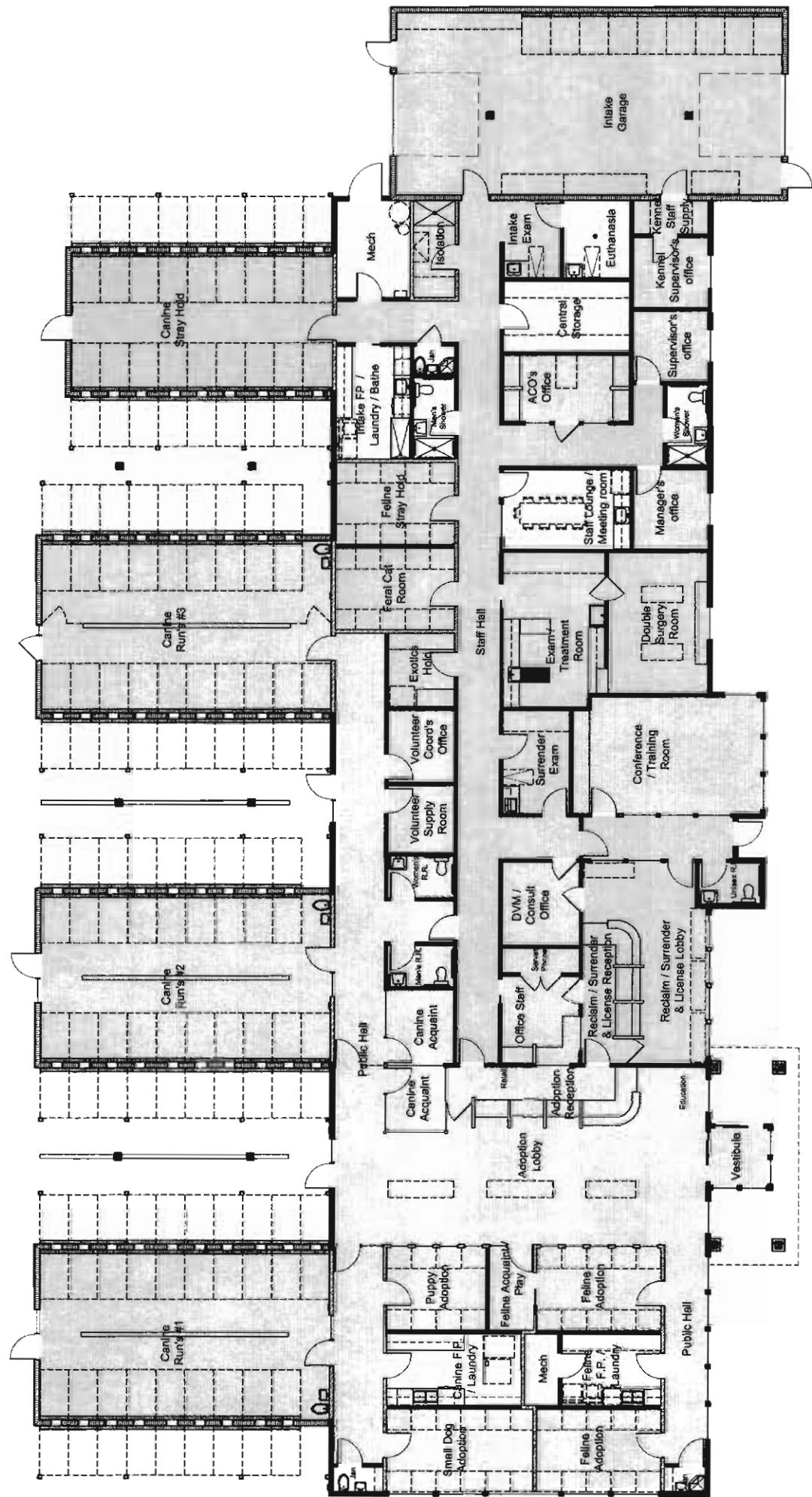
**QUESTIONS ???**

# Animal Services Facility



CARSON CITY ANIMAL SERVICES **BDA**  
Carson City, NV

BDA ARCHITECTURE  
901 Lamberton Place NE Albuquerque, NM 87107



CARSON CITY ANIMAL SERVICES

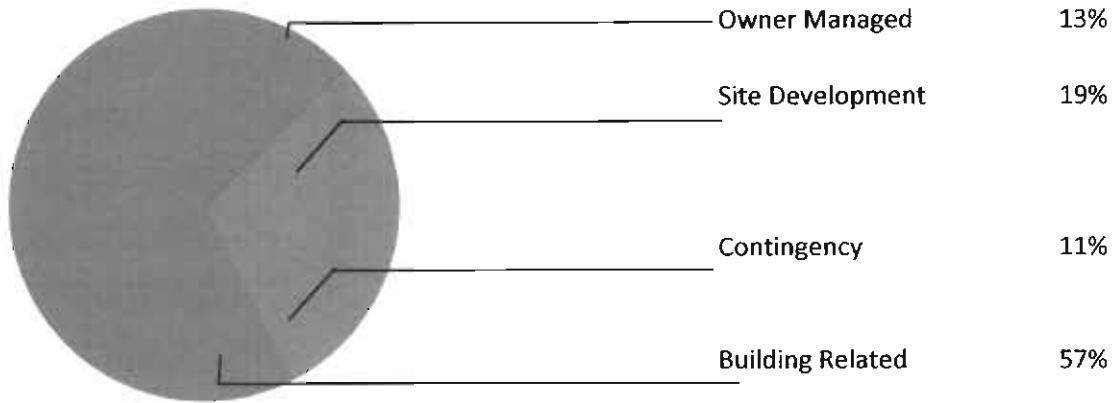
Carson City, NV  
07.17.12 BUILDING = 10,326 S.F. INTAKE GARAGE = 1,120 S.F.

BODA ARCHITECTURE, P.C. 901 LAMBERTON PLACE, NE ALBUQUERQUE, NM 87107





**BDA Architecture, P.C.**  
**Design Learned, Inc.**  
**Bowling Mamola Group**  
**Carson City Animal Services**  
**Project Budget Analysis - 7-17-12**



#### **Budget Allocation**

|                     |                     |
|---------------------|---------------------|
| OWNER MANAGED       | 497,820             |
| SITE DEVELOPMENT    | 731,090             |
| BUILDING RELATED    | 2,240,868           |
| CONTINGENCY         | 430,222             |
| <b>TOTAL BUDGET</b> | <b>\$ 3,900,000</b> |

#### **Owner Managed Costs** **\$497,820**

|                         |                 |
|-------------------------|-----------------|
| Business Systems        | <b>\$42,000</b> |
| Phone, video, audio     | 20,000          |
| IT systems, consultants | 9,000           |
| Security systems        | 7,000           |
| Signage                 | 6,000           |

|                              |                  |
|------------------------------|------------------|
| Furniture, Fixtures, Equipt. | <b>\$377,820</b> |
| Furnishings                  | 21,747           |
| Appliances                   | 27,000           |
| Runs/Cages/Vet. Stainless    | 329,073          |

|                     |                 |
|---------------------|-----------------|
| Project Development | <b>\$70,000</b> |
| Impact fees         | 0               |
| Utilities/meters    | 70000           |

|   |                  |                     |
|---|------------------|---------------------|
| Occupancy Costs                                 | <b>\$8,000</b>   |                     |
| Furnishings / Equip. Installation               | 5,000            |                     |
| Moving, printing                                | 3,000            |                     |
| <b><u>Site Development Costs</u></b>            |                  | <b>\$ 731,090</b>   |
| Survey / Civil Engineering/ CM fees             | 150,000          |                     |
| Site Improvements                               | 581,090          |                     |
| grading/drainage/earthwork                      |                  |                     |
| municipal improvements                          |                  |                     |
| parking/paving/lighting                         |                  |                     |
| fences, retaining walls, enclosures             |                  |                     |
| landscaping                                     |                  |                     |
| <b><u>Building Related Costs</u></b>            |                  | <b>\$ 2,240,868</b> |
| Architect / Engineering fees                    | <b>197,818</b>   |                     |
| Architectural Fees                              | 94,264           |                     |
| MEP Eng fees                                    | 49,900           |                     |
| Structural Eng fee                              | 11,000           |                     |
| Engineering Coordination                        | 32,328           |                     |
| Interior Design                                 | 10,326           |                     |
| Building Construction Costs                     | <b>2,043,050</b> |                     |
| 11446 sf Heated(175/sf)                         | 2,003,050        |                     |
| 1500 sf Carport(lump sum)                       | 40,000           |                     |
| <b>Contingency</b>                              |                  | <b>\$ 430,222</b>   |
| <b>Carson City Animal Services Total Budget</b> |                  | <b>\$ 3,900,000</b> |

# PROGRAM SUMMARY

Carson City Animal Services  
Robert Fellows - Project Manager

Revised 9/11/12

## General

Animal Control Facility

**Equipment:** New runs, Existing cages to be relocated for quarantine  
Total housing = 134 dogs, 104 cats, 7 exotics

## Site Design

Access controlled employee parking for 15  
Access controlled service parking for 6 work trucks, big emergency trailer, flat bed, horse trailer, small utility trailer  
Client relief area, outdoor waiting / play area, fenced exercise yard for staff.  
Monument Sign to be located near site entrance  
Trash contained in dumpster - with adequate truck access  
Two corrals for large animals - 25x25 with metal cover.  
covered 3-sided service parking with, block heaters.

## Building Design

Entrance Canopy  
Separate Employee Entrance, separate license entrance from adoption.  
Adoption play area spaces.  
City work dog training area, and Spay / Neuter clinic.

## Building Systems

Intrusion detection  
Fire alarm / Sprinkler as required  
Wet / Dry Vac System  
Freestanding safe - manager's office?  
Door locks with proximity readers where needed

| AREAS                      | S.F. | S.F. | REQUIRED REMARKS   | DESIRED REMARKS                             |
|----------------------------|------|------|--|---|
| Vestibule                  |      | 50   | Climate and loose pet control  |   |
| Lobby                      |      | 862  | Atmosphere: Nice, better than pet shop   |   |
| Waiting Area               | 415  |      | Movable seating for 10. Drinking fountain.   | client education                            |
| Reclaim/Surrender Waiting  | 145  |      |  |   |
| Adoption/ Education Center | 37   |      | Three units, one large, two small.   |   |
| Dog Adoption Play Room     | 131  |      | Two glass enclosed. Floor drain. On way to back  |   |
| Cat Adoption Play Room     | 54   |      | Glass enclosed. Floor drain. On way to back  | can be part of feline holding if near lobby |
| Client Restroom            | 80   |      | Two, not to be shared by staff.  |   |
| Reception                  |      | 1003 | Atmosphere: Professional, functional.  |   |
| Adoption Reception         |      | 147  | 4 check-in / check-out station, Leash hooks, Escape Access, Three 4 drawer file cabinets, fax / copy / printer in cabinet, computer. |   |

|                                       |     |            |  |                 |
|---------------------------------------|-----|------------|--|-----------------|
| Reclaim/Surrender Reception           | 106 |            | 3 check-in / check-out stations (Surrender, reclaim, license). Leash hooks.  |                 |
| Supply Closet/Server                  | 28  |            | Archive file storage, 3' wide supply storage rack, small retail stock, location for a server rack  |                 |
| Manager's Office                      | 85  |            | Desk w/ two visitor chairs, 2 file cabinets, computer  |                 |
| ACO's Office                          | 122 |            | Room for 4 desks against walls w/ dividers, 3 person table. Small file drawer for each desk and computer.  |                 |
| Volunteer Coord Office                | 69  |            | Desk w/ two visitor chairs, file cabinet, computer   |                 |
| Volunteer Supply Room                 | 64  |            |  |                 |
| Staff Office                          | 99  |            | Window into lobby. 3 desks, file storage, desktop printer, computers.  |                 |
| DVM Office                            | 93  |            | Desk w/ two visitor chairs, file cabinet, computer   |                 |
| Kennel Supervisor/Kennel Supply       | 113 |            | Desk w/two vistor chairs, file storage, computer.  |                 |
| Supervisors Office                    | 77  |            |  |                 |
| <b>Conference &amp; Training Room</b> |     | <b>315</b> | table and chairs for 20 people. Near lobby.  |                 |
| Scale Alcove                          |     | <b>0</b>   | Staff to weigh animals before examination, euthanasia. Inside intake garage.   |                 |
| Euthanasia Room                       |     | <b>74</b>  | hand sink, floor drain, hose station, folding table.   | locking cabinet |
| <b>Spay / Neuter Clinic/Exam</b>      |     | <b>897</b> |  |                 |
| Exam / treatment area                 | 227 |            | Upper and lower cabinets, one S.S. wet tables (with removable solid top), one docking station, 8 unit staging / recovery cages   |                 |
| Double Surgery Room                   | 204 |            | Shelf, 2 surgery lights, 2 surgery tables.   |                 |
| Surrender Exam                        | 100 |            | Exam Table, Single Sink, Upper and Lower Cabinet, cage bank  |                 |
| Canine Food Prep / Laundry            | 140 |            | 9' wide Prep. Counter includes double sink, DW and undercounter fridge. Intercom. Bulk food storage - 5 rubber bins and 3' wide shelf. Laundry-Room for large Commercial W/D, laundry tub, storage cabinets / rack, folding counter. |                 |
| Feline Food Prep / Laundry            | 103 |            | 9' wide Prep. Counter includes double sink, DW and undercounter fridge. Intercom. Bulk food storage - 2 rubber bins and 3' wide shelf. Laundry- Room for one residential W/D, laundry tub, storage cabinets / rack, folding counter. |                 |
| Intake Food Prep/Laundry/Bathe        | 123 |            | Room for one Residential W/D, laundry tub, storage cabinets / rack, folding counter, 1 exsiting 5' bathe station.  |                 |
| <b>Staff Unisex Restroom</b>          |     | <b>38</b>  | ADA accessible   |                 |
| Staff Shower Rooms                    |     | <b>100</b> | 2 rooms, 1 ADA shower & fixture in each, with lav  |                 |
| <b>Central Storage</b>                |     | <b>130</b> | Bulk storage space.  |                 |
| <b>Feline Janitor's Closet</b>        |     | <b>15</b>  | Southwest, near lobby.   |                 |
| <b>Canine Janitor's Closet</b>        |     | <b>18</b>  | Northwest, near Canine Run #1  |                 |
| <b>Back Janitor's Closet</b>          |     | <b>18</b>  | Near intake housing, pressure wash system  |                 |

|                        |     |             |  |  |
|------------------------|-----|-------------|--|--|
| <b>Mechanical Room</b> |     | <b>138</b>  | 2 Rooms ( 1-East End, 1-West End) Hot water heater, plumbing entrance, fire riser  |  |
| <b>Animal Housing</b>  |     | <b>2761</b> | Pressure wash system, solid waste flush fixture, trench drains with auto rinse.  | Telephone/intercom, natural light.                                 |
| Feline Adoption #1     | 150 |             | 3 tier - 3' wide cages = 15, 2 tier - 3' wide cages = 10, Total 25   | near lobby   |
| Feline Adoption #2     | 150 |             | 3 tier - 3' wide cages = 15, 2 tier - 3' wide cages = 10, Total 25   | near lobby   |
| Puppy Adoption         | 120 |             | 3 tier - 3' wide cages = 12, 2 tier - 3' wide cages = 8, Total 20  |  |
| Small Dog Adoption     | 177 |             | 3 tier - 3' wide cages = 18, 2 tier - 3' wide cages = 12, Total 30   |  |
| Canine Runs #1         | 717 |             | (19) 3.5' x 6' runs w/ trench drains   | same size for outdoor w/ guillotine door                           |
| Canine Runs #2         | 717 |             | (19) 3.5' x 6' runs w/ trench drains   | same size for outdoor w/ guillotine door                           |
| Canine Runs #3         | 730 |             | (19) 3.5' x 6' runs w/ trench drains   | same size for outdoor w/ guillotine door                           |
| <b>Isolation</b>       |     | <b>59</b>   | Small ward for injured / sick intakes.   | 5' cage bank, 1 run  |
| <b>Intake Exam</b>     |     | <b>63</b>   | near intake and euthanasia   |  |
| <b>Canine Hold</b>     |     | <b>510</b>  | near intake, 18 runs.  |  |
| <b>Feline Hold</b>     |     | <b>142</b>  | near intake, 2 tier - 3' wide cages = 20 Total.  |  |
| <b>Feral Cat</b>       |     | <b>142</b>  | near intake, 2 tier - 3' wide cages = 20 Total.  |  |
| <b>Exotic Hold</b>     |     | <b>72</b>   | near intake, 1 - 2 tier - 3' wide cage (Rolling), 2 - counter top areas.   |  |
| <b>Intake Garage</b>   |     | <b>1027</b> | H&C Water Supply, 9 runs, 2 tier - 3' wide cages (Rolling) Total = 14, Two F-250 drive-thru truck bays with floor drain beneath. | Telephone/intercom, natural light. Room for 5' wide chest freezer. |
| <b>Subtotal</b>        |     | <b>8434</b> |  |  |

Programmed Subtotal 8434

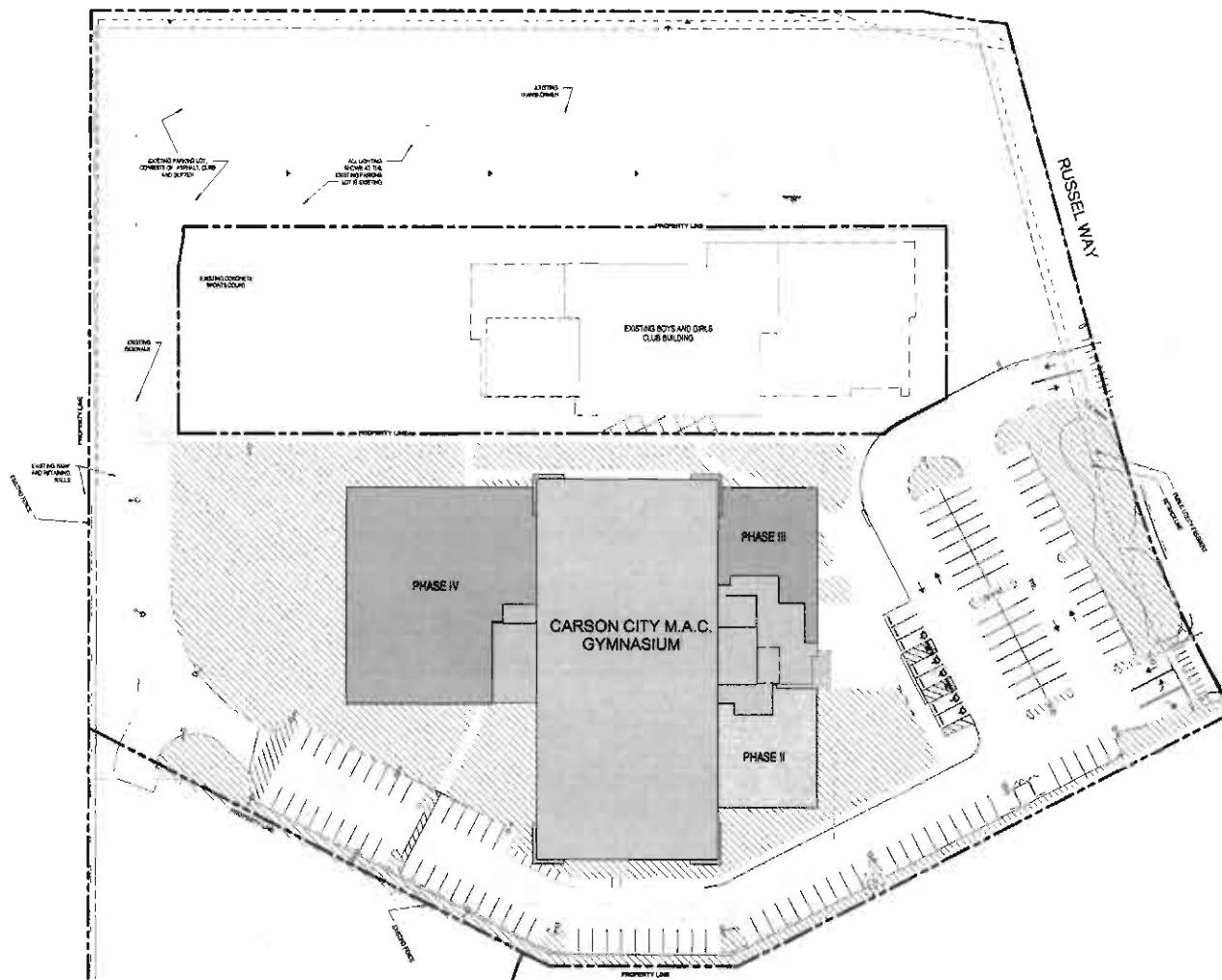
Grossing Factor x 1.299 (wall construction, uncalculated circulation, etc.)

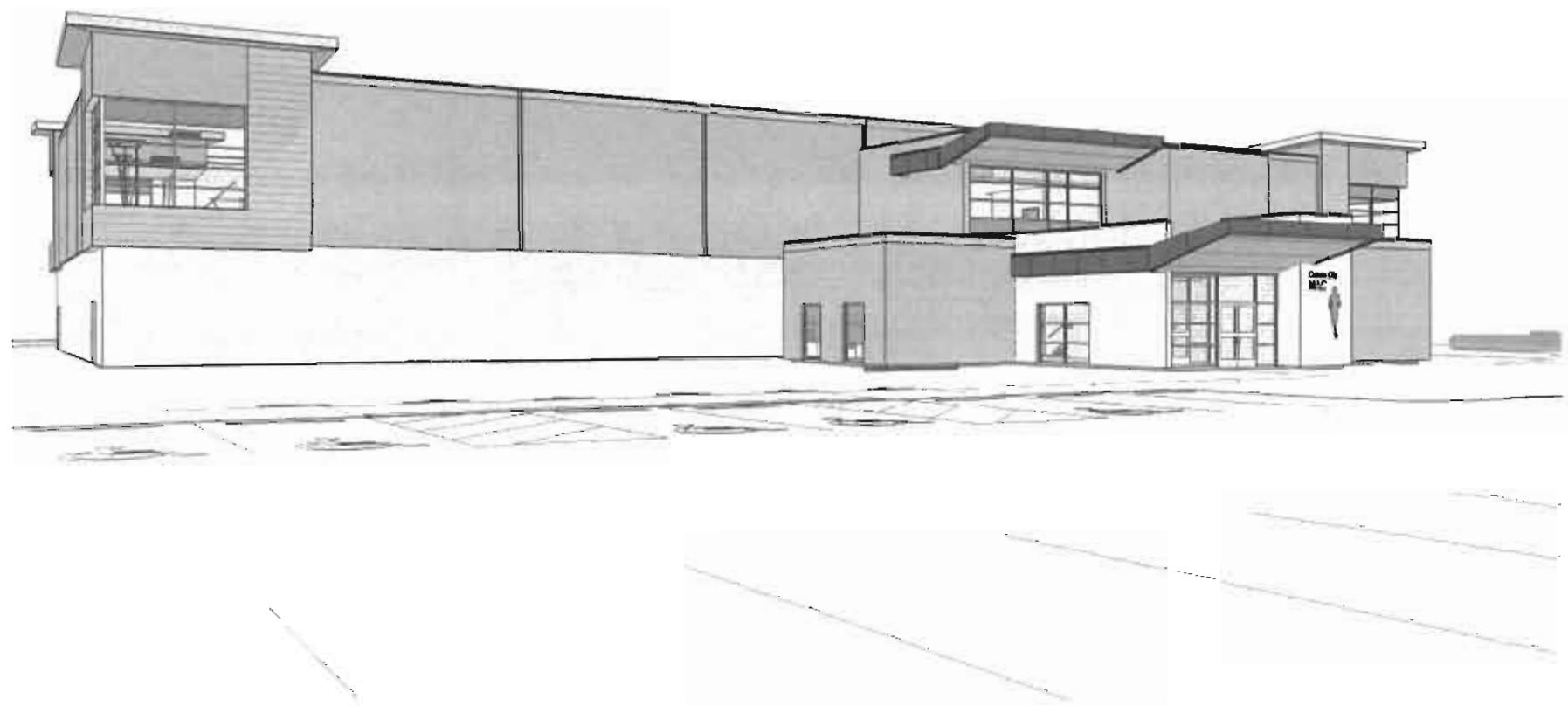
**Gross Square Feet 10955 S.F.**

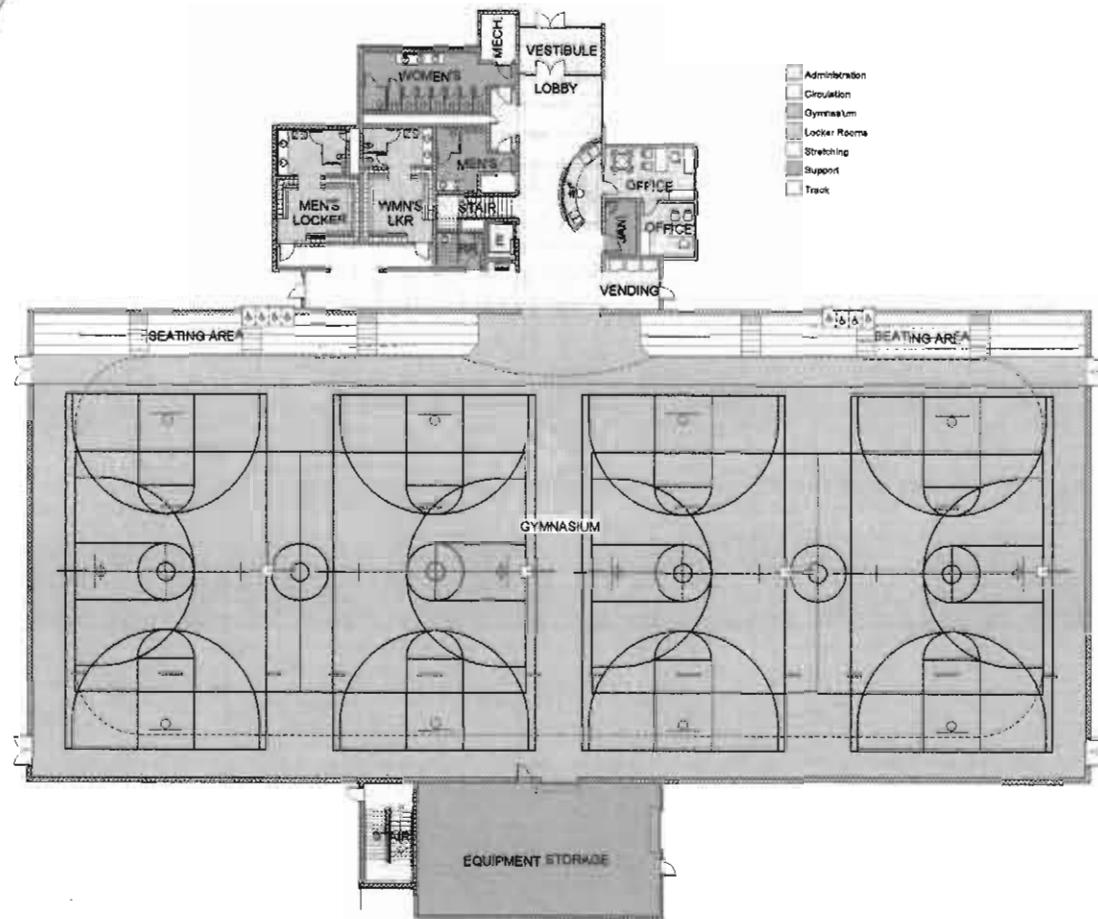
**Projected**

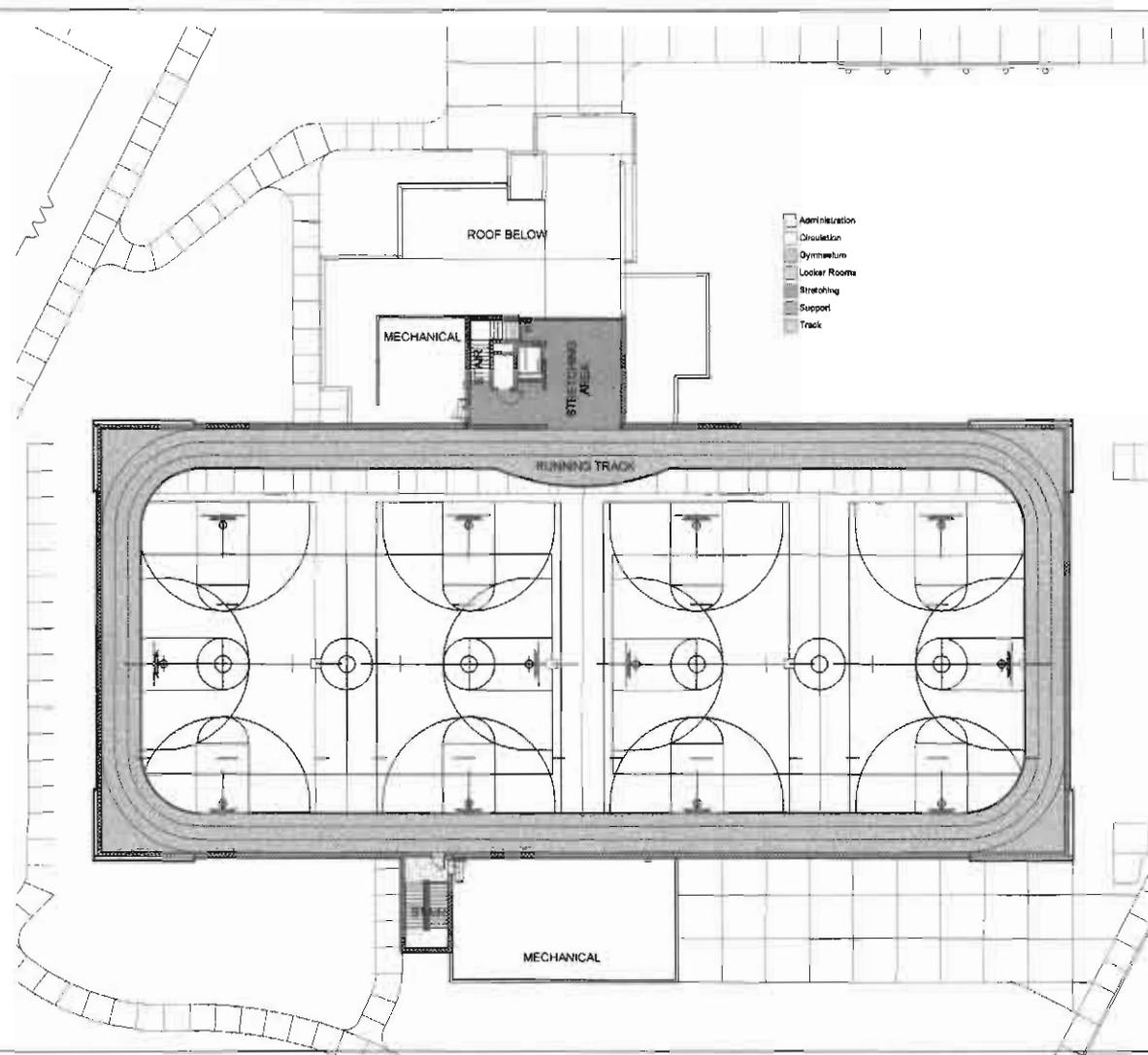
# Multi-Purpose Athletic Center

NORTHRIDGE DRIVE









**Facility Use and Participant Numbers 2012-2013**

**Youth and Adult Volleyball**

| Program                    | Date(s)               | Site                       | Day(s) of the Week   | Number of Participants     |
|----------------------------|-----------------------|----------------------------|----------------------|----------------------------|
| 2012 Youth Volleyball      | 10/23/2012-12/18/2013 | Eagle Valley Middle School | Tuesday and Thursday | 31 (Instructional Program) |
| 2012 Adult Coed Volleyball | 10/29/2012-1/16/2013  | Eagle Valley Middle School | Monday and Wednesday | 29 (3 Teams)               |
| 2013 Youth Volleyball      | 10/14/2013-11/18/2013 | Eagle Valley Middle School | Tuesday and Thursday | 27 (Instructional Program) |
| 2013 Adult Volleyball      | 10/21/2013-12/11/2013 | Eagle Valley Middle School | Monday and Wednesday | 27 (4 Teams)               |

**Youth and Adult Futsal**

| Program                          | Date(s)              | Site                         | Day(s) of the Week   | Number of Participants |
|----------------------------------|----------------------|------------------------------|----------------------|------------------------|
| 2012-13 6v6 Futsal               | 11/8/2012-2/21/2013  | Carson City Community Center | Thursday             | 95 (10 Teams)          |
| 2012-13 Masters Futsal           | 11/9/2012-3/1/2013   | Carson City Community Center | Friday               | 110 (10 Teams)         |
| 2012-13 Men's Futsal             | 11/18/2012-3/10/2013 | Carson City Community Center | Sunday               | 132 (12 Teams)         |
| 2012-13 Women's Futsal           | 11/10/2013-3/2/2013  | Carson City Community Center | Saturday             | 153 (14 Teams)         |
| 2012-13 U10 Boys Futsal          | 11/12/2012-1/28/2013 | Carson City Community Center | Monday               | 62 (6 Teams)           |
| 2013 U10 Futsal Boys 2nd Half    | 3/11/2013-5/6/2013   | Carson City Community Center | Monday               | 52 (6 Teams)           |
| 2012-13 U12 Boys Futsal          | 11/13/2012-1/29/2013 | Carson City Community Center | Tuesday              | 59 (6 Teams)           |
| 2013 U12 Boys Futsal 2nd Half    | 3/13/2013-5/8/2013   | Carson City Community Center | Wednesday            | 32 (4 Teams)           |
| 2012-13 U12 Girls Futsal         | 11/14/2012-2/6/2013  | Carson City Community Center | Wednesday and Friday | 38 (4 Teams)           |
| 2012-13 U14 Boys Futsal          | 11/14/2012-1/30/2013 | Carson City Community Center | Wednesday            | 62 (6 Teams)           |
| 2012-13 U16 Boys Futsal 2nd Half | 3/12/2013-5/7/2013   | Carson City Community Center | Tuesday              | 43 (4 Teams)           |
| 2012-13 U16 Girls Futsal         | 12/2/2012-2/17/2013  | Carson City Community Center | Sunday               | 44 (4 Teams)           |

**Youth and Adult Basketball**

| Program                             | Date(s)              | Site                         | Day(s) of the Week   | Number of Participants |
|-------------------------------------|----------------------|------------------------------|----------------------|------------------------|
| 2012-13 Little Senators (1st Grade) | 11/29/2012-2/15/2013 | Carson City Community Center | Saturday             | 43                     |
| 2012-13 Little Senators (2nd Grade) | 11/29/2012-2/15/2013 | Carson City Community Center | Saturday             | 50                     |
| 2012-13 3rd Grade Boys              | 12/1/2012-3/23/2013  | Carson City Community Center | Saturday             | 24                     |
| 2012-13 3rd Grade Girls             | 12/1/2012-3/23/2013  | Carson City Community Center | Saturday             | 17                     |
| 2012-13 4th Grade Boys              | 12/1/2012-3/23/2013  | Carson City Community Center | Saturday             | 42                     |
| 2012-13 4th Grade Girls             | 12/1/2012-3/23/2013  | Carson City Community Center | Saturday             | 16                     |
| 2012-13 5th Grade Boys              | 11/26/2012-3/4/2013  | Carson Middle School         | Monday and Wednesday | 42                     |
| 2012-13 5th Grade Girls             | 11/27/2012-2/14/2013 | Carson Middle School         | Tuesday and Thursday | 18                     |
| 2012-13 6th Grade Boys              | 11/26/2012-3/4/2013  | Carson Middle School         | Monday and Wednesday | 13                     |
| 2012-13 6th Grade Girls             | 11/27/2012-2/14/2013 | Carson Middle School         | Tuesday and Thursday | 14                     |
| 2012-13 7th/8th Grade Boys          | 11/30/2012-3/22/2013 | Carson Middle School         | Friday               | 50                     |
| 2012-13 7th/8th Grade Girls         | 11/27/2012-2/14/2013 | Carson Middle School         | Tuesday and Thursday | 19                     |
| 2013 Men's Basketball- Over 30      | 2/25/2013-4/11/2013  | Eagle Valley Middle School   | Wednesday and Friday | 36 (4 Teams)           |
| 2013 Men's Basketball- Open         | 2/22/2013-5/3/2013   | Eagle Valley Middle School   | Wednesday and Friday | 89 (12 Teams)          |

# Draft Plan of Expenditure

# **PLAN OF EXPENDITURE**

**CARSON CITY**

**ANIMAL SERVICES FACILITY,**

**MULTI-PURPOSE ATHLETIC CENTER,**

**CARSON STREET AND WILLIAM STREET CORRIDORS IMPROVEMENT**

**PROJECTS**

(The plan expires June 30, 2047)

## **DESCRIPTION OF PROPOSED PROJECTS:**

The scope of the Plan of Expenditure in accordance with NRS 377B.100 (7) encompasses several City capital projects including improvements to the Carson Street and William Street corridors. In addition to the corridor improvements, the Plan of Expenditure also encompasses a new Animal Services Facility and additional funding for the completion of the Multi-Purpose Athletic Center (MAC). Each of the corridor projects may be constructed in several phases as necessary due to timing of funding including grants and other agency funding, design timeframes, and relinquishment of right-of-way by the Nevada Department of Transportation. The Animal Services Facility and Multi-Purpose Athletic Center will be constructed each in one phase.

The facilities are proposed to be funded by a 1/8th cent sales tax in accordance with NRS 377B with the improvements to the street corridors as defined as 'street' improvements in NRS 377B (3) (e). The Animal Services Facility is a 'public safety facility' that prevents disease and protects the public as defined in NRS 377B (3) (f). The Multi-Purpose Athletic Center is a 'recreational facility' as defined in NRS 377B (3) (f).

### **Animal Services Facility**

The Animal Services Facility will replace the existing facility that was constructed in the early 1960's. The proposed Carson City Animal Services Facility contemplates a 10,955 square foot building on a 1.6 acre site located at the City corporate yard on Airport Road. The facility will accommodate up to 134 dogs, 104 cats and 7 exotics. The facility promotes adoption and provides City staff sufficient area to manage and shelter animals. The proposed budget for the project is approximately \$4.0 million for the building, site improvements, and contingency.

### **Multi-Purpose Athletic Center**

The Multi-Purpose Athletic Center currently has approximately \$5.7 million in funds available and current costs for the facility are estimated to be approximately \$8.5 million. The project is 60% designed and plans can be completed in approximately 4-6 months. The MAC is proposed as an approximate 41,500 square foot recreation and tournament facility. The project includes four (4) high school sized basketball courts (84' x 50'). This court arrangement will provide for multi-purpose recreational uses that include basketball, volleyball, and futsal. In addition to the courts, the facility has locker rooms, restrooms, a lobby, administrative offices, storage room, and a second floor walking track.. The facility envisioned with the plan of expenditure would be multi-functional and allow for tournament play which would provide enhanced economic vitality for the city by attracting out of area attendance which would increase sales tax by putting heads in beds. The facility will be designed to accommodate expansion in the future to a full recreation center if funding allows.

### **Carson Street & William Street Corridors Improvement Projects**

The street corridor projects are designed to improve each corridor segment for business access; safety, through lighting and roadway improvements; improving pedestrian access and connectivity; adding bike lanes; for aesthetics with parkway landscaping and streetscape improvements; all in an effort to make each corridor more inviting to the public thereby increasing the attractiveness to local business's located along the corridors and improving economic vitality for the city. The Carson City "History In Motion" design theme utilized as part of the Carson City Freeway landscape enhancement project may be extended to each of the street corridors to enhance the projects. Overall costs anticipated for all the corridors is approximately \$11-\$16 million which will be funded through a combination of sales tax, grants, donations and other agency funding. Water, sewer, and storm drain replacement improvements will be included in the project separately funded by City utility funds.

### **Downtown Carson Street**

The downtown corridor segment will be developed generally in accordance with the Downtown Envision Plan prepared in 2006 and extended along the corridor from Fifth Street to William Street, which may include reducing Carson Street to one through lane in each direction, bike lanes, and with a turn lane at intersections. The parallel parking originally proposed will be significantly reduced in scope to generally be limited to handicap parking and loading, which will reduce traffic conflicts and allow better traffic flow. As a result wider sidewalks will be constructed allowing business access to the area for outside seating for cafes, displays, and public events. Another component of the downtown project will include improvements to Curry Street from Musser to Washington and includes improved parking, improved pedestrian access, street furniture such as benches, themed lighting, and directional signage.

### **North Carson Street**

The northern portion of this project, north of Winnie Lane to the I-580 Freeway, will include street frontage and storm water improvements, street lighting for safety, and landscaping the existing traffic islands. In addition it is proposed to develop an urban streetscape environment from Winnie Lane to William Street. This phase will include new themed street lighting for safety, improved pedestrian street crossings, and urban site amenities including benches, waste receptacles, business district signage, and a possible landscaped roundabout at Carson Street and William Street. The North Carson Street corridor may be developed in phases depending on funding availability

### **William Street**

The segment from Carson Street to the Freeway interchange will include street frontage and storm water improvements, new themed street lighting, urban site amenities including benches, waste receptacles, and business district signage; wide concrete sidewalks; and street frontage landscaping. The segment from the Freeway interchange to the College Parkway and Fairview Drive intersection will include street frontage and storm water improvements, wide concrete sidewalks, multi-use path improvements, street lighting for safety, landscape planting beds, and greenbelt landscaping along the existing multi-use path. The William Street corridor may also be developed in phases depending on funding availability.

### **South Carson Street**

The South Carson Street corridor is divided into two segments; Segment - 1- from Fifth Street to Fairview Drive; Segment 2 – from Fairview Drive to the proposed new I-580 freeway. Segment 2 must be delayed to wait for the completion of the Carson City Freeway. The Segment 1 improvements include signage, street lighting, and pedestrian connections, as well as a possible landscaped roundabout at Stewart Street. A significant storm drain project is planned for this segment and this corridor project would be coordinated with the storm drain project to take advantage of the storm drain capital investment planned to allow for better utilization of available funding. Segment 2 of the South Carson Street corridor will be done once the freeway is completed and will include reducing the 6 lane street to 4 lanes with left-turn lanes. Landscape medians would be added along with parkway improvements, street lighting for safety, pedestrian walkway improvements, bike lanes, frontage business access improvements, signage and other street improvements. The Nevada Department of Transportation is required to make some roadway improvements in the corridor pavement section before relinquishing the right-of-way to the City so an opportunity for jointly pursuing overall corridor improvements with the City will be pursued.

### **PROJECT COSTS**

The overall project costs have been developed through several sources depending on the particular element of the project.

The Animal Services Facility costs were developed based on an architectural study and preliminary concept design of the facility. The proposed budget for the project is \$4.0 million for the building and site improvements. Contributions are available for the project which can reduce the funding required from the sales tax. Therefore, funding from the sales tax will be less than \$4.0 million.

The Multi-Purpose Athletic Center costs were also prepared by the architect and contractor engaged by the City for the facility design. Costs are currently projected to be approximately \$8.5 million for the multi-functional athletic center, with \$5.7 million available from current funds. Therefore, funding from the sales tax will be approximately \$2.8 million.

Costs for the corridors have been developed with greater specificity for the downtown segment since significant planning has been done for this element. The costs for the other corridors are based on general concept plans/ideas, and square footage allocations for each have been developed. Detailed planning and design will be required for all of the corridor projects. It is anticipated not all the landscaping proposed for the corridors will be able to be included in initial project construction but the underground infrastructure to support future addition of these elements will be included to allow for adding when funds become available. Costs allocated for the downtown and corridors funded by the

1/8th cent sales tax are approximately \$11 million initially, growing over time as additional funds become available.

Also, additional funding for the corridors will be identified as a part of the projects where applicable to replace water, sewer, and storm drain infrastructure funded by city utility funds; to enhance lighting through safety grants; roadway pavements using transportation funding from either the Regional Transportation Commission or Nevada Department of Transportation; and private funding along the corridors.

The projects will be designed to allowed budget limits plus any additional funding including private donations, grants, and other agency funding as may be available. The corridor projects as funded above are a start of a larger effort to enhance the business activity along the corridors. Further future investments are anticipated from various sources including grants, donations, private funding, and other agency funding over the next 10 years. Future funding is also anticipated as growth of the 1/8th cent tax revenue increases over time with an improved economy and this will be invested into continued enhancement of the corridors.

In addition a business vitality district or other funding mechanism will be formed or developed for each corridor to contribute funding annually to the city to provide for routine maintenance required for the corridors such as cleaning sidewalks, maintaining landscaping, servicing trash receptacles, etc.

### **PROJECT TIMING**

The Animal Services Facility will be constructed in one phase. Design could begin as early as 2014 and the facility could be constructed in 2015 or later to allow for additional contributions to off-set the capital costs.

The Multi-Purpose Athletic Center final design can be completed in 2014 and could begin construction in 2014 or 2015.

The Corridor Improvements projects are more complex and some segments or phases will be completed over a longer timeframe. Each corridor will require a 4-6 month project planning effort ahead of detailed design. The Downtown Carson Street improvements could be designed beginning in 2014 with construction anticipated during 2015 and the Curry Street improvements would follow as a separate phase. The North Carson Street and East William Street corridors could be designed beginning in late 2014 and constructed in 2015/2016. The South Carson Street corridor segments will need to wait for completion of the Carson Freeway and relinquishment of right-of-way to the City as well as the stormwater capital projects planned as part of the City's capital plans. These segments would likely be designed in approximately 2016 and constructed in 2017/2018 depending on completion of the freeway and securing funding.

In addition, completion of the remaining portions of the landscaping and other components for the corridor projects will be dependent upon identifying additional funding which may include grants, donations, and other agency funding as it becomes available over the next 5-10 years.

## **BONDS**

The City can issue Capital Improvement Projects Bonds or other obligations to fund the capital needs of the projects. The projects can be financed with bonds and/or other obligations that are secured in whole or in part with a pledge of the sales tax revenues. In addition it is anticipated bonds would not be issued immediately upon implementation of the sales tax since initial construction would not begin for approximately a year after implementation. Funds for the first year of about \$1,000,000 from the tax would be used for project design costs. It is anticipated two bond issues could be issued to support the projects. An initial bond of approximately \$12.0- \$15.0 million to support the first round of projects followed two years later with a bond of approximately \$2.0-\$4.0 million or greater depending on available bonding capacity. Or the funding for the balance of the corridor program could be paid with current revenues on a pay as you go basis.

The following table provides possible pro forma service requirements of the proposed Capital Improvement Projects Bonds.

### OUTSTANDING AND PRO FORMA SERVICE REQUIREMENTS

#### CAPITAL IMPROVEMENTS PROJECTS BONDS

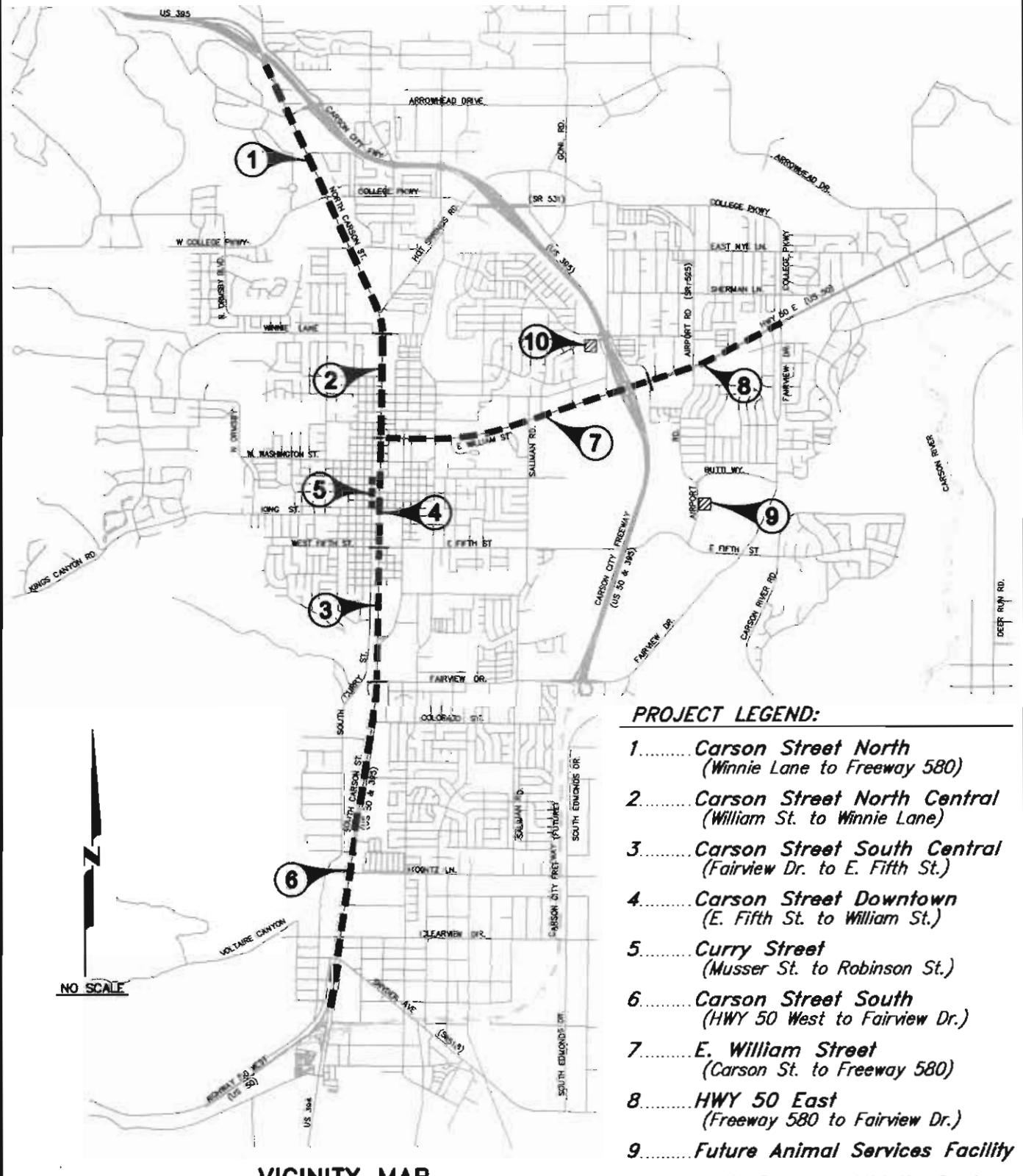
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Table 2014-2047 Principal & Interest and Total

*INSERT TABLE HERE*

November 8, 2013

# Carson City Corridor & Facility Projects



**VICINITY MAP**  
NOT TO SCALE

## PROJECT LEGEND:

1. Carson Street North (Winnie Lane to Freeway 580)
2. Carson Street North Central (William St. to Winnie Lane)
3. Carson Street South Central (Fairview Dr. to E. Fifth St.)
4. Carson Street Downtown (E. Fifth St. to William St.)
5. Curry Street (Musser St. to Robinson St.)
6. Carson Street South (HWY 50 West to Fairview Dr.)
7. E. William Street (Carson St. to Freeway 580)
8. HWY 50 East (Freeway 580 to Fairview Dr.)
9. Future Animal Services Facility
10. Multi-Purpose Athletic Center (MAC)