



## Office of Business Development

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Date: April 28, 2014 Item - 5.2

To: Redevelopment Authority Citizens Committee  
Meeting of May 4, 2015

From: Lee Plemel, Director

Subject: Update regarding Downtown Design Project theming workshop.

The Downtown Design Project team conducted two public workshops (12:30 PM and 5:30 PM) on April 20, 2015, to solicit public input on possible “themes” to be used in the Downtown Design Project. The public were asked opinions on various themes and design elements that would go along with those themes. The three themes that were considered were Historic, Transportation, and Civic/Capital. Live polling was used at the workshop to provide live results to the attendees.

Attached are the results from the April 20 workshops. The results will be used to refine the design elements that will be shown in “30-percent design” plans at a public open house in late June and at the RACC meeting in July. The “Historic” theme is the clear choice of the majority of participants and is consistent with public feedback that staff has received throughout the preliminary design process, thought certain elements of the other themes may tie into the Historic theme and be included in the plans.

The project remains on track as identified in the original contract scope of work. Following are the key remaining milestone dates leading up to the final design for the project.

- May-June 2015 – Process an ordinance to establish the Commercial Area Vitalization (CAV) District within the downtown area to help pay for ongoing project maintenance costs.
- June 22, 2015 (time TBD) – Public Open House at the Community Center: Review and comment on “30%” project design plans.
- July 6, 2015 – **RACC meeting:** Review and comment on “30%” project design plans.
- July 16, 2015 – Board of Supervisors meeting: Approval of 30 % design.
- September 8, 2015 – **RACC meeting:** Review and comment on “60%” project design plans.
- November 2, 2015 – **RACC meeting:** Review and comment on “90%” project design plans.
- November 19, 2015 – Board of Supervisors meeting: Approval of 90 % design.

- December 31, 2015 – Complete project design due.

If you have any questions regarding this item, please contact Lee Plemel at 283-7075 or [lplemel@carson.org](mailto:lplemel@carson.org).

Attachments:

1. Downtown Design Project theming workshop polling results

**Carson Theming - April 20, 2015**

Combined Results from 12:30PM and 5:30PM Public

Active Participants

93

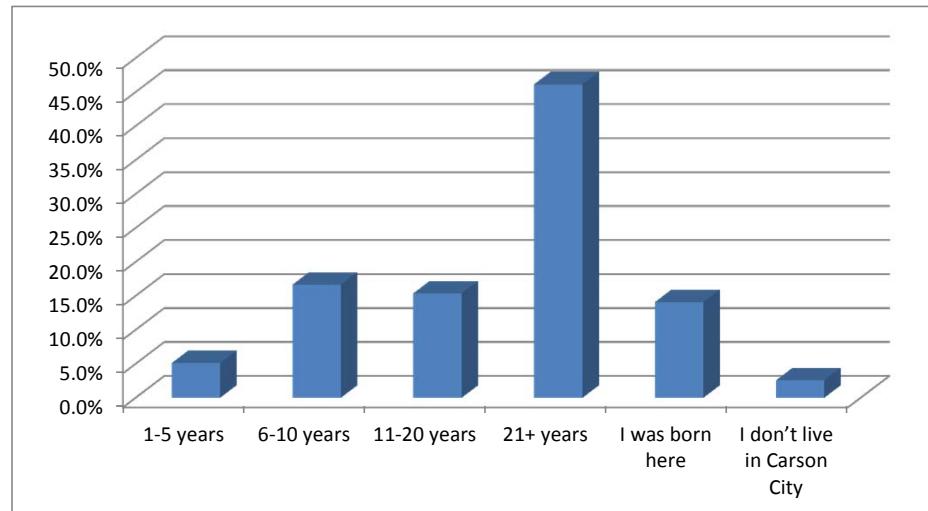
Questions

20

**Results by Question**

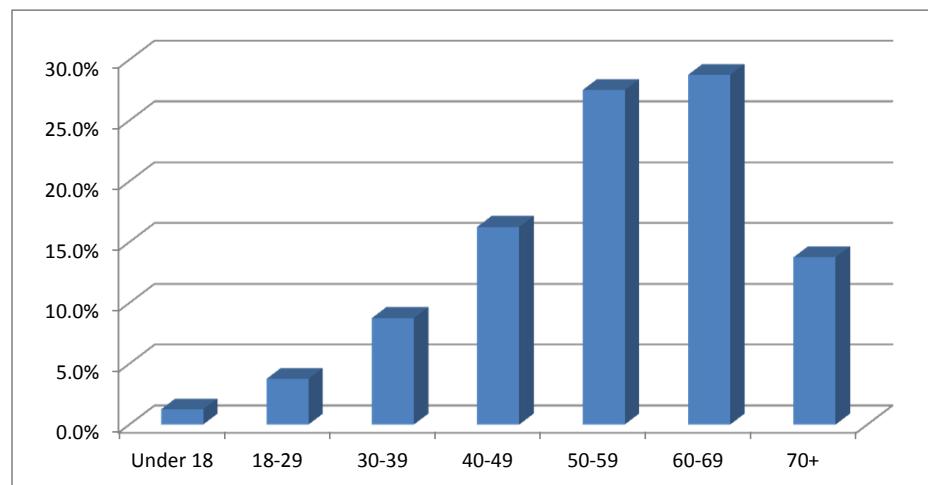
**1. How long have you lived in Carson City? (Multiple Choice)**

Responses		
	Percent	Count
1-5 years	5.1%	4
6-10 years	16.7%	13
11-20 years	15.4%	12
21+ years	46.2%	36
I was born here	14.1%	11
I don't live in Carson City	2.6%	2
<b>Totals</b>	<b>100%</b>	<b>78</b>



**2. How old are you? (Multiple Choice)**

Responses		
	Percent	Count
Under 18	1.3%	1
18-29	3.8%	3
30-39	8.8%	7
40-49	16.3%	13
50-59	27.5%	22
60-69	28.8%	23
70+	13.8%	11
<b>Totals</b>	<b>100%</b>	<b>80</b>

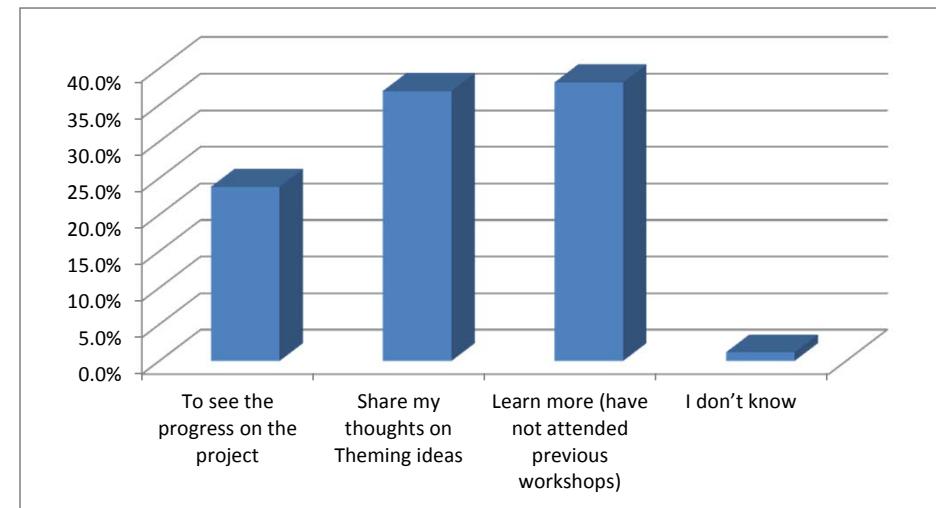


### 3. Why are you attending this meeting? (Multiple Choice)

Responses	
Percent	Count
23.8%	20
36.9%	31
38.1%	32
1.2%	1
<b>Totals</b>	<b>84</b>

To see the progress on the project  
Share my thoughts on Theming ideas  
(not attended previous workshops)

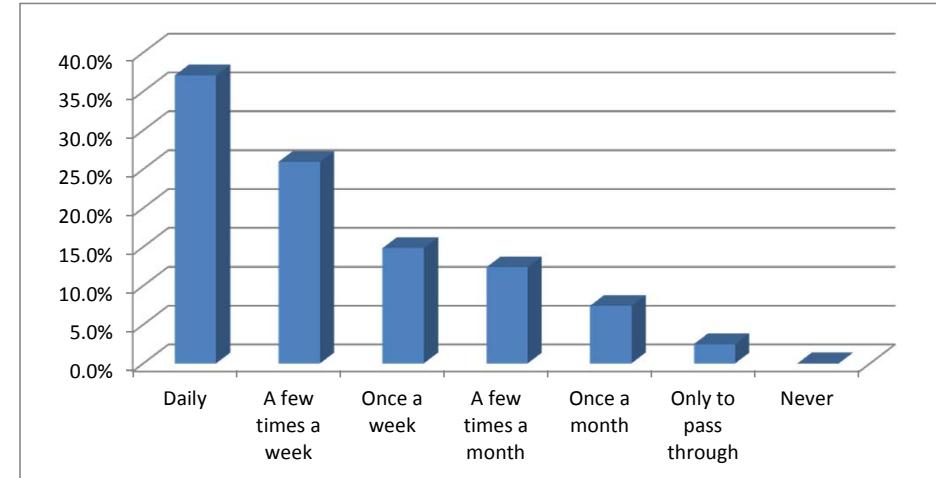
I don't know



### 4. How often do you visit downtown? (Multiple Choice)

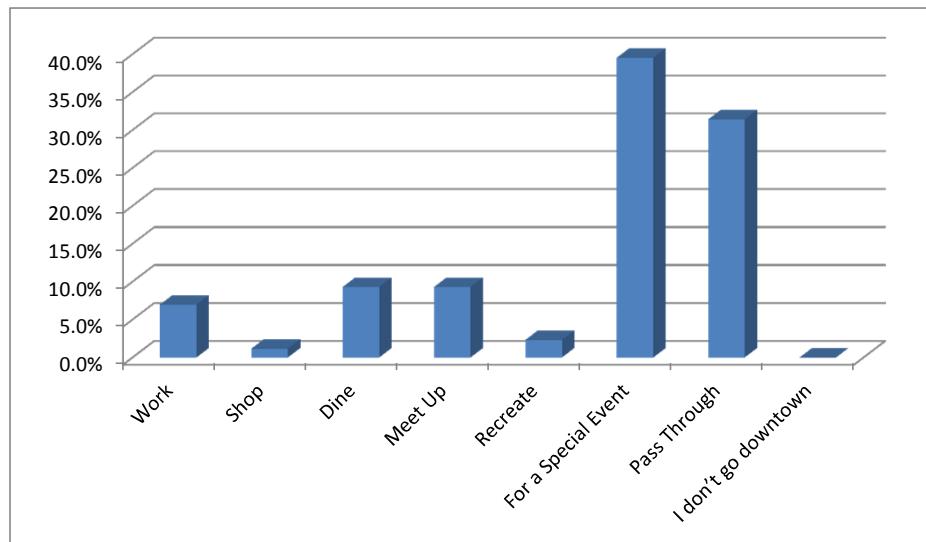
Responses	
Percent	Count
37.0%	30
25.9%	21
14.8%	12
12.3%	10
7.4%	6
2.5%	2
0.0%	0
<b>Totals</b>	<b>81</b>

Daily  
A few times a week  
Once a week  
A few times a month  
Once a month  
Only to pass through  
Never



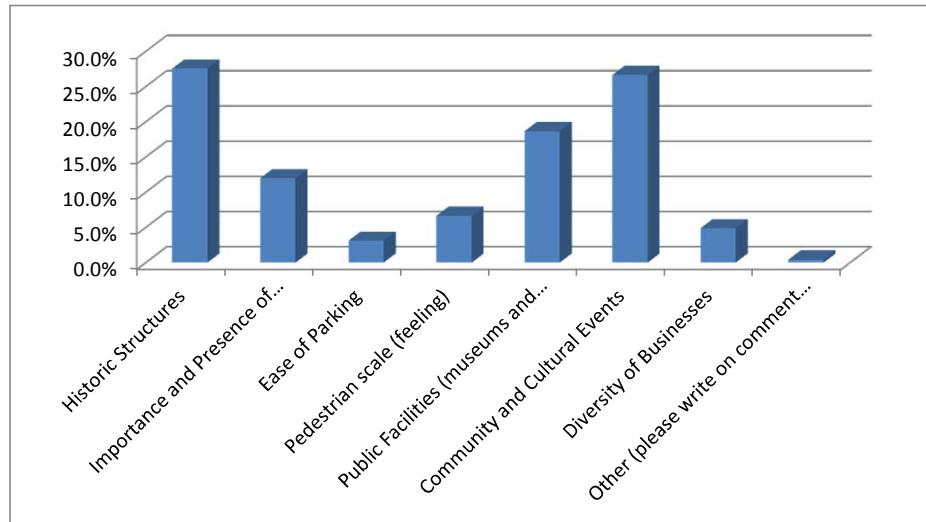
5. I usually go downtown to...(check all that apply) (Multiple Choice)

Responses		
	Percent	Count
Work	7.0%	6
Shop	1.2%	1
Dine	9.3%	8
Meet Up	9.3%	8
Recreate	2.3%	2
For a Special Event	39.5%	34
Pass Through	31.4%	27
I don't go downtown	0.0%	0
<b>Totals</b>	<b>100%</b>	<b>86</b>



6. What are you proud of regarding downtown... (Choose top 3) (Multiple Choice - Multiple Response)

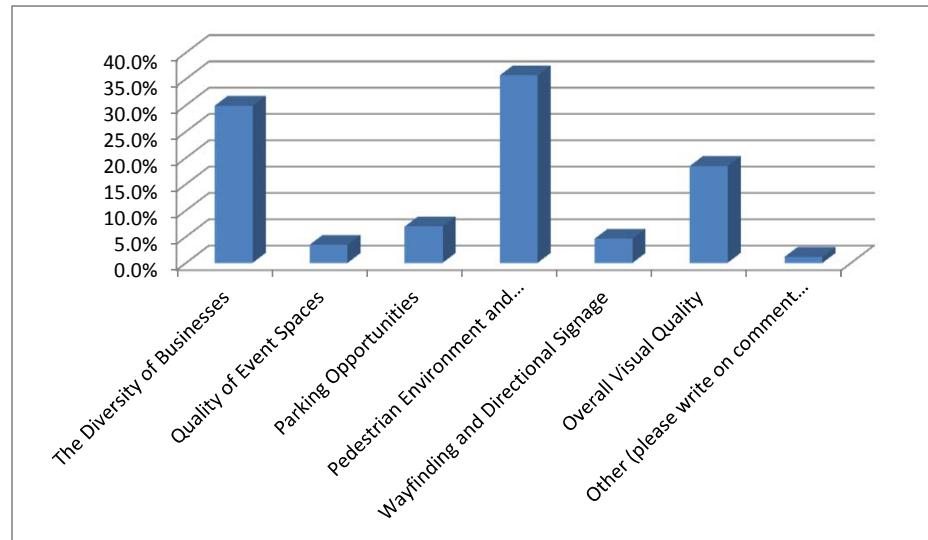
Responses		
	Percent	Count
Historic Structures	27.6%	62
Importance and Presence of Government	12.0%	27
Ease of Parking	3.1%	7
Pedestrian scale (feeling)	6.7%	15
Public Facilities (museums and government buildings)	18.7%	42
Community and Cultural Events	26.7%	60
Diversity of Businesses	4.9%	11
Other (please write on comment card)	0.4%	1
<b>Totals</b>	<b>100%</b>	<b>225</b>



7. What do you feel needs improvement in downtown? (Multiple Choice)

Responses	
Percent	Count
29.9%	26
3.4%	3
6.9%	6
35.6%	31
4.6%	4
18.4%	16
1.1%	1
<b>100%</b>	<b>87</b>

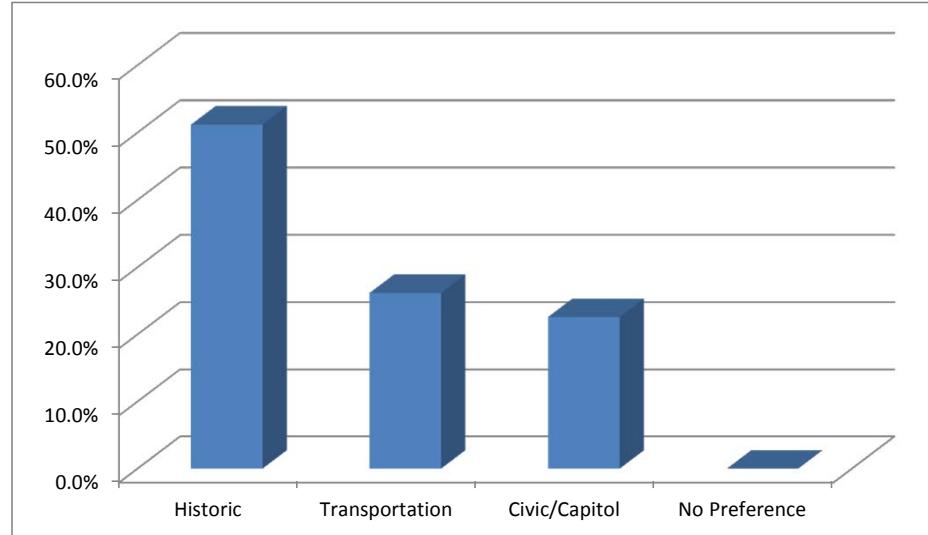
The Diversity of Businesses  
 Quality of Event Spaces  
 Parking Opportunities  
 Environment and Public Spaces  
 Wayfinding and Directional Signage  
 Overall Visual Quality  
 Other (please write on comment card)



8. Of the three theming options, which do you prefer? (Multiple Choice)

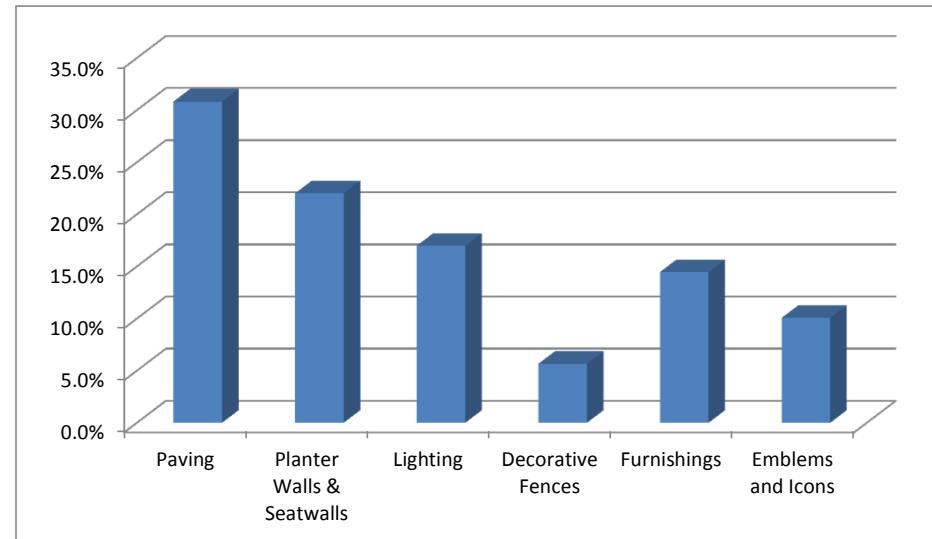
Responses	
Percent	Count
51.2%	43
26.2%	22
22.6%	19
0.0%	0
<b>100%</b>	<b>84</b>

Historic  
 Transportation  
 Civic/Capitol  
 No Preference



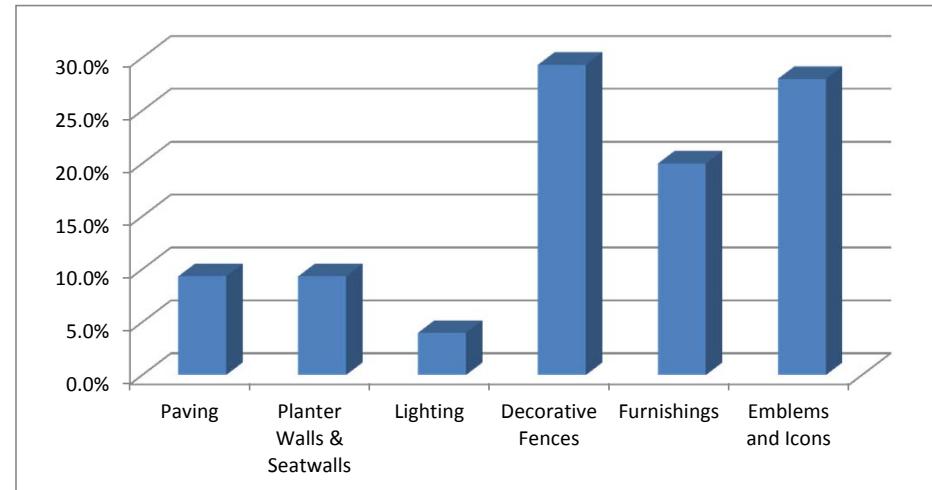
9. For the Historic Theme, what are the two elements you like the best? (Multiple Choice - Multiple Response)

Responses		
	Percent	Count
Paving	30.8%	49
Planter Walls & Seatwalls	22.0%	35
Lighting	17.0%	27
Decorative Fences	5.7%	9
Furnishings	14.5%	23
Emblems and Icons	10.1%	16
<b>Totals</b>	<b>100%</b>	<b>159</b>



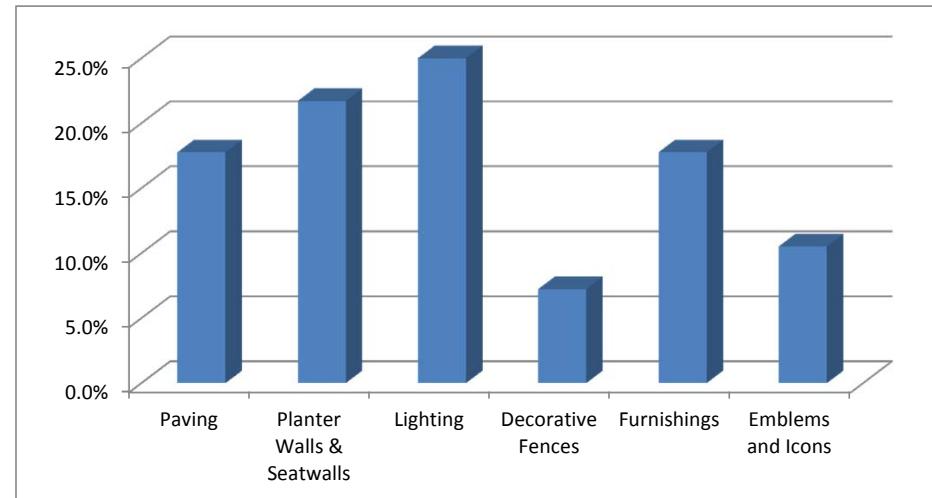
10. For the Historic Theme, what are the two elements you like the least? (Multiple Choice - Multiple Response)

Responses		
	Percent	Count
Paving	9.3%	14
Planter Walls & Seatwalls	9.3%	14
Lighting	4.0%	6
Decorative Fences	29.3%	44
Furnishings	20.0%	30
Emblems and Icons	28.0%	42
<b>Totals</b>	<b>100%</b>	<b>150</b>



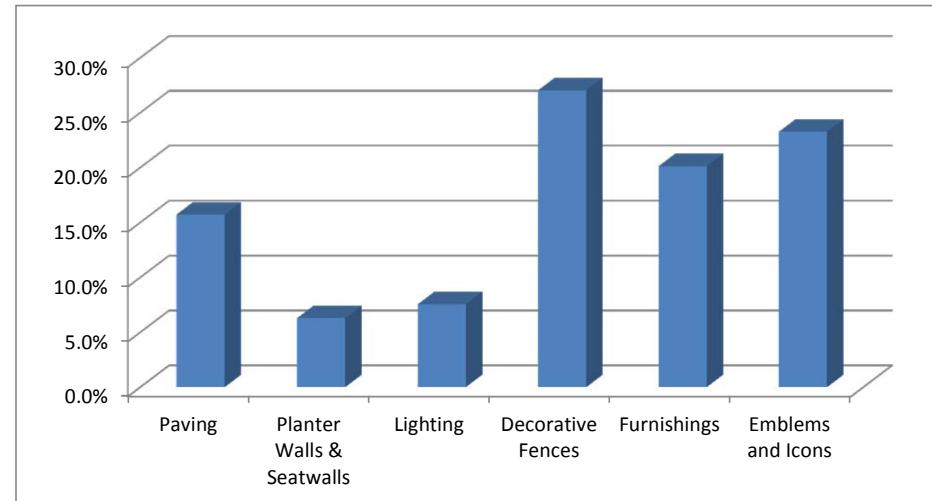
11. For the Transportation Theme, what are the two elements you like the best? (Multiple Choice - Multiple Response)

Responses	
Percent	Count
17.8%	27
21.7%	33
25.0%	38
7.2%	11
17.8%	27
10.5%	16
<b>Totals</b>	<b>152</b>



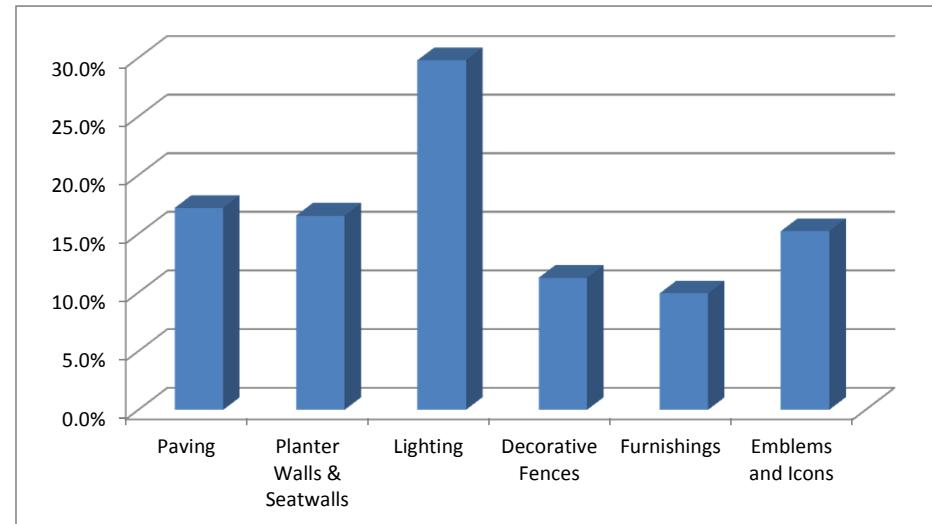
12. For the Transportation Theme, what are the two elements you like the least? (Multiple Choice - Multiple Response)

Responses	
Percent	Count
15.7%	25
6.3%	10
7.5%	12
27.0%	43
20.1%	32
23.3%	37
<b>Totals</b>	<b>159</b>



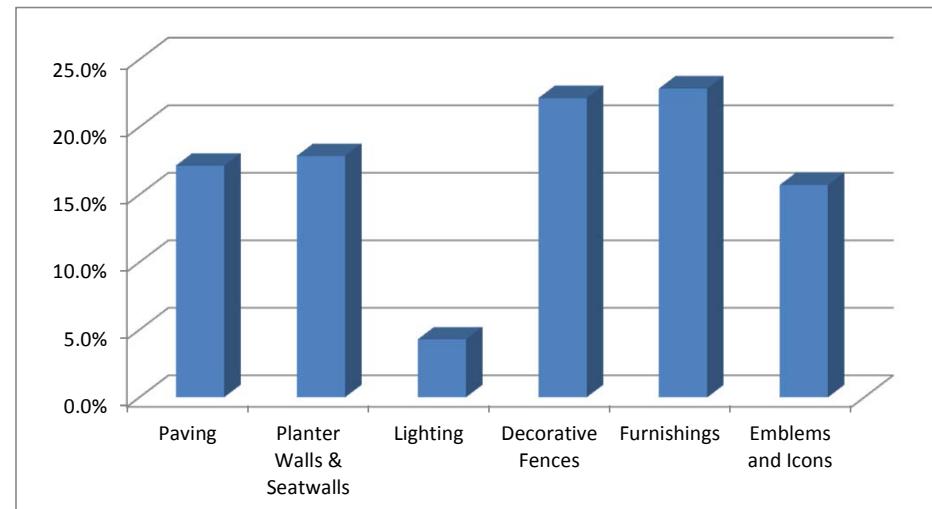
13. For the Civic/Capitol Theme, what are the two elements you like the best? (Multiple Choice - Multiple Response)

Responses		
	Percent	Count
Paving	17.2%	26
	16.6%	25
Lighting	29.8%	45
	11.3%	17
Decorative Fences	9.9%	15
	15.2%	23
<b>Totals</b>	<b>100%</b>	<b>151</b>



14. For the Civic/Capitol Theme, what are the two elements you like the least? (Multiple Choice - Multiple Response)

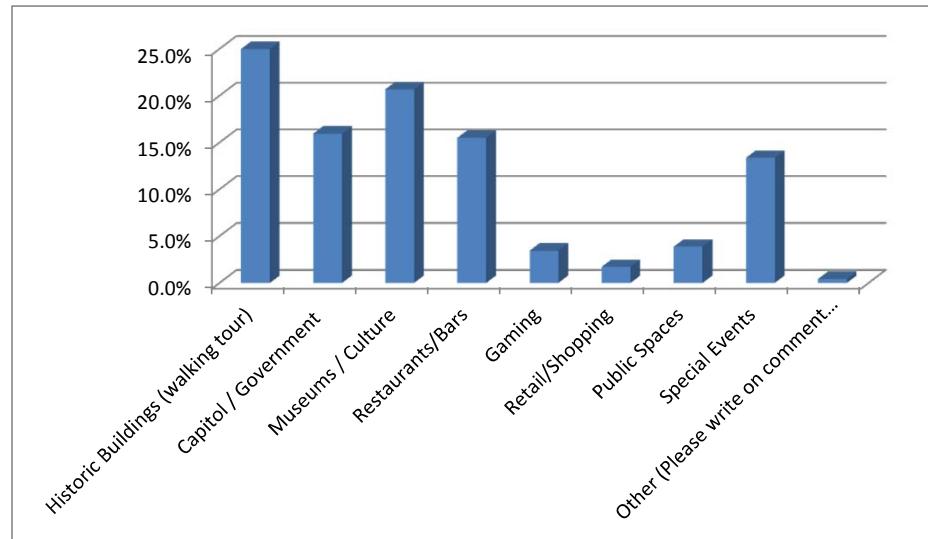
Responses		
	Percent	Count
Paving	17.1%	24
	17.9%	25
Lighting	4.3%	6
	22.1%	31
Decorative Fences	22.9%	32
	15.7%	22
<b>Totals</b>	<b>100%</b>	<b>140</b>



15. What are the three “must see” things in downtown? (Put yourself in a visitor’s perspective) (Multiple Choice - Multiple Response)

Responses	
Percent	Count
25.0%	58
15.9%	37
20.7%	48
15.5%	36
3.4%	8
1.7%	4
3.9%	9
13.4%	31
0.4%	1
<b>Totals</b>	<b>232</b>

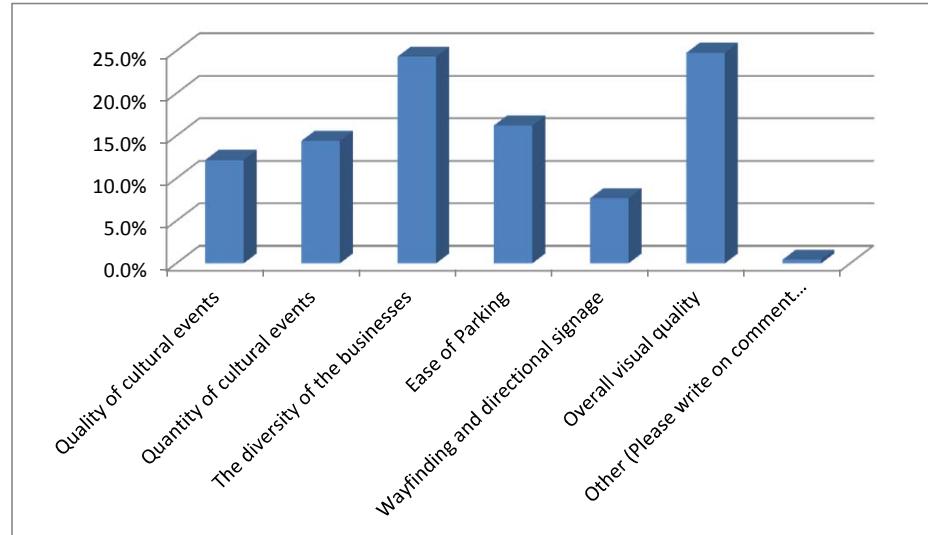
or (Please write on comment card)



16. What “needs work”? (Pick 3)(Put yourself in a visitor’s perspective) (Multiple Choice - Multiple Response)

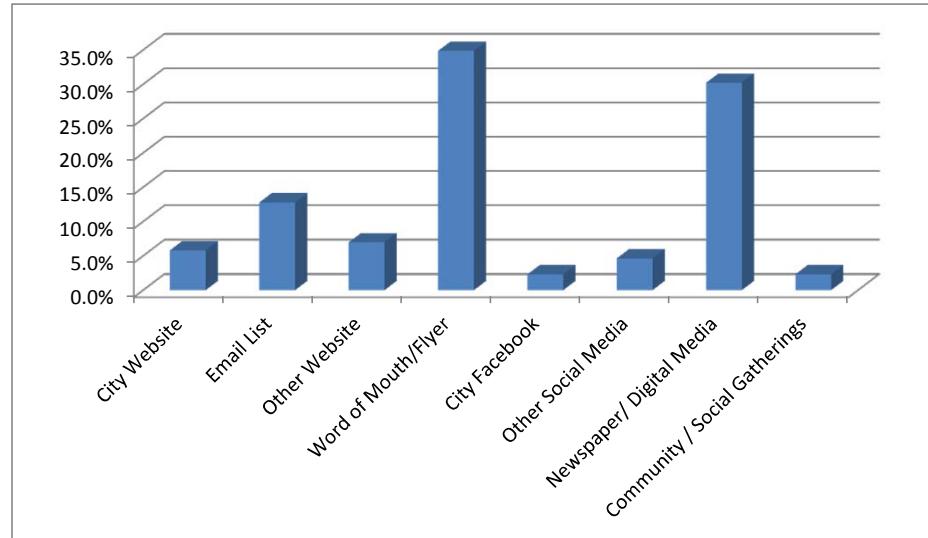
Responses	
Percent	Count
12.2%	27
14.4%	32
24.3%	54
16.2%	36
7.7%	17
24.8%	55
0.5%	1
<b>Totals</b>	<b>222</b>

or (Please write on comment card)



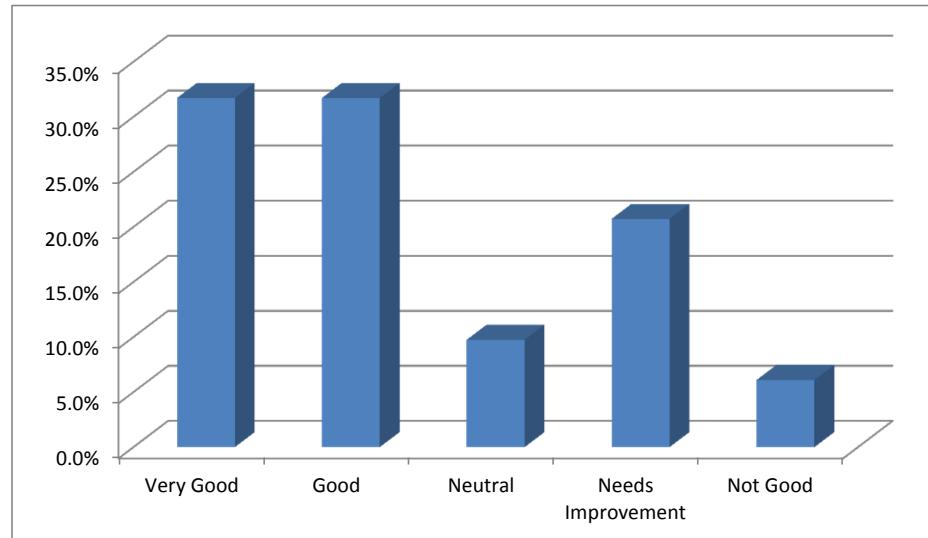
17. In the commitment to keep you informed, how did you hear about this meeting? (Multiple Choice)

Responses		
	Percent	Count
City Website	5.8%	5
Email List	12.8%	11
Other Website	7.0%	6
Word of Mouth/Flyer	34.9%	30
City Facebook	2.3%	2
Other Social Media	4.7%	4
Newspaper/ Digital Media	30.2%	26
Community / Social Gatherings	2.3%	2
<b>Totals</b>	<b>100%</b>	<b>86</b>



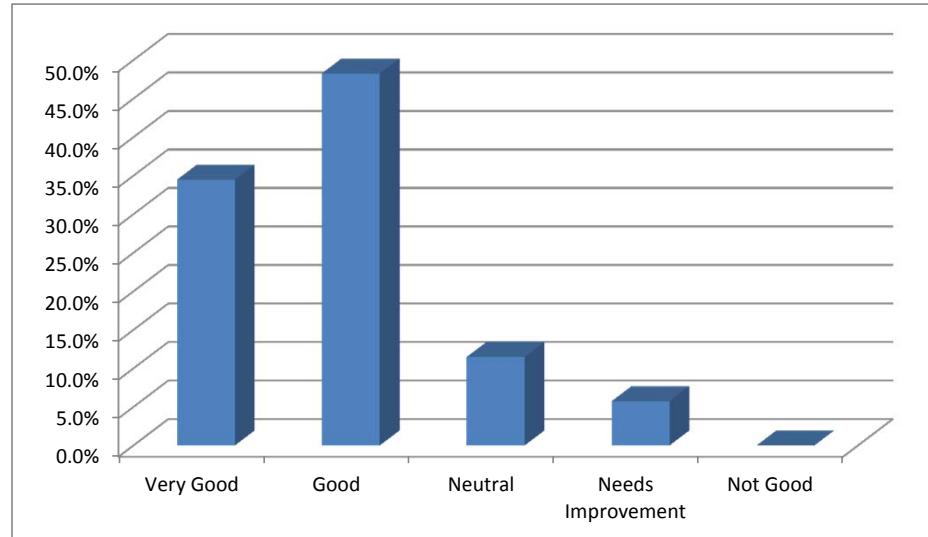
18. How would you rate the City's efforts to keep the community engaged? (Multiple Choice)

Responses		
	Percent	Count
Very Good	31.7%	26
Good	31.7%	26
Neutral	9.8%	8
Needs Improvement	20.7%	17
Not Good	6.1%	5
<b>Totals</b>	<b>100%</b>	<b>82</b>



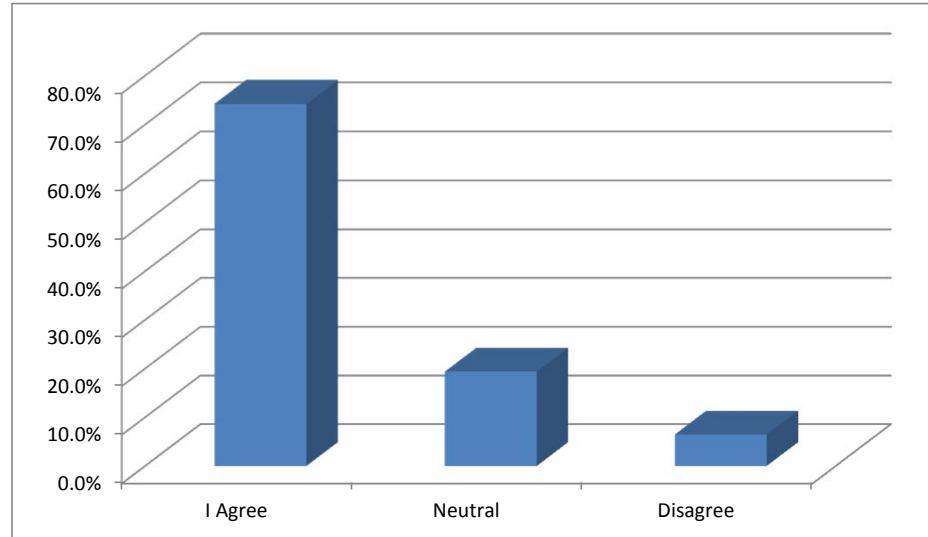
19. How would you rate the information presented tonight? (Multiple Choice)

Responses		
	Percent	Count
Very Good	34.5%	30
Good	48.3%	42
Neutral	11.5%	10
Needs Improvement	5.7%	5
Not Good	0.0%	0
<b>Totals</b>	<b>100%</b>	<b>87</b>



20. While you may not agree with the results of this meeting regarding theming, do you feel this process is heading in the right direction? (Multiple Choice)

Responses		
	Percent	Count
I Agree	74.2%	72
Neutral	19.4%	11
Disagree	6.5%	4
<b>Totals</b>	<b>100%</b>	<b>87</b>



## Downtown Design Theming Workshop

April 20, 2015, Public Comments

### **HISTORIC**

let's look forward, not back. More art

good for grandma but my kids are still moving away

better nightlife

historic ok

clean and fresh but not old/"dirty" looking

The native American (Washoe) presence in Carson City is completely ignored in this list. Not only are they aboriginal inhabitants of Eagle Valley (there are dozens of campsites, food processing, hunting sites here) they also contributed in Carson City's early settlement, working on ranches, in homes and cutting timber

realize its late in the game but we really should include something - anything- that recognizes The Washoe Tribe's presence here through history and prehistory - native American design elements, public art pieces???

Muller's Drugs - very cool!

what story are you trying to tell? How will you ensure that the story continues through each business and interwoven in the verbage that defines Carson City?

I believe there is much crossover with historic/transportation. Could you tie more transportation elements into

This should be the main theme! Everything unique in Carson relates to History

Transportation and civic should all be included in historic - our history is in all these aspects, this is what is new forms of mining destroy historic structures, so only historic mining should apply

### **CAPITOL**

I have been to 49 of our state capitals and Nevada's is great just the way it is!

### **TRANSPORTATION**

using Virginia and Truckee engine house is an insult! - building is gone

misc. train theme "tesla meets railroad" some sort of high-tech new age transit theme to transform our current transportation invites historic forms (V&T, Pony Express) with wide berth for bicycle and pedestrian traffic is

transportation and capitol are all part of the historic theme

the old west is a big source of pride as a theme for many Nevadans, as you show, transportation modes is a big v&t and pony express!

these are all almost historic except biking, all very important combo of historic and trans and capitol. Look to the