



Office of Business Development

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www.carson.org/obd

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, though 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.

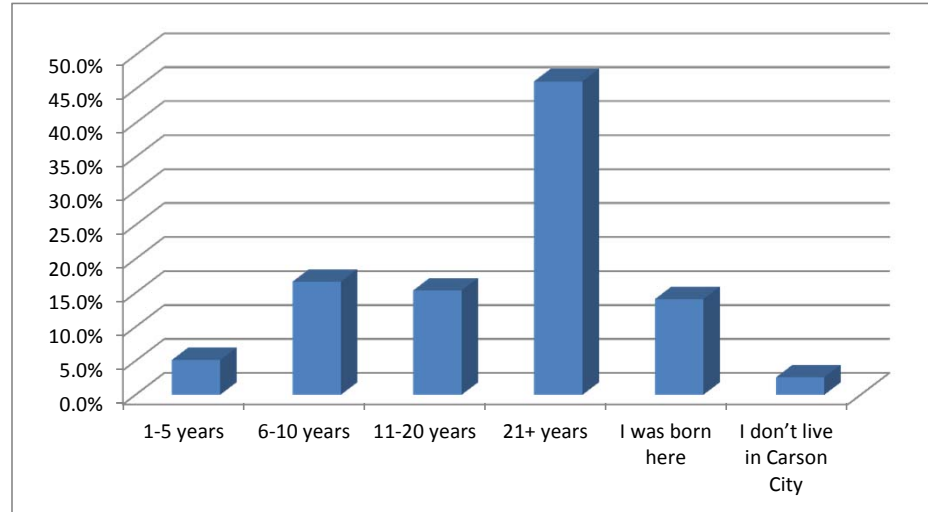
Attachments:

1. Downtown Design Project theming workshop polling results

Results by Question

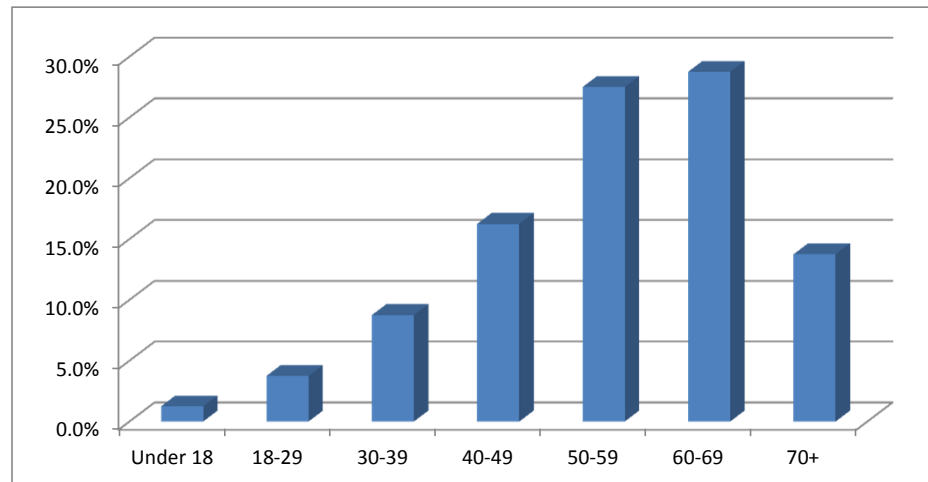
1. How long have you lived in Carson City? (Multiple Choice)

	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
Totals	100%	78



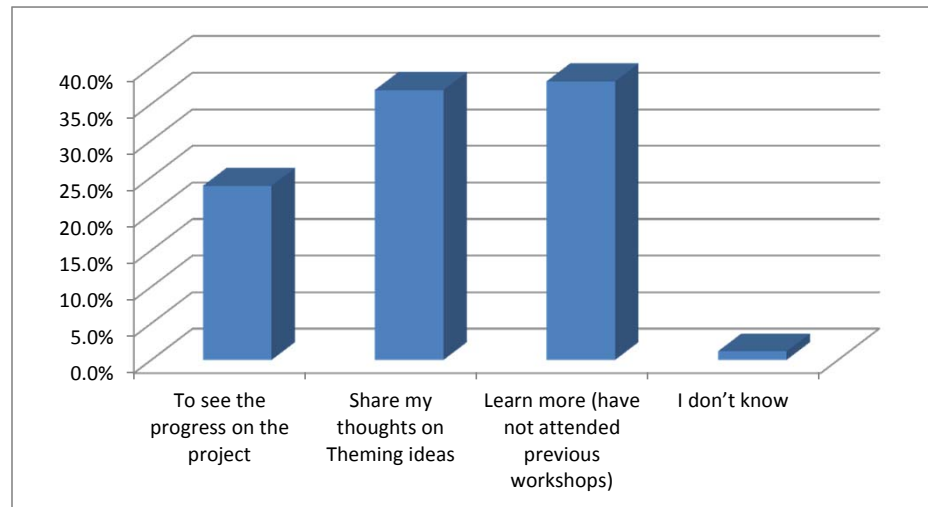
2. How old are you? (Multiple Choice)

	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
Totals	100%	80



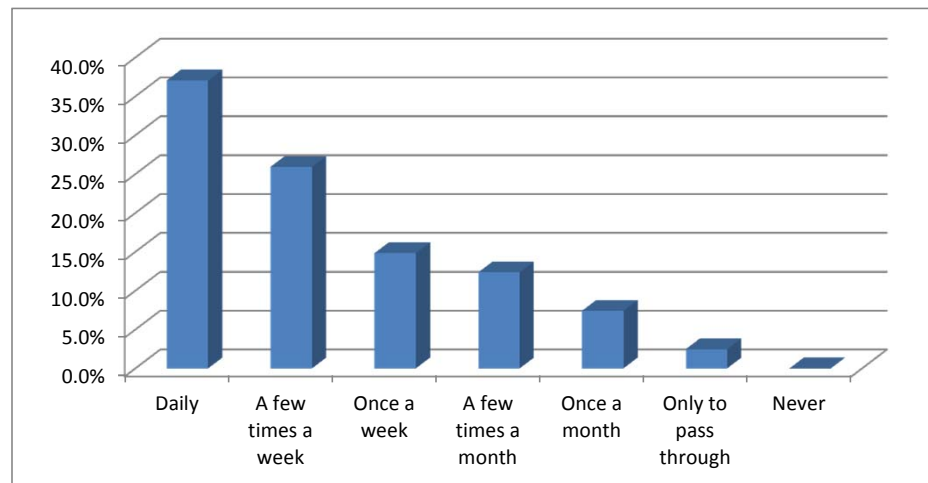
3. Why are you attending this meeting? (Multiple Choice)

	Responses	
	Percent	Count
To see the progress on the project	23.8%	20
Share my thoughts on Theming ideas	36.9%	31
Learn more (have not attended previous workshops)	38.1%	32
I don't know	1.2%	1
Totals	100%	84



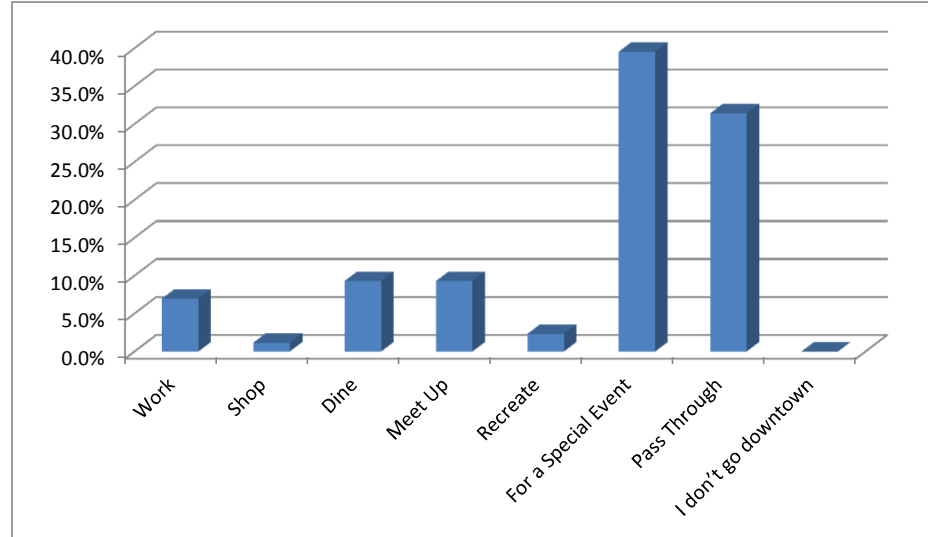
4. How often do you visit downtown? (Multiple Choice)

	Responses	
	Percent	Count
Daily	37.0%	30
A few times a week	25.9%	21
Once a week	14.8%	12
A few times a month	12.3%	10
Once a month	7.4%	6
Only to pass through	2.5%	2
Never	0.0%	0
Totals	100%	81



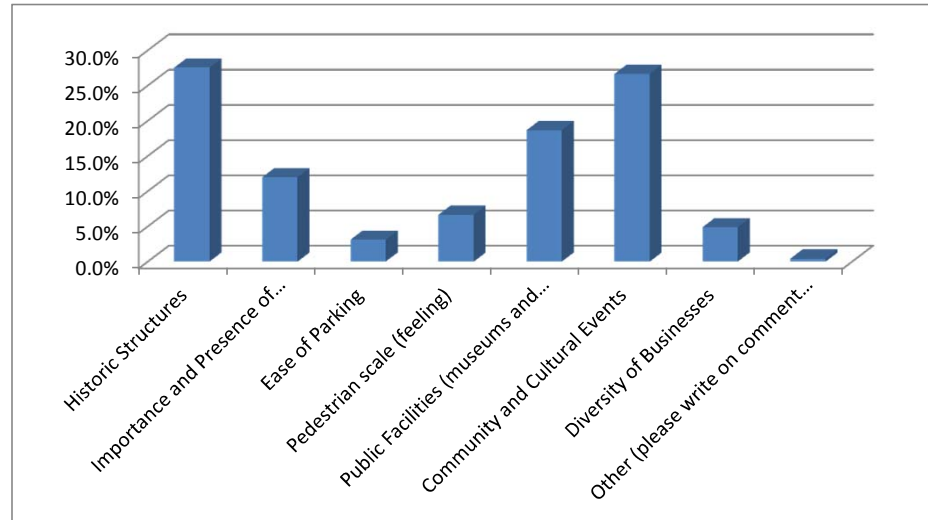
5. I usually go downtown to...(check all that apply) (Multiple Choice)

	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
Totals	100%	86



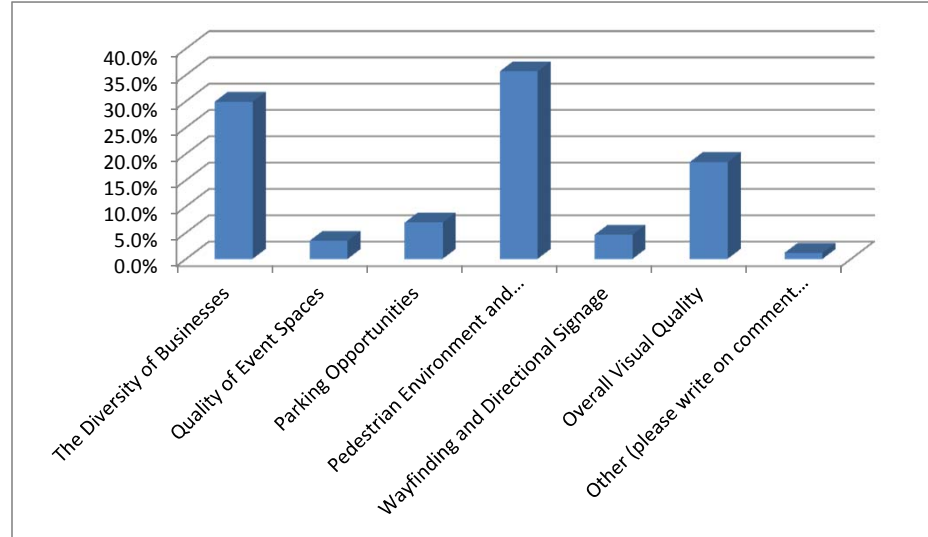
6. What are you proud of regarding downtown... (Choose top 3) (Multiple Choice - Multiple Response)

	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
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
Totals	100%	225



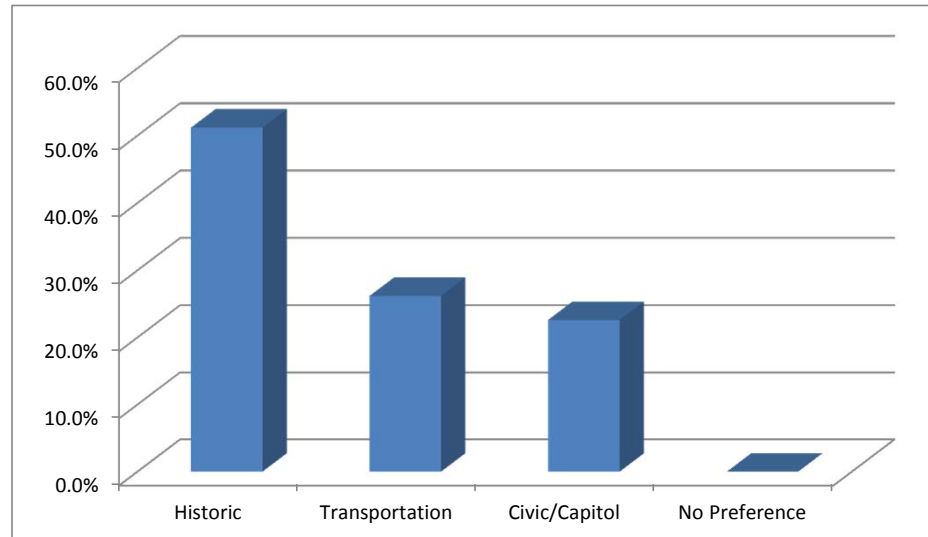
7. What do you feel needs improvement in downtown? (Multiple Choice)

	Responses	
	Percent	Count
The Diversity of Businesses	29.9%	26
Quality of Event Spaces	3.4%	3
Parking Opportunities	6.9%	6
n Environment and Public Spaces	35.6%	31
ayfinding and Directional Signage	4.6%	4
Overall Visual Quality	18.4%	16
er (please write on comment card)	1.1%	1
Totals	100%	87



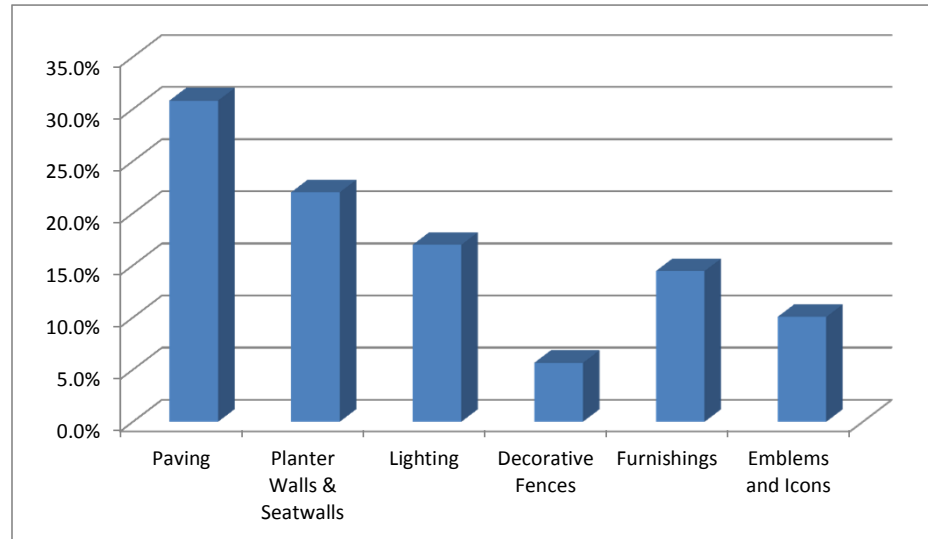
8. Of the three theming options, which do you prefer? (Multiple Choice)

	Responses	
	Percent	Count
Historic	51.2%	43
Transportation	26.2%	22
Civic/Capitol	22.6%	19
No Preference	0.0%	0
Totals	100%	84



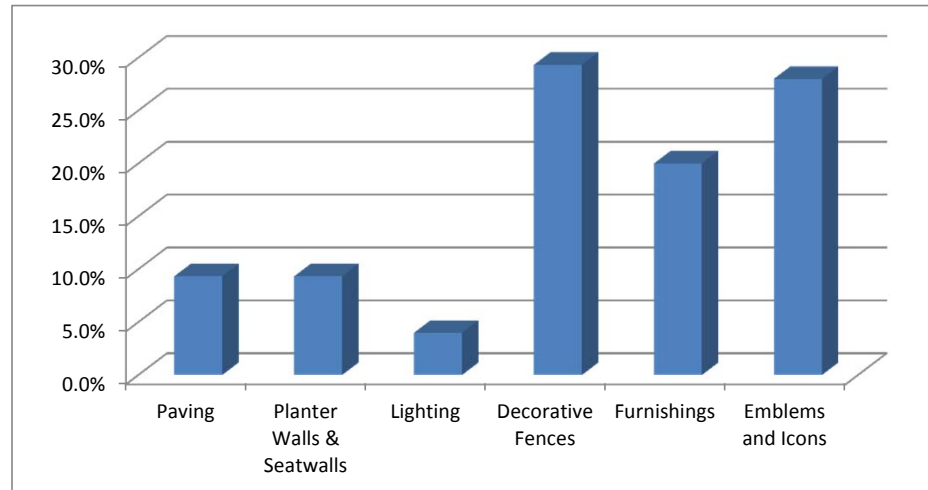
9. For the Historic Theme, what are the two elements you like the best? (Multiple Choice - Multiple Response)

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
Totals	100%	159



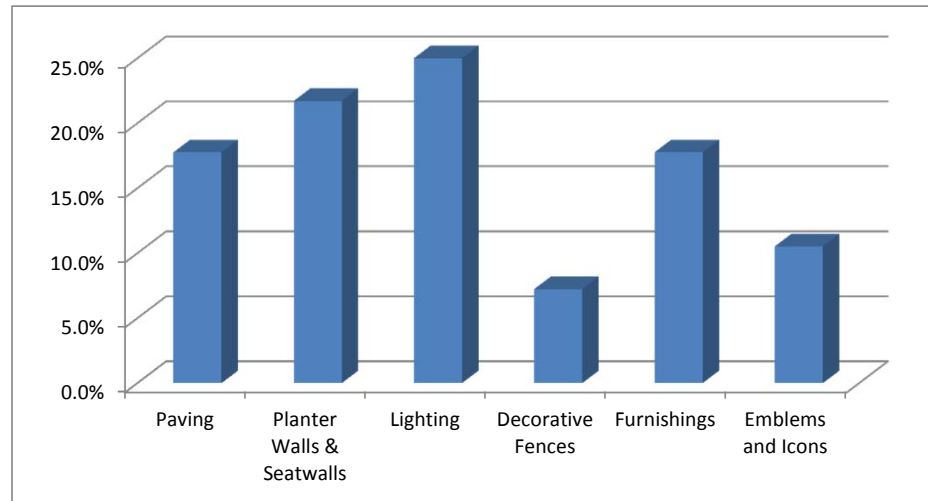
10. For the Historic Theme, what are the two elements you like the least? (Multiple Choice - Multiple Response)

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
Totals	100%	150



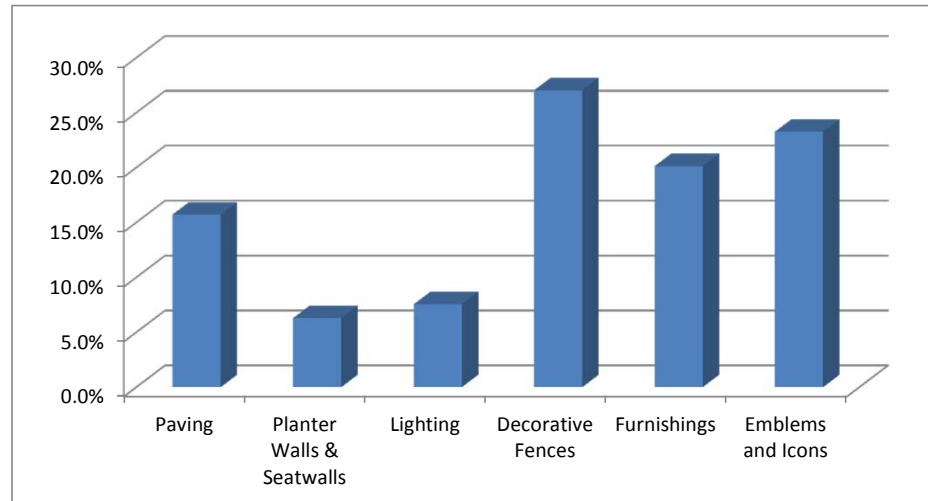
11. For the Transportation Theme, what are the two elements you like the best? (Multiple Choice - Multiple Response)

Responses		
	Percent	Count
Paving	17.8%	27
Planter Walls & Seatwalls	21.7%	33
Lighting	25.0%	38
Decorative Fences	7.2%	11
Furnishings	17.8%	27
Emblems and Icons	10.5%	16
Totals	100%	152



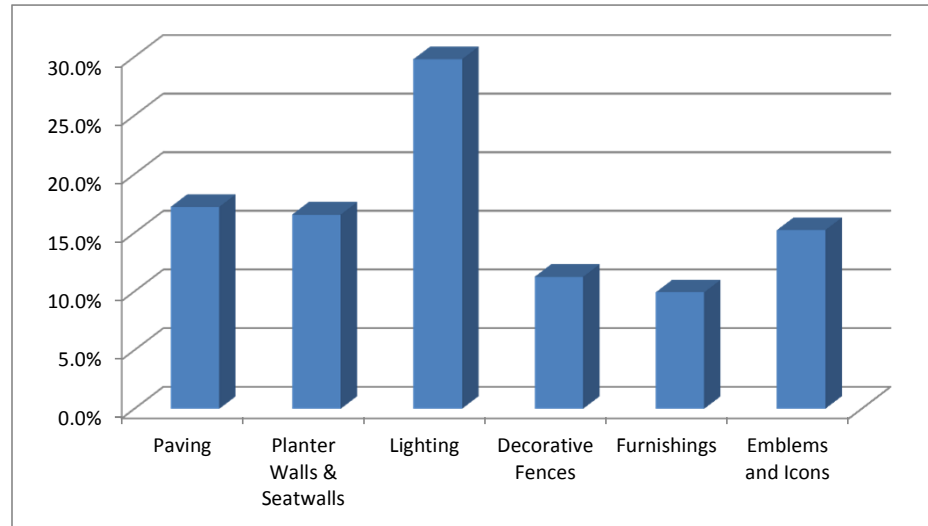
12. For the Transportation Theme, what are the two elements you like the least? (Multiple Choice - Multiple Response)

Responses		
	Percent	Count
Paving	15.7%	25
Planter Walls & Seatwalls	6.3%	10
Lighting	7.5%	12
Decorative Fences	27.0%	43
Furnishings	20.1%	32
Emblems and Icons	23.3%	37
Totals	100%	159



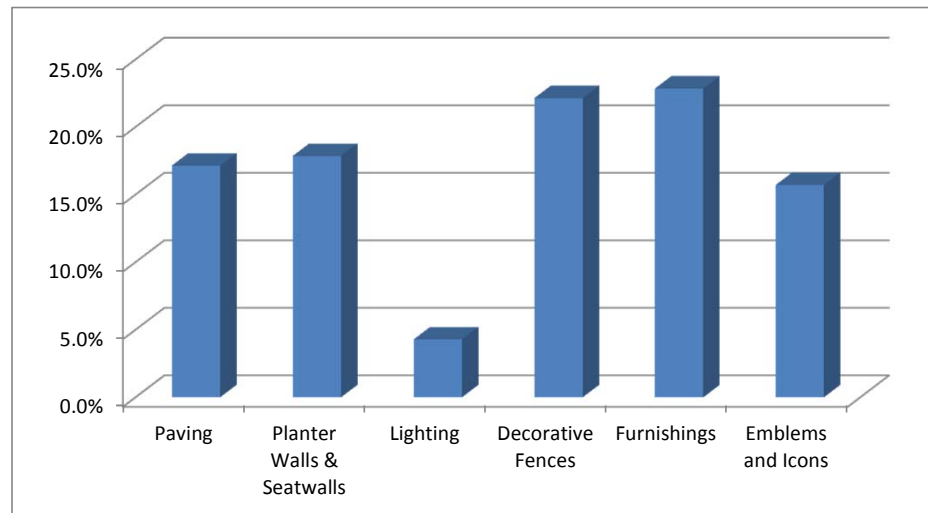
13. For the Civic/Capitol Theme, what are the two elements you like the best? (Multiple Choice - Multiple Response)

	Responses	
	Percent	Count
Paving	17.2%	26
Planter Walls & Seatwalls	16.6%	25
Lighting	29.8%	45
Decorative Fences	11.3%	17
Furnishings	9.9%	15
Emblems and Icons	15.2%	23
Totals	100%	151



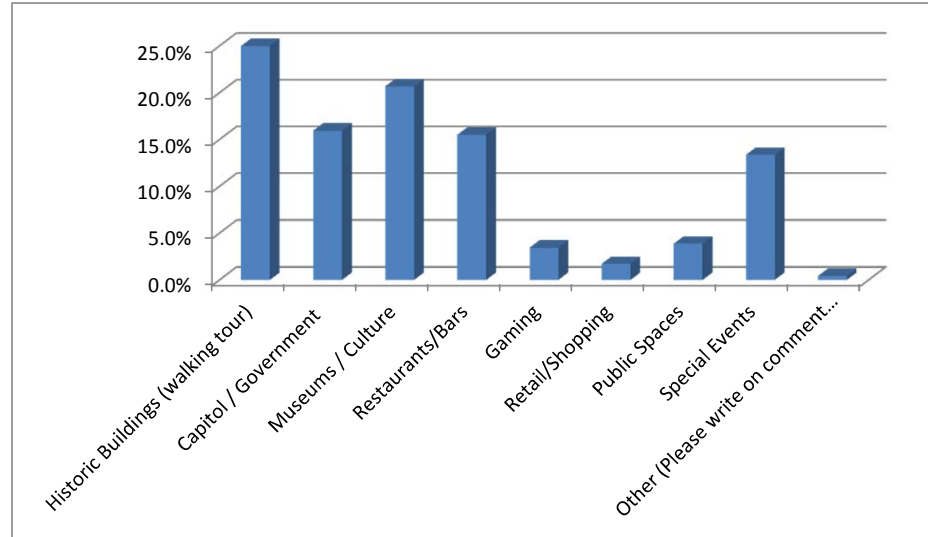
14. For the Civic/Capitol Theme, what are the two elements you like the least? (Multiple Choice - Multiple Response)

	Responses	
	Percent	Count
Paving	17.1%	24
Planter Walls & Seatwalls	17.9%	25
Lighting	4.3%	6
Decorative Fences	22.1%	31
Furnishings	22.9%	32
Emblems and Icons	15.7%	22
Totals	100%	140



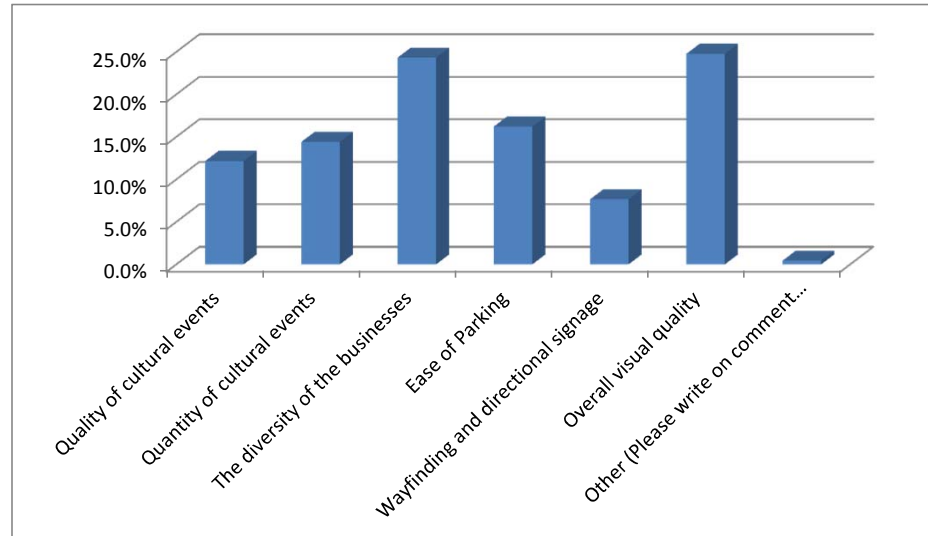
15. What are the three “must see” things in downtown? (Put yourself in a visitor’s perspective) (Multiple Choice - Multiple Response)

	Responses	
	Percent	Count
Historic Buildings (walking tour)	25.0%	58
Capitol / Government	15.9%	37
Museums / Culture	20.7%	48
Restaurants/Bars	15.5%	36
Gaming	3.4%	8
Retail/Shopping	1.7%	4
Public Spaces	3.9%	9
Special Events	13.4%	31
Other (Please write on comment card)	0.4%	1
Totals	100%	232



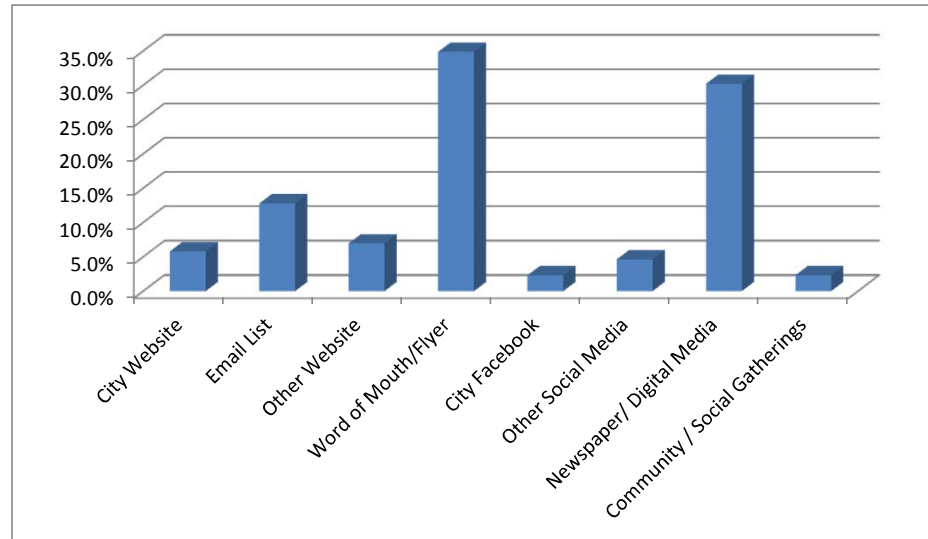
16. What “needs work”? (Pick 3)(Put yourself in a visitor’s perspective) (Multiple Choice - Multiple Response)

	Responses	
	Percent	Count
Quality of cultural events	12.2%	27
Quantity of cultural events	14.4%	32
The diversity of the businesses	24.3%	54
Ease of Parking	16.2%	36
Wayfinding and directional signage	7.7%	17
Overall visual quality	24.8%	55
Other (Please write on comment card)	0.5%	1
Totals	100%	222



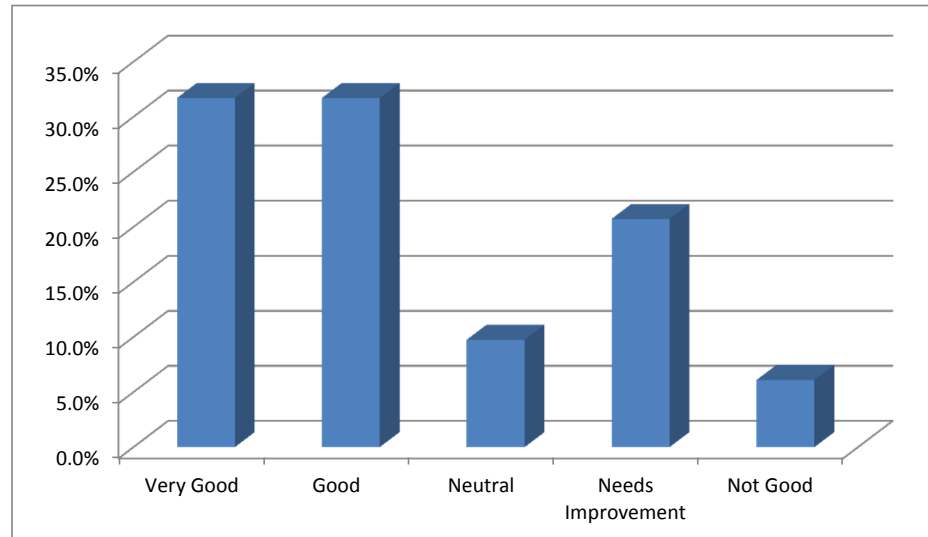
17. In the commitment to keep you informed, how did you hear about this meeting? (Multiple Choice)

	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
Totals	100%	86



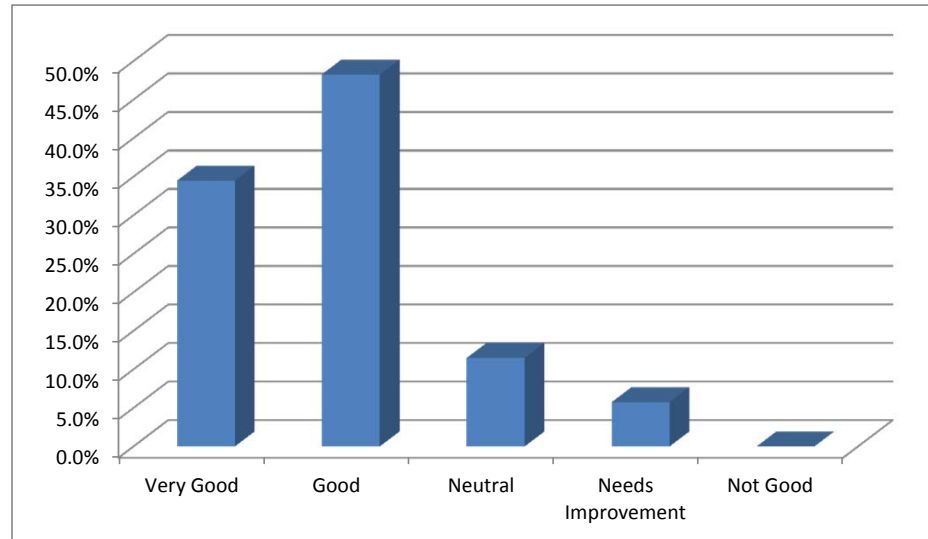
18. How would you rate the City's efforts to keep the community engaged? (Multiple Choice)

	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
Totals	100%	82



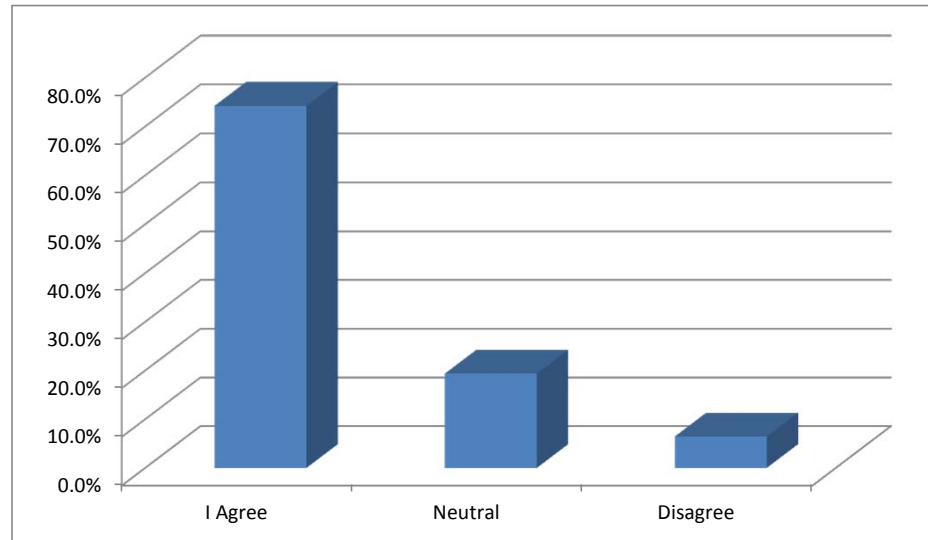
19. How would you rate the information presented tonight? (Multiple Choice)

	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
Totals	100%	87



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
Totals	100%	87



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