



Office of Business Development

108 East Proctor Street
Carson City, Nevada 89701
775.887.2101

Comments sought regarding the Redevelopment Area #2 Plan

Dear Redevelopment Area #2 Property Owner:

You are receiving this courtesy notice as a property owner within the Carson City Redevelopment Area #2, the South Carson Street Redevelopment Project Area. The Carson City Redevelopment Authority (Board of Supervisors) has directed City staff to initiate a process to solicit feedback from property owners and businesses regarding the current Redevelopment Area #2 Plan (the "Plan") to see if any changes to the strategies and objectives identified in the Plan should be amended or added.

The Redevelopment Authority Citizens Committee will conduct the first public meeting to take public comments and discuss this issue on **Monday, August 6, 2012, at 5:30 PM in the Community Center, Sierra Room, 851 E. Williams Street**. Comments may be made at the meeting or submitted in writing to the Office of Business Development at the address above, or by sending them to Lee Plemel at lplemel@carson.org. Written comments received by Monday, July 30 will be provided to the Committee in their packet before the meeting. Comments received later than that date will be provided to them at the meeting.

A map of the Carson City Redevelopment Areas and the Redevelopment Area #2 Plan can be downloaded from the Office of Business Development web page at www.carson.org/obd. Or you can obtain a copy at the Office of Business Development at the address noted above.

The Area #2 Plan was adopted in 2004 and expires in 2029. The stated primary purpose of the Area #2 Plan is to retain and enhance auto sales on South Carson Street. Auto sales represent a large percentage (by retail sector) of the City's sales tax revenues. The Area #2 Plan has been successful in keeping a significant portion of the auto sales sector from leaving Carson City by assisting with the construction of the new Honda, Subaru, and Toyota dealerships, and a significant remodel of the Cadillac/Buick/Chevrolet dealership.

The current Area #2 Plan includes the following strategies (from page 3 of the Plan) to address some of the existing characteristics that inhibit economic growth, as identified in the Plan:

1. Assist with financing tools and a limited use of eminent domain, if necessary, in the acquisition of auto sales sites to enable expansion and retention of auto sales on South Carson Street.
2. Assist with the relocation of auto dealers from other parts of the region to South Carson Street.
3. Provide incentives for dealers to increase the number of franchises offered on South Carson Street.
4. Direct the Redevelopment Authority to work with the State of Nevada to maximize private investment opportunities at the old Armory site.

5. Invest in construction and maintenance of traffic improvements, landscaping, and other public improvements to improve the traffic circulation and appearance of South Carson Street, thus making it a more attractive destination for customers. For example, business improvement districts are effective at enhancing the physical, commercial, and business environment by engaging the business owners in the revitalization process.
6. Assist auto dealers with marketing efforts to enhance Carson City as an auto purchase destination for the region. This assistance could include helping the dealers establish a strong and active Dealer Group to conduct destination advertising and other marketing efforts such as special events. It could also include assistance with signs and other design features to create identity for South Carson Street as an auto purchase destination for the region.
7. If a regional auto mall is created in Carson City, assist the auto dealers to obtain productive and financially viable re-uses of their existing sites on South Carson Street.

The Redevelopment Advisory Citizens Committee has suggested including the following strategies in the Redevelopment Area #2 Plan:

1. Implement incentives and subsidies that address the economic viability of development projects, especially the viable, retail reuse of vacant big boxes, empty buildings, and irregularly-shaped parcels.
2. Create private investment opportunities by working with property owners to address impediments to investment, including unrealistic land costs and blighted properties.
3. Expand housing opportunities, including affordable, compact, attainable, workforce and entry-level housing, as well as owner-occupied and rental products, both in vertical and horizontal mixed-use contexts.
4. Facilitate the creation of a business improvement district as an effective tool at enhancing the physical, commercial and business environment by engaging the business owners in the revitalization process.

It should be noted that the strategies identified in the Plan enable the City to pursue these strategies, but it does not mean that the City has to pursue a particular strategy at any given time. The Plan is a long-term document intended to be used for the life of the Redevelopment project area. The Redevelopment Authority must also consider what the short-term strategies should be to implement the Plan. Your comments on what the most important strategies are, including existing strategies, are also welcome and encouraged.

After receiving public comments, the Redevelopment Authority Citizens Committee will schedule another meeting to make final recommendations to the Redevelopment Authority/Board of Supervisors. As a property owner with Redevelopment Area #2, you will receive written notification of any future Redevelopment Authority meeting at which they may take action to make any modifications to the Plan.

If you have any questions or would like additional information, contact the Office of Business Development at 887-2101.