

**Carson City
Agenda Report**

Date Submitted: August 6, 2013

Agenda Date Requested: August 15, 2013

Time Requested: 2 hours

To: Mayor and Supervisors

From: City Manager

Subject Title: For possible action. Presentation by Downtown 20/20 on the Downtown Carson City Revitalization Plan consisting of three major components - Business Activity; Special Events and Promotions; and Beautification, Circulation and Parking. Possible action to accept the plan and direct staff to review the plan and report their findings to the Board at the earliest time feasible.

Summary: In April 2013, the Downtown 20/20, a group of businesses and citizens, appeared before the Board of Supervisors to advocate for removal of the fences that lined Carson Street in downtown and restriping of the street that would have eliminated one lane going each way and added parallel parking. At the time, the Board directed staff to remove the fences and asked the Downtown 20/20 to develop a revitalization plan that addresses other issues related to components of a successful downtown, not just the addition of on-street parking. The group has worked since that time and developed the Downtown Carson City Revitalization Plan that is included in your agenda packet. The plan provides historic information, a review of previous plans and studies, a SWOT analysis, an overview of the Downtown 20/20 organization and recommendations surrounding three components of the plan - Business Activity; Special Events and Promotions; and Beautification, Circulation and Parking. Many of the projects identified in the plan include participation by Carson City as well as other organizations.

Type of Action Requested: (check one)

Resolution

Ordinance

Formal Action/Motion

Other (Specify)

Does This Action Require A Business Impact Statement: Yes No

Recommended Board Action: I move to accept the Downtown 20/20 Downtown Carson City Revitalization Plan and direct staff to review the plan and report back to the Board at the earliest time feasible.

Explanation for Recommended Board Action: As stated in the summary, the Downtown 20/20 group has been meeting to develop a Downtown Carson City Revitalization Plan. This action will provide for the group to present the plan to the Board of Supervisors, and, if accepted, the Board can have staff review the plans elements and report back to Board and recommend the adoption of the plan.

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

Fiscal Impact: No impact other than staff time at this point.

Explanation of Impact: N/A.

Funding Source: N/A

Alternatives: N/A

Supporting Material: Downtown Carson City Revitalization Plan

Prepared By: Lawrence A. Werner, P.E., P.L.S.

Reviewed By: _____
(City Manager)

Date: 8/6/13

(District Attorney)

Date: 8/6/13

(Finance Director)

Date: 8/6/13

Board Action Taken:

Motion: _____

- 1) _____
- 2) _____

Aye/Nay

(Vote Recorded By)



Downtown Carson City Revitalization Plan

Downtown 2020

A Business / Community Partnership

Table of Contents

A Picture of the Future	Page 3
Introduction	Page 4
History	Pages 5-6
Downtown Carson City — Existing Plans	Page 7-11
Traffic Circulation and Parking	Pages 12-14
Strengths, Weaknesses, Opportunities and Threats	Page 15
Downtown 2020 Organization	Pages 16-17
Business Activity Workgroup Recommendations	Pages 18-20
Special Events and Promotions Workgroup Recommendations	Pages 21-23
Beautification, Circulation and Parking Workgroup Recommendations ...	Pages 24-27
Who Benefits?	Page 28

A Picture of the Future

Close your eyes.

It's 2023 and downtown Carson Street bustles.

John Hogan rides his bike down Carson Street and chains it to a rack next to the coffee shop. After graduating Carson High a few years ago, he left for college. Now he sits at an outdoor café table to work on his invention--an iPhone app. Having been to other cities, he decided Carson City was the perfect place for inspiration. There's the local business incubator, the good coffee, the Wi-Fi connection. But most of all there's a cool vibe with night-life, people, talk and visual wow.



Janet Ramirez likes to push little Sophie along Carson Street's wide sidewalk in her stroller. It gets her out of the house and she loves the trendy dress shops. She times her



visit for the street performances—the musicians and jugglers--in one of the pocket parks. She sits on a bench as Sophie sleeps in her stroller. The park is clean. Birds fly past. She always buys Sophie something small at the children's toy store. In a couple years, when Sophie goes to school, Janet hopes to open a used bookstore here.

Hank and Margaret Sellers retired to Carson City, not just because of Nevada's reduced taxes but also because of the climate. A few years back they generally shopped in Reno. Now, however, they like walking and shopping along Carson Street. The wide sidewalks and trees and stores and people make them feel safe. They run into people they know. There's patio dining during the summer and nearby theater performances. Margaret is painting a picture of the gateway entrances that have become a theme along Carson Street.



How did Carson Street become so wonderful?

- * **By having a vision.**
- * **By working together.**
- * **By having the courage to make it happen.**



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 1861.



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 1870-71.



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 today is the site of the Nevada 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 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 purchases of land around the City for open space. This has limited the possibility for suburban sprawl in Carson City, one of the goals of the Envision Carson City Master Plan.

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 proposed to be implemented to fund this project. The question as to whether to levy the tax 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.

In April, 2013, the Downtown 20/20 group appeared before the Board of Supervisors to 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. At that time, the Board took action to remove the fences. This one change has made a big difference— businesses along Carson Street are now visible and many have observed that the traffic traveling on Carson Street has slowed down. The fence may have previously given drivers a sense of security, thus, encouraging drivers to travel at faster speeds.

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 Growth
2. Balanced Land Use Mix
3. Stewardship of the Natural Environment
4. An Integrated, Comprehensive Park, Recreation and Open Space System
5. A Strong Diversified Economic Base
6. Quality Design and Development
7. Compact, Mixed-Use Activity Centers
8. A Vibrant Downtown Center for the Community
9. Stable, Cohesive Neighborhoods offering a Mix of Housing Types
10. Protection and Historic Resources
11. A Safe, Efficient Multi-Modal Transportation System
12. 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 | <p>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.</p> |
| 5.6b | <p>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.</p> |
| 5.6c | <p>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.</p> |
| 5.6d | <p>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.).</p> |
| 5.6e | <p>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.</p> |
| 5.6f | <p>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.</p> |
| Goal 5.9 | Promote Redevelopment |
| 5.9a | <p>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.</p> |
| Goal 8.1 | Promote Downtown Revitalization |
| 8.1a | <p>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.</p> |

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

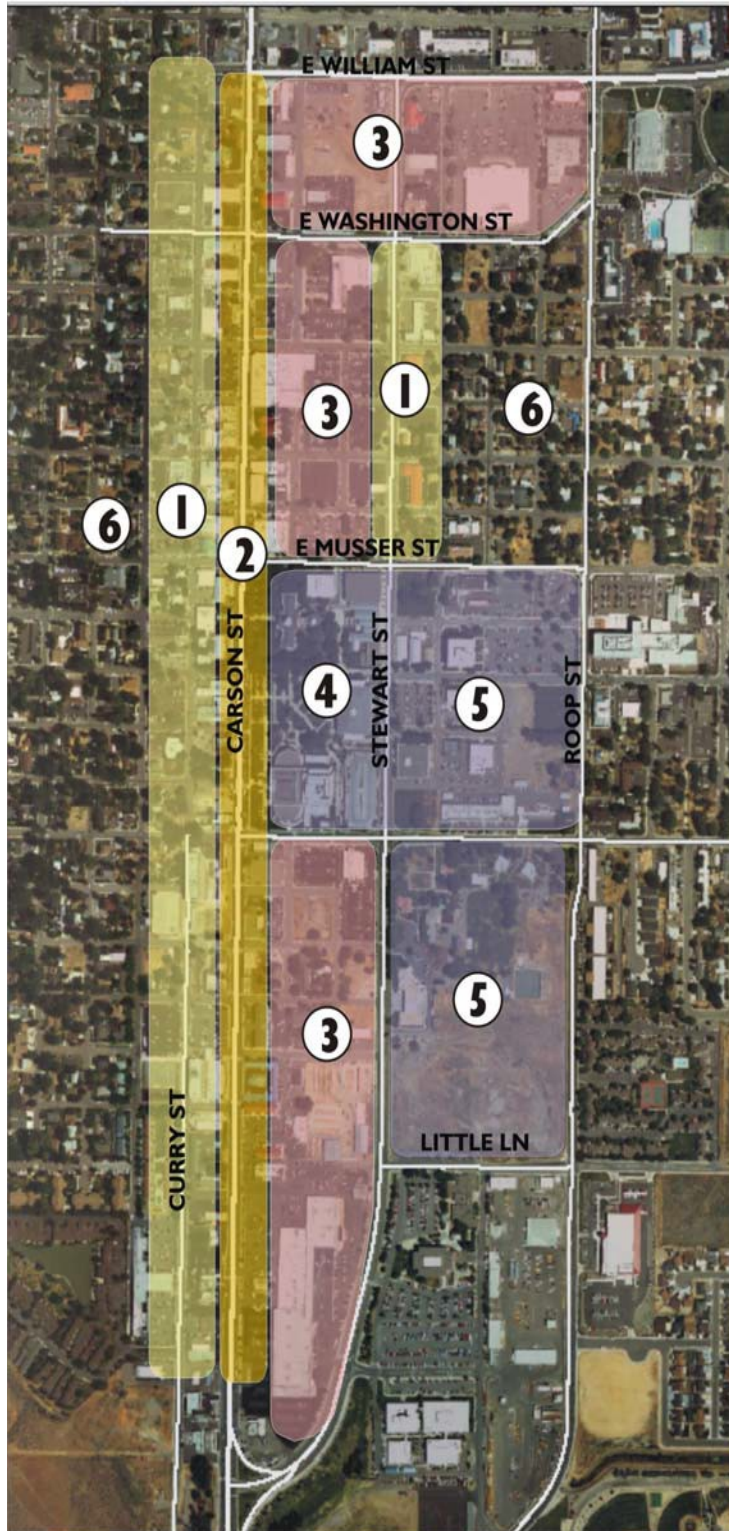
Most buildings in the historic core of Downtown today have a relatively modest scale that ranges from 2 to 4 stories in height. Traditionally, building heights have been kept lower to maintain the visual prominence of the State Capitol building and its landmark dome. In recent years, however, available 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.
 - 8.1e 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 stores 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 professionals 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 Stewart 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 revali-dated 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 (Level of Service) "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 im-plemented.

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 re-quired."

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 or 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.

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

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 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, 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

The main objectives identified for the revitalization of downtown were Economic Activity, Business Sustainability, Sense of Place, Safety, Social Activity and Public Awareness. From these objectives, three (3) workgroups were formed—Business Activity, Special Events and Promotions, Beautification, Circulation and Parking. All workgroups reached out to public and non-profit agencies to develop their portion of the plan. The following is a brief overview of each workgroup and the partnerships they have formed:

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

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
Carson City Arts and Culture Coalition
Hispanic Connection of Northern Nevada (HCNN)
Proscenium Players
Northern Nevada Children’s Museum
Carson City Arts Initiative
Carson Now

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
Carson City Arts and Culture Coalition

Economic Activity

Business
Sustainability

Sense of Place

Safety

Social Activity

Public Awareness

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 has 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 the future. 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 applications 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 on 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); and/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 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.

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 residents 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. It is imperative that new businesses open in downtown 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't 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 offers 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 to identify 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 shops 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 customers, but they must have a reason to check out downtown Carson City.

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

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

In order to insure that an event is on a local residents 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 other locations within Carson City and the region. 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 the Carson City Convention and Visitors Bureau 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 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 Carson City 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 Bureau to promote Downtown for future events.

Project 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.

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: Work with the Arts and Culture Coalition to identify current suitable locations for street performance.

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

Project 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.

Project 3.6.4: 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.

Project 4.4.3: Develop and distribute weekly eBlasts and newsletters to Downtown 20/20 members.

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 a 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. Downtown 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 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: Insure adequate signage that directs residents and visitors to 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.

Who Benefits?

Residents – all generations:

- Better shopping / the convenience of shopping locally
- Sense of community pride
- Social / cultural activities
- Opportunities for future generations to make Carson City home
- Enhanced opportunities for professional growth
- Increase in property values
- Improved economic feasibility for historic preservation

Property Owners:

- Increased occupancy rates
- Stability in rent
- Increased property values
- Reduced vandalism / crime deterrent
- Cohesive design and cooperative maintenance

Business Owners:

- Enhanced business image
- Better business mix
- Cooperative marketing opportunities
- Increased foot traffic
- Increased sales
- New market groups
- New customers
- Tapping leakage

City Government

- Increased tax base
- Increased number of jobs
- A viable downtown is a draw for industry and county-wide area businesses
- Better services available
- Positive perception of the community
- Improved citizen relations
- Improved quality of life for City employees
- Greater employee recruitment opportunities.
- Enhancement to redevelopment opportunities.

State Government

- Improved environment for Capitol campus
- Improved citizen relations
- Improved quality of life for City employees
- Greater employee recruitment opportunities.
- Organizational pride