

NORTH CORRIDOR



PRESENTATION

North Corridor - Advantages

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

North Corridor – Opportunities for Improvement

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

North Corridor – Recommendations

It is essential to upgrade the area because of:

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

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

North Corridor – Recommendations

Business Friendly

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

North Corridor – Recommendations

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



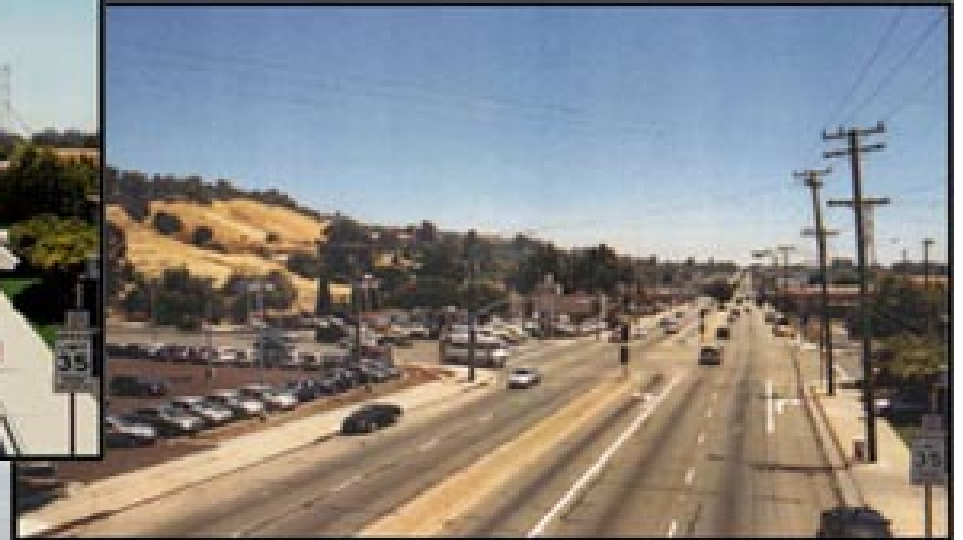
Proposed



Current



Proposed



Pre-construction



Current