

**Carson City
Agenda Report**

Date Submitted: October 23, 2013

Agenda Date Requested: November 7, 2013
Time Requested: 20 minutes

To: Mayor and Supervisors

From: City Manager

Subject Title: For Possible Action: To accept the South Carson Street (Central & South) business owner's revitalization plan and direct staff to review the written plan and report their findings to the Board of Supervisors at the earliest time feasible. Presentation and discussion by Gene Burger, Owner, Carson Lanes, for the South Carson Street (Central & South) business owners on a street corridor revitalization plan consisting of three major components - Business District Enhancements, Infrastructure Improvements, and Beautification. (Larry Werner, City Manager)

Summary: On Monday, October 28, 2013, a group of business owners attended a meeting at Carson Lanes hosted by Gene Burger to discuss ideas, plans, and issues related to elements of a successful revitalization of the South Carson Street (Central & South) business district (Exhibit A). Based on comments received at this meeting, Mr. Burger has developed a written plan that is included in your agenda packet (Exhibit B). This plan contains many ideas for business district enhancements, infrastructure improvements, and beautification.

Type of Action Requested: (check one)

- () Resolution () Ordinance
(X) Formal Action/Motion () Other (Specify)

Does This Action Require A Business Impact Statement: () Yes (X) No

Recommended Board Action: I move to accept the South Carson Street (Central & South) business owner's revitalization plan and direct staff to review the plan and report their findings to the Board of Supervisors at the earliest time feasible.

Explanation for Recommended Board Action: As stated in the summary, the South Carson Street (Central & South) business owners held a meeting at Carson Lanes to develop ideas for Business District Revitalization Plan. Some of the ideas that were discussed included better signage directing motorists to the businesses in district, landscape improvements to enhance the district's appearance, better vehicle access, sidewalks, bike lanes, bus stops, and infrastructure improvements, and street lighting for safety. This action will provide an opportunity to present the plan to the Board of Supervisors and, if accepted, the Board can direct staff to review the plan's elements and report back to the Board with a recommendation on the plan.

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

Fiscal Impact: At this point, no fiscal impact other than staff time.

Explanation of Impact: N/A

Funding Source: N/A

Alternatives: Not accept the plan


Supporting Material:

- Business Neighbor Invitation Letter (Exhibit A)
- South Carson Street (Central & South) Business Owner's Revitalization Plan – Gene Burger's Letter (Exhibit B)

Prepared By: Robert Fellows, Senior Project Manager

Reviewed By:  Date: 10/29/13
Roger Moellendorf, Parks & Rec. Director

 Date: 10/29/13
Larry Werner, City Manager

 Date: 10/29/13
District Attorney's Office

 Date: 10/29/13
Finance Department

Board Action Taken:

Motion: _____ 1) _____ Aye/Nay
2) _____

(Vote Recorded By)

EXHIBIT A



October 11, 2013

Dear Business Neighbor,

My name is Eugene Burger and I am the Owner of Carson Lanes Family Fun Center. I also own Eugene Burger Management Corporation (EBMC). I am writing this letter in order to invite you to attend a very exciting meeting where I will inform you about significant proposed redevelopment upgrades to all areas of Carson City.

As you may be aware there has been a great deal of discussion about revitalizing downtown Carson City, especially with the anticipated expansion of the I 580 freeway to Highway 50 West in just a few short years. Well, I have good news, that revitalization discussion now includes all the major areas of Carson City including our area.

I had the opportunity to attend a meeting hosted by two of our Board of Supervisors, Karen Abowd and Brad Bonkowski. Supervisors Abowd and Bonkowski, along with representatives from Parks and Recreation and Public Works, presented ideas and plans for redevelopment received from Public Works, business groups, and public input, such as improved traffic flow, new sidewalks and bike lanes, street lights and upgraded landscaping to the major sections of Carson City.

During our meeting, I will share those plans with you, discuss how we can work together to ensure that our voices are heard with regard to the importance of the revitalization of Carson City, and determine how our local public officials can assist us in our efforts to improve our location with the ultimate goal of increasing business activity.

Please join me on October 28, 2013 from 10:00am to 11:00am at Carson Lanes Family Fun Center, in our conference room (up stairs). Please RSVP to Debbie Thrower at 775-283-4383 x101.

Eugene Burger,

A handwritten signature in cursive script that reads "Eugene Burger".

Owner and General Manager,

Carson Lanes Family Fun Center

4600 Snyder Ave

Carson City NV 89701

October 29, 2013

Mayor Robert L. Crowell
City Executive offices
201 North Carson St Suite #2
Carson City, NV 89701

RE: South Carson/US Highway 395 Business owner's corridor
revitalization plan

Dear Mayor Crowell, Board of Supervisors and City Manager Larry Werner,

On October 28, 2013, I hosted a meeting of Business Leaders from South Carson City at Carson Lanes Family Fun Center. The purpose of the meeting was to discuss proposed redevelopment upgrades to Highway 395 from Highway 50 to Fairview Drive.

Representatives from Carson Lanes, Grandma Hattie's, Super 8 Motel, Aloha Liquors, Courtyard by Marriott and El Charro Restaurant attended the meeting. In addition, we were pleased to have Ronni Hannaman of the Carson City Chamber of Commerce and Robert Fellows of the Carson City Public Works Department. We had a thoughtful discussion regarding the business district revitalization, as well as suggestions for improvements the group felt necessary in order to increase business activity in the corridor.

As you might imagine many topics were discussed. We identified what we believe to be a few strong points of the south corridor:

- A major retail community encompassing auto dealers and stores
- A major entertainment community encompassing theatres, restaurants, and bowling.
- All contribute heavily to the city tax base

The group developed several suggestions to enhance the proposed revitalization:

- A need to develop a partnership and get buy-in from other business leaders in the corridor to improve and upgrade their own building presentation such as landscaping and/or facades.
Without business commitment to improve their access by upgrading their curb appeal, revitalization upgrades may not be as impactful as intended.
- We believe the South Corridor is the gateway to Carson for travelers from Douglas County, Lake Tahoe and Incline Village. The visitors use this community for shopping and entertainment. To enhance their visit we ask for a visual impact that greets our guests in a way that will create repeat visits.
- With that thought in mind, the suggestions centered on traffic speed, business access, signage, unintrusive landscape so not to cover business signs, ability of delivery trucks to operate for business delivery and collective signage letting drivers know what business' are in the corridor.
- An option for non-driving people to access the community such as transit stops and bike lanes.

We all feel optimistic about this first step and know that there will be more opinions to come. If you have any questions or communications, please feel free to contact me.

Thank you,



Eugene J. Burger
Owner, Carson Lanes Family Fun Center
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eugeneburger@ebmc.com