

South Corridor

PRESENTATION

South Corridor - Advantages

- Major retail community encompassing auto dealers and stores.
- Major entertainment community encompassing theaters, restaurants, and bowling.
- Variety of business options for tourists located near the future freeway exit.
- Corridor businesses contribute heavily to the City's tax base.

South Corridor – Recommendations

It is essential to develop partnerships and get buy-in from other business leaders in the corridor to improve and upgrade their own building presentation. Such as:

- Landscaping
- Building facades

Without business commitment to improve their access by upgrading their curb appeal, revitalization upgrades may not be as impactful as intended.

South Corridor – Opportunities for Improvement

- We believe the South Corridor is the gateway into Carson City for travelers from Douglas County, Lake Tahoe, and Incline Village. Visitors need visual impact in a way that will create repeat visits.
- Traffic speeds, business access, signage, non-intrusive landscaping, access for delivery truck to businesses, collective directional signage.
- Corridor improvements for non-driving people to access the area such as transit stops and bike lanes.

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QUESTIONS ???