

**Carson City
Agenda Report**

Date Submitted: June 10, 2014

Agenda Date Requested: June 19, 2014

To: Redevelopment Authority

Time Requested: 15 min.

From: Community Development Department – Office of Business Development

Subject Title: For Possible Action: To approve and make a recommendation to the Board of Supervisors to authorize the expenditure of \$20,000 from the Fiscal Year 2013-14 Redevelopment Revolving Fund to complete phase one of the Fairground/Fuji Park Complex Directional/Event Banner Sign. (Lee Plemel)

Staff Summary: Carson City has been awarded a \$20,000 grant from the Nevada Commission on Tourism (NCOT) for a directional/event banner sign at the Fairgrounds/Fuji Park Complex. The \$20,000 from the Redevelopment Revolving Fund is requested to match the NCOT grant. Due to City funding limitations, the directional/event banner sign is designed to be constructed in three phases. Phase one will provide the sign's base with the incorporation of directional information and an upper metal frame which will be designed to allow for changeable banners to be installed for event promotion at the complex. The estimated cost for Phase one of sign construction is \$70,000.

Type of Action Requested: (check one)
 Resolution
 Formal Action/Motion
 Ordinance
 Other (Specify)

Does This Action Require a Business Impact Statement: Yes No

Redevelopment Authority Citizens Committee Recommendation: Recommended approval of allocating \$20,000 from the Redevelopment Revolving Fund for the sign subject to the approval of the requested Parks and Recreation Question 18 funds to support the sign construction, by a vote of 6 ayes, 0 nays, and 1 absent, on May 5, 2014.

Recommended Board Action: I move to approve and recommend that the Board of Supervisors authorize the expenditure of \$20,000 from the Fiscal Year 2013-14 Redevelopment Revolving Fund to complete phase one of the Fairground/Fuji Park sign.

Explanation for Recommended Board Action: The Fairgrounds/Fuji Park Complex is located within Redevelopment Area #2. See the attached supporting materials for additional information.

Applicable State, Code, Policy, Rule or Regulation: NRS 279.382 – 279.685

Fiscal Impact: \$20,000 from FY 2013/14 budget.

Explanation of Impact: The money is available in the budget but not assigned to a specific project.

Funding Source: Redevelopment annual budget.

Alternatives:

- 1) Do not approve use of the funds or modify the amount of funding.

Supporting Material:

- 1) Parks and Recreation Department memo and preliminary cost estimate
- 2) Redevelopment Area #2 Plan excerpt—Proposed Redevelopment Actions

Prepared By: Lee Plemel, AICP, Community Development Director

Reviewed By:  Date: 5.29.14
(Community Development Director)
 Date: 6/10/14
(City Manager)
 Date: 6/10/14
(District Attorney)
 Date: 6/10/14
(Finance Director)
 Date: 6/10/14
(Parks and Recreation Director)

Board Action Taken:

Motion: _____

1) _____ Aye/Nay
2) _____

(Vote Recorded By)




CARSON CITY, NEVADA

CONSOLIDATED MUNICIPALITY AND STATE CAPITAL

Date: April 22, 2014

To: Redevelopment Authority Citizens Committee
Meeting of May 5, 2014

From: Vern L. Krahn, Park Planner 

Subject: Funding request for \$20,000 in Redevelopment Authority funds to match a recently acquired Nevada Commission on Tourism grant to complete Phase 1 of the Fairground/Fuji Park Complex Directional/Event Banner Sign.

Discussion:

At the April 7, 2014 Redevelopment Authority Citizen Committee meeting, Interim City Manager, Marena Works announced that Carson City had received a \$20,000 grant from the Nevada Commission on Tourism for a directional/event banner sign at the Fairgrounds/Fuji Park Complex (Refer to Exhibit A). The City received the official notification letter on Monday, March 31, 2014. After the meeting it became apparent that City staff had unintentionally caused some confusion during a project update agenda item related to this sign project, specifically the Phase 1 costs of the project, the total cost of the project, and what funding amount staff would be asking the Redevelopment Authority to fund.

The Fairgrounds/Fuji Park Complex sign was identified as a site amenity in the Conceptual Plan for the complex adopted by the Board of Supervisors in 2006 (Refer to Exhibit B). In addition, City staff believes the complex is an under-utilized facility and the City's long term desire is to have the facility become an event destination center for many large multi-day events. A sign on US 395 South is needed to make the motorist aware of the complex's amenities. Also, the sign would be a significant promotional tool for event promoters to use as a communication tool to inform both visitors and residents about upcoming events.

Due to City funding limitations, the directional/event banner sign is designed to be constructed in three phases (Refer to Exhibit C). Phase 1 will provide the sign's base with the incorporation of directional information and an upper metal frame which will be designed to allow for changeable banners to be installed for event promotion at the complex. The estimated cost for Phase 1 is \$70,000. As mentioned above, the Nevada Commission of Tourism has provided a \$20,000 toward this project. City staff is requesting \$20,000 from the Redevelopment Authority to match the NCOT grant.

The remaining funds necessary to complete Phase 1 would come from the Quality of Life Initiative (Question 18). Unfortunately, the project schedule will not allow the sign's first phase to be completed until after the Fair (Refer to Exhibit D). Although disappointing, this improvement is still worth pursuing because this infrastructure will support any future Fair and other events at the complex.

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Parks • Recreation • Open Space • Facilities • Lone Mountain Cemetery



In preparation for this project, City staff applied for and received a Special Use Permit for the complex's sign on Wednesday, March 26, 2014.

The sign's second phase when funding become available would bring in power to light the sign. The estimated cost for solar power is \$14,500 and to provide a power drop from NV Energy's power grid is \$32,000. The disadvantage to solar power is the proposed solar array is not big enough to power the future LED Reader Board or provide future power for the parking lot lights, possible RV hook ups, and other miscellaneous power needs on the south side of the creek. Therefore, it is staff's recommendation to use a power drop from NV Energy's power grid to light the sign and provide a future power source for other electrical improvements on the south side of Clear Creek. The last phase of the sign project would be to install the LED components for the sign and that cost is estimated at \$276,000. The entire project at phase three build out using Option B (NV Energy power grid connection) for power is estimated to be at \$378,000.

As the Redevelopment Authority Citizens Committee knows, the Fairgrounds/Fuji Park Complex is located within Redevelopment Area #2. The Redevelopment Area #2 Plan allows use of Redevelopment funds for a broad range of activities to implement the goals and objectives of the Plans. The complete Redevelopment Area Plans can be downloaded from the Office of Business Development website at www.carson.org/obd.

If you have any questions regarding the above information, please feel free to contact me at (775) 887-2262 ext. 7343 or at VKrahn@carson.org.

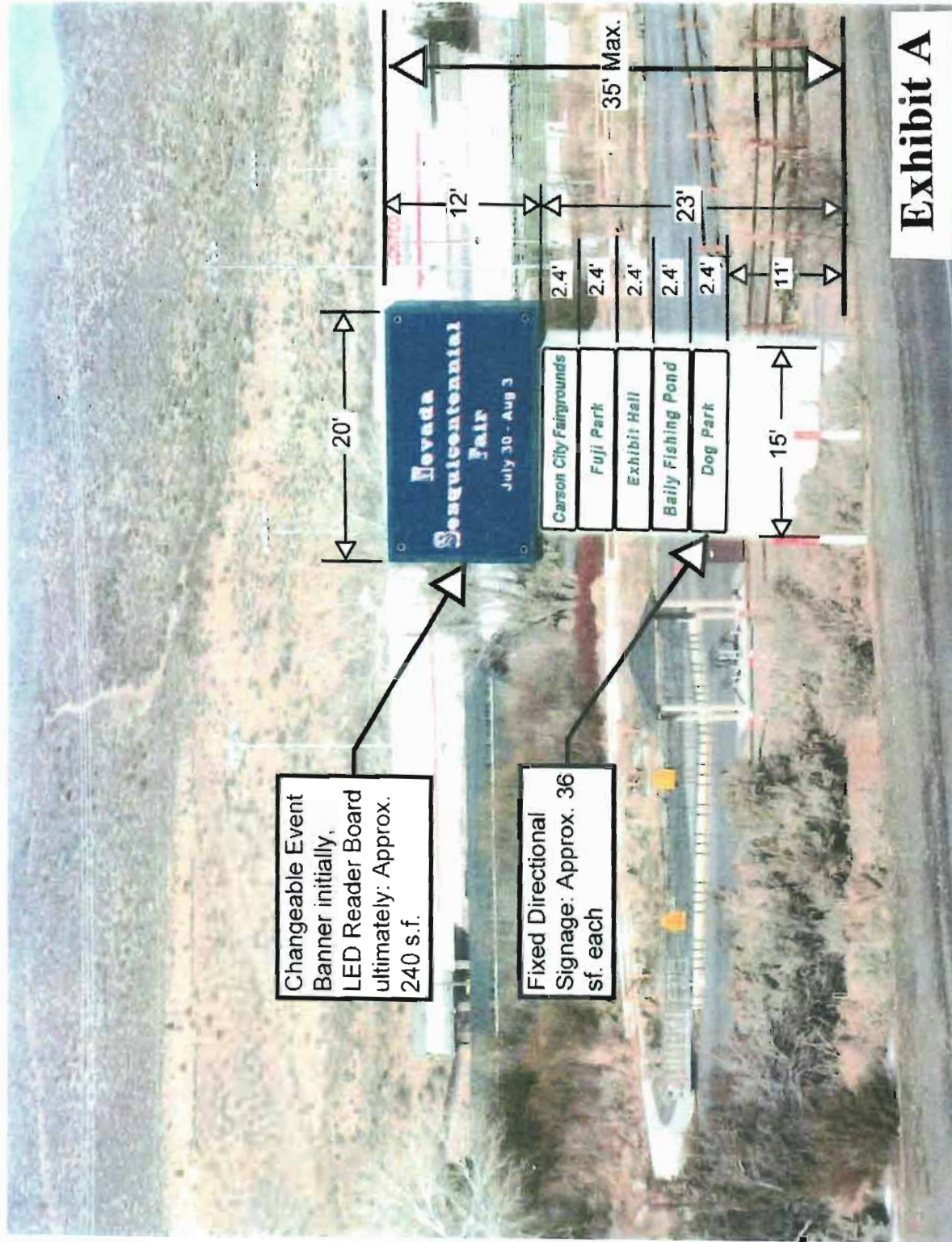


Exhibit A

**CARSON CITY FAIRGROUNDS & FUJI PARK COMPLEX
DIRECTIONAL/EVENT BANNER CONCEPTUAL SIGN WITH APPROXIMATE DIMENSIONS**
Final drawings for sign permit to be provided by sign contractor.

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PARKS AND RECREATION**
3303 BUTTI WAY CARSON CITY, NEVADA 89701
PH: 887-2262

**CARSON CITY FAIRGROUNDS
& FUJI PARK COMPLEX
DIRECTIONAL/EVENT BANNER SIGN
CONCEPTUAL SIGN**

DESIGNED BY: TG
DRAWN BY: DLO
CHECKED BY: TG
SCALE (HORIZ): AS SHOWN
DATE: 2/19/14

**FIGURE
1**



SIGN SITE FROM 600' NORTH

Looking up the hill. Please note the relative size of the semi tractor/trailer and the Parks & Recreation Dept. bucket truck, with the bucket placed at the top of sign elevation. It is apparent that the sign needs to be a significant height.



SIGN SITE FROM 600' SOUTH

Looking down the hill. Please note the relative size of the semi tractor/trailer, the van and the Parks & Recreation Dept. bucket truck, with the bucket placed at the top of sign elevation. It is apparent that the sign needs to be a significant height.

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PH: 887-2262

**CARSON CITY FAIRGROUNDS
& FUJI PARK COMPLEX
DIRECTIONAL/EVENT BANNER SIGN
EXISTING SITE PHOTOS**

DESIGNED BY: TG
DRAWN BY: DLO
CHECKED BY: TG
SCALE (HORIZ): AS SHOWN
DATE: 2/13/14

**FIGURE
2**



SIGN SITE FROM 600' NORTH

Looking up the hill. Please note the relative size of the semi tractor/trailer and the proposed sign. It is apparent that the sign needs to be a significant height.



SIGN SITE FROM 600' SOUTH

Looking down the hill. Please note the relative size semi tractor/trailer, the van, and the proposed sign. It is apparent that the sign needs to be a significant height.

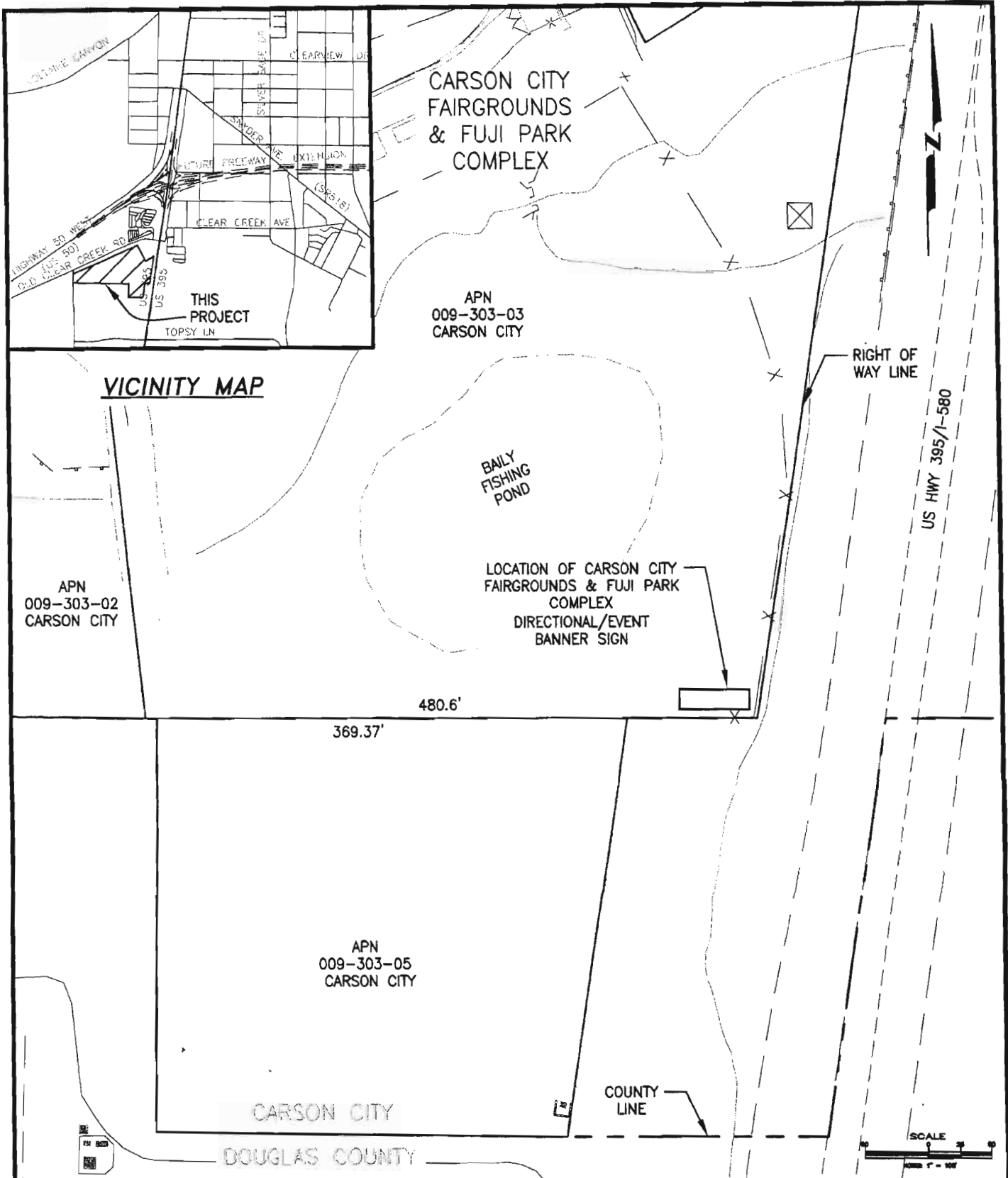
**CARSON CITY
PARKS AND RECREATION**

3303 BUTTI WAY CARSON CITY, NEVADA 89701
PH: 887-2262

**CARSON CITY FAIRGROUNDS
& FUJI PARK COMPLEX
DIRECTIONAL/EVENT BANNER SIGN
CONCEPTUAL SIGN SITE PHOTOS**

DESIGNED BY: TG
DRAWN BY: DLO
CHECKED BY: TG
SCALE (HORIZ): AS SHOWN
DATE: 2/12/14

**FIGURE
3**



**CARSON CITY
PARKS AND RECREATION**
3303 BUTTI WAY CARSON CITY, NEVADA 89701
PH: 887-2262

**CARSON CITY FAIRGROUNDS
& FUJI PARK COMPLEX
DIRECTIONAL/EVENT BANNER SIGN
SITE PLAN**

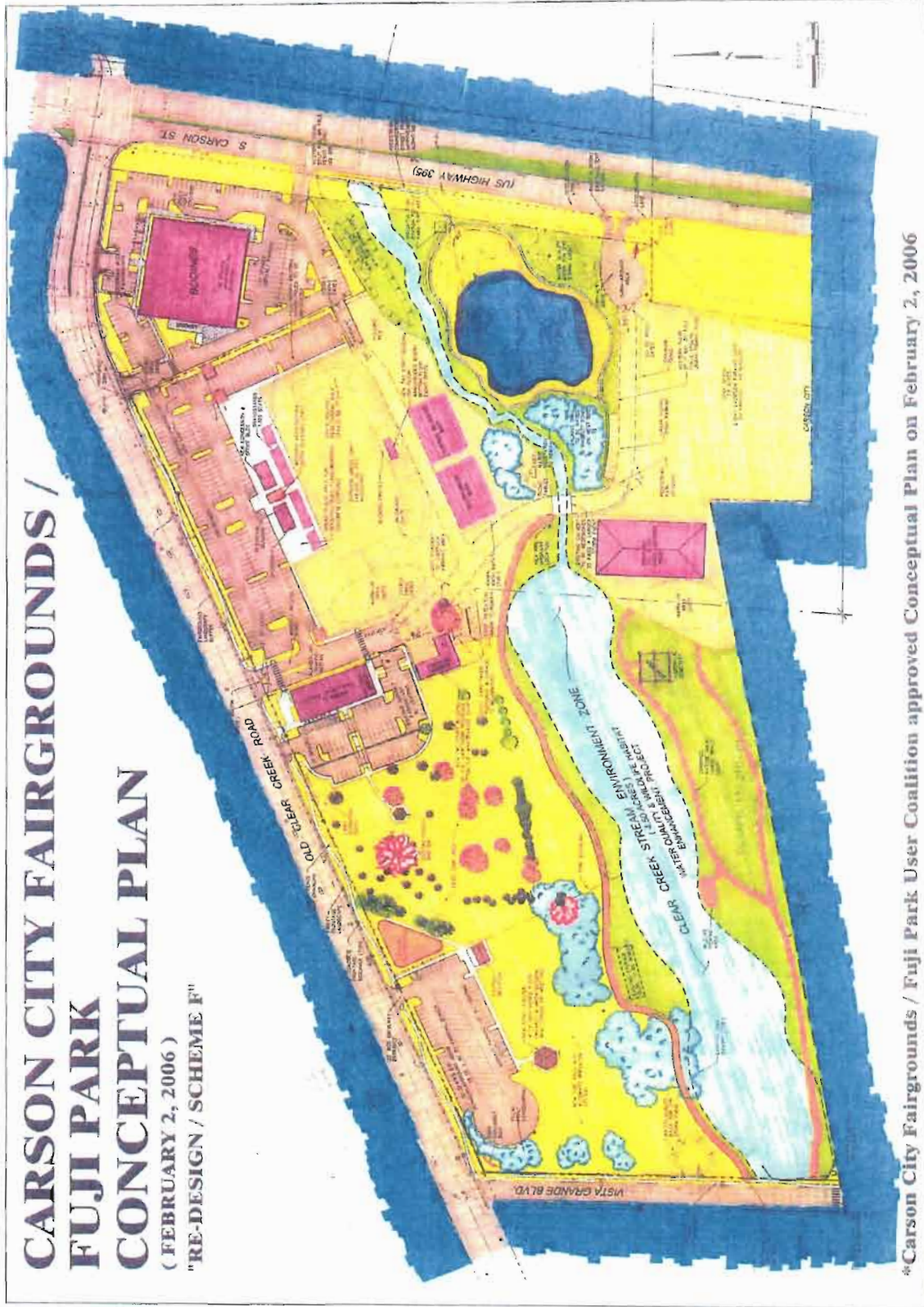
DESIGNED BY: TG
DRAWN BY: DLO
CHECKED BY: TG
SCALE (HORIZ): AS SHOWN
DATE: 2/13/14

**FIGURE
4**

CARSON CITY FAIRGROUNDS / FUJI PARK CONCEPTUAL PLAN

(FEBRUARY 2, 2006)

"RE-DESIGN / SCHEME F"



*Carson City Fairgrounds / Fuji Park User Coalition approved Conceptual Plan on February 2, 2006

Exhibit B

Fairgrounds/Fuji Complex Sign
Phase 1 Preliminary Estimate of Probable Costs*
No electrical service, lighting or reader boards
4/13/2014

Funding

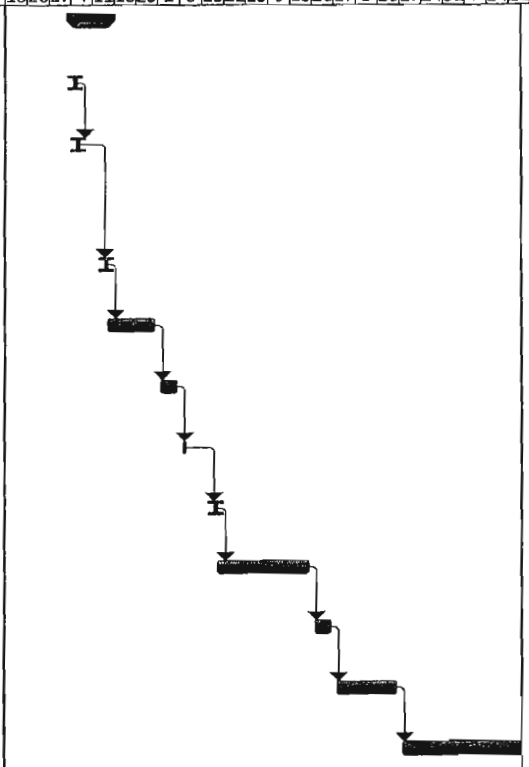
NCOT	\$	20,000
RCCA (Match to NCOT Grant)	\$	20,000
Q18	\$	30,000
Total Funding	\$	70,000

Costs

RFP	\$	520
Staff Time for RFP	\$	1,600
Permits	\$	550
Construction	\$	58,000
Testing	\$	600
CM	\$	500
PM (tg, vk)	\$	2,600
subtotal	\$	64,370
Contingency	\$	5,630
Total Estimated Cost	\$	70,000

* This estimate of probable costs represents staff's best estimate for the proposed work, based on limited data.

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Mar '14	Apr '14	May '14	Jun '14	Jul '14	Aug '14	Sep '14	O																
							2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10
1		Funding Approval	9 days	Mon 5/5/14	Thu 5/15/14																									
2		RACC Meeting	1 day	Mon 5/5/14	Mon 5/5/14																									
3		Parks and Rec Comission Meeting	1 day	Tue 5/6/14	Tue 5/6/14	2																								
4		Redevelopment Authority/BOS	1 day	Thu 5/15/14	Thu 5/15/14	3																								
5		RFP on Street	11 days	Fri 5/16/14	Fri 5/30/14	4																								
6		Evaluate RFP's	5 days	Mon 6/2/14	Fri 6/6/14	5																								
7		Meet to Discuss RFP's	1 day	Mon 6/9/14	Mon 6/9/14	6																								
8		Award at BOS	1 day	Thu 6/19/14	Thu 6/19/14	7																								
9		Contractor to Design Sign	21 days	Fri 6/20/14	Fri 7/18/14	8																								
10		Permit	5 days	Mon 7/21/14	Fri 7/25/14	9																								
11		Manufacture/Construct	15 days	Mon 7/28/14	Fri 8/15/14	10																								
12		Closeout	28 days	Mon 8/18/14	Wed 9/24/14	11																								



Project: Fuji Sign Schedule
Date: Sun 4/13/14

Task		External Milestone		Manual Summary Rollup	
Split		Inactive Task		Manual Summary	
Milestone		Inactive Milestone		Start-only	
Summary		Inactive Summary		Finish-only	
Project Summary		Manual Task		Deadline	
External Tasks		Duration-only		Progress	

Exhibit D

2. DESCRIPTION AND MAP OF THE PROJECT AREA

The boundaries of Project Area No. 2 are shown on the map and the boundary description has been incorporated into the ordinance that adopts the Redevelopment Plan

3. PROPOSED REDEVELOPMENT ACTIONS

A. Specific Redevelopment Activities

The Redevelopment Authority plans to carry out the following strategies to achieve the goals of redevelopment in Project Area No. 2:

1. **Assistance with site acquisition:** The Redevelopment Authority, by assisting with site acquisition for auto dealers, has the ability to influence the economics related to the expansion or retention of auto sales on South Carson Street. The use of financing tools and public/private partnerships will allow the Redevelopment Authority to work with existing auto dealers to obtain commitments to remain doing business and to expand their operations on South Carson Street.
2. **Relocation assistance:** The Redevelopment Authority has the capability to assist auto dealers to relocate from other parts of the region to South Carson Street. For example, auto sales operations currently located on North Carson Street could benefit from clustering with the dealers on South Carson Street to produce the synergy of an auto row.
3. **Expansion in number of franchises:** For example, Carson City lacks the following franchises: Volkswagen, BMW, Mitsubishi, Acura, and Mercedes. The Redevelopment Authority could provide inducements for auto dealers to increase the number of franchises offered on South Carson Street.
4. **Armory Site:** Currently, the State of Nevada owns the site of the former Nevada National Guard. With the concurrence of the State, the Redevelopment Authority could work with the State of Nevada to maximize private development potential on this site through the means authorized by this Plan.
5. **Improvements in traffic circulation, landscaping and streetscape:** South Carson Street is currently a major state highway making access difficult. Also, it has limited landscaping and attractive visual amenities. The anticipated completion of the freeway from Fairview Drive to South Carson Street will significantly reduce traffic and leave South Carson Street in City control, with the need to transition the street back from a state highway to a local arterial street serving the properties along it. The Redevelopment Authority has the ability to invest in infrastructure, traffic improvements, landscaping, maintenance and other public enhancements to improve

traffic circulation and the appearance of South Carson Street. This strategy includes forming a business improvement district to address maintenance needs in the area.

6. **Marketing assistance:** A strong marketing program has the potential of contributing to the success of auto sales operations on South Carson Street. The Redevelopment Authority can assist auto dealers with marketing efforts to enhance Carson City as an auto purchase destination for the region. This assistance could include helping to 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. **Re-use of existing sites if a regional auto mall proceeds:** If a regional auto mall is developed in Carson City, the Redevelopment Authority could assist dealers to obtain productive and financially viable re-use of their existing sites on South Carson Street.
8. **Re-use of vacant retail buildings:** Since the Plan was adopted in 2004, numerous businesses have been affected by the economy, resulting in a high commercial vacancy rate. Additionally, the vacant former K-Mart building on North Carson Street has been added to the plan to address the vacancies and deterioration of the property and other properties in the vicinity. The Redevelopment Authority could assist with various types of incentives, including economic studies, to encourage new, viable uses for these buildings.
9. **Utility Extensions:** While the Plan Project Area is largely served by existing public infrastructure, there are some properties to which utilities such as water and sewer lines do not currently reach. The Redevelopment Authority could assist in constructing necessary utility lines to serve new development on commercial properties within the Plan Project Area upon submittal of a plan for a project that would benefit the Redevelopment District.
10. **NDOT right-of-way:** The Nevada Department of Transportation owns significant right-of-way along Carson Street. In some cases, NDOT owns up to 70 feet of property behind existing street improvements. This significantly limits adjacent property owners' ability to use this property for economic development purposes. The Redevelopment Authority can assist property owners in working with NDOT to dispose of these excess rights-of-way or provide financial assistance to help to lease or purchase these rights-of-way from NDOT to the extent the law and NDOT may authorize.

In conducting the redevelopment activities as set forth above, the Redevelopment Authority shall be enabled by the authority and requirements set forth in Section 5 of the Plan.