



Office of Business Development

108 E. Proctor Street
Carson City, Nevada 89701
(775) 887-2101 – Hearing Impaired: 711
www.carson.org/obd

Date: August 26, 2014 **ITEM 5.1**

To: Redevelopment Authority Citizens Committee
Meeting of September 3, 2014

From: Lee Plemel, Community Development Director

Subject: Discussion and possible action to provide recommendations to the Redevelopment Authority regarding long-term priorities and policies for the use of undesignated infrastructure funds and other uncommitted Redevelopment funds.

Recommended Motion: I move to recommend to the Redevelopment Authority the project priorities as approved by RACC for use of current and future available undesignated Redevelopment funds.

Discussion:

Based on the discussion during the last RACC meeting on August 4, a number of potential projects were identified by the committee for the expenditure of uncommitted Redevelopment funds. Staff has drafted a prospective priority list, attached, for the purposes of discussion and prioritization. Each project has a corresponding Redevelopment Area objective identified with it.

Staff anticipates that each RACC member will rank their project priorities at the meeting. Staff will average the rankings of the RACC members during the meeting to create a “consensus” ranking for further discussion and final recommendations to the Redevelopment Authority.

The Board of Supervisors is tentatively scheduled to hold a strategic planning session in October. Staff anticipates that part of their session will include discussion regarding the use of Redevelopment funds and general direction of the Redevelopment Authority. The RACC Chairperson has recommended that the members of RACC develop recommendations for the Redevelopment Authority prior to its strategic planning session.

If you have any questions regarding this item, please contact Lee Plemel at 283-7075 or lplemel@carson.org or Michael Salogga at 283-7122 or msalogga@carson.org.

Attachments:

1. Proposed projects list
2. Five-year Redevelopment budget projection
3. Redevelopment Area 1 Plan objectives
4. Redevelopment Area 2 Plan objectives/activities
5. Redevelopment Areas Map (Areas 1 & 2)

POTENTIAL REDEVELOPMENT PROJECTS

1. 3rd Street Plaza
 - Encourage and assist in providing “people oriented areas” in the Downtown for daytime and evening special events and promotional activity. (Area 1, #313)
2. Fuji Park Sign
 - Improvements in traffic circulation, landscaping, and streetscape (Area 2, #5)
3. Brewery Arts Center park/plaza
 - Encourage and assist in providing “people oriented areas” in the Downtown for daytime and evening special events and promotional activity. (Area 1, #313)
4. Event Funding
 - Establish the highest possible level of recreational opportunity for the residents and visitors of all age levels. (Area 1, #320)
5. Incentive program to improve vacant properties
 - Improve the appearance of commercial area through street beautification programs, building rehabilitation. (Area 1, #311)
 - Reuse of vacant retail buildings (Area 2, #8)
6. Directional signage
 - Provide informational and directional kiosks in convenient pedestrian locations to allow visitors an opportunity to become familiar with the locations of the City’s historic, business, cultural, gaming, recreational and other places of interest. (Area 1, #309)
7. Additional street lighting (beyond the Downtown project)
 - Improve the street, highway, bicycle and pedestrian circulation system to assure safe, convenient and aesthetically pleasing access to and throughout the area. (Area 1, #303)
8. Sidewalk improvements
 - Improve the street, highway, bicycle and pedestrian circulation system to assure safe, convenient and aesthetically pleasing access to and throughout the area. (Area 1, #303)
 - Improvements in traffic circulation, landscaping, and streetscape (Area 2, #5)
9. Assist with undergrounding and extension of utilities for new development (e.g. water, sewer, electrical, fiber optic)
 - Repair, construct, install, or replace new publicly owned utility systems such as water, storm drains and sanitary sewers where existing systems are nonexistent, inadequate, undersized or substandard. (Area 1, #302)
 - Underground present overhead utility systems where feasible and encourage the serving utility companies to assist in the costs thereof. (Area 1, #314)
 - Assist with construction of necessary utility lines to serve new development on commercial properties upon submittal of a plan for a project that would benefit the Redevelopment District. (Area 2, #9)
10. Economic study for vacant buildings (e.g. K-Mart, Toyota)
 - Continue and enhance a land-use pattern which creates vitality through diversity in activities and the age of improvements. (Area 1, #319)
 - Reuse of vacant retail buildings (Area 2, #8)

Carson City Redevelopment Authority
 Projection
 FY 2015 - FY 2019

	FY 2015 Budgeted	FY 2016 Projection	FY 2017 Projection	FY 2018 Projection	FY 2019 Projection	
REVENUES						
Property Taxes	1,764,279	1,817,207	1,889,896	1,965,491	2,044,111	3% in FY 16, 4
Interest Revenue	3,000	3,000	3,000	3,000	3,000	
Charges for Services	11,000	11,000	11,000	11,000	11,000	
Other Local Govt Grants (Turf Maint)	5,379	5,379	5,379	5,379	5,379	
Beginning Fund Balance	256,689	184,669	200,000	200,000	200,000	
Total Rev and Fund Bal	<u>2,040,347</u>	<u>2,021,255</u>	<u>2,109,275</u>	<u>2,184,870</u>	<u>2,263,490</u>	

EXPENDITURES

Debt Service	279,850	278,400	279,600	275,400	276,000	Actual
Fiscal Charges	500	500	500	500	500	
Sal and Ben:						
Parks	102,443	107,565	112,943	118,591	124,520	5% per year
Administrative	186,695	196,030	205,831	216,123	226,929	5% per year
Other Expenditures						
Services & Supplies	269,248	275,000	275,000	275,000	275,000	
Special Events & Activities	65,000	65,000	65,000	65,000	65,000	
Nevada Day	25,000	25,000	25,000	25,000	25,000	
Farmers Market	15,000	15,000	15,000	15,000	15,000	
Xmas Tree Lighting	10,000	10,000	10,000	10,000	10,000	
Michael Hohl Incentive	480,000	480,000	480,000	480,000	480,000	
Big 5/Big Lots Incentive (est)	50,000	50,000	50,000	50,000	50,000	
Gottschalks Incentive (est)	100,000	100,000	100,000	100,000	100,000	
Infrastructure Projects (Undes)	271,942	218,760	290,400	354,257	415,541	
Ending Fund Balance	<u>184,669</u>	<u>200,000</u>	<u>200,000</u>	<u>200,000</u>	<u>200,000</u>	

Total Exp and Fund Bal	<u>2,040,347</u>	<u>2,021,255</u>	<u>2,109,275</u>	<u>2,184,870</u>	<u>2,263,490</u>
Tot Rev less Exp	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

Services and Supplies:

General Fund Internal Service Charges	116,066
Professional Services	20,000
BRIC rent and utilities	51,382
Advertising/Marketing	14,000
Publications	16,000
Misc Serv & Supp (dues, supplies, etc.)	51,800
	<u>269,248</u>

REDEVELOPMENT PLAN
FOR THE
CARSON CITY REDEVELOPMENT PROJECT NO. 1

FEBRUARY 6, 1986

Prepared By
Carson City Redevelopment Authority
In Cooperation With
Carson City Planning Commission

Assisted By
Patterson, Stewart and Associates
and
Region West Research Consultants

SECTION 300 - REDEVELOPMENT OBJECTIVES

The principal objectives of the City and of this Plan is to improve the 488 acre Redevelopment Project Area economically, physically and aesthetically--making the Area more attractive for private sector development and redevelopment and to protect the substantial public investment in State and City facilities. Further objectives are to correct deficiencies in the Area's aging infrastructure, repair and modify the present street system, provide amenities for the use and enjoyment of the people of Carson City and the many visitors who travel to this capitol city annually for business and recreation reasons. The following more specifically describe the intent, purpose and objectives of this Redevelopment Plan:

301. Strengthen the local economy by attracting new and expanded private investments in the Area, create new employment opportunities, increase the City's tax base, and expand public revenue to be used to improve the quality of life for the people of Carson City;
302. Repair, construct, install, or replace new publicly owned utility systems such as water, storm drains and sanitary sewers where existing systems are nonexistent, inadequate, undersized or substandard.
303. Improve the street, highway, bicycle and pedestrian circulation system to assure safe, convenient and aesthetically pleasing access to and throughout the Area;
304. Develop a physical linkage and an appropriate transportation mode among the Virginia and Truckee (V & T) Roundhouse, the Downtown and the Railroad Museum;
305. Promote the restoration of the V & T Roundhouse;
306. Develop a common theme in the housing, business and government sectors of the Redevelopment Area, to unify the mixture of residential, office, retail, lodging, gaming and government facilities by understanding, respecting and utilizing the City's rich historic past and its roll as Capitol of the State of Nevada;
307. Establish a unifying tree planting program throughout the Redevelopment Area.
308. Develop appropriately designed street lighting, street signage and street furniture systems with a full understanding of the diversity and special character of the several functional and historic use areas within the Project Area;

309. Provide informational and directional kiosks in convenient pedestrian locations to allow visitors an opportunity to become familiar with the locations of the City's historic, business, cultural, gaming, recreational and other places of interest;
310. Develop additional, conveniently located parking facilities--including parking structures where appropriate--together with pleasant, auto-free, pedestrian ways linking business, government and places of historic interest;
311. Improve the appearance of commercial areas through street beautification programs, building rehabilitation and improved development requirements in the areas of sign controls and landscaping;
312. Encourage more intensive landscaping on Downtown properties and parking lots;
313. Encourage and assist in providing "people oriented areas" in the Downtown for daytime and evening special events and promotional activity;
314. Underground present overhead utility systems where feasible and encourage the serving utility companies to assist in the costs thereof;
315. Integrate and protect older existing structures having historic value, with new development;
316. Cooperate and support officially recognized Historic Preservation and Architectural Review groups in their undertaking of the design for the restoration and rehabilitation of historically designated structures and places;
317. Provide informational plaques for on-site display in conjunction with recognized historic structures and places;
318. Accommodate planned population growth in ways which will not damage the social, economic and environmental well being of Carson City;
319. Continue and enhance a land use pattern which creates vitality through diversity in activities and the age of improvements;
320. Establish the highest possible level of recreational opportunity for the residents and visitors of all age levels;

321. Promote greater cooperation between City and School District in the joint use of public land for school-park-recreation purposes;
322. Promote greater cooperation between City and State government in order to achieve harmony in public development;
323. Initiate programs with appropriate public and private groups to develop decent, safe and sanitary housing for persons and families in the Redevelopment Area who are living under substandard conditions; and
324. Where rehabilitation of property may be unfeasible and where clearance and redevelopment may be necessary to eliminate blighting influences, cause such property to be cleared and redeveloped and in the process, assist and encourage the owners of such property to participate in these activities.

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

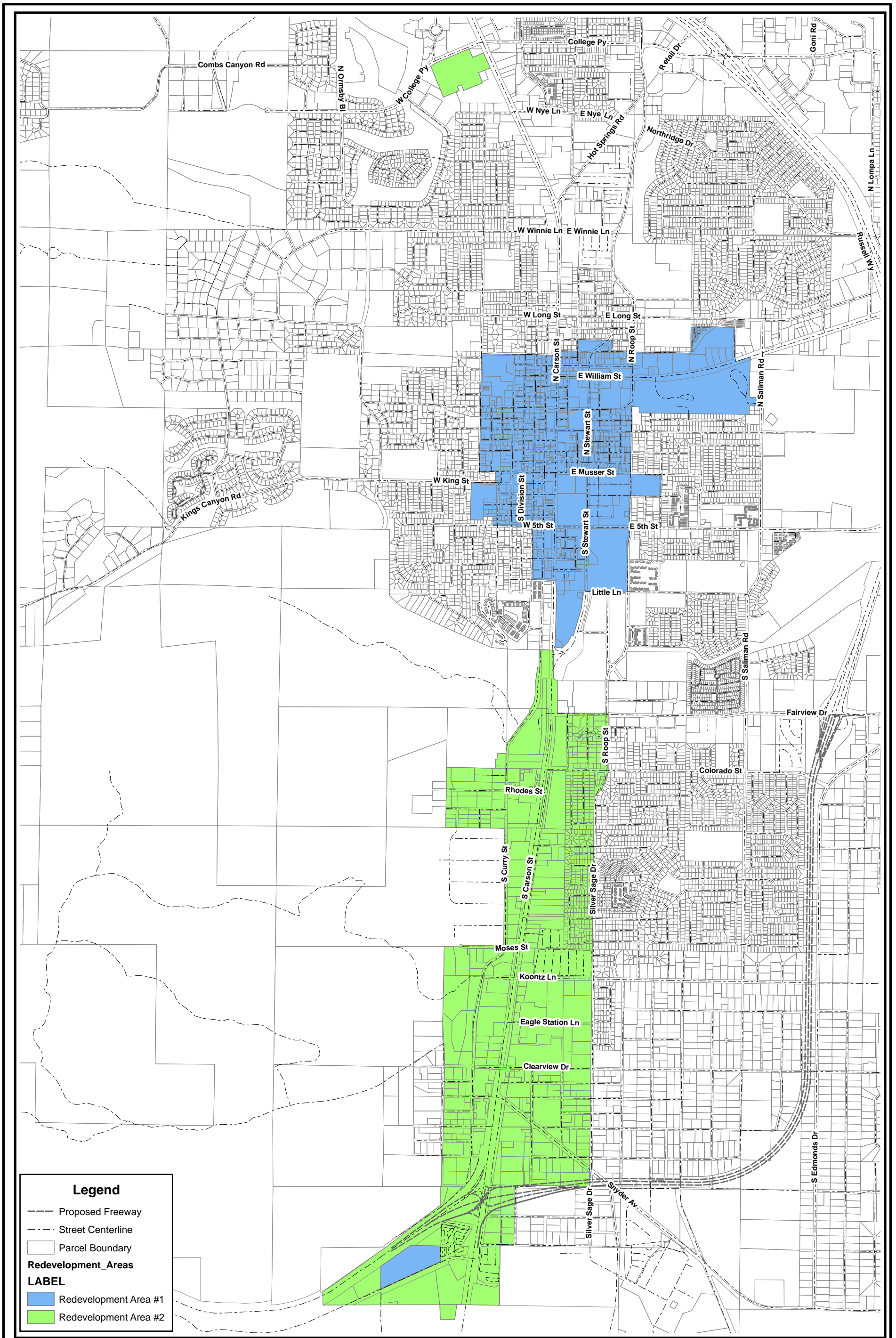
A. Specific Redevelopment Activities

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.



Legend

- Proposed Freeway
- - - Street Centerline
- Parcel Boundary

Redevelopment_Areas


LABEL

- Redevelopment Area #1
- Redevelopment Area #2

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 GIS Division
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CARSON CITY, NEVADA
 THIS MAP IS PREPARED FOR THE CITY OF CARSON CITY
 FOR ILLUSTRATIVE PURPOSES ONLY. IT DOES NOT
 REPRESENT A SURVEY. NO LIABILITY IS ASSUMED AS
 TO THE SUFFICIENCY OR ACCURACY OF THE DATA
 DELINEATED HEREON.

Redevelopment Areas Carson City, Nevada

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 1 Inch = 2,000 Feet

