



# STAFF REPORT

**Report To:** Redevelopment Authority

**Meeting Date:** March 1, 2018

**Staff Contact:** Lee Plemel, Community Development Director

**Agenda Title:** For Possible Action: To make a recommendation to the Board of Supervisors regarding the expenditure of up to \$30,000 from the Fiscal Year 2018 Redevelopment Revolving Fund, Downtown Entry Signs account, to design and construct downtown gateway signage in conjunction with the South Carson Street *Carson City Gateway* project. (Lee Plemel, lplemel@carson.org)

**Staff Summary:** Downtown gateway signage was identified in the Redevelopment Allocation Plan and funded in the FY 2018 budget in the amount of \$30,000. The Public Works Department is currently in the design phase of the South Carson Street project, and identifying a location and design for downtown gateway signage should be completed concurrently with the street design. The current street design project does not include funding for gateway signage.

**Agenda Action:** Formal Action/Motion

**Time Requested:** 10 minutes

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## **Proposed Motion**

I move to approve and recommend that the Board of Supervisors authorize the expenditure of **\$5,000** from the Fiscal Year 2018 Redevelopment Revolving Fund, Downtown Entry Signs account, to design [~~and construct~~] downtown gateway signage in conjunction with the South Carson Street Carson City Gateway project as an expense incidental to the carrying out of the Redevelopment Plan that has been adopted by the Carson City Board of Supervisors, and based upon the findings that there is a causal connection between this redevelopment effort and the need for the expenses, the expenses are needed to ensure the success of the redevelopment plan and that the amount of the expenses to be given are minor in comparison to the money required for the overall redevelopment plan.

## **Board's Strategic Goal**

Economic Development

## **Previous Action**

February 5, 2018: The Redevelopment Authority Citizens Committee voted 6-0 (1 vacancy) to authorize \$5,000 only for design of the proposed gateway signage. The recommendation was to bring the preliminary designs back to the RACC and the Redevelopment Authority prior to authorizing the funding for construction of the sign.

## **Background/Issues & Analysis**

The Public Works Department is currently in the design phase of the South Carson Street project, which includes design of South Carson Street from the I-580 interchange to 5th Street, where the recently-constructed downtown street improvements begin. The proposed funding would allow the design team to incorporate downtown gateway signage into the overall South Carson Street project design.

The design for the sign would include identifying an appropriate location for the sign, design of the sign structure and sign content, and any additional design elements associated with the sign such as landscaping or hardscape surrounding the sign, as may be applicable.

The initial proposal was to authorize the release of all of the funds (\$30,000) for design and construction of the signage. Under this scenario, City staff would move forward with the design contract for the signage and bring preliminary designs back to the RACC for comment prior to construction, but funding for the construction would already be authorized. However, RACC's recommendation is to only authorize \$5,000 for the design work and bring back alternatives for consideration before authorizing the release of the remaining funds for construction of the signage. The RACC requested that they see the design alternatives before releasing the funds for construction.

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

**Applicable Statute, Code, Policy, Rule or Regulation**

NRS 279.382 - 279.685

**Financial Information**

Is there a fiscal impact?  Yes  No

If yes, account name/number: 603 Redevelopment Revolving Fund, Acct #: 603-0000-463-14-07

Is it currently budgeted?  Yes  No

Explanation of Fiscal Impact: \$30,000 is budgeted in FY 2018 for this activity.

**Alternatives**

Modify or deny the proposed funding.

**Attachments:**

1) FY 2018 Redevelopment Funding Allocation Plan

**Board Action Taken:**

Motion: \_\_\_\_\_

1) \_\_\_\_\_

Aye/Nay

2) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
(Vote Recorded By)

### FY 2018 Redevelopment Allocation Plan

Objective/Project/Program	Last Year	(Current) FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	5-year Total
E/W Downtown street/alley improvements		\$ 350,000	\$ 200,000	\$ -			\$ 550,000
Special Event equipment/ infrastructure	\$ 20,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 25,000
Special event support, street closures	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 125,000
Façade Improvement Program	\$ 200,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 500,000
Special Event funding (RACC)	\$ 60,000	\$ 30,000	\$ 25,000	\$ 20,000	\$ 15,000	\$ 10,000	\$ 100,000
Arts & Culture Commission/Events		\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 125,000
Utility extension assistance		\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 100,000
Assist with William Street corridor project				\$ 85,000	\$ 300,000		\$ 385,000
East Spear Street/Children's Museum Improvements, Other Street Improvements			\$ -	\$ 200,000	\$ 100,000	\$ 100,000	\$ 400,000
South Carson Street beautification			\$ 200,000				\$ 200,000
<b>Downtown Entry Signs</b>		\$ 30,000					\$ 30,000
Reimagined Space Public Art Program	\$ 10,000						
Blue Line rehabilitation	\$ 26,000						
Roll Forward:							
Total Expenditures:	\$ (341,000)	\$ (585,000)	\$ (600,000)	\$ (480,000)	\$ (590,000)	\$ (285,000)	\$ 2,540,000
<b>Undesignated:</b>	\$ -	\$ 98,788	\$ -	\$ 330,059	\$ 352,697	\$ 983,986	\$ 1,765,530
Ending Fund Balance:			\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	