



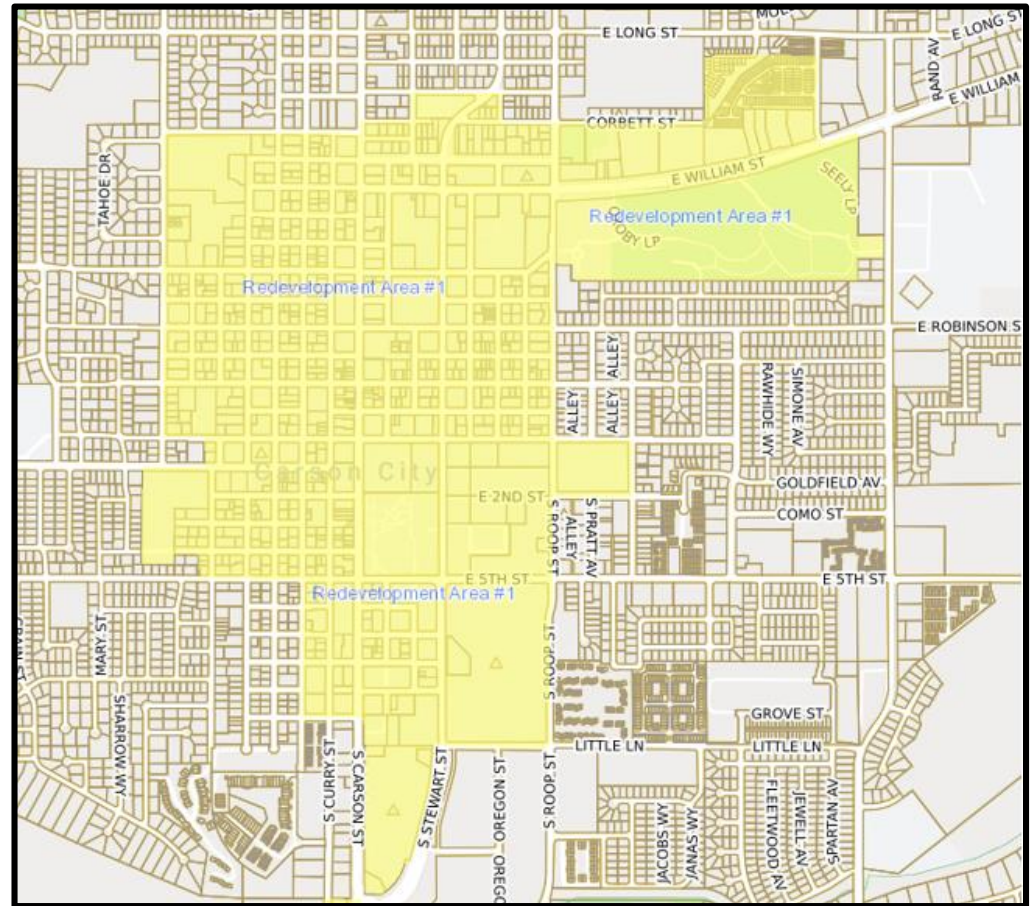
# Redevelopment Authority Citizens Committee

March 4, 2024

# REDEVELOPMENT AREA 1



- Adopted: January 1986
- Expiring: January 2031





# 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 capital city annually for business and recreation reasons. The following more specifically describe the intent, purpose and objectives of this Redevelopment Plan:*



# REDEVELOPMENT OBJECTIVES

- **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;**



# REDEVELOPMENT OBJECTIVES

- *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 role 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;*



# REDEVELOPMENT OBJECTIVES

- *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;*





# REDEVELOPMENT OBJECTIVES

- *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 wellbeing 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;*



# REDEVELOPMENT OBJECTIVES

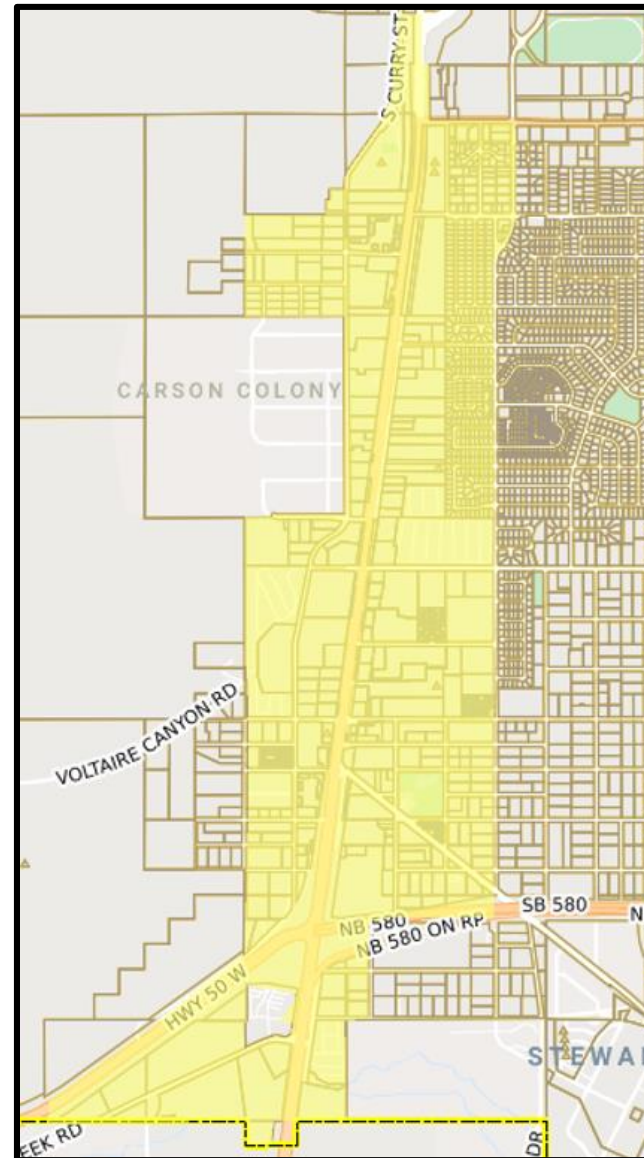
- *321. Promote greater **cooperation between City and School District** in the joint use of public land for school-park-recreation purposes;*
- *322. Promote greater **cooperation between City and State government** in order to achieve harmony in public development;*
- *323. Initiate programs with appropriate 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 in the process, assist and encourage the owners of such property to participate in these activities.*



# REDEVELOPMENT AREA 2



- Adopted: September 28, 2004
- Expiring: September 28, 2034





# 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.*



# SPECIFIC REDEVELOPMENT ACTIVITIES

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.*

# SPECIFIC REDEVELOPMENT ACTIVITIES



- 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.*

# SPECIFIC REDEVELOPMENT ACTIVITIES



- 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.*



# SPECIFIC REDEVELOPMENT ACTIVITIES

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.*





# SPECIFIC REDEVELOPMENT ACTIVITIES

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.*