

**Redevelopment Authority Citizens Committee  
Future of Redevelopment Workshop Results  
April 5, 2011**

I. Current mission and objectives of Redevelopment Area #1.

Mission: **Improve the area economically, physically and aesthetically.**

Objectives:

1. **Make the area more attractive for private sector development.**
2. Protect the substantial public investment in State and City facilities.
3. **Correct deficiencies in the Area's aging infrastructure.**
4. Repair and modify the present street system.
5. Provide amenities for the use and enjoyment of the people of Carson City as well as visitors.

II. Priority objectives:

It was agreed that Objective 1 was the most important objective. It was also noted that Objective 3 was essential to making Objective 1 happen. In other words, without good infrastructure, the private sector will not invest.

III. Specific tasks necessary to support the priority objective:

a. Physical :

i. **Improved and adequate facilities for pedestrian traffic.**

1. **Make a walk-able downtown**
2. **Don't expand pathways until what exists today is repaired.**

ii. **Improved lighting**

1. **Install or retrofit adequate lighting in the entire area.**

iii. When installing water infrastructure – look for opportunities to add watering systems for landscaping.

b. Economic:

i. Attract cluster retail development.

1. Retail businesses that support each other and create synergy
2. No big boxes

ii. Create a college presence in the downtown.

iii. Support special events (see section on Special Events)

c. Aesthetic:

i. Develop and enforce design standards for exterior buildings.

1. These standards should be consistent and apply to all buildings.

ii. **Provide improvements to beautify the area.**

1. **Trees**
2. **Benches**
3. **Garbage Containers**
4. **Bicycle Racks**

iii. **In all improvements, follow the design developed by Winston and Associates.**

Those objectives determined to be priorities for Redevelopment are in bold.

#### IV. Tools for implementation of priority objectives.

- a. Develop Community Vitalization Districts and partner with them where the district and redevelopment area overlaps.
- b. Partner with business in the improvement of infrastructure (water, sewer, lighting, sidewalks)
- c. Seek out grants for sidewalk and pathway improvements.
- d. Seek sponsorships for benches, trees and bike racks.
- e. Look for energy grants for lighting upgrades and expansion.
- f. Continue participation in downtown improvements by the Public Works Department.

#### V. Special Events

- a. Maintain current level of funding, but start “weaning” organizations off of subsidies.
- b. Qualifiers for sponsorship of special events should include:
  - i. Attendance
    1. How many people are expected to attend.
  - ii. Location
    1. The location should be in an area that will benefit businesses in the Redevelopment Area.
  - iii. Schedule
    1. The event should be scheduled so that it is not in conflict with other events.
    2. The event should be scheduled during times when there is little activity in Downtown.
  - iv. Type of event
    1. Should be diverse and interesting.
    2. Must be appropriate for the area
- c. An application process should be developed.
  - i. Applications would be accepted just one time each year and at the same time so organizations can compete for funding.
  - ii. A Business Plan should be required and include details as to how the money requested from the Redevelopment Authority will be made up from other sources in ensuing years.

#### VI. Governance

- a. There should be Citizens Committees for the Redevelopment Area’s
  - i. They should be separate, but opportunities for coordination between the Committees should be developed.
- b. If there is only one Committee for both areas, representation from within each area should be a part of that committee.

#### VII. Budget priorities

- a. Annual available redevelopment funds should be used in the following order:
  - i. Special events in a set annual amount
  - ii. Sidewalk and lighting improvements
  - iii. Beautification improvements

Specific percentages to be spend in items ii. and iii. were not determined.

VIII. Other recommendations:

- a. In all improvements, keep one “look” throughout the area. Consistency is of utmost importance!
- b. Create maintenance requirements for public and private properties.
- c. Allow the Redevelopment Authority Citizens Committee to be part of the budgeting process for redevelopment.