Carson City Planning Division

108 E. Proctor Street
Carson City, Nevada 89701
(775) 887-2180 – Hearing Impaired: 711
planning@carson.org
www.carson.org/planning

TO: Interested parties

FROM: Lee Plemel, AICP, Planning Director

DATE: December 14, 2012

SUBJECT: **Conceptual Downtown Parking Plan Survey Results**

In November 2012 the Planning Division sent out notices to downtown businesses and property owners to solicit feedback on a conceptual plan to stripe Carson Street for on-street parking. The businesses and properties to which notices were sent are generally located between 5th Street and William Street, with addresses on Curry Street, Carson Street, or Plaza Street, and including all side streets within that area. Notices went out to a total of 247 property owners (81) and businesses (166).

The Planning Division received a total of 40 surveys back. Those taking the survey were asked to check whether they were a property owner within the downtown area, a business owner or manager within the downtown area, a business owner or manager outside the downtown area, and/or a Carson City resident. Multiple categories may apply to individual respondents. Following is a summary of the number of surveys received from people in the various categories, with the results of their responses in parenthesis.

- Persons who are downtown property AND downtown business owners: 11
  (6 for, 4 opposed, 1 undecided)

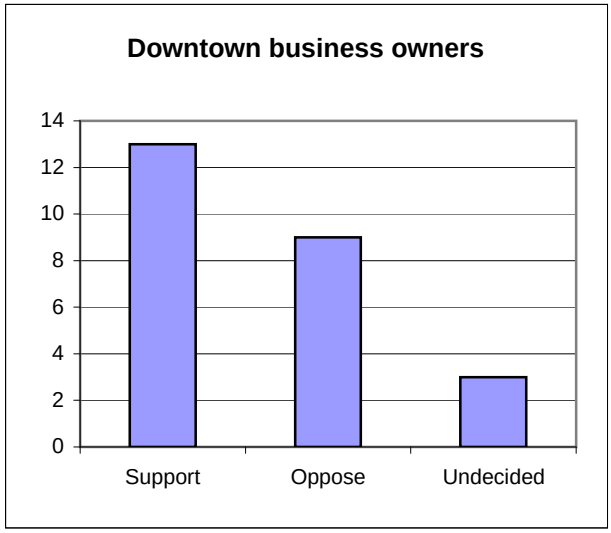
- Persons who are downtown property owners but not downtown business owners: 7
  (2 for, 4 opposed, 1 undecided)

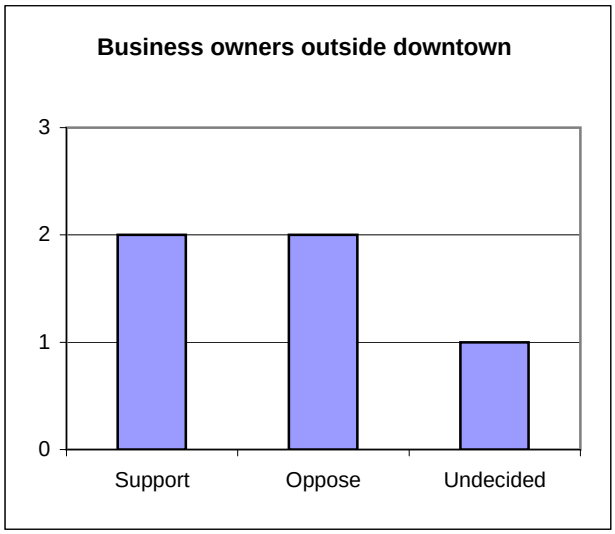
- Persons who are downtown business owners but not downtown property owners: 14
  (7 for, 5 opposed, 2 undecided)

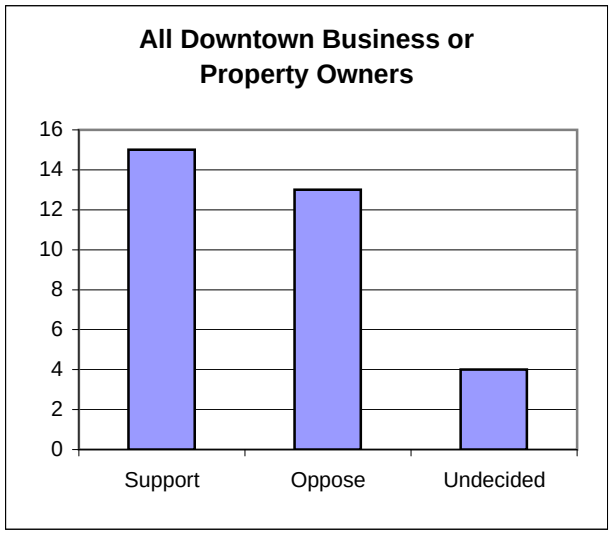
- Person who are neither downtown property nor business owners: 8 (2 for, 6 opposed)

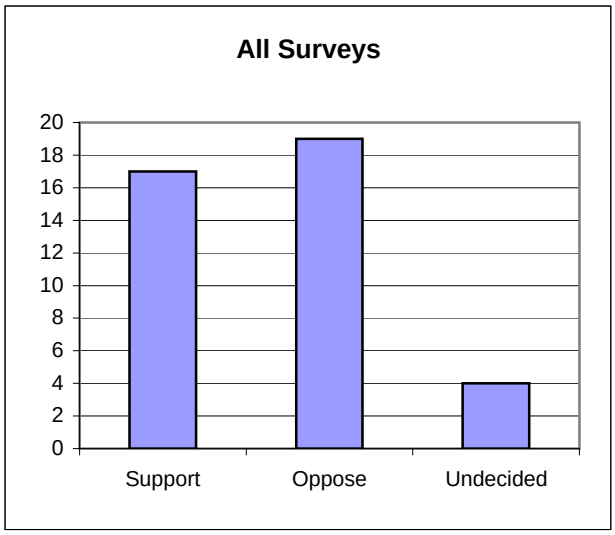
Various charts indicating results by category are attached.

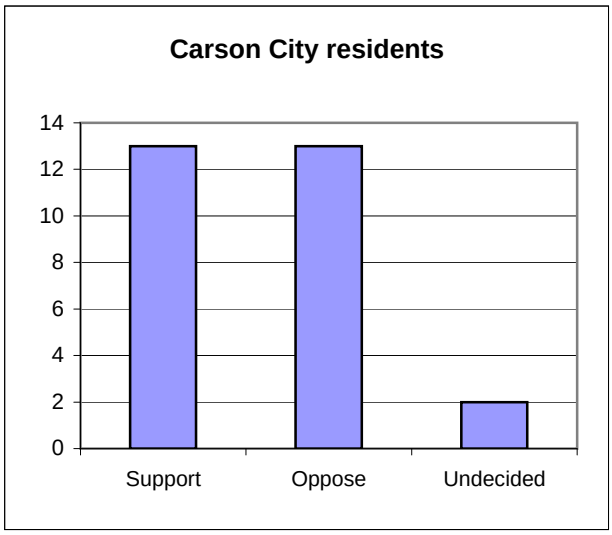
Conceptual Downtown Parking Plan
Survey Results











RESPONSES TO
CONCEPTUAL DOWNTOWN PARKING PLAN SURVEY

SUPPORT

1) Property Owner within downtown project area
Business Owner or Manager within the downtown project area
Business Owner *outside* the downtown project area
Carson City Resident

No Comments

2) Property Owner within downtown project area
Business Owner or Manager within the downtown project area

I know that impulse buying is a tremendous part of success in retail. One out of every ten impulses to shop at a Carson Street shop is, I believe, a good average from my own personal experience. If I have five to ten minutes to shop, I will not take the extra time it takes to park on a side street and walk around the block nine times out of ten. I'd love the Sutter Creek Style for our pretty downtown. I believe it would draw businesses and increase revenue for us all.

I hope we go through with this plan!

3) Property Owner within downtown project area
Business Owner or Manager within the downtown project area

This Parking Plan would make downtown much more attractive to visitors and locals. I believe strongly that this is the right move for Carson City.

4) Property Owner within downtown project area
Business Owner or Manager within the downtown project area

No Comments

5) Property Owner within the downtown project area
Business Owner or manager within the downtown project area
Carson City Resident

The proposed conceptual plan better uses the limited space downtown, and would help all local businesses in these difficult times. Please strongly consider the plan.

6) Property Owner within downtown project area
Carson City Resident

No Comments.

7) Property Owner within downtown project area
Carson City Resident

We own the building at 900 N Carson, the one that houses the Bike Smith. Although our building has a great parking lot and no need for curbside parking, we think that offering curbside parking downtown is a GREAT idea. Whenever we drive downtown, we mention that there should be parking in front of the businesses. Angle parking would be better than parallel, but that would be much more involved, of course, since some of the landscape median would have to be made smaller. People would be much more likely to stop at the businesses, traffic would slow down, and the downtown atmosphere would seem friendlier and more conducive to shopping, going out to eat, and for special events.

8) Business Owner or Manager within the downtown project area.
Carson City Resident

We are strongly in favor of the proposed conceptual plan to create a pedestrian friendly environment in the downtown area of Carson City. Slowing traffic to one lane would make it easier and safer for residents and visitors to park and exit their vehicles. The added parking would create accessibility to the diverse businesses located on and immediately of off Carson Street. The proposed conceptual plan would therefore better allow the community to patronize and enjoy the historic charm of downtown.

9) Business Owner or Manager within the downtown project area
Carson City Resident

This makes business more accessible. Narrow lanes (reduced width) will force traffic to slow down. This will make the area more walkable more pedestrian friendly. Suggest diagonal parking. Suggest wider sidewalks

10) Business Owner or Manager within the downtown project area

I think this will help get tourists and locals downtown. It will alleviate parking problems. This could be a business stimulator that we all need. Let's slow down the traffic flow and get people to see our businesses. I think this is a brilliant and cost effective solution to many business problems.

11) Business Owner or Manager within the downtown project area
Carson City Resident

No Comments

12) Business Owner or Manager within the downtown project area
Carson City Resident

Get parking and pedestrian traffic back on Main Street. Ultimate goal, Curry St one-way south with diagonal parking. Main Street one-way north with diagonal parking between Hwy 50 and 5th Street.

13) Business Owner or Manager within the downtown project area
Carson City Resident

I am 150% for this plan! It provides an affordable reasonable option to attack a HUGE looming problem that is waiting for the downtown @ the completion of the bypass.

I want a downtown people want to come to! That they feel safe and welcome to enjoy, bring visitors etc. Not a thorough fare that cars drive through! I welcome you, if you would like to talk to me and hear my input, to come to Comma, my treat, we'll talk.

14) Business Owner or Manager within the downtown project area
Carson City Resident

This will give local people an opportunity to explore downtown and drive traffic to local businesses!

15) Business Owner or Manager *outside* the downtown project area
Carson City Resident

No Comments

16) Carson City Resident

With the new freeway open and heavy trucks etc.

As the State Capital, we need foot traffic along Carson Street.
Businesses need customers and this would encourage folks to park, walk, and utilize our towns businesses.

17) Property Owner within the downtown project area
Business Owner or Manager within the downtown project area
Carson City Resident

No Comments

OPPOSED

1) Property Owner or within the downtown project area
Business Owner or Manager within the downtown project area
Business Owner *outside* the downtown project area
Carson City Resident

1) How much will the project cost to implement
2) If the idea does not work can we return to where we area now
3) How much will if cost to return to where we area now
4) Any time someone is backing into a parking spot it will totally stop traffic in that direction!
5) Have you seen how most people parallel park? Do you know how long it takes?

6) Are there going to be parking meters? How much will the cost to install and service.

I BELIEVE IT IS A TERRIBLE IDEA!!!

2) Business Owner or Manager within the downtown project area
Carson City Resident

a) Total Cost – Who is funding?
b) Enforcement – Only 20% of fees presently collected.
c) Diagonal vs. Parallel Parking
d) Consider – limited time study
e) Curry St (Proctor Street)
Needs attention

Would like to see time and effort into beautifying the town so people want to stop. Would like to see ways to encourage and attract our "locals" to come downtown and nut just concentrate on tourists. Also if we are trying to attract tourist we need to keep museums open longer, nice shops (no spots for them) events.

3) Business Owner or Manager within the downtown project area
Carson City Resident

Do not believe can handle traffic and would potentially force more down Curry and Division Streets. Have seen this done in another town and was an absolute failure, actually increased traffic accidents.

4) Business Owner or Manager within the downtown project area
Carson City Resident

I believe even with the decrease in the traffic counts, that reducing the traffic lanes from four to two will cause congestion and perhaps safety issues.

5) Business Owner or Manager within the downtown project area
Carson City Resident

If you want to decrease traffic & downtown visits putting one lane in each direction will do it. On 11/21 at 12:15 pm I was turning left going north at 5th Street. I counted 24 cars going north at that light, I counted 18 cars going south before I could make a left-hand turn. By going two lanes it will jam up the traffic by sheer volume and people practicing their parallel parking skills….I believe that going to two lanes will detour locals, visitors and people that happen to miss the freeway turn from the downtown causing less visits to business. Also mid-day there is enough parking on side streets with the 2-hour parking.

6) Property Owner within the downtown project area

No Comments

7) Carson City Resident

I believe that adding parallel parking and eliminating a travel lane will constrict traffic flow and cause congestion to a point where people will avoid coming downtown altogether. I don't believe that it will enhance downtown or entice people to come downtown.

8) Property Owner within the downtown project area
Business Owner or Manager within the downtown project area

After going to the meeting I can see that a few Down town merchants feel this will bring more customers into their shops. I believe this will just move more potential customers away from the downtown area. We have already lost 10,163 potential customers by your traffic count due to the freeway. Going from two lanes to one lane will cut what's left down some more because of the bottle neck and crowding. When the completed freeway opens we can count on losing even more customers. We need to get customers back down town but one lane of congested traffic isn't the way to do it.

The restaurant we had the meeting at was full of people, not just the meeting people. The one next door had two diners. I don't think that parking had anything to do with it. 9000 Commuters per day should not have this decided on them by 24 down town businesses'. Since the freeway opened almost all the Hot August Nights Cars and Street Vibration Bikes get on the freeway at Fairview going around Carson City, instead of easting and shopping here. That's just two examples. If more parking is the answer, make me an offer on my property then build a parking garage.

9) Business Owner *outside* the downtown project area

Traffic flow on Carson Street at times even four travel lanes can become extremely difficult to enter, especially during snow storms. I don't use the freeway due to the back-up at Fairview (there is always a backup) if you reduce the Carson Street travel lanes, it will become worse on the freeway. There is an abundance of parking lots adjacent to Carson on the street. Parking is not needed that badly.

10) Carson City Resident

I believe eliminating a travel lane will cause people to avoid Carson Street unless that is their destination. I think there is adequate parking now and more could be added with a garage.

11) Carson City Resident

I believe that if you down size travel lanes in downtown Carson, it will cause traffic backups and cause people to want to use a different route to get to their destination in return causing business to drop for owners in downtown and only attracting minimal tourism causing businesses to continue to close their doors, in return causing more job losses. I do not support this movement. When people bypass downtown because of this and then get off at Hwy 50 and ask where the closest restaurant, pawn store, casino, etc, it wont be at downtown people look for convenience, thus heading elsewhere to do business.

12) Carson City Resident

I feel parking is not the problem for downtown. If Carson Street is to remain an Alt 395 Business Route, changing it would be a step backwards. Cities that are larger tend not to have parallel parking on their business highway routes. Most have opted for one way street one block apart. Reno (Sierra, Virginia, and Center), San Luis Obispo (Higuera, Marsh), etc.

13) Property Owner within the downtown project area
Business Owner or Manager within the downtown project area

See Attached letter

14) Carson City Resident

The Freeway has hurt business, why add to the problems of the economy

15) Business Owner or Manager in the downtown project area

Losing one travel lane will increase congestion and convenience when driving through town. I think the result will be that motorists will avoid driving through town on this route all together, which will result in even less visits to business.

16) Property Owner within the downtown project area

Your plan does not eliminate a travel lane, it eliminates 2 travel lanes, one each direction.

Doesn't anyone at Carson City Planning understand that the majority – vast majority, in my experience- of Carson City residence do not want downtown traffic limited to one lane in each direction.

These travel restrictions will kill many businesses both north and south of the parking/lane changes. Please listen to the Community Vote.

17) Property Owner within the downtown project area
Carson City Resident

A month ago the voters choose not to proceed with the library/redevelopment, and a big part of the negative vote was due to the restricting Carson St. to one lane each direction/

If you restrict travel downtown again it will drive traffic back to Division and Mountain Streets ad alternatives. Why do you want to increase traffic through school zones at Fritch and Bordewich-Bray? Why do you want to increase traffic once again through residential areas? Half the traffic will go toward Roop/Stewart but the other half (me & others) do Mountain St. Finally, I have personally been told by "the consultants" that these lane restrictions work "in about 50% of the cases." Do you want Carson to end up like Victorian Square? Please listen to the vote the people. Please notify me of any future meeting…phone number….email address.

18) Property Owner within the downtown project area
Business Owner or Manager within the downtown project area
Carson City Resident

Business 315 N Carson.
I think this is a step in the right direction. However, I would prefer widening the sidewalks, removing all the fences, and having one travel lane in each directions with turnouts. I think there is too much traffic for any type of parking on Carson Street. I would also make it easy for businesses to use the expanded sidewalk in the front – no additional permitting.

19) Property Owner within the downtown project area
Carson City Resident

I do not support this project because:

1. People cannot parallel park. We witness this every week day on Curry between Musser and Second where there are more than two parallel spots in a row. By placing parallel parking on the section of Carson Street where there is the median, traffic will have to stop and wait for folks to try to park. Cars wont be able to pull around.

2. People are impatient. Even now with two lanes in both directions on Carson Street and less traffic, people speed and run red lights. Reducing a section of downtown to a single lane will not likely help this problem.

3. Roop and Stewart Streets are imperfect north/south corridors. Should the freeway, if it is ever finished, be closed for some reason, the extra lanes on Carson Street may be vital to move traffic.

UNDECIDED

1) Property Owner within the downtown project area
Business Owner or Manager within the downtown project area
Carson City Resident

Fears 1) Creating a Bottle Neck Point within the Downtown Corridor may once again drive the "perception" that there is no reason to stop or go downtown because there is no where to park so therefore I will just avoid that area all together and always take Roop or Stewart Streets so I don't have to deal with the congestion.
2) Businesses whose patrons only need 10-30 minutes to handle most of their transactions, where as that business does not need a 2 Hour stall outside that store front. Time Limits of New Parking stalls must be on a Block to Block Store front to Store front assignment!! Coffee House, Ice Cream Vendor, Dry Cleaner, Dollar Store, Hallmark Store, Jewelry Store, Gift Shop generally do not need a 2 Hour stall blocking there "ONLY" Store Front parking spot making their patrons still having to walk around the corner and down the block because some area watching for parking enforcement officer to quickly move their car. 12 – 30 minute loading zones should be used here.

3) A long drawn out construction project will strain and drive already struggling businesses to close up and we find even more vacancy signs downtown.
Hopes By eliminating tunnel vision the black railing creates and placing parking on main street will create a down home downtown where locals and visitors alike will want to stroll along

shopping and dining. Creating a visual as you might see Lake Tahoe summers where the sidewalks are elbow to elbow with pedestrians stimulating the local economy.
Comment We have had at least one business in Downtown Carson City since 1984 and have always wanted parking and a shade tree in front of our stores on Main Street. We do not have a fear for developing a traffic flow problem by eliminating a lane of traffic.
Suggestion Set up a trial and test period to where Carson closes the outside lanes downtown for a week or longer to get a visual as to what type of chaos or congestion or problems will arise prior to taking a blind leap of faith in hopes as to what may come.

2) Property Owner within the downtown project area

Since my property is unaffected by traffic for business purposes at this time, my concerns are for tenants with retail businesses, restaurants, etc. This parking lane alone, I believe, won't bring more foot traffic….just more east for what already exists to maneuver. How well we address the blighted areas, closes empty storefronts raise the tourist level?

3) Business Owner or Manager within the downtown project area

I am undecided as of now for one reason: that being the completion of the Freeway at the end of South Carson. When that is complete, i.e. all the way through Carson to Hwy 50 interchange area, I will be in full support of eliminating a travel lane and adding parallel parking on Carson Street in the downtown area.

4) Business Owner or Manager within the downtown project area
Business Owner *outside* the downtown project area
Carson City Resident

Seems like a great idea for the downtown shops. This will get more people to stop, shop and eat downtown. Seems to be an expensive way to find out is it's a good fit for the City as a whole. Will need to put some flashing Nevada Blue LED lights at the sidewalks. Should make them in the shape of Nevada.

Great Job and Good Luck

MAPP ENTERPRISES, INC.

1017 N. CARSON STREET
CARSON CITY, NV 89701

December 01, 2012

Mr. Lee Plemmel
Carson City Planning Division
108 E. Proctor
Carson City, NV 89701

Dear Mr. Plemmel:

I had the pleasure to attend the open house, held last Thursday evening at High Brewery Co. in downtown Carson, regarding a conceptual plan to stripe downtown Carson street for parking. As you know, I am the owner of the ARCO AM/PM gas station and convenience store at the corner of Carson and Williams Streets. Some brief facts about my business are in order as follows:

The gas station at my location has been with the same gas brand, albeit evolving through mergers and acquisitions, since 1950.

ARCO AM/PM is built on business model that requires very heavy vehicular traffic. ARCO is built on the concept of a major fuel brand at the lowest cost among all other brands, meaning our margin of profit on gas is very low and requires a very heavy volume of gas sales to achieve a breakeven point.

AM/PM Franchise has a premium cost over similar gas stations that runs in the hundreds of thousands of dollars.

I have been the owner of the ARCO AM/PM at that location since May of 2003. I have been working hard and injecting a substantial amount of capital to make the business profitable and increase my gas and my store sales to my benefit and the community benefit as a whole.

Through the city sales tax structure, Carson City collects ten cents sales tax per gallon of gas sold at my location. It is five cents more than our close neighbor Douglas County. Given my gas sales under my watch since 2003 until October of 2009, the city was collecting over $250,000 in gas sales tax per year at my location only. Since October of 2009, it is still collecting over $120,000 in gas sales tax per year. Ironically, this money was used to help build the freeway bypass that crippled my business because of the reduction in vehicular traffic in downtown.

Even though your estimate of traffic reduction through Carson Street is about 35% since opening the freeway bypass through Fairview Street south of my location, my gas sales have decreased much more because the impact of the loss of tourist traffic through downtown was more than 55%, and those customers are the ones who usually do a fill up on an almost empty tank. Even when I solicited your help, by providing the email of the responsible person at NDOT, to have signs pointing downtown for northbound traffic prior to reaching Fairview Exit for the ones heading to Reno, so we might get little extra tourist traffic through downtown, instead NDOT personal removed the last signs adjacent to my

property that points to 50 East, Virginia City, Dayton, and Fallon. Whatever left of tourist traffic were angry lost people dashing through my store entrance and asking angrily: "where is 50 East, Virginia City, or Fallon?"

Despite all the loss I am incurring, I am still bound by a franchise agreement that still cost me thousands of dollars every month.

And Despite my business contributions to the city, in the hundreds of thousands in gas tax, tens of thousands in store sales tax, and thousands of dollars in property tax, year after year, it never occurred to the officials to accommodate me in any way shape or form. And to add insult to injury, City officials came up with a cheap solution to put the final nail in my business coffin by stating at the open house that this cheap way of killing someone's business with all those contributions to the city is only about one hundred fifty thousand dollars and will be done, if approved, very quickly over the summer of 2013. My yearly business contributions to city coffers were much and still more than the $150,000 needed to kill my business. I do feel used, abused, and stomped on. Just a thought, as a downtown business stakeholder, my business monetary contribution to the city, on an annual basis, far exceed not just other businesses present at the open house, but exceed all of them combined aside from the other ARCO AM/PM at the south of Fifth Street.

I fully understand that downtown needs something to bring people to shop. As you know downtown already being bypassed as the freeway stands as it is now. Come evening time, it is a ghost town. Come the completion of the freeway, I think the whole of Carson City will be bypassed. Sad but true. I also understand that all towns and cities around the United States, when it comes to improving downtown or any portion of town, they try to accommodate the majority of businesses and condemn and compensate other businesses that might be hurt, much less killed, in the process.

I, therefore, believe that if the proposal is approved by majority of the businesses and then by the board of supervisors, it should have a clause for accommodating my business through either adequate and fair monetary compensation or proper condemnation procedures so I can transition to a business that benefit from downtown being a destination rather than a drive through thoroughfare.

Needless to say with all the contributions that my business has done to the city we all love, killing my business by a cheap shot and leaving the corpse by main street is shameful and not the way to pay back someone who worked hard and invested hard earned money. Instead, proper burial procedures and services should be in check.

Please feel free to contact me at any time regarding this letter, the survey, and ideas to make downtown a better place for everyone.

Sincerely,

Bechara Victor Honein
775-315-2011
vhonein@hotmail.com

PS: This letter is an attachment to the "Conceptual Downtown Parking Plan Survey."