

## **Corridor Improvement Projects Fact Sheet**

- Total project cost: Approximately \$17 million.  
Estimated sales tax funding: \$11 million
- The street corridor projects are designed to improve each corridor segment by: 1) enhancing business access; 2) increasing safety through lighting and roadway improvements; 3) improving pedestrian access and connectivity; 4) adding bike lanes; and 5) enhancing aesthetics through parkway landscaping and streetscape improvements.
- The improvements would be made in an effort to make the corridors more inviting to the public and thereby increase the attractiveness of the local businesses located along the corridors, which will increase the City's economic vitality.
- **Downtown** – The downtown corridor segment will be developed generally in accordance with the Downtown Envision Plan prepared in 2006 and extended along the corridor from Fifth Street to William Street. Wider sidewalks will be constructed allowing business access to the area for outside seating for cafes, displays, and public events.

Another component of the downtown project will include improvements to Curry Street from Musser to Washington and include improved parking, improved pedestrian access, street furniture such as benches, themed lighting, and directional signage.

- **North Carson Street** – The northern portion of this project, north of Winnie Lane to the I-580 Freeway, will include street frontage and storm water improvements, street lighting for safety, and landscaping the existing traffic islands. In addition, it is proposed to develop an urban streetscape environment from Winnie Lane to William Street. This phase will include new themed street lighting for safety, improved pedestrian street crossings, and urban site amenities including benches, waste receptacles, business district signage, and a possible landscaped roundabout at Carson Street and William Street. The North Carson Street corridor may be developed in phases depending on funding availability.
- **William Street and Highway 50 East** – The segment from Carson Street to the Freeway interchange will include street frontage and storm water improvements, new themed street lighting, urban site amenities including benches, waste receptacles, and business district signage; wide concrete sidewalks; and street frontage landscaping.

The segment from the Freeway interchange to the College Parkway and Fairview Drive intersection will include street frontage and storm water improvements, wide concrete sidewalks, multi-use path improvements, street lighting for safety, landscape planting beds, and greenbelt landscaping along the existing multi-use path. The William Street corridor may also be developed in phases depending on funding availability.

- **South Carson Street** – The South Carson Street corridor is divided into two segments, Segment 1 from Fifth Street to Fairview Drive and Segment 2 from Fairview Drive to the proposed new I-580 freeway. The Segment 1 improvements include signage, street lighting, and pedestrian connections, as well as a possible landscaped roundabout at Stewart Street. A significant storm drain project is planned for this segment and this corridor project would be coordinated with the storm drain project to take advantage of the storm drain capital investment planned to allow for better utilization of available funding.

Segment 2 will be done once the freeway is completed and will include reducing the six-lane street to four lanes with left-turn lanes. Landscaped medians would be added along with parkway improvements, street lighting for safety, pedestrian walkway improvements, bike lanes, frontage business access improvements, signage and other street improvements. The Nevada Department of Transportation is required to make some roadway improvements in the corridor pavement section before relinquishing the right-of-way to the City so an opportunity for jointly pursuing overall corridor improvements with the City will be pursued.

- Upon approval of the Plan of Expenditure for the 1/8<sup>th</sup>-cent sales tax, additional public meetings will be held to discuss more detailed project design ideas for each corridor segment and the downtown to address a wide range of business and community needs. Each project will individually be approved by the Board of Supervisors before the project proceeds.
- It is expected that businesses and/or property owners will form business improvement districts or some other mechanism to pay for ongoing maintenance of the landscaping for the various corridor segments once they are completed.

### **Case Studies \***

While economists cannot predict the precise benefits of “Main Street” projects and results may vary on a case-by-case basis, some lessons can be learned from the results of similar projects. The following case studies of recent streetscape and pedestrian improvement projects are from a recent economic analysis for potential US 50 improvements through Stateline, Nevada.

#### Livermore, CA

- Commercial property vacancy rate decreased from 26% to 9%
- Annual retail sales grew by 15% (during a period when statewide sales declined by about 10%)
- \$55 million public investment spurred more than \$112 million in private investment

#### Sutter Creek, CA

- Hotel Transient Occupancy Tax increased by 45% from 2005 to 2008

#### Lancaster, CA

- Within a couple of years, the \$41 million public investment “resulted in more than \$270 million in economic output, ...and more than \$13 million in state and local revenues.”
- Property values in the area rose by 10% at a time when the rest of the city saw a decline of 1.25%

#### Lodi, CA

- Experienced a “30% increase in downtown sales tax revenues resulting from the retrofit of five main street blocks in which sidewalks were widened, curbs were bulbed out at intersections, gateway features were constructed, and trees, lighting, benches, and other streetscape amenities were added.”

\* Source: *Economic Analysis of the US 50/South Shore Community Revitalization Project, Draft Report, March 1, 2013* (prepared by Economic and Planning Systems, Inc.)