

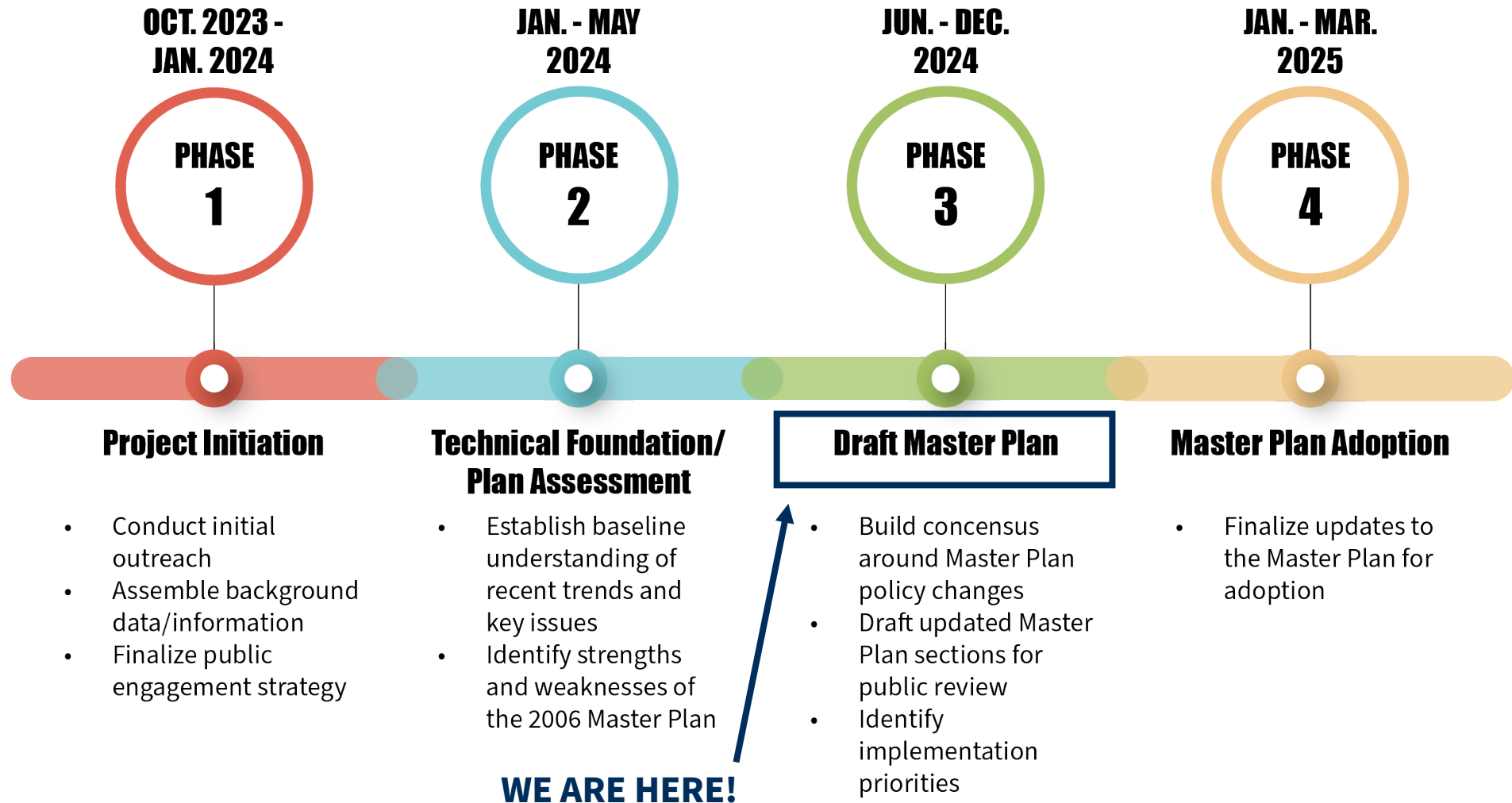


enVISION
CARSON CITY

MASTER PLAN UPDATE

REVIEW DRAFT: AUGUST 2024

PROJECT TIMELINE



OUTREACH TO DATE



21 Listening Sessions

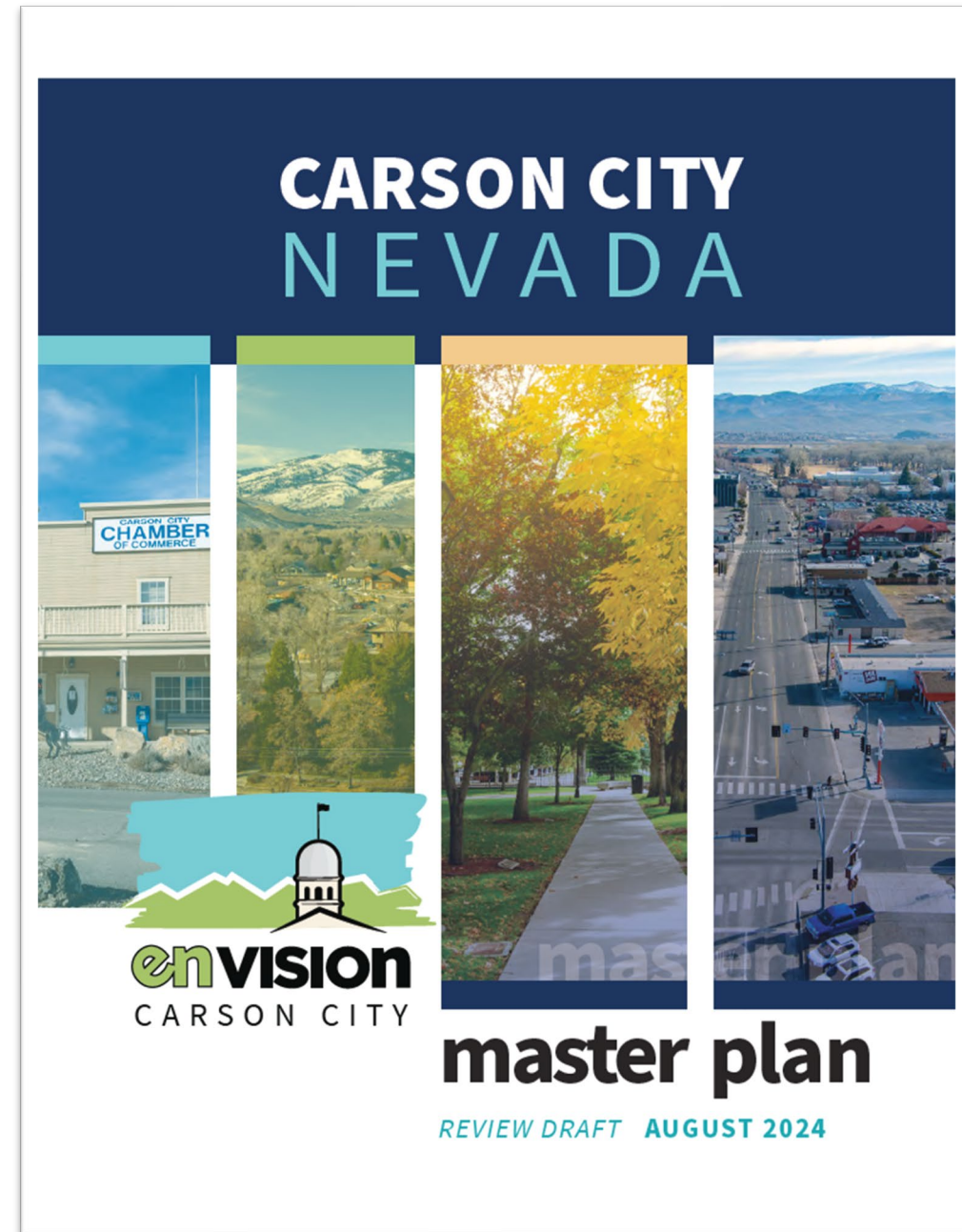


698 Participants

- Focus Groups/Interviews (55)
- Public Meetings/Events (8)
- Presentations to Established Groups (18)
- Radio Interviews (4)
- Joint BOS/PC Meetings (2)
- Planning Commission Work Sessions (2)
- City Department Interviews (19)
- Online Survey (1)

OVERALL APPROACH

- Carry forward what's still relevant and working well
- Update or remove outdated content
- Update supporting narrative based on current trends/projections and what we've heard
- Recalibrate the MP to:
 - Reflect community priorities, current trends/projections, and best practices
 - Strengthen key concepts
 - Address gaps in the current plan
 - Align with related plans and policies

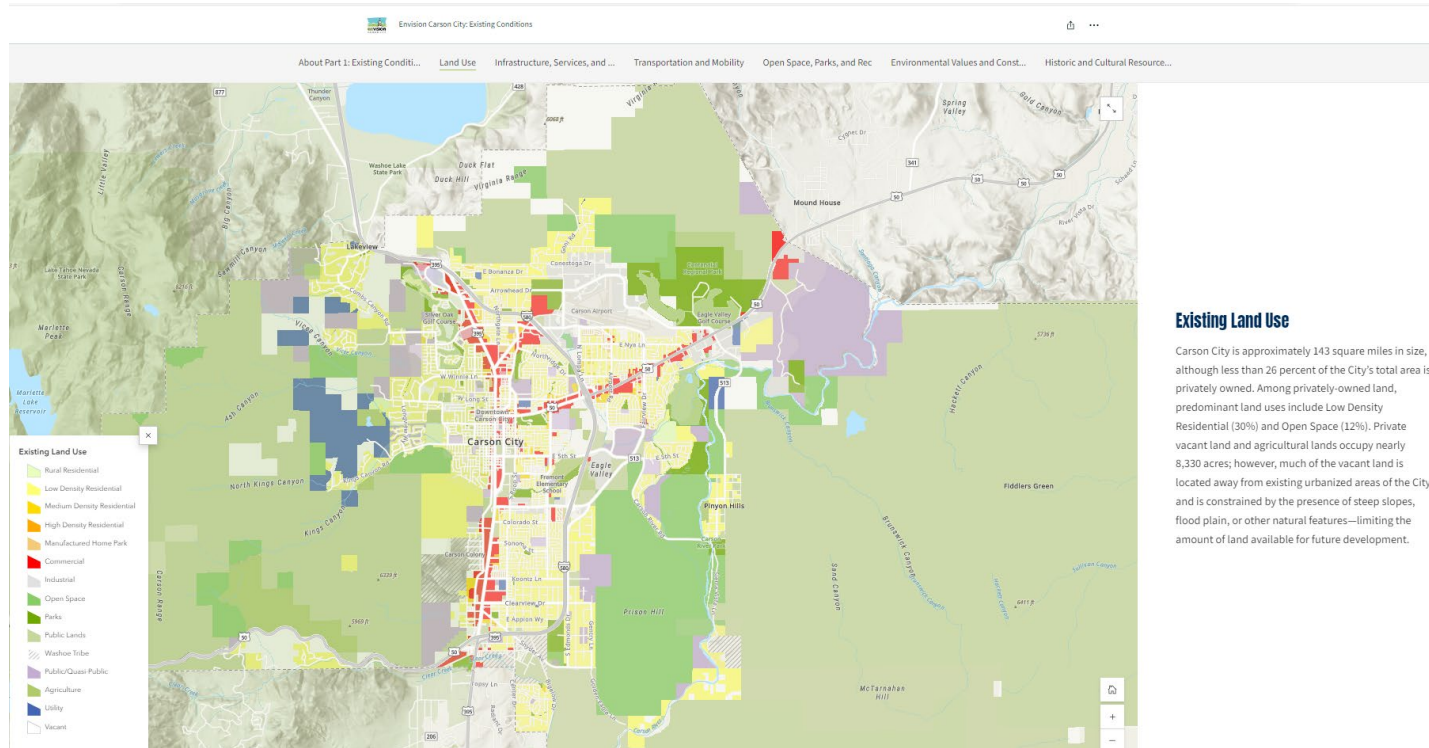


PARTS OF THE PLAN

Chapter 2	Vision and Guiding Principles Articulates what's important to the Carson City community.
Chapters 3 - 9	Goals and Policies (Organized by Guiding Principles) Establishes overarching policy guidance on a range of topics. Used to inform day-to-day decision-making.
Chapter 10	Land Use Plan Includes Land Use Map, Land Use Category descriptions, and Land Use Policies.
Chapter 11	Specific Plan Areas Provides detailed policy guidance for the Schulz Ranch, Lompa Ranch, and the V&T Gateway areas.
Chapter 12	Action Plan Identifies actions the City and its partners can take to implement the Master Plan.

Supporting Information

EXISTING CONDITIONS



TOPICS ADDRESSED

- Existing Land Use
- Ownership
- Infrastructure, Services, and Community Facilities
- Transportation and Mobility
- Open Space, Parks, and Recreation
- Environmental Values and Constraints
- Historic and Cultural Resources

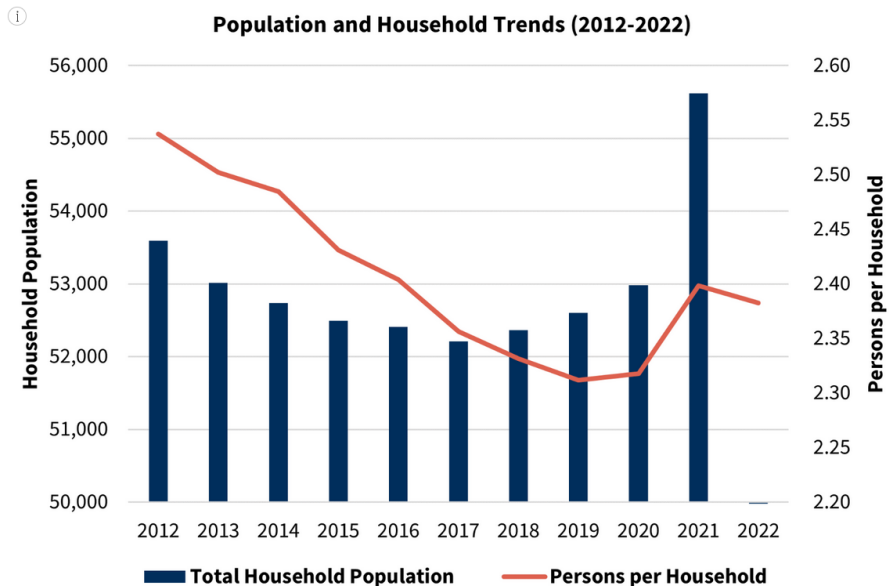
<https://www.envisioncarsoncity.org/community-profile>

Supporting Information

TRENDS & PROJECTIONS

Envision Carson City: Trends and Projections

About Part 2: Trends and Proje... Demographic Trends Economic Trends Housing Trends Future Development Capacity



Carson City experienced slow population and household growth over the last decade.

Carson City is the fourth most populous county in the State but only accounts for about 2 percent of the State's population and households. From 2012-2022, Carson City's population increased by about 4 percent while the number of households increased by 11 percent. This is a slower rate of growth than the State, which experienced 15 percent population growth and 21 percent household growth in the same period. The varying levels of growth among population and households reflects a national trend of smaller household sizes, with average persons per household in Carson City declining from 2.5 to 2.38 between 2012 and 2022. Carson City is averaging the addition of 205 net new residents and 223 net new households per year since 2012.

TOPICS ADDRESSED

- Demographic Trends
- Economic Trends
- Housing Trends
- Development Capacity

<https://www.envisioncarsoncity.org/community-profile>



GOALS AND POLICIES

Chapters 3 through 9

SEVEN GUIDING PRINCIPLES



Well-Managed Growth



Access to Open Lands and Recreational Opportunities



Economic Vitality



Vibrant Downtown and Gateway Corridors



Livable Neighborhoods



Unique History and Culture



A Connected Community

WELL-MANAGED GROWTH



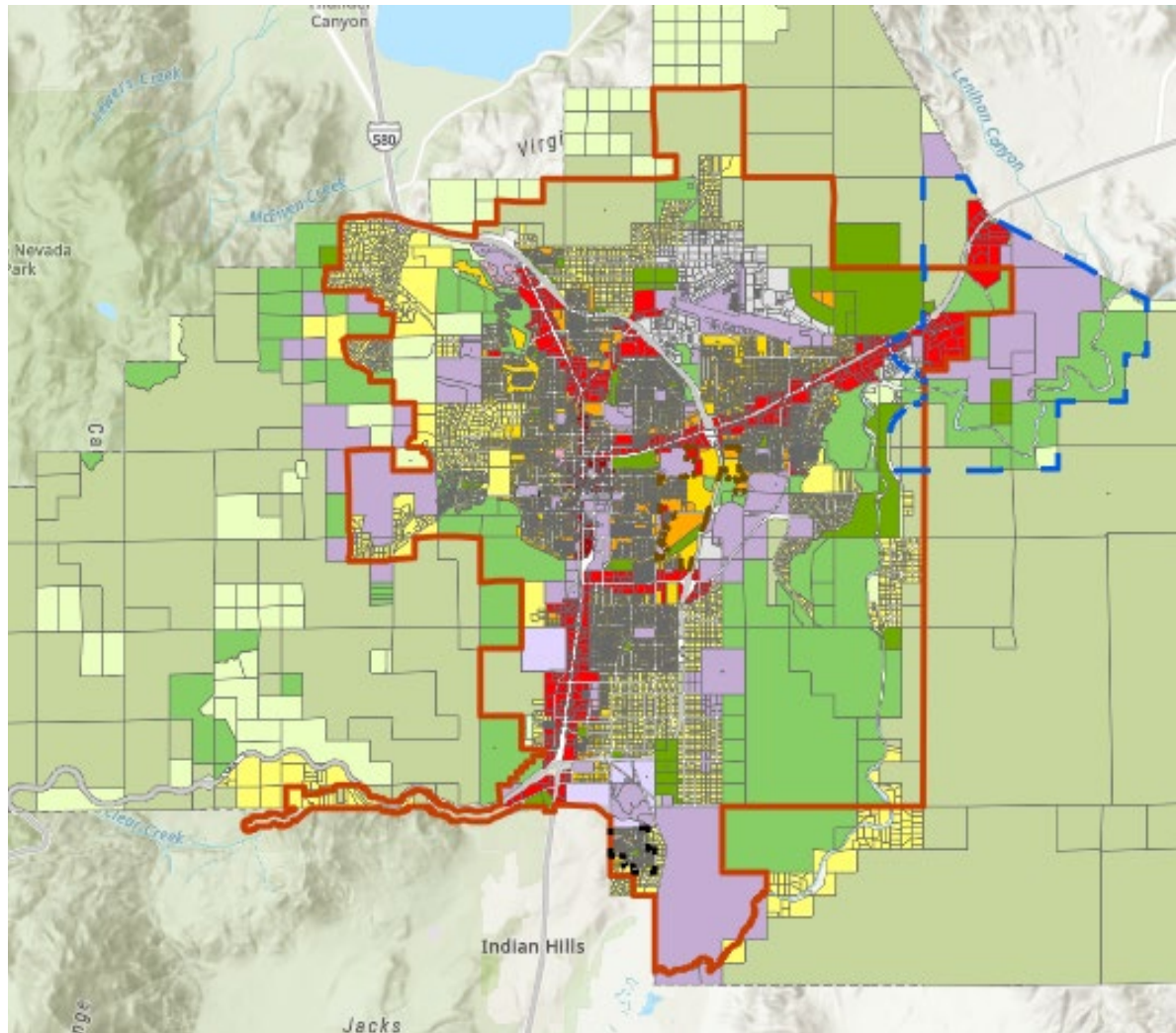
Goals and policies support efforts to:

- Promote the efficient use of land, water and infrastructure
- Discourage intensive development in hazard-prone areas
- Protect sensitive natural and visual resources
- Encourage the use of sustainable development practices
- Foster cooperation on Master Plan issues

WHAT WE'VE HEARD

- Reinforce focus on infill and redevelopment
- Expand focus on natural hazards (e.g., wildfire, flooding)
- Define the limits of future urban development
- Protect hillsides, river corridor, and other natural resources
- Encourage water conservation and the use of alternative energy

URBAN SERVICES BOUNDARY



Includes areas that are currently, or that are planned to be, served by City water and sewer service.

ACCESS TO OPEN LANDS AND RECREATIONAL OPPORTUNITIES



Goals and policies support efforts to:

- Enhance the City's parks and open space network
- Improve access to recreation at a neighborhood level
- Expand the City's capacity and excellence in community-wide recreation facilities and programs
- Promote the preservation of and access to state and federal lands as a community amenity

WHAT WE'VE HEARD

- Appreciation for parks, recreation, and trails system; desire to see it continue to evolve and improve
- Equal appreciation for open lands and recreation on public lands
- Maintaining the City's parks and recreation system is increasingly challenging

ECONOMIC VITALITY



Goals and policies support efforts to:

- Promote a collaborative approach to economic development
- Maintain and enhance Carson City's primary job base
- Recognize and adapt to the impact of technology on work and workforce patterns
- Promote the diversification of the retail service base
- Promote revitalization and reinvestment in underutilized areas
- Promote fiscal and economic health
- Promote the city's assets as economic development tools

WHAT WE'VE HEARD

- Need for stronger focus on:
 - business development
 - promotion of Carson City
 - small business needs/potential barriers
- Concern about the long-term impact of trends in technology, retail, state jobs, and remote work on the City's job base

VIBRANT DOWNTOWN AND GATEWAY CORRIDORS



Goals and policies support efforts to:

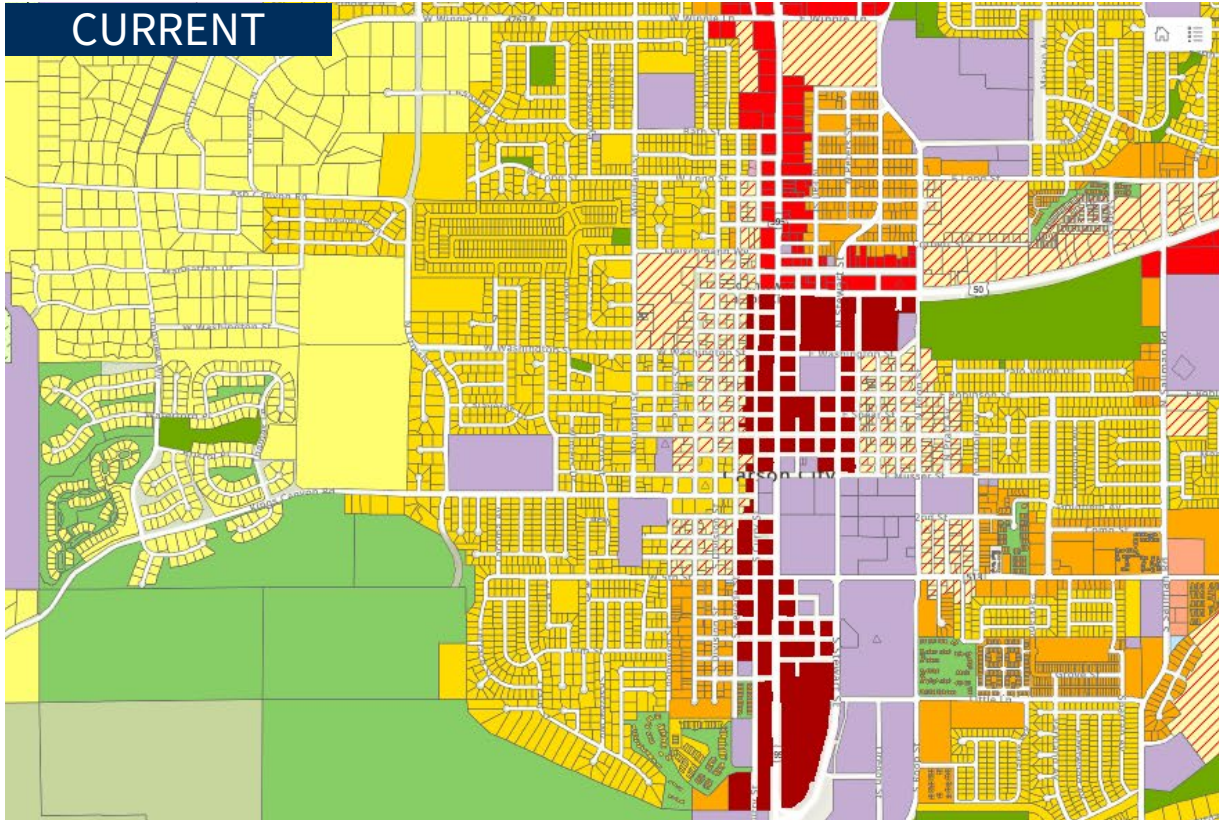
- Enhance the safety, functionality, and appearance of gateway corridors
- Facilitate the revitalization of vacant and underutilized properties
- Promote the ongoing revitalization of Downtown

WHAT WE'VE HEARD

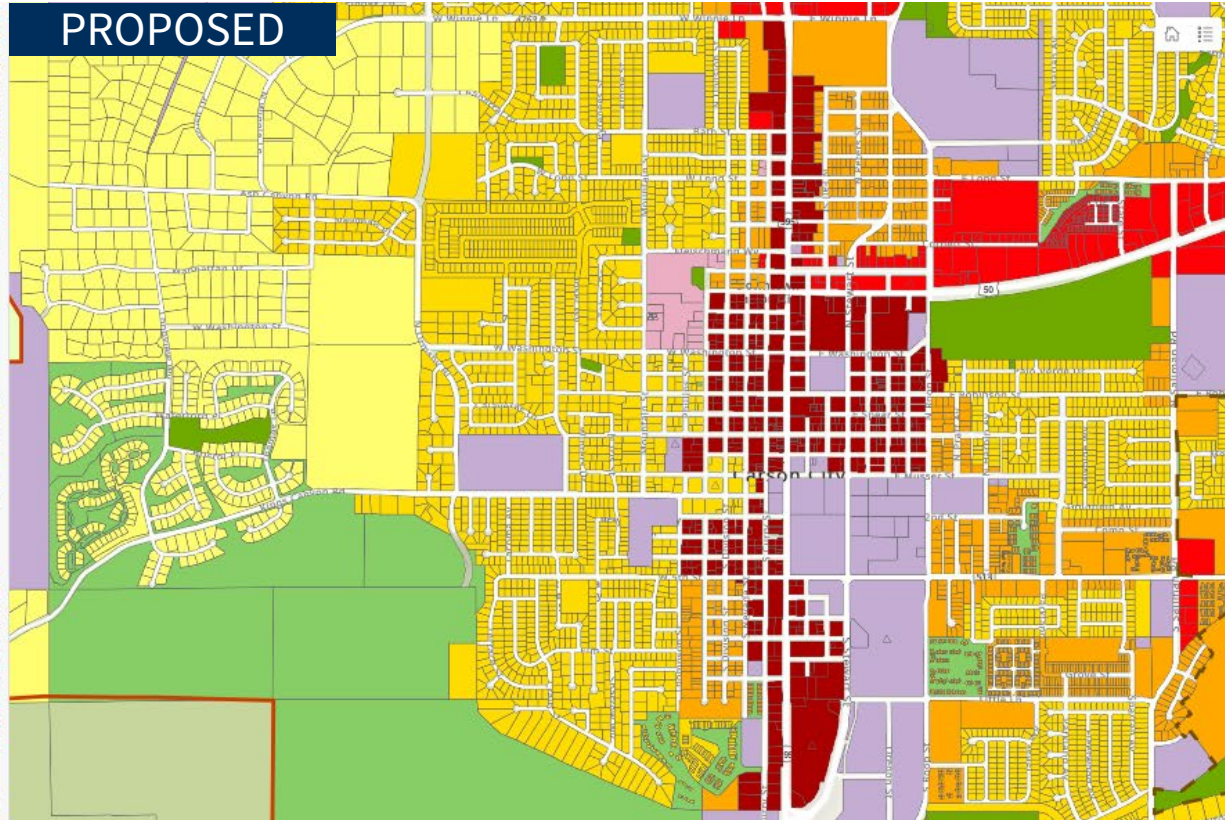
- Frustration with vacant/underutilized properties
- Need to make entrances into Carson more appealing
- Need to shift revitalization focus beyond downtown
- Need for a stronger focus on local business needs

DOWNTOWN MIXED-USE AREAS

CURRENT

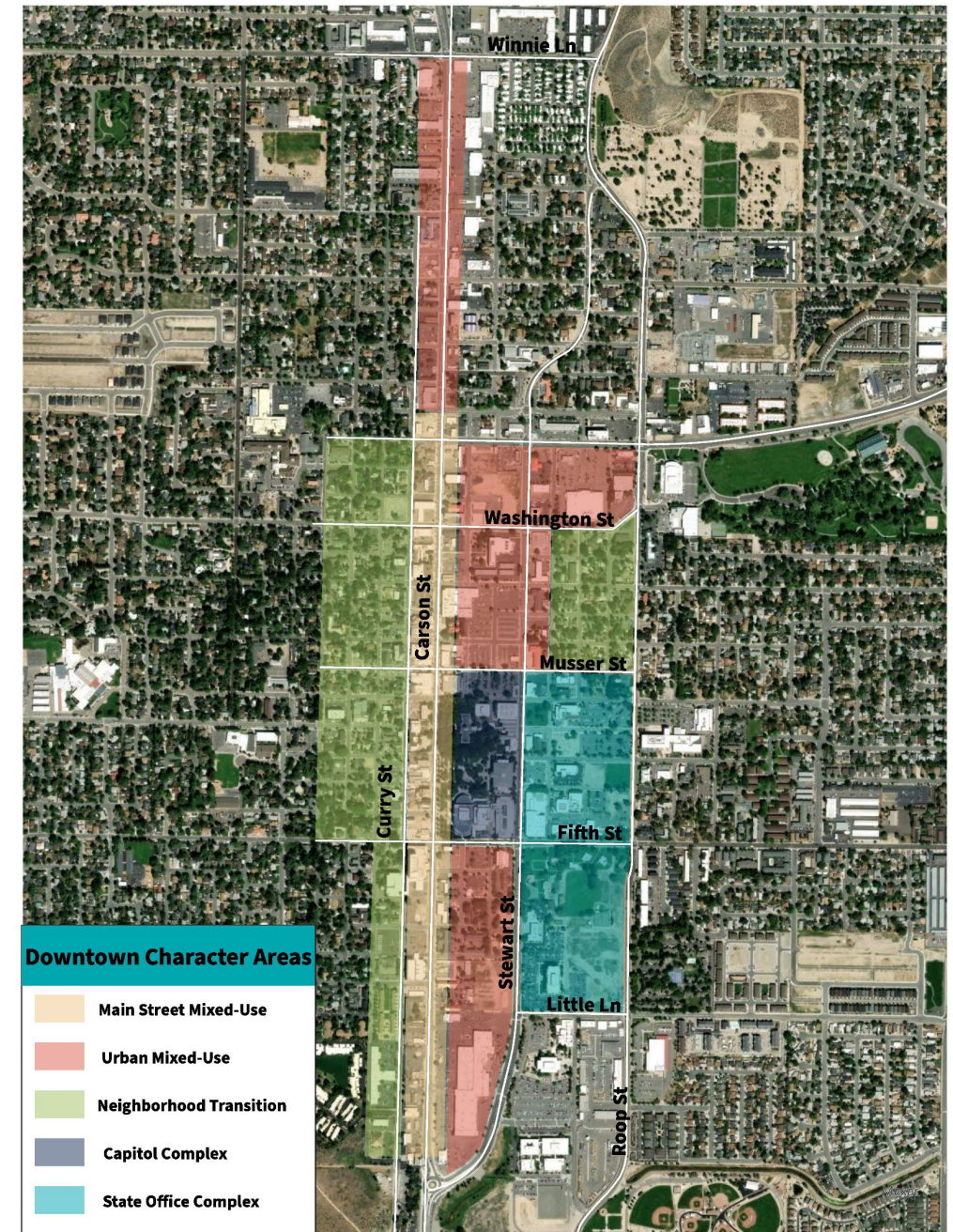


PROPOSED



DOWNTOWN CHARACTER AREAS

Address variations in scale, mix of uses, ownership, and other characteristics



LIVABLE NEIGHBORHOODS



Goals and policies support efforts to:

- Expand housing options to meet the needs of existing and future residents and workers of all ages, abilities, and income levels
- Support the retention and expansion of affordable and workforce housing options within the community
- Maintain the quality, character, and livability of established neighborhoods
- Promote reinvestment in declining neighborhoods

WHAT WE'VE HEARD

- Desire for a wide range of housing options to fit different life stages and price points
- Concern about:
 - lack of affordability and effects on workforce and younger residents
 - infill compatibility/lack of predictability
 - rise in homelessness (and desire to see a collaborative response)

UNIQUE HISTORY AND CULTURE



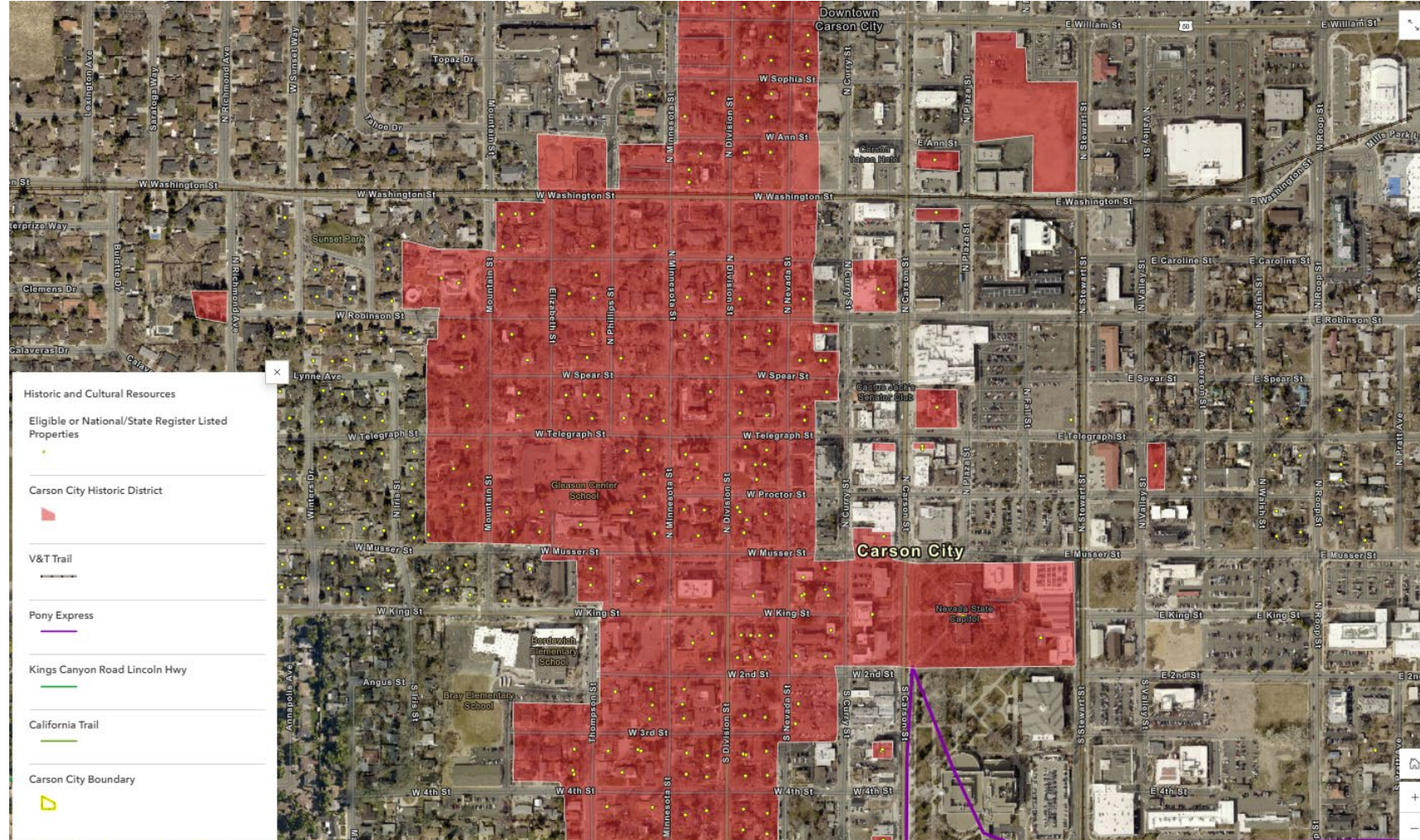
Goals and policies support efforts to:

- Protect and preserve Carson City's historic and cultural resources
- Promote heritage tourism
- Support the expansion of arts and cultural programs, events, destinations, and initiatives

WHAT WE'VE HEARD

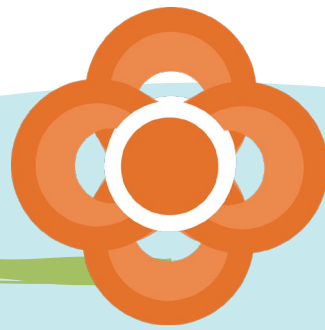
- Appreciation for history and culture of City and region
- Need for a stronger commitment to historic preservation
- Appreciation of the role that events and programming play in community culture and tourism

HISTORIC AND CULTURAL RESOURCES



<https://www.envisioncarsoncity.org/community-profile>

A CONNECTED COMMUNITY



Goals and policies support efforts to:

- Provide a safe and efficient multi-modal transportation system for all users
- Coordinate land use and transportation decisions to support the use of alternative modes of transportation
- Establish a city-wide system of multi-use pathways

WHAT WE'VE HEARD

- Appreciation that it's generally easy to get around in Carson
- Desire to see continued investment in pedestrian and bicycle improvements
- Concern about condition of roads/infrastructure funding
- Mixed opinions about transit

QUESTIONS/DISCUSSION

- Do the proposed updates to the guiding principles, goals, and policies reflect your vision/the community's vision for the future?
- What's missing?

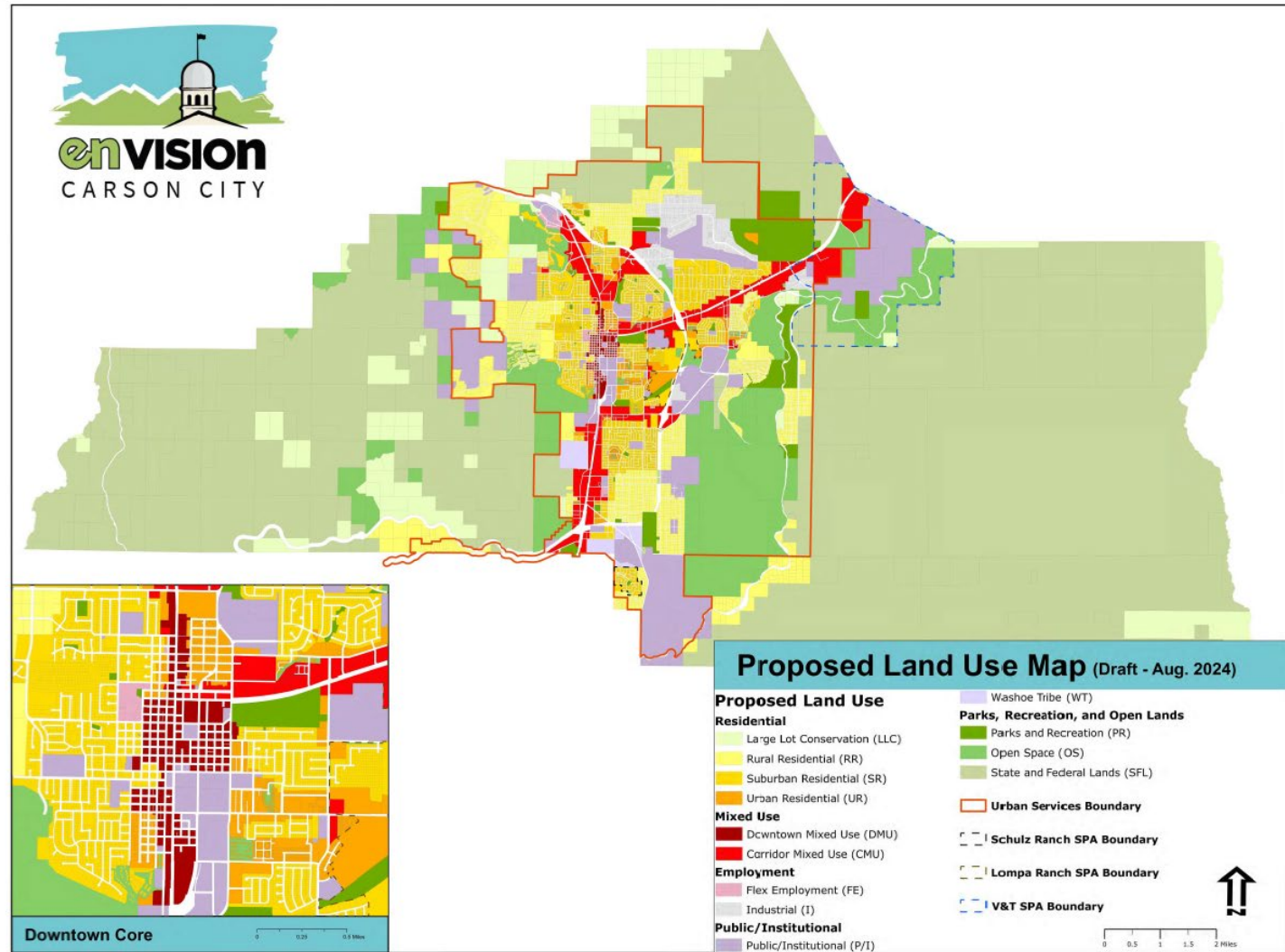


LAND USE PLAN/ SPECIFIC PLAN AREAS

Chapters 10 and 11

ABOUT THE LAND USE PLAN

- Comprised of map, land use categories, and category-specific land use policies
- Reflects planned land use
- Serves as a tool for...
 - Evaluating and making decisions regarding the location and design of land uses in Carson City
 - Informing future rezonings



RESIDENTIAL CATEGORIES

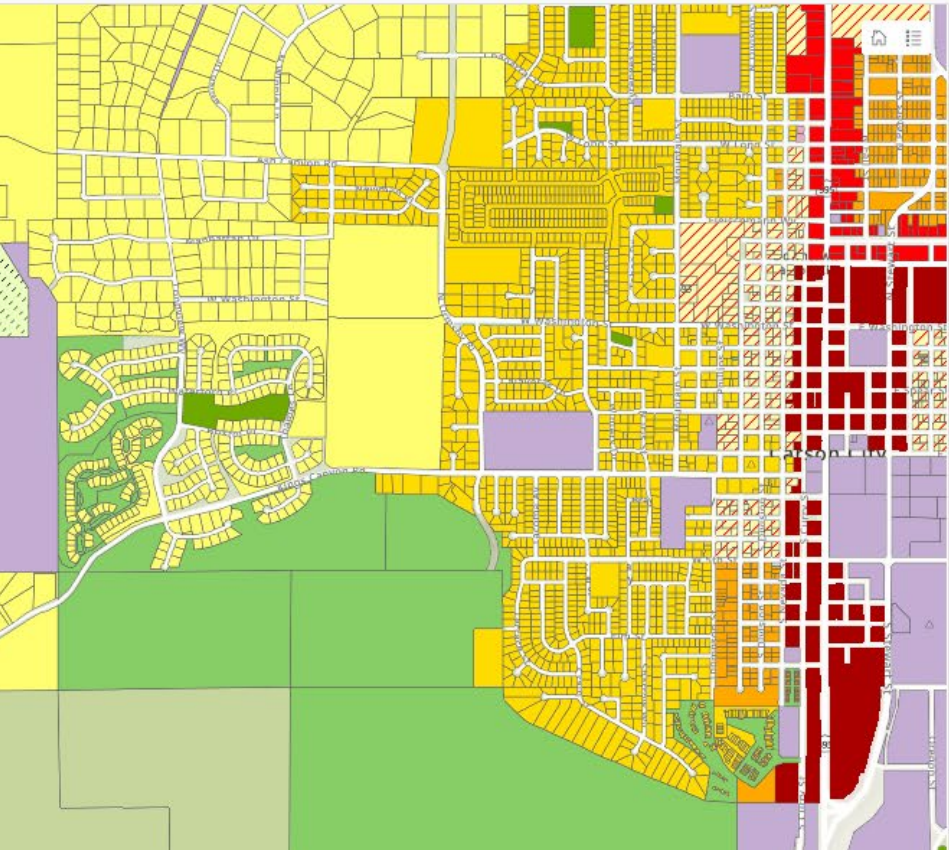
WHAT'S CHANGED?

- Combined current RR and LDR to reflect similarities in existing development patterns and density
- Renamed SR and UR to reflect neighborhood characteristics

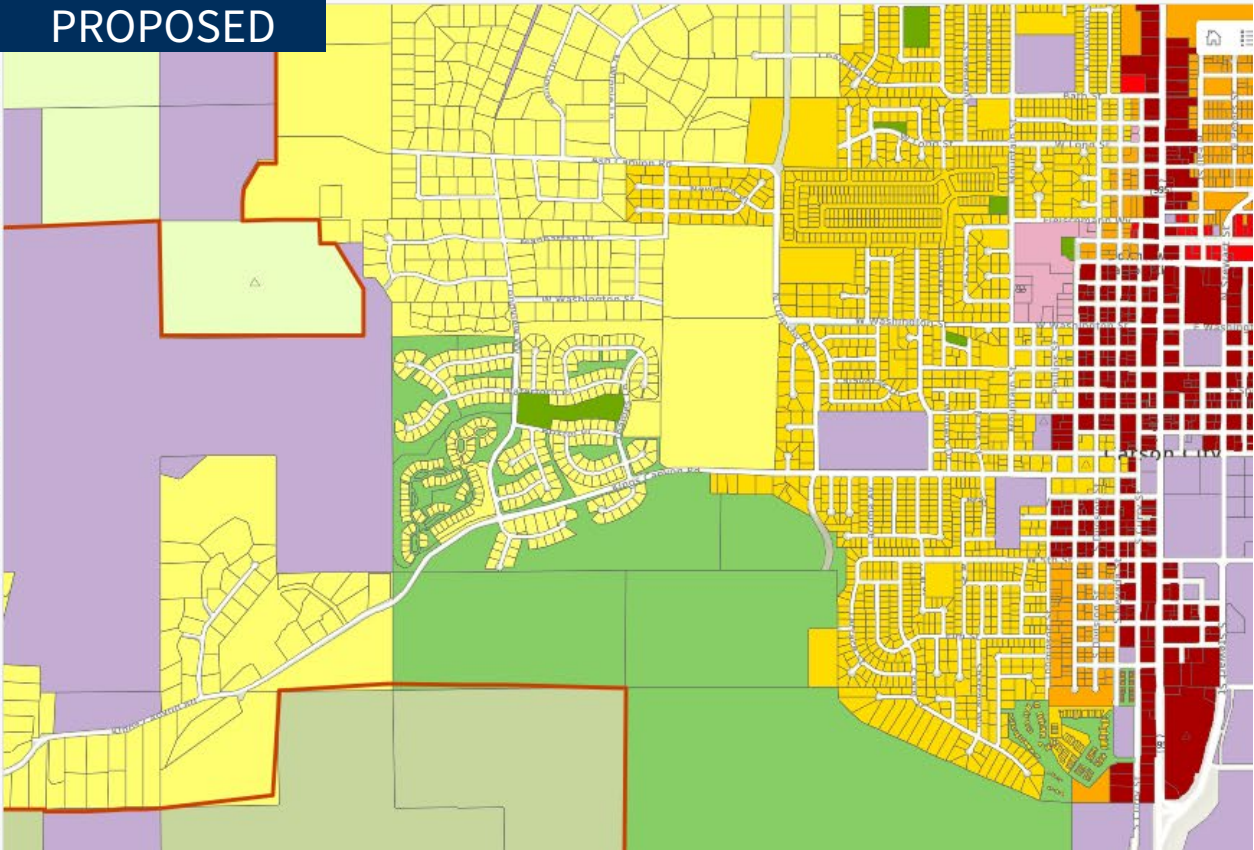
CURRENT	PROPOSED
Conservation Reserve - Private (CR)	Conservation Reserve (CR)
Rural Residential (RR)	Rural Residential (RR)
Low Density Residential (LDR)	
Medium Density Residential (MDR)	Suburban Residential (SR)
High Density Residential (HDR)	Urban Residential (UR)

EXAMPLE: RESIDENTIAL CATEGORIES

CURRENT



PROPOSED



COMMERCIAL AND MIXED-USE CATEGORIES

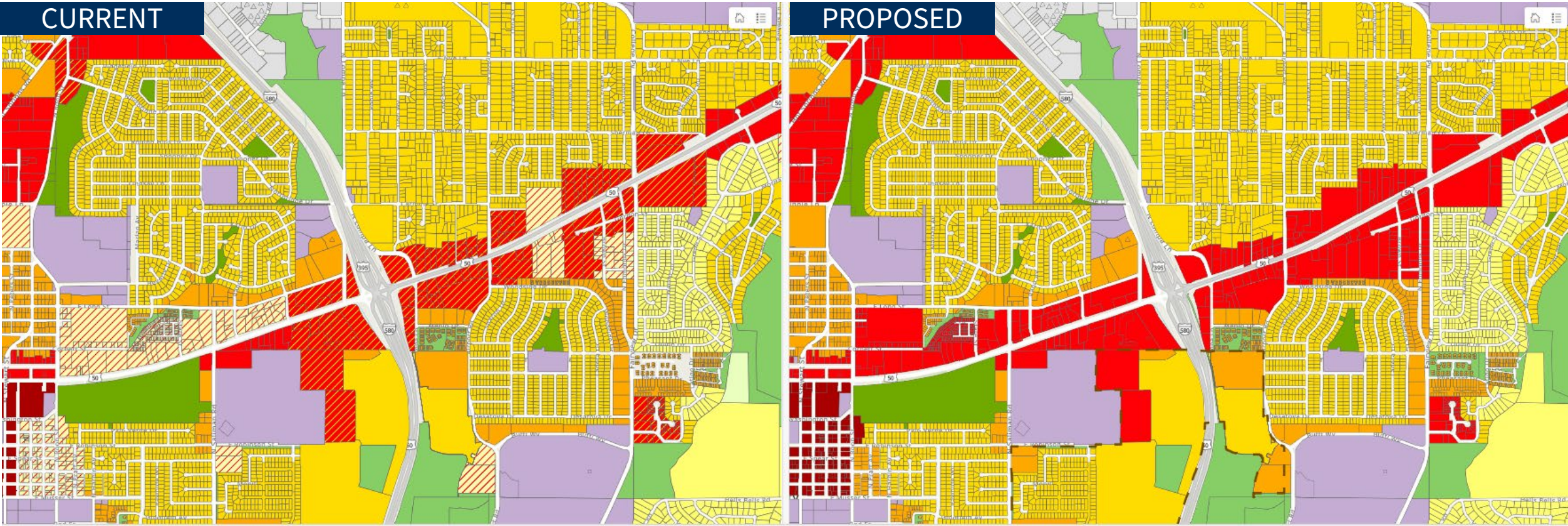
WHAT'S CHANGED?

- Streamlined number of categories for simplicity/flexibility:
 - Consolidated single-use commercial (C/RC and NC) and MUC categories
 - Eliminated Mixed-Use Residential; reclassified areas to Corridor Mixed-Use or Urban Residential
- Eliminated designated Mixed-Use Activity Center locations*

**Activity center characteristics are encouraged in all mixed-use areas*

CURRENT	PROPOSED
Downtown Mixed-Use (DT-MU)	Downtown Mixed-Use (DTMU)
Mixed-Use Commercial (MUC)	Corridor Mixed-Use (CMU)
Community/Regional Commercial (C/RC)	
Neighborhood Commercial (NC)	
Mixed-Use Residential (MUR)	Corridor Mixed-Use (CMU)
	Urban Residential (UR)

EXAMPLE: COMMERCIAL AND MIXED-USE CATEGORIES



EMPLOYMENT CATEGORIES

WHAT'S CHANGED?

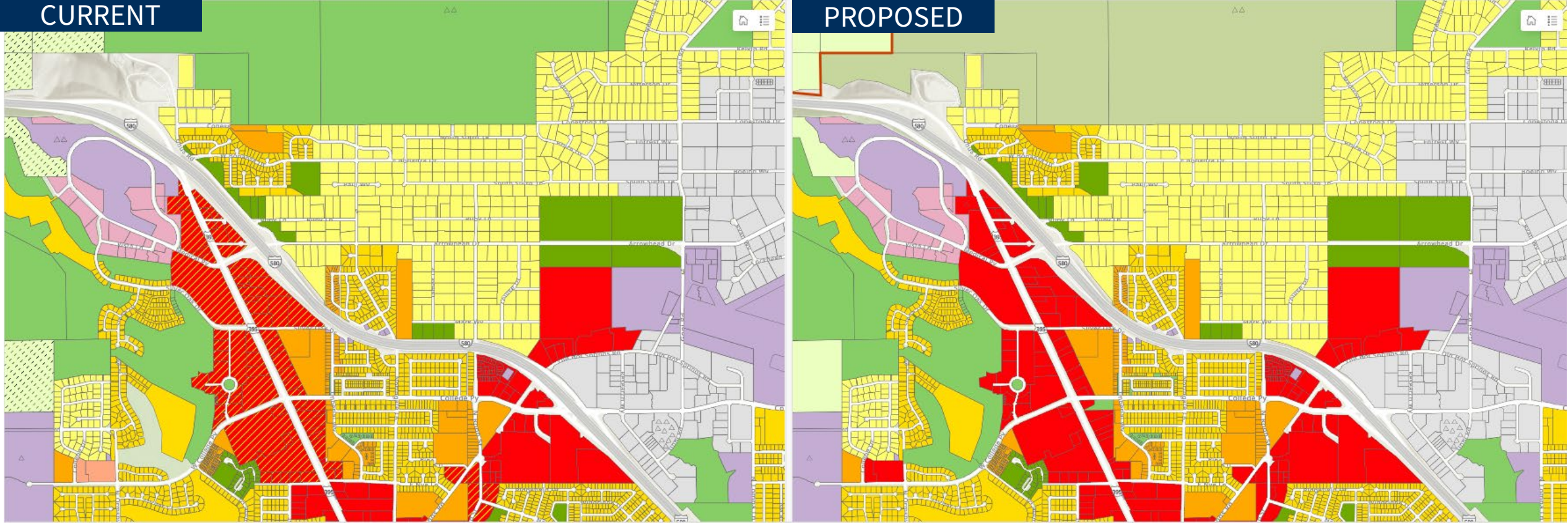
- Eliminated Mixed-Use Employment category (very limited application)
- Added new Flex Employment category to provide greater flexibility for a mix of industrial and commercial uses

CURRENT	PROPOSED
Mixed-Use Employment	--
--	Flex Employment
Industrial (IND)	Industrial (IND)

EXAMPLE: EMPLOYMENT CATEGORIES

CURRENT

PROPOSED



LAND USE POLICIES

WHAT'S CHANGED?

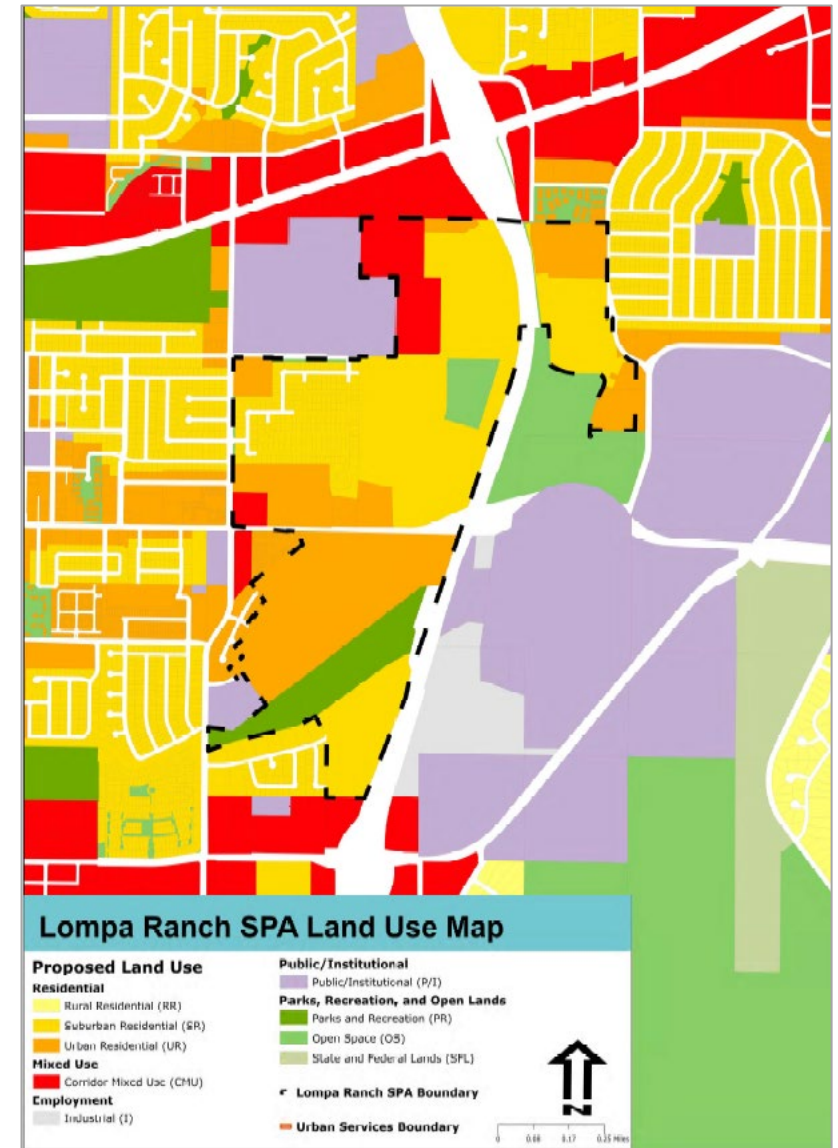
- Policies that address design and character considerations generally consolidated in Chapter 10
- Detailed design guidelines not carried forward where addressed by Specific Plan Areas and/or Title 18
- New/expanded policies to address infill vs. new development and neighborhood transitions



SPECIFIC PLAN AREAS (SPAs)

WHAT'S CHANGED?

- Removed Brown Street SPA
- Carried forward Lompa Ranch, Schulz Ranch, and Eastern Portal/V&T Railroad Gateway with targeted updates to reflect current conditions



QUESTIONS/DISCUSSION

- Do you agree with the proposed updates to the Land Use Plan?
- Do you have other suggestions to make it more user-friendly?
- What's missing?



ACTION PLAN

Chapter 12



ABOUT THE ACTION PLAN

Two-tiers of recommendations to support Master Plan implementation:

- **Priority Actions**—Big picture recommendations that will help advance community priorities on multiple fronts; near-term (1- to 2-year focus)
- **Action Plan Matrix**—Detailed work program organized by chapter/goal

WHAT'S CHANGED

- New priority actions and new recommendations throughout
- Incorporation of roles and responsibilities
- Alignment with other City plans and policies

Priority Actions

COMPLETE A COMPREHENSIVE REWRITE OF TITLE 18

- **Review and update/replace zone districts** to align with Master Plan goals and policies and land use categories
- **Allow desired uses by right**; adopt use-specific standards to mitigate impacts where needed
- **Strengthen compatibility/transition standards** where mixed-use or infill residential abuts established neighborhoods
- Update standards to define and **address both attached and detached ‘accessory dwelling units (ADUs)’**
- Integrate requirements for **electric vehicle charging stations** as part of the City’s parking regulations

WHY IT’S IMPORTANT

- Support the completion of current City initiative
- Reduce frustration/surprises resulting from inconsistencies between Master Plan and Land Use Regulations
- Streamline the development process for development that is consistent with the Master Plan

ESTABLISH AN ECONOMIC DEVELOPMENT CHAMPION WITHIN THE CITY

- **Expand and maintain staffing capacity** to support city-led economic development initiatives
- **Establish an Economic Development Strategy for Carson City** that:
 - Defines ED **roles and responsibilities** in coordination with state and regional partners
 - Identifies **target industries**
 - Articulates **near-term priorities** to support the implementation of this Master Plan
 - Is **aligned with the City's Strategic Plan**

WHY IT'S IMPORTANT

- Achieving desired outcomes will require a proactive approach and dedicated resources

Priority Actions

EXPAND REVITALIZATION FOCUS TO GATEWAY CORRIDORS

- Develop an **area plan for the Highway 50 Corridor**
- Identify a **redevelopment champion**
- **Engage the owners of vacant properties**
- **Explore property and business owner interest** in developing coordinated branding, area plans, and/or Neighborhood Improvement Districts
- Evaluate **infrastructure needs for priority sites**; explore a range of **cost sharing strategies**
- **Develop and adopt streetscape and signage standards** for private properties with frontages that abut gateway corridors
- Consider establishing a **new redevelopment district and façade improvement program along North Carson Street**

WHY IT'S IMPORTANT

- Builds on recent/ongoing efforts and public investments
- Addresses importance of public *and* private sector in the City's revitalization efforts

ACTION PLAN MATRIX

- Three tiers of priorities:
 - Near-term (1 to 2 years)
 - Longer-term (3 to 5 years)
 - Ongoing
- Intended to inform annual work programs
- Continue to review annually to track progress over time

ACTION PLAN MATRIX		
STRATEGY/ACTION	RESPONSIBILITY	PRIORITY
CHAPTER 3: WELL-MANAGED GROWTH		
Goal 3.1—Promote the Efficient Use of Land, Water, and Infrastructure		
Action 3.1a—Recalibrate the water model to reflect updated density and land use assumptions reflected on the Land Use Plan, and in land use policies in Chapter 10. Ensure that the model accounts for planned uses on sites identified as a priority for infill, redevelopment, or adaptive reuse.	Lead: Planning Support: Public Works	1
Action 3.1b—Continue to monitor growth trends and review the City’s growth capacity and residential allocations on an annual basis in accordance with the Carson City 1988 Growth Management Ordinance.	Lead: Planning Support: Planning Commission, All	0
Action 3.1c—Prohibit the rezoning of lands for urban development intensities outside of the Urban Services Boundary.	Lead: Planning Support: Public Works	0
Action 3.1d— Continue to review applications for proposed residential and commercial development in accordance with the Carson City 1988 Growth Management Ordinance.	Lead: Planning Support: Planning Commission, All	0
Action 3.1e—Adopt and enforce residential adjacency standards as part of Title 18 to establish clear expectations about the mechanisms that will be used to promote compatibility and connectivity between residential neighborhoods of varying intensities, and/or between non-residential or mixed-use development that abuts an existing residential neighborhoods.	Lead: Planning Support: Planning Commission, All	1
Action 3.1f—Continue to foster inter-departmental collaboration on the development of the many functional plans (e.g. transportation, water, wastewater, parks, pathways) that directly support the implementation of this Master Plan (and vice versa).	Lead: Planning Support: Planning Commission, All	0
Goal 3.2—Mitigate the Potential Risk and Effect of Natural or Human-Caused Hazards on Life, Property, and Infrastructure		
Action 3.2a—Continue to discourage or prohibit development in hazardous areas in accordance with applicable local, state, or federal standards.	Lead: Planning Support: All	0
Action 3.2b—Continue collaborative training and other efforts to support the implementation of the Carson City Hazard Mitigation Plan. (NEW)	Lead: Fire Support: All	0

QUESTIONS/DISCUSSION

- Do you agree with the Priority Actions as proposed? If not, what would you like to see changed?
- Are there other actions (not covered as part of the Priority Actions) that you'd like to see addressed in the near-term?
- What's missing?





OPPORTUNITIES FOR INPUT



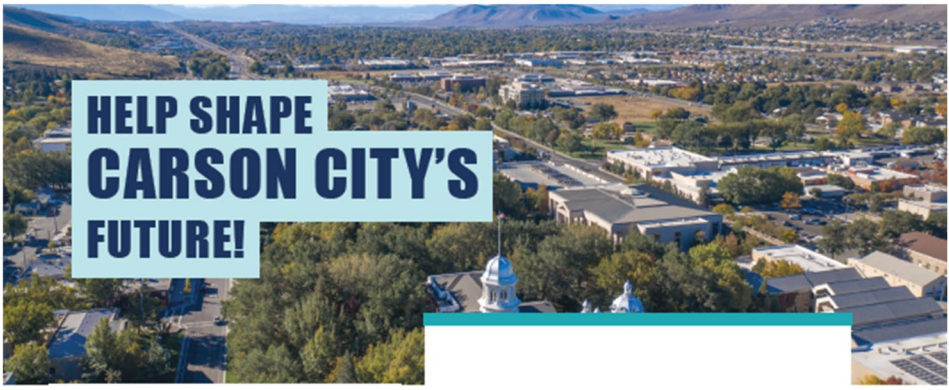
OPPORTUNITIES FOR INPUT

Community Meetings

- In-person: Thursday, August 29 | 5 -7:00pm
- Virtual: Thursday, September 5 | 5 -7:00pm

Online Review

- August 16 through September 18



HELP SHAPE CARSON CITY'S FUTURE!

In late 2023, Carson City initiated a process to update its 2006 Master Plan, which provides the framework for future growth and development. Over the past nine months, City staff, members of the Planning Commission, and the project team have conducted extensive outreach to help inform the updated Master Plan. Now, a draft of the updated Master Plan is nearly ready for review!

Learn More




Visit the project website for more information. Be sure to sign-up for updates about upcoming events and input opportunities!
<https://www.envisioncarsoncity.org/>

Opportunities for Input

Join us to learn about the updated plan and share your thoughts for refining the draft from here.

Planning Commission Workshop



Wednesday, August 28

When: 2:00 - 4:30 pm
Where: Adam's Hub | 111 W Proctor Street


Community Meeting (In-person)



Thursday, August 29



When: 5:00 - 7:00 pm
Where: Staybridge Suites | 972 Retail Court

Community Meeting (Virtual)



Thursday, September 5

When: 5:00 - 7:00 pm
Where: Zoom
<https://us02web.zoom.us/j/84930821004>



OPPORTUNITIES FOR INPUT

Carson City Master Plan

Review Draft: August 2024

Over the past nine months, City staff, members of the Planning Commission, and the project team have conducted extensive outreach to help inform the updated Master Plan. This draft reflects the results of that input as a starting point for further discussion. Following an initial round of input from Carson City elected and appointed officials, departments, and the community at large, the draft will be refined and "packaged" to include photos, graphics, and maps to help illustrate key concepts. Scroll down to take a 'Guided Tour' of the document!

Comment period on this draft ends September 18. A side-by-side comparison of the current vs. proposed Land Use Map is available for review [here](#).

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<https://www.envisioncarsoncity.org/participate>



OPPORTUNITIES FOR INPUT

CURRENT

PROPOSED

Carson City - Proposed Land Use

We want to hear from you! Please navigate this Proposed Land Use map, click to add a point, and then leave a comment below. Multiple submissions are allowed.

Find address or place

No geometry captured yet.

Please enter your Comment or Question here:

Proposed Land Use Survey - Carson City

Submit

<https://www.envisioncarsoncity.org/participate>

NEXT STEPS



NEXT STEPS

- **September**

- Summarize input received (window closes on Wednesday, Sept. 18)
- Refine plan based on input received

- **October**

- October 3 | Joint Meeting: Board of Supervisors and Planning Commission
- October 30 | Work Session with Planning Commission

FOLLOW THE PROCESS

QUESTIONS?

We want to hear from you!
Questions or comments may be directed to:

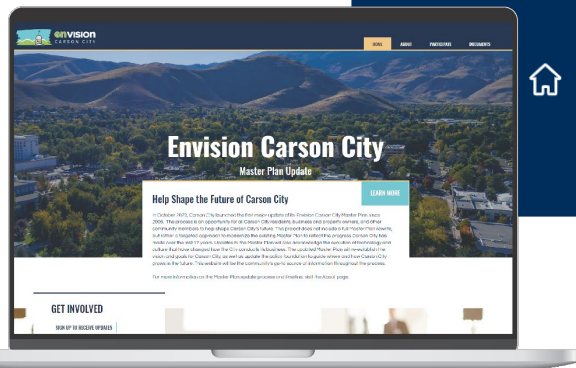
masterplan@carson.org

CONTACT US

Carson City Planning Division
108 E. Proctor St.
Carson City, Nevada 89701

Phone: 775-887-2180

[Carson City Planning Division official website](#)



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