

Gardnerville Parking District Strategy

Plan for Prosperity



March 2007

Table of Contents

Introduction

- Process and Purpose
- Organization of Report

SECTION 1: Overall Parking Strategy

- Parking District Objectives
- Parking Demand and Supply
- Phasing Concept

SECTION 2: Implementation Plan

- Parking Management Program
- Program Costs
- Financing
- Implementation Actions

SECTION 3: Feasibility Case Study

- Purpose of Case Study
- Development Program Summary
- Financial Feasibility Findings

Appendix

- Spread Sheets
- PowerPoint Shows
- Glossary

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Introduction

Parking solutions are critical to the future success of reinvestment in Old Town Gardnerville. The parking district study is intended to identify implementing steps to make off-site parking feasible for property owners, developers, the Town and County. The study includes an overall parking, financing, and action plan strategies that are an extension of the Gardnerville Plan of Prosperity adopted by the Town Board in 2006.

- Process and Purpose
- Parking District Planning Area
- Organization of Report

Purpose of Parking District Strategy

The parking district strategy implements policies, supports reinvestment in Old Town, and provides a course of action for implementing the district.

Policy Direction: Plan for Prosperity

In 2005, the Town of Gardnerville prepared the Plan for Prosperity. The Plan included land use, circulation and community design policies and a supporting action plan for vacant and underutilized land along US 395. The Plan provides additional flexibility for property owners and investors to mix residential and commercial uses. These policies are expressed in a Mixed-use Overlay where new standards are intended to be more flexible and the Guidelines communicate the expected quality for new investment. The goals and policies were integrated into the County Master Plan 10-year update.

Policy 1.2: Old Town Circulation

Public and private investment in Old Town should enhance pedestrian access, calm and slow traffic, and provide convenient parking.

The analysis from the Plan for Prosperity illustrated how difficult it is to create projects that fit into Old Town Gardnerville's traditional pattern. Parking requirements limit the amount of possible development, create suburban auto-oriented projects and reduce economic opportunity. The parking standards have also made it more difficult to invest in renovation of older buildings and development of new ones. The Plan for Prosperity recommended creating a parking district to allow off-site parking.

The community discussed how a parking district approach would:

- Increase the amount of investment in Old Town by allowing additional development while providing a lower cost for parking;
- Support existing businesses by improving wayfinding and accessibility; and
- Provide an opportunity to better utilize the Town's investment in public streets.

The Plan acknowledged the need for a parking district approach that evolves with the community by:

- Anticipating changes in land uses;
- Providing short-term and long-term parking for patrons and employees;
- Anticipating special event parking; and
- Identifying land acquisition, capital costs and management budgets.

Supporting Economic Development

The parking district strategy is intended to support the efforts of the Town, County and their private sector partners to increase the viability of investing in Old Town Gardnerville. A more strategic approach to parking is required to support economic development and land use concepts and policies in the Gardnerville Plan for

Prosperity. The parking strategy identifies how to employ existing and future public assets to support reinvestment.

Plan for Action

The parking strategy is to inform public participation requirements for formation of a Parking District. The parking strategy identifies:

- Administrative, financial and collaborative roles for public sector;
- Private sector participation benefits;
- Financial and real estate benefits of participating in a parking district; and
- Potential in-lieu fees and other financing approaches required to both initiate and provide on-going support for a parking district.

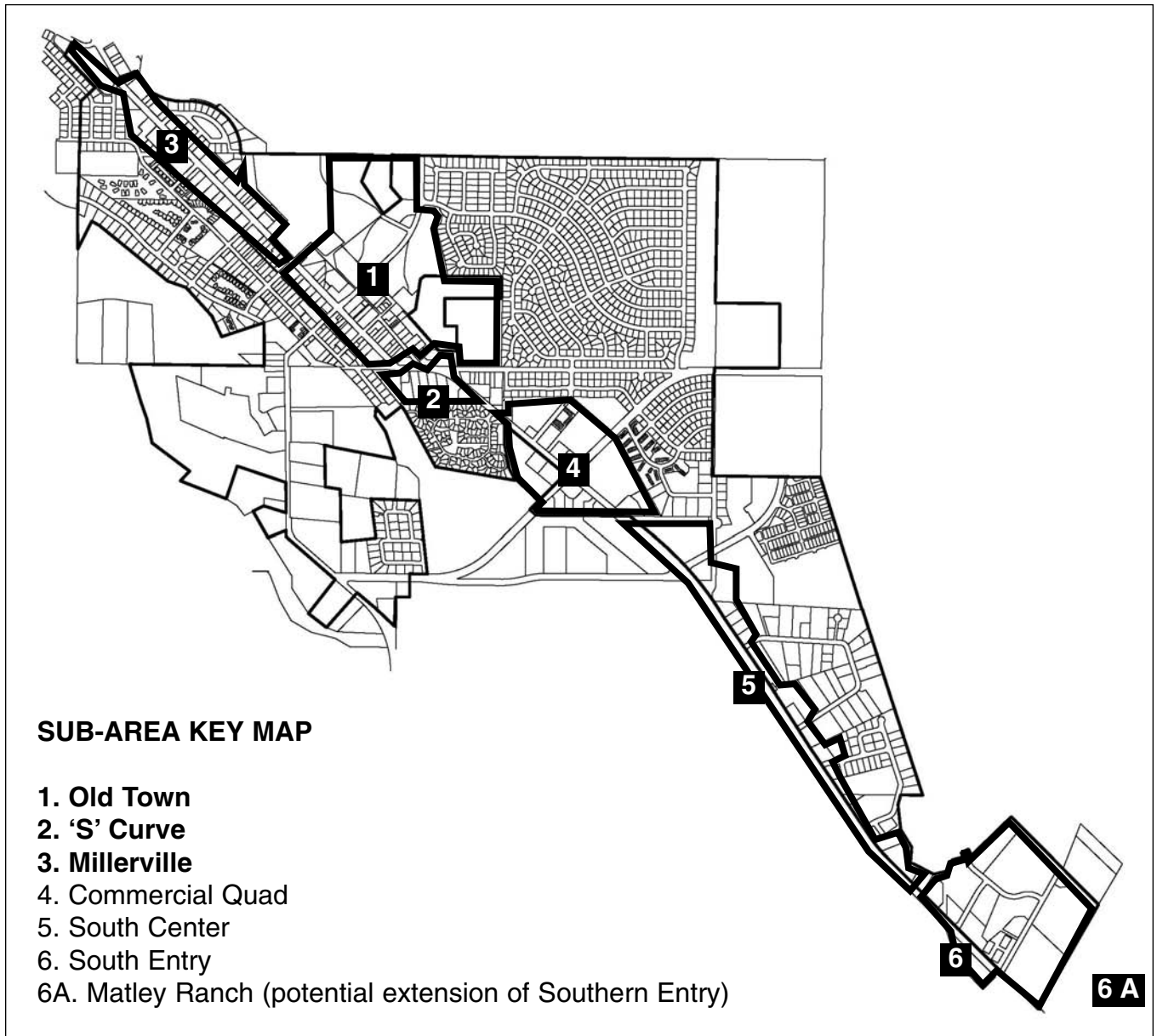
Parking District Planning Area

The parking district planning area includes Old Town Gardnerville, the 'S' Curve and Millerville (Exhibit 1). These three sub-areas were identified in the Plan for Prosperity as mixed-use infill areas that could benefit from creation of public-private approach to providing for parking.

Report Organization

The report is organized into three sections. The first section provides an overview of objectives, parking demand and supply, and phasing. The second outlines an implementation plan. The third section uses a case study infill mixed-use project to demonstrate the financial opportunities and commitments to provide parking for higher density infill projects in Old Town. The appendix includes spreadsheets for the case study site, slideshow and glossary.

Exhibit 1



The Gardnerville Plan for Prosperity emphasized mixed-use infill development in Old Town, the 'S' Curve and Millerville sub areas. The parking district and program report focuses on parking strategies and implementation activities that support this objective.