

SECTION THREE:

Action Plan

Establishing implementation priorities and responsibilities is an important part of the Gardnerville Plan for Prosperity. The Plan identifies a variety of activities necessary for Gardnerville's maturation and continued vitality. The Plan builds on current and future success, protects the best of what exists, and provides strategies creating new investment that reflect the community's values.

3.0 Introduction

The Action Plan contains administrative, regulatory and financial activities required to implement the Plan for Prosperity. These actions reflect the Town's priorities and the sequencing of investments required to realize the Gardnerville Plan for Prosperity.

3.1 Administrative Actions

Administrative actions include coordination, ongoing planning and design and technical studies necessary to implement the Plan. There are three priority areas of continued administrative efforts which include continued coordination and advocacy for enhancements to US 395; preparing a parking district study; and ongoing support of private investors.

Coordination of US 395 Improvements

NDOT's efforts to plan for US 395 improvements will require continued coordination, monitoring and advoca-

cacy. The Town and Douglas County should request regular updates about technical studies, planning policies and implementation priorities. It is expected that will require an ongoing effort and that improvements made be made incrementally.

Parking District Study

Prior to implementing a parking district in Old Town, the Town and County will have to prepare a feasibility study. The feasibility study should include:

- Market and site assessment;
- Analysis of alternative facilities and financing concepts; and
- A Parking District Plan that identifies facilities, funding sources, phasing and management priorities.

Ongoing Support of Private Investors

The Town has a track record of supporting private sector investment by

being flexible and using its resources to create conditions favorable to marketing Gardnerville's commercial and residential addresses. To implement the Plan for Prosperity, the Town should:

- Communicate to investors and property owners the Town's aspirations and policies;
- Coordinate capital improvements that support new investment; and
- Work with the County to keep the development review process clear and predictable.

3.2 Regulatory Actions

Regulatory actions include policy, development standards and development review activities necessary to implement the Gardnerville plan for Prosperity.

Master Plan Update

The Master Plan is the "blueprint" for the County's future. It includes a variety of policies that guideline land use and related infrastructure investments. The County is in the process of initiating a ten-year update of the 1996 Master Plan. The intent is to include polices and actions identified in the Gardnerville Plan for Prosperity in the Douglas County Master Plan update. The Plan for Prosperity Goals and Policies are to be located in the Regional and Community Plans section of the Master Plan. The Minden/Gardnerville Community Plan should provide new text particular to the town including:

- Location and General Descriptions;
- Land Use;
- Services and Facilities;
- Key Issues; and
- Goals and Policies.

The Minden/Gardnerville Community Plan should include an updated land use map that identifies a mixed-use overlay zone for non-residential areas along US 395. These policies would inform the update of the County Development Standards.

Development Standards Update

The historic portions of Gardnerville cannot be recreated using the current zoning standards without going through extra steps. The basic standards are for a suburban, auto-oriented community. So, where it is already more difficult to develop infill projects, the standards make it even harder. The Town is interested in creating incentives for investors that create mixed-use and pedestrian friendly projects, particularly in Old Town.

The County intends to create a mixed-use overlay designation that can be used in Old Town, as well as in Minden's historic area. This designation would create an "overlay zone" protecting the underlying uses while providing greater flexibility to mix uses. This will allow a new set of standards to be created for setbacks and parking that permit designs that are more pedestrian friendly and compatible with historic parts of the towns.

Parking District Ordinance

The Douglas County Master Plan has policies that support the formation of parking districts, but has never enacted them with a complimentary ordinance. The success of creating a pedestrian friendly Old Town will require the formation of a parking district that provides off-site parking. The Town should work with the County to quickly update the ordinance to allow the formation of parking districts.

Gardnerville Plan for Prosperity

Design Guidelines

The Development Standards provide the QUANTITATIVE criteria for development. However, much discussed by the community in the Plan for Prosperity process related to the QUALITY of development. The Town has chosen to complement the Plan with design guidelines that convey the qualitative expectation for new investment. The Guidelines are to be used initially by the Town to show investors the types of development that are viewed as compatible with the Plan. The County should incorporate them into the review process as part of the update of the Development standards.

3.3 Financing Actions

Financing actions identifies potential public funding sources and assigns them to support in the implementation of public and private investments.

Parking District

Creation of a parking district will require ongoing funding for managing it and expanding facilities to match the demand. Once the County ordinance is revised to allow the formation of parking districts, the Town will be able to provide off-site parking as part of an in-lieu fee program. This would provide an opportunity for property owners, businesses and developers to increase the utilization of their land by using public parking facilities nearby. Initially, on-street parking can be used. Over time, the in-lieu program fund can be used to acquire land for parking lots, develop parking facilities (lots and/or structures) and maintain facilities.

Capital Improvements Priorities

The Town establishes priorities for investment in streets and other types of infrastructure. For example, the Town has made a considerable (and

visible) investment in image enhancement streetscape projects on Main Street/US 395. These types of projects, coupled with private investment, can transform the image of the Town. The capital projects themselves can be a catalyst for private investment. There are also more “practical” projects that improve the functionality of roads, drainage, utilities and other items that can support reinvestment. The following list has examples of capital improvements the town could consider making to support private investment:

- Extend streetscape and lighting to other commercial and possibly residential areas;
- Enhance street and park landscaping;
- Improve/widen streets adjacent to opportunity sites; and
- Implement “missing pieces” that connect trails and pathways in the Town.

Highways and Transportation Funding

The State of Nevada and the Federal Government have various programs that can fund pedestrian and roadway enhancements. Due to the shrinking Federal transportation budget and the demands on the State of Nevada due to growth, funding is becoming increasingly competitive. Therefore, the Town’s and County’s CIP should be scoped to reflect types of potential funding sources. Ongoing efforts to have the State’s highway budgets include funding for pedestrian enhancements and traffic calming for the US 395 should be a priority.

Potential Redevelopment Project

For a number of years, Douglas County, Gardnerville and Minden have discussed the advantages of

Section Three

creating a new redevelopment project area for the purposes of funding needed infrastructure and economic development activities in the Towns. A redevelopment project area would provide an added financing tool for the Towns. It allows the County to bond against the incremental increase in property values. Called tax increment financing, the funds would be used to implement the County Master Plan/Gardnerville Plan for Prosperity. The funds could

be used for new parking facilities, streetscaping, utilities, and other public improvements. It can also be used to support private sector reinvestment by writing down land costs, provide rehabilitation funds for restoration projects, and other types of financial support. The creation of a new redevelopment project has its own prescribed process defined by Nevada state law.

Acknowledgements

Over 100 people participated in the development of objectives, policies and concepts that are the basis for the Gardnerville Plan for Prosperity. Their values and commitment to civic action to create a prosperous and livable community will be appreciated by future generations.



Gardnerville Town Board

Douglas County Commissioners

**Douglas County Planning
Commission**

**Plan for Prosperity Citizens
Advisory Committee**

Town Staff

County Staff

Consultants

Bruce Race, FAIA, AICP
RACESTUDIO

Darin Dinsmore
Dinsmore Sierra, LLC



