Round 1 Community Meetings
April 2024
WHAT IS THE MASTER PLAN?

• Overarching policy guide for Carson City
• Provides guidance on where and how the community should grow
  • 20-year planning horizon
  • Land use focus
  • Supplemented by area-specific and topic-specific plans (e.g., Parks Master Plan)
THEMES AND GUIDING PRINCIPLES

• A Balanced Land Use Pattern
• Equitable Distribution of Recreational Opportunities
• Economic Vitality
• Livable Neighborhoods and Activity Centers
• A Connected City

Growth scenario showing compact urban growth with mixed-use activity centers
PROJECT OBJECTIVES

• General “freshening up” of the Plan to:
  • Confirm/refine vision, themes, and guiding principles
  • Update data and trends
  • Review/refine Land Use Plan

• More substantial updates:
  • Where current plan lacks sufficient policy guidance
  • To align with more recent plans and studies

• Updated implementation action plan
Project Initiation
- Conduct initial outreach
- Assemble background data/information
- Finalize public engagement strategy

Technical Foundation/Plan Assessment
- Establish baseline understanding of recent trends and key issues
- Identify strengths and weaknesses of the 2006 Master Plan

Draft Master Plan
- Build consensus around Master Plan policy changes
- Draft updated Master Plan sections for public review
- Identify implementation priorities

Master Plan Adoption
- Finalize updates to the Master Plan for adoption

**PROJECT TIMELINE**

**OCT. 2023 - JAN. 2024**

**PHASE 1**

**JAN. - MAY 2024**

**PHASE 2**

**JUN. - DEC. 2024**

**PHASE 3**

**JAN. - MAR. 2025**

**PHASE 4**

**WE ARE HERE!**
OUTREACH TO DATE

- Focus Groups/Interviews (50)
- Library Meetings (3)
- Presentations to Existing Groups (6)
- Radio Interviews (2)
- Joint BOS/PC Meetings (1)
- Planning Commission Work Sessions (1)

12 Public Meetings/Events

232 In-Person Participants
## What We’ve Heard So Far...

### What is your favorite thing about Carson City?

- Small-town atmosphere/sense of community
- Have what we need but still have access to big-city amenities and services
- Access to outdoor recreation
  - Parks, trails, opens space/public lands, and Tahoe
- Downtown
  - Walkable, good redevelopment

### If you could change one thing, what would it be?

- Address homelessness crisis
- More things for youth/young adults to do
- Diversify housing options
  - Workforce housing for young adults
  - High-end retirement options
- Redevelop vacant properties (e.g., Kmart, Ormsby)
- Better connectivity for walking and biking (sidewalks/trails)
- More focus on small businesses, arts/culture, history
TRENDS AND EXISTING CONDITIONS
Carson City experienced slow population and household growth over the last decade.

58,314
Total Population (2022)*
*Includes group quarters population

205 per year
Avg. net new residents since 2010

0.5%
Avg. annual population growth accelerated (2010-2022)

2.38
Persons per household (2022)

Source: U.S. Census American Community Survey Table DP02 2012 through 2022 5-Year; EPS.
AGE

Carson City’s population is aging, consistent with state and national trends.

35 – 54 years old
Largest proportion of residents in 2022 (34% of total)

65 years and older
Fastest-growing age category since 2012 (+30%)

Source: American Community Survey 5-Year Estimates Table DP05; EPS.

Median Age (2022)
Carson City: 42.1
State: 39.0
Carson City is becoming increasingly diverse but remains much less so than the state. Since 2012, Carson City’s population shifted to include...

+2,800
Hispanic or Latino residents

-1,470
White residents

Source: American Community Survey 5-Year Estimates Table B03002; EPS.
Carson City’s median household income is growing, but slowly.

The distribution of household (HH) income is shifting...

35% (2022) vs. 46% (2012)
HH earning <$50,000 annually

30% (2022) vs. 18% (2012)
HH making $100,000 + annually

Source: American Community Survey 5-Year Estimates Table S1901; EPS.
Carson City’s housing stock is comprised predominantly of older, detached single-family homes, but is becoming more diverse.

59%
Detached single-family homes

9%
Mobile homes (26 mobile home parks)

70%
Residential units in Carson City that were built >35 years ago

Source: American Community Survey 5-Year Estimates, Table B25032; EPS.
The cost of both for-sale and rental housing is rising.

244%
Increase in median for sale-price (2012-2023)

25%
Increase in rent (2012-2023)

22% / 46%
Homeowners/renters considered housing cost burdened* (2022)

*Spend more than 30 percent of their income on housing costs each year

Source: Redfin; EPS.
ECONOMIC TRENDS

There are more jobs in Carson City than there are working residents to fill those jobs.

Largest industries in Carson City (% of all jobs)
- Public Administration (23%)
- Health Care and Social Assistance (15.6%)
- Retail Trade (10.3%)

Construction and Retail Trade industries experienced the most growth (2012-2021)

Source: U.S. Census OnTheMap 2021; EPS.
KEY THEMES FOR THE MASTER PLAN UPDATE
## Key Themes from the Master Plan Assessment

1. **Deepen the community's understanding of the factors that influence Carson City's growth rate and ultimate buildout.**

2. **Clarify future land use designations and policy direction for areas of transition.**

3. **Expand revitalization focus along major corridors.**

4. **Recalibrate mixed-use and non-residential land use designations to reflect the changing dynamics of retail and employment.**

5. **Define housing needs and Carson City's role in providing opportunities for diverse housing options.**

6. **Reinforce Carson City's commitment to environmental stewardship and community resilience.**

7. **Strengthen local partnerships and leverage community assets.**
DEEPEN COMMUNITY UNDERSTANDING OF FACTORS INFLUENCING CARSON CITY’S GROWTH RATE AND BUILDOUT

• Support for compact, mixed-use development on infill sites
• Interest in revisiting growth rate assumptions
• Perceived disconnect between the Master Plan and adopted land use regulations
• Concern for the long-term maintenance of public infrastructure

Growth scenario showing compact urban growth with mixed-use activity centers (2006 Master Plan)
GROWTH MANAGEMENT PROGRAM

Allowable development is reviewed annually based on water, wastewater, and service capacity

237 (1991-2020)
Average number of residential building permits allowed each year

10,000 gallons/day
Water use threshold for commercial and industrial development (before triggering additional review)

76,000
Estimated buildout population

Source: Carson City, 2022.
PROJECTED POPULATION GROWTH

4,800 new residents
Projected population growth (2025-2042)

280
Approx. new residents per year (2025-2042)

Source: Nevada Department of Taxation Nevada County Population Projections 2022 to 2042; U.S. Census American Community Survey 2012 & 2022 5-Year; EPS.
CLARIFY LAND USE DESIGNATIONS AND POLICY DIRECTION FOR AREAS OF TRANSITION

- Desire for greater predictability in areas of transition
- Need for community conversations in areas of transition and better tools to help promote compatible development
EXPAND REVITALIZATION FOCUS ALONG MAJOR CORRIDORS

- Desire to expand revitalization efforts along North Carson Street and East William Street
- Strong concern for long-standing building vacancies
- Identified need for an economic development champion
Very little net new retail or office space has been added in Carson City over the past decade.

Vacancy rates have declined since 2013:

8.6% (-4.8%)
Retail vacancy rate (2024)

9.2% (-5.3%)
Office vacancy rate (2024)

5.7% (-7.3%)
Industrial vacancy rate (2024)

Lease rates in the State are consistently higher than in Carson City for retail/office. Industrial rates are more closely aligned.
LAND CAPACITY—NON-RESIDENTIAL DEVELOPMENT

173 acres*
Vacant land planned for non-residential development

190 acres**
Vacant land planned for mixed-use development

1,900+ acres*
Potentially underutilized land that is planned for non-residential or mixed-use development and may be suitable for future infill/redevelopment

*Preliminary estimate based on draft Capacity Analysis (April 2024); to be refined

Source: Carson City Assessor’s Data; Clarion Associates.
RECALIBRATE MIXED-USE AND NON-RESIDENTIAL LAND USE DESIGNATIONS

- Support for walkable, mixed-use development
- Need to clarify implementation process for mixed-use development
- Need for stronger focus on industrial and mixed-use employment opportunities
- Interest in overall simplification of land use categories and activity center designations
PRELIMINARY RECOMMENDATIONS

• Consolidate single-use commercial districts with mixed-use districts
  • Community/Regional Commercial
  • Neighborhood Commercial
• Consider combining Mixed-Use Employment (MUE) and Industrial(I) Categories
• Consider eliminating Mixed-Use Activity Center symbology
DEFINE HOUSING NEEDS AND CARSON CITY’S ROLE IN PROVIDING OPPORTUNITIES FOR DIVERSE HOUSING OPTIONS

- Perceived lack of workforce housing options
- Mixed opinions on the types of housing that is appropriate for future development
- Need for a common vocabulary for discussing housing issues

Credit: Oikos Development Corporation
1,866
Total approved residential units permitted (26% of available residential allocations)

69%
Units permitted that were for single family units (includes townhomes)

27%
Units permitted that were for multifamily structures with 5+ units

275
Units under construction (2023-2024)*

*City of Carson City, February 2024.
Carson City is anticipated to need approximately 2,000 housing units to accommodate projected population growth by 2042.

@35%  
Rental units that will need to be rented for less than the median rent ($1,200 per month)

< $50,000 a year  
Earnings of households these units would be available to

@70%  
For-sale units that will need to be available for less than the median sales price ($300,000)

< $100,000 a year  
Earnings of households these units would be available to

Source: U.S. Census American Community Survey 5-year 2013-2017; AMBAG; EPS.
LAND CAPACITY – RESIDENTIAL

Carson City has sufficient land capacity to accommodate projected residential growth by 2042.

3,700 acres*  
Vacant land planned for future residential

190 acres**  
Vacant land planned for mixed-use development

1,500 acres*  
Potentially underutilized land that is planned for mixed-use development and may be suitable for future infill/redevelopment

*Preliminary estimate based on draft Capacity Analysis (April 2024); to be refined
Carson City has sufficient water, wastewater, and service capacity to accommodate more than twice the number of future units that are projected.

8,248+
Potential future units

Source: City of Carson City, 2023.
REINFORCE COMMITMENT TO ENVIRONMENTAL STEWARDSHIP AND COMMUNITY RESILIENCE

• Support for the continued buildout of Carson City’s open space and trail network
• Desire to preserve the community’s natural beauty
• Interest in expanding the City’s focus on community resilience and sustainability
STRENGTHEN LOCAL PARTNERSHIPS

• Interest in supporting nonprofit organizations

• Support for ongoing collaboration with economic and workforce development partners

• Need for close collaboration with the State of Nevada
NEXT STEPS
OPPORTUNITIES FOR INPUT

IN-PERSON PARTICIPATION
Community Meetings
• April 10, Staybridge Suites
  • 5:30-7:30pm
• April 11, Community Center
  • 2:00-4:00pm
  • 5:30-7:30pm

Elected and Appointed Official Update
• May 16, Joint BOS/PC Meeting

VIRTUAL PARTICIPATION
(Live Meetings)
• April 18, Zoom Meeting (visit website for details)
  • 5:00-7:00pm

ONLINE PARTICIPATION
(Project Website)
• April 10-May 3, Online Survey
  • www.surveymonkey.com/r/ccmasterplanupdate
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**NEXT ROUND OF COMMUNITY MEETINGS:**  
**LATE AUGUST/EARLY SEPT.**
FOLLOW THE PROCESS

https://www.envisioncarsoncity.org/
DISCUSSION