

SECTION TWO:

Urban Design Concepts

The Gardnerville Plan for Prosperity shapes economic opportunities presented by regional growth. The Urban Design Concepts provide policies and concepts for land use, community design and circulation. These concepts build on what the community values in the traditional and natural features found in Gardnerville's rural setting and historic town center.

2.0 Introduction

The urban design concepts for the Gardnerville Plan for Prosperity create a framework of places and addresses each project will make a contribution to. It reflects the aspirations of the community to create a network of connected mixed-use neighborhoods that are safe to walk and provide social amenities. In particular, the urban design concepts provide direction for three clusters of opportunity sites where coordinated development can have the greatest positive impact on the Town.

2.1 Overall Concepts

The Gardnerville Plan for Prosperity emphasizes creating mixed-use districts and neighborhoods that are interconnected.

Community Character

Gardnerville has a history and tradition for buildings that reflect their economic function and the pride of their owners. The urban design concepts forward these values as criteria for new investment. Concepts are

to reflect the scale, pedestrian orientation and block patterns found on Main Street and adjacent traditional neighborhoods. In Old Town, new investment will respond to this immediate context. In outlying areas, new development will reflect this tradition while providing for the needs of contemporary demands of the automobile. In each case, new development should be recognized as part of "the Gardnerville tradition". Design guidelines, located in a companion document, illustrate the qualitative directions for how infill development should meet these popular objectives.

Mixed-use Places

The Plan for Prosperity emphasizes master planned developments that mix residential and commercial uses. These developments may be horizontal mixed-use where commercial and residential uses are part of the same site plan but not stacked. In the long term, uses may be stacked vertically. This is a traditional pattern for storefront shopping



Above:

Urban design concepts emphasizes pedestrian friendly commercial development—in Old Town and other parts of the US 395 corridor.

districts, such as Gardnerville's Main Street in Old Town.

Pedestrian Connections

One of the objectives stressed by the community was to design new projects as safe and comfortable pedestrian experiences that are interconnected. This means every new development in the town would be connected to existing and future sidewalks and the local street system rather than be planned as an isolated project.

Traffic Calming

US 395 has a 25 MPH posted speed limit. However, its design, width and geometry inspire higher speeds. The community expressed the desire to design public and private improvements that calm traffic. This includes streetscaping and paving materials that make it clear the highway is passing through a pedestrian district. The same philosophy is to pertain to local roads where on-street parking, design widths, and pedestrian amenities indicate cars are sharing neighborhood streets with pedestrians and bicycles.

Protecting and Creating Economic Value

One of the benefits of master planning opportunity sites and employing design guidelines is that it provides certainty for project sponsors and adjacent property owners. There is a common expectation about the quality and creation of shared addresses that creates higher values for land and existing and future buildings. The urban design concepts for Gardnerville are intended to create and protect economic opportunities for the community and property owners.

2.2 US 395 Concepts

Improving the image on US 395 is one of the top priorities of the Town of Gardnerville. Making the driving and walking experience safer and more comfortable requires an approach that includes both higher expectations for the private investment along the highway and a higher degree of investment within the roadway.

Enhancing Connections and Image

The overall concept for US 395 identifies opportunities to enhance pedestrian connections and crossings as well as improve traffic flow. The concept identifies four future traffic signals, town gateway features, special intersections, crosswalks and public art locations.

Complementing Land Uses and Character Areas

The Urban Design Concept for the Plan considers the highway as five types of segments or sections. Each segment has design features that complement the land uses and the character of that sub-area. The illustrated improvements can be phased. For example, the medians may happen at a later phase and the sidewalk improvements are incrementally developed.

Section 1: Old Town

In Old Town, the concept continues to build on the Town's streetscape and lighting improvements. It adds a landscaped median to the roadway with trees and shrubs.

Section 2: North Entry/Millerville

The second section illustrates improvements for the north entry (historic Millerville). It adds pedestrian continuity to the roadway and



Above:

The Plan for Prosperity provides land use flexibility. It permits residential development to be located on commercially zoned land, as long as the frontage of US 395 includes commercial frontage. In every case, residential and commercial development has to be designed together providing a walkable village scale and connected neighborhoods.

Gardnerville Plan for Prosperity

applies similar streetscaping features as in Old Town. The concept suggests that curb cuts would be consolidated over time to reduce the number of pedestrian and auto conflicts.

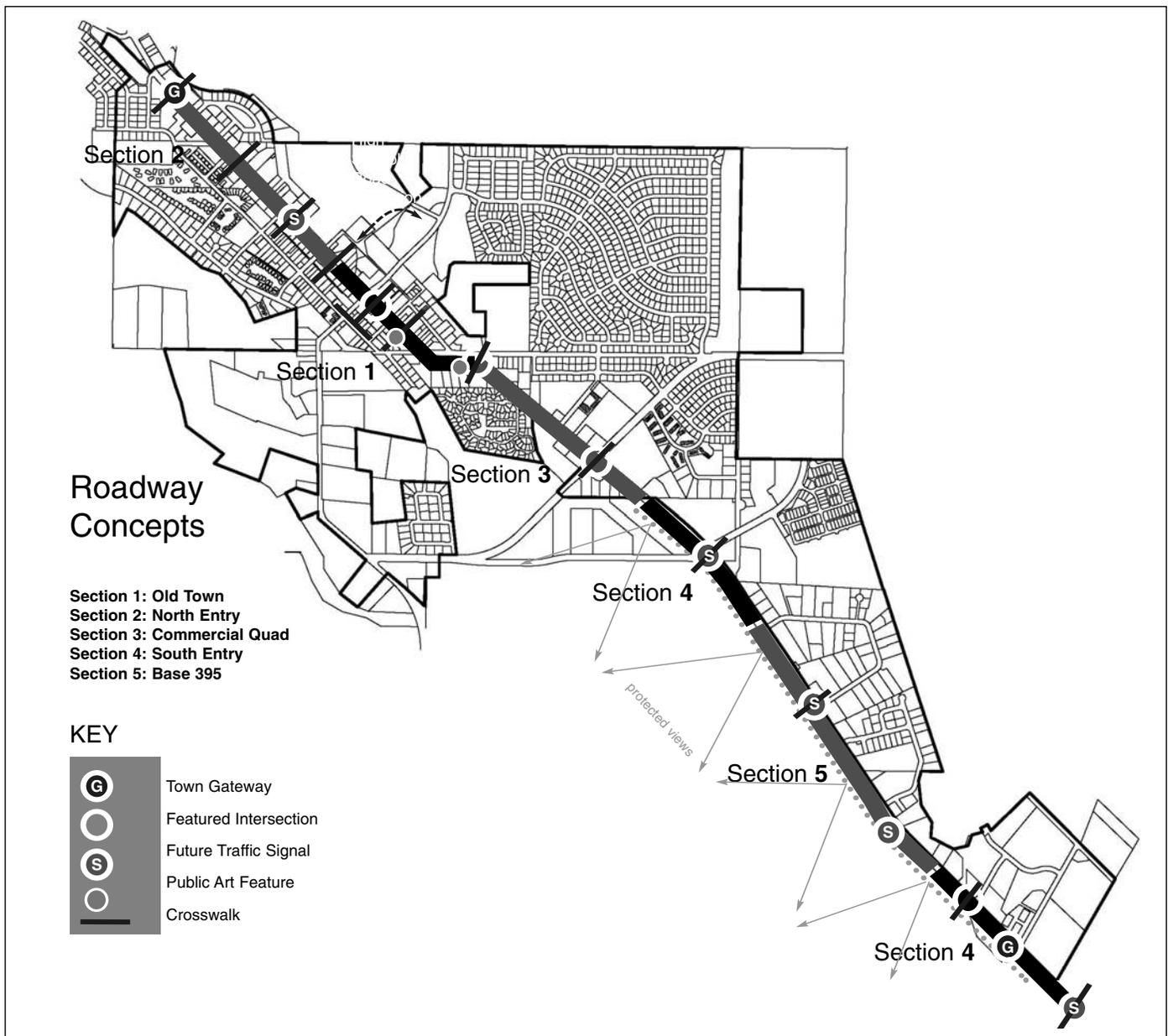
Section 3: Commercial Quad

The community commercial intersection at US 395 and Waterloo

provides a automotive-scaled set of improvements. The streetlights are taller and there is not the same level of sidewalk treatment. It does provide a landscaped strip and street trees the ability to add a median.

Section 4: South Entry

The southern portion of US 395 as



Section Two

Following Pages:

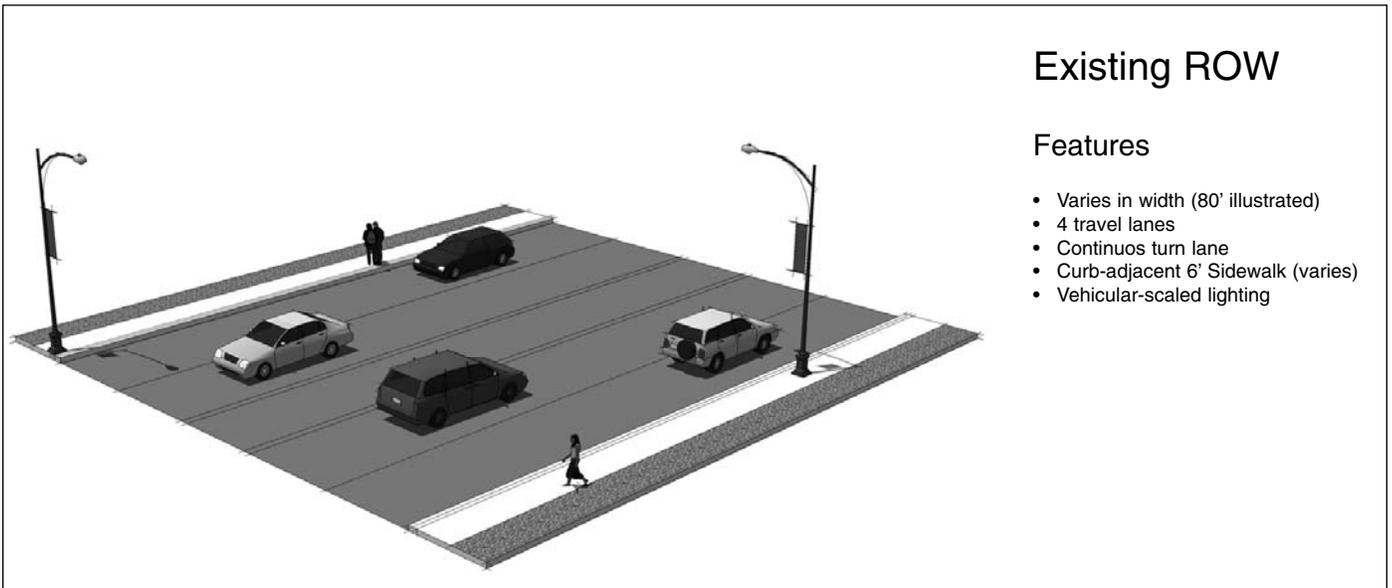
These roadway sections are conceptual. They illustrate pedestrian amenities and traffic calming features for five segments of US 395.

it enters Gardnerville includes median and planter strip landscaping to compliment future gateway buildings and site plan features.

Section 5: Base US 395

The other portions of the highway would have a basic set of improvements. These include

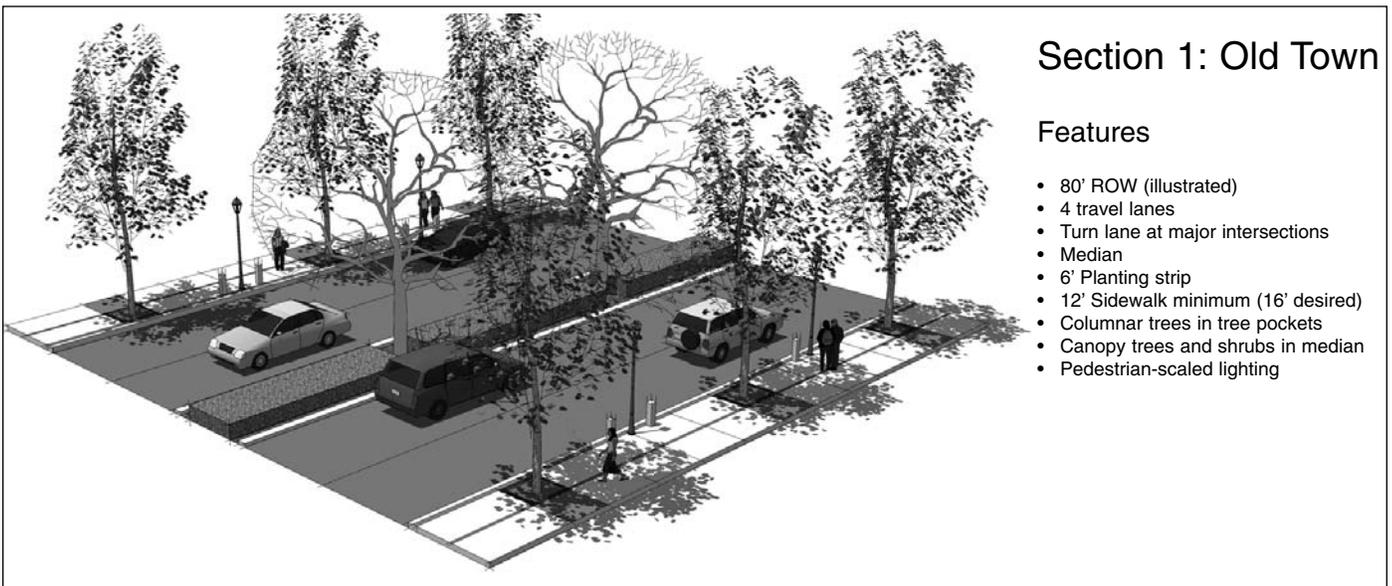
planting strips with trees and some better demarcation of the turn lane area.



Existing ROW

Features

- Varies in width (80' illustrated)
- 4 travel lanes
- Continuous turn lane
- Curb-adjacent 6' Sidewalk (varies)
- Vehicular-scaled lighting



Section 1: Old Town

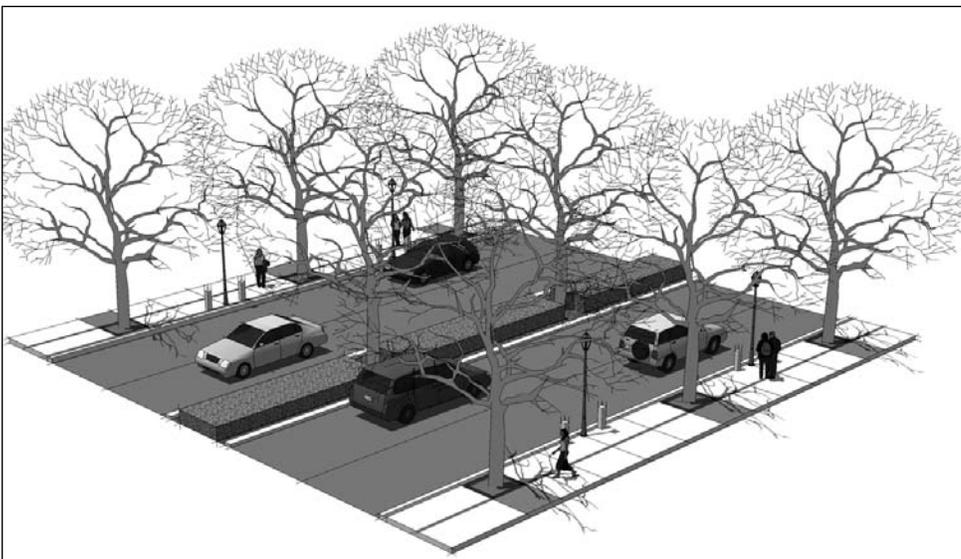
Features

- 80' ROW (illustrated)
- 4 travel lanes
- Turn lane at major intersections
- Median
- 6' Planting strip
- 12' Sidewalk minimum (16' desired)
- Columnar trees in tree pockets
- Canopy trees and shrubs in median
- Pedestrian-scaled lighting



Left:

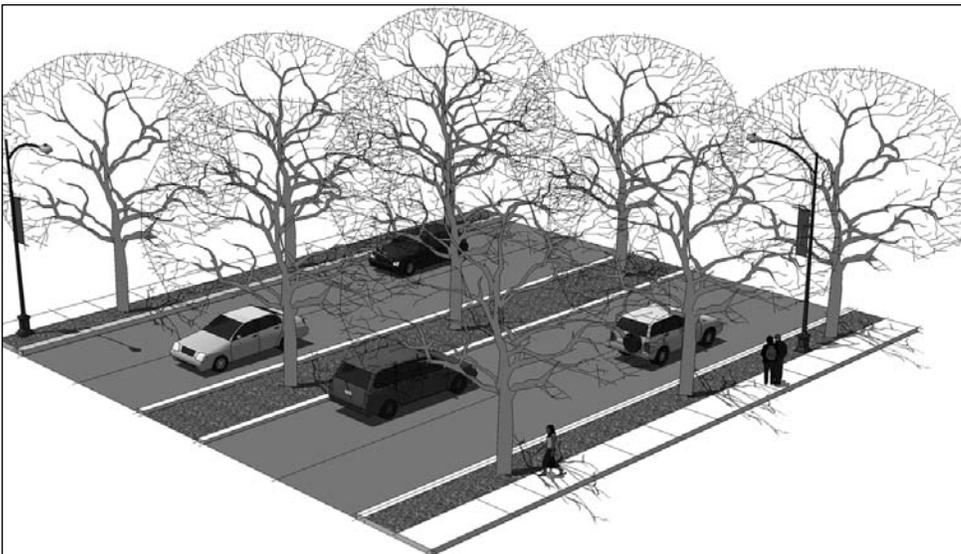
The 'S' Curve and Main Street section of US 395 have the greatest need for pedestrian safety and amenities. The roadway concepts for these areas include the highest level improvements consistent with pedestrian shopping districts.



Section 2: North Entry

Features

- 80' ROW (illustrated)
- 4 travel lanes
- Turn lane at major intersections
- Median
- 12' Sidewalk with tree pockets
- Canopy trees and shrubs in median
- Canopy trees in sidewalk tree pockets
- Pedestrian-scaled lighting



Section 3: Commercial Quad/Stodick and 395

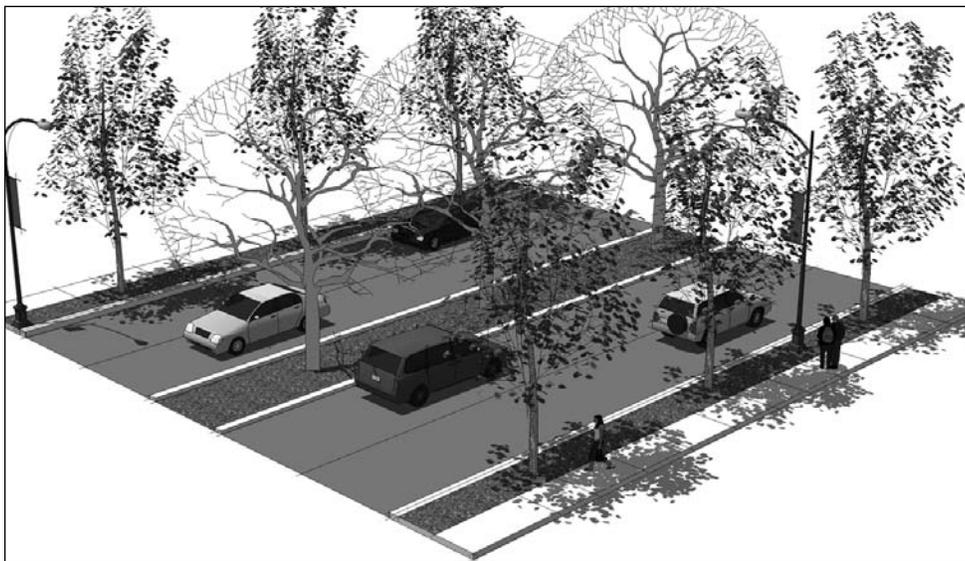
Features

- 80' ROW (illustrated)
- 4 travel lanes
- Turn lane at major intersections
- Median
- 6' Planting strip
- 6' Sidewalk
- Canopy trees in planting strip and median
- Vehicular-scaled lighting

Section Two

Right:

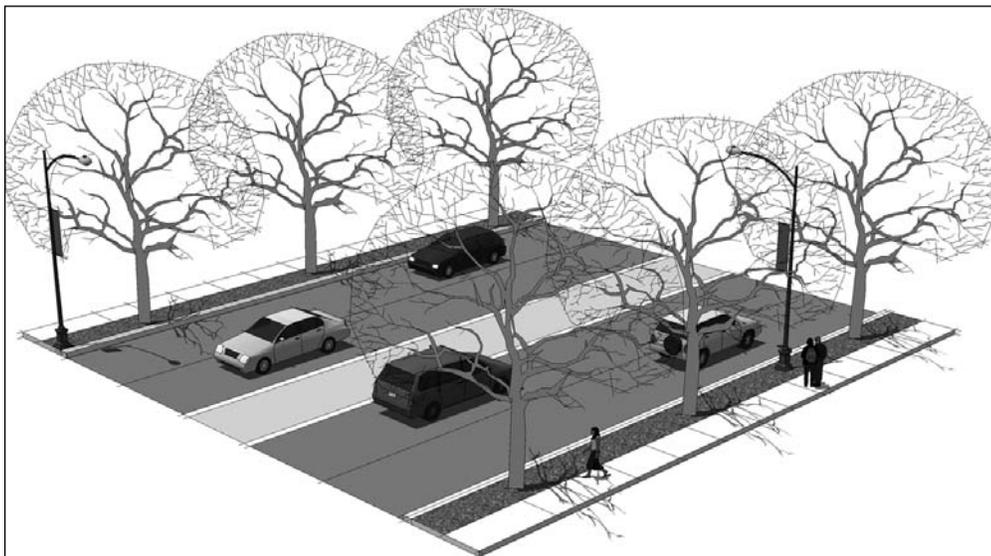
The expansive parts of the highway in the southern portion of Gardnerville is expected to experience continued reinvestment and thereby improving the image of the community. New mixed-use developments in this area would include higher level of streetscape improvements helping frame community gateways.



Section 4: South Entry

Features

- 80' ROW (illustrated)
- 4 travel lanes
- Median
- Turn lane at major intersections
- 6' Planting strip
- 6' Sidewalk
- Columnar trees in tree pockets
- Canopy trees in median
- Vehicular-scaled lighting



Section 5: Base 395

Features

- 80' ROW (illustrated)
- 4 travel lanes
- Continuous turn lane
- 6' Planting strip
- 6' Sidewalk
- Vehicular-scaled lighting

2.2 Old Town/'S' Curve Development Area Concepts

The Old Town and 'S' Curve area is the historic center for Gardnerville. The urban design concept for this area emphasizes creating continuity of street and open space edges that frame and activate it as a pedestrian-friendly 24-hour district. It provides storefront commercial uses along Main Street, Gilman and side streets. Commercial and residential

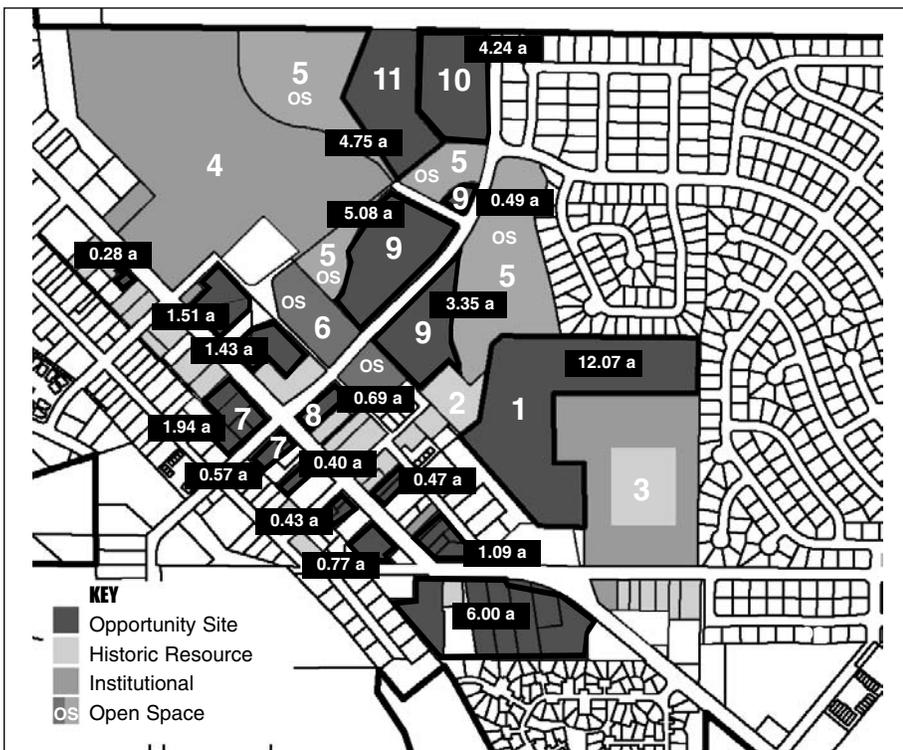
uses frame and activate Heritage Park and provide a well-defined walking edge. Compatible scale infill projects are to blend in with existing buildings and hide parking.

Old Town Land Use Concept

Old Town is a traditional mixed-use district. It has always included residential uses next to and above commercial uses. It has served as the symbolic center for Gardnerville and



Above:
This is an important opportunity site located on Gilman facing the park.



Left: Key Opportunity Sites

- Parcels on the south side of Heritage Park that are to become vertical mixed-use developments;
- The Main Street and Mission Street at the 'S' Curve is to be developed as a mixed-use commercial development, possibly as a hotel;
- Parcels south of the 'S' Curve are to be developed as a horizontal mixed-use project with commercial uses facing Main Street and townhouse density residential behind; and
- Scattered sites facing Main Street that are to continue the traditional pattern of vertical mixed-use buildings.

Left:

1. Hellwinkel Ranch
2. Ezell Mansion
3. Gardnerville Elm. School
4. Carson Valley Middle School
5. Wetlands Open Space
6. Park
7. Sharkeys
8. East Fork Hotel Site
9. Opportunity Site(s)
10. Opportunity Site
11. Opportunity Site

Old Town Development Program Summary

	Site Area	MP Density	Proposed FAR/Use	Program	Parking Demand
Zone 1: Main Street	9.58 a	0.25-0.50 FAR	0.50 FAR commercial	208,652 SF	87 spaces/acre
Zone 2: Gilman Avenue	17.91 a	0.25-0.50 FAR	12 du/a residential storefront retail	215 du's 10,000 SF	29 spaces/acre
Zone 3: 'S' Curve	6.00 a	0.25-0.50 FAR	12 du/a residential storefront retail	72 du's 10,000 SF	34 spaces/acre
Zone 4: Hellwinkel Ranch	12.07 a	5 to 12 du/a	8 du/a residential open space	96 du's creek trail	18 spaces/acre
TOTAL	45.56 acres				



Above:
Opportunity site at the 'S' Curve

the land use concept continues to emphasize the pedestrian scale and street-oriented design found in historic storefront and residential buildings. Commercial frontage is envisioned along Main Street and Heritage Park. Visitor uses, such as restaurants and hotels, are also to be concentrated in Old Town. Residential uses are to be located above commercial uses in the Main

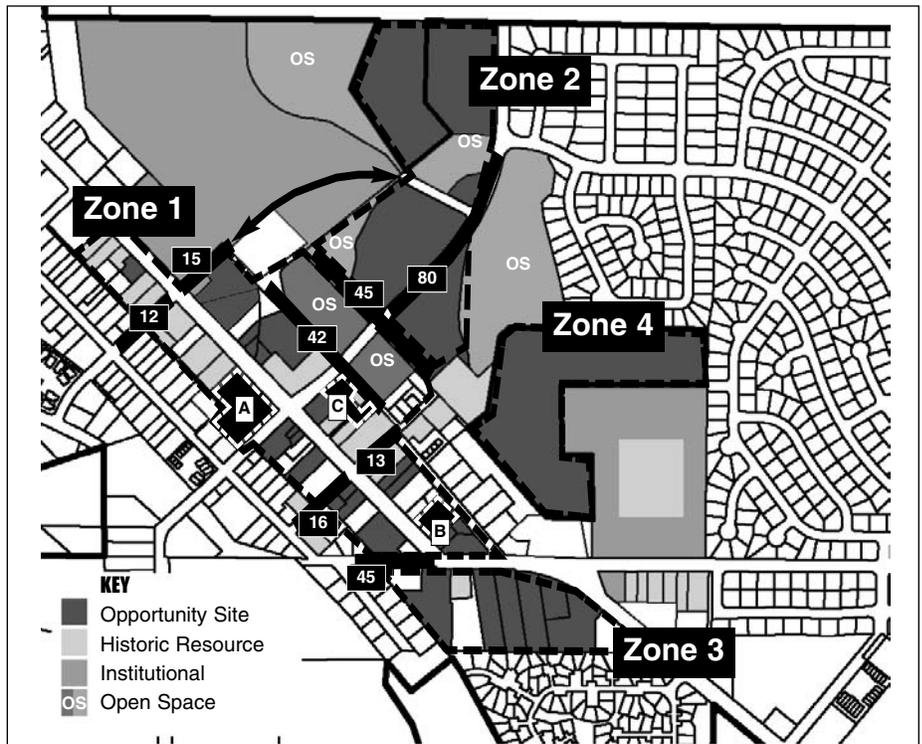
Street area and in townhouse densities north of Heritage Park and adjacent to commercial frontage at the 'S' Curve.

Old Town Circulation Concept

Old Town has always been focused around Main Street/US 395. As the highway has been widened, it has displaced on-street parking and narrowed sidewalks. An important poli-

Right:

The parking concept identifies existing and future on-street inventory of 270 spaces and potential off-street lots and structures with up to 600 spaces. This will support an additional 225,000 SF of commercial uses (at four spaces per 1,000 SF of development) and visitor parking for 380 units of housing (at one space per four units).



Old Town Public Parking Concept

	On-Street Parking	Phase 2 Parking Lot	Phase 3 Parking Structure	Build-out Demand*
Zone 1: Main Street	143 spaces	Lot A-177 new spaces Lot B-26 new spaces	Lot A-260 new spaces Lot C-60 new spaces	489 spaces (505 potential new)
Zone 2: Gilman Avenue	80 spaces	NA	NA	53 visitor spaces 40 comm. spaces
Zone 3: 'S' Curve	45 spaces	NA	NA	18 visitor spaces 40 comm. spaces
Zone 4: Hellwinkel Ranch	0 spaces	NA	NA	24 visitor spaces

* Assumptions:
50% off-site spaces for commercial uses
100% new storefront buildings in mixed-use areas
visitor parking (1/4 du's) for residential

Gardnerville Plan for Prosperity

cy in the Gardnerville Plan for Prosperity is to calm traffic and improve the comfort and safety of pedestrians. Gilman Street is an important cross street and connection to Heritage Park and the Chichester Neighborhood north of Old Town. This street also provides access to side streets and parking. Local side streets have traditionally provided access to residential neighborhoods and parking located in the rear of commercial parcels. The circulation concept reinforces this access pattern and discourages curb cuts that interrupt traffic flow and sidewalks.

One of the most important features in the planning for Old Town is the formation of a parking district. The land use concept requires creating a pool of on-street and eventually off-street public parking. An in-lieu fee program would be developed to support the management and capital improvements necessary to sustain a parking district. The parking concept identifies existing and future on-street inventory of 270 spaces and potential off-street lots and structures with up to 600 spaces.

Old Town Urban Design Concept

Central to the urban design concept for Old Town is building on the traditional scale and character of historic buildings and streets. The urban design concept enhances four important places in Old Town.

Storefront District: Enhancing Gardnerville's Traditional Main Street

Main Street's walking edges and continuity is patched and enhanced by new investment. Transparent storefronts edge the street and commercial uses provide interest.

Heritage Park: Activating Edges

Heritage Park's south side is activated with mixed-use development that enjoys views of the park and mountains. The other side would also be mixed-use development at the Gilman/Ezell edges. These residents will provide "eyes-on-the-park" security and spatially enclose it as originally envisioned.

Gilman Gateway: Reinforcing Gardnerville's "Number One Corner"

There are parcels at Gilman and Main Street that can be redeveloped into larger mixed-use projects, possibly including hotels, a use traditionally found at this intersection. A combination of renovation and new development would provide a three-story street facade and ground floor uses that activate the pedestrian edge.

'S' Curve Gateway: Changing the Image of the Curve

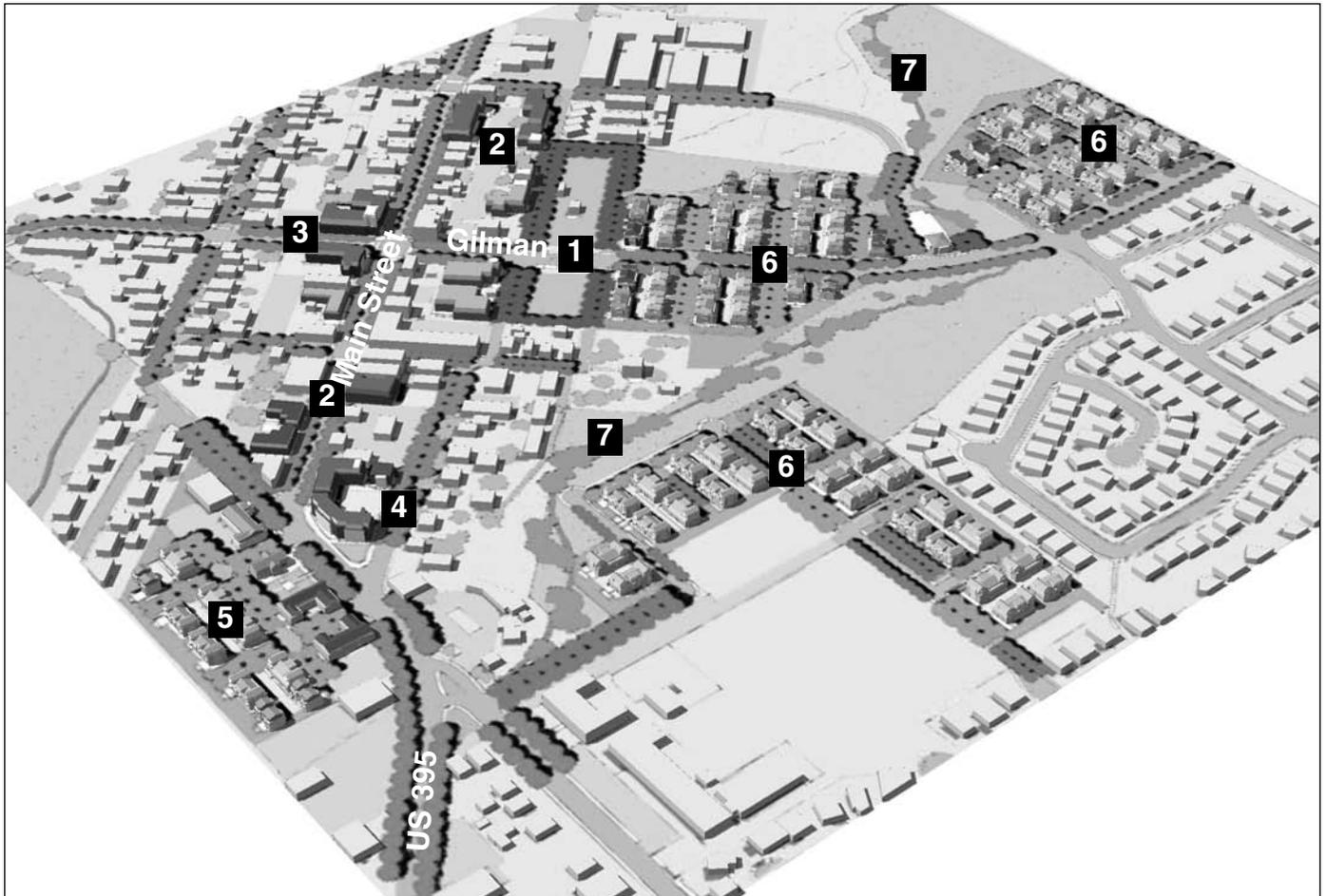
New investment facing the 'S' Curve would reflect the scale and massing of the existing historic house. Two-story commercial and residential uses would be designed to activate the Main Street edge and also include internal courtyards.



Above:
Mixed-use infill is envisioned along main Street that has ground floor commercial with residential or office above



Above:
Horizontal mixed-use development is envisioned for the park edges. This includes commercial uses at the corners and townhouse residential uses that create a walkable neighborhood.

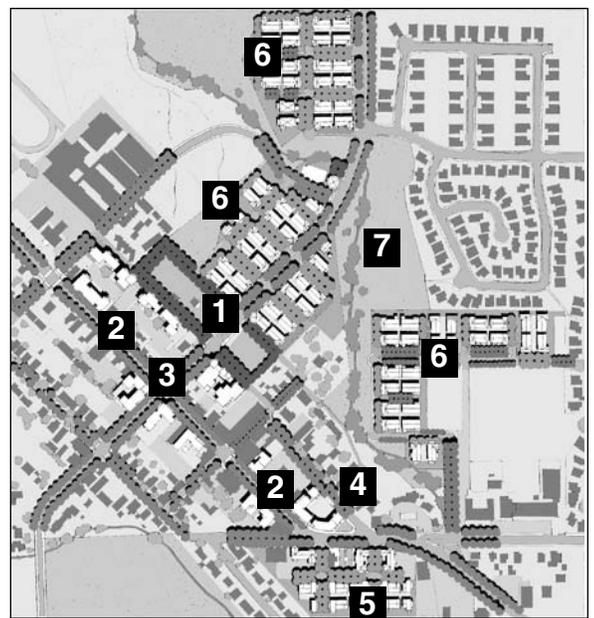


Below:

This graphic is an aerial view of a 3-D model of Old Town and the 'S' Curve district. The view is from the south.

KEY

1. Heritage Park mixed-use projects
2. Infill mixed-use projects along Main Street/US 395
3. Redevelopment of the Sharkeys opportunity sites with a mixed-use and parking project
4. 'S' Curve vertical mixed-use project, plaza and parking
5. 'S' Curve horizontal mixed-use development with commercial frontage and townhouse neighborhood
6. Townhouse neighborhood with commercial uses facing Heritage Park at Gilman
7. Open space corridor



2.4 Stodick Parkway/US 395 Concepts

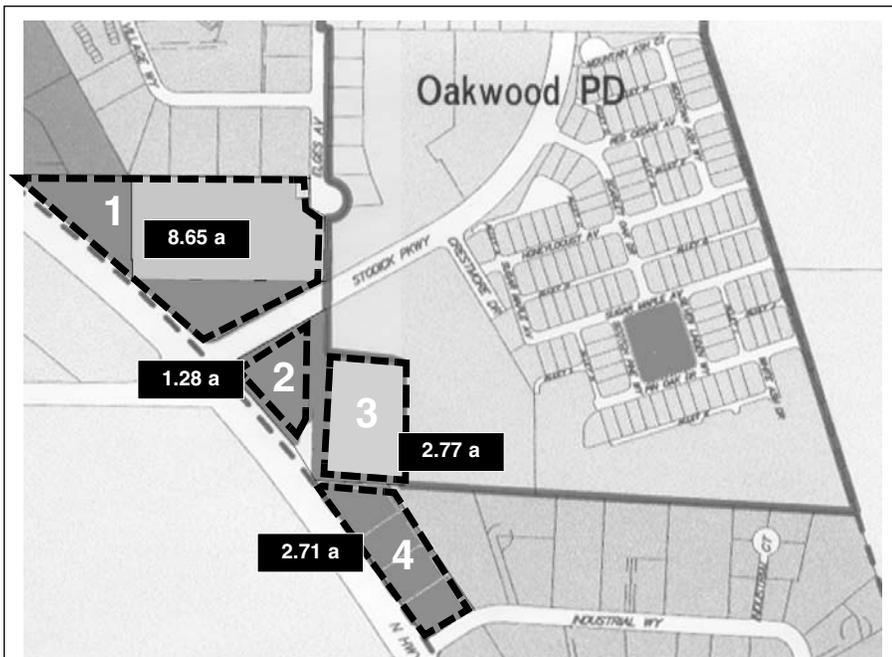
Stodick Parkway opportunity sites are located at a slight bend in US 395. The sites also create a gateway to the new neighborhood to the east. The urban design concept for this area envisions a residential mixed-use village gateway with a walkable commercial services district for the new neighborhood and US 395 travelers. The site concept emphasizes planning existing vacant sites as an extension of adjacent subdivision/neighborhood as part of the same mixed-use village.

Stodick Parkway Land Use Concept
The land use concept places townhouse-scale residential uses adja-

cent to existing and future residential areas. Commercial uses would be located the intersection of Stodick Parkway and US 395 and along the highway frontage.

Stodick Circulation Concept
Auto access for commercial and residential uses would be from Stodick Parkway. Parking would be located adjacent to commercial uses, rather than in front. A sidewalk and driveway system would be interconnected between parcels. Sidewalks would connect back to the adjacent neighborhood.

Stodick Urban Design Concept
By planning the existing subdivision and the Stodick Parkway parcels



Left:

The planning concepts for the Stodick Parkway sites envision a horizontal mixed-use development that creates a neighborhood out of parcels fronting the highway and the (Packwood PD) subdivision to the east. This would result in an interconnected neighborhood, focused on open spaces with an easy walk to commercial services.

Stodick Parkway Development Program

	<u>Site Area</u>	<u>MP Designation/Density</u>	<u>Proposed Use/Density</u>	<u>Program</u>
Site 1:	3.00 a 5.56 a	commercial/0.25-0.50 FAR commercial/0.25-0.50 FAR	commercial/0.25 FAR residential @ 12 du/a	32,670 SF 67 du's
Site 2:	1.28 a	commercial/0.25-0.50 FAR	commercial/0.25 FAR	14,000 SF
Site 3:	2.77 a	commercial/0.25-0.50 FAR	residential @ 12 du/a	33 du's
Site 4:	2.71 a	commercial/0.25-0.50 FAR	commercial/0.25 FAR	29,500 SF



Above:

The Stodick Parkway and US 395 intersection is a gateway to a new mixed-use neighborhood.

together, there is an opportunity to create a walkable village. Creating a two-story scale development with street-oriented residential and commercial buildings would knit it together. Similar roof forms, materials, and architectural features can further

reinforce the creation of a physical neighborhood identity. New buildings would also be sited and designed to respond to views of the site as US 395 bends in front of it.

Below:

This graphic is an aerial view of a 3-D model of the Stodick Parkway neighborhood. The view is from the north.

KEY

1. Drainage basin park with townhouse and single family edges
2. Park in Oakwood PD
3. Service commercial uses along US 395
4. Townhouse development in between the commercial uses and single family housing



2.5 South Gateway Concepts

The South Entry opportunity sites are to provide a welcoming gateway development for Gardnerville. There are two areas of opportunity to provide this. The first site is on Virginia Ranch Road. The second is the receiving area south of the Carson Valley Medical Center located in the Matley Ranch. These sites provide an opportunity to create a mixed-use campus and village gateway.

Gateway Land Use Concept

Both opportunity sites are assumed to reinforce the mixed-use policies in the Gardnerville Plan for Prosperity. The Virginia Ranch Road site is to have commercial frontage and resi-

dential development organized as a neighborhood behind it. The concept assumes apartments and townhouses totaling at least 250 units, enough to support central amenities—meeting facility, pool, and park. The Matley Ranch property is over 130 acres. This large piece of property is in a Master Plan Receiving Area. The concept for this site would include commercial frontage, an opportunity to add employment-intensive campus uses, and a series of interconnected residential neighborhoods organized around small parks.

Gateway Circulation Concept

Access to the mixed-use develop-



Above:

The planning concept for the Virginia Ranch Road neighborhood organizes townhouses and a community facility around a neighborhood park.



South Gateway District Development Program

Site Area	MP Designation/Density	Proposed Use/Density	Program
Site 1: 1.00 a	commercial/0.25-0.50 FAR	commercial/0.25 FAR	10,890 SF
Site 2: 2.00 a	commercial/0.25-0.50 FAR	commercial/0.25 FAR	21,780 SF
Site 3: 5.20 a	commercial/0.25-0.50 FAR	residential @ 16 du/a	83 du's
Site 4: 7.92 a	commercial/0.25-0.50 FAR	residential @ 16 du/a	126 du's
Site 5: 13.49 a	commercial/0.25-0.50 FAR	residential @ 12 du/a	161 du's



Above:

The land use concept assumes development of at least 250 units of housing—enough to support a central community amenity. The plan includes quality apartments and townhouses.

Below:

This graphic is an aerial view of a 3-D model of the Virginia Ranch Road neighborhood. The view is from the north.

KEY

- 1. US 395 commercial frontage “South Gate Plaza”
- 2. Apartments
- 3. Neighborhood open space
- 4. Neighborhood open space and community facility
- 5. Townhouse neighborhood

ment in the South Entry would happen via side and cross streets to prevent curb cuts from impacting traffic flow and walking. Both Virginia Ranch and Matley Ranch sites would have an integrated internal street, sidewalk and pathway system that connects central open spaces, residential blocks and commercial uses into a walkable village. Parking would be located adjacent to buildings to provide street-edge continuity and reduce the visibility of parking lots.

Gateway Urban Design Concept

One of the important urban design features for the South Entry is the creation of a gateway using build-

ings, open space and landscaping. Called “South Valley Plaza”, the development would introduce motorists traveling north on US 395 to Gardnerville. Commercial uses along US 395 would face the highway, not turning their backs to it. Buildings located on corner sites would be pulled to the corner providing a walking edge connection to adjacent neighborhoods. Internally, block patterns, and the orientation of commercial and residential uses would provide a pattern conducive to walking. Neighborhoods would include central open spaces that are ringed with homes, not backyard fences.

