

SECTION ONE: Opportunities, Objectives, Goals and Policies

The community and task force imagined a future that included mixed-use development that reflects the current and future market opportunities for Gardnerville with an emphasis on improving the image of US 395. The Plan expresses these objectives in terms of opportunities for reinvestment in Gardnerville's traditional and evolving neighborhoods.

1.0 Introduction

Section One includes a summary of planning opportunities, goals, policies and factors for success for the Town of Gardnerville. This section is based on opportunities and objectives identified by the community in meetings and workshops.

1.1 Opportunities

Gardnerville is in one of the most dynamic growth areas in the Sierra. Capturing economic opportunities while maintaining the community's natural and cultural authenticity is a challenge for Gardnerville was acknowledged at community meetings. The Plan for Prosperity anticipates population and related economic opportunities to provide the demand for commercial services and housing.

Economic and Population Growth
(source: Feb 2005 County Manager Report)

Douglas County's economy and population continues to expand. The

county's population grew 3.1% in 2004, employment rose by 1.9%, and housing prices escalated 27.9%. The County has identified the following issues that will need to be addressed in the longer term to accommodate a growing population. These include managing county growth, implementing infrastructure projects, sustaining economic growth, meeting the needs of an older population, and "attainable" housing for working families. The US 395 corridor in Gardnerville has underutilized sites that can help the County meet these challenges while creating new opportunities for investment that improve the quality of life in the Town.

Opportunity Sites

There are three areas in Gardnerville that have larger clusters of parcels that can be developed on the near and longer term. These sites amount to about 90 acres and represent the Town's most promising private investment opportunities and ability



Above:

Gardnerville residents are proud of their local history and cultural amenities. The museum and playhouse are important cultural destinations in Old Town.

Below: Sub Areas

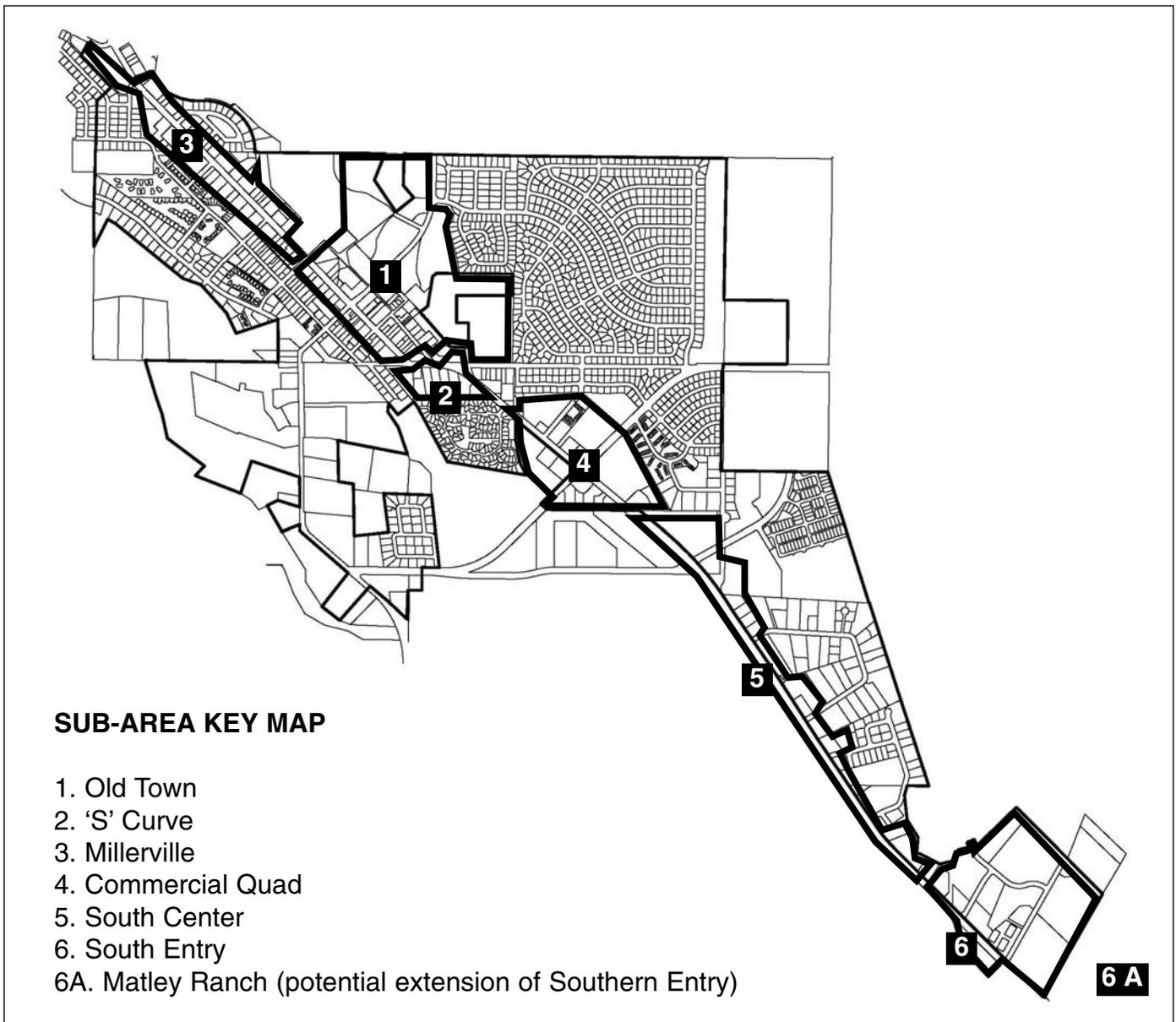
The community defined six sub-areas based on land uses and design character. Each of these areas have goals and land use, circulation and design policies.

to revitalize and reenergize Gardnerville's commercial zones. In addition, there are about 134 acres located in the Southern Entry area that are identified as "receiving areas" that development rights could be transferred to from other parts of the county.

There are three clusters of opportunity sites located in the Old Town and 'S' Curve area, around Stodick

Parkway and US 395, and in the southern entry area to Gardnerville.

1.2 Overall Planning Objectives
Overarching objectives identified by the community included the desire to create a mixed-use and pedestrian-friendly community; make sure plans are realistic in terms of market and financial feasibility; and improving the image of US 395.



Gardnerville Plan for Prosperity

OBJECTIVE 1: Creating a Mixed-use and Connected Community

Continue to plan for mixed-use projects that create and connect to walkable neighborhoods. This includes:

- Master planning each part of the US 395 frontage and Old Town as integrated commercial, residential and open space developments;
- Including enough retail services to support Gardnerville's growing population; and
- Using residential and commercial uses to shape and activate public streets and places.

OBJECTIVE 2: Make Sure Plans are Feasible

Make sure plans for mixed-use development are realistic. Initial projects would benefit from a horizontal mix of uses that are connected by carefully coordinated site planning, where uses come together around streets and open spaces. Other important feasibility issues include:

- Providing parking solutions that reflect rents;
- Densities and construction types that can be feasibly developed in Gardnerville's market; and
- Taking the long view knowing some uses and projects may be developed towards the end of a twenty-year planning timeframe and support higher densities and vertical stacking of uses.

OBJECTIVE 3: Improve US 395's Image

Old Town and the S Curve continue to be a priority investment district. Other important sites identified included the South Gateway and Waterloo/US 395. However, all new investment should improve the image of the town with an emphasis on the following:

- Historic preservation and revitalization of Old Town;
- Walkable streetscapes should be created in all portions of the planning area; and

Other issues and ideas identified in workshops:

There are other general opportunities that can apply to more than one part of the planning area. These include:

- *Views—developing projects that protect views of open space and mountains*
- *Bike paths—including the regional pathway systems is incorporated into site plans*
- *Traffic speed—looking for ways to slow traffic on US 395 to support a more comfortable pedestrian experience*
- *Height limit—recognizing that Gardnerville does NOT have a high rise tradition*
- *Community Center—potential for developing a recreational, arts and cultural center*





Above:

There are important investment opportunities along Main Street including infill development sites and historic buildings that can be renovated.

Below Left and Right:

The Ezell Mansion and historic storefront buildings in Old Town reflect the traditional craftsmanship and scale desired in new infill development.

- Traffic should be calmed and directed to make shopping in Gardnerville comfortable and safe.

1.3 Goals and Policies

The community identified goals and policies for various segments of the US 395 corridor. These included policies for land use, circulation and design for each segment.

Old Town

There is an opportunity to revitalize Gardnerville's traditional Main Street area with a vibrant mixed-use commercial district using preserved historic buildings and compatible new structures, friendly and comfortable places to walk, and parking that supports economic objectives. Old Town should become a cultural destination that draws visitors.

GOAL 1: Revitalize Old Town

To revitalize Old Town Gardnerville as a mixed-use community center serving residents

and visitors.

Policy 1.1: Old Town Land Use

Old Town should include a variety of civic, commercial and residential uses that support the creation of a lively Carson Valley destination and a central place for Gardnerville.

Policy 1.2: Old Town Circulation

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

Policy 1.3: Old Town Urban Design

New development should reflect the pedestrian scale, orientation and character of Gardnerville's traditional commercial, residential and mixed-use buildings.

The 'S' Curve

The community views the curve in US 395, where historic Main Street met Douglas Road, as an area with



Gardnerville Plan for Prosperity

opportunities for reinvestment. Commercial uses including retail, office, and hotels were identified as most desirable. New landscaping and architecture that resembles Gardnerville's older buildings was recommended.

GOAL 2: Create a New 'S' Curve

To redevelop the 'S' Curve as a visually pleasing mixed-use project.

Policy 2.1: 'S' Curve Land Use

Redevelop the 'S' Curve as a mixed-use extension and entry for Old Town with visitor, commercial, and residential uses.

Policy 2.2: 'S' Curve Circulation

New investment should resolve the roadway safety of the curve and enhance pedestrian connections to adjacent neighborhoods and Old Town.

Policy 2.3: 'S' Curve Urban Design

New development should incorporate historic buildings, hide parking and make an esthetic thematic connection to Old Town.

Millerville/North Town Commercial

The strip commercial area between Minden and Gardnerville is an area that can be improved as a commercial address. There is an opportunity to create a more seamless connection to Minden with quality commercial that caters to both locals and visitors on US 395.

GOAL 3: Improve Relationship to Minden

To improve the esthetic and land use continuity for Gardnerville's northern entry along US 395.

Policy 3.1: Millerville Land Use

Gardnerville's northern entry should include commercial and institutional uses that take advantage of US 395 regional visibility.

Policy 3.1: Millerville Circulation

New investment should reduce the number of pedestrian and auto conflicts.

Policy 3.3: Millerville Urban Design

Site planning and building design should reflect the traditional character of Gardnerville's adjacent commercial and residential areas.



Above:

Heritage park represents a significant investment by the Town to create a civic space that can be programmed and act as a catalyst for new investment. There are several important infill sites that edge the park. Development of these sites should activate and shape the parks edges with pedestrian-friendly projects.

Below:

Gilman Street is an important civic street passing through Heritage Park. It creates Old Town's "number one" corner on Main Street.





Above:

The 'S' Curve's revitalization linked to Old Town is important to the Town. Resolving traffic engineering problems and developing mixed-use projects that activate the street edge while creating walkable residential neighborhood is an overall goal.

Below:

The southern entry to Gardnerville needs new investment that improves the entry experience. The goals and policies for this area emphasizes infill mixed-use projects with commercial frontage.

Commercial Quad

The intersection of US 395 and Waterloo is an important community commercial address. It can provide for contemporary retail services and designed to reflect the scale and character of Gardnerville's traditional Old Town with an emphasis on landscaping and pedestrian connections.

GOAL 4: Enhance Community-Serving Commercial Center

To create a competitive and comprehensive community-serving commercial center.

Policy 4.1: Commercial Quad Land Use

New commercial uses located in the Commercial Quad area should enhance its role as a sub-regional and community-serving address.

Policy 4.2: Commercial Quad Circulation

The development of projects in the Commercial Quad area should have easy access for automobiles and safe pedestrian connection between parcels and adjacent areas.

Policy 4.3: Commercial Quad

Urban Design

New development in the Commercial Quad area should contribute to the overall character of the district as a convenient and comfortable shopping experience.

South-Central Gardnerville

This part of Gardnerville has a large opportunity site (Stodick Parkway/US 395 area). There is an opportunity to introduce a mix of uses including residential, cultural/community, office and retail. This area can be planned as a connected and pedestrian-scaled neighborhood.

GOAL 5: Provide Commercial Services for Residential Uses

To develop US 395 frontage with connected and complementary commercial services uses for adjacent residential neighborhoods.

Policy 5.1: South-Central Land Use

New development on US 395 frontage should include commercial and residential uses that compliment and serve adjacent subdivisions.



Policy 5.2: South-Central Circulation

New development should be accessed from Stodick Parkway and a future roadway from US 395 into the Virginia Ranch development, and provide safe and comfortable pedestrian connections to adjacent neighborhoods.

Policy 5.3: South-Central Urban Design

New development should be designed to orient towards the street, hide parking, provide connected walking edges and respond to visibility created by the bend in US 395.

South Entry

The industrial and commercial frontage along the southern US 395 portion of the planning area can be retrofitted within an overall urban design concept. This could include a mix of uses including office, commercial services, and residential. An opportunity to create a new address known as “South Valley Plaza” could provide a new gateway and “brand” Gardnerville as travelers enter the town from the south.

GOAL 6: Create Southern Gateway to Gardnerville

To create a new mixed-use gateway to Gardnerville.

Policy 6.1: South Entry Land Use

The development of the South Entry area should be master planned as a mixed address of commercial, healthcare, institutional and residential uses.

Policy 6.2: South Entry Circulation

Access to uses in the South Entry area should happen from side roads and provide a pedestrian-scaled internal street and walkway

system.

Policy 6.3 South Entry Urban Design

New investment should create a gateway cluster of buildings and open spaces along US 395 and have an internal system of open spaces framed by commercial and residential buildings.

1.4 Factors for Success

The Citizen Advisory Committee discussed the “factors for success” for the future of Gardnerville’s planning. These were things that needed to happen so that their vision could be realized. These included design, traffic calming and parking topics.

Design

The design of new projects should:

- Reflect Gardnerville as a place with its own image (and not look like Sacramento);
- Improve the image and pedestrian edge of US 395 and while creating common spaces between and behind buildings;
- Reflect a growing demographic with high expectations for quality design; and
- Support the natural clustering of synergistic uses that demand comparison-shopping or contribute to the commercial mix of a successful “commercial neighborhood”.

Traffic Calming

The speed of traffic, pedestrian comfort and safety is a challenge along US 395. The community wants street and project design that:

- Reduces the speed of traffic in pedestrian districts;
- Provides street design features that make streets more comfortable and safe (landscaped medi-



Above:

Gardnerville’s traditional neighborhoods are an integral part of the town. The Plan emphasizes walkable and connection new residential development that reflects this tradition.

Section One



Above:

Historic resources in Old Town are an important connection to the past and valued by the Town. The Plan encourages their restoration and renovation.

- ans, special paving in crosswalks, and landscaping, as was done in Carson City); and
- New projects that provide on-site circulation solutions for vehicles and pedestrians that are integrated into the long-term plan for Gardnerville.

Parking

Reviewing a case study of an infill site in Old Town, the Citizen Advisory Committee saw how difficult it is to create projects that fit into the traditional pattern. Providing on-site parking basically limits the amount of development, creates suburban projects and reduces economic opportunity. In turn, this has made it more difficult to invest in renovation of older buildings and development of new ones.

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.

A parking district approach needs to be based on a long term plan that:

- Anticipates changes in land uses;
- Provides short-term and long-term parking for patrons and employees;
- Anticipates special event parking; and
- Identifies land acquisition, capital costs and management budgets.

US 395 and NDOT

The Citizen Advisory Committee acknowledged the importance to looking at Gardnerville's traffic from a regional perspective. The increasing dependence on US 395 to carry local and regional traffic has a negative impact on Minden's and Gardnerville's main street appeal. Solutions to this will require a combination of political, engineering and land use planning solutions.

Some issues discussed included:

- Local support for funding traffic improvements;
- State support for investing in and maintaining engineering solutions that reflect "context-sensitive design" touted by NDOT;
- The opportunity to share in the cost of maintaining added amenities and design features in pedestrian districts, such as Old Town Gardnerville and Minden; and
- How the implementation of the local parkway may not catch up with the rate of growth in the County.