



# Master Plan Listening Tour Summary

Fall 2023 - Summer 2024

<b>LISTENING TOUR ACTIVITIES TO DATE .....</b>	<b>2</b>
<b>UPCOMING ACTIVITIES.....</b>	<b>2</b>
<b>WHAT WE'VE HEARD – SUMMARY OF KEY THEMES.....</b>	<b>3</b>
What are your favorite things about Carson City?.....	3
If you could change one thing, what would it be?.....	3
<b>INDIVIDUAL EVENT SUMMARIES.....</b>	<b>5</b>
Marlette Apartments .....	5
Carson Hills Apartments.....	5
La Tapatia Ice Cream Shop .....	5
La Tapatia Ice Cream Shop .....	6
Carson City Republican Women.....	7
Kiwanis Club .....	8
Adams Hub for Innovation .....	8
Active 20-30 Club .....	9
Rotary Club .....	11
Master Plan Update with the City Planner @ the Library – Session #4.....	11
Sierra Nevada Realtors.....	15
Master Plan Update with the City Planner @ the Library – Session #3.....	17
Builder’s Alliance .....	19
Lion’s Club .....	20
Master Plan Update with the City Planner @ the Library – Session #2.....	21
Master Plan Update with the City Planner @ the Library – Session #1.....	23
Men’s Club.....	25
Coffee and Conversations at the Chamber of Commerce.....	25
American Politics Class, Western Nevada College .....	25

## LISTENING TOUR ACTIVITIES TO DATE

As part of the Master Plan update process, City staff and Planning Commission members hosted a series of Listening Sessions around the community. As of October 1, a total of 19 Listening Sessions were held, and were attended by approximately 322 participants. City staff have also participated in multiple radio interviews to help get the word out about the process and upcoming opportunities for public input.

- July 29, Marlette Apartments, 4 participants
- July 25, Carson Hills Apartments, 5 participants
- July 21, La Tapatia Ice Cream Shop, 7 participants
- June 30, La Tapatia Ice Cream Shop, 25 participants
- June 17, Carson City Republican Women, 6 participants
- May 23, Kiwanis Club, 12 participants
- May 23, Adams Hub for Innovation, 29 participants
- May 9, Activity 20-30 Club, 14 participants
- April 23, Rotary Club, 35 participants
- March 30, Master Plan Update with the City Planner @ the Library, 19 +/- participants
- March 27, Sierra Nevada Realtors, 10 participants
- March 23, Master Plan Update with the City Planner @ the Library, 29 participants
- March 20, Builders Alliance, 14 participants
- March 18, Lion's Club, 8 participants
- March 16, Master Plan Update with the City Planner @ the Library, 18 participants
- March 9, Master Plan Update with the City Planner @ the Library, 30 participants
- March 1, Men's Club at Empire Golf Course, 12 participants
- February 13, Coffee and Conversations at the Chamber of Commerce, 25 participants
- November 13, American Politics Class, Western Nevada College, 20 participants (8 college students, 12 high school students)

Listening Sessions were structured as informal discussions. Each meeting kicked off with a round of introductions, followed by a brief introduction to the Master Plan and Master Plan update process, and discussion about what participants love—or would like to change—about Carson City. This document includes a summary of key themes that emerged from these sessions, as well as notes from individual events. It will be updated as new information becomes available.

## UPCOMING ACTIVITIES

City staff will be hosting another round of listening sessions on Saturday mornings during the month of November 2024. For more details, please contact Carson City Planning and Development Staff at 775-887-2180 or by email at [masterplan@carson.org](mailto:masterplan@carson.org).

# WHAT WE'VE HEARD – SUMMARY OF KEY THEMES

Key themes that emerged across all Listening Sessions are summarized below.

## WHAT ARE YOUR FAVORITE THINGS ABOUT CARSON CITY?

The most frequently cited characteristics included:

- **Small-town atmosphere/sense of community.** Size, people, ability to know your neighbors, friendly, compact footprint of city.
- **Location/access to services.** Have what we need but still have access to big-city amenities and services. Central to Reno, California, TRIC, airport.
- **Open space/views/natural environment.** Open spaces, clean air, river, skies.
- **Access to outdoor recreation.** Parks, trails, opens space/public lands, and Tahoe.
- **History/historic character.** Historic district, history of community, charm of historic buildings, historic preservation efforts.
- **Downtown.** Walkable, good example of redevelopment, historic character.
- **Walkability/bikeability.** Neighborhoods, downtown, complete streets, bike-friendly.

Other characteristics cited by participants included: Lack of traffic, housing options (e.g., 1-acre lots or diverse housing); education (good schools, good college); development/business opportunities (e.g., no HOAs, flexible zoning); City’s commitment to compact growth; climate, access to services (health care, recreation facilities); and State Capitol.

## IF YOU COULD CHANGE ONE THING, WHAT WOULD IT BE?

The most frequently cited concerns/opportunities included:

- **Vacant buildings/revitalization.** Redevelop vacant properties (e.g., Kmart, Ormsby); encourage revitalization/adaptive reuse of other empty storefronts and “tired” areas.
- **More activities for youth/young adults.** Programs for young kids, young adults, and families; afterschool activities; year-round activities (to avoid having to go to Reno).
- **Land use/development regulations.** Desire for more (or less density); specific questions/concerns about particular regulations or processes; need to facilitate infill/redevelopment; clarify intent of/enforce regulations; consider alternative building products.
- **Housing options/lack of affordability.** Desire for a range of housing types—tiny homes, affordable, starter homes, high-end retirement/over 55 options, large lot single family; flexibility for ADUs/mother-in-law units.
- **Infrastructure and services.** Fix roads/potholes, funding for infrastructure, improve pedestrian/bicycle infrastructure.
- **Homelessness.** Desire to explore/address source of crisis; expand access to services.
- **Connectivity.** Better connectivity for walking and biking (sidewalks/trails).

- **Business attraction/retention and economic development.** More focus on small businesses' needs and potential barriers to success; stronger promotion of Carson City; someone driving economic development.
- **Recreation and community facilities.** Desire for more community meetings space; larger community center; year-round sports complex, new library, community garden, new/better swimming pool.

Other concerns/opportunities cited included: state government's land/employees in Carson City/need for collaboration on key sites; more retail, shopping, and restaurant options; more activities/services for older adults; stronger focus on historic preservation; expanded opportunities for community engagement; desire for new/alternative schools; stronger focus on environment (e.g., EV technology, dark skies, recycling, litter control).

# INDIVIDUAL EVENT SUMMARIES

## MARLETTE APARTMENTS

This session was held on July 29, 2024 at Marlette Apartments. Approximately 4 people attended.

### WHAT DO YOU LIKE ABOUT CARSON CITY?

- Participants were unable to provide examples of things they like about Carson City.

### WHAT IS ONE THING YOU WOULD CHANGE ABOUT CARSON CITY?

- Participants advocated for more night life, restaurants to remain open later, and more diversity in cuisine.

## CARSON HILLS APARTMENTS

This session was held on July 25, 2024 at Carson Hills Apartments. Approximately 5 people attended.

### WHAT DO YOU LIKE ABOUT CARSON CITY?

RESPONSES – CARSON HILLS APARTMENTS	NUMBER OF MENTIONS
<b>Recreation:</b> multi-use paths, activities in the park	4
<b>Small town feel/sense of community:</b> welcoming community, growing diversity	3
<b>Downtown:</b> historic downtown, beauty of downtown area	2
<b>Open space:</b> outdoor space, views, wild horses	2
<b>Vibrancy:</b> safe, clean community	2
<b>Local government:</b> opportunities to voice opinions	1
<b>Access to amenities:</b> museums	1

### WHAT IS ONE THING YOU WOULD CHANGE ABOUT CARSON CITY?

RESPONSES – CARSON HILLS APARTMENTS	NUMBER OF MENTIONS
<b>Access to amenities:</b> more shopping option in the mall, high-end stores, need family entertainment options	4
<b>Open space:</b> biodiversity, Empire Cemetery	2
<b>Vibrancy:</b> property maintenance, retirement town	2
<b>Infrastructure:</b> crosswalks with flashing lights, recycling options	2
<b>Local government:</b> no one to promote Carson City	1
<b>Recreation:</b> crowded parks	1

## LA TAPATIA ICE CREAM SHOP

This session was held on July 21, 2024 at the La Tapatia Ice Cream Shop. Approximately 7 people attended.

**WHAT DO YOU LIKE ABOUT CARSON CITY?**

<b>RESPONSES – LA TAPATIA ICE CREAM SHOP #2</b>	<b>NUMBER OF MENTIONS</b>
<b>Small town feel/sense of community:</b> welcoming community, opportunity for everyone, growing Hispanic businesses, quiet community, growing diversity	5
<b>Local government:</b> Master Plan Listening Tours, general “direction” Carson City is headed in, Planning efforts	3
<b>Access to amenities:</b> shopping, small city with big city amenities, proximity to other cities	2
<b>Open space:</b> outdoor spaces and trails	1
<b>Vibrancy:</b> safe community	1

**WHAT IS ONE THING YOU WOULD CHANGE ABOUT CARSON CITY?**

<b>RESPONSES – LA TAPATIA ICE CREAM SHOP #2</b>	<b>NUMBER OF MENTIONS</b>
<b>Housing:</b> affordable housing, who can build housing, poor apartment maintenance, more variety in housing types, more housing for students	5
<b>Local economy:</b> lower salaries in Carson City, State jobs difficult to apply for, more business diversity in other communities	3
<b>Vacant buildings:</b> redevelop east of Carson Street, Ormsby, Kmart	2
<b>Vibrancy:</b> Northgate is dark and dangerous at night – need streetlights	1
<b>Local Government:</b> update zoning	1
<b>Homelessness:</b> need programs for people experiencing homelessness	1
<b>Access to amenities:</b> need family entertainment options (especially during the winter months)	1

**LA TAPATIA ICE CREAM SHOP**

This session was held on June 30, 2024 at the La Tapatia Ice Cream Shop. Approximately 25 people attended.

**WHAT DO YOU LIKE ABOUT CARSON CITY?**

<b>RESPONSES – LA TAPATIA ICE CREAM SHOP #1</b>	<b>NUMBER OF MENTIONS</b>
<b>Recreation:</b> Mills park, sports fields (especially soccer fields), swimming pools	2
<b>Open space:</b> Ash Canyon, hiking	1
<b>Community events/gathering places:</b> summer concerts at Brewery Arts Center, free family-friendly events, St. Teresa Church	2
<b>Downtown:</b> historic details	2
<b>Housing:</b> traditional housing (detached single-family?)	1
<b>Small town feel/sense of community:</b> welcoming community, rural elements, proximity to surrounding cities,	4
<b>Access to amenities:</b> shopping, small city with big city amenities	2
<b>Vibrancy:</b> clean community, safe	2

<b>Education:</b> good schools	1
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**WHAT IS ONE THING YOU WOULD CHANGE ABOUT CARSON CITY?**

<b>RESPONSES – LA TAPATIA ICE CREAM SHOP #1</b>	<b>NUMBER OF MENTIONS</b>
<b>Community events/gathering places:</b> more free events at Mills Park (Folklorico dancing, music, arts), youth activities (especially during winter)	3
<b>Homelessness:</b> more employment opportunities and programs to help homeless, camping	1
<b>Traffic/safety:</b> increased traffic, more/better streetlights to improve pedestrian safety (North Carson, near St. Teresa Church), walkability and sidewalks, public transportation	3
<b>Infrastructure:</b> street maintenance	1
<b>Housing:</b> high cost of owning and renting a home, lack of affordable housing, lack of student housing, ability to build a new home	2
<b>Access to amenities:</b> better education, more options in Reno	2
<b>Quality of life:</b> higher paying jobs, political legal system	2
<b>Vibrancy:</b> asking developers/construction companies to put more money into the community they are building	1

**CARSON CITY REPUBLICAN WOMEN**

This session was held on June 17, 2024. Approximately 6 people attended.

**WHAT DO YOU LIKE ABOUT CARSON CITY?**

<b>RESPONSES – CARSON CITY REPUBLICAN WOMEN</b>	<b>NUMBER OF MENTIONS</b>
<b>Recreation:</b> access to trails, parks, gun range, outdoor activities	4
<b>Amenities:</b> shopping, restaurants, BAC concerts, senior amenities	4
<b>Downtown:</b> aesthetics, atmosphere	2
<b>Open space:</b> views/scenery, open feel	4
<b>Small town feel:</b> friendly, walkable, everything is close, country feel, limited traffic	10

**WHAT IS ONE THING YOU WOULD CHANGE ABOUT CARSON CITY?**

<b>RESPONSES – CARSON CITY REPUBLICAN WOMEN</b>	<b>NUMBER OF MENTIONS</b>
<b>City design:</b> no tall buildings, sprawl, fewer signs, too dense/buildings too close together	7
<b>Housing:</b> more home ownership, fewer rentals, moratorium on apartments	2
<b>Homelessness:</b> lack of identification, possible drug use, public safety	6
<b>Vibrancy:</b> vacant buildings, lack of investment in North Carson, lack of landscaping	4
<b>Infrastructure:</b> road maintenance	1

<b>Local Government:</b> lack of community involvement, uninformed residents	2
<b>Recreation:</b> incorporate trails	1

## KIWANIS CLUB

This session was held on May 23, 2024 at a regular meeting of the Kiwanis Club. Approximately 12 people attended.

### WHAT DO YOU LIKE ABOUT CARSON CITY?

RESPONSES – KIWANIS CLUB	NUMBER OF MENTIONS
<b>Housing:</b> King street and Anderson Ranch, diversity of housing around town, large lot homes	3
<b>Open space</b>	3
<b>Access to amenities:</b> casinos, brewery arts, restaurants, don't have to go to Reno	3
<b>Recreation:</b> bike trails, aquatic center, golf courses, walking trails	5
<b>Small town feel/sense of community:</b> size of the community, social groups, friendly people	4
<b>Downtown</b>	2

### WHAT IS ONE THING YOU WOULD CHANGE ABOUT CARSON CITY?

RESPONSES – KIWANIS CLUB	NUMBER OF MENTIONS
<b>Lack of vibrancy:</b> reinvest in east Carson, lack of quality education	3
<b>Vacant buildings:</b> Ormsby house, state-owned property	2
<b>Infrastructure:</b> road maintenance, NDOT projects (overpass at Spooner, Highway 50), Arrowhead Drive and Emerson Road, dislike roundabouts	6
<b>Transportation:</b> need more bus routes/buses running more frequently	1
<b>Housing:</b> lack of affordable housing, kids won't be able to buy a home in Carson City, manufactured homes are good/may improve affordability	4
<b>Homelessness:</b> not sure what the solution is, State involvement	2
<b>Community involvement:</b> City should listen to community members, reduce local and state regulations	2
<b>Access to amenities:</b> need more restaurants	2

## ADAMS HUB FOR INNOVATION

This session was held on May 23, 2024 at Adams Hub. Approximately 29 people attended.

### WHAT DO YOU LIKE ABOUT CARSON CITY?

RESPONSES – ADAMS HUB FOR INNOVATION	NUMBER OF MENTIONS
<b>Downtown:</b> local businesses, welcoming environment, attractive design, adaptive reuse of historic buildings	9



<b>Recreation:</b> trail system, easy access to recreation, walkable for seniors, safe bike trails, golf courses, rifle range	11
<b>History:</b> Capitol Complex, Stewart Indian School, museums	6
<b>Open space:</b> well-preserved views, trees, public open space	5
<b>Access to necessities:</b> medical care, airport	2
<b>Housing:</b> single-story homes, single-family detached homes,	2
<b>Access to amenities:</b> BAC, breweries, summer concert series, restaurants, shopping, senior center	3
<b>Small town feel:</b> quality of people, parades, near other communities (Reno, Douglas County)	7

### WHAT WOULD YOU CHANGE IN CARSON CITY?

RESPONSE – ADAMS HUB FOR INNOVATION	NUMBER OF MENTIONS
<b>Vacant buildings:</b> Ormsby house, people breaking into vacant buildings, neglected appearance	5
<b>Lack of vibrancy:</b> fewer businesses, out of control growth, too focused on Downtown,	1
<b>Housing:</b> low inventory of multi-family options, low income options, housing too expensive, lack of housing units, more housing needed downtown, housing too small	1
<b>Property management:</b> weeds, trash, need to clean up the city, property management enforcement, clean sidewalks	2
<b>Youth/families:</b> need to attract young people, need amenities for children	4
<b>Education:</b> need a 4-year university, better K-12 education,	2
<b>Community:</b> bridge gaps between English-speaking and Hispanic community members, need multicultural center, establish the City’s identity	3
<b>Recreation:</b> update pool and expand hours, too many golf courses	2
<b>Mixed-use development:</b> support ground floor commercial with housing above	1
<b>Infrastructure:</b> water storage, rain runoff, growth pressures on water/sewer/road capacity, road maintenance, curb growth	6
<b>Local government:</b> update landscaping, City to take a more active role, building permit process	2
<b>Senior communities</b>	1
<b>Homelessness:</b> training law enforcement for mental health problems	1
<b>Connectivity:</b> improve transit, pedestrian/bike safety, need more direct routes	1

### ACTIVE 20-30 CLUB

This session was held on May 13, 2024, at the White House. Approximately 14 people attended.

**WHAT CAN WE DO TO KEEP CARSON CITY VIBRANT?**

- Encourage bike use for both recreation and transportation
- Rezone to open door to allow more uses
- Tap into our “Victorian Era Charm”
- Create a “Vintage District” on the eastside that is comparable to the Historic District on the westside

**WHAT DO YOU MOST LIKE ABOUT CARSON CITY?**

- Outdoor activities, hiking/trails
- Parks to take children to, EX: Mills Park
- Downtown, appreciate when it went down to 2 lanes
- The smaller parks/playgrounds for children
- Family oriented & outdoorsy
- The views
- Nevada Day Parade
- The outdoors, EX: Kings Canyon Waterfall
- Historic building preservation
- Historic District
- Decorating the capitol during Christmas
- Walkable, scenic
- Mountains, close to Lake Tahoe

**WHAT WOULD YOU CHANGE ABOUT CARSON CITY?**

- Traffic going south towards Minden/Gardnerville after 5:00pm
- Traffic on Carson Street
- Another disc golf course
- North Carson looks “trashy,” north of FISH
- Cost of living/rent too expensive
- Assessor’s website (?) not user friendly
- More support systems/programs for youth, helps them stay out of trouble
- Resources for homeless
- Upkeep in the City, weeds/trees/public areas/neighborhoods should be held to higher standard
- More sidewalks, have to walk in street sometimes & not safe
- More diverse/affordable housing
- Hard to find doctors, they’re moving their practices out of Carson City
- Ormsby House

**ROTARY CLUB**

This session was held on April 23, 2024, as part of a regularly scheduled Rotary Club meeting and attended by 35 participants.

**WHAT DO YOU MOST LIKE ABOUT CARSON CITY)?**

<b>RESPONSES – ROTARY CLUB</b>	<b>NUMBER OF MENTIONS</b>
<b>Small town/sense of community/accessibility:</b> It is easy to get around – good road network; You can easily / quickly get to what you need (multi-nodal?); Small town / no traffic; Big enough but rural setting; Smaller city / town	5
<b>Events/activities:</b> Community events – Farmer’s Market; Outdoor concerts; Children + Railroad Museums	3
<b>Access to outdoor recreation:</b> Trails; Golf course	2
<b>Walkability/bikeability:</b> ADA accessibility; Bike friendly	2
<b>Education:</b> Good school; college	2
<b>Access to services:</b> hospital; animal services	2
<b>History/historic character:</b> Preserve historic resources	1
<b>Downtown:</b> Walking downtown	1
<b>State Capitol:</b> Capitol complex	1
<b>Location:</b> Centrally located	1

**WHAT WOULD YOU CHANGE ABOUT CARSON CITY)?**

<b>RESPONSES – ROTARY CLUB</b>	<b>NUMBER OF MENTIONS</b>
<b>Housing options:</b> Enable starter homes; senior housing; subsidize housing	3
<b>Connectivity:</b> Continuous sidewalks; Connectivity on east side	2
<b>Land use/development regulations:</b> Less density in new construction; streamline commercial district	2
<b>More activities for youth/young adults:</b> Teen center – roller park; rock wall	2
<b>Recreation/community facilities:</b> Larger Community Center; sports complex year round	2
<b>Vacant buildings/revitalization:</b> Ormsby House	1

**MASTER PLAN UPDATE WITH THE CITY PLANNER @ THE LIBRARY – SESSION #4**

This session was held on March 30, 2024. It was the fourth of four “Planner Day at the Library” events that were scheduled for Saturdays in March. Approximately 19+/- people participated.

**WHAT ARE CARSON CITY’S JEWELS (I.E., WHAT DO YOU MOST LIKE ABOUT CARSON CITY)?**

<b>RESPONSES – LIBRARY #4</b>	<b>NUMBER OF MENTIONS</b>
The historic downtown and its historic buildings.	3
Downtown	3
It (still) feels like a small town. Everyone knows each other. People are helpful and responsive when the need arises (e.g., to clear downed trees following a storm).	8
Sense of community spirit (e.g., you can talk to people in their yards)	3
Community involvement (e.g., Angel Tree shopping)	1
Library	3
Views (of mountains, etc.); beauty of the area	3
Prison Hill	1
Mountains; “The mountains call”	2
Proximity to Tahoe, to Reno	3
Great restaurants, breweries	1
Very walkable	3
Hiking	4
Trails, including access for everyone	3
Bike trails / biking	3
Capitol and access to state facilities	4
Access to outdoors	3
Lively arts scene; music at Brewery Arts Center	2
Quality trail system, greenbelt, river	6
Quality public education with lots of opportunities and programs	2
Feels very safe	3
Clean	1
Hot springs	1
Not crowded, not a lot of traffic	1
Close proximity to winter sports, including XC skiing; close to snow but don’t have to live in it	3
Job opportunities	1
Physical size makes getting around manageable with multiple routes to getting between places (connectivity of road system)	2
If you make the effort, you can succeed in Carson City	1
Availability of medical care (hospitals, urgent care)	1
Lots of new businesses	1

<b>RESPONSES – LIBRARY #4</b>	<b>NUMBER OF MENTIONS</b>
Seasons / change of seasons	1
Have everything one needs in Carson, including shopping	1
Love seeing deer, other wildlife	2
Railroad and other museums	1
If you want to do something “niche” you can probably find it in Carson City	1
Lots of amenities – health care, museums, VMT, all kinds of recreational opportunities (shooting range, disc golf), dining	1
Roads are also for non-auto users – likes Carson City being focused on connectivity and complete streets	1
Roundabouts	1
Low taxes	2
Proximity to airport (presumably Reno’s)	1
If you want to get civically involved, you can, and you can have a voice / make an impact	1
Pool	1
Mills Park is a “gem”	1
The college	1
Absence of high-rise casinos	1

**WHAT WOULD YOU CHANGE ABOUT CARSON CITY?**

<b>RESPONSES – LIBRARY #4</b>	<b>NUMBER OF MENTIONS</b>
Need more things including entertainment for younger people to do (there’s more in Reno).	5
College bound students in Carson’s public schools are well-supported. Those students who are not college bound (e.g., those interested in the trades) are not as well supported. They’re not put on a trajectory for success by the end of high school. More classes should be offered to support these students. CTE programs need to facilitate getting apprenticeships.	2
Need to motivate more students.	1
Road maintenance is insufficient, especially of county roads. Roads are not in the best condition. Fix the roads.	2
More malls. The existing malls are “pretty much abandoned.” Malls need more tenants that appeal to young people.	2
E. Williams/Highway 50 is dangerous for pedestrians and bicyclists, especially to cross. Consider pedestrian overpasses, repainting crosswalks, enforcing speed limits, blinking crossing lights. Also applies to other major arterials.	2
Revise road standards to better consider non-auto users.	1
The City should undertake some public education to pedestrians about crossing streets safely (“how to be a good pedestrian”).	2

RESPONSES – LIBRARY #4	NUMBER OF MENTIONS
The bypass around downtown should not lead to people bypassing Carson City.	1
Greenspace and trails – develop them so they’re accessible to people from outside the area (i.e., as a form of tourism)	1
Carson City should do more for people experiencing homelessness – centralize services, feeding, and shelter.	2
Mills Park tennis courts are in poor shape. Inadequate tennis facilities generally.	1
Old children’s home – what’s the plan for it?	1
Do for N. Carson St. what was done for S. Carson St. Make N. Carson more of bike and pedestrian corridor. Lots of kids cross it. Fix the drainage and flooding issues. Enhance overall traffic safety.	2
Take a more nature-centric approach to development. Consider wildlife and insect population. Learn to live with the environment rather than trying to subdue it. Focus on habitat preservation, especially in drainages. Save some areas from development.	1
Plant more trees, maybe hold some tree-planting parties, and replace lost trees to try to offset urban heat impacts.	1
Revise zoning code to be better able to respond to opportunities; City should be more adaptable. Make zoning code more user-friendly. Too many uses require a special use permit. Allow additional uses in industrial district. Revisit uses and requirements (e.g., so food service can be more feasible).	2
Traffic congestion, especially around Carson High during peak periods (e.g., Solomon, from 5 <sup>th</sup> to Willam).	3
Trails that “die” and require users to search for their continuation or connection to other trails.	1
Freeway 395 bypass is “hard to drive” and needs more off-ramps.	1
More roundabouts.	1
Quality of life issue: Prison Hill – concerned about a shift from protecting viewshed and conservation to a focus on engineered infrastructure (e.g., trails are getting wider) and an orientation to regional facility.	1
Blight on N. Carson (e.g., vacant Kmart building)	1
Need more “smart urban design” to keep heat index down. Need to incorporate shade as part of design.	1
What’s happening in downtown with all the vacant property? What’s the vision, the plan?	1
Need controlled growth (“if you don’t grow you die”).	1
Worried about retaining community’s youth and declining school enrollment.	1
Need to take into account communicating with and the needs of the Hispanic population.	1

RESPONSES – LIBRARY #4	NUMBER OF MENTIONS
The City is engaged in a classification and compensation study. This will likely result in higher compensation for city employees but less money for other things like road maintenance.	1
More housing that is affordable for the community’s workforce, for “our children.” How do we do that in a way that respects our environment and infrastructure?	2

## SIERRA NEVADA REALTORS

This session was held on March 27, 2024, as part of a regularly scheduled meeting of the Board of Realtors and was attended by 10 participants.

### WHAT DO YOU MOST LIKE ABOUT CARSON CITY)?

RESPONSES – BOARD OF REALTORS	NUMBER OF MENTIONS
<b>Location/access to services:</b> Proximity to Sierras, Virginia City, San Francisco, Tahoe, Reno, TRIC, airport, medical, trucking, east and west; central location; Clients from California – refuge from California; Not Reno and Not California	30
<b>Access to outdoor recreation:</b> Trails, open space, outdoor activities, proximity to mountains/Tahoe, bike trails for kids	11
<b>Small town/sense of community:</b> Charming, small town USA; sense of Community, community events; small town – it’s what America used to be; ability to get involved in City government; small community in general; size of community; friendly town; people – small town feel; charm, “it ain’t California”	9
<b>Events/activities:</b> Downtown activities; Community events – Nevada Day parade; Free concerts at Brewery Arts Center; Farmers market; Special events, farmers market; Concerts downtown	6
<b>Downtown:</b> walkable, bikeable, pedestrian-friendly, downtown is great	5
<b>History/historic character:</b> Cute historic buildings; Historic District; Historic town, modern amenities; Historic aspect/downtown	4
<b>Restaurants/bars:</b> Good eats – restaurants; bar scene/food truck; Events/bar scene	4
<b>Development/business opportunities:</b> flexible zoning; no HOAs; parcels larger than California	3
<b>Open space/views:</b> views; views in each direction	3
<b>Education:</b> Good schools, good college; school district – stable; schools	3
<b>Climate</b>	2
<b>Walkability/walking in neighborhoods</b>	2
<b>Lack of traffic</b>	2
<b>Safety</b>	1
<b>Family-oriented:</b> Great community to raise children	1
<b>State capitol</b>	1

RESPONSES – BOARD OF REALTORS	NUMBER OF MENTIONS
People: appreciate seniors	1

**WHAT WOULD YOU CHANGE ABOUT CARSON CITY?**

RESPONSES – BOARD OF REALTORS	NUMBER OF MENTIONS
<b>Vacant buildings/revitalization of “tired” areas:</b> Ormsby House; K-mart; vacant buildings – window art/more businesses; More businesses in vacant buildings; Fix up north part of downtown/north part of William Street; Tired buildings on north part of town; North side of town – extend the charm of downtown; North end of town – revitalize; Redevelop north end of downtown; Beautify north part of town; N. Carson Street; East side/North area not well kept; North Carson should have a redevelopment area	19
<b>Housing options:</b> Tiny Home Community; Diversity of single-family residences; Diversified housing; Need for an over 55 community (2); Affordable homes; Medical community is leaving (due to lack of options); Affordable housing – Hispanics; Alternative building products – containers; Smaller homes; Tiny Homes/containers; Missing middle housing	12
<b>More activities for youth/young adults:</b> More for kids – trampoline park; Children – quality programs; More afterschool care & assistance for single parents; Activities for kids; Nothing for kids; Kids programs – rock climbing; Kids; Kids – trampoline park; Kids activities	9
<b>Homelessness:</b> Homeless people; Homeless encampments; Karma Box – homeless populations; Homeless – major influx (FISH); Homeless near Smith’s	6
<b>More activities/services for seniors:</b> Make a senior center; Senior community – pickleball; Caretakers for elderly; Seniors activities; Nursing home	5
<b>Expanded development options:</b> Container park – like Reno/Vegas N. Carson Street – zoning to GC; Alternative building products – containers	3
<b>Restaurant options:</b> More local restaurants; Diversification of restaurant types; Diverse food scene	3
<b>Roads/traffic:</b> 2nd Street closed 18 months – who allowed it; condition of the roads; growth – impact on traffic	3
<b>Code enforcement:</b> Trash in north Carson – too many people wandering around; weeds	2
<b>State government:</b> State government at Harley Davidson/vacant office; Old orphanage land – state owned	2
<b>Lack of affordability:</b> Improve affordability; Cost of land/buildings	2
<b>Community engagement:</b> Need input from Hispanic community	1
<b>Economic development:</b> No promotion	1
<b>Governance/customer service:</b> Common sense of City employees/flexible	1
<b>Maintain community character:</b> keep rural feeling	1



RESPONSES – BOARD OF REALTORS	NUMBER OF MENTIONS
Carson Mall	1
Workforce: More vocational training at college	1

**MASTER PLAN UPDATE WITH THE CITY PLANNER @ THE LIBRARY – SESSION #3**

This session was held on March 23, 2024. It was the third of four “Planner Day at the Library” events that were scheduled for Saturdays in March.

**WHAT DO YOU MOST LIKE ABOUT CARSON CITY)?**

RESPONSES – LIBRARY #3	NUMBER OF MENTIONS
<b>Open space/views:</b> Mountains; access to open spaces; Open space, protecting the land, raised sales tax for open space acquisitions (2018); Green belt around city, not expanding; Open space, "Should I mark rural or urban?"; Open space; Comfort, not polluted, beauty, open space views; Open space; Beautiful skies; Respect to preservation, being able to use open spaces; hidden gem, advocacy groups to allow access to open space	11
<b>Access to outdoor recreation:</b> Trails; trails, open space, much to offer, special events, BAC; Open space, Prison Hill, Ash Canyon, compact 10-12 minutes from everything; Trails, open spaces, walking, biking; Proximity to Tahoe; Access to open space, trails; Access to outdoors; trail system; paved trail near WNC	8
<b>Events/activities:</b> Events, music, concerts, skiing, snowshoeing; Free events; Events, tree lighting, murals/public art, Brewery Arts Center; Nevada Day parade, community involvement; Events, Mills Park, Nevada Day parade; Education opportunities; Biking to work in summer, special events	7
<b>Small town/sense of community:</b> Size of city, compact, manageable, no traffic, not having above ground utilities in neighborhood; Trees + lawn in front of the government buildings, charm on west side, emphasis on restaurants, special events, walkability; small town feel; small town feeling; Small town but has everything; Community, opportunities	7
<b>History/historic character:</b> Sidewalks and trees in historic district; Historic west side; community history; Historic district	4
<b>Access to recreation:</b> Aquatic facility, Jack C. Davis observatory, splash pad downtown, Pool, best in Northern Nevada	2
<b>Lack of traffic:</b> Connectivity, emphasis on connections/drivable, transportation is more than just cars, open space, history Open streets/not crowded, bus system; drivable when learning to drive	2

**WHAT WOULD YOU CHANGE ABOUT CARSON CITY?**

RESPONSES – LIBRARY #3	NUMBER OF MENTIONS
<p><b>Land use/development regulations:</b> Help community members understand infill, land use, limitations, where development can occur, zoning change near Carson River + Morgan Mill Road, loosen regulations on land near cemetery; Development standards, require 40'-50' roads, too much space/money; Look at office space &amp; how can it be filled in today's world, flexibility with uses; Can we get BLM land donated to the City; Don't start developing until we can enforce the rules, no enforcements; Be clear about objectives/motives with zoning; More parking for residential not on street, off street parking necessary; Learning more about flexible zoning, streamlining; How to work with state with our development &amp; Master Plan work closely with state and their land use</p>	9
<p><b>Housing options:</b> Affordability for seniors, single parents, first time home buyers, be more creative with housing departments, open zoning for tiny home cluster; again - open zoning for tiny homes, affordability for seniors, single parents, first time home buyers; single family zoning lots; development for tiny home communities; flexibility on mother-in-law suites and tiny homes; medium density lots for people wanting to downsize, defining medium density; Community for tiny homes, having a central location in those communities like barbecues/gardens; tiny homes; affordability, young people priced out</p>	
<p><b>Environment/sustainability:</b> not a lot of recycling at places, lots of litter; better enforcement for dark sky ordinance for observatory; start planning for electric vehicles; environment should be our main focus; more recycling; implement things in our zoning for technology &amp; sustainability; limit development in wetlands; lots of trash, more advocacy for trash pick up</p>	8
<p><b>Vacant buildings/revitalization:</b> Help commercial development, incentivize filling empty commercial spaces EX: Ormsby House, Kmart, Tuesday Morning; Improve Carson Mall, run down; Get old Kmart developed; Fill vacant buildings; Beautify North Carson to entice people to come into Carson City; Creative thought for vacant buildings</p>	6
<p><b>More opportunities for youth/young adults:</b> More things for youth to do; have to drive to Reno for fun things to do; more youth activities; more stuff for youth to do, have to go to Reno for activities, more year-round activities; things to do with children, opportunities for activities for kids, centrally located</p>	5
<p><b>Recreation/community facilities:</b> Used Douglas County's pool as an example of what he wants out of the Carson City pool; Too many parks, empty, too expensive to keep up; No school theater, community center theater gets double booked/expensive; More rooms available to rent like at the community center</p>	4
<p><b>Connectivity/transportation:</b> Connectivity with bike paths/lanes; sidewalks more interconnected, won't need to drive everywhere; traffic; Public transportation, not a lot of Uber/Lift/taxis/public bus, no one to take you to airport</p>	4
<p><b>Public safety:</b> E Robinson Street/N Saliman Road needs stop light or crossing guard for school (safety); Sharp containers in bathrooms (diabetic); Mills Park is not safe after dark/needs more lighting</p>	3

RESPONSES – LIBRARY #3	NUMBER OF MENTIONS
<b>Education:</b> Alternate learning choices for young families EX: charter schools or tech schools	1
<b>Business retention/attraction:</b> Lighten challenges for new businesses	1
<b>Community engagement:</b> change communication; simplify	1

**BUILDER’S ALLIANCE**

This session was held on March 20, 2024, as part of a regularly scheduled meeting of the Builder’s Alliance and was attended by 14 participants.

**WHAT DO YOU MOST LIKE ABOUT CARSON CITY)?**

RESPONSES – BUILDER’S ALLIANCE	NUMBER OF MENTIONS
<b>Location/access to services:</b> Location/proximity; Centrally located – are within 45 minutes; Convenient hub, everything here and accessible, N Carson more convenient to Reno; Costco	4
<b>Small town/sense of community:</b> Not Reno, big enough/small town, part of a community; Don’t need to go to Reno; Can get across town easily – everything 5 minutes away; Great people, down to earth people	4
<b>Open space/views:</b> access to open space; In between city, doesn’t grow too much	2
<b>Access to outdoor recreation:</b> Open space/trails	1
<b>Events/activities:</b> Tree lighting	1
<b>Downtown</b>	1
<b>History/historic character:</b> history/culture	1
<b>Cleanliness:</b> Was clean	1
<b>Customer service:</b> Hope’s trying	1
<b>Development/business opportunities:</b> potential	1

**WHAT WOULD YOU CHANGE ABOUT CARSON CITY?**

RESPONSES – BUILDER’S ALLIANCE	NUMBER OF MENTIONS
<b>Vacant buildings/revitalization:</b> College/Kmart shopping center; Vacant buildings; Old hotels/blight; Adeles; Empty boxes; Daily/weekly motels	6
<b>Homelessness:</b> Homelessness crisis & the source – a conduit to Carson City, importation of homeless/mental issues/scary; Homelessness/trash/new problems; Don’t be bottom of slide for behavioral health, don’t invite more into community	4
<b>Housing options:</b> More diversity in housing types; high end retirement options	2

RESPONSES – BUILDER’S ALLIANCE	NUMBER OF MENTIONS
<b>Economic development:</b> How we promote Carson City; Someone driving economic development	2
<b>Demographics:</b> Up median income	1
<b>Community engagement:</b> Education on planning/land use/private property rights	1
<b>Roads:</b> condition of roads, traffic	1

**LION’S CLUB**

This session was held on March 18, 2024, as part of a regularly scheduled meeting of the Lion’s Club and was attended by 8 participants.

**WHAT DO YOU MOST LIKE ABOUT CARSON CITY)?**

RESPONSES – LION’S CLUB	NUMBER OF MENTIONS
<b>Small town/sense of community:</b> Community – special events, community spirit, looks out for each other, strong community feel, small town feel, sense of belonging; Small community compared to Reno/Las Vegas	3
<b>Open space/views/access to outdoor recreation:</b> Open space – hiking with dogs, diverse populations, interaction with schools & parks, mountains Park system	2
<b>Location/access to services:</b> In the center, near Tahoe	1
<b>Walkability:</b> Walkable, Carson Street	1
<b>History/historic character:</b> history	1
<b>Lack of traffic</b>	1
<b>Environment:</b> clean air	1
<b>Other:</b> Love it here	1

**WHAT WOULD YOU CHANGE ABOUT CARSON CITY?**

RESPONSES – LION’S CLUB	NUMBER OF MENTIONS
<b>Vacant buildings/revitalization:</b> East part of town needs attention; North part of town – more development/Kmart building, attention, good restaurants	4
<b>Roads/infrastructure:</b> Highway 50 – boring, more traffic control/no policing of speed, dangerous; Close off streets for pedestrians only; Fix roads; Street lights	4
<b>Land use:</b> Why build retail when we have retail?	2
<b>Education:</b> Better schools	2
<b>Expanded development options:</b> zoning reductions	1

**MASTER PLAN UPDATE WITH THE CITY PLANNER @ THE LIBRARY – SESSION #2**

This session was held on March 16, 2024. 18 people participated. It was the second of four “Planner Day at the Library” events that were scheduled for Saturdays in March.

**WHAT DO YOU MOST LIKE ABOUT CARSON CITY)?**

<b>RESPONSES – LIBRARY (SESSION #2)</b>	<b>NUMBER OF MENTIONS</b>
<b>Small town/sense of community:</b> It's size. It's small but has everything one needs (note - not all attendees that noted they like Carson City's size agreed it has everything they want/need); Small town feel; The people - really nice people here, lots of opportunities for interaction; The strong sense of community. One respondent noted that the compactness of the city helps foster a sense of community; Great cultural community; Energy of the people, of the community.	10
<b>Access to outdoor recreation:</b> Trails and access to outdoor recreation; ability to shoot guns, including in open space.	9
<b>Open space/views:</b> Open space, some of which was obtained by acquiring development rights. Geographic barriers - they're "charming" and also limit some development (implied positive).	7
<b>Access to services:</b> Good health care facilities; Health care Public library; Access of government/government facilities - City Hall, Capitol, Supreme Court Library, State Library, Legislature; State capitol	5
<b>History/historic character:</b> City's history, and the historic district.	3
<b>Walkability/bikeability:</b> Complete streets model - City has worked to make streets for bikes, runners, walkers, even wheelchairs and not just for cars; ADA accessibility; bike friendly	3
<b>Compact growth:</b> Carson City's decision in the 2006 master plan to grow up, not out.	3
<b>Downtown:</b> Downtown - it's a great example of redevelopment.	2
<b>Education:</b> Western Nevada College and the educational opportunity it offers. Good place to raise children, including good schools.	2
<b>Parks:</b> Parks - Mills, Prison Hill, and Fuji were specifically mentioned	2
<b>Lack of traffic/lots of parking:</b> Abundance of free parking; traffic is "not bad."	1
<b>Climate:</b> Climate - its moderate, not too much snow.	1
<b>Safety:</b> Less crime	1

**WHAT WOULD YOU CHANGE ABOUT CARSON CITY)?**

<b>RESPONSES – LIBRARY (SESSION #2)</b>	<b>NUMBER OF MENTIONS</b>
<b>More retail/shopping options:</b> Tourism is not robust. One consequence is there's not enough shoppers to sustain small boutique type retail, citing a past development that included such businesses that did not make it; need a better mall; Not enough shopping or diversity of retail – Walmart and Home Depot are	3

RESPONSES – LIBRARY (SESSION #2)	NUMBER OF MENTIONS
fine but lacking more boutique type options; Not enough restaurants – they like Reno’s infill, including restaurants in Midtown and 4th Street areas.	
<b>Land use/development regulations:</b> Need different zoning in the eastern corridor. The General Industrial zoning around the Empire Cemetery, especially on its south side, and by the nearby trailhead is unfortunate; Need to revise zoning and development standards to facilitate development, infill and redevelopment especially; Parking requirements are excessive; Also, too many zoning overlays; Road width standards for residential development require roads to be too wide.	3
<b>Infrastructure and services:</b> Need better “infrastructure” for working from home (better internet was noted); need better and free broadband in main corridors; quality of roads is horrible; Need more residential area pathways, especially on wider streets.	3
<b>Access to services:</b> Need a new library; it would bring new life to the community. Need a community garden for access to fresher food, sharing, and social interaction.	2
<b>Vacant buildings/revitalization:</b> Lots of empty parking lots. Too much parking. Consider paid parking like in Truckee, CA; Empty buildings. Ormsby, Kmart. Lots of opportunity for development.	2
<b>History/Historic character:</b> Need to keep modern development out of the historic district. Need more commitment to historic preservation. Carson City does not promote its history well.	2
<b>Growth Management:</b> Not very dense, so less walkable than it can be, especially in heat. Need good, controlled growth with good infrastructure.	2
<b>Economic development:</b> Carson City should seek to attract visitors by building on youth sports and utilizing Carson’s MAC and other recreational facilities for tournaments that bring out-of-town athletes and their families to town. Need more economic development, maybe focusing on outdoor recreation.	2
<b>Access to parks/outdoor recreation:</b> Need a horseback riding option at Silver Saddle Ranch; need more parks	2
<b>State government:</b> State ownership of so much real estate. Carson City is very government oriented. Reduces private sector footprint and availability of real estate for private uses. 18% of taxpayers pay (most) of the taxes. Tax base is shrinking as State acquires buildings for its offices.	2
<b>Demographics:</b> Carson City is not a town for visitors, it’s a retirement town. (In response, another attendee noted that, per 2020 Census population, there were as many people 18 years and younger as 65 and older.)	1
<b>Connectivity:</b> Need to connect existing trails in a safe way.	1
<b>Arts and culture:</b> Need more performing and cultural arts options. Need a public venue (like the restored old movie theaters you see in other cities) for concerts and other events.	1

RESPONSES – LIBRARY (SESSION #2)	NUMBER OF MENTIONS
<b>Community engagement:</b> Need government to do more community outreach	1
<b>Homelessness:</b> Need a building to house the unhoused where they can be helped to get back on their feet.	1
<b>More activities for youth/young adults:</b> More for teens to do, more teen hangout spaces.	1

### MASTER PLAN UPDATE WITH THE CITY PLANNER @ THE LIBRARY – SESSION #1

This session was held on March 9, 2024. 30 people participated. It was the first of four “Planner Day at the Library” events that were scheduled for Saturdays in March.

#### WHAT DO YOU MOST LIKE ABOUT CARSON CITY?

RESPONSES – LIBRARY (SESSION #1)	NUMBER OF MENTIONS
<b>Access to outdoor recreation:</b> Access to public lands; healthy recreation; Access to hiking trails, close proximity to Tahoe, small town feel	5
<b>Small town/sense of community:</b> Small community, close knit small town feel; quiet neighborhoods, close knit community; good community; the community	5
<b>Location/access to services:</b> Close proximity to both open space and downtown/retail; Nice senior center	2
<b>History/historic character:</b> HRC does a good job with preservation	1
<b>Open space/views:</b> Access to river, open space.	1
<b>Events/activities:</b> Active night scene; comes from Dayton for a game of pool; Chess Players	1
<b>Lack of traffic:</b> No traffic	1
<b>Walkability:</b> Likes being able to walk to almost anything (high walkability rate)	1

#### WHAT WOULD YOU CHANGE ABOUT CARSON CITY?

RESPONSES – LIBRARY (SESSION #1)	NUMBER OF MENTIONS
<b>Land use/development regulations:</b> Need to look at other small towns that have done a nice job of creating a cohesive rustic look and feel. Goes to Minden for restaurants, events; Doesn't understand (zoning) setbacks. His are 30' and others are 10'; Denser building in residential areas is a problem that she hears often from others in community; Older couple that recently moved here from Reno. Unhappy with high density building. Look at Plumb lane where Park Lane used to be - way too dense and unattractive (compared it to a prison; Like mix of uses, but don't want too much high density; Would like to see a more recent addition of int'l energy code (all homes even multi should be electrification ready); Need more density to create patrons to support the downtown and businesses; Limit number of special use permits, parking requirements for small	9

RESPONSES – LIBRARY (SESSION #1)	NUMBER OF MENTIONS
business is ridiculous, roads are 50-60’ wide that become speedways and are expensive to maintain, zoning needs to be revised to look at more efficient mixed-use development; Don't care for location of FISH student housing on Carson Street; Owner of Grocery Outlet space is having issues with approval from Building	
<b>Vacant buildings/revitalization:</b> Too many vacant businesses. What was the cause of them shutting down?; Businesses are “sad”; Empty buildings, denser building and need to reopen discussion on infill model versus growing out; Arrowhead and Centennial have so many vacant buildings - worked for cities for 27 years in CA (Eureka) used “exist strategy” concept, incorporating open space in the core; Need for adaptive use of current vacant buildings (e.g., Silver Saddle Ranch); Dept to use space for antique store; See potential to do a lot of good things, but there are also a lot of risks. OH and old K Mart building a problem for attracting new businesses.	6
<b>Business attraction/retention:</b> OH has to be solved, make it easier for small business, and “I don’t want businesses to close by 8”; The Building Department and Health Department are obstacles to small business owners; pursued offering food, but would be required to install a grease trap even if only using ovens for reheats; Opportunity to partner with land owners, health department needs to change - too restrictive to businesses; Not taking advantage of SBA Zone spot; More flex use of business development; What is the accounting on the high fee with business applications (\$2400?) Why so much red tape for small business owners?	6
<b>Recreation/community facilities:</b> Need a new library; it would bring new life to the community; Need a community garden for access to fresher food, sharing, and social interaction; MAC center needed on south end of town.	3
<b>Economic development:</b> Carson City lacks comprehensive focus on business development; NNDA works with someone at Governors office; Concerned about what jobs will be left for CC if state continues to move out.	2
<b>Events/activities:</b> Wish we had a better venue for outdoor concerts. Need signature events; Mark Twain event (not well publicized); Lack of nightlife options in Carson City.	2
<b>Community engagement:</b> Create a forum where people can meet and have discovery exercises; Want opportunity for public to meet with City and applicants before projects go to PC for approval.	2
<b>Infrastructure and services:</b> Need more traffic lights to address accident prone intersections; Would love to see more of the buttons with beacon lights at signals; particularly on major streets	2
<b>Homelessness:</b> Need for shelter for current homeless.	1
<b>Connectivity:</b> Connectivity within the city	1



## MEN'S CLUB

This session was held on March 1, 2024, as part of a regularly scheduled meeting of the Men's Club luncheon at Empire Golf Course. It was attended by 12 participants.

### WHAT DO YOU MOST LIKE ABOUT CARSON CITY)?

RESPONSES – MEN'S CLUB	NUMBER OF MENTIONS
<b>Small town/sense of community/accessibility:</b> It is easy to get around – good road network; You can easily / quickly get to what you need (multi-nodal?); Small town / no traffic; Big enough but rural setting; Smaller city / town	5
<b>Open space/views/access to outdoor recreation:</b> Scenic; no overhead wires; close to skiing	3
<b>Access to services:</b> A lot of retail opportunities	1
<b>Housing options:</b> 1 acre lots; Diverse housing; The marketplace is California, people from CA can afford to pay high prices	3
<b>History/historic character:</b> Westside is perfect, couldn't be better – wonderful / exciting	1
<b>Other:</b> Balanced; Eastside needs help	1
<b>Climate</b>	1

### WHAT WOULD YOU CHANGE ABOUT CARSON CITY)?

RESPONSES – MEN'S CLUB	NUMBER OF MENTIONS
<b>Land use/development regulations:</b> Avoid overcrowding; reduce special use permits, they equal rezoning; protect landowners	3
<b>Traffic/roadways:</b> Better traffic control; Highway 50 – it is crowded, speed is too fast	2
<b>Lack of affordability:</b> Rent is expensive	1
<b>Vacant buildings/revitalization:</b> Ormsby House – occupy it or tear it down	2

## COFFEE AND CONVERSATIONS AT THE CHAMBER OF COMMERCE

This session was held on February 13, Coffee and Conversations at the Chamber of Commerce. Approximately 25 people attended. No formal notes were taken.

## AMERICAN POLITICS CLASS, WESTERN NEVADA COLLEGE

This session was held on November 13, as part of the American Politics Class at Western Nevada College, A total of 20 students participated (8 college students, 12 high school students).

**WHAT IS A PLACE YOU HAVE VISITED THAT YOU REALLY LIKE?**

- Scottsdale, AZ
- Boulder, CO
- Reno, NV
- Los Angeles, CA
- Virginia City, NV
- Seattle, WA

**DESCRIBE WHAT YOU LIKED ABOUT IT.**

- Clean and walkable
- Shopping options, malls have more variety, small shops that are local/unique, family owned businesses
- “Untouched” natural areas, scenic views, close proximity to mountains/nature, seclusion
- Something that is natural was made into a park
- Historic building and architecture, still has history preserved
- Lively, younger crowd
- Nonchain restaurants + diversity of cuisine
- Nice hotels, more things to do (e.g. zoo, mall, waterparks)

**IF YOU WERE LOOKING FOR A HOUSE OR AN APARTMENT, WHAT WOULD BE SOME OF THE LOCATIONAL CRITERIA YOU WOULD CONSIDER?**

- Clean and walkable
- Safe/low crime rate
- Affordable/affordable living
- Close to amenities (park, coffee shops, shopping)
- Privacy/seclusion/land
- Public gathering spots
- Diversity of shops + restaurants
- Not a far drive to stuff, commutability
- Close proximity to nature, park like Tahoe nearby
- Not overcrowded
- Access to public transit
- Sidewalks + wide roads
- Close to libraries
- Job market

**WHAT IS YOUR FAVORITE THING ABOUT CARSON CITY?**

- Small town, friendly people, knowing people around town
- Location proximity – easy to get places, minimal traffic

- mountains/fishing/hunting/biking
- Locally owned/unique shops + restaurants
- Safe/low crime rates
- Predictable transportation (roads plowed quickly, lights working, easy commutes)
- Having a college, accessible schooling, opportunities
- “Chill,” not uptight
- Clean downtown
- Carnival at Mills Park, craft fairs
- Waterfall
- Christmas lights
- Historic charm

**IF YOU COULD CHANGE ONE THING ABOUT CARSON CITY, WHAT WOULD IT BE?**

- Clean it up, old rundown buildings and motels on N Carson/reinvestment, property maintenance
- More options for things to do (better malls/shopping, roller rink, more events like “Food Truck Friday,” better basketball courts)
- More affordable living, younger crowd forced to Reno by retirees
- Separate the hiking and biking trails
- Better public transportation
- Another high school/overcrowded
- More food options/places to eat, not just fast food places
- Better advertising for events
- Too many casinos
- Do something with the Ormsby House
- “Feels like a town just for adults”
- More public gathering locations