



Community Workshop #2: Preliminary Concepts

On May 25, 2005, over 20 people participated in the second of three community workshops to prepare the Gardnerville Plan for Prosperity. The workshop provided an opportunity for participants to review the results from the April 6 workshop and discuss alternative futures for the community.



The participants tested and discussed two concepts from the first workshop.

Mixed-use residential Emphasis: Developing opportunity sites as mixed-use neighborhoods that are integrated into the community

Commercial Emphasis: Developing opportunity sites as commercial projects that enhance Gardnerville's commercial districts.

These town-wide futures were tested on three of the larger opportunity sites the participants identified at the first workshop. These included the Old Town/S Curve district, Jacobson property south of Waterloo, and the South Gateway. Each of these sites had two illustrated concepts (mixed-use and commercial) that participants evaluated.

Working in teams, the participants had three assignments.

Assignment #1: Discuss why Gardnerville would benefit from a mixed-use or commercial future;
Assignment #2: Identify the best features of alternative concepts for three important opportunity sites; and
Assignment #3: Propose three priority locations for early investment.

SUMMARY OF KEY CONCEPTS

The teams presented their efforts and three overall concepts emerged to be built upon in developing a plan for Gardnerville:

Mixed-use

Continue to explore planning for mixed-use projects that create and connect to walkable neighborhoods. Include enough retail services to support Gardnerville's growing population.

Development Feasibility

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.

Improve US 395 Image

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

The summary of team efforts can be found on the following pages.



Team 1



Assignment #1: Vision of the Future

Mixed-use Emphasis

- Cannot have mixed-use without community and vice versa
- Will have houses in any case might as well have nice setting
- There is a need for housing, especially affordable
- Parks foster commercial investment
- Mixed must be commercially viable. Does lower commercial and upper level living work financially?
- Mixed use adds life to the central corridor at most times of day
- Mixed use gives walkability-but nobody wants to live adjacent to Hwy 395
- Mixed use—not one building but groups or commercial close to groups of commercial/retail

Commercial Emphasis

- Financially viable
- Central corridor may have to allocate mixed/commercial-safety issue
- Commercial on Hwy 395 needed, gas, fast food, auto repair, etc.
- Mixed-use project in San Jose not profitable enough for developer to repeat
- Requires large scale parking to support retail/commercial uses
- Does Gardnerville need more commercial?

Assignment #2: Best Features

Old Town

Mixed-use Residential Emphasis

- Makes it a lively walkable downtown
- Condos/apartments area #2 good use of Gilman/park area

- Keep major commercial area 3 and 4 separate from residential use

Commercial Mixed-use Emphasis

- More parking opportunities
- Businesses not disrupting residents
- Separation of business and commercial

Jacobson Property

Pedestrian Scaled Neighborhood

- Condo's not needed, apartments and high density housing there already
- Housing/commercial mix might be buffer to highway, not a dead spot at night

Commercial and Institutional

- All gray—already residential
- Need commercial/institutional to provide services/jobs for residents

South Gateway

Mixed-use Village

- Bad—helicopter pad at hospital
- Medical dental uses best next to hospital
- Combination of residential is good land plan for this area
- Not huge parking lots and buildings

Office Campus

- Is there a need for this much office/commercial?
- Concentrates office uses—away from residential uses

Assignment #3: Priority Investments

Top three locations for early investment:

1. Sharkey's to S Curve—fix traffic flows and commercial and retail core areas
2. Waterloo and 395 intersection (ugly and congested)
3. South Gateway and Stodick Parkway/395 areas (South gateway is first impression of Gardnerville)

Team 2



Assignment #1: Vision of the Future

Mixed-use Emphasis

- Walkability
- Pleasing to the eye
- Focus/creates on neighborhoods/community
- 24/7 safer
- Multi-functional
- Creates family businesses
- Convenience—integrated lifestyle
- Residents have sense of ownership/community
- Affordability of housing

Potential Challenges:

- Bringing it all together in the community as a workable balance

Commercial Emphasis

- More employment
- More revenue and sales tax
- Synergy among commercial users
- After hours usage—movies, restaurants, recreation, entertainment, gym
- 24-7 traffic OK

Potential Challenges:

- Location/parking
- NIMBY—can we support more commercial?

Assignment #2: Best Features

Old Town

Residential Mixed-use

- Preserves old buildings
- Family-friendly

Commercial Mixed-use

- Future friendly
- Walkable for surrounding residences

Jacobson Property

Pedestrian-scaled Neighborhood

- Too crowded—residences behind
- Not enough commercial for number of residences

Commercial and Institutional

- Community center
- Future friendly

South Gateway

Mixed-use Village/Office Campus

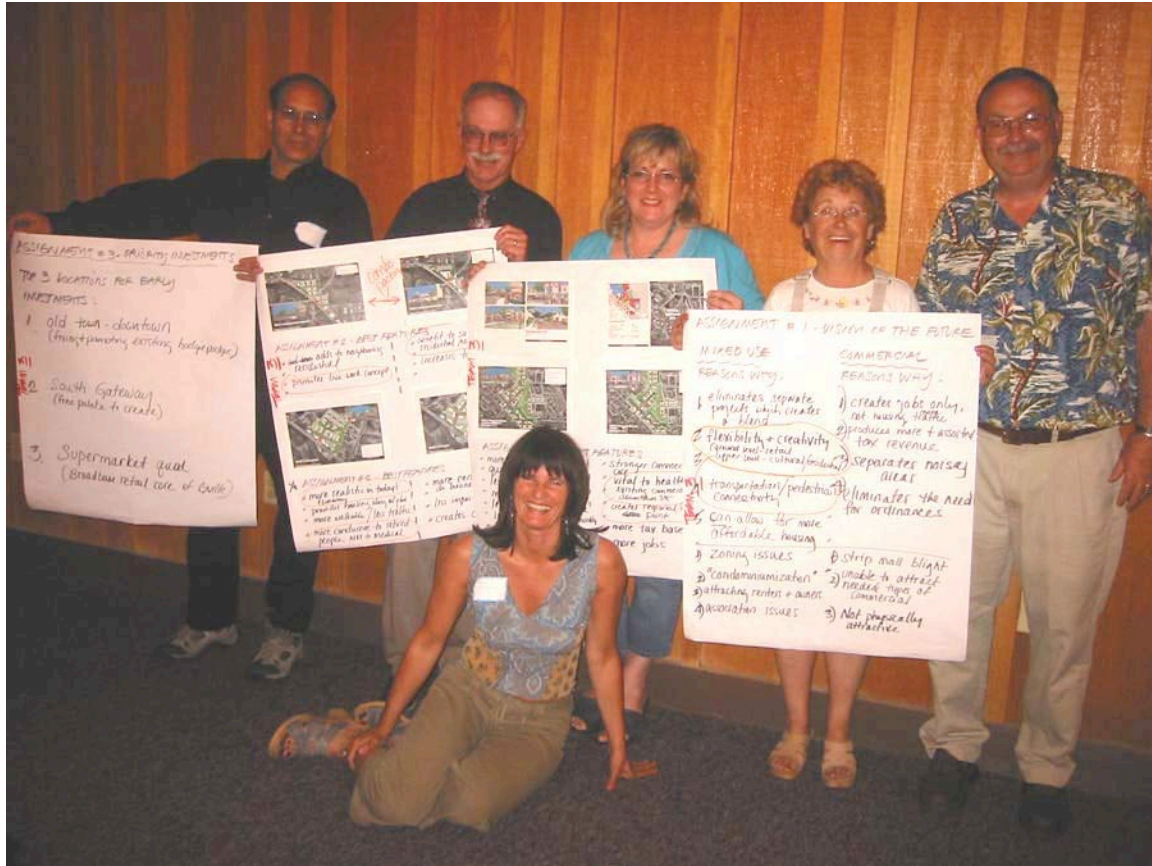
- Blend the two with commercial on 395. office next, residential back of office
- Need to consider 130 acre parcel 395/Riverview Receiving Area

Assignment #3: Priority Investments

Top three locations for early investment:

1. 130 acre parcel opportunity to create gateway entrance to Gardnerville and architectural theme
2. Gilman and 395—development of Anchor Park
3. From Scolari's south (east side of 395)—cannot look like Mound House, planning of better commercial good opportunity for office campus and residential behind it

Team 3



Assignment #1: Vision of the Future

Mixed-use Emphasis

- Eliminates separate projects which creates a blend
- Flexibility and creativity (ground level retail, upper level cultural/residential)
- Transportation/pedestrian connectivity
- Can allow for more affordable housing

Potential Challenges:

- Zoning issues
- “Condominiumization”
- Attracting renters and owners
- Association issues

Commercial Emphasis

- Creates jobs only, not housing, more traffic
- Produces more and assorted tax revenue
- Separate noisy areas
- Eliminates the need for ordinances

Potential Challenges:

- Strip mall blight
- Unable to attract needed types of commercial
- Not physically attractive

Assignment #2: Best Features

Old Town

Mixed-use Residential

- More self-contained
- Quieter
- Less traffic
- More walkable
- Less community resistance
- Less impact on rest of community
- More impact/drain on community services

Commercial Mixed-use

- Stronger commercial core
- Vital health of existing commercial along downtown 395
- Creates regional destination point
- More tax base
- More jobs

Jacobson Property

Pedestrian-scaled Neighborhood

- Adds to neighboring residential
- Promotes live-work concept

Commercial and Institutional

- Benefit to surrounding residential neighborhoods
- Increases tax base

South Gateway

Mixed-use Neighborhood

- More realistic in today's economy
- Provides housing along with jobs
- More walkable/less traffic
- More conducive to retired people next to medical

Office Campus

- More centralized to do business
- Less impact on services
- Creates destination

Assignment #3: Priority Investments

Top three locations for early investment:

1. Old Town–Downtown (fixing and promoting existing hodge-podge)
2. South gateway (free palate to create)
3. Supermarket quad (broaden retail core of Gardnerville)