



CITY OF ELKO

Planning Department

Website: www.elkocitynv.gov
Email: planning@elkocitynv.gov

1751 College Avenue • Elko, Nevada 89801 • (775) 777-7160 • Fax (775) 777-7219

PUBLIC MEETING NOTICE

The City of Elko Redevelopment Agency will meet in a regular session on Tuesday, February 23, 2021 at 3:00 P.M., P.S.T. at the Elko Conference Center, 724 Moren Way, Elko, Nevada, and by utilizing **GoToMeeting.com**: <https://global.gotomeeting.com/join/921248589>

Attached with this notice is the agenda for said meeting of the Redevelopment Agency. In accordance with NRS 241.020, the public notice and agenda were posted on the City of Elko Website at <http://www.elkocity.com>, the State of Nevada's Public Notice Website at <https://notice.nv.gov>, and in the following locations:

ELKO CITY HALL – 1751 College Avenue, Elko, NV 89801

Date/Time Posted: February 17, 2021 2:00 p.m.

Posted by: Shelby Knopp, Planning Technician
Name Title

Shelby Knopp
Signature

The public may contact Shelby Knopp by phone at (775) 777-7160 or by email at sknopp@elkocitynv.gov to request supporting material for the meeting described herein. The agenda and supporting material is also available at Elko City Hall, 1751 College Avenue, Elko, NV, or on the City website at <http://www.elkocity.com>.

The public can view or participate in the virtual meeting on a computer, laptop, tablet or smart phone at: <https://global.gotomeeting.com/join/921248589>. You can also dial in using your phone at **+1 (872) 240-3212**. The **Access Code** for this meeting is **921-248-589**. Members of the public that do not wish to use GoToMeeting may call in at **(775)777-0590**. Comments can also be emailed to cityclerk@elkocitynv.gov.

Dated this 17th day of February 2021.

NOTICE TO PERSONS WITH DISABILITIES

Members of the public who are disabled and require special accommodations or assistance at the meeting are requested to notify the City of Elko Planning Department, 1751 College Avenue, Elko, Nevada, 89801 or by calling (775) 777-7160.

Cathy Laughlin
Cathy Laughlin, City Planner

CITY OF ELKO
REDEVELOPMENT AGENCY
REGULAR MEETING AGENDA
3:00 P.M., P.S.T., TUESDAY, FEBRUARY 23, 2021
ELKO CONFERENCE CENTER
724 MOREN WAY, ELKO, NEVADA
<https://global.gotomeeting.com/join/921248589>

CALL TO ORDER

The agenda for this meeting of the City of Elko Redevelopment Agency (RDA) has been properly posted for this date and time in accordance with NRS requirements.

ROLL CALL

PLEDGE OF ALLEGIANCE

COMMENTS BY THE GENERAL PUBLIC

Pursuant to N.R.S. 241, this time is devoted to comments by the public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified as an item for possible action. **ACTION WILL NOT BE TAKEN**

APPROVAL OF MINUTES

November 10, 2020 – Regular Meeting **FOR POSSIBLE ACTION**

I. NEW BUSINESS

- A.** Review, consideration, and possible action to accept the 2020 Redevelopment Agency Annual Report, and matters related thereto. **FOR POSSIBLE ACTION**

Pursuant to the provisions of NRS 279.586, the agency shall submit to the Director of the Legislative Counsel Bureau, for transmittal to the Legislature, and to the legislative body an annual report on a form prescribed by the Committee on Local Government Finance.
CL

- B.** Review, consideration, and possible approval for an extension to the Storefront Grant Program participant Braemar Construction. **FOR POSSIBLE ACTION**

The participant agreement signed by Dusty Shipp and recorded on July 7, 2020 states that the project would be completed within nine (9) months of the date of approval by the RDA Grant Review Committee. The grant was approved on April 28, 2020 and therefore would have been required to be completed by January 28, 2021. Included in the packet is an email dated November 12, 2020 asking for an extension. An additional letter was received from Braemar asking for an extension until August 11, 2021. CL

- C. Review, consideration, and possible approval of an amendment to the Storefront Improvement Grant Program guidelines and participant agreement, and matters related thereto. **FOR POSSIBLE ACTION**

Proposed revisions to the Program Guidelines and Participation Agreement are included. Clarification has been added to the timeline and term of the grant. CL

- D. Review, consideration, and possible award of or authorization to rebid the Block Ends Project, and matters related thereto. **FOR POSSIBLE ACTION**

At the November 10, 2020 meeting, the RDA took action to authorize staff to solicit bids for the Block Ends Project. Bids were received until 3:00 p.m. on February 10, 2021. A bid tabulation is included in your packet. Five of the six bids received were over budget. One bid was within budget but it was determined to be nonresponsive. CL

II. REPORTS

A. Budget

B. NV Energy Lighting in Corridor

COMMENTS BY THE GENERAL PUBLIC

Pursuant to N.R.S. 241, this time is devoted to comments by the public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified as an item for possible action. **ACTION WILL NOT BE TAKEN**

NOTE: The Chairman or Vice Chairman reserves the right to change the order of the agenda and if the agenda is not completed, to recess the meeting and continue on another specified date and time. Additionally, the Redevelopment Agency reserves the right to combine two or more agenda items, and/or remove an item from the agenda, or delay discussion relating to an item on the agenda at any time.

ADJOURNMENT

Respectfully submitted,


Cathy Laughlin
City Planner

CITY OF ELKO
REDEVELOPMENT AGENCY
REGULAR MEETING MINUTES
3:00 P.M., P.S.T., TUESDAY, NOVEMBER 10, 2020
ELKO CONVENTION CENTER, TURQUOISE ROOM
700 MOREN WAY, ELKO, NEVADA

CALL TO ORDER

The meeting was called to order by Reece Keener, Chairman of the City of Elko Redevelopment Agency (RDA).

ROLL CALL

Present: Mayor Reece Keener
Councilman Robert Schmidtlein
Councilwoman Mandy Simons
Councilman Chip Stone
Councilman Bill Hance (*Arrived at 3:34pm*)

City Staff Present: Scott Wilkinson, Assistant City Manager
Cathy Laughlin, City Planner, *Via Telephone*
Bob Thibault, Civil Engineer
Kelly Wooldridge, City Clerk
Dennis Strickland, Public Works Director
Paul Willis, Information Systems
Shelby Archuleta, Planning Technician

PLEDGE OF ALLEGIANCE

COMMENTS BY THE GENERAL PUBLIC

There were no public comments made at this time.

APPROVAL OF MINUTES

April 28, 2020 – Regular Meeting **FOR POSSIBLE ACTION**

June 9, 2020 – Regular Meeting **FOR POSSIBLE ACTION**

**The minutes were approved by general consent.*

I. NEW BUSINESS

- A. Review, consideration, and possible approval to solicit bids for the 4th, 5th and 6th Street Block End Project, Phase 1, Project 3 of the downtown corridor plan, and matters related thereto. **FOR POSSIBLE ACTION**

This project will consist of the block ends pedestrian connectivity, landscaping, lighting and other infrastructure.

Cathy Laughlin, City Planner, explained that this project was the next step in the corridor plan. Of Phase 1, this is Project No. 3. We are looking to go out to bid for this so that it can be under construction in the spring. Staff is hoping that they can run this project in conjunction with the project to underground the utilities in the alley of the 400 Block. The bid documents have been included in the packet, it includes the 4th, 5th, and 6th Street block ends. The project narrows down, and eliminates all the on-street parking on those block ends. It will also add pedestrian connectivity, landscaping, lighting, infrastructure, and water for irrigating the landscaping. There is also a small rounded patio area on both sides of 4th and 5th Streets for art and possible benches, as well as lighting to highlight the area. The landscaping is just grass at this point. 5th Street is the only one that is a little narrower, leaving the existing sidewalk that is there, since it was done as part of the NDOT project. The sidewalk will remain and the landscaping will go into the corridor on those two block ends. The landscaping on the 4th and 6th Street block ends will be brought into the right-of-way.

Mayor Reece Keener asked if they were looking at losing four parking stalls on each end.

Ms. Laughlin said yes, that was correct.

Councilman Robert Schmidtlein had a question in regards to 4th and 6th Street. He asked if they were going to be narrowed down to just two-way traffic.

Ms. Laughlin said yes, they would be narrowed down just to the traffic lanes.

Councilman Schmidtlein said if they were moving the curb line, it would become the planter area with the benches and art. He asked if that was correct.

Ms. Laughlin said yes.

Mayor Keener said he imagined by looking at the design that a lot of that was surrounded by being able to do it as affordably as possible. He asked if that was correct.

Ms. Laughlin said yes, that was correct. She explained that they were trying to stay within the budget that was allocated at the beginning.

Mayor Keener asked if there were any take aways, that she hated to see go as a result of budgetary constraints.

Ms. Laughlin said no, they pretty much did it at the lowest budget possible in the design. They didn't add any special features or elements. There are some unknowns when it comes to the storm drain under 4th Street.

Catherine Wines, 421 Railroad Street, asked if all the trees had been removed. She said that was what it looked like.

Mayor Keener said they had, that was his understanding.

Ms. Wines asked why. She explained that the last time the plans came to the RAC she didn't think there were enough trees, but there were a few trees.

Mayor Keener wanted to see what Ms. Laughlin had to say.

Ms. Laughlin explained that there were trees planned for the area. This was laid out between Mr. Thibault and James Wiley based on the location of the utilities and trying to stay away from the utility lines. They were planning to get the biggest trees that they could get.

Scott Wilkinson, Assistant City Manager pointed out that there were eight trees on 4th Street, eight trees on 6th Street, and six trees on 5th Street.

Mayor Keener asked where the trees were shown.

Mr. Wilkinson said they were shown on the Cushing Terrell Landscaping Sheets 301, 302, and 303. He explained that the plans called for six trees on 4th Street, eight trees on 6th Street, and on 5th Street there are six trees. The design calls for deciduous trees.

Ms. Wines maintained that that was not enough trees. In urban design, which is different than designing a park, a consistent row of trees is necessary to create a barrier between vehicles and pedestrians. If there are only three trees, that's not enough. She also said that she didn't see a dimension on the half circles for the art.

Bob Thibault, Civil Engineer, thought they had a 10-foot radius. He said they would be 20-feet along the sidewalk, and 10-feet out from the sidewalk.

Ms. Wines said that would really limit the possibilities of pieces of art. She said her biggest complaint was the trees. There are not enough to make an impact. She said if you drove down Idaho Street right now there are trees there, but you can't tell because they are spaced so far apart. If there were double the amount of trees, then it would almost be a wall of landscaping, which is a really nice effect.

Mr. Thibault explained that the landscape architect designed the trees to fill the space that is there. He didn't know if they were drawn to the scale of their ultimate canopy at full maturity. They are planted as young trees. There are different species on different streets. 5th Street is different because the space is a little narrower.

Mayor Keener pointed out that the plans indicated that the tree was a Shade Master Honey Locust variety, and the mature size would be about 35-feet high and 20-feet wide.

Mr. Thibault said they would be like the trees along Court Street. They are significant trees; they aren't small decorative trees. They are designed to be mature trees that will fill the space. As the parking blocks are developed to follow the 30% Plans, there could end up being more landscaping on the other sides of the sidewalks. These plans don't show that, because these plans don't include rehabilitating the parking lot. The 30% design includes additional landscaping on the other side of the sidewalks. At this time, we are just trying to do the block ends, and leave the parking and the corridor area alone.

Mr. Wilkinson explained that the RDA has taken action, when they phased the project, to do it in that manner. The plans that are presented are consistent with those actions.

Lina Blohm, 495 Idaho Street, explained that the RAC had not been meeting, so they haven't been involved with a lot of this, especially the new developments. She thought there were a couple of things that they should remind themselves of. There is asphalt and concrete galore. Where is that green belt and environmental pleasing community that they are trying to develop downtown? Maybe they do need more trees. She asked if the trees would have grates and guards, like the ones on Idaho Street. We know how vulnerable the trees are without those.

Mr. Thibault explained that they would be tearing out asphalt and replacing it with lawn and trees. A greenspace is being created. The trees would not have grates, because they will be in the lawn. They don't need sidewalk grates when they are in the lawn.

Ms. Blohm asked if Mr. Thibault visualized removing a lane of parking and developing a green belt there.

Mr. Thibault explained that the on-street parking and the parallel parking on the other side of the curb would be removed, and it would be replaced with grass, trees, and a sidewalk.

Ms. Blohm asked if it was for 4th, 5th, and 6th Streets.

Mr. Thibault said yes. 5th Street will be a little different, because it is an NDOT right-of-way. None of the asphalt or curb within the right-of-way would be removed. Behind the sidewalk the parallel parking would be removed and replaced with grass and trees.

Mr. Wilkinson pointed out that the plans were entirely consistent with what has been approved for the conceptual plan, the 30% Plan. This has also been presented to the RAC overtime. It has been a period of time, since they have reviewed them. To demonstrate that it has, one of the issues was the half circle art areas. The RAC voted not to include those in the plans, and the RDA took action to include those elements in the design. This is consistent with the actions that have been taken, and approved by the RDA in the past. These plans are not addressing the mid-block areas. The RDA took action to rake off the block ends and try to do the block ends sooner. The whole project is the corridor, which was going to take 30 years. Action has been taken to build a Centennial tower and underground some things. This has been laid out in different steps, or projects. As a part of that, based on the RAC's recommendation, it was decided to take the block ends and move them towards the beginning of the project, to get some benefits sooner rather than later. One thing that this does is provide pedestrian access along the block ends.

Mayor Keener asked if it would need to go back to the landscape architect if they wanted to make any changes, which would entail extra money and time delays.

Mr. Thibault said yes. He asked if there was something, in particular that they thought needed to be changed.

Mayor Keener said he was just asking.

Ms. Blohm had some questions in regards to the irrigation system. She explained that the current irrigation system was hit or miss in the existing tree wells in the corridor. She asked if it was all going to be part of new system.

Mr. Thibault explained that some minor modifications would be made to the existing irrigation systems and adding new irrigation systems for the new grass areas. Right now, the landscape islands throughout the corridor are all on battery operated timers, and individual clocks for each block. Those are being wired into a new clock, which will control all the irrigation west of 5th Street. The blocks east of 5th Street will be tied into the existing clock that was recently installed by train and the 7th Street Park expansion that was done. There will be some minor improvements. We are not trying to rehab the whole block at this time. When that is done all the landscape islands that are there now will probably have to be relocated later. At this point, we are not doing a whole lot of work with those, other than getting them hard wired in and off the battery-operated timers. If there are specific problems with certain landscape islands, they can be brought to the attention of the Parks Department.

Ms. Blohm said it was pretty evident this summer that there were several that were not getting any water. It is important to get that working.

Ms. Wines wanted everyone to take a couple steps back and look at what they are talking about. Right now, each one of those blocks, in the 30% drawings that have been approved, is redesigned and a row of parking is taken out. Everyone knows that everyone downtown will go crazy if a row of parking is taken out. The likelihood of ever completely redoing those blocks, rather than rehabbing what is already there, is pretty low. It is going to take way more money to go in and rip out an entire block and redesign it. Parking will be taken out, which is not going to be popular. The reality is, to talk about redoing those blocks and putting landscaping on the other side of the sidewalks, Ms. Wines thought it was really low and way down the road. She thought they needed to realize that the existing parking needed to stay and to make the block ends as great as they can be. She didn't think it was a good idea to approach it in this way.

Mr. Wilkinson explained that they were not proposing to redo the block ends. This is per plan. The reality is an RDA was created, and part of that is to develop projects, objectives, and goals. As required by NRS those projects, goals, and objectives are to fit with the projected revenues. All of that has been done. The goal is to see the revenues come in and reconstruct the corridor. The previous plan was going to substantially reduce the parking downtown. That was a big issue. Staff took a look at it with the consultants and maintained as much parking as possible and included as much landscaping as possible. That's where we landed on the 30% design. That's what has gone through the RAC, it has been approved by the RDA, and it's what we need to execute on. We can't keep revisiting and questioning where we were headed. We've been doing good job, but it always seems to be a problem when we want to execute.

***Councilman Bill Hance arrived.**

Mayor Keener remembered that there was quite a bit of discussion on the parking survey and they landed on the configuration that is in the plans being presented. He asked Mr. Wilkinson if he had anything else to add.

Mr. Wilkinson wanted to add that they could stick with this landscaping plan, and as the City or the RDA sees that develop, they could consider adding to it. Staff sought professional advice on what should be put into that area and there was input from the Parks and Recreation Department.

Mayor Keener said it wasn't a lot. It is \$600,000 for what they are looking at, so it is around \$100,000 per 25' wide strip on each block end.

*****A Motion was made by Councilman Robert Schmittlein, seconded by Councilman Chip Stone, to authorize staff to solicit bids on the 4th, 5th, & 6th Street Block End Project, Phase 1.**

****Motion passed. (4-0, Councilman Bill Hance abstained)***

B. Review, consideration, and possible approval of the continuation of the RDA Storefront Improvement Grant Program, and matters related thereto. FOR POSSIBLE ACTION

August 9, 2016 meeting, RDA directed staff to establish a Storefront Improvement Grant Program with a maximum annual expenditure of \$50,000 for the first five years, to be reevaluated thereafter. The RDA has approved \$272,228.81 in grants in the first 4 years and therefore exceeding the previously approved allocation.

Mr. Wilkinson explained that Ms. Laughlin put together a memo recommending that we continue with the program. She has clearly demonstrated and articulated in the memo the success of the program. Ms. Laughlin recommended an additional 5 years at \$50,000 per year, or a total of \$250,000. If we get to \$250,000 before the 5 year period is up, then we can revisit it. There are some photographs included in the memo and a spreadsheet at the end of the memo that outlines the projects and their statuses. It is a pretty successful program for Elko.

Mayor Keener said he was in favor of continuing the program.

Ms. Blohm asked if there were any outstanding properties that didn't get included in the first five years, which would be carryovers.

Mayor Keener explained that Ms. Laughlin mentioned a couple projects that haven't been closed out, that have not submitted their final invoices. The Underground Bar, the Living Stones Church, and the Land Building are three that are still in progress. He asked if Mr. Wilkinson was aware of any others.

Mr. Wilkinson added that Dalling Hall was still outstanding and the Wines Building still hadn't submitted for reimbursement either. There are quite a few outstanding, but we are obligated at this point.

Ms. Blohm said that those funds were already covered, and they would not be a balance moving forward. She just wanted to know what the bottom line was for the RDA funds with going forward with the \$600,000 block end project and the \$250,000 for the Storefront Program.

Councilman Schmittlein said it was \$50,000 per year for the next five years.

Mayor Keener explained that Ms. Laughlin had planned on going through the financials in the Reports section of the agenda. He then briefly went through the Budget Report. He mentioned that the RDA would be paying for part of the parking lot project. He asked Mr. Wilkinson what the expenditure was for the City.

Mr. Wilkinson said the RDA committed to \$99,999 for the Stockmen's Parking Lot, but it was contingent on the Old Chicago Pizzeria going in. All of that is on hold, or not moving forward. We have a commitment that may have to be unwound. It is something we will take a look at at another meeting. Ms. Laughlin reached out to see if they would be interested in selling the parking lot to the City or the RDA, where we might have some resources to address some improvements to the lot. They were not interested in that, at that point in time. They might still be interested in pursuing the parking lot improvements.

Councilman Schmidlein asked if there was still committed cost for the underground utilities, where we were going to partner with Nevada Energy. He said he realized that they came back and they were going to pick up a huge chunk of that, but he hadn't heard anything for a few months.

Mr. Wilkinson said it was pretty nominal. He thought the design fee that was paid was around \$3000 out of the RDA. He thought there was some cost sharing, it would be pretty nominal going forward. It is a grant program. For all intents and purposes they will be picking up most of that. What we have, that we will take a look at, is redoing some utilities in that alley. Rather than see that cost be presented to the RDA as part of an RDA project, we are looking at if the Utility Department could pick up a substantial portion of those costs to deal with water and sewer in that alley. The RDA may pick up some nominal costs on some trenching that goes on in the alley. We are still sorting through those issues.

Mayor Keener stated that he was very much in favor of continuing the Storefront Improvement Program.

Councilman Schmidlein thought it was a great improvement for the downtown corridor. It speaks for itself.

*****A Motion was made by Councilman Chip Stone, seconded by Councilman Robert Schmidlein, to approve the continuation of the RDA Storefront Improvement Grant Program for the next 5 years at \$50,000 per year.**

****Motion passed unanimously. (5-0)***

C. Review, consideration, and possible action to re-appoint the five members of the Redevelopment Advisory Council, and matters related thereto. FOR POSSIBLE ACTION

Per the Redevelopment Advisory Council Bylaws adopted February 14, 2017, the members of the RAC shall be appointed by the RDA annually in July. Due to Covid 19, all advisory board meetings have been canceled and therefore was not brought to the RDA in July. The RDA shall appoint five (5) members to the RAC board. The RAC

board members shall satisfy the following criteria or have the following affiliations or associations, and shall serve without compensation: (1) a member of the RDA, (2) the president or designee of the Downtown Business Association, (3) the chairman or designee of the Arts and Culture Advisory Board, (4) one member who resides within the City of Elko incorporated boundary, and (5) one stakeholder from the redevelopment area. Lina Blohm, Jon Karr, Catherine Wines, Bill Hance and Jeff Dalling have indicated an interest in continuing on the board.

Mayor Keener asked Councilman Hance if he would like to continue serving on the Board.

Councilman Bill Hance said it was up to Mayor Keener.

Mayor Keener said he was doing a fine job, so he would continue to serve on the RAC.

***** A Motion was made by Councilwoman Mandy Simons, Seconded by Councilman Robert Schmittlein to reappoint the five current members of the Redevelopment Advisory Council.**

**Motion passed unanimously. (5-0)*

II. REPORTS

A. Budget

B. NV Energy Lighting in Corridor

Mayor Keener gave a brief report on the progress of the Lighting in the Corridor. He explained that he had lunch with the CEO of NV Energy in July and took him on a tour of the different projects that the City is working on. They spent some time in the Stockmen's parking lot, between Stockmen's and Commercial. They were able to see how dark the lenses were on the lights. It was made very evident to them how ineffective the lighting is and how it creates security issues down there. They have been active in looking for a solution, and they evidently have two bids for doing that work. They will have to wait until later on the lenses, but for now they have a LED lighting fixture that plugs in to the existing lampposts, which should provide more light than what is there now. They do have a requirement that they have to have three bids; however, there are only two companies that were interested in responding.

COMMENTS BY THE GENERAL PUBLIC

There were no public comments made at this time.

NOTE: The Chairman or Vice Chairman reserves the right to change the order of the agenda and if the agenda is not completed, to recess the meeting and continue on another specified date and time. Additionally, the Redevelopment Agency reserves the right to combine two or more agenda items, and/or remove an item from the agenda, or delay discussion relating to an item on the agenda at any time.

ADJOURNMENT

There being no further business, the meeting was adjourned.

Mayor Reece Keener, Chairman
Redevelopment Agency

DRAFT

**City of Elko Redevelopment Agency
Agenda Action Sheet**

1. Title: **Review, consideration, and possible action to accept the 2020 Redevelopment Agency Annual Report, and matters related thereto. FOR POSSIBLE ACTION**
2. Meeting Date: **February 23, 2021**
3. Agenda Category: **NEW BUSINESS**
4. Time Required: **10 minutes**
5. Background Information: **Pursuant to the provisions of NRS 279.586, the agency shall submit to the Director of the Legislative Counsel Bureau, for transmittal to the Legislature, and to the legislative body an annual report on a form prescribed by the Committee on Local Government Finance. CL**
6. Budget Information:
 Appropriation Required: **N/A**
 Budget amount available: **N/A**
 Fund name: **N/A**
7. Business Impact Statement: **Not Required**
8. Supplemental Agenda Information: **2020 Redevelopment Agency Annual Report**
9. Recommended Motion: **Accept the 2020 Redevelopment Agency Annual Report**
10. Prepared By: **Cathy Laughlin, City Planner**
11. Committee/Other Agency Review:
12. Agency Action:
13. Agenda Distribution:



City of Elko
1751 College Avenue
Elko, NV 89801
(775) 777-7100 (775) 777-7106 Fax

January 21, 2021

**Rick Combs, Director
Legislative Counsel Bureau
401 South Carson Street
Carson City, NV 89701-4747**

RE: Redevelopment Agency Annual Report per NRS 279-6025

Dear Mr. Combs;

Pursuant to NRS 279-6025, the City of Elko Redevelopment Agency “shall submit to the Director of the Legislative Counsel Bureau, for transmittal to the Legislature, and to the legislative body a report on a form prescribed by the Committee on Local Government Finance that includes, without limitation, the following information for the redevelopment area for the previous fiscal year”.

Please find enclosed the City of Elko Redevelopment Agency Annual Report for 2020.

If you have any questions or concerns, please contact Cathy Laughlin, City Planner, at (775)777-7160.

Sincerely,

**Reece Keener, Chairman
City of Elko Redevelopment Agency**

Redevelopment Agency Annual Report

For Redevelopment Areas Established Before 7/1/2011

PURSUANT TO NRS 279.6025

Agency Name: _____

Project Area Name: _____ Tax District Number(s) _____

Please Provide the Following Information: Fiscal Year covered by this report: _____

1. Property tax revenue received from any tax increment area, as defined in NRS 278C.130: _____ a

2. Combined overlapping tax rate of the redevelopment area: _____ b

3. Effective property tax rate of the redevelopment area: _____ c (overlapping rate minus carve-out rate)

4. Total sum of the assessed value of the taxable property in the redevelopment area: _____ d

5. Is the amount in #4 (above) less than the total sum of the assessed value of the taxable property in the redevelopment area for any other previous fiscal year?

☐ Yes

☐ No

If Yes, please explain the reason for the difference (attach additional pages if necessary): e _____

6. Attach a copy of any memoranda of understanding (MOU) into which the agency enters.

Detailed MOU attached:

☐ Yes

☐ No

7. Attach a detailed amortization schedule for any debt incurred for the redevelopment area and the reason for incurring the debt.

Detailed amortization schedule attached:

☐ Yes

☐ No

8. Has there been any change to the boundary of the redevelopment area?

☐ Yes

☐ No

If Yes, please explain the reason for the change (attach additional pages if necessary): _____

This report prepared by:

Name (please print)

Title

Date

Signature

a Source:

b Source:

c Source:

d Source:

e Source:

City of Elko Redevelopment Agency
Agenda Action Sheet

1. Title: **Review, consideration, and possible approval for an extension to the Storefront Grant Program participant Braemar Construction. FOR POSSIBLE ACTION**
2. Meeting Date: **February 23, 2021**
3. Agenda Category: **APPROPRIATION**
4. Time Required: **10 minutes**
5. Background Information: **The participant agreement signed by Dusty Shipp and recorded on July 7, 2020 states that the project would be completed within nine (9) months of the date of approval by the RDA Grant Review Committee. The grant was approved on April 28, 2020 and therefore would have been required to be completed by January 28, 2021. Included in the packet is an email dated November 12, 2020 asking for an extension. An additional letter was received from Braemar asking for an extension until August 11, 2021. CL**
6. Budget Information:

Appropriation Required: **\$25,000.00**
Budget amount available: **\$25,000.00**
Fund name: **Redevelopment Agency**
7. Business Impact Statement: **Not Required**
8. Supplemental Agenda Information: **Letter from Braemar, signed Participant Agreement**
9. Recommended Motion: **Approve an extension to the Storefront Grant Program to be completed by August 30, 2021.**
10. Prepared By: **Cathy Laughlin, City Planner/Redevelopment Manager**
11. Committee/Other Agency Review:
12. Agency Action:
13. Agenda Distribution:



02-11-2021

To whom it may concern;

We are writing in regards to our store front project located at 717 west Idaho St. This last year we have all faced many challenges in daily operating procedures. This has included shut downs for covid, market material availability as well as huge cost increases on all materials. We have not been able to complete the project we presented in 2020 as planned. We are requesting an extension in regards to this. We are on track to have a permit on this project in 6 weeks. We expect to complete the project within the next 6 months or August 11th 2021. We appreciate your patience as we all work together to mitigate the ever changing environment.

Sincerely,
Dusty Shipp, Owner
Braemar Construction LLC

717 W. Idaho St. Ste A | 1
Elko NV 89801
775.777.2949
dusty@braemarco.com
Contractor's License: 0026853 & 0079241

Shelby Knopp

From: Michael Irish <michael@braemarco.com>
Sent: Thursday, November 12, 2020 10:47 AM
To: Shelby Archuleta
Subject: Braemar Construction applying for and Extension of RDA grant Deadline

Follow Up Flag: Follow up
Due By: Monday, January 4, 2021 9:00 AM
Flag Status: Completed

Shelby

Good morning I am writing you this email to ask for an extension of the deadline for submittal for a building permit until the end of January. The reason for the extension request is to provide more design time before we submit final architectural drawing to our engineer. The design we came up with is going to be completed in multiple phases, so we want to make sure we account for that future intent. An extension until February 1st would allow us to fully prepare our submittal package for a building permit. I do not anticipate the we will need the full extension until February 1st, but I thought that doing so would prevent the need for another extension should a problem arise. Thank you for your time and support.

Best

Michael Irish
Braemar Construction



Storefront Improvement Grant Program

Participation Agreement

THIS AGREEMENT is entered into this 18 day of MAY, 2020 (the "Effective Date") by and between the Elko Redevelopment Agency, a political subdivision of the State of Nevada organized and existing under Chapter 279 of the Nevada Revised Statutes (the "RDA"), and:

NAME OF PARTICIPANT:

BRAEMAR CONST.

PARTICIPANT'S PHYSICAL ADDRESS:

717 W. IDAHO ST.

ELKO, NV 89801

PARTICIPANT'S MAILING ADDRESS (IF DIFFERENT):

//

//

TELEPHONE NUMBER: (775) 777-2949

EMAIL ADDRESS: DUSTY@BRAEMARCO.COM ; AARON@BRAEMARCO.COM

(the "Participant").

PHYSICAL ADDRESS OF PROJECT PROPERTY:

717 W. IDAHO ST.

(the "Project Property").

RECITALS

WHEREAS, the RDA, in its continuing effort to support the redevelopment of the Elko Redevelopment Area (the "Area"), has created the Storefront Improvement Program (the "Program");



Storefront Improvement Grant Program

WHEREAS, the primary objective of the Program is to encourage and support building and business owner investment in upgrading their existing building storefronts on selected properties within the Area;

WHEREAS, the Program is a process that involves a one-time reimbursement of up to 50% of approved expenses from the RDA for businesses and building owners who construct eligible improvements to the facades of their buildings, to include expenses for construction, painting and refinishing, preparation and permitting of plans, building permit fees, design work and construction drawings (the "Work");

WHEREAS, the Program will provide reimbursement for a Participant's investment in the Work in an amount between \$5,000.00 and \$25,000.00 per parcel (the "Grant");

WHEREAS, the Participant must apply for and be approved in order to receive the Grant;

WHEREAS, the Participant must comply with this Agreement, to include any requirements incorporated by reference in order to be eligible for the Grant;

WHEREAS, the Project Property is located within the Area;

WHEREAS, the Participant seeks to take part in the Program pursuant to the terms and conditions of this Agreement;

NOW, THEREFORE, for and in consideration of the above recitals and the terms and conditions set forth below, the RDA and the Participant agree as follows:

I.

PROGRAM DESCRIPTION

A. The RDA shall reimburse the Participant for the cost of the Work at the rate of fifty percent (50 %); *provided*, the Grant amount shall be no less than **FIVE THOUSAND DOLLARS (\$5,000.00)** per Assessor's Parcel Number and no greater than **TWENTY-FIVE THOUSAND DOLLARS (\$25,000.00)** per Assessor's Parcel Number.

B. Costs which are eligible for reimbursement include all labor, material, equipment and other related items necessary for the proper performance of the Work as shown on the plans, design drawings, specifications and estimates approved by the RDA, attached at **Appendix 1** and incorporated herein; *provided*, costs paid for in cash will not be reimbursed by the RDA.

Storefront Improvement Grant Program

C. In order to be eligible to participate in the Program, all requirements set forth in the **Program Guidelines**, attached hereto at **Appendix 2** and incorporated herein, must be complied with and satisfied.

D. By signing this Agreement, the Participant certifies that all requirements set forth in the **Program Guidelines** have been satisfied and will remain satisfied throughout the Term (defined below).

E. Participant acknowledges that it has obtained all certificates of insurance from its contractor(s) in compliance with the **Program Guidelines**.

F. In the event the RDA determines that the Participant has materially misrepresented any information needed to obtain approval for participation in the Program, to include the foregoing certification that the requirements set forth in the **Program Guidelines** have been satisfied, the RDA may thereupon immediately recover the entire amount of the Grant from the Participant, together with reasonable attorney fees and costs incurred in enforcing this provision.

II.

SUBMISSION AND APPROVAL

A. No Work shall be undertaken until its design has been submitted to and approved by the RDA. Following approval, the Participant shall contract for the Work within one hundred eighty (180) days from the date of approval by the RDA Grant Review Committee.

B. All Work shall be completed within nine (9) months of the date of approval by the RDA Grant Review Committee.

III.

REVIEW BY RDA

The RDA will periodically review the progress of the Work. These inspections do not replace any required permit inspections by the City of Elko or any other regulatory authority. All defective Work or Work which fails to conform to the approved plans, design drawings and specifications at **Appendix 1** shall be immediately brought into conformity by the Participant.

IV.

ACCEPTANCE BY RDA

Upon completion of the Work and upon final inspection and acceptance of the Work by the RDA, the Participant shall complete and submit to the RDA a properly executed **Reimbursement**

Storefront Improvement Grant Program

Request Form (supplied by the RDA) showing all expenses incurred in performing the Work. In addition, the Participant shall submit to the RDA proof of payment of the expenditures listed on the **Reimbursement Request Form** and final lien waivers from all contractors and subcontractors.

V.

PAYMENTS BY RDA

A. The RDA shall, within forty-five (45) days of receipt of the **Reimbursement Request Form**, all proofs of payment, and all lien waivers from all contractors and subcontractors, issue a Final Payment to the Participant as reimbursement for fifty percent (50 %) of the approved expenditures for performance of the Work, less any amounts previously reimbursed and subject to any limitations set forth in this Agreement.

B. In addition to the foregoing, if the total amount of the Grant is \$10,000.00 or more, upon completion of fifty percent (50%) of the Work and following receipt of a **Reimbursement Request Form** and all proofs of payment, the RDA may, in its discretion, issue a Progress Payment to the Participant as reimbursement for fifty percent (50 %) of the approved expenditures for the Work performed up to that point in the Project, subject to any limitations set forth in this Agreement; *provided*, in the event Participant subsequently fails to complete the Project in accordance with this Agreement, Participant shall immediately upon demand by the RDA repay the Progress Payment to the RDA, together with interest thereon at the rate of eighteen percent (18%) per annum accruing from the date the Progress Payment was made.

VI.

FAILURE TO COMPLETE WORK

If the Participant (including Participant's contractor(s) and/or subcontractor(s)) fails to complete the Work in accordance with this Agreement, to include the approved plans, design drawings and specifications at **Appendix 1**, then upon written notice from the RDA to the Participant in the manner provided herein, this Agreement shall terminate and the financial obligation on the part of the RDA shall also terminate without any retroactive obligation on the part of the RDA to reimburse the Participant for any Work performed or money or labor expended. Any breach of this Agreement by the Participant shall automatically and immediately disqualify the Participant from any Grant funds, to include Grant funds for Work already performed or funds already expended.

VII.

MAINTENANCE OF WORK, REMEDIES FOR BREACH

Upon completion of the Work pursuant to this Agreement and for the duration of the Term

(defined below), the Participant and any subsequent transferee of the Project Property, such as a purchaser, shall properly maintain the completed Work in finished form and without change or alteration. The foregoing maintenance obligations shall include all such obligations set forth in the **Program Guidelines**. For the duration of the Term, the Participant and any subsequent transferee of the Project Property shall not enter into any contract for or take any other steps to alter, change or remove any or all of the completed Work, nor shall the Participant or any subsequent transferee undertake any other changes, by contract or otherwise, to the improvements made in performing the Work, unless the proposed changes are first reviewed and approved by the RDA. In the event the Participant or any subsequent transferee breaches this Article VII (Maintenance of Work), the RDA may thereupon recover the entire amount of the Grant from the Participant and/or the subsequent transferee of the Project Property, together with reasonable attorney fees and costs incurred in enforcing this provision.

VIII.

RESTRICTIVE COVENANT AND SUCCESSORS

The Participant shall, at the request of the RDA, record a restrictive covenant for the purpose of preserving the completed Work throughout the Term (defined below). The Participant shall inform any subsequent purchaser of Project Property of this Agreement and the obligations herein contained. The Participant (or any subsequent transferee) shall include in any conveyance of the Project Property during the Term language incorporating by reference the obligations of this Agreement and specifically reciting the text of Article VII (Maintenance of the Work) and making these obligations binding upon any transferee.

IX.

TERM

This Agreement shall commence on the Effective Date and shall terminate three (3) years thereafter; the period of time during which this Agreement remains in effect is referred to herein as the "Term."

X.

HOLD HARMLESS AND INDEMNIFICATION

The Participant shall indemnify the RDA and shall release, hold and save the RDA harmless from and against all liabilities, debts, claims, actions, causes of action, losses, damages and attorney's fees now existing or that may hereafter arise or result from performance of the Work. Without limitation, as used in this Article X, the term "the RDA" shall include all officials, officers, employees, directors, employees, agents and representatives of the Elko Redevelopment Agency.



Storefront Improvement Grant Program

XI.

OTHER WORK

Nothing herein is intended to limit, restrict or prohibit the Participant from undertaking any other work in or about the Project Property which is unrelated to the Work.

XII.

GENERAL PROVISIONS

A. AMENDMENT.

No modification, amendment, addition to, or termination of this Agreement nor waiver of any of its provisions shall be valid or enforceable unless in writing and signed by all the parties.

B. ASSIGNMENT; BINDING EFFECT.

This Agreement shall be binding on the parties' successors and assigns.

C. NOTICES.

Any notice required or permitted to be given under this Agreement shall be sufficient if in writing and if personally delivered or sent by registered or certified mail to:

If to the RDA:

**Elko Redevelopment Agency
c/o Elko City Planner
1751 College Avenue
Elko, Nevada 89815**

If to the Participant:

Name of Participant: BRAEMAN CONSTRUCTION

Name of Contract (if different): 11

Title of Contact: AARON NELSON - PLANNING & PERMITTING

Mailing Address: 717 W. IDAHO ST.

City/State/Zip Code: ELKO, NV 89801

or such other address as shall be specified in writing by either the RDA or the Participant.

D. GOVERNING LAW AND VENUE.

This Agreement shall be governed, construed and enforced according to the laws of the State of Nevada. Any action to enforce this Agreement or regarding any benefits or conditions of this Agreement shall be filed in the Fourth Judicial District Court in and for the County of Elko, State of Nevada, which court shall have jurisdiction and venue over said action.

E. ATTORNEY FEES AND COSTS.

In the event of any litigation concerning this Agreement between the parties, the prevailing party shall be entitled to recover all of its court costs and reasonable attorney's fees from the other party.

F. SEVERABILITY.

In the event any term or provision of this Agreement is held to be invalid or unenforceable in any respect by a court of competent jurisdiction, then all other terms and provisions of this Agreement shall remain in full force and effect and shall not in any way be affected or impaired thereby.

G. CAPTIONS.

The captions appearing at the commencement of the articles and sections and herein are not substantive but are descriptive only and for convenience in reference to this Agreement and in no way whatsoever define, limit or describe the scope or intent of this Agreement or other otherwise affect the same.

H. NO INTEREST IN PROJECT PROPERTY.

Nothing in this Agreement shall be construed to transfer any interest in the Project Property to the RDA.

I. ENTIRE AGREEMENT.

This Agreement (including any appendices hereto and any documents incorporated by reference) contains the entire agreement between the RDA and the Participant with respect to the subject matter hereof, and all representations, provisions and covenants between the parties, whether verbal or written, are merged herein.



Storefront Improvement Grant Program

J. TIME OF THE ESSENCE.

Time is of the essence in this Agreement and of each covenant and agreement that is to be performed at a particular time or within a particular period of time. However, if the final date of any period which is set forth in this Agreement falls on a Saturday, Sunday or legal holiday under the Laws of the United States or the State of Nevada, then the time of such period shall be extended to the next date which is not a Saturday, Sunday or legal holiday.

L. CONFLICTING TERMS.

In the event of a conflict between this Agreement and any document incorporated herein by reference, to include the appendices hereto, the terms of this Agreement shall prevail.

IN WITNESS WHEREOF, the parties have executed this Agreement:

ELKO REDEVELOPMENT AGENCY:

By: [Signature]
Signature

REECE KEENER
Print Name

PARTICIPANT:

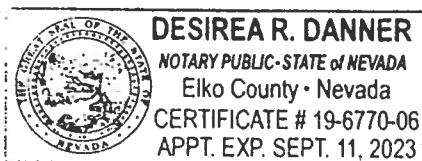
By: [Signature]
Signature

Dusty Shipp
Print Name

This needed to be notarized for
The City of Elko Planning Dept. to
participate in the RDA Grant Program.

State of Nevada
County of ELKO

This instrument was acknowledged before me on the 18th of May, 2020
by Dusty Shipp as managing member of Braemar Construction.



Notary
Desirea Danner
[Signature]

City of Elko Redevelopment Agency
Agenda Action Sheet

1. Title: **Review, consideration, and possible approval of an amendment to the Storefront Improvement Grant Program guidelines and participant agreement, and matters related thereto. FOR POSSIBLE ACTION**
2. Meeting Date: **February 23, 2021**
3. Agenda Category: **NEW BUSINESS**
4. Time Required: **10 minutes**
5. Background Information: **Proposed revisions to the Program Guidelines and Participation Agreement are included. Clarification has been added to the timeline and term of the grant. CL**
6. Budget Information:
 Appropriation Required: **N/A**
 Budget amount available: **N/A**
 Fund name: **N/A**
7. Business Impact Statement: **Required / Not Required**
8. Supplemental Agenda Information: **Program Guidelines, Participation Agreement**
9. Recommended Motion: **Approve amendments as presented**
10. Prepared By: **Cathy Laughlin, City Planner & Redevelopment Manager**
11. Committee/Other Agency Review: **City Attorney**
12. Agency Action:
13. Agenda Distribution:



Storefront Improvement Grant Program

Program Guidelines

A. Purpose

-)] NRS 279.566 requires that every redevelopment plan must provide for the participation and assistance in the redevelopment of property in the redevelopment area by the owners of all or part of that property if the owners agree to participate in conformity with the redevelopment plan adopted by the legislative body for the area.

B. Program Goals

To ensure that all projects receiving City of Elko Redevelopment Agency (Agency) funds are consistent with the City of Elko Redevelopment Plan and the Nevada Revised Statutes, any person participating (Participant) in the Storefront Improvement Program (Program) must demonstrate that the proposed Project conforms to the City of Elko Master Plan and that it furthers one or more of the following goals:

-)] The Project will eliminate blighted conditions
-)] The Project will promote economic revitalization
-)] The Project will stimulate private development
-)] The Project will enhance the City's historic preservation efforts

C. Participation and Funding Requirements

-)] To participate in the Program, a person must be an owner or lessee of the property to be improved, referred to in these Guidelines as the "Program Participant."
-)] Either a lessee or a property owner may apply to be a Program Participant. However, the property owner must sign the Participation Agreement. The lessee may sign the Participation Agreement as well.
-)] The maximum Program grant funding that may be awarded is \$25,000 per lot or parcel with a single Assessor's Parcel Number.
-)] The minimum Program grant funding that may be awarded is \$2,500 per lot or parcel with a single Assessor's Parcel Number.
-)] The Program Participant shall pay 50% or more of the total project costs, depending upon the decision of the Elko Redevelopment Agency (Agency). Total project cost includes construction costs and expenses incurred in the preparation and permitting of plans for the improvements, including building permit fees, design work and construction drawings.
-)] Program Participants are competing for a very limited amount of funds and, as such, may meet all criteria and yet still not receive any funds or the full amount of their request.

D. Application Period

-)] Applications will be accepted by the Agency between January 1st and March 30th of each year. If March 30th falls on a Saturday, Sunday or legal holiday under the Laws of the United States or the

State of Nevada, then the time of such period shall be extended to the next date which is not a Saturday, Sunday or legal holiday.

-) The Grant Review Committee, which is comprised of the five (5) members of the Redevelopment Advisory Council (RAC), will meet in April to rate each application using the rating sheet provided in grant program.
-) The RAC will then make a recommendation to the Agency at its May meeting. The recommendation will include proposed recipients and funding for each project.
-) If the available, budgeted funding is not fully expended in any given application review cycle, applications will be accepted on a first-come, first-served basis until all available, budgeted funding is exhausted.

E. Completion of Storefront Improvements

-) No Work shall be undertaken until the proposed design has been submitted to and approved by the RDA.
-) All Work shall be completed within twelve (-12) months of the date of the signed participant agreement or a building permit is issued by the City of Elko (whichever is later). If a building permit is required, the grant recipient must submit all necessary applications and other documentation needed to obtain the building permit to the City of Elko Building Department within one hundred twenty (120) days from the date of Agency approval.
-) ~~All storefront improvements must be completed within nine (9) months of the date of the signed participant agreement or a building permit is issued by the City of Elko (whichever is later), unless a written extension is granted by the Agency.~~ Failure to meet any this deadline may, at the discretion of the Agency, result in the cancellation of all Agency obligations to reimburse the Program Participant for any otherwise eligible past or future Program costs.

F. Eligible Properties and Businesses

All of the following requirements must be satisfied for a Project to receive funding:

1. The Project must be located within the City of Elko Redevelopment Area.
2. The Applicant must be the property owner(s) or a lessee(s) of a program-eligible building.
3. The property owner must sign the Application or provide a signed letter clearly stating support for the lessee's Application.
4. The property owner must sign the Program Participation Agreement, which is a binding contract.
5. The Program Participant may not apply for more than one (1) Agency-funded incentive per Agency fiscal year.
6. The property on which the Project is situated must be free of all mechanic's liens at the time of Application.
7. Neither the Program Participant nor the property owner may be listed as debtors in bankruptcy proceedings, or have declared bankruptcy within five (5) years prior to the date the Application is submitted.
8. The Program Participant must have a current City of Elko business license, if required.

9. The Project property must be properly zoned for all existing and proposed uses.
10. Neither the Program Participant nor the property owner may be delinquent on any Federal, state, or local taxes.
11. Neither the Applicant nor the property owner may be delinquent on any bills or debts payable to the City of Elko.

G. Ineligible Properties and Uses

The following are ineligible for participation in the Program:

1. Single family residential properties
2. Multi-family residential properties that have no commercial permitted use on same parcel
3. Buildings constructed within five (5) years prior to Application
4. Properties determined by the City of Elko to be in violation of the City Code (not to include legal non-conforming uses)
5. Properties which have received funding from the Agency, or from the City of Elko, within the year prior to Application for capital improvements, on-site improvements or off-site improvements
6. Government offices and agencies (non-governmental tenants are eligible) or other non-taxed entities
7. Properties with respect to which a portion of the property taxes (if property taxes are required) are not allocated to the City of Elko Redevelopment Agency

H. Eligible Improvements

The following are the types of improvements considered eligible for Program funding:

-) Painting of the entire building façade, including decorative architectural elements. This includes all facades viewable from the public right-of-way.
-) Installation of new or repair/replacement of existing windows and doors
-) Remodeling of entry ways
-) Installation or restoration of lighting
-) Installation of new or repair/replacement of existing awnings
-) Cleaning of exterior walls
-) Restoration or renovation of exterior façades, including but not limited to siding, stone, tile, stucco and brick, to include demolition of existing façade
-) Installation of new or repair of existing fascia, cornices, architectural details, gutters and downspouts
-) Installation of new or restoration of existing signage
-) Installation of roofs that are a visible decorative element of the facade

I. Ineligible Improvements

The following types of improvements are ineligible for Program funding:

-) Installation, maintenance or repair of landscaping
-) Installation, maintenance or repairs of roofs (except for roofs that are a visible decorative element of the façade)
-) Repair of foundations
-) Installation or repair of sidewalks
-) Improvements required solely for compliance with the Americans with Disabilities Act
-) Installation or repair of billboards that are not affixed to the building
-) Installation or repair of security systems, including but not limited to video cameras, security bars and razor or barbed wire fencing.
-) Installation or repair of window coverings
-) Interior modifications
-) Purchase, installation or repair of personal property or equipment
-) Repairs to asphalt and parking lots
-) Installation, repair or maintenance of personal property that has not been permanently attached to the building
-) Installation, maintenance or repair of awnings, without more

J. Bidding/Construction/Permits

1. Program Participants are responsible for the design of the Project and for obtaining the necessary bids.
2. Program Participants must obtain three (3) competitive third-party contractor bids for the proposed work. All such contractors must be licensed by the State of Nevada, have in effect any required contractor's bonds, and have in place all necessary City of Elko licenses.
3. Reimbursement amounts for Progress and Final Payments will be calculated based on the lowest of the three (3) bids. The Program Participant may select any of the three (3) bidders to construct the Project; however, the Program Participant will be responsible for any such costs in excess of the lowest bid.
 - a. Construction contracts will be between the Program Participant and the contractor; the Agency will not be a party to any construction contract under the Program. The contractor must obtain all required permits prior to commencing work.
 - b. The contractor that is selected to perform the Project must provide the Agency with certificates of insurance evidencing coverage against bodily injury and property damage, with limits of \$1M occurrence/\$2M aggregate; \$1M commercial auto coverage; and Nevada workers compensation coverage (or employer's liability coverage) covering all employees for no less than the amount required by law.
4. The final selection of a contractor is the sole responsibility of the Program Participant. The Agency has no responsibility for the performance of the work.
5. The quality, timeliness and completeness of the work performed on the Project are matters to be resolved between the Program Participant and the contractor, notwithstanding the Agency's reimbursement requirements.

6. The Program Participant is advised, for its own protection, to obtain a written warranty for the Project work from the contractor.

~~7.~~ Design work is a reimbursable expense (as stated in Section C); provided, design work must be included in the three (3) competitive bids to be considered part of the Program grant.

~~8.~~7.

K. Grant Review

Applicants will be selected for participation in the Program and reimbursement amounts will be calculated based on the following process:

1. The Grant Review Committee will determine the eligibility of each Application using a rating sheet.
2. Each member of the Grant Review Committee will rate each proposed Project based on the points shown on the rating sheet. A total score will be given to each proposed Project based upon the total of all points on the rating sheets.
3. Reimbursement amounts will be determined based on the lowest bid amount submitted in the Application, even if the Program Participant selects a different contractor.
4. Any costs associated with the Project that are not shown on lowest bid will be the sole responsibility of the Program Participant and will not be included in the reimbursement calculation.

L. Redevelopment Agency Approval

The following process will be used in awarding Program grants:

1. The Grant Review Committee will recommend to the Agency the proposed recipient(s) of each grant and the program funding amount.
2. The Agency has the discretion to approve or deny any and/or all the recommended Applications.
3. Program Participants with Agency approved projects must sign a participation agreement with the Agency before the Agency has any obligation to the Program Participant. SuchThe participation agreement must be signed by the participant and submitted to the Agency within thirty (30) days of Agency approval. The participation agreement is a binding contract that establishes the rights and obligations of the parties.
4. Notwithstanding any other provision contained in these Guidelines, in the event the Grant Review Committee is prevented from meeting due to circumstances beyond the control of the Agency, to include acts of God, such as severe acts of nature or weather events including floods, fires, earthquakes, hurricanes, or explosions; war, acts of terrorism, and epidemics; acts of governmental authorities such as expropriation, condemnation, and changes in laws and regulations; and strikes and labor disputes, then the Agency may act without the prior recommendation of the Grant Review Committee.

M. Disbursement of funds

~~Grant funds will be disbursed only after the following conditions have been met:~~

Within ninety (90) days ~~upon~~after completion of the Work and upon final inspection and acceptance of the Work by the RDA or it's authorized representative, the Participant shall complete and submit to the RDA a properly executed **Reimbursement Request Form** (supplied by the RDA) showing all expenses incurred in performing the Work. In addition, the Participant shall submit to the RDA proof of payment of the expenditures listed on the **Reimbursement Request Form** and final lien waivers from all contractors and subcontractors.

~~All work has been completed, inspected and approved by the Agency or a representative assigned by the Agency.~~

~~The Agency has received and approved all invoices from the contractor(s).~~

~~3. The Agency has received proof that all contractors and subcontractors have been paid, such as lien releases or cancelled checks~~

~~7~~

~~4. For Projects which exceed \$10,000, reimbursements can be requested at both 50% and 100% of Project completion.~~

N. Maintenance Obligation

The Program Participant will have the following maintenance obligations following Project completion or final inspection by the City, whichever comes later:

1. The Program Participant shall maintain all improvements funded by the Program in good condition and in accordance with local and State building codes.
2. Conditions that constitute a failure to maintain the property in good condition include, but are not limited to: peeling paint, chipped surfaces, broken windows, torn awnings, broken lights, broken walls/fences, boarded windows, excessive bird droppings or debris, graffiti and illegal or non-conforming signage, and obstructed windows.
3. Agency staff will inspect improvements annually for three (3) years to determine whether improvements are being properly maintained.
4. Failure to maintain improvements that have been completed with Program grant monies for a period of three (3) years will result in ineligibility for future financial incentives to that Program Participant.



Storefront Improvement Grant Program

O. Checklist

- ☐ Storefront improvements designed by Contractor or Design Professional
- ☐ Obtain three (3) written bids on the construction of the storefront improvements
- ☐ January 1- March 30th: Submit completed Grant Application to the City of Elko Planning Department
- ☐ April: Grant review committee recommends to the Redevelopment Agency a list of recipients and grant amounts for each
- ☐ May: Redevelopment Agency awards grants
- ☐ Within (30) thirty days after the grant is awarded, Property owner and Program Participant must sign participation agreement and notice of agreement and record it with the Elko County Recorder
- ☐ Owner selected contractor to provide Redevelopment Agency with certificate of insurance with limits as shown in Section J.
- ☐ ~~Property owner and Program Participant sign Participation Agreement~~
- ☐ ~~Property owner and Program Participant sign Notice of Agreement and record it with the Elko County Recorder~~
- ☐ Within (120) one hundred twenty days from date of Agency approval, Contractor-contractor obtains proper permits from the City of Elko Building Department, if required.
- ☐ Construction begins
- ☐ All storefront improvements must be completed within twelve (12) months of the effective date of the signed participant agreement or the date a building permit is issued by the City of Elko (whichever is later), unless a written extension is granted by the Agency
- ☐ Reimbursement request at 50% completion if awarded grant exceeds \$10,000
- ☐ Request final inspection from Redevelopment Manager at completion of project
- ☐ Within (90) ninety days from the date of final inspection, Program Participant must file Reimbursement request with the City of Elko at 100% completion
- ☐ 3 years of maintenance as required in Participation Agreement
- ☐ Notice of Release filed with Elko County Recorder at completion of 3 years of maintenance



Storefront Improvement Grant Program

Participation Agreement

THIS AGREEMENT is entered into this ____ day of _____, 20____ (the “Effective Date”) by and between the Elko Redevelopment Agency, a political subdivision of the State of Nevada organized and existing under Chapter 279 of the Nevada Revised Statutes (the “RDA”), and:

NAME OF PARTICIPANT:

PARTICIPANT’S PHYSICAL ADDRESS:

PARTICIPANT’S MAILING ADDRESS (IF DIFFERENT):

TELEPHONE NUMBER: _____

EMAIL ADDRESS: _____

(the “Participant”).

PHYSICAL ADDRESS OF PROJECT PROPERTY:

(the “Project Property”).

RECITALS

WHEREAS, the RDA, in its continuing effort to support the redevelopment of the Elko Redevelopment Area (the “Area”), has created the Storefront Improvement Program (the “Program”);



Storefront Improvement Grant Program

WHEREAS, the primary objective of the Program is to encourage and support building and business owner investment in upgrading their existing building storefronts on selected properties within the Area;

WHEREAS, the Program is a process that involves a one-time reimbursement of up to 50% of approved expenses from the RDA for businesses and building owners who construct eligible improvements to the facades of their buildings, to include expenses for construction, painting and refinishing, preparation and permitting of plans, building permit fees, design work and construction drawings -(the "Work");

WHEREAS, the Program will provide reimbursement for a Participant's investment in the Work in an amount between \$2,500.00 and \$25,000.00 per parcel (the "Grant");

WHEREAS, the Participant must apply for and be approved in order to receive the Grant;

WHEREAS, the Participant must comply with this Agreement, to include any requirements incorporated by reference in order to be eligible for the Grant;

WHEREAS, the Project Property is located within the Area;

WHEREAS, the Participant seeks to take part in the Program pursuant to the terms and conditions of this Agreement;

NOW, THEREFORE, for and in consideration of the above recitals and the terms and conditions set forth below, the RDA and the Participant agree as follows:

I.

PROGRAM DESCRIPTION

A. The RDA shall reimburse the Participant for the cost of the Work at the rate of _____ percent (____%); *provided*, the Grant amount shall be no less than **TWO THOUSAND, FIVE HUNDRED DOLLARS (\$2,500.00)** per Assessor's Parcel Number and no greater than **TWENTY-FIVE THOUSAND DOLLARS (\$25,000.00)** per Assessor's Parcel Number.

B. Costs which are eligible for reimbursement include all labor, material, equipment and other related items necessary for the proper performance of the Work as shown on the plans, design drawings, specifications and estimates approved by the RDA, attached at **Appendix 1** and incorporated herein; *provided*, costs paid for in cash will not be reimbursed by the RDA.



Storefront Improvement Grant Program

C. In order to be eligible to participate in the Program, all requirements set forth in the **Program Guidelines**, attached hereto at **Appendix 2** and incorporated herein, must be complied with and satisfied.

D. By signing this Agreement, the Participant certifies that all requirements set forth in the **Program Guidelines** have been satisfied and will remain satisfied throughout the Term (defined below).

E. Participant acknowledges that it has obtained all certificates of insurance from its contractor(s) in compliance with the **Program Guidelines**.

F. In the event the RDA determines that the Participant has materially misrepresented any information needed to obtain approval for participation in the Program, to include the foregoing certification that the requirements set forth in the **Program Guidelines** have been satisfied, the RDA may thereupon immediately recover the entire amount of the Grant from the Participant, together with reasonable attorney fees and costs incurred in enforcing this provision.

II.

SUBMISSION AND APPROVAL

~~A. _____~~ A. No Work shall be undertaken until the proposed its design has been submitted to and approved by the RDA. ~~Following approval, the Participant shall contract for the Work within one hundred eighty (180) days from the date of approval by the RDA Grant Review Committee.~~

~~A.B. _____~~ This ~~a~~Agreement must be executed by the Participant within thirty (30) days of the date of RDA approval.

~~B.C. _____~~ B. All Work shall be completed within ~~nine-twelve (9-12)~~ months of the Effective date ~~Date (defined above) of this signed participant agreement or the date a building permit (if required) is issued by the City of Elko (whichever is later), unless a written extension is granted by the Agency. If a building permit is required for the Work, the grant recipient~~ Participant must submit all necessary documentation to the City of Elko Building Department within one hundred twenty (120) days ~~from of the date of Agency~~ RDA approval. ~~approval by the RDA Grant Review Committee.~~

III.

REVIEW BY RDA

The RDA will periodically review the progress of the Work. These inspections do not replace any required permit inspections by the City of Elko or any other regulatory authority. All



Storefront Improvement Grant Program

defective Work or Work which fails to conform to the approved plans, design drawings and specifications at **Appendix 1** shall be immediately brought into conformity by the Participant.

IV.

ACCEPTANCE BY RDA

Within ninety (90) days ~~Upon~~of completion of the Work and upon final inspection and acceptance of the Work by the RDA or it's authorized representative, the Participant shall complete and submit to the RDA a properly executed **Reimbursement Request Form** (supplied by the RDA) showing all expenses incurred in performing the Work. In addition, the Participant shall submit to the RDA proof of payment of the expenditures listed on the **Reimbursement Request Form** and final lien waivers from all contractors and subcontractors.

V.

PAYMENTS BY RDA

A. The RDA shall, within forty-five (45) days of receipt of the **Reimbursement Request Form**, all proofs of payment, and all lien waivers from all contractors and subcontractors, issue a Final Payment to the Participant as reimbursement for _____ percent (____%) of the approved expenditures for performance of the Work, less any amounts previously reimbursed and subject to any limitations set forth in this Agreement.

B. In addition to the foregoing, if the total amount of the Grant is \$10,000.00 or more, upon completion of fifty percent (50%) of the Work and following receipt of a **Reimbursement Request Form** and all proofs of payment, the RDA may, in its discretion, issue a Progress Payment to the Participant as reimbursement for _____ percent (____%) of the approved expenditures for the Work performed up to that point in the Project, subject to any limitations set forth in this Agreement; *provided*, in the event Participant subsequently fails to complete the Project in accordance with this Agreement, Participant shall immediately upon demand by the RDA repay the Progress Payment to the RDA, together with interest thereon at the rate of eighteen percent (18%) per annum accruing from the date the Progress Payment was made.

VI.

FAILURE TO COMPLETE WORK

If the Participant (including Participant's contractor(s) and/or subcontractor(s)) fails to complete the Work in accordance with this Agreement, to include the approved plans, design drawings and specifications at **Appendix 1**, or if the Participant fails to meet a deadline set forth in this Agreement, then upon written notice from the RDA to the Participant in the manner provided herein, this Agreement shall terminate and the financial obligation on the part of the RDA shall also



Storefront Improvement Grant Program

terminate without any retroactive obligation on the part of the RDA to reimburse the Participant for any Work performed or money or labor expended. Any breach of this Agreement by the Participant shall automatically and immediately disqualify the Participant from any Grant funds, to include Grant funds for Work already performed or funds already expended.

VII.

MAINTENANCE OF WORK, REMEDIES FOR BREACH

Upon completion of the Work pursuant to this Agreement ~~or final inspection by the RDA or its authorized representative~~City, whichever comes later, and for the duration of the Term (defined below) continuing for a period of sixthree (63) years thereafter, the Participant and any subsequent transferee of the Project Property, such as a purchaser, shall properly maintain the completed Work in finished form and without change or alteration. The foregoing maintenance obligations shall include all such obligations set forth in the **Program Guidelines**. For the duration of the Term ~~(defined below)~~, the Participant and any subsequent transferee of the Project Property shall not enter into any contract for or take any other steps to alter, change or remove any or all of the completed Work, nor shall the Participant or any subsequent transferee undertake any other changes, by contract or otherwise, to the improvements made in performing the Work, unless the proposed changes are first reviewed and approved by the RDA. In the event the Participant or any subsequent transferee breaches this Article VII (Maintenance of Work, Remedies for Breach), the RDA may thereupon recover the entire amount of the Grant from the Participant and/or the subsequent transferee of the Project Property, together with reasonable attorney fees and costs incurred in enforcing this provision. Annual inspections will be conducted by the AgencyRDA or its authorized representative to assure compliance with this Section VII.

VIII.

RESTRICTIVE COVENANT AND SUCCESSORS

The Participant shall, at the request of the RDA, record a restrictive covenant for the purpose of preserving the completed Work throughout the Term (defined below). The Participant shall inform any subsequent purchaser of Project Property of this Agreement and the obligations herein contained. The Participant (or any subsequent transferee) shall include in any conveyance of the Project Property during the Term language incorporating by reference the obligations of this Agreement and specifically reciting the text of Article VII (Maintenance of the Work) and making these obligations binding upon any transferee.

IX.

TERM



Storefront Improvement Grant Program

This Agreement shall commence on the Effective Date and shall terminate ~~at a maximum of five (5) years thereafter, unless earlier terminated as provided herein~~; the period of time during which this Agreement remains in effect is referred to herein as the "Term." ~~The Term is inclusive of the time periods stipulated in required under Section II and Section IV. The Term may be extended by written authorization from the RDA for a period not to exceed one (1) year.~~

X.

HOLD HARMLESS AND INDEMNIFICATION

The Participant shall indemnify the RDA and shall release, hold and save the RDA harmless from and against all liabilities, debts, claims, actions, causes of action, losses, damages and attorney's fees now existing or that may hereafter arise or result from performance of the Work. Without limitation, as used in this Article X, the term "the RDA" shall include all officials, officers, employees, directors, employees, agents and representatives of the Elko Redevelopment Agency.

XI.

OTHER WORK

Nothing herein is intended to limit, restrict or prohibit the Participant from undertaking any other work in or about the Project Property which is unrelated to the Work.

XII.

GENERAL PROVISIONS

A. AMENDMENT.

No modification, amendment, addition to, or termination of this Agreement nor waiver of any of its provisions shall be valid or enforceable unless in writing and signed by all the parties.

B. ASSIGNMENT; BINDING EFFECT.

This Agreement shall be binding on the parties' successors and assigns.

C. NOTICES.

Any notice required or permitted to be given under this Agreement shall be sufficient if in writing and if personally delivered or sent by registered or certified mail to:

If to the RDA:



Storefront Improvement Grant Program

**Elko Redevelopment Agency
c/o Elko City Planner
1751 College Avenue
Elko, Nevada 89815**

If to the Participant:

Name of Participant: _____

Name of Contract (if different): _____

Title of Contact: _____

Mailing Address: _____

City/State/Zip Code: _____

or such other address as shall be specified in writing by either the RDA or the Participant.

D. GOVERNING LAW AND VENUE.

This Agreement shall be governed, construed and enforced according to the laws of the State of Nevada. Any action to enforce this Agreement or regarding any benefits or conditions of this Agreement shall be filed in the Fourth Judicial District Court in and for the County of Elko, State of Nevada, which court shall have jurisdiction and venue over said action.

E. ATTORNEY FEES AND COSTS.

In the event of any litigation concerning this Agreement between the parties, the prevailing party shall be entitled to recover all of its court costs and reasonable attorney's fees from the other party.

F. SEVERABILITY.

In the event any term or provision of this Agreement is held to be invalid or unenforceable in any respect by a court of competent jurisdiction, then all other terms and provisions of this Agreement shall remain in full force and effect and shall not in any way be affected or impaired thereby.

G. CAPTIONS.

The captions appearing at the commencement of the articles and sections and herein are not



Storefront Improvement Grant Program

substantive but are descriptive only and for convenience in reference to this Agreement and in no way whatsoever define, limit or describe the scope or intent of this Agreement or other otherwise affect the same.

H. NO INTEREST IN PROJECT PROPERTY.

Nothing in this Agreement shall be construed to transfer any interest in the Project Property to the RDA.

I. ENTIRE AGREEMENT.

This Agreement (including any appendices hereto and any documents incorporated by reference) contains the entire agreement between the RDA and the Participant with respect to the subject matter hereof, and all representations, provisions and covenants between the parties, whether verbal or written, are merged herein.

J. TIME OF THE ESSENCE.

Time is of the essence in this Agreement and of each covenant and agreement that is to be performed at a particular time or within a particular period of time. However, if the final date of any period which is set forth in this Agreement falls on a Saturday, Sunday or legal holiday under the Laws of the United States or the State of Nevada, then the time of such period shall be extended to the next date which is not a Saturday, Sunday or legal holiday.

K. CONFLICTING TERMS.

In the event of a conflict between this Agreement and any document incorporated herein by reference, to include the appendices hereto, the terms of this Agreement shall prevail.

L. NOTICE OF RELEASE.

Notwithstanding any other provision contained herein, in the event the RDA determines that the Participant has satisfied all obligations hereunder, to include all maintenance obligations, the RDA shall record a Notice of Release with the Elko County Recorder thereby releasing the Participant from all obligations to the RDA under this Agreement and placing the public on notice thereof.

IN WITNESS WHEREOF, the parties have executed this Agreement:

ELKO REDEVELOPMENT AGENCY:

By: _____
Signature



Storefront Improvement Grant Program

Print Name

PARTICIPANT:

By:

Signature

Print Name

City of Elko Redevelopment Agency
Agenda Action Sheet

1. Title: **Review, consideration, and possible award of or authorization to rebid the Block Ends Project, and matters related thereto. FOR POSSIBLE ACTION**
2. Meeting Date: **February 23, 2021**
3. Agenda Category: **APPROPRIATION**
4. Time Required: **10 minutes**
5. Background Information: **At the November 10, 2020 meeting, the RDA took action to authorize staff to solicit bids for the Block Ends Project. Bids were received until 3:00 p.m. on February 10, 2021. A bid tabulation is included in your packet. Five of the six bids received were over budget. One bid was within budget but it was determined to be nonresponsive. CL**
6. Budget Information:

Appropriation Required: \$0.00
Budget amount available: \$675,000.00
Fund name: Redevelopment Agency
7. Business Impact Statement: **Not Required**
8. Supplemental Agenda Information: **A complete bid tabulation**
9. Recommended Motion: **Pleasure of the RDA**
10. Prepared By: **Cathy Laughlin, City Planner/Redevelopment Manager**
11. Committee/Other Agency Review:
12. Agency Action:
13. Agenda Distribution:

BID TABULATION

PROJECT NAME: RDA- DOWN TOWN BLOCK-END PROJECT

DATE: BID OPENING 2/10/21 @ 3:00 PM

					Name Address City State Phone No.	Acha Const. 491 VFW DR. Elko, NV 89801 775-388-4222		Name Address City State Phone No.	MKD 20 Stokes Elko, NV 89801 775-848.1448		Name Address City State Phone No.	Ruby Dome, Inc 6525 E. Idaho St. Elko, NV 89801 775-738-2154		Name Address City State Phone No.	Great Basin Engineering Cont. 197 Elko Summit Dr. Elko, NV 89801 775-299-4085		Name Address City State Phone No. Fax No.	Remington Construction 423 5th St. Elko, NV 89801 775-738-6001		Name Address City State Phone No. Fax No.	Granite Construction 905 Railroad St. Suite 2020 Elko, NV 89801 775-842-3305
No.	Bid Item Description	Quantity	Unit	Unit Price	Total Amount	Unit Price	Total Amount	Unit Price		Unit Price		Unit Price		Unit Price		Unit Price		Unit Price		Unit Price	
1	Remove & Dispose of Concrete Sidewalk_____per Sq. FT.	197	SQ	\$ 4.25	\$837.25	\$10.00	\$1,970.00	\$5.68	\$1,118.96	\$ 6.42	\$1,264.74	\$ 7.00	\$1,379.00	\$ 1.00	\$197.00						
2	Remove & Dispose of Type 1 Curb & Gutter @ _____per Lineal Ft.	811	LF	\$ 6.50	\$5,271.50	\$10.00	\$8,110.00	\$6.29	\$5,101.19	\$ 12.49	\$10,129.39	\$ 4.00	\$3,244.00	\$ 3.50	\$2,838.50						
3	Remove & Dispose of Catch Basin @ _____Each	2	EA	\$ 1,100.00	\$2,200.00	\$600.00	\$1,200.00	\$1,858.43	\$3,716.86	\$ 759.63	\$1,519.26	\$ 1,250.00	\$2,500.00	\$ 1,850.00	\$3,700.00						
4	Remove & Dispose of Asphalt Pavement@_____per Sq. Ft.	26,139	SQ	\$ 2.00	\$52,278.00	\$1.75	\$45,743.25	\$0.95	\$24,832.05	\$ 1.12	\$29,275.68	\$ 0.61	\$15,944.79	\$ 1.65	\$43,129.35						
5	Construct Asphalt Patch per City Detail R-9.1 Includes Aggregate Base Course @ _____per Sq Yd.	463	SY	\$ 54.00	\$25,002.00	\$25.00	\$11,575.00	\$103.30	\$47,827.90	\$ 69.17	\$32,025.71	\$ 155.00	\$71,765.00	\$ 190.00	\$87,970.00						
6	Construct Type 1 Curb and Gutter per City Detail R-2.1, Includes Aggregate Base Course @ _____per Lineal Ft.	901	LF	\$ 56.00	\$50,456.00	\$52.00	\$46,852.00	\$47.57	\$42,860.57	\$ 62.06	\$55,916.06	\$ 60.00	\$54,060.00	\$ 48.00	\$43,248.00						
7	Construct Post Curb (Barrier Curb) per City Detail R-2.2, Includes Aggregate Base Course @ _____per Lineal Ft.	1,032	LF	\$ 41.00	\$42,312.00	\$20.00	\$20,640.00	\$33.07	\$34,128.24	\$ 42.73	\$44,097.36	\$ 47.00	\$48,504.00	\$ 37.00	\$38,184.00						
8	Construct 4" Thick Concrete Sidewalk per City Detail R-3.1, Includes aggregate Base Course @ _____per Sq. Ft.	5,614	SF	\$ 8.50	\$47,719.00	\$12.00	\$67,368.00	\$11.84	\$66,469.76	\$ 12.82	\$71,971.48	\$ 13.50	\$75,789.00	\$ 12.00	\$67,368.00						
9	Construct ADA Ramps with Truncated Domes and Post Curb Where Needed, Includes Aggregate Base Course @ _____per Sq. Ft.	455	SF	\$ 15.00	\$6,825.00	\$75.00	\$34,125.00	\$15.93	\$7,248.15	\$ 46.36	\$21,093.80	\$ 30.00	\$13,650.00	\$ 43.00	\$19,565.00						
10	Construct 6" Diameter C900 Water Main @ _____per Lineal Ft.	26	LF	\$ 72.00	\$1,872.00	\$75.00	\$1,950.00	\$185.80	\$4,830.80	\$ 227.75	\$5,921.50	\$ 162.00	\$4,212.00	\$ 185.00	\$4,810.00						
11	Relocate Existing Fire Hydrant @ _____per Ea.	2	EA	\$ 1,550.00	\$3,100.00	\$5,000.00	\$10,000.00	\$3,816.49	\$7,632.98	\$ 2,534.49	\$5,068.98	\$ 3,705.00	\$7,410.00	\$ 6,300.00	\$12,600.00						
12	Adjust Water Valves to Finish Grade @ _____per. Ea.	1	EA	\$ 840.00	\$840.00	\$600.00	\$600.00	\$861.97	\$861.97	\$ 298.91	\$298.91	\$ 656.00	\$656.00	\$ 475.00	\$475.00						
13	Construct Antique Light Poles Per Special Provisions #1 on Pg. 68 Below @ _____per Ea.	4	EA	\$ 9,844.00	\$39,376.00	\$11,500.00	\$46,000.00	\$3,683.00	\$14,732.00	\$ 10,206.86	\$40,827.44	\$ 15,487.50	\$61,950.00	\$ 10,000.00	\$40,000.00						
14	Construct N-9 Pull Box @ _____per Ea.	6	EA	\$ 1,005.00	\$6,030.00	\$500.00	\$3,000.00	\$351.62	\$2,109.72	\$ 451.52	\$2,709.12	\$ 789.00	\$4,734.00	\$ 476.00	\$2,856.00						

15	Construct N-36 Pull Box @ _____ Per Ea.	5	EA	\$ 1,005.00	\$5,025.00	\$800.00	\$4,000.00	\$635.11	\$3,175.55	\$ 904.92	\$4,524.60	\$ 1,870.00	\$9,350.00	\$ 660.00	\$3,300.00
16	Adjust Pull Box to finished Grade @ _____ per Ea.	5	EA	\$ 900.00	\$4,500.00	\$600.00	\$3,000.00	\$158.96	\$794.80	\$ 358.70	\$1,793.50	\$ 330.00	\$1,650.00	\$ 475.00	\$2,375.00
17	Relocate Existing Street Sign @ _____ per Ea.	13	EA	\$ 288.00	\$3,744.00	\$300.00	\$3,900.00	\$345.16	\$4,487.08	\$ 274.04	\$3,562.52	\$ 195.00	\$2,535.00	\$ 250.00	\$3,250.00
18	Remove and Dispose of Existing Sign @ _____ per Ea.	7	EA	\$ 160.00	\$1,120.00	\$120.00	\$840.00	\$143.46	\$1,004.22	\$ 239.12	\$1,673.84	\$ 171.00	\$1,197.00	\$ 35.00	\$245.00
19	Furnish and install ADA parking Sign and Striping for Parking Stall or Access Aisle @ _____ per Ea.	15	EA	\$ 650.00	\$9,750.00	\$700.00	\$10,500.00	\$657.69	\$9,865.35	\$ 692.11	\$10,381.65	\$ 397.00	\$5,955.00	\$ 580.00	\$8,700.00
20	Construct Electrical Conduit and Trenching @ _____per Lineal Ft.	1,493	LF	\$ 39.50	\$58,973.50	\$30.00	\$44,790.00	\$69.94	\$104,420.42	\$ 49.74	\$74,261.82	\$ 22.00	\$32,846.00	\$ 120.00	\$179,160.00
21	Install Wiring and Devices @ _____ per Lump Sum	1	LS	\$ 9,000.00	\$9,000.00	\$6,300.00	\$6,300.00	\$29,636.52	\$29,636.52	\$ 8,154.82	\$8,154.82	\$ 21,400.00	\$21,400.00	\$ 7,500.00	\$7,500.00
22	Install Electrical Service Pedestal includes Conduit and trench from Adjacent Transformer @ _____per Ea.	1	EA	\$ 12,000.00	\$12,000.00	\$9,500.00	\$9,500.00	\$10,009.78	\$10,009.78	\$ 8,636.74	\$8,636.74	\$ 9,951.00	\$9,951.00	\$ 8,300.00	\$8,300.00
23	Construct 30" Diameter HDPE Storm Drain Pipe per City Detail U-2.1 @ _____per Lineal Ft.	33	LF	\$ 475.00	\$15,675.00	\$150.00	\$4,950.00	\$172.21	\$5,682.93	\$ 197.32	\$6,511.56	\$ 239.00	\$7,887.00	\$ 260.00	\$8,580.00
24	Construct Type 4-R Drop Inlet per City Detail D-2.1 @ _____ per Ea.	1	EA	\$ 3,500.00	\$3,500.00	\$5,000.00	\$5,000.00	\$4,546.32	\$4,546.32	\$ 5,963.10	\$5,963.10	\$ 5,602.00	\$5,602.00	\$ 5,500.00	\$5,500.00
25	Construct Type 3-R Drop Inlet per City Detail D-1.1 @ _____ per Ea.	1	EA	\$ 3,600.00	\$3,600.00	\$4,500.00	\$4,500.00	\$4,496.38	\$4,496.38	\$ 4,710.28	\$4,710.28	\$ 4,498.00	\$4,498.00	\$ 4,750.00	\$4,750.00
26	Remove and Dispose of Existing Drop Inlet @ _____ per Ea.	2	EA	\$ 1,100.00	\$2,200.00	\$1,500.00	\$3,000.00	\$1,507.49	\$3,014.98	\$ 358.70	\$717.40	\$ 3,092.00	\$6,184.00	\$ 1,850.00	\$3,700.00
27	Adjust Catch Basin To Finished Grade per special Provisions #2 on Pg. 76 @ _____ @ per Ea.	1	EA	\$ 1,600.00	\$1,600.00	\$2,500.00	\$2,500.00	\$2,679.19	\$2,679.19	\$ 896.72	\$896.72	\$ 2,772.00	\$2,772.00	\$ 500.00	\$500.00
28	Furnish & Install Sod @ _____per Sq. Ft.	15,877	SF	\$ 1.00	\$15,877.00	\$2.50	\$39,692.50	\$4.46	\$70,811.42	\$ 3.99	\$63,349.23	\$ 3.00	\$47,631.00	\$ 5.00	\$79,385.00
29	Furnish and Install Irrigation. Includes all Pipes, Valves, Controller, Control Wires, and necessary Components as Shown on the Plans and Specifications @ _____per Lump Sum	1	LS	\$ 18,000.00	\$18,000.00	\$75,000.00	\$75,000.00	\$63,494.48	\$63,494.48	\$ 111,716.95	\$111,716.95	\$ 68,250.00	\$68,250.00	\$ 73,000.00	\$73,000.00
30	Furnish and Install 1.5" Caliper Spring Snow Crabapple Tree @ _____per Ea.	8	EA	\$ 954.00	\$7,632.00	\$600.00	\$4,800.00	\$638.41	\$5,107.28	\$ 904.31	\$7,234.48	\$ 866.25	\$6,930.00	\$ 563.00	\$4,504.00
31	Furnish and Install 2" Caliper Autumn Blaze Maple Tree @ _____per Ea.	6	EA	\$ 954.00	\$5,724.00	\$700.00	\$4,200.00	\$638.41	\$3,830.46	\$ 904.31	\$5,425.86	\$ 866.00	\$5,196.00	\$ 563.00	\$3,378.00
32	Furnish and Install Shademaster Honeylocust Tree @ _____per Ea.	6	EA	\$ 960.00	\$5,760.00	\$700.00	\$4,200.00	\$638.41	\$3,830.46	\$ 904.31	\$5,425.86	\$ 866.00	\$5,196.00	\$ 563.00	\$3,378.00
33	Mobilization / Demobilization @ _____ per Lump Sum	1	LS	\$ 18,623.75	\$18,623.75	\$60,193.25	\$60,193.25	\$39,810.38	\$39,810.38	\$ 12,805.01	\$12,805.01	\$ 49,706.00	\$49,706.00	\$ 83,554.15	\$83,554.15
	Total				<u>\$486,423.00</u>		<u>\$589,999.00</u>		<u>\$634,169.15</u>	\$ -	<u>\$659,865.37</u>		<u>\$660,533.79</u>		<u>\$850,000.00</u>

MISSING CERTIFICATE
NOT TO ENGAGE IN
BOYCOTT OF ISRAEL

COMPLETE BID

COMPLETE BID

OFF .02

COMPLETE BID

COMPLETE BID

SOME WHITE OUT AND ERASURE
ON BID FORM

NO BOYCOTT OF ISREAL FORM
INCLUDED

1ST

2ND

3RD

4TH

5TH

6TH

Redevelopment Agency 2019/2020 Budget

July 1, 2020 to June 30, 2021

Revenues		
	Approved Budget	As of 2/10/2021
Beginning Fund Balance	\$1,358,208	
Budget to beginning fund balance dif.	-\$58,339	
Property Tax Revenues (anticipated)	\$393,888	\$235,447
Interest Revenues (anticipated)	\$7,000	\$941
Transfer in from General Fund		
Total Revenues	\$1,700,757	\$236,388

Balance to date	\$1,531,611
-----------------	-------------

Expenditures		
	Approved Budget	As of 2/10/2021
Legal	\$20,000	
Public Improvements		
Misc. items	\$1,000	\$247
Storefront Program (pledged 2017)	\$25,000	
Storefront Program (pledged 2018)	\$25,000	
Storefront Program (pledged 2019)	\$16,918	
Storefront Program (pledged 2020)	\$98,448	
Storefront Program (pledged 2021)	\$50,000	
Public-Private Partnerships	\$75,000	
RAC Recognition Program	\$1,000	
400 Block Alley power project	?	
Block End Project	\$600,000	\$4,400
Stockmen's Parking lot	\$99,999	
Balance towards savings	\$688,292	
Revolving Fund	\$100	
Total Expenses	\$1,700,757	\$4,646



Downtown Idea Exchange

Improving physical, social, and economic conditions downtown

Vol. 68, No. 1
January 2021

Inside this issue

Downtown homeless shelter offers luxury, helps city address stubborn crisis. . . . 2

Public art, storytelling part of award-winning branding program. 5

Is your bike plan bringing political fire? Strategies for overcoming “bikelash” 7

Is flight from urban cores a fad or a trend? Economists disagree 8

Six ways — including several contentious suggestions — to tackle parking challenges 9

Artist studios, Light installations, Political signage, and more 11

@DowntownDevelopment.com

Macon Money promotional video

Colorful Bridgeport branding video

The Artery tour and interviews

ATTRACTION

Money-matching game supports downtown, boosts social connections

Downtown leaders in Macon, GA (est. pop. 153,159), had an idea that seemed far-fetched. They hoped to spur interest in local merchants by printing their own currency, and then setting up a unique scavenger hunt based on the custom scrip.

When local residents expanded the game to Facebook, and small businesses began hosting events based on the marketing initiative, organizers knew Macon Money was a hit.

Macon Money started with official-looking bonds emblazoned with

the images of famous local figures, including Rock & Roll Hall of Fame inductee Otis Redding, a Macon native and singer of “The Dock of the Bay.”

Organizers cut the bonds in half and distributed the halves to local residents.

Playing the game meant residents accepted a deceptively simple assignment: They had to find the person who held the matching half of the bond. Once the owners of the two halves of a bond met up, they

(Continued on page 3)

PATHWAYS AND PUBLIC SPACES

Raising its game, city creates “pedestrian seductive” street

The Minneapolis region’s light rail transit is expanding and plans to begin serving Hopkins, MN (est. pop. 18,300), in 2023.

Downtown leaders in Hopkins welcome the new train line, which transit officials expect to carry 34,000 riders a day. But Hopkins also has a challenge: The Green Line Extension of the light rail service will stop near downtown but not in downtown.

Hopkins’ response? To set up a pedestrian connection that train commuters won’t be able to resist.

The city designed and built the Artery, a bike, pedestrian, and vehicle connection and community space along Eighth Avenue South that connects the Green Line Extension Light Rail Transit station to downtown.

(Continued on page 6)

Downtown homeless shelter offers luxury, helps city address stubborn crisis

The official statistics say downtown Memphis, TN (est. pop. 650,618), isn't in need of additional emergency shelter beds for homeless people. But Jared Bingham looks around and sees that the official stats don't tell the full story — there are many people in Memphis, especially women, who need shelter.

"Memphis has about 8,000 families that become homeless every year. Homeless people living downtown compound the suffering for everybody," he says.

Bingham, a principal with the Dragonfly development group, is working with Hospitality Hub, a nonprofit organization that has taken an ambitious approach to addressing the problem of homelessness in downtown Memphis.

Hospitality Hub has spent nearly \$1 million to create a 27-bed shelter for homeless women. The property is designed to suggest a boutique hotel, but it offers its clients job training and other essential services as well.

The phrase "homeless shelter" evokes a certain image — cheap furniture, flimsy cots, fluorescent lighting. By design, Hospitality Hub's Hub Hotel exudes a different vibe. The furnishings match. The lighting is soft. The sheets have high thread counts.

By giving homeless women a desirable place to live, Bingham says, their entire outlook changes. After a few days of good meals and plush towels, even women who seemed deeply damaged by hard lives suddenly make eye contact and project confidence.

Surprisingly, the COVID-19 recession helped Hospitality Hub make its pitch for funds.

"As people of means were watching the world fall apart, many of them were thinking, 'This is the crisis of my lifetime,'" Bingham says.

Getting into Hub Hotel isn't easy. To be admitted, women must submit to a COVID-

19 test and ongoing drug screening. Alcohol is not allowed.

Work Local program supports downtown

The Hub also offers a Work Local program that provides job opportunities for homeless women. The project began as a pilot in conjunction with the city's Department of Public Works. It pairs homeless work crews with sites identified through a public blight registry.

With the support of the Downtown Memphis Commission, Work Local runs three women-only shifts each week downtown. For keeping the streets clean, workers earn \$10 an hour for five-hour shifts.

The Hub works with more than 100 partners to provide housing, employment, healthcare, transportation, disability qualifications, legal assistance, and substance abuse support.

The boutique hotel for women is just part of Hospitality Hub's efforts to address homelessness. In another project, the group in 2020 began construction of a new complex that will include storage lockers, phone charging stations, food, and private meeting space for service providers to meet with homeless clients.

Bingham says the organized response to homelessness comes in part because downtown leaders realized they were asking churches to do too much.

"Homeless people would come into a downtown church and ask for help, and the quality of the help depended on the schedule of the individual clergy person," he says.

When the coronavirus pandemic hit, the organization partnered with hotels for a room voucher system to house homeless women. But Hospitality Hub wanted a more permanent and effective solution.

The good news, Bingham says, is that there's no secret sauce to creating a boutique hotel for homeless people. "You could totally build a Hub Hotel anywhere," he says. **DIX**

Money-matching game supports downtown, boosts social connections — Continued from page 1

could redeem the scrip at local businesses in amounts of \$10 to \$100.

Winning at Macon Money was no easy task. Organizers designed the game so that finding a match could be difficult. Participants in the game were compelled to chat with strangers and, if that didn't work, to take their search online.

White residents of Macon often found their match was held by an African-American resident of the city. Students and faculty at Macon's Mercer University had to venture off campus.

Finding a match was challenging enough that some Macon residents used Facebook to search for the holder of the other half of their bonds. When the initiative went viral on social media, it became clear Macon Money was achieving its goals, according to The Knight Foundation, the nonprofit that funded the effort.

"A sign of success is when players layer additional activities onto a game that you never expected," The Knight Foundation wrote in a post-game analysis.

Macon Money launched way back in 2010 and ran for eight months. The initiative is getting fresh attention thanks to the publication of a new book, *Locally Played: Real-World Games for Stronger Places and Communities*. The author is Benjamin Stokes, a cofounder of Games for Change and an assistant professor at American University.

Stokes says Macon Money was designed not just to boost local businesses but also to bring together residents in a city that felt divided by such barriers as race, class, and academic achievement.

"In the months after launch, local organizers tweaked the game to reach their network goals," Stokes writes. "Most notably, they distributed the bonds strategically to cross lines of race and class and thereby start conversations across groups in the community."

Players learned about Macon Money in a variety of ways. Some were recruited through their churches. Others received half-bonds in the mail, or at events such as community concerts.

Many players found their matches on Facebook or on the Macon Money website. After connecting virtually, they had to meet in person to finalize their victory in the game.

When the owners of two half-bonds found each other and met, they took a photo together, then went off to spend their prize.

According to exit polling, some two-thirds of Macon Money players didn't previously know their ultimate matches, Stokes writes.

Changing shopping patterns

During the game's run, more than 3,500 people played Macon Money. The game directed \$64,000 to merchants along the city's College Hill Corridor, which links downtown to Mercer University. Participating businesses included restaurants, bicycle shops, and clothing boutiques.

"Businesses loved the exchange of bonds for real dollars," Stokes writes. "However, they were even more excited about the opportunity to meet new customers who might



Macon Money brought people together to shop locally.



DowntownDevelopment.com

To see a **promotional video** for Macon Money, go to DowntownDevelopment.com and click on **"Web Extras."**

return with an interest in buying local in the long-term."

While the connections among residents were often fleeting, Macon Money seemed to create more lasting connections between residents and businesses. More than 90 percent of players reported visiting a business they never had patronized previously, and some 10 percent said the game inspired them to begin regularly visiting downtown merchants.

Those new visitors were no small accomplishment. The College Hill Corridor often was considered "neglected and unsafe," and Macon Money helped change perceptions, Stokes writes.

NewTown Macon, a public-private partnership, took the lead in organizing Macon Money. The social game lived up to its promise by taking on a life of its own.

In one example, independent of official efforts to promote Macon Money, merchants capitalized on the game's popularity by hosting find-your-match events. Those sorts of unplanned spinoffs are a game designer's

dream, The Knight Foundation reported.

Stokes acknowledges that the game wasn't an easy sell. Many Macon residents were reluctant at first, partly because the concept was new.

"In part, games ask busy people to do more than listen; they must actively participate, and often in ways that are unfamiliar," Stokes writes.

Some also were suspicious of the possibility that Macon Money was an elaborate hoax. Those fears were especially acute in the Black community, Stokes reports.

To assuage such suspicions, the organizers of Macon Money took pains to be transparent. A website explained the project's funding, lofty goals, and underlying legal framework.

Despite obvious obstacles, the game became popular. When strangers met up to make their match, the resulting interaction tended to be just a short conversation, not a lasting relationship, Stokes reports.

Even so, the new acquaintances sometimes became Facebook friends or joined one another's networks in other ways. Sometimes, the winners would invite friends to share the winnings, further spreading the social connections.

Lessons from Macon Money

The Knight Foundation, which provided funding for Macon Money, says the program provided three valuable lessons:

- **Macon Money encouraged exploration.** Games free people to try new things against a backdrop that's playful and safe. In Macon Money, residents took advantage of their free currency to experiment with new spending habits: 46 percent of players surveyed spent their bonds at a local business they'd never frequented before, and 92 percent of those players report returning to those businesses after the game.

- **Macon Money built community pride.** By blending the community's historical identity and symbols — notably the likeness of famed singer Otis Redding — the game gave residents a sense of ownership and local pride.

- **Macon Money let locals "hack" the experience.** When Macon residents took the game to Facebook, and when merchants marketed around the game, the program's success was all but assured.

Not everyone was a winner

By design, the game ended with some bonds unmatched, whether because of bad fortune or because the recipients of the bonds simply didn't want to work hard enough to find their matches.

But for a game to function properly, some people need to lose, Stokes contends. Compelling play requires a degree of suspense and challenge.

"Quite simply, if you know that you will win a game in advance, much of the fun goes away," he writes. "Uncertainty is an unusual goal for many city leaders, especially those used to talking about civic life in terms of duty and responsibility. Fortunately, a playful tone has considerable legitimacy in building community and economic strategies like placemaking."

Another crucial component was treating the bonds as legal tender. To discourage casual theft, organizers kept the bonds locked up. To thwart counterfeiters, Macon Money workers scrutinized watermarks and checked

serial numbers. The bonds retained their magic only if they were scarce, secure, and valuable, Stokes says.

Contact: Benjamin Stokes, American University, 202-885-2066. **DIX**

ATTRACTION

Public art, storytelling part of award-winning branding program

Skeptics think of downtown Bridgeport as a treacherous place. The Bridgeport Downtown Special Services District (DSSD) has a different perspective.

It sees downtown Bridgeport, CT (est. pop. 144,365), as “friendly,” “flourishing,” and “eclectic.” To underscore that image, downtown boosters launched Colorful Bridgeport, a branding and marketing program that pitches the district as a vibrant place to live, work, and socialize.

“We wanted to create an uplifting and truthful vantage point,” says Lauren Coakley Vincent, president and chief executive officer of the Bridgeport DSSD. “We have a lot of creative businesses, and diversity.”

Bridgeport’s effort has included a combination of public art installations and marketing initiatives that present the faces of downtowners. In another compelling feature, Colorful Bridgeport doesn’t cost much — the program operates within the confines of the DSSD’s annual budget, Coakley Vincent says.

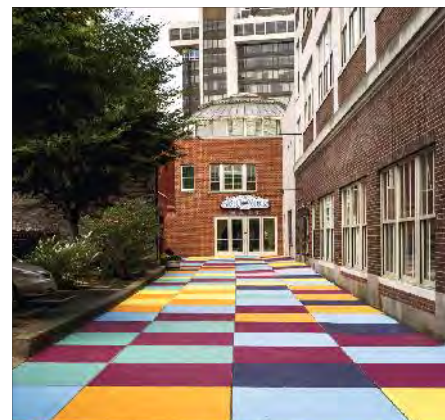
The Connecticut Main Street Center honored Colorful Bridgeport in its 2020 awards, naming the program the top downtown marketing effort in the state. Among the kudos, the Main Street Center noted that Colorful Bridgeport is “easily replicable” and leans on local talent. When the DSSD hires out tasks for Colorful Bridgeport, it hires Bridgeport businesses and artists.

“The best branding programs are founded on storytelling, and Colorful Bridgeport does this expertly — spreading color and joy through public art, highlighting downtown entrepreneurs, residential spaces, events, and business offerings — all while elevating local talent,” The Connecticut Main Street Center says.

The Bridgeport program succeeds by creating a memorable identity for downtown, and by pitching a clear value proposition. Bridgeport took to Instagram and other social media platforms to promote the brand. And art installations provide reinforcement.

One prominent example is Broad Street Steps, a stairway painted in rich blues, yellows, and pinks.

There is also a splash of color at Peacock Alley,



The Colorful Bridgeport brand is visible online and underfoot.



DowntownDevelopment.com

To see a [video overview of Colorful Bridgeport](#), go to DowntownDevelopment.com and click on ["Web Extras."](#)

which Coakley Vincent describes as "an otherwise-not-remarkable-place." The vibrant colors seem more attuned to the Caribbean than the Northeast. Coakley Vincent says the campaign is all about resetting expectations.

In addition to the bright hues, another hallmark of Bridgeport's initiative is its focus on the city's African-American and Latino residents.

In a recent project called People of Colorful Bridgeport, a series of portraits of downtown business owners, residents, educa-

tors, and community leaders was installed downtown. The portraits are also featured at the DSSD website along with video interviews.

"Through these dialogues, we believe you will truly get a sense of Downtown Bridgeport's dynamic energy," says Coakley Vincent. "We hope that the public art installation, paired with the video narratives, incite curiosity, exploration, and inspiration."

Contact: Lauren Coakley Vincent, Bridgeport Downtown Special Services District, 203-908-3622. **DIX**

Raising its game, city creates "pedestrian seductive" street — Continued from page 1

The Artery pulls out all the stops — lighting, landscaping, and public art are all designed to beckon train riders downtown.

"We set our goal for the level of design as pedestrian seductive," says Kersten

"We really felt like what we had to do was to lure that rider, that pedestrian, that biker into downtown via a really seductive street."

Elverum, the city's director of economic development and planning. "We didn't feel it was enough just to make it walkable, to make it friendly.

We really felt like what we had to do was to lure that

rider, that pedestrian, that biker into downtown via a really seductive street."

Project is a decade in the making

Hopkins' Planning and Economic Development department originally imagined the project, which was completed in the spring of 2018 after nearly 10 years of planning, as a way to attract visitors to the downtown business district, provide access to the forthcoming light-rail station, and fill a missing gap between two regional trails.

As the Artery's name suggests, the project turned into much more than a simple connection from point A to point B. The

Artery features a wide designated cycle track, pedestrian paths, community spaces, and various art installations from local and national artists.

The public art includes paintings on sidewalks and crosswalks, medallions and etchings on sidewalks, and a granite timeline of the history of the city. Other features include a trellis, a sculpture shaped like a dragon wing that doubles as a traffic gate during events, and a photo-friendly spot where visitors can take pictures to be memorialized on Instagram.

The city touts one sculpture as the "world's largest raspberry." It's a nod to Hopkins history as the raspberry capital of the world, and host of an annual raspberry festival. There's also a shade structure, and lighting strung across the street creates a welcoming feel.

Part of the street was designed without the typical curb and gutter. The result is a pedestrian-friendly gathering space, which remains open to vehicles as well. To replace the normal security blanket between pedestrians and vehicles, Hopkins installed planters, grass beds, and other landscaping to create a barrier between traffic and pedestrians.

As part of the Artery project, the street was converted to one-way traffic.

Hopkins' efforts have received widespread kudos. In 2018, the city received the Project of the Year Award from the Minnesota Chapter of the American Public Works Association for the Artery Project.

Diverse funding sources

The Artery was named as a 2019 Great Street by the American Planning Association as part of its Great Places in America program. The program recognizes streets, neighborhoods, and public spaces that showcase "exceptional character, quality, and planning." The Artery was one of just three Great Streets winners for 2019.

"It's completely different from what most streets are," Elverum says.

The Metropolitan Council, which is building the light-rail line, has supported the project as a prime example of transit-oriented development, the Minneapolis Star-Tribune reports.

The Metropolitan Council awarded the Artery project more than \$1.3 million in Livable Communities Act grants, and it directed an additional \$365,000 in similar grants for environmental cleanup to help develop a nearby apartment building, Gallery Flats. The Metropolitan Council also paid \$3.4 million for an enclosed parking ramp in the new Moline apartment building on the street, which will serve as a park-and-ride facility.

Hennepin County's housing authority also has committed \$300,000 for development of the Artery.

Contact: Kersten Elverum, City of Hopkins, 952-548-6340. **DIX**



DowntownDevelopment.com

To [see a video tour of the Artery](#), go to DowntownDevelopment.com and click on "[Web Extras](#)."

ACCESS AND MOBILITY

Is your bike plan bringing political fire? Four strategies for overcoming "bikelash"

Led by a bike-friendly mayor, Pittsburgh is betting that bike transit is here to stay. But detractors have responded with a "bikelash" that includes complaints that new bike lanes take away valuable parking spots.

This autumn, the city completed work on bike lanes that connect the city's downtown to the Great Allegheny Passage trail. Earlier in 2020, Mayor Bill Peduto unveiled a plan for an additional 120 miles of bike lanes and 32 miles of trails.

"It is another building block in strengthening an inclusive, vibrant, resilient city providing travel options that accommodate and respect the great diversity and needs of our people," Peduto says.

Even if bikes can reduce pollution and tamp down traffic congestion, cities every-

where have faced criticism of bike-friendly policies.

That pattern is playing out in Pittsburgh, where not everyone is keen on an ambitious program to encourage bicycle commuting. The mayor's detractors refer to him as "Bike Lane Billy."

The city initially planned to install lanes along Fort Pitt Boulevard but dropped that work after sharp pushback from merchants, the *Pittsburgh Post-Gazette* reports.

Their gripe? The bike lanes would squeeze out parking for customers and delivery trucks.

"Bikelashes" — backlashes to bike-friendly policies — are common. In Boston and elsewhere, critics of cycling have pushed back against bike lanes as a change that makes crowded streets even more crowded.

In Pittsburgh, Peduto is both following and encouraging a clear trend: From 2000 to 2014, Pittsburgh experienced a 408 percent increase in cycle commuting, according to U.S. Census data. That was the most dramatic jump of any city in the nation, the *Post-Gazette* reports.

While most Pittsburgh commuters continue to drive, bike-sharing program Healthy Ride reports strong growth in recent years.

Injuries of cyclists have declined in recent years, perhaps because bike lanes make motorists more aware of sharing the road, the *Post-Gazette* says. The consensus among urban planners is that more cyclists on roads improve safety by forcing motorists to be aware of bikes.

With many downtown leaders looking to embrace cycling-friendly policies, here are some strategies for countering bikelash, courtesy of Aaron Naparstek of Streetsblog

and Doug Gordon of Brooklyn Spoke:

- **Organize and advocate.** Fights over bike lanes are political, so taking an active part in the political process is critical.

- **Stress the upside of bike lanes.** Installing bike lanes doesn't just make the streets safer for bicyclists. Because bike lanes keep bicyclists out of the way of motorists, they make the streets safer for everyone.

- **Deliver the message yourself.** Your local media outlets might or might not tell the whole story about bike lanes and bike safety. To keep your message on point, create your own coverage via social media.

- **Agree rather than argue.** Replace the phrase “no, but” with “yes, and.” In this way you replace conflict with compromise, and add additional information to the discussion. This tactic will catch your opponent off-guard, and it can keep open the lines of dialogue. **DIX**

ECONOMIC TRENDS

Is flight from urban cores a fad or a trend? Economists disagree

The latest round of urban flight has spawned one of the great debates of the COVID-19 pandemic. Will Americans resume their shift toward urban living when the coronavirus is brought to heel? Or will they decide the suburbs suit them?

Prominent economists disagree. Some say the luster of city centers already had begun to fade when the pandemic struck. Others say COVID-19 only interrupted a lasting trend toward urban living.

Once the pandemic goes away, the appeal of urban areas will return, says John Williams, president of the Federal Reserve

Bank of New York. Manhattan, San Francisco, and other dense cities “absolutely” will rebound from the recent exodus, he told members of the Society for Advancing Business Editing and Writing in November.

“All the advantages and things people love about being in cities are still there,” Williams said. “And we miss them terribly.”

However, other prominent economists are less optimistic. Robert Dietz, chief economist at the National Association of Home Builders, says the shift from urban centers to suburbs and exurbs during the pandemic is “unambiguous.”

“It’s an acceleration of trends that were already in place,” Dietz says.

Mark Vitner, senior economist at Wells Fargo, agrees, saying residents of expensive regions had grown weary of ever-rising prices. They coped by renting or buying smaller homes.

“Suddenly, when COVID hit, people were like, ‘I need some space,’” Vitner says.

As a result, he says, apartment landlords experienced “a sharp decline in rents in big cities.”

Residents of San Francisco and Los Angeles moved to Utah, Idaho, and Dallas, while those living in the Northeast opted for Charlotte, Atlanta, and Tampa, Vitner says.

“We’re seeing so many folks move from dense, globally connected cities,” he says.

National Association of Realtors Chief Economist Lawrence Yun also says the

rise of remote working means that many white-collar Americans will opt for bigger homes farther away from employment centers.

“If one does not have to commute every single day, then people may say, ‘Well, I don’t mind living further out from the downtown areas,’” Yun says.

Meanwhile, office workers largely have stayed out of downtowns. They’re still working from home. As of mid-November, about a quarter of employees had returned to working from office buildings in 10 of the largest U.S. cities, *The Wall Street Journal* reports.

That rate is up sharply from an April low of less than 15 percent, but down from the late summer high of 27 percent.

“There’s a huge headwind against company executives to strongly push their employee bases to come back to work,” Douglas Linde, president of Boston Properties Inc., tells the *Journal*. **DIX**

ACCESS AND MOBILITY

Six ways — including several contentious suggestions — to tackle parking challenges

Every successful urban district struggles with parking — how to provide enough spaces, how to price those spaces properly, how to enforce violations.

In his book *Walkable City Rules*, city planner and urban designer Jeff Speck offers some contrarian advice about parking. Downtown leaders need to stop serving the parking monster, and instead make parking serve them, he argues.

Speck offers these suggestions for rethinking parking:

Eliminate parking requirements for new development. On-site parking requirements are the enemy of urbanism, Speck argues. In too many cities, the result is a competition among urban residents for the best spots.

Cities such as Washington, DC, Hartford, CT, and Minneapolis, MN, have experimented with more lenient parking rules. Speck suggests doing away with them altogether.

By creating a permit plan for residents

who need parking, cities can supply spaces for those who need them. And the change might lead some to embrace car-free lifestyles.

“When you allow a developer to put up a building without parking,” Speck writes, “tenants show up without cars.”

Make parking a shared responsibility. Many downtowns are a hodgepodge of surface parking lots. City leaders should rethink parking and find ways to make parking denser and less disruptive to the fabric of downtown, Speck says.

“In most places, the best and easiest way to transition away from on-site parking to something better is through in-lieu fees,” Speck writes. “Instead of being required to build parking, new developments are required to pay a similar amount into a fund that is then used to build large, collective parking facilities.”

He suggests making parking a utility: Everyone pays into a fund, then a designated authority — the city or a private developer — provides parking.

“However you pay for it, municipal parking lots should be carefully located, with an understanding of the important role they play in downtown,” Speck writes. “Effectively, they are anchors: receivers and disgorgers of large quantities of pedestrians.”

Charge more for parking. This suggestion is anathema in many cities, but the economic logic is simple: If curbside spots are always full, then they’re underpriced, Speck suggests.

“When parking is too cheap, parking gets too crowded,” he writes. “For a downtown area to function rationally, its parking must be priced rationally.”

The sweet spot, Speck says, is about 85 percent occupancy. Some cities, such as San Francisco, have introduced dynamic pricing that changes parking rates based on demand.

Because any proposal to raise parking rates is likely to be met with opposition,

Speck offers a workaround: Create a special district that benefits from the higher rates and spends the revenue on such projects as sidewalks, benches, and landscaping.

Understand the importance of on-street parking. While downtowns haven’t been wise about parking design, Speck doesn’t propose an all-out ban on parking. Instead, he argues, on-street parking is an important safety feature. By erecting a barrier of steel between the moving traffic and the sidewalk, on-street parking creates an important buffer that lets pedestrians feel safe. On-street parking also causes motorists to slow down — no one wants to hit a car that’s pulling in or out.

For medium-sized cities, on-street parking generates much of the pedestrian traffic; sidewalks are used by people walking between their cars and stores or restaurants.

Rethink the established uses of parking. Surface lots are an eyesore and a money-waster, to boot.

“Many downtown parking lots sit empty overnight, every single night,” Speck writes. “The waste is staggering, as thousands of parking stalls costing \$20,000 to \$30,000 apiece go unused three quarters of the time.”

A similar disconnect applies to parking lots and garages at residential developments. Many of those spots empty out from 9 a.m. to 5 p.m. Instead of sitting vacant, those spaces should be rededicated to downtown office workers and shoppers.

Understand that parking comes with a cost. Abundant parking downtown discourages use of transit, bicycles, and ride sharing. Free on-street parking comes at the cost of congestion and pollution. For developers, even a modest parking requirement of less than one space per unit can cause construction costs to spike by 30 percent or more — a reality that challenges developers’ ability to provide affordable products. **DIX**

Idea Exchange

Low-cost artist studios support downtown's Gallery Row

Lancaster City, PA, is home to a thriving downtown arts community, centered on the city's Gallery Row.

Throughout the year, a half dozen events ensure that streets, restaurants, and galleries are filled with browsers, shoppers, and diners.

Events include an en plein air painting day with artists working on the sidewalks in front of galleries. A winter Art + Hot Cocoa Tasting which brings together extended shopping hours and gourmet hot chocolate at participating galleries. The event is promoted as an opportunity for evening shopping and a "great date night option." There's also the monthly First Friday events when art galleries, studios, museums, restaurants, shops, and attractions stay open late and offer special activities including live music.

One thing that was lacking in Lancaster City was affordable artists' work space. To set that right, local developer Steve Young is creating an artists' community of 15 affordable studios/galleries plus a bar, made out of recycled steel shipping containers. The development will be located in the back yard of a historic warehouse that he converted to a coworking space several years ago.



Young tells LancasterOnline that studio/gallery space downtown is scarce and costly, often forcing artists to locate miles away.

Working with the shipping containers will help keep project costs down. Young says that the containers cost about \$3,000 apiece. And another \$15,000 to \$20,000 will be spent to repurpose each one.

Eve Bratman, chair of the Planning Commission tells LancasterOnline that she loves the concept.

"The West Grant Street location, with its proximity to Gallery Row, is ideal," she said.

Site-specific music gives people a reason to explore

The Soundwalk app gives city dwellers more reasons to get outside and explore. During the height of the pandemic in New York City, composer Ellen Reid created original music to accompany a stroll through the city's iconic Central Park.

Reid utilized the Soundwalk app. The mobile app allows artists to compose audio and map it to GPS locations. As walkers explore a park, downtown area, or other



public space, site-specific music accompanies them.

In another example, music has been composed for Freimann Square, a 4.6 acre public space on

ISSN 0012-5822

Downtown Idea Exchange

A publication of the
Downtown Development Center

36 Midvale Road, Suite 2E
Mountain Lakes, NJ 07046

Phone: (973) 265-2300 • Fax: (973) 402-6056

Email: info@DowntownDevelopment.com

Website: DowntownDevelopment.com

Editor

Jeff Ostrowski, ext. 110

jostrowski@DowntownDevelopment.com

Technical Editor

Laurence A. Alexander

Customer Service

Mary Pagliaroli, ext. 101

mpagliaroli@DowntownDevelopment.com

Reprints and Permissions

Michael DeWitt, ext. 107

mjdewitt@DowntownDevelopment.com

Publisher

Margaret DeWitt, ext. 106

msdewitt@DowntownDevelopment.com

Downtown Idea Exchange® is published monthly by the Downtown Development Center. The Center provides news, information and data for successful downtown revitalization through its newsletters, books, reports, and website.



Alexander Communications Group

© 2021 Alexander Communications Group, Inc. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying or otherwise, without the prior written permission of Alexander Communications Group.

Subscription Order Form:

Please start/renew my one-year subscription to Downtown Idea Exchange for \$246.*

NAME

TITLE

FIRM/ORGANIZATION

ADDRESS

CITY STATE ZIP

PHONE

EMAIL N15

MAIL: 36 Midvale Road, Suite 2E
Mountain Lakes, NJ 07046

FAX: (973) 402-6056

PHONE: (973) 265-2300

EMAIL: info@DowntownDevelopment.com

* US \$246, Canada \$251, Elsewhere \$267.

Idea Exchange

East Main Street in downtown Fort Wayne, IN. To learn more about the Soundwalk app, go to <https://soundwalkapp.com>.

Parking lot makes way for downtown amenities

The City of Grand Junction, CO, and the Downtown Development Authority are moving forward with the conversion of a section of a surface parking lot to a public plaza. The plaza will provide an informal gathering space as well as a central location for concerts and events. Importantly, it will allow main street to remain open during these types of activities.

Speaking at a meeting of the city council, DDA Executive Director Brandon Stam noted that, "Closing Main Street is not a very popular thing and we learned that this year."

On the other hand, the removal of parking was a repeated concern cited at the meeting. Stam countered that, "A parking study showed sufficient parking in the downtown area, but it can be better utilized."

Political signage gets a second look

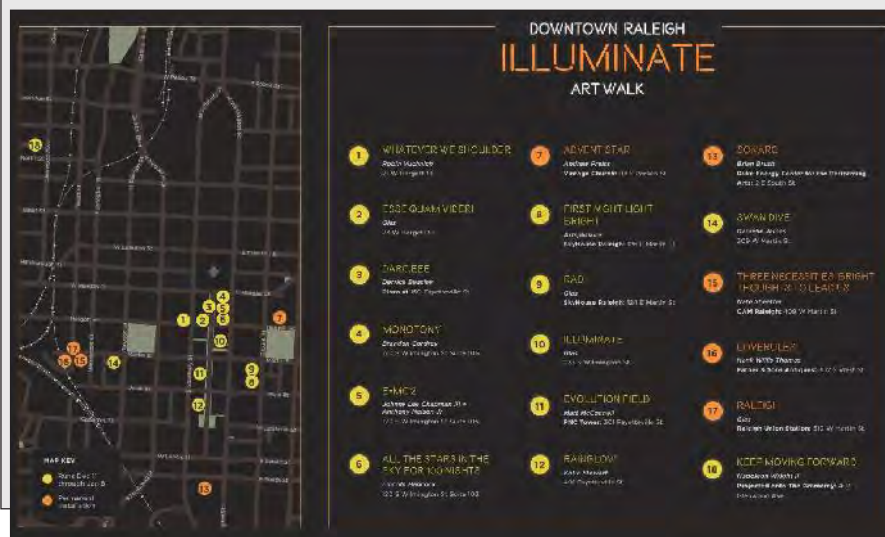
After a contentious election season, the planning commission in Petoskey, MI, will review its political sign regulations. Those standards currently include a 15-day period to remove signs after an election, and size limits depending on the area of the city.

But, city officials say a wave of complaints this year has prompted

Art illuminates city streets

During the holiday season, the Downtown Raleigh Alliance and VAE Raleigh, a nonprofit community arts center, joined forces to present the Illuminate Art Walk. The walk, which ran from Dec. 11 to Jan. 8, featured 18 light installations throughout downtown. Visitors were encouraged to plan their own self-guided walking tour and to stop in for a hot chocolate at one of several businesses along the way.

While most of the pieces are temporary, five are permanent features downtown. The Duke Center for the Performing Arts is home to a piece called Sonarc, which is made of 1,000 plexiglass tubes and 600 LED lights. As night falls, the tubes illuminate the path to the entrance of the building. The piece is interactive, giving people a chance to participate in creating art. Visitors can sing into a microphone, which will analyze their vocal frequency and change the lighting spectrum of the entire piece.



a second look at the scope of those ordinances.

"Most calls are people who are mistaken with the boundaries of the People's Park (a small area of public land at Mitchell Street and U.S. 31 which borders the 200 E. Lake St. property) and concerns about the community aesthetics and not politicizing our downtown," said City Planner

Amy Tweeten in an email to the *Petoskey News*.

The review effort will begin with the planning department, and the planning commission's sign committee. But it may broaden in scope to allow the downtown management board to weigh in on any recommendations that affect the central business district, says the *Petoskey News*. **DIX**



Downtown Idea Exchange

Improving physical, social, and economic conditions downtown

Vol. 68, No. 2
February 2021

Inside this issue

Three-step approach to chronic homelessness helps cities achieve "functional zero"..... 2

Project rejected? Maybe you need to prove it'll work.... 4

After slow start, lighted tractor parade scores a win 5

Small-scale development concept leads to "polite" new building that fits urban fabric 6

Considering a façade grant? Here's how one award-winning program works..... 8

Steady stream of small improvements drives downtown turnaround ... 9

Planting trees, Signs add character, Collecting great ideas, and more. 11

@DowntownDevelopment.com

Bringing Missing Middle Housing to Mesa, AZ, an archive article

Wheeling, WV, façade improvement program guidelines

ATTRACTION

Unlikely downtown rolls out welcome to gay community

Rock Springs, WY (est. pop. 23,319), is a small city in a conservative state, and its gay community long maintained a low profile. That began to change about two years ago, when a downtown bookstore hosted a gathering for the LGBTQ community.

Before the first such event at Sidekicks Wine & Book Bar, Chad Banks, manager of Downtown Rock Springs, admits he worried about how the community would react.

"I was terrified to share that on our Facebook page," Banks says.

Banks is gay himself, and while he says he never has experienced outright discrimination, it's hard to escape Wyoming's fraught history. The 1998 murder of Matthew Shepard, a 21-year-old gay student at the University of Wyoming, garnered international headlines and spurred new laws against hate crimes.

"Wyoming gets this bad rap for not being very gay-friendly," Banks says.

So Banks felt trepidation when he posted information about the

(Continued on page 3)

ECONOMIC GROWTH

Downtown uses variety of incentives to spur activity

Like most downtowns, the city center in Martinsburg, WV (est. pop. 17,475), has been eerily quiet since the coronavirus pandemic began.

"For a year now, folks have been making decisions that don't include walking around downtown," says Shane Farthing, Martinsburg's economic and community development director. "Folks have been hunkering down."

Farthing hopes to rekindle downtown activity by breaking new habits — shopping online, eating at home, and generally dialing back public engagement — before those habits become permanent.

"Patterns can be strong things," Farthing says.

Farthing's approach: Encourage downtown merchants and property

(Continued on page 8)

Three-step approach to chronic homelessness helps cities achieve “functional zero”

Chronic homelessness is a problem that vexes many downtowns, and there’s no easy solution. Long-term homeless people often are afflicted with serious mental illnesses, substance abuse disorders, or physical disabilities.

In a sign of hope, a new approach to homelessness is paying dividends in some mid-sized cities. Rockford, IL (est. pop. 147,070), and Abilene, TX (est. pop. 124,156), are among a handful of cities to achieve “functional zero” in their homeless populations.

Both cities embraced the Built for Zero approach to curbing homelessness. Blending a combination of creativity and hard work, the strategy is championed by Community Solutions, an initiative being tested in some 80 cities nationally.

Achieving functional zero doesn’t mean there’s no one living on the street. Built for Zero defines chronic homelessness as lasting at least a year. And the group says a community has ended chronic homelessness when three or fewer people fit that definition.

While some people still fall into temporary homelessness, advocates in Rockford and Abilene say they have built a system that ensures homelessness is rare and brief. Here’s how they did it.

Step 1: Collect names

Rockford and Abilene started with tracking homeless individuals by name. They began with homeless veterans, then moved on to the larger population of homeless people.

Following the old saw that you can’t fix what you don’t measure, Community Solutions says the concept strives to gather “real-time, person-specific data” about homeless people.

Traditionally, communities’ insights into homeless populations are limited to an annual

estimate of people experiencing homelessness, called the point-in-time count. This is an aggregate number that provides a census of people experiencing homelessness on a single night, but it doesn’t include such crucial details as the names or needs of the people who make up that number.

Rockford collected quality data on every person experiencing chronic homelessness. This data helped advocates understand who was moving out of homelessness, who was entering into it, and who was languishing on the list.

The ultimate payoff from such efforts is a clearer view of the homeless population, what services they need, which approaches work, and which don’t.

Step 2: Build a command center

In many communities, local agencies or nonprofits focus on their piece of the solution, without an ability to see how all the pieces fit together. They define success narrowly — by each organization’s programmatic goals — rather than by the trajectory of the overall number of people experiencing homelessness.

In Rockford, the command center took the form of a focused, multi-agency approach. Advocates tackled the real-time list of names, prioritizing those with the most dire needs.

The service providers discussed and shared information about each person on the list. They then developed a plan for helping each individual.

By using this method, the entire team becomes responsible for ensuring the people on the list are permanently housed.

In Abilene, advocates were able to slash the average length of time from identification of a person experiencing chronic homelessness to housing placement to 48 days.

Step 3: Use the data to create solutions

As part of their coordinated effort, Rockford advocates used a combination of a homeless hotline, a single point of physical entry, and street outreach. Each entry point handles assessment, data entry, referrals, and placement.

The system is community-wide, meaning every agency that provides any type of housing for the homeless is involved.

In Rockford, advocates learned something important by tracking individuals as they cycled in and out of homelessness: The team discovered evictions were a primary driver of homelessness.

As a result, the city launched an Eviction Prevention Program. Rockford worked with landlords to decrease the flow of families into homelessness.

In Abilene, the data led to an improved housing retention strategy. The aim was to make sure that once a homeless person was placed in housing, the client was able to stay there.

Ongoing action

Keeping the chronically homeless off the streets requires sustained attention. For instance, many long-term homeless people never learned to pay bills or manage their finances. Abilene Hope Haven coaches its clients through basic life skills, such as reminders to regularly check the mail and training in how to pay bills online.

To learn more about the Built For Zero approach visit joinbuiltforzero.org.

Contacts: Rosanne Haggerty, Community Solutions, 646-797-4370; Jennifer Jaeger, Rockford, IL, 779-348-7565; Katherine Bisson, Abilene Hope Haven, 325-677-4673.

DIX

Unlikely downtown rolls out welcome to gay community — Continued from page 1

bookstore's first LGBTQ event. He worried about nasty comments on the downtown organization's Facebook page, and perhaps an even more sinister reaction.

The backlash never came. Sidekicks Wine & Book Bar received no criticism about the event. In fact, the organization enjoyed such a robust turnout for its first event that it began hosting a monthly LGBTQ night.

A drag organization was emboldened to begin hosting events. And Sidekicks' neighbors didn't ostracize the business; instead, they embraced the notion of being gay-friendly. Nearly 50 downtown businesses have signed on to the Rock Springs' directory of merchants that welcome LGBTQ customers.

"The response was overwhelming from the businesses that wanted to be involved," Banks says.

The merchants on the list include coffee bars, restaurants, a brewery, a bike shop, and a tattoo parlor.

"Southwest Wyoming is one of many regions trying to build an oasis for LGBTQ+ locals and visitors from around the world," Downtown Rock Springs says on its website.

Banks hopes Rock Springs' new focus will help merchants broaden their appeal and lure new visitors. LGBTQ consumers long have been a coveted demographic in big cities, and Banks says



LGBTQ-friendly businesses welcome visitors in downtown Rock Springs, WY.

there's no reason smaller cities can't market to the gay community.

Banks points to his own habits as a tourist: When he travels out of state, Banks reflexively looks for the LGBTQ symbol. He's interested in visiting gay-friendly merchants and business districts. But visitors to Wyoming, even

to such international destinations as Jackson Hole, found no such appeals to the gay community.

"I couldn't find that anywhere, in any Wyoming community," Banks says.

"There's a lot of discussion in Wyoming about the need to diversify our economy."

A building block of economic prosperity

Economic developers make a compelling case that welcoming diverse groups is a fundamental building block for financial prosperity. Richard Florida, the urbanist and author of books such as *The Rise of the Creative Class*, has devised rankings that rate cities by a "bohemian index," a "gay index," and a "diversity index."

The more diverse, the better, according to Florida. In his writings, Northern California stands as Exhibit A: It's a region that's both

very welcoming to the LGBTQ community and among the most prosperous in the world.

In Rock Springs, Banks has tried to balance any call to diversity with a desire to respect the community's social mores and political conservatism.

"We're a red state," Banks says.

Even so, with few gay-friendly marketing initiatives in Wyoming, and not a single gay bar in a state of more than 500,000, Banks and others see an opportunity.

"There's a lot of discussion in Wyoming about the need to diversify our economy," Banks says. "One of those steps is to be more welcoming, not just for LGBTQ folks but for the gamut."

And it's hard to ignore the full crowds and ringing cash registers at Sidekicks Wine & Book Bar on the nights of the gay-friendly events. The owner reported "huge days," Banks says. "It's an important demographic for businesses to be aware of."

Downtown merchants took note. When Pride Month rolls around each June, more and more Rock Springs businesses display gay-friendly signage.

Contact: Chad Banks, [Downtown Rock Springs](mailto:chad@rocksprings.com), 307-352-1434. **DIX**

PATHWAYS AND PUBLIC SPACES

Project rejected? Maybe you need to prove it'll work

When the city of Somerville, MA (est. pop. 81,358), proposed transforming a small public parking lot into a public plaza, a handful of skeptical residents nixed the idea.

So the city decided to take a different approach to pitching the placemaking initiative: Somerville officials transformed the 10-spot lot into a pop-up park. For three days, food trucks, street performers, and musicians turned a drab spot into a festive one.

Residents loved the results, judging by the comment cards they filled out during the event. And city leaders were emboldened to embark on a "Tactical Urbanism Week" that explored a number of placemaking ideas, such as building parklets and using old pallets to construct street furniture.

The episode is recounted by urban planners Mike Lydon and Anthony Garcia in their book *Tactical Urbanism*. The concept might be described by a simple edict: Show, don't tell.

When Somerville city planners presented the street activation plan in the traditional top-down way, a small group of residents who “say no to everything” shot down the idea, Lydon and Garcia write. Never mind that the cost was modest, or that the proposal was solid.

Undaunted, the city maneuvered around the naysayers with a hands-on demonstration.

Such tactical urbanism “is being used to bring planning concepts to people physically rather than asking them to come to planning meetings to discuss proposals theoretically,” Lydon and Garcia write. “Truly participatory planning must go beyond drawing on flip charts and maps.”

Somerville officials bought in to the concept, hosting a five-day Tactical Urbanism Week to explore other placemaking projects. The agenda included workshops, a Dancing in the Streets festival, and other events.

“Tactical urbanism is a strategy for public engagement in city-building, using low-cost, temporary changes to the physical environment

to test ideas for public space, pedestrian safety and economic development,” the city said in announcing the series of events.

They said they hoped Somerville could replicate the “nimble approach” used in New York City and San Francisco.

Such tactical urbanism demonstrations carry little risk, Lydon and Garcia write: If a placemaking project proves to be a flop, downtown leaders can simply abandon it. There’s no infrastructure investment to justify, and no long planning process to live up to.

Traditional planning systems are “orderly but dumb,” Lydon and Garcia write. Tactical urbanism, by contrast, aims to be “chaotic but smart.”

“Tactical urbanism allows frequent corrections and demonstrates willingness and appreciation for advancing ideas through real-world testing,” they write. “Indeed, it’s akin to something most of us learn by sixth grade: the scientific method.”

DIX

“Tactical urbanism allows frequent corrections and demonstrates willingness and appreciation for advancing ideas through real-world testing.”

ATTRACTION

After slow start, lighted tractor parade scores a win

Seeking some activity downtown, the Centralia Downtown Association a decade ago kicked off a quirky event. In a twist on a holiday parade, Centralia, WA (est. pop. 17,216), hosted a Lighted Tractor Parade.

The inaugural event drew “seven entries and a lot of doubters,” according to the Washington Trust for Historic Preservation.

Undaunted by that modest start, the Centralia Downtown Association persevered — and the parade turned into a big deal. Centralia has to limit entries to 90 tractors, and the event typically draws 15,000 people.

Alas, the coronavirus pandemic canceled the 2020 parade. But 2020 wasn’t all bad news for Centralia’s Lighted Tractor Parade — the Washington State Main Street Program

honored the spectacle with the group’s Outstanding Promotional Event Award.

“The Lighted Tractor Parade is the kind of event where families, couples, and friends create treasured holiday memories,” says Breanne Durham, Washington Main Street director. “Bringing people downtown is a mainstay of revitalization work, but what makes Centralia’s Lighted Tractor Parade outstanding is that it draws



Creative concept draws visitors from around the region.

visitors and locals alike with an authentic and community-centered celebration.”

The parade, held the second Saturday in December, is a way to pay homage to the area’s agriculture roots.

“What makes Centralia’s Lighted Tractor Parade outstanding is that it draws visitors and locals alike with an authentic and community-centered celebration.”

The parade lasts for an hour, illuminating downtown streets with more than 100,000 lights on creative and colorful floats. A local farmer handles grand marshal duties each year.

Santa is always the encore attraction, often riding on a sleigh pulled by eight Harley-Davidson motorcycles decked out in dazzling lights.

“Events are only a part of what the CDA does to revitalize downtown, but they are a vital part of promoting our town and drawing visitors who then have the opportunity to shop at our stores, eat in our restaurants, and

explore the charm of downtown Centralia,” says Centralia Downtown Association Executive Director Terri Zambon.

The Lighted Tractor Parade attracts both locals and out-of-town visitors. As its reputation spreads, local hotels book to capacity well in advance. The visitors often arrive early to buy holiday gifts at downtown shops, bringing a splash of outside dollars into Centralia’s economy.

To give credit where it’s due, Centralia didn’t coin the idea of a holiday parade featuring tractors. About 200 miles east, Sunnyside, WA, has long hosted the Lighted Farm Implementation Parade. That event’s 32-year run was also interrupted by COVID-19.

Orangeville, ON, and Calistoga, CA, also host tractor parades for the holidays.

Contact: Terri Zambon, Centralia Downtown Association, 360-562-0194. **DIX**

ECONOMIC GROWTH

Small-scale development concept leads to “polite” new building that fits urban fabric

In Portland, ME, a local couple envisioned a three-story, mixed-use building in the city’s Deering Center neighborhood. However, they faced a number of challenges. Such a building hadn’t gone up for years.

And the developers — architects Kiya and Denis Lachman — were rookies. But they pursued the plan anyway, ultimately completing a structure that’s the perfect complement to the neighborhood. The project turned out so well, in fact, that it is held up by the nonprofit Incremental Development Alliance (IDA) as an example of the sort of small-scale development that cities need.

“There’s hardly a Main Street in the world that couldn’t use another graceful,

elegant three-story mixed-used building — you know, like we used to build,” planner Ivy Vann writes on the IDA website.

She describes the project as “the epitome of a polite, handsome building that does its job well.” The project, 502 Deering Center, provides three on-street retail spaces and six upper-story apartments.

The IDA takes something of a contrarian approach to development. While many economic developers pursue splashy, high-dollar projects, IDA stresses the importance of small-scale developments, done by small developers.

This sort of incremental development aims to gradually improve downtowns, rather than remaking them overnight. IDA has

worked on projects such as missing middle housing in Chattanooga, TN, and a reworked zoning code in Kalamazoo, MI.

This year, IDA is working with Brattleboro, VT, to preserve and revitalize buildings there. And the group coaches small-scale developers such as the Lachmans in Portland.

As he tried his hand at development for the first time, Denis Lachman says he realized he could follow one of two paths for his first project. He could scout for an undervalued neighborhood, where the land or building costs were low and rents were affordable.

Or he could work on a tight, complicated site with higher costs, but also with more certainty of achieving healthy rents. Lachman opted for the second choice.

“It’s quite a bit more expensive and there is more risk, but there’s also more room for economic value in the project,” he says.

The Lachmans say they realized construction costs would be steep, so they thought about how to design a building that would fetch rents of \$23 a square foot or more.

To make certain tenants would be willing to pay a premium, the Lachmans made sure to include plenty of windows, well-planned interior configurations, and quality materials.

They bet that there would be demand for new space in an old neighborhood. But they also risked their life savings.

“We didn’t have an equity partner, because we thought the risk was too great to involve anyone else,” Kiya Lachman says. “We took money out of our retirement funds, because we believed the building was going to make money. We borrowed against our house and against a rental property we own. We borrowed from family.”

Because this was the first new building of its kind in Deering Center for many years, there were no comparable properties for lenders to analyze. However, the Lachmans did find a banker willing to finance the project.

Next up was marketing. The Lachmans hired a firm to produce a streetscape illustra-



502 Deering Center houses six apartments plus ground floor commercial space.

tion for the new building, including in the drawings a three-story opera house which had burned down in the 1960s. The drawing showed how seamlessly the new building would fit into the context of the street.

Denis Lachman says the investment in graphics helped overcome potential objections from neighbors. By seeing how the building would mesh with the existing street, neighbors felt less fearful.

The newbie developers included a rain garden and pocket park to manage stormwater.

They also added a woonerf, a multiuse lane for cars, people, and bicycles. The Lachmans say it is the first woonerf in town, so they needed to persuade code officials that the lane was a sound idea.

Getting acceptance for this concept with code officials again came down to good graphics and clear diagrams.

The Lachmans also had to deflect the usual gripes about parking. In the end, Vann says, the new structure is “an extraordinarily polite building.” It’s big enough to accomplish its mission, but not so large that it overwhelms the urban fabric of the street.



DowntownDevelopment.com

To learn more about **missing middle housing**, go to DowntownDevelopment.com and click on “**Web Extras**.”

DIX

Downtown uses variety of incentives to spur activity — Continued from page 1

owners to take advantage of the lull by investing in their properties.

The Martinsburg City Council in late 2020 approved guidelines for building improvement programs aimed at sprucing up the downtown area. The one-year pilot projects are available to owners of residential and commercial properties in the Martinsburg Downtown Development District.

Martinsburg is home to a number of structures built before 1930. Some were built in the 1890s.

“Our downtown has a lot of historic structures. What we have right now is a large stock of downtown buildings that are archi-

tecturally beautiful but that need some love and care,” Farthing says. “This was really just an attempt to put a thumb on the scale toward investing in some of these older buildings.”

Martinsburg is offering 50-50 matching grants of up to \$5,000 for improvements to “non-roof exterior work on portions of the property visible from the public frontage,” according to city guidelines. The matching grants could total up to \$400,000, Farthing says.

One councilman questioned the terms of the program: Property owners must make the improvements and then apply for reimbursement. He wondered if the pay-first rule — which is common in façade programs — was

Considering a façade grant? Here’s how one award-winning program works

Wheeling, WV (est. pop. 27,062), was recently recognized by the Preservation Alliance of West Virginia for its façade grant program. Here’s a rundown of how the program works.

First, applicants must submit the following information to the city:

- Completed application
- Photographs of existing façade
- Plans and/or elevations of proposed improvements
- List and/or description of materials to be used
- Detailed cost estimates/bids for proposed improvements
- Proof of ownership if the applicant is the property owner, or an owner consent form.

Next, a representative from Wheeling’s Economic and Community Development Department meets with the city’s five-person Façade Improvement Committee to review the proposal. The completed application and additional required documents must be approved by the city council before work begins.

The committee follows up with written notification to the applicant stating whether the proposed façade improvements have been approved as submitted, approved with changes, or not approved. The committee also advises the applicant of the anticipated amount of reimbursement authorized, provided the improvements are completed as approved.

Within 30 days of the issuance of an award, the applicant provides

the committee with a contractor’s qualification statement.

Projects deemed eligible for reimbursement must be completed within one year of receiving approval.

Applicants who qualify for funding must document all costs and provide the committee with proof of payment for all eligible improvements within 30 days of completion of the work. Once construction is complete, the committee visits the project to ensure that it complies with the approved plans. Reimbursement checks of up to \$15,000 are issued by the City of Wheeling.



To see the **complete façade improvement program guidelines** go to DowntownDevelopment.com and click on “**Web Extras**.”

fair to property owners, given the steep downturn in downtown traffic.

Farthing says the city will strive to approve grants quickly enough that property owners can put the repairs on their credit cards and get their city checks by the time the bill is due.

The program aims squarely at curb appeal. To be eligible, the work must address visible improvements such as paint, awnings, lighting, masonry, porches, doors, or windows. The idea, Farthing says, is to create a flurry of activity that improves downtown's appearance.

Among the rules for Martinsburg's program:

- Work must improve the appearance of the structure from the public right-of-way.
- Applicable permits and approvals for work must be obtained from the city.
- Work must be performed by the property owner, or by a West Virginia-licensed contractor.

- Work must be completed within six months of the issue date of the city's "letter of commitment."
- The city will inspect the work before reimbursement.

A façade program alone can't turn around a downtown, Farthing acknowledges. He sees the façade improvement program as just one of many incentives.

Martinsburg already has a 10 percent business and occupation tax credit for downtown merchants. The city directs property owners to historic preservation grants offered by the state and federal governments. And federal Opportunity Zone breaks also apply.

"No one of these is a silver bullet, but the idea is that if we concentrate all of these things, we can build some collective momentum," Farthing says. "It's a lot of small interventions. These are low-cost interventions to get folks engaged again."

*Contact: Shawn Farthing, City of Martinsburg, WV, 304-264-2131. **DIX***

ECONOMIC GROWTH

Steady stream of small improvements drives downtown turnaround

When Evan Kaufman became executive director of the Hopewell Downtown Partnership a decade ago, the small city's core was struggling.

The neglected downtown of Hopewell, VA (est. pop. 22,456), was filled with run-down buildings. Food options were sparse, and locals didn't think downtown was safe.

"In Hopewell, it was beyond downhill," Kaufman recalls. "It had already passed the point where people had given up and written off downtown."

Kaufman was new to downtown leadership, but he quickly learned the funda-

mentals of place management. The first order of business was a grant program for façade improvement.

"That was an easy, early win and started to change some of the perception of downtown," Kaufman says.

Next up was state funding to foster small businesses. The pilot program included \$100,000 from the state for a business plan competition. Kaufman began recruiting would-be entrepreneurs for an eight-week training program, with a competition at the end.

That program yielded several businesses that set up shop downtown, including a fitness

center that remains a downtown anchor years later. A couple of restaurants that emerged from that program failed.

While some local skeptics thought the failures reflected downtown's demise, Kaufman says he learned the importance of managing expectations.

"Even having one successful small business come out of that was way worthwhile," he says.

Moving from farmers' market to storefront

Downtown Hopewell also started a farmers' market. Kaufman looked at the event not just as a way to bring traffic downtown but also to spot businesses ready to set up shop permanently.

"A Main Street director is really like a professional matchmaker."

"It's a great way of recruiting," he says.

One farmers' market vendor sold out of his homemade pies every week, and Kaufman encouraged him to take a spot downtown. Kaufman helped the baker find a space in a recently renovated building.

The baker eventually moved on to another downtown nearby, but a coffee roaster recruited by Kaufman from the farmers' market remains a tenant in downtown Hopewell.

When Kaufman spotted a promising merchant at the market, he would begin a conversation about a more permanent arrangement.

"A lot of them have thought about it or would like to, but they don't really know what's involved," he says.

Kaufman helped these business owners review leases and develop business plans. He sent them to the Small Business Development Center at Longwood University and connected them with landlords and lenders.

"A Main Street director is really like a professional matchmaker," Kaufman says.

Embracing complete streets

In another step toward revitalization, in 2015 Hopewell's city council passed a Healthy Eating, Active Living (HEAL) resolution in hopes of improving public health. The initiative aimed to provide access to outdoor recreation and nutritious food.

The city ranks low on public health measures, according to the Robert Wood Johnson Foundation. And its household income of \$39,000 is far below the state average, according to Census data.

Working with the National Complete Streets Coalition, the city crafted a plan that focused on changing locals' lifestyles. "We're focused on making Hopewell healthier by giving people more suitable lanes and roads to stay active," says City Councilor Johnny Partin.

While the complete streets policy is not yet finalized, Hopewell's Director of Development Tevya Griffin, says that she has seen a shift to prioritizing projects that emphasize recreation, mobility, and active lifestyles. She notes that much of her work is focused on "creating active connections between schools, the residential core, and the commercial downtown."

Hopewell has now renovated four parks and playgrounds, built a waterfront riverwalk, and it adopted a comprehensive plan with miles of new biking and walking facilities. The city's streetscape improvements earned it a designation as a HEAL "platinum standard community."

Kaufman left Hopewell for another position last year, but he says downtown has changed in important ways over the past decade. Many buildings have undergone major rehabilitations, and the downtown district is much more vibrant.

"The look and feel is dramatically different," Kaufman says.

Perhaps the biggest lesson, Kaufman says, is that downtown revitalization depends on a number of small steps, rather than one big victory.

"It's really the small, incremental projects that make a difference," Kaufman says. "It's like a basketball game — keeping the momentum in your favor."

Hopewell's trajectory also illustrated that there's only so much a downtown leader can control.

"Cities and downtown leaders throw the ingredients in there," he says, "but it's up to the entrepreneurs and the customers to make the meal." **DIX**

Idea Exchange

New year, new trees

In January, Philadelphia's Center City District passed the half-way point in its efforts to plant 200 new street trees. The overall goal of Plant Center City is to bring the total number of street trees in the district to 2,500.

In making the announcement, the District notes the benefits of urban street trees:

"Research on the benefits of urban greening consistently finds that trees offer many measurable and dramatic improvements to cities. They can decrease urban air temperatures, reducing air conditioning bills for homes and businesses; they absorb carbon dioxide and other pollutants; they add value to adjacent homes and businesses; they reduce stress levels and improve emotional well-being; and they increase pedestrian safety by calming traffic. Trees also make good business sense by creating attractive, pleasant urban environments that attract shoppers and encourage them to stay longer."

The program is supported by individual and corporate donations.

Local delivery service supports downtown restaurants

While many restaurants nationwide rely on third party services like Grubhub and Uber Eats to get meals delivered quickly, they bemoan the high commission rates. To help restaurants in downtown Jackson, MS, Visit

Jackson and Downtown Jackson Partners teamed up with a local delivery service. The goal was to expand delivery options for local restaurants and to negotiate lower commission rates, reports the Jackson Free Press.

New signs add character, attract customers

Downtown Beaverton, OR, is working to create a distinct district identity with one of a kind business signs.

The Beaverton Downtown Association partnered with CoSign, a program of the American Sign Museum, as well as local artists, business owners, and sign fabricators to develop unique blade signs that project from the sides of building exteriors.



Eye catching signage from an early CoSign project.

ISSN 0012-5822

Downtown Idea Exchange

A publication of the
Downtown Development Center

36 Midvale Road, Suite 2E
Mountain Lakes, NJ 07046

Phone: (973) 265-2300 • Fax: (973) 402-6056

Email: info@DowntownDevelopment.com

Website: DowntownDevelopment.com

Editor

Jeff Ostrowski, ext. 110

jostrowski@DowntownDevelopment.com

Technical Editor

Laurence A. Alexander

Customer Service

Mary Pagliaroli, ext. 101

mpagliaroli@DowntownDevelopment.com

Reprints and Permissions

Michael DeWitt, ext. 107

mjdewitt@DowntownDevelopment.com

Publisher

Margaret DeWitt, ext. 106

msdewitt@DowntownDevelopment.com

Downtown Idea Exchange® is published monthly by the Downtown Development Center. The Center provides news, information and data for successful downtown revitalization through its newsletters, books, reports, and website.



Alexander Communications Group

© 2021 Alexander Communications Group, Inc. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying or otherwise, without the prior written permission of Alexander Communications Group.

Subscription Order Form:

Please start/renew my one-year subscription to Downtown Idea Exchange for \$246.*

NAME _____

TITLE _____

FIRM/ORGANIZATION _____


ADDRESS _____


CITY _____ STATE _____ ZIP _____


PHONE _____

EMAIL _____ N15

 MAIL: 36 Midvale Road, Suite 2E
Mountain Lakes, NJ 07046

 FAX: (973) 402-6056

 PHONE: (973) 265-2300

 EMAIL: info@DowntownDevelopment.com

* US \$246, Canada \$251, Elsewhere \$267.

Idea Exchange

Many of the signs are three dimensional or include neon. Business owners paid just \$1,000 per sign with the Beaverton Downtown Association funding the bulk of the cost.

The project won recognition from Main Street Oregon, which pointed to the project as a strong economic development tool which helped businesses, especially new businesses, gain immediate recognition.

To learn more about CoSign, visit cosigncincy.org.

Placemaking challenge funds events and infrastructure

Round three of the Downtown BC Placemakers Challenge is underway in Battle Creek, MI. The competition seeks to develop new leadership by funding downtown events and infrastructure projects.

The events category seeks to fund "awesome projects that get people back together, engage them in their community, bring them downtown. These projects may be singular one-time events, reoccurring experiences, value added moments attached to existing events, etc." Participants submit their ideas online. The top five ideas are awarded \$1,500 each. Next, participants share those ideas in a pitch competition. But it is a pitch competition with a twist — participants must give their \$1,500 to another participant. So people may leave with

Collecting and managing great ideas

A newly planted flower bed, a downtown dining brochure, sparkling lights illuminating the tops of downtown buildings, these are all ideas developed as part of the Hillsboro Downtown Partnership idea sharing project. The project received the 2020 Oregon Main Street award for best organizational tool.

The project was born out of necessity. People came to Hillsboro Downtown Partnership with lots of ideas, but the partnership didn't have a process in place to ensure that those ideas could be heard, acknowledged, and get connected with resources.

The partnership came up with the idea sharing project to make sure all ideas were taken into consideration through a consistent process. The organization created a processing flow chart and an idea submission form, then each committee created a rubric for scoring the idea. A high score puts an idea on track to implementation.

To see the flowchart and the online submission form, go to downtownhillsboro.org/ideas

PROMOTIONS PROJECTS SCORING RUBRIC

Last printed: June 29, 2020

CRITERIA	0 Point	2 Points	5 Points	7 Points	10 Points
Reinforcement of Downtown brand/identity	Not related to brand	A small tie into brand	Some tie into brand	Close alignment with brand	100% alignment with brand
Current community support	Lack of community support	Unknown whether the community will support	Unknown but anticipated support	Some known support	Known and consistent support
Current stakeholder support	Many stakeholders are against	Some stakeholders may be against	Stakeholder support is unknown	Many stakeholder support	Most stakeholders support
Project highlights existing Downtown assets	Does not highlight assets	May highlight some assets	Highlights some assets	Highlights many assets	Highlight all assets
Originality of project	Everyone's doing it	It's a common project at similar organizations	It's similar to other projects with our own spin	Unique, but stealing some ideas from similar projects	We don't think this has ever been done before
Impact on Downtown businesses	Competes directly with business(es) income stream	Somewhat competes with business(es) income stream	Does not compete with nor benefit business(es) income stream	Will somewhat benefit business(es) income stream	Will directly benefit business(es) income stream
Anticipated cost of entire project	> \$5,000 or unknown	\$2,500 - \$5,000	\$1,000 - \$2,500	\$500 - \$1,000	< \$500
Staff time required (from existing staff and volunteers)	> 150 hours	100-150 hours	50-100 hours	30-50 hours	0-20 hours
Potential funding sources	No funding sources have been identified	Funding will come entirely from HDP's existing budget	50% of funding will come from outside sources	75% of funding will come from outside sources	100% of funding will come from outside sources

anywhere from \$1,500 to \$7,500.

In the infrastructure category, the top five physical improvement entries receive \$1,500 each. The funds must be matched, or exceeded, by the project sponsor.

The competition is funded by a W.K. Kellogg Foundation grant awarded to Community Inclusive Recreation, which is partnering with Penetrator Events to administer the challenge. **DIX**